

ANdAZ. | AMSTERDAM
PRINSENGRACHT

DESIGN NOTES



ANdAZ.



WELCOME TO YOUR

Andaz Amsterdam Prinsengracht!

- ✓ 122 rooms including 5 suites
 - room sizes ranging from 24 to 36 sq m and suites measuring between 55 and 141 sq m.
 - views on: "Canal", "Garden" or "Observatorium".
- ✓ Entire hotel interior designed by Dutch architect and renowned designer Marcel Wanders.
- ✓ Featuring
 - signature in-house restaurant Bluespoon and adjacent bar
 - a lounge
 - a library
 - silent garden
 - spa, including two treatment rooms.
 - 24-hour gym
- ✓ 3 Andaz Studio's, a gallery and boardroom, comprising 400 sq m of meeting space.
- ✓ Housing a collection of 40 video art pieces.
- ✓ Preferred hotel of the Stedelijk Museum.
- ✓ Most important recognitions to date:
 - Hot List: The World's Best New Hotels 2013 - Condé Nast Traveler
 - It List: The Best New Hotels 2013 - Travel + Leisure
 - Hotel of the Year 2014 - GaultMillau
- ✓ Green Globe certified.
 - Highest score in the Netherlands to date.

Andaz Amsterdam Prinsengracht

...the *fertile ground* where creative minds and artistic spirits are immersed in inspiration.

...a barrier-free place where *ideas are easily born*, exchanged and expanded.

... that beats with the *same heart* as the city.

...where a taste of neighborhood culture is enthusiastically served up at every turn.

...where *polarities* of old and new, high and low, raw and finished beautifully blend to put a new edge on any perspective.

...where our *gracious, unscripted service* creates an atmosphere where people feel good and want to return.

...where employees are *happy* to come to work and to serve customers with a *genuine smile*.



- Located on the site of the former Public Library of Amsterdam.
- Two buildings in between two canals: the Prinsengracht (Prince's canal) and the Keizersgracht (Emperor's canal). Connected by a center garden.

HOTEL FACTS



- Surrounded by the iconic canal ring which was added to the UNESCO World Heritage List in 2010.
- Situated in the historic al heart of Amsterdam and part of:
 - the lively and rich cultural character of the Jordaan district, home to Amsterdam's main art galleries and popular cafes.
 - the Negen Straatjes (Nine Streets), the most eclectic shopping and fashion area of the city.
- Within close walking distance of Amsterdam's major attractions, like the Anne Frank House, Wester Church, the Royal Palace and the Red Light district.

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FROM PUBLIC LIBRARY TO HOTEL

HOTEL FACTS



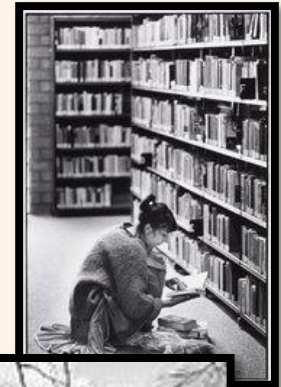
“Front”
PRINSENGRACHT 587



“Back”
KEIZERSGRACHT 440

BUILDING HISTORY

- Build around 1720 by Peter Hugeton.
- Demolished and rebuilt in 1897 by architect Willem Hamer, after which both buildings were used as warehouse, as well as, atelier for tailored clothing.
- In 1973 both buildings were dismantled - except the monumental façade of the Keizersgracht - and rebuilt as office building by Agency de Klerk.
- In 1977 the building was designated as Public Library.
- In 2007 the Public Library was relocated to the Oosterdokseiland.
- Start project; conversion from Public Library into hotel.
- Completion conversion and opening of Andaz Amsterdam Prinsengracht on 29 October 2012.



SOURCES OF INSPIRATION

- **connecting polarities:** contrast old | new; Amsterdam as 'melting pot': get together | find together.
- **heritage:** history and local touched integrated in design. surrounding of the hotel dominated by the golden age, Dutch delft blue, tulips and orange.
- **knowledge:** reference to knowledge gained from books and stories about the 'old Amsterdam' woven into design.
- **old library:** books integrated in design; time and space to read books | picture books | graphics & signage
- **video art** as opposed to regular art: people don't have time to go out and see video art in their regular life. contrast between modern | traditional.

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THE DESIGN

OVERALL DESIGN VISION

Video Art/ Books

Old Amsterdam Library

Poetry

Heritage



Old / Modern

Local Amsterdam

Big Space/ Cozy hideaways



Connecting polarities

Golden Age

Naturally grown

Authenticity



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Atmosphere of a typical Dutch house

Intimate, cosy and full of small places.

Amsterdam doors

On entry, it appears you are still outside. The space holds many small, decorative and typically Amsterdam doors.

Function

The entrance allows guests a minute to come to their senses before arriving in the middle of the hotel. At the same time the entrance acts as barrier to keep the lobby warm in cold winters.

THE LOBBY



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Hassle-free check-in process

Andaz Hosts use computerized tablets to check-in guests into their rooms anywhere they desire; in the bar, restaurant or elevator on their way to the guestroom.

For a more traditional experience, the three tables with bell-shaped chandeliers can function as central check-in area.

Bell-shaped chandelier

An important design element of Marcel Wanders, representing an early and important form of communication that draws people together.

Map of the world

The carpet shows a map of the world, referring to the journeys of famous Dutch globe trotters and adventurers.

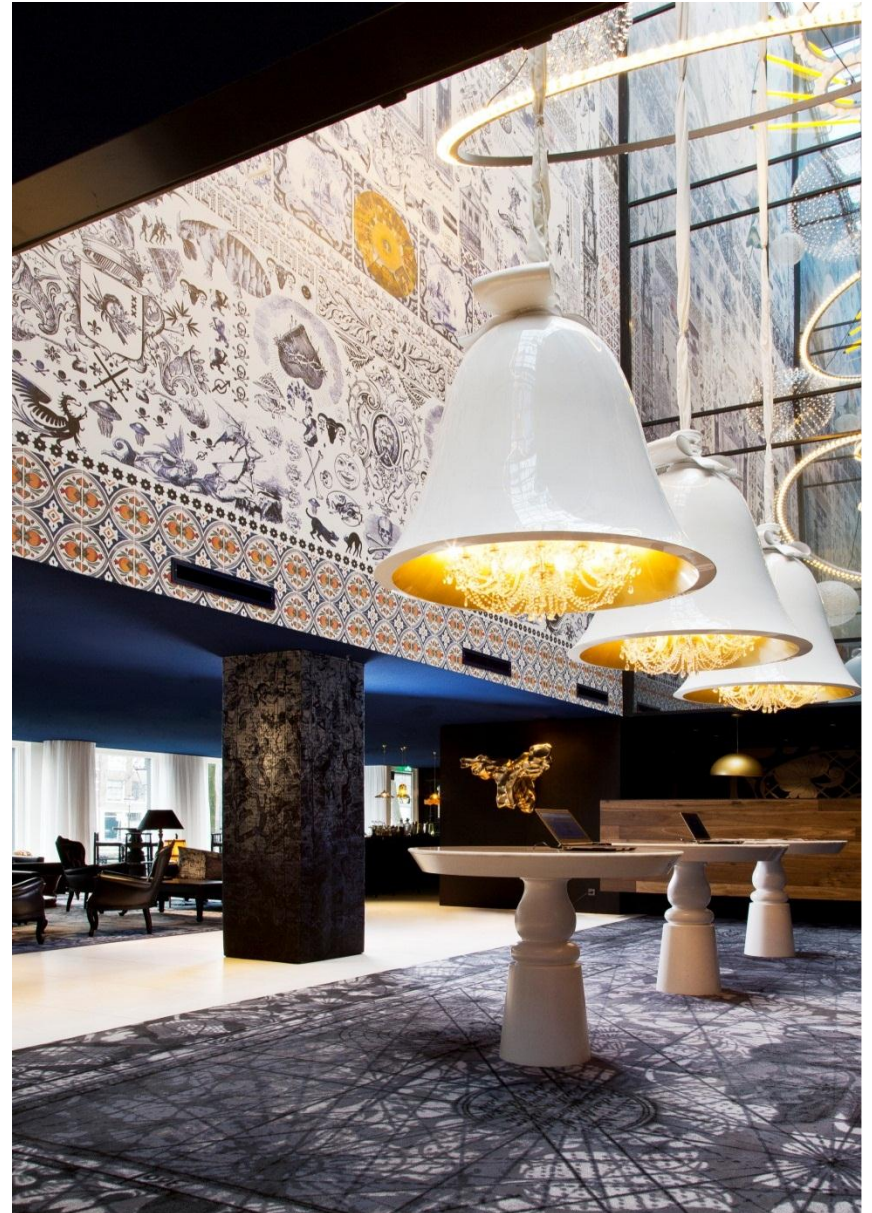
Video Art

Showcasing the largest display screen for the presentation of video footage, comprising nine 60-inch televisions.

THE OBSERVATORIUM



ANDAZ



Two purposes

- Functional light source to allow light into the centre of the hotel and to some of the rooms.
- Creation of a warm, fresh space in the centre of the lobby, which is the pivot point of the hotel.

Constellation of glittery stars

Connecting to a world beyond our own, the observatorium gives a window to the most ancient of navigation systems for travellers.

Universe of knowledge

Wisdom from the books that once lived in the Public Library has been transferred to the walls, creating a covering that depicts the city and country.

The wallpaper is further reflected in the large windows of some of the rooms, creating an endless universe of knowledge.

Central elevator

Allows one to view the wallpaper closely and features a secret library within the shaft.

THE LIBRARY



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Sit down and relax

A place for guests to unwind, read a book, meet, work or enjoy a glass of wine.

Special book collection

All related to video art.

Central piece

Large crystal chandelier with very small custom designed screens for video works to play.

Large shop style window

Allows onlookers a taste of the hotel concept in one room

THE LOUNGE



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A place to feel at home

Cosy, comfortable, free and easy.

Light management

Lighting and decorations change frequently to reflect the time of day and year. Feeling warm in winter and cool in summer.

Multifunctional

As service can be provided anywhere in the hotel, everything from a coffee to a lunch and cocktail can be hosted in this area.

The furniture

A combination of Marcel Wanders' designs, custom pieces and antiques.

BLUESPOON BAR



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BLUESPOON BAR



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Style of a typical Amsterdam bar

Dark, intimate and speakeasy atmosphere.

A small place

Intended to not just draw hotel guests, but locals as well.

Large communal bar table

Allows guests to sit at both sides of the table and stimulates interaction.

Action and entertainment is brought tableside through professional bartenders who serve hand-crafted cocktails.

Walls

Handcrafted millwork; a memory of antique furniture.

Tables

New Antique container tables from Moooi.

BLUESPOON RESTAURANT



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DESIGN NOTES BLUESPOON RESTAURANT

Includes

An open show kitchen, 78 couverts, chef's table and private dining area.

Show plates

The chef's table features show plates that will be designed by Marcel Wanders every year, with a limited edition of 200 pieces. The designs reflect a collection of elements relating to Amsterdam and the hotel.

Walls

One wall features a large scale one minute delft blue mosaic and another wall features custom hand-crafted wooden panels with animal heads carved into them.

Old TV sets

Showing video-art works.

The furniture

Showcases many of Marcel Wanders' designs, such as the "Monster Chairs", designed for Moooi and the "Venus Chairs" designed for Poliform. The tables are all custom designed.

Private dining area

In the style of an old glass house executed with custom decorations in stained glass, making the area appear like a jewel attached to the building.

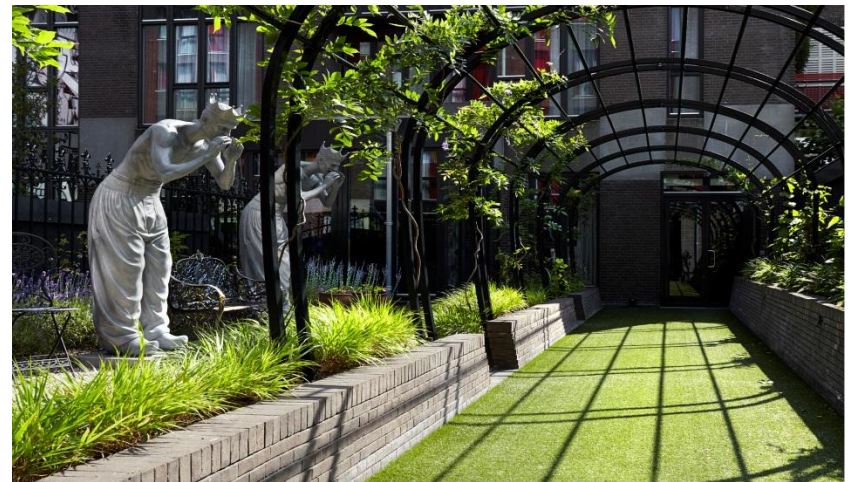
THE GARDEN



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THE GARDEN



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Connection

The garden connects the Prinsengracht building and Keizersgracht building together

Old, authentic overgrown

A place that once held a function but no longer does, it is romantic, mysterious and strange it is organization.

Herbs

Within the garden a special bed of herbs is planted to be used by Chef Julien Piguët.

Silent garden

No food and beverages are served in the garden. It is a silent garden; a place to wander and a place to rest.

Alice in Amsterdam

The garden features a graffiti wall by artist Nick Walker, presenting Alice in Amsterdam.



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Alice in Amsterdam

Alice visits Amsterdam with a mind to experience all the city has to offer. She floats around town and tries this and that, smells this and that, touches this and feels that. With every new smell and every new taste her senses heighten and her mind expands. Carrying on, she dances through the streets marveling at the beauty around her. Until...SPLASH!

Sinking quickly in the cold water of the canal Alice moves her arms and legs directing herself towards a light in the distance. Reaching the light, she pops her head up out of the water to find herself in a large room filled with beautiful flowers.

Alice climbs into the room and walks to a little door, finding it open and walks through. Giant books are stacked and scattered, she reads the spines and discovers that they belong to the collection of the old public library of Amsterdam.

Near the books, upon a table she finds a small bottle marked with three X's and 'drink me'. So she does. Suddenly she starts to shrink at such a rate that she becomes tiny in seconds. Desperate to grow she reaches up to take the blue spoon, saying 'eat me', from the table. She grows and soon BUMP! Her head hits the ceiling.

She sits upon a stack of books while wondering what to do next. As she ponders, out of the corner of her eye, she sees a mushroom growing from the ground. A bright blue caterpillar crawls on top. Before she has a chance to blink a rabbit runs up to her and asks the time. Through the window she spots a giant clock in the garden. She points and the rabbit rushes by.

She peers further through the window to catch sight of the rabbit once again, but is instantly captivated by the magical garden of trees, flowers and animals. It is romantic and mysterious and may appear strange in its organization, but to Alice the garden was her temporal yet eternal universe.

- The End -

THE CORRIDOR



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Connection

The corridor connects the Prinsengracht building and Keizersgracht building together undergrounds. This area further holds the Spa and Fitness.

Cabinet

Along one wall a set of cabinets is positioned, holding a changing exhibition of objects by Marcel Wanders.

Hologoram

The opposite wall displays a long hologram of waving cats that move once passed. Originally, the Dutch brought cats to Japan and along with the cats business and prosperity followed, through the trade generated by ships. Here the lucky cat is brought home to wave greetings of prosperity and luck to the guests of Andaz Amsterdam Prinsengracht.

The hologram further ties in with the video art collection; an analog moving artwork that lives only when passed by.



THE SPA



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THE SPA



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Includes

2 treatment rooms, relaxation seating, dry grooming area and wet areas featuring a steam sauna and experience shower.

Bisazza tile mosaic

The floor features a Bisazza tile mosaic, executed in the iconic one minute delft blue style of Marcel Wanders.

Walls

Covered with a special Laguzzo wall finish.

THE FITNESS



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DELFT BLUE ROOM



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DELFT BLUE ROOM



Marcel Wanders on his One Minute (Delft Blue) Style

“As a product designer, my work is unique but then continuously copied to produce multiples of the same; the idea in my work is to design things that still have personality and character when mass produced.

As a result, I am always trying to find ways to make little mistakes in my work that will always signify its uniqueness. One of the mistakes that I can make easily is to put my hands on the work and distort it, which is a personal thing that is not, by definition, beautiful - but at least it's personal and gives the work character. So, for me as a product designer, it is a way to create personal character on an ongoing basis.

I do this also with the one-minute delft blue. The objects are painted in just one minute. It's very straight forward, very simple. I don't think; I just do it.”

GUEST AREA'S AND ROOMS



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Sleeping beauty

Each floor features large floor numbers illustrating the story of the sleeping beauty. One must travel from the top to the bottom floor in order to find out how the story ends.

Video screens

In dark corridors on every floor, video-art can be found, allowing guests to wander hallways as if they are in a museum.

Hand-painted numbers

Each guestroom features traditional Dutch hand-painted numbers, as though you are coming home to your apartment in Amsterdam.

GUEST ROOMS



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GUEST ROOMS



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Open plan layout

Allowing as much light as possible, the open play layout adds as much useful space as possible.

Including an open bathroom (with closed shower and toilet) and bathroom furniture that can be used in a multi-purpose way.

Wash basin

Hand-painted in Marcel Wanders' signature one-minute style to create a bold and rough effect that nods to the delft blue tradition in a contemporary way.

Walk-in Closet

Big enough to stall a suitcase.

Unique toilet

Featuring wallpaper similar to that of the observatory, the toilet has been transformed into a library.

Concrete

The bathroom furniture is made of 150 kilo of concrete. The Dutch were the first to commercially use concrete.

The Wandaz Chair

Special designed yellow reading chair by Marcel Wanders.

Decoration

Books and custom furniture decorate the rooms as well as a large photographic wallpaper; half fish, half object embroidered together with the three crosses of Amsterdam, connects polarities that depict the city.

Clogs

In each room a pair of hand painted clogs, decorated with a yawning mouth is attached to one of the walls.

DESIGN HIGHLIGHT CONNECTING POLARITIES

Connecting Polarities

Every room features one of the "fishes" below.

All fishes are connected to an object and embroidered together with the three crosses of Amsterdam.



Marcel Wanders on design theme “Connecting Polarities”

“Amsterdam distinguishes itself by its versatile and free culture that stimulates its inhabitants to have an open mind. As a result, “Amsterdammers” like to combine things that are not usually mixed. Therefore, connecting polarities fuel a major design theme of the hotel: two individual non-related elements that are stitched together to form a new logical whole.”

ANDAZ SUITE



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ANDAZ LARGE SUITE



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PRINSENGRACHT SUITE



ANDAZ.



PRINSENGRACHT SUITE



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THE DESIGNER

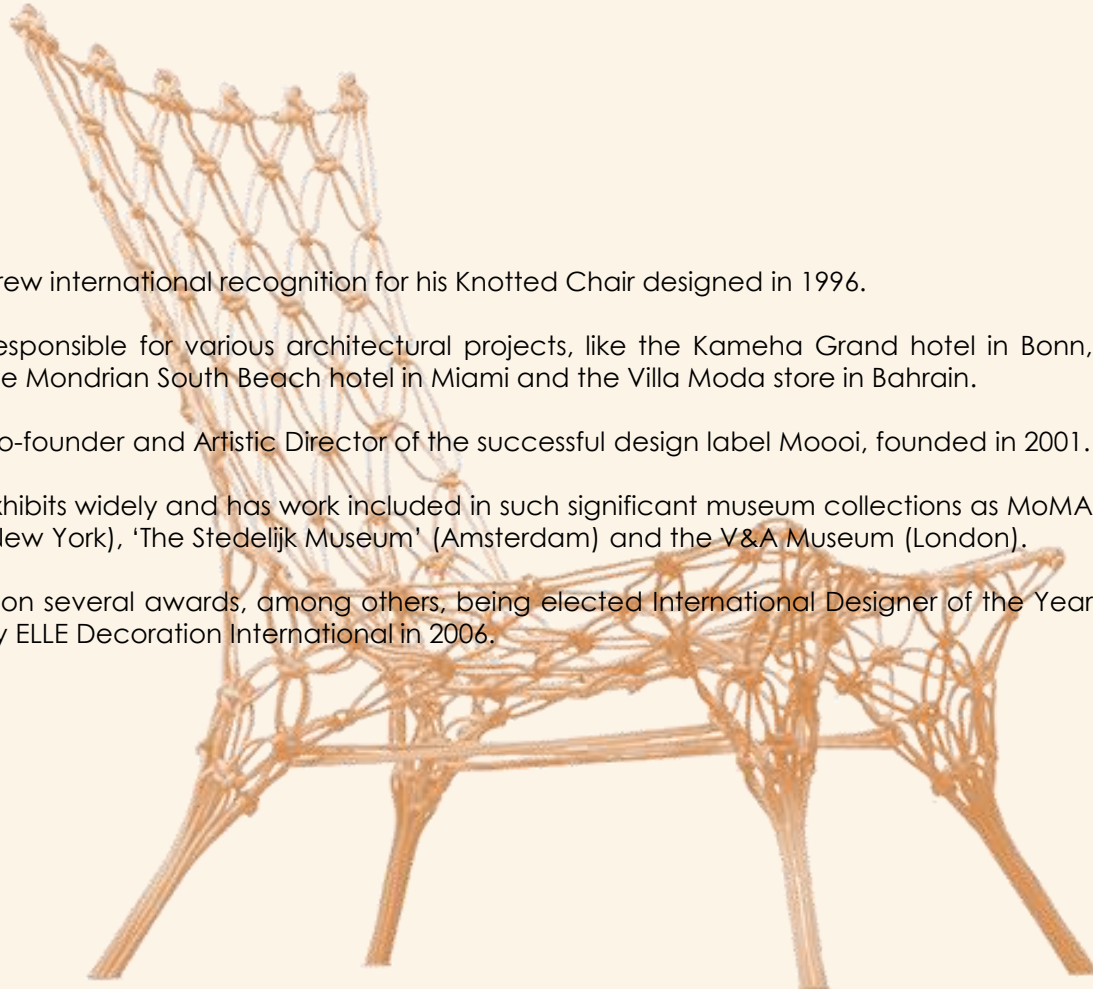
mārcel wānders®

Nationality Dutch
Year of birth 1963
Education School of the Arts Arnhem (1988)
Areas of work Product design
Interior design
Personal editions
Art Direction



TRACK RECORD MARCEL WANDERS

- Drew international recognition for his Knotted Chair designed in 1996.
- Responsible for various architectural projects, like the Kameha Grand hotel in Bonn, the Mondrian South Beach hotel in Miami and the Villa Moda store in Bahrain.
- Co-founder and Artistic Director of the successful design label Moooi, founded in 2001.
- Exhibits widely and has work included in such significant museum collections as MoMA (New York), 'The Stedelijk Museum' (Amsterdam) and the V&A Museum (London).
- Won several awards, among others, being elected International Designer of the Year by ELLE Decoration International in 2006.



- **Owner:** 'Creative Industry Amsterdam B.V (CIA);
a company founded by AEDES Real Estate and Marcel Wanders, based in Amsterdam (NL)
- **Architectural Design:** Kentie & Partners Architecten B.V, Zwanenburg (NL)
- **Interior Design:** Marcel Wanders Studio, Amsterdam (NL)
- **Kitchen and Laundry Design:** Horequip B.V, Steenwijk (NL)
- **MEP Design:** Wichers & Dreef, Badhoevedorp (NL)
- **Lighting Design:** Studio Rublek, Amsterdam (NL)
- **FF&E Purchasing Agent:** FEURING Hoteldevelopment Europa GmbH, Kirchheim unter Teck (GER)



ANdAZ™