



Sir Albert *Amsterdam*

Words: Matt Turner Photography: © Ewout Huibers

Baranowitz Kronenberg Architecture has converted a 19th century diamond factory to a boutique hotel in Amsterdam's De Pijp district, imagining the space as a mansion house inhabited by a fictional 'modern aristocrat'.

Housed in a former diamond factory built in 1895, Sir Albert occupies a prominent corner location in the centre of Amsterdam's De Pijp district. The hotel has been created by Tel Aviv-based designers Baranowitz Kronenberg Architecture, and is part of the Europe Hotels Private Collection.

The hotel has been imagined as the private mansion of eponymous, yet fictional, 'modern aristocrat' Sir Albert. "This new sanctuary, located in one of the most exciting and vibrant cultural neighbourhoods in Amsterdam, will be a home, an enviable pad, belonging to a unique character," explains Bram van der Hoek, Regional Managing Director for Europe Hotels Private Collection. "This character is a 'modern aristocrat' who belongs to a new breed of upper class – individuals who have all the trappings of aristocracy but none of the pretensions. They are worldly, well travelled, super-slick and uber-stylish. By stepping into the premises of Sir Albert Hotel, you're setting foot in their world."

Baranowitz Kronenberg Architecture's design aesthetic pays homage to the building's location and heritage. The





■ impressive former grindery retains its regal elegance through the preservation of original components such as the high ceilings and substantial brick façade. Apparently diamond polishers needed an abundance of daylight as well as peace and quiet to do their work so the building benefits from large windows on all sides, and a solid construction.

Upon entering the hotel, the first clues to Sir Albert's eclectic tastes are offered by a curio cabinet next to the elevator displaying Victorian style collectors' artefacts such as teeth, eyeballs and insects. A residential feel takes hold in The Study – a lounge area with a cosy fireplace, cowhide stools, and a curated library of books on fashion, art, photography, nature and architecture. Furniture, fabrics, lighting and finishes are carefully chosen from high-end design labels such as Baxter, Nika Zupanc, Maxalto, EAMS, Moooi, Flos and Diesel.

An eye-catching wall display of hippo's heads in bronze and ceramic (by designer Dor Carmon for Talents Design) leads to the reception area, where glass cabinets display more unusual items – a copper cast brogue shoe (from Tom Dixon's home accessories range), an array of smoking pipes and vintage medical equipment – alongside the Ceccotti Marlowe chairs at the sleek, oval check-in desk, above which hangs a Piet Hein Eek plywood chandelier.

Many of the 90 individually designed bedrooms and suites offer views of the surrounding canal district. Amenities include bespoke signature bedding, flatscreen LED TVs, iPod docking stations, Nespresso coffee machine and a well-stocked private-bar. Bathrooms are executed in black granite, oak and glass, and are fitted with spacious rainforest showers or bathtubs. Desks are ■

ABOVE: The Izakaya restaurant offers Japanese cuisine with a South American twist. Its design combines a rough hewn wood counter on one side with a riveted stainless steel bar on the other

BELOW: Guestrooms feature cowhide desk chairs, and Barber Osgerby's Tab light for Flos **BOTTOM:** The reception area features Ceccotti Marlowe chairs in American Cherry Wood. The plywood chandelier is by Dutch designer Piet Hein Eek



■ situated at the foot of the bed, with cowhide desk chairs and Barber Osgerby's Tab lights for Flos. The larger suites and residences encompass a living room, two bathrooms and a separate bedroom with a freestanding Philippe Starck bathtub.

Sir Albert's sister properties in the Europe Hotels Private Collection include the Park Hotel Amsterdam and its award-winning Pan Asian restaurant and bar Momo. Here, the owners have created another Asian kitchen and bar with Izakaya, which offers Japanese dining throughout the day, shot through with South American influences, and is headed up by ex-Noma chef Hariprasad Shetty. Named after the traditional 'red lantern' bars of Japan, the design of Izakaya is inspired by the five traditional Japanese elements: earth, water, wind, fire and heaven. A rough hewn wood dining counter on one side contrasts with the riveted stainless steel bar on the other.

Artwork throughout the hotel has been carefully selected. Female portrait photos were taken from early 20th century movie souvenir playing cards. Collages by Koniak Design mix artwork found in two late 19th century German catalogues from approximately 1895 – one about corsets, and the other about working tools.

Sir Albert is the first hotel of a new brand with a sister property – the Sir FK Savigny Hotel – in Berlin, and further properties in Hamburg, Munich and Tel Aviv on the way. ■

EXPRESS CHECKOUT

Sir Albert Hotel
 Albert Cuypstraat 2-6
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www.siralberthotel.com

🚗 90 guestrooms
 🍷 Izakaya Restaurant, Bar & Terrace
 📖 The Study
 🏊 Gym

Owner / Operator: Europe Hotels Private Collection
Architect / Interior Designer: Baronowitz Kronenberg Architecture