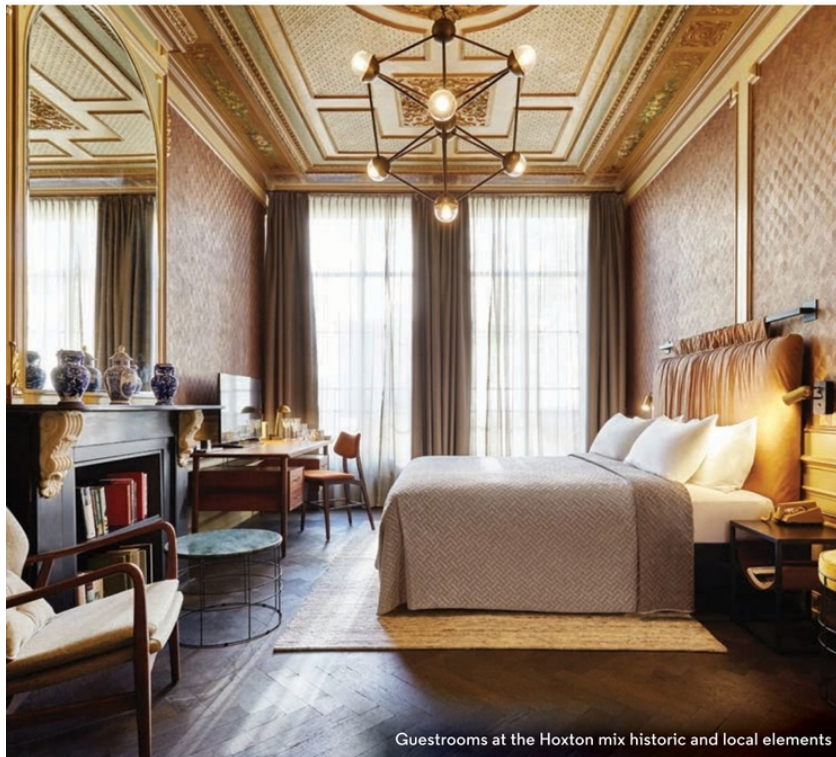


globetrotting europe



Guestrooms at the Hoxton mix historic and local elements

Amsterdam

Thanks to growing demand and occupancy growth, Amsterdam has recently seen an influx of stylish new hotel offerings. According to PwC's European Cities Hotel Forecast, around 4,000 rooms were planned for 2016 with an additional 7,000 forecasted for 2017, for a total of 41,000 rooms. From global brands to local boutique chains and good-looking hostels like Generator, hoteliers are taking advantage of the city's renowned canal houses, repurposing some of its most exceptional buildings into new destinations (case in point: the Jacu Strauss-redesigned Pulitzer hotel on the Prinsengracht and Keizersgracht canals). The cultural capital of the Netherlands has also been a breeding ground for new brands such as work-stay hybrid Zoku and Jaz in the City.

The Hoxton's first outpost outside of London was one of the city's most anticipated openings. Comprising 111 guestrooms and its buzzing ground-floor restaurant, bar, and café, the hotel resides inside five historic canal houses once home to the mayor in the 17th century. "We took the canals' heritage as our inspiration, combined with our own Amsterdam life," says Dax Roll of local studio Nicemakers, who along with his partner Joyce Urbanus was behind the design of the rooms (Hoxton partnered with the Soho House on the public spaces). In guestrooms, dark hardwood floors, vintage radios, leather headboards, and exposed copper bathroom pipes "feel like you're staying in your own canal house apartment."

Completed in two phases, the W Amsterdam occupies two historic structures: the Exchange building and the KAS Bank building. Located



The restaurant and bar at the Hoxton



A sitting area in a guestroom at the Hoxton, courtesy of Nicemakers

steps from the city's Dam Square, the 228-room hotel features multiple restaurants, rooftop venues, and a lower level spa. "Most of the furnishings we designed ourselves to bring out a sense of authenticity and are one-offs that resonates best with the narrative—connect and exchange," says Irene Kronenberg, co-founder of Tel Aviv-based architects Baranowitz + Kronenberg, who designed the project in collaboration with the local office of WINHOV. To that end, nearly four miles worth of brass pipes run throughout the space, inspired by the former cables that ran in and out of telecommunications machines.

Marking a trend toward hotels outside the city center and canal belt, the 91-room Hotel V Fizeauststraat—the third of the boutique hotel brand—is located in the burgeoning East district where other stylish spots, including the recently opened Bar Botanique Café Tropique by local firm Studio Modijefsky, are further defining the area. Inspired by the 1970s office building it's housed in, owners Mirjam and Tom Espinosa filled the interiors with a green and brown color scheme set against an abundance of



Photos of the W Amsterdam by LUTZ VORDERWUELBECKE

The former bank entrance to the W Amsterdam



The Duchess restaurant at the W Amsterdam



Midcentury modern highlights at the Hotel V Fizeastraat's restaurant



A guestroom at the ICRAVE-designed Sir Adam

Photo by EWOUT HUIBERS

wood, low-slung sofas, wine bottle candle holders, and other vintage pieces that mix with midcentury modern furniture.

Meanwhile, the Sir Adam recently opened in the iconic Arthur Staal-designed A'dam Tower in the up-and-coming Noord district. For "the new epicenter of the music and entertainment industry in Amsterdam," ICRAVE fashioned an "eclectic, musically infused community hub," says Jesse MacDougall, director of strategy and brand development. There's the latest outpost of the local Butcher brand, Butcher Social Club, which serves as a "living lobby to summon locals"; an observation deck (it's one of the tallest buildings in the city); a rooftop members club; a subterranean nightclub; and a soon-to-open third-floor beer garden, complete with an outdoor grill and Dutch hot tubs. Curated installations and pieces by Dutch artists connect the various spaces: The staircase that leads from the living room to the mezzanine reception boasts a two-story mural of a reclining cyborg; headboards are outfitted in a collage of posters from famous films about musicians; and glowing light graffiti dominates the south façade.

And more are on the way: In the works for later this year are a Soho House, the 5-Star Pestana, two Marriotts—a Moxy and Residence Inn—housed in one building by ZZDP, the Kimpton De Witt Hotel (a redo of the Crowne Plaza and the brand's first property outside the U.S.), and the Park Inn by Radisson designed by Karim Rashid. The Nhow Amsterdam RAI by OMA and a Rosewood are on the boards a bit further out.



A rendering of the Butcher Social Club at the Sir Adam