



P R E S S R E L A S E

Amsterdam, January 2007

In 2007 a new deluxe five-star hotel in Amsterdam Grand Hotel Amrâth Amsterdam

In the second half of this year, "Het Scheepvaarthuis" on the Prins Hendrikkade will become the luxury hotel Grand Hotel Amrâth Amsterdam. The stately national historical monument "Het Scheepvaarthuis", built in 1913 and opened in 1916, remains a prominent city landmark.

The interior also retains its monumental beauty through preservation and utilization of authentic materials conveying the romance of the sea. Set to open in 2007, the deluxe five-star hotel combines the grandeur of the past with the comfort of today. This unique work of art is perhaps the most luxurious hotel to be found in Amsterdam in 2007.

Basic information Grand Hotel Amrâth Amsterdam

The hotel of course has a reception desk, a restaurant and bar with spacious lounge and conference rooms on the ground floor and third floor. The souterrain houses the pool, fitness room and saunas. The 163 rooms are divided into 137 deluxe rooms and 26 suites.

The hotel is located in the heart of the city, just a short walk away from the most important tourist attractions, shops, restaurants and cafes. It is easily accessible by car or public transportation; Grand Hotel Amrâth Amsterdam is close to Central Station with its rapid international and national train services. The hotel offers approximately 20 parking spaces for guests. In addition, valet parking at nearby garages is available.

Grand Hotel Amrâth Amsterdam has recently joined WORLDHOTELS. This sales, marketing and distribution company has about 500 member properties in more than 300 destinations and 70 countries worldwide. There are 330 hotels in Europe listed.

WORLDHOTELS classifies hotels in three categories:

Deluxe Collection	top sector
First Class Collection	4-5 stars
Comfort	3-4 stars

Grand Hotel Amrâth Amsterdam is part of the Amrâth Hôtels & Restaurants comprised of 11 four-star hotels and two three-star hotels

More information can be found at www.amrathhotels.com

You can find this press release and photos at, and download it at any time from, www.amrathamsterdam.com at 'About us, Press kit'.



Scheepvaarthuis

Grand Hotel Amrâth Amsterdam to be located in "Het Scheepvaarthuis"

The Grand Hotel Amrâth Amsterdam set to open in mid-2007 will be located in the stately national historical monument "Het Scheepvaarthuis".

In 1913, construction began on Het Scheepvaarthuis under the initiative of the "Stichting Amsterdammer van de twintigste eeuw", a group of Amsterdam shipping companies wishing to unite and promote the country's image as "the trading and seafaring Netherlands" under one roof. The building had to symbolize the Netherlands' rebirth as a seafaring nation and at the same time be a complete work of art. It needed to blend with Amsterdam's unique character, its canals and houses. The perfect spot was where the first Dutch ships set sail in the Golden Age. From this wharf, the sailing ships Amsterdammer, Hollandia, Mauritius and the Duythen yacht departed on 10 March 1595 for India, under the command of Cornelis Hartman and Pieter de Keyser.

The building commission was granted to the brothers van Gendt, with J.M. van der Mey as architect for the project. He was one of the major figures in what is now termed the Amsterdam School movement. At the time, new architecture incorporated bricks, sculptures, decorative ironwork, stained glass; the Art Nouveau Jugendstil.

Besides J.M. van der Mey, many artists contributed to the creation of Het Scheepvaarthuis, including De Klerk, Kramer and Van der Eijnde. In April 1916 the first section was opened, with exceptional interior decoration. The first expansion began as soon as 1917. It took some time before the necessary construction permits authorizing expansion were secured. Between 1926 and 1928 the expansion of the property was at last realized.

Background information on architecture and artwork

Exterior

- the building is a type of moored ship; the "starboard side" is on the Prins Hendrikkade, the "bow" facing Central Station;
- there were 200 different brick molds used, specially designed for Het Scheepvaarthuis;
- the main entrance is richly decorated with vertical bands depicting allegorical representations of the four oceans and symbols of science and navigation. The crowning glory is two lead-cast sculptures symbolizing Shipping and Trade.
- along the facade are twenty-nine busts: pioneers of the shipping industry, academics, famous merchants, explorers and governors of India:

Explorers	: Bontkoe, Arent Roggeveen, Olivier van Noordt and Anthony van Diemen.
Admiral	: Joris van Spitbergen.
Governor-general	: Cornelis Speelman, Pieter Both and Jan Pieterszoon Coen.
First shipping traders in India	: Cornelis Houtman, Jacob van Heemskerck, Willem Barendsz and Jacob van Neck.
Pioneers of free passage in India during the VOC period	: Lodewijk de Geer, Isaac Le Maire, Willem Usselink, Jan Huygen Linschoten
Planners of the first India voyage in 1596	: Petrus Plancius.
- the facades also boast many motifs portraying various subjects from the shipping industry, from constellations to navigational tools.



Interior

The interior decoration mainly reflects the taste of the building's patrons and owners from the era:

- Koninklijke Nederlandse Stoomboot Maatschappij;
- Koninklijke West-Indische Maildienst;
- Nieuwe Rijnvaart Maatschappij;
- Stoomvaart Maatschappij Nederland;
- Koninklijke Paketvaart-Maatschappij;
- Java China Japan Lijn.

The building has a gorgeous main hall with a sweeping staircase, and four floors capped with a globe and a starry sky.

On each floor, many original office spaces have been preserved in all their splendor, as well as conference rooms and public areas emanating the period atmosphere, often with original lighting fixtures, wainscoting and antique furniture. The stained glass and etched windows, and the art deco decorations, were executed under the direction of Piet Kramer and Michel de Klerk.

Historical overview

- 1912 Commission awarded to Johan Melchior van der Mey for design of Het Scheepvaarthuis, under the auspices of the NV Kantoorgebouw Building Het Scheepvaarthuis, with six Amsterdam shipping companies as shareholders, including the Koninklijke Nederlandse Stoomboot Maatschappij and the Stoomvaart Maatschappij Nederland.
- 1913 Construction begins.
- 1916 Opening of first section with six Amsterdam shipping companies as occupants/owners.
- 1926-28 Expansion resulting in opening of second section.
- 1972 Scheepvaarthuis named national historical monument.
- 1983 Scheepvaarthuis occupied and used by Amsterdam Municipal Transport Company
- 1998 Scheepvaarthuis becomes property of Van Eijl family, owner and operating director of Amrâth Hôtels & Restaurants. The gable, including ironwork, is restored in cooperation with Bureau Monumentzorg en Architectuur under leadership of Hoogevest Architects.
- 2005 Start of remodeling work to create five-star Grand Hotel Amrâth Amsterdam.



Amrâth Hôtels & Restaurants

www.amrathhotels.nl

Four star hotels

Alkmaar	Best Western Amrâth Hotel Alkmaar	www.amrathhotelalkmaar.com
Haarlem	Grand Hotel Frans Hals	www.hotelfranshals.com
Born-Sittard	Amrâth Hotel Born-Sittard	www.hotel-born.com
Breda	Best Western Hotel Brabant	www.hotelbrabant.com
Eindhoven	Best Western Hotel Pierre	www.hotelpierre.com
Heerlen	Best Western Grand Hôtel Heerlen	www.grandhotel-heerlen.com
Hilversum	Amrâth Hotel Lapershoek	www.lapershoek.com
	Best Western Grand Hotel & Theater Gooiland	www.gooiland.com
Maastricht	Best Western Grand Hôtel de L'Empereur	www.hotel-empereur.com
	Best Western Hotel du Casque	www.hotelducasque.com
Nijmegen	Best Western Hotel Belvoir	www.belvoir.com

Three star hotels

Maarsbergen	Amrâth Motel Maarsbergen	www.motelmaarsbergen.com
Heerlen	Amrâth Hotel Max	www.amrathhotelmax.com

Extensions

Amsterdam	Grand Hôtel Amrâth Amsterdam	www.amrathamsterdam.com
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