



P R E S S R E L E A S E

Amsterdam, July 2007

Opening of Grand Hotel Amrâth Amsterdam at the Scheepvaarthuis A World of Luxury & Art and an added attraction in the heart of Amsterdam

Grand Hotel Amrâth Amsterdam, a new luxury five-star hotel situated in the heart of the city, recently welcomed its first guests. The hotel has 165 spacious rooms and suites with high ceilings and equipped with every conceivable modern convenience. The hotel, located in the monumental Scheepvaarthuis on the Prins Hendrikkade, offers splendid views over the canals and the River IJ and definitely lives up to "A World of Luxury & Art".

The Scheepvaarthuis, a unique "Gesamtkunstwerk" in art nouveau style

The Scheepvaarthuis is a prime example of the Amsterdam School, the Dutch interpretation of the international art nouveau movement. It was designed by the architects Van der Mey and Van Gendt and was built in two phases in 1913 and 1928 as a distinguished head office for the major Dutch shipping companies. It is now a stunning landmark in the city of Amsterdam. The architecture and design of this building, a genuine "Gesamtkunstwerk" (complete work of art), symbolise the glory of the shipping industry and the romance of grand sea voyages. This is expressed by numerous works of art made of exquisite valuable materials inside and outside the building; sculptures, architectural ironmongery, stained glass windows, decorative wall panelling and specially commissioned furnishing.

The metamorphosis of the Scheepvaarthuis into a five-star hotel established it as a new landmark spot in Amsterdam.

Features of Grand Hotel Amrâth Amsterdam, A World of Luxury & Art

In the main entrance hall, in the "bow" of the building, is the reception desk, which looks out on the impressive marble staircase with its stained glass ceiling depicting the globe, the seven oceans and star signs.

The ground floor houses the bar/lounge and the Seven Seas restaurant, where guests can enjoy a culinary voyage of discovery in a relaxed and harmonious atmosphere.

The hotel has 143 large, luxurious rooms varying from 24 to 28 m² and from 32 to 45 m². Most rooms have ceiling heights of over 4 metres.

The 12 suites measure 47 to 53 m² in size. There are also 10 suites over 60 m² in size, including the three-storey Tower Suite, the Roof Garden Suite and the largest suite measuring 250 m².

Architect Ray Kentie designed all the rooms around a nautical theme. Artists Gertie Bierenbroodspot and Christie van der Haak also made a contribution to the interior of the hotel.

At present work is being carried out to convert the former safe to a unique wine bar, which will be opened this autumn.

The Wellness Centre in the basement is also expected to open by the end of the year. This will accommodate a swimming pool, a gym and saunas.



Grand Hotel Amrâth Amsterdam lies in the heart of the city within walking distance of the business district, the main tourist attractions, boutiques, restaurants and cafes. The hotel is easy to reach by car and by public transport. It is close to Amsterdam Central Station with fast national and international rail links, and Schiphol Airport is only 18 kilometres away. The hotel has around 20 parking spaces for guests. There is also a valet parking service, which uses car parks in the vicinity.

Grand Hotel Amrâth Amsterdam is the flagship of the Amrâth hotel group, a Dutch family business domiciled in Maastricht with fourteen hotels in the Netherlands. The hotel is a member of the international hotel organisation WORLDHOTELS and belongs in the top segment, the Deluxe Collection. Over 500 top hotels around the world are affiliated with this organisation.

Editorial note

For more information:
Peter Wijnen Public Relations
external PR consultant
T 071 5764985
F 071 5314153
E pewe@euronet.nl
and
www.amrathamsterdam.com

Enclosures: - general information on Grand Hotel Amrâth Amsterdam
- information on the Scheepvaarthuis
- quotes by Amsterdam organisations and institutes
- CD with copyright-free photographs

Deluxe five-star Grand Hotel Amrâth Amsterdam is part of Amrâth Hotels & Restaurants, which also incorporates eleven four-star and two three-star hotels.

More information can be found on www.amrathhotels.com.

Grand Hotel Amrâth Amsterdam is affiliated with WORLDHOTELS

**This press release can be found on www.peterwijnenpr.nl *press release service*.
It can be downloaded at any time.**



ENCLOSURE 1

Amsterdam, July 2007

Grand Hotel Amrâth Amsterdam A World of Luxury & Art

The monumental Scheepvaarthuis symbolises the romance of grand sea voyages and the glory of the shipping industry, expressed by numerous works of art including sculptures, stained glass and architectural ironmongery. In this unique ambience the newest deluxe five-star Grand Hotel Amrâth Amsterdam offers its guests the luxury and service expected in today's market.

Service

Service and style are top priorities in this luxury five-star hotel. Guests from home and abroad are made to feel at home in classic surroundings with a contemporary feel and a warm, relaxed atmosphere. The combination of glorious history and modern hospitality provided by Amrâth ensures a pleasant stay in the heart of Amsterdam.

Top location

Grand Hotel Amrâth Amsterdam is located in the historical city centre, close to Amsterdam Central Station, tourist attractions, boutiques, cafés and restaurants and only 18 kilometres from Schiphol Airport. This unique location in the harbour of Amsterdam, next to the characteristic canals and the River IJ, is easy to reach by car and public transport. There is a valet parking service.

Reception

The reception can be found in the entrance hall with its impressive staircase, which has a monumental stained glass ceiling made by studio W. Bogtman.

Rooms

The spacious rooms have high ceilings and plenty of light, and many rooms offer a view of the River IJ or the canals. They are extremely comfortable and have extra-long beds. The rooms exude the atmosphere of the Amsterdam School, the Dutch interpretation of the international art nouveau style dating from the early twentieth century. Architect Ray Kentie designed all rooms around a nautical theme. The ambience is reflected in the warm colours, the decorative wallpaper and specially commissioned furnishing. Kentie was assisted by the artists Gertie Bierenbroodspot and Christie van der Haak.

A standard feature in each room is a television with 40 television channels, which can be replaced with other channels upon request. Sounds and images from the guest's own digital equipment can easily be connected to the 32-inch flatscreen television.

Other standard accessories in the rooms include a Nespresso coffee-machine, a minibar with free drinks, and a free wireless internet connection.

The bathrooms offer luxurious bathing products as well as a dressing gown and slippers. The junior suites have a steam shower.



Comfort

Each room is unique due to the monumental character of the Scheepvaarthuis. There are deluxe rooms measuring 24 to 28 m², superior deluxe rooms measuring 32 to 45 m², and junior suites measuring 47 to 53 m². Most rooms have a ceiling height of 4 metres.

Suites

The hotel has 22 suites, some of which are very large and have a sumptuous interior. Besides the Roof Garden Suite and the three-storey Tower Suite, there is a monumental suite with a floor area of 250 m². In suites such as these guests can receive visitors for private meetings and dinners. These three suites will come into use in the autumn.

Seven Seas Restaurant

The restaurant has a relaxed and harmonious atmosphere, created by the high-quality marble used in the interior, the wood and marble floor, and the specially designed upholstery.

The kitchen prepares international Mediterranean-inspired dishes with the emphasis on fish. The prices are reasonable, with a three-course dinner costing from €39.50.

The restaurant serves Max Havelaar coffee, a Fair Trade brand roasted traditionally by the firm Hesselink in Oldenzaal. The beer served is Gulpener, which is brewed by a small-scale brewery in Limburg that uses barley and hops from local environment-friendly farms.

The restaurant is open for dinner from 6:00 p.m. to 11:00 p.m. Informal meals and snacks are served in the bar/lounge from 10:00 a.m. to 1:00 a.m. (2:00 a.m. on Friday and Saturday).

For special occasions, business dinners and private events, it is possible to arrange a private dinner. All the private dining rooms are special and the dishes and menus can be adapted to suit the personal wishes of the guests. It is also possible to dine during a relaxing boat trip around the canals of Amsterdam.

Informal gathering

The bar/lounge, situated in the centre of the hotel with comfortable seating and the authentic characteristics of the Scheepvaarthuis, is a good place for an informal gathering. It serves coffee, light lunch, high tea and canapés.

The bar/lounge is open every day from 10:00 a.m. to 1:00 a.m. (2:00 a.m. on Friday and Saturday).

Wellness Centre open from December

The Wellness Centre in the basement is an oasis of peace, luxury and beauty. It is 250 m² in size and houses a swimming pool, gym, jetstream, solarium and Jacuzzi. After visiting one of the saunas, guests can relax in an easy chair next to the open fire.

Wine bar

In the basement the original safe used by the shipping barons is currently being converted into a wine bar.



Halls and meeting rooms

Several halls and rooms can be booked for meetings and festivities. One of these is the famous "Beraadzaal" (Conference Room). Receptions can also be held in the monumental staircase with its stained glass ceiling, and the restaurant is suitable for events such as presentations or fashion shows. In the cellar a venue is being created for parties, with a bar and a wine bar. All conceivable audiovisual equipment is also available.

The most impressive hall is the famous "Beraadzaal", where the shipping barons used to have their meetings. This room is still completely intact, including all the original furniture. There is a monumental table under the original openwork brass chandelier, and the room has a magnificent chimney breast. The wall panels are made of dark tropical wood such as mahogany, ebony and Macassar ebony. Everything has been designed by the famous interior designer T. Nieuwenhuis.

Family business

Grand Hotel Amrâth Amsterdam is the flagship of the Amrâth hotel group, a Dutch family business domiciled in Maastricht with fourteen hotels in the Netherlands (see www.vaneijl.nl).



ENCLOSURE 2

Scheepvaarthuis

Grand Hotel Amrâth Amsterdam is located in the "Scheepvaarthuis"

Grand Hotel Amrâth Amsterdam recently opened in the Scheepvaarthuis

The construction of the Scheepvaarthuis commenced in 1913 at the initiative of the foundation "Twentieth century Amsterdammer", a co-operation of Amsterdam shipping companies. The idea was to consolidate the position of the Netherlands as a leading trading and seafaring nation by housing all the shipping companies in one building. This building was intended to symbolise the rebirth of the Netherlands as a seafaring nation and be a work of art in itself at the same time. It also had to fit in with the unique character of Amsterdam, with its canals and canalside houses. The perfect location was the place from which Dutch sailing ships first set sail in the Golden Age. On 10 March 1595 the ships Amsterdammer, Hollandia and Mauritius and the sailing vessel De Duyfken departed from here destined for the East Indies under the command of Cornelis de Houtman.

The building commission was granted to the Van Gendt brothers. The architect was J.M. van der Mey, one of the great names from what is now known as the Amsterdam School. This so-called new architecture - the Dutch version of art nouveau or Jugendstil – used brick, sculpture, ornamental ironwork and stained glass.

Besides J.M. van der Mey, many other artists worked on the Scheepvaarthuis project, including Nieuwenhuis, De Klerk, Kramer and Van der Eijnde. The first section with its exceptional interior opened in April 1916. In 1917 procedures were initiated for an extension, and this was realised between 1926 and 1928.

Background information on the architecture and works of art

Exterior

- the building is shaped like a moored ship, with the starboard side on the Prins Hendrikkade and the bow pointing towards Amsterdam Central Station.
 - 200 different shapes of brick were used. These were made especially for the Scheepvaarthuis.
 - the main entrance is richly decorated with vertical bands, depicting allegorical representations of the four oceans and symbols from navigational science. The most impressive features are two lead figures representing Shipping and Trade.
 - there are twenty-nine busts along the façade. These are figures of the founders of the shipping trade, scholars, famous merchants, explorers and governors of the East Indies.
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|-----------|---|---|
| Explorers | : | Bontkoe, Arent Roggeveen, Olivier van Noordt en Anthony van Diemen. |
| Admiral | : | Joris van Spitsbergen. |
| Governors | : | Cornelis Speelman, Pieter Both en Jan Pieterszoon Coen. |



First traders in the East Indies : Cornelis de Houtman, Jacob van Heemskerck
 Willem Barendsz en Jacob van Neck
 Advocates of free passage to the : Lodewijk de Geer, Isaac Le Maire,
 East Indies in the time of the Willem Usselink en Jan Huygen Linschoten.
 East India Company
 Planner of the first voyage to the : Petrus Plancius
 East Indies in 1596

- the façades are adorned with various maritime images ranging from constellations to navigation tools. Neptune and Dame Fortune are also depicted on the exterior of the building.

Interior

The interior is aimed mainly towards the original users and owners of the building:

- 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 magnificent hallway with a staircase that spans four floors and is crowned with a globe and a star signs.

On each floor the original offices, conference rooms and public areas still exude a powerful maritime atmosphere, and many of the lights, decorative wall panelling and furnishing are original. The stained glass and the art deco ornamentation were made according to the instructions of Piet Kramer and Michel de Klerk.

Historical background

- 1912 Johan Melchior van der Mey is commissioned to design the Scheepvaarthuis under the auspices of the NV Kantoorgebouw Het Scheepvaarthuis, whose shareholders are six leading Amsterdam shipping companies, including the Koninklijke Nederlandse Stoomboot Maatschappij and the Stoomvaart Maatschappij Nederland.
- 1913 Construction work begins.
- 1916 The first section opens and is occupied by the owners, the six Amsterdam shipping companies.
- 1928 Expansion leading to the opening of the second section.
- 1972 The Scheepvaarthuis becomes a national monument.
- 1983 The Gemeente Vervoer Bedrijf Amsterdam occupies the building.
- 1996 The Scheepvaarthuis is purchased by the Van Eijl family, who own and manage Amrâth Hotels & Restaurants.
- 1998 The façade is renovated in cooperation with the Historic Buildings and Monuments Commission under the supervision of Hoogevest Architects. The ironwork is restored by the firms Tupker from Soest and Rombout from Buurmalsen.
- 2005 Commencement of activities for conversion into deluxe five-star Grand Hotel Amrâth Amsterdam.
- 2007 June – Grand Hotel Amrâth Amsterdam opens its doors.
- NB Guided tours are possible on Sunday afternoon upon request.



ENCLOSURE 3

Quotes by Amsterdam organisations and institutes

Kenniskring Amsterdam (knowledge centre) - Sven. D. Simons, coordinator:

"An experience and an added attraction in the heart of Amsterdam."

Koninklijke Horeca Amsterdam (hotel and restaurant trade organisation) - Paul Hermanides, chairman:

"The Scheepvaarthuis has been given back to the city. A hotel like this is an ideal destination that Amsterdam can be proud of. Amsterdam is synonymous with innovation, creativity and entrepreneurial spirit, and so is Grand Hotel Amrâth Amsterdam."

Makelaarsvereniging Amsterdam (association of estate agents) – Joep van de Brink, chairman:

"Incredible. The interior is in the style of the original period, making it unique."

Amsterdam Cruise Poort – Peter Swelheim, chairman and executive vice-president of ABN Amro Bank:

"The finest departure point for a cruise."

Hermitage Amsterdam (museum):

"A magnificent hotel with a monumental appeal in Amsterdam. Like Hermitage Amsterdam a unique asset for the city."

De Nieuwe Kerk (New Church):

"The Nieuwe Kerk and many other churches can be seen from the roof, which offers unique views of Amsterdam. The Scheepvaarthuis has been restored to its former glory with this renovation, like the Nieuwe Kerk in 1980. This is very good for the city."

Amsterdam City Promotion – Guus Bakker, chairman and director of Beurs van Berlage:

"Monumental."

Passengers Terminal – René Kouwenberg, director:

"A magnificent hotel in a building with an important nautical history. Our cruise passengers, who have high expectations, will feel very much at home here if they want to stay in Amsterdam for a few days longer."

Gassan Diamonds – Benno Leeser, director:

"A fabulous hotel in a wonderful location. A real asset for the city."

ORAM entrepreneurs association – Jack Steijn, director:

"It is fantastic how they have managed to integrate the maritime history of the Scheepvaarthuis in a luxurious hotel that is equipped with every modern convenience. The new art of travelling!"

Amsterdam Toerisme & Congresbureau (tourism and congress agency) – Stephan Diender, director:

"I am very impressed. The interior has been designed sympathetically with a clear awareness of the history of the building."



PICTURES

Exterior & interior



Rooms



Restaurant Seven Seas





Bar/lounge



Beraadzaal



On request we will send you these pictures, by e-mail or on a CD.