



## PRESS RELEASE

### **GRAND HOTEL AMRÂTH AMSTERDAM OFFICIALLY NY400 HOTEL**

**Amsterdam, February 2009 - In 2009, it will have been exactly four hundred years since English explorer Henry Hudson left Europe to land on the shores of America, following a lengthy detour. He was the first European to lay claim to Manna-Hata, today's Manhattan, on behalf of his employer, the Dutch East India Company. Since Grand Hotel Amrâth Amsterdam is inextricably linked to shipping - Henry Hudson's ship departed from Schreierstoren, located next to the hotel - it has become the official hotel of NY400 this year - Holland on the Hudson.**

#### **Henry Hudson and Grand Hotel Amrâth Amsterdam**

Grand Hotel Amrâth Amsterdam is located in the Shipping House, the headquarters of the most important historical shipping companies in Amsterdam - and therefore in the Netherlands - who had their origins in the Dutch East India Company. The location of this office was chosen in 1913 based on a sense of historical awareness because the first voyages of discovery left from this site, including Henry Hudson's voyage in 1609, commissioned by the Dutch East India Company. In 2009, Grand Hotel Amrâth Amsterdam will therefore be the centre of all festivities marking New York's 400<sup>th</sup> anniversary. Dignitaries from New York visiting Amsterdam to attend one of the events have been invited to stay at the Grand Hotel Amrâth Amsterdam. Moreover, the hotel will be offering a special Henry Hudson package throughout the year.

#### **Henry Hudson Suite**

Scores of details referring to the rich history of the Dutch East India Company have been incorporated into this magnificent Amsterdam School-style building. For example, twenty-nine heads of famous explorers from the Dutch East India Company adorn the building's façade. In Art Deco style, the wiggled heads of Bontekoe, Valentijn and Van Spilbergen gaze sternly at passers-by... but Henry Hudson's head is absent. This will be more than rectified by the building's present owner: the Grand Hotel Amrâth Amsterdam. During his anniversary year, Henry Hudson will even be getting his own hotel suite. For this occasion, one of the luxurious 'bow' suites will be completely furnished with objects from the seventeenth century: the Henry Hudson Suite.

#### **NY400 - Holland on the Hudson**

NY400 - Holland on the Hudson is going to be a voyage of discovery in search of the differences and similarities between the Netherlands and the United States, between Amsterdam and New York, *and* between their inhabitants. The event will give shape and lend colour to this voyage of discovery, but will also provide ample opportunity for initiatives undertaken by other social and commercial parties. The projects will take place in the period between 4 April and 6 September 2009; 4 April being the day on which Hudson departed from Amsterdam, while he dropped anchor in the waters near Manna-Hata on 6 September.



### **Grand Hotel Amrâth Amsterdam**

'A World of Luxury & Art'. These are key attributes of the Grand Hotel Amrâth Amsterdam. In addition to 141 spacious rooms and 14 junior suites, the hotel also has 10 brand-new top suites, including the Henry Hudson Suite, a 250 m2 grand suite, a suite with a private tower and a view across the city, and the Oriental Suite. The Shipping House, in which the hotel is situated, was built during the economic heyday of the global shipping industry. This brilliantly detailed historic landmark was built in 1913 during the transition from Art Deco to the Amsterdam School of architecture. Nowadays, the authentic, lavish interior design is interwoven with modern luxury, contemporary paintings and applied art, in harmony with its exterior architecture by J.M. van der Mey, the famous Amsterdam School designers M. de Klerk and P.L. Kramer, and artists such as Hildo Krop. Head architect Ray Kentie, assisted by artist Gertie Bierenbroodspot and textile designer Christie van der Haak, is responsible for the refined décor of the present-day Grand Hotel Amrâth Amsterdam's interior. [www.amrathamsterdam.com](http://www.amrathamsterdam.com).

### **Amrâth Hotels**

Ambience, elegance and refined taste are the key words typifying all 15 hotels of the Amrâth hotel group. This rapidly growing Dutch hotel chain, with its characteristic four- and five-star hotels, offers about 1,200 spacious and comfortable rooms, has a turnover of some EUR 40 million and provides work for approximately 450 enthusiastic and service-driven employees. All Amrâth hotels are situated on or below the Alkmaar - Nijmegen line, with the group's registered office located in Maastricht. Amrâth hotels and all of these properties are owned by the Van Eijl family. For more information, see [www.amrathhotels.com](http://www.amrathhotels.com) and [www.vaneijl.nl](http://www.vaneijl.nl).

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