

Unconventional nhow hotel opens in Rotterdam

As the second largest city in the Netherlands and home to one of the largest ports in the world, Rotterdam is just as famous for being an iconic arts and culture centre, and is packed with museums and amazing architecture. No wonder then, that the new NH Hotel brand, nhow has opened its doors in the acclaimed De Rotterdam, a brand new building complex located on the Rotterdam waterfront. An urban lifestyle hotel, nhow Rotterdam is themed in arts and architecture, providing guests with a lot more than simply a beautiful location.

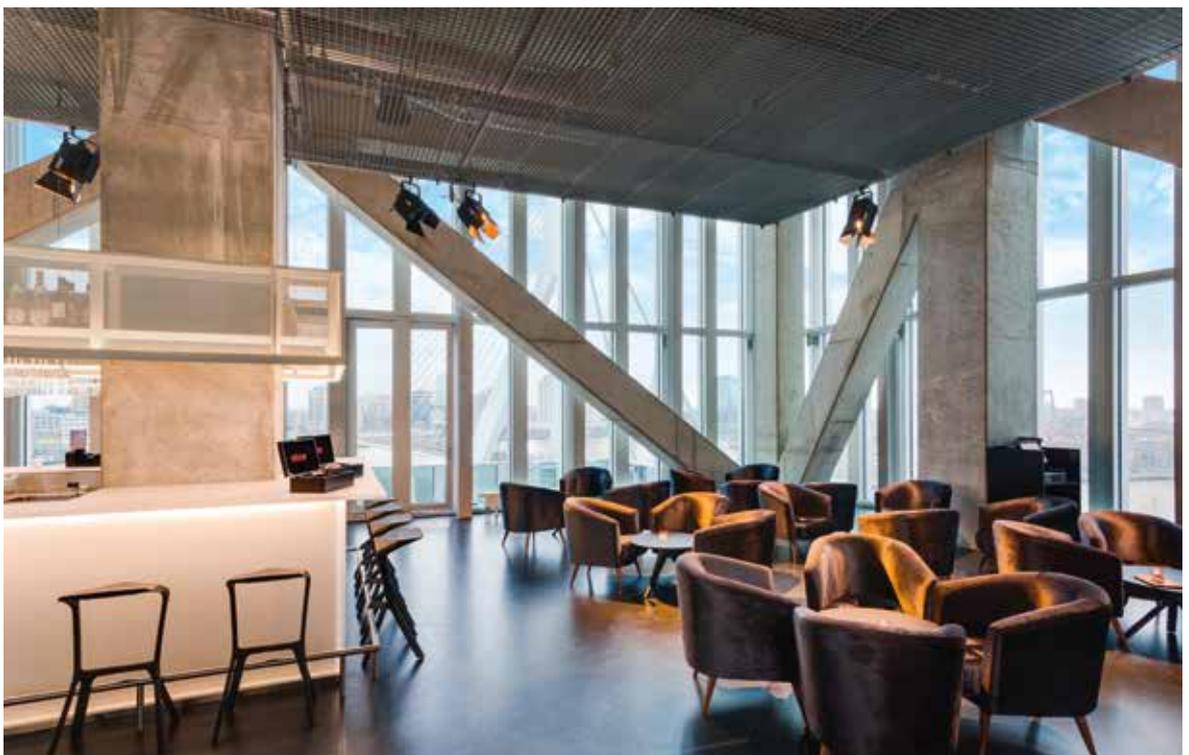
nhow Rotterdam opened its doors on January 10, 2014. The third nhow hotel and the first in the Netherlands, nhow Rotterdam follows on the heels of nhow Milan and nhow Berlin, each of which has its own unique theme. nhow Rotterdam is designed to tie in with the rich commerce, culture and architecture that Rotterdam offers, providing its guests with an unforgettable experience. The hotel is situated in De Rotterdam, an innovative new building located on the Wilhelminakade, the famed Rotterdam pier on the river Meuse. Due to its impressive skyline, this area has come to be known as

Manhattan on the Meuse, and is rich in museums, theatres, restaurants and active creative hotspots.

The nhow Rotterdam was designed by renowned Dutch architect Rem Koolhaas and the Office for Metropolitan Architecture (OMA), of which he is a co-founder. The hotel is kitted out in concrete and metal and has video walls and art pieces, all of which provide a blend of contrasting features. The art work, which is provided by local artists, showcases Rotterdam and is changed regularly to provide guests with an ever-new

experience. Allocated four-star status, the hotel has 278 luxury rooms spread over 23 floors, sweeping views across the Rotterdam skyline, a direct waterfront location and nine multi-purpose event rooms accommodating up to 250 people. The nhow Rotterdam employs around 60 people, and outsources its housekeeping.

The nhow hotels are designed to provide lifestyle experiences based on the cities they are located in, which is reflected in each hotel's theme. Opened in 2006, nhow Milan is themed on design and fashion, whereas nhow Berlin has a music theme and even provides a high-end recording studio. According to Talitha Nöllen, Marketing and Communications Manager nhow Rotterdam, the nhow hotel brand is designed to provide more than just a bed. "The nhow brand differentiates itself by providing local flair," she says.



“Milan is a fashion city, so that is its theme. Berlin is well-known for its music, so the nhow Berlin is themed entirely in music. For the nhow Rotterdam we chose arts and architecture as the theme because that is really what represents Rotterdam best. What makes the entire brand distinguishable is that it provides guests with the option to see more of the city locally. We want our brand to give guests a bigger experience than simply a luxury bed. A hotel normal focuses on providing a good night’s rest, we add to that by also offering them that extra experience by letting them see more of the city.”

Ms Nöllen joined the nhow Rotterdam in December 2013, and is excited to be part of such a new and dynamic team. “The hotel opened in January, so it is a completely new hotel,” she says. “It is also the first nhow hotel in the Netherlands, and has a brand new team working here in the Rotterdam location. I’m also new to the team. After I completed my education, I worked here in Rotterdam, then I spent a number of years working for Van Nelle Ontwerpfabriek, organising events. So, my experience in events and my PR background and also my network and knowledge of Rotterdam as a city, will enable me to help show Rotterdam as the world city that it is.”

Owned by the NH Hotel Group, nhow Rotterdam is the third nhow hotel, all of which are located in Europe. But according to Ms Nöllen, the group has big ambitions for its nhow brand. “The fourth nhow hotel is already being built, and will be located outside Europe,” she says. “The nhow brand is a new brand for the group, and the ambition is to



have 18 to 20 hotels worldwide, not only in Europe. We want to have these hotels up and running within 20 years. They will be located in progressive cities, because the brand is about lifestyle and making global connections, so they need to be located in special cities. Opening such a great number of nhow hotels is a challenge for the entire NH Hotel Group, and I can’t reveal much,

but the future will certainly be exciting. Now that the nhow Rotterdam is open, the biggest challenge is in making it successful. All the ambition and preparation is in place and we are ready for the grand opening on March 27, 2014.”

A big acclamation for the nhow Rotterdam is that it was designed by

OMA/Rem Koolhaas, and is the first and only hotel in the world to have that distinction. “Both the interior and the exterior was designed by OMA/Rem Koolhaas,” says Ms Nöllen. “In addition, all the rooms are equipped with a smart TV, and besides being a hotel, nhov Rotterdam is a hotspot entertainment point for the city of Rotterdam.”

Not only does the nhov Rotterdam provide local artists with a platform to showcase their art, it also has an active programme providing guests with a variety of different events. “Our programme is another thing that elevates the nhov brand and differentiates us,” says Ms Nöllen. “We are not just a hotel. We call ourselves an unconventional hotel. We want to draw people to us, and we do that by

organising expositions, such as art collections, but also through events and programmes that draw people in. We don’t want to be just a place where guests come to spend the night, but we want to play a big role in showing off the city.”

Although it’s early days, Ms Nöllen claims things are going well for the nhov Rotterdam. “We have noticed that a lot of local people from Rotterdam also enjoy coming to see the hotel,” she says. “That is quite unusual here in the Netherlands. Hotels are not often visited by the local people when they go out, and yet that is exactly what they are doing here. They are attracted by our programmes, things like Rotterdam DJ club nights on the weekends, concerts, Rotterdam

museum nights, Rotterdam art week, and local events such as film festivals. We collaborate on a lot of events and programmes, providing many occasions for people to come to the hotel and see the art.”

Owners of the nhov brand, the NH Hotel Group has 400 hotels in 26 countries in Europe, America and Africa. Initially founded in 1978, the group initiated one of the first hotel chains in Spain, and is today one of the biggest hotel groups in the world. The NH Hotel Group has four major brands. NH Hotels covers the group’s three and four star urban locations around the world, where it has a leadership position in Spain, Germany, the Netherlands and Italy, and a strong presence in Latin America, in countries such as Mexico and Argentina. The Hesperia brand joined the group in 2009, and offers a range of establishments, including City Hotels, which are designed to make business or leisure stays in cities a break from daily work and a rest during holidays. Hesperia also offers a number of resorts situated in privileged locations, providing sports, leisure and health facilities. NH Collection is the group’s five-star brand and represents its luxury boutique hotels.



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