

A HOTEL OF THE SET

# CONSERVATORIUM

MUSEUMPLEIN, AMSTERDAM



LEADING  
HOTELS®



# at home in the heart of amsterdam

Standing on the famous site of Amsterdam's former Sweelinck Conservatory of Music, the Conservatorium hotel in Amsterdam opened at the end of 2011. This magnificent Neo-Gothic building was originally built at the end of the 19th Century and in its new incarnation, it has been transformed into a contemporary luxury lifestyle hotel.



Conservatorium hotel is the first member of The Set, a collection created to redefine the concept of the luxury hotel for sophisticated, design literate travellers in the 21st Century.

Located in existing landmark buildings, each member of The Set is rooted in the history and culture of its location as well as the contemporary needs and desires of its guests.









Originally founded in 1275, Amsterdam is steeped in history. With its numerous museums and galleries, the city is now undergoing a cultural renaissance that is feeding a resurgent appetite for travel to Amsterdam, both locally and from abroad. The Conservatorium hotel is part of this renewal. The building was originally designed by the Dutch architect Daniel Knuttel as the Rijkspostspaarbank (Dutch savings bank) and sparked the regeneration of the Museum Quarter at the end of the 19th century.

In 1897, the building was constructed for 120,310 florins (54,600 Euro), and was soon transformed into a defining icon of the city's architectural and cultural hub, whose development was further aided by the horse trams that began connecting the centre of Amsterdam with the Van Baerlestraat.

When the Rijkspostspaarbank had to move offices following a series of merges, the building was abandoned in 1978. After lying empty for five years, it became the home of the newly formed Sweelinck Conservatorium, consisting of three musical institutes. Some remodelling was required to modernise Daniel Knuttel's architecture into functional acoustic classrooms.

In April 2008, the Conservatorium of Amsterdam outgrew its home and departed to its current location at Oosterdokseiland. In 2008, The Set purchased this heritage building, attracted by its glorious past.

In a vision to restore its former beauty, award-winning Milan-based designer, Piero Lissoni, guided the creation of the hotel whose rich historical narrative is woven with utmost care into its very fabric. The Conservatorium hotel is once again on the pulse of the city's cultural and architectural heartbeat.



01. Rijkspostspaarbank  
02. Van Baerlestraat  
03. Paulus Potterstraat









The Conservatorium hotel is ideally located in the heart of the city's major museum square (Museumplein) and the Royal Concertgebouw (Royal Concert hall). It is close to the fashion district of P.C. Hooftstraat and Van Baerlestraat, with unrivalled access to all of the capital's cultural destinations including the Rijksmuseum, Stedelijk Museum and Van Gogh Museum.



The Conservatorium hotel is part of a wider renewal of this world-famous cultural hub in Amsterdam's Oud Zuid (Old South). The opening of the hotel in 2011 coincided with the long-awaited renovations or re-openings of the refurbished Stedelijk Museum, Van Gogh Museum and Rijksmuseum.

The hotel is close to the city's best shops, restaurants and cafes and perfectly placed for a wander in the nearby Vondelpark. It is also just a short stroll away from the charming lanes of the Jordaan neighbourhood, one of the oldest neighbourhoods of Amsterdam. The famous 17th-century gabled houses dotting the grand canals of the Dutch Golden Age as well as the bustling business and design quarters nearby are within easy reach on foot or by bike.









The building was originally designed by the Dutch architect Daniel Knuttel as the Rijkspostspaarbank at the end of the 19th century. It heralded the regeneration of the Museumplein, an area previously derelict.

Knuttel was praised for his ability to fuse simplicity and functionality, and the award-winning Milan-based furniture and interiors designer Piero Lissoni has embraced this tradition through the reincarnation of this spectacular building 100 years later.

Known for his austere lines, demure fabrics and shades of grey with occasional bright accents, Lissoni is considered one of the most prominent and exciting contemporary Italian designers. His clean designs are a hybrid of modernist and contemporary chic and contrast playfully with natural daylight throughout the building's spaces.

Furniture from leading Italian manufacturers such as Living Divani, Kartell, Cassina and other design classics sit prominently in all communal spaces while accent pieces such as vintage Asian rugs provide a sense of familiar comfort.



01. Conservatorium hotel  
02. Historical stairs  
03. Glass building





With eight floors and 129 guestrooms and suites, guests can choose accommodation ranging from a spacious superior room up to a penthouse suite. All rooms and suites include state-of-the-art in-room technology and feature nice touches such as luxury linens, free high-speed wireless internet and private bars. Brushed-oak flooring and beige furniture define the cool autumnal colour scheme that is both modern and classic at the same time. The bathrooms are big and opulently designed with large rainfall showers, marble tubs, bathroom LCD mirror TVs and gorgeously plump micro-cotton towels.

Complimentary:

- . Access to 1000m2 gym and spa
- . Akasha Holistic Wellbeing Centre
- . High-speed wireless internet
- . Welcome drinks
- . Daily newspaper and fruit
- . 24-hour room service
- . Nespresso coffee and tea in the room

A personal host is assigned to each and every guest. The host combines the knowledge and skills of Concierge and Guest Relations, taking care of bookings and arrangements, giving an insight to the city, offering extensive guidance and even introducing guests to local hosts. The host becomes the guest's 'friend' in Amsterdam creating bespoke experiences of the city.





















01.



02.



03.



04.

- 01. Spacious bathroom
- 02. Long table for private dining or meetings
- 03. Stairs to bedroom and bathroom area
- 04. Upstairs bedroom area









01.



02.



03.

- 01. Entrance living area
- 02. Stairs to private rooftop terrace
- 03. Private rooftop terrace
- 04. Bedroom area



04.





01.



02.

- 01. Bedroom area
- 02. Spacious bathroom
- 03. Spacious living area



03.





Central to the Conservatorium Hotel's vision of elegance, good living and cultural distinction, has been the creation of restaurants and bars. Their appeal extends beyond the hotel's guests to Amsterdam society as well as the city's international visitors.

All dining at the Conservatorium Hotel is under the direction of the celebrated Dutch chef Schilo van Coevorden. His global experience is clearly demonstrated in his cooking; offering diners delicious interpretations of classic dishes created from fresh, seasonal produce.

Taiko restaurant sits in the spacious historic part of the hotel overlooking the Paulus Potterstraat and the Stedelijk Museum. Since its opening, it has become one of Amsterdam's leading restaurants. Taiko, contemporary Asian cuisine by Schilo, redefines the Asian concept with authentic dishes made of wonderful local, seasonal products, creating something new and exciting. Guests can expect delicious signature sashimi and beef from the Binchō-tan grill. With its stylish and enthusiastic service the restaurant has a truly cosmopolitan feel, popular amongst international visitors and locals alike.

With its chic décor and shimmering ambiance, Tunes Bar is an elegant yet casual haven (including a separate smoking lounge) in which to enjoy classic drinks, exclusive cocktails and elegant appetizers. At night the deep banquettes, tactile fabrics and subtle lighting create a chic intimate space, whilst during the day, the huge windows fill the room with light showcasing designer Piero Lissoni's signature transparent bar and folded steel staircase. Enjoy the in-house DJ on Thursdays, Fridays and Saturdays.





01.



02.



03.

01. Hida Gyu entrecote wagyu  
03. Tapioca, coconut, mango, cilantro.  
02. Atlantic lobster Tandoori







- 01. Taiko style sashimi, salmon tataki
- 02. Spicy tuna
- 03. Strawberry Caipirinha,  
Dry Martini and  
Rhubarb Royal







The Conservatorium Brasserie and Lounge are located in a beautiful atrium with spectacular floor-to-ceiling windows and a glass ceiling.

The Conservatorium Brasserie offers contemporary local dishes for all-day dining, including salads, sandwiches and the seasonal Plat du Jour. At the Brasserie you can also enjoy Traditional Afternoon Tea.

The Conservatorium Lounge, intimate and furnished with plush sofas and coffee tables, provides a sophisticated sanctuary for a relaxing break. Discover the live performances every Saturday and Sunday.

Whether you are planning an intimate dinner party or a sophisticated cocktail party, Conservatorium hotel has an array of elegant private dining rooms which provide a fabulous setting for any event.

Choose from a menu with tempting original dishes, an extensive wine list or delicious cocktails and combine it with stunning floral displays as the finishing touch to your event.

The Meetings and Events team would be delighted to answer any questions or arrange a time to show you around the private rooms.





## MEETINGS & EVENTS

The Conservatorium hotel is the ideal location for an elegant wedding, an exclusive dinner party or a corporate function. With a dedicated team who understands your specific requirements and brings out the best for every occasion, a memorable and successful event is guaranteed.

All meeting and event rooms offer excellent personalized service and exquisite design to satisfy every requirement, for every occasion. The Conservatorium hotel is officially licensed to host weddings.

All rooms have natural daylight and are equipped with state-of-the-art high definition technology, including beamers and/or LCD televisions and comprehensive remote control systems.

NAME OF ROOM	FLOOR	CAPACITIES							DIMENSIONS		
		THEATER STYLE	CLASS- ROOM STYLE	RECEPTION	BOARD ROOM	U-SHAPE	CARRÉ	DINNER STYLE BANQUET	HEIGHT	AREA (M2)	FLOOR (M)
HARMONY ROOM	2	30	--	--	20	--	40	22	2,60	36	9 x 4
SYMPHONY ROOM	3	120	70	60	28	32	150	100	4,70	120	10 x 12
BLUE ROOM	5	--	--	--	26	--	--	26	2,70	50	10 x 5
ORANGE ROOM	5	--	--	--	8	--	--	8	2,70	16	4 x 4
RED ROOM	5	--	--	--	10	--	--	10	2,70	20	4 x 5
YELLOW ROOM	5	--	--	--	10	--	--	10	2,70	20	4 x 5









The Conservatorium offers a spa experience and wellbeing concept that is completely new to Amsterdam. Divided into four different areas corresponding with the elements of nature, the Akasha Holistic Wellbeing Centre promises restoration and rejuvenation.

‘Earth’ is the bar lounge which provides freshly prepared dishes and juices to be enjoyed in the relaxation area.

‘Water’ is the pool area, featuring sound, music and aroma therapies, an exclusive Watsu pool, whirlpool sauna and Hammam. The 18m x 5m swimming pool is an oasis of serenity enhanced by the simplicity of Piero Lissoni’s design.

‘Fire’ is the gym, featuring some of the most exclusive gym equipment including Life Fitness® and a Kinesis Personal from TechnoGym, all under experienced personal trainer guidance.

‘Air’ is the calming, peaceful space for Yoga and Pilates classes.

Seven treatment rooms, including a double treatment Akasha Suite, offer signature treatments which marry innovative Western practices with ancient Eastern traditions. There is a private Hammam for purifying scrubs and massages. Akasha also boasts Amsterdam’s only Watsu pool for tailored hydro treatments and guided meditation.

Complimentary access to the Akasha Holistic Wellbeing Centre is offered to all hotel guests. The Conservatorium hotel invites the local community to join the private members club of Akasha. A limited range of these exclusive memberships for individuals and corporate clients are available and offer a wide range of benefits. Akasha is also available for day gym and spa access.









The Conservatorium hotel features a shopping gallery with a hair salon and high-end luxury stores. The eclectic mix of products from authentic jewellery and designer clothing to cosmetics and cigars, brings both an international and local flavour to the hotel.

Bonebakker Jewellers one of the most exclusive boutiques in the hotel, is based in the former director's chamber of the Rijkspostspaarbank. A team of designers and stylists has melded the original decorative details of this space with an elegant and progressively designed interior to create a special atmosphere within the Conservatorium hotel.

Skins Cosmetics carved out a special niche in the Dutch beauty market with its exquisite portfolio of world-renowned brands exclusive to The Netherlands. Whether it involves skincare, perfumes or make-up, all products have one thing in common: they are made with passion.

La Casa del Habano leading supplier of handmade Cuban cigars, is a dream for anyone who enjoys a good Cohiba, Montecristo, Romeo y Julieta or a choice of numerous other Cuban brands. Real Habano aficionados from around the world come here to buy and taste their preferred cigars.

Meraki a luxurious hair salon known for their creativity, passion and sense of style. Their highly skilled and friendly staff promise a sophisticated yet relaxing experience.

Kabana Resort Wear is the Netherlands' first concept store for premium resort wear, all year round. A sun-kissed lifestyle boutique that delivers the experience of global travel and provides immediate access to exotic and exclusive finds from around the world.

Club Cinq Dutch children's clothing and bedding label founded by Kathelijn Ruys-Quist in Switzerland in 2010 with stylish, high quality and comfortable children's clothing and shoes. Club Cinq has a classy modern soul and an unmistakable signature.

Bentley with an unparalleled 95-year heritage, Bentley Motors creates powerful, handcrafted luxury cars. The Bentley Experience continues at Bentley Amsterdam, offering a unique digital brand experience.





#### Historic Rooms & Suites (25m<sup>2</sup> – 170m<sup>2</sup>)

- 7 Superior Single Guest Rooms (25<30m<sup>2</sup>)
- 12 Superior Duplex Guest Rooms (30-35m<sup>2</sup>)
- 49 Deluxe Guest Rooms (30-45m<sup>2</sup>)
- 15 Deluxe Duplex Guest Rooms (32 – 55m<sup>2</sup>)
- 2 Corner Suites (41-48m<sup>2</sup>)
- 9 Junior Suites (52m<sup>2</sup>)
- 15 Grand Duplex Suites (55-64m<sup>2</sup>)
- 2 Rooftop Suites (64m<sup>2</sup>)
- 4 Conservatorium Suites (56-74m<sup>2</sup>)
- 2 Van Baerle Suites (64m<sup>2</sup>)
- 2 Conservatorium Suites with Balcony (72m<sup>2</sup>)
- 5 Royal Duplex Suites (72m<sup>2</sup>)
- 2 Residence Suites (53-68m<sup>2</sup>)
- 1 Concerto Suite (90m<sup>2</sup>)
- 1 I ♥ Amsterdam Suite (155m<sup>2</sup>)
- 1 The Penthouse (170m<sup>2</sup>)

#### Guest Room Amenities & Facilities

- Private Host Service
- 24 hour in-room dining
- 24 hour laundry, pressing and dry-cleaning service
- Complimentary daily newspaper, fruit and water
- Deep soaking bathtub or rain shower
- Super-sized towels
- Mirror television in all bathrooms
- 100% pure Egyptian cotton bed linen
- Wireless high-speed internet
- Flat screen TV and HD entertainment, digital cable and movies on demand
- Gourmet mini-bar

#### Taiko Restaurant

- Tunes Bar
- The Conservatorium Brasserie
- The Conservatorium Lounge
- Private Dining Room

#### 6 Meeting, Conference & Social Function Rooms

- Symphony Room
- Harmony Room
- Blue Room
- Yellow Room
- Orange Room
- Red Room

#### Akasha Holistic Wellbeing Centre

- Spa
- Gym
- Pool
- Lounge
- Hamam and Watsu
- Bespoke treatments
- Yoga and Pilates Studio

#### The Set

The Set collection was created to redefine the concept of the luxury hotel for sophisticated, design literate travellers of the 21st century. Staying at a hotel of The Set is an invitation to enjoy the best of the city's life and culture. The Set hotels play an integral role in their local communities. Guests from the other side of the world or visitors from around the corner live an experience that is at once sophisticated, playful and culturally inspiring. Located in existing landmark buildings, each member of The Set is rooted in the history and culture of its location as well as the contemporary needs and desires of its guests.

#### Hotels of The Set

- Conservatorium, Amsterdam
- Café Royal, London
- Lutetia, Paris (Autumn 2017)

Conservatorium hotel  
Van Baerlestraat 27  
1071 AN Amsterdam  
The Netherlands

Entrance by car  
Paulus Potterstraat 50  
1071 DB Amsterdam  
Telephone +31 (0) 20 570 0000





If you are arriving by car, please use the Paulus Potterstraat 50 entrance. If your navigation cannot find number 50, enter 44 instead; you will find the entrance immediately.

The nearest public car park is Q-Park located at the Museumplein behind the Stedelijk Museum. Valet parking is subject to charge.

The hotel can be reached by trams 2, 3, 5 and 12, stop Van Baerlestraat. From Central Station take either trams 2 or 5.

From Schiphol take the train to Amsterdam Zuid. Outside the station (Exit WTC) take tram 5 direction Central Station. The tram stop Van Baerlestraat is in front of the hotel.

Conservatorium hotel  
Van Baerlestraat 27  
1071 AN Amsterdam  
The Netherlands

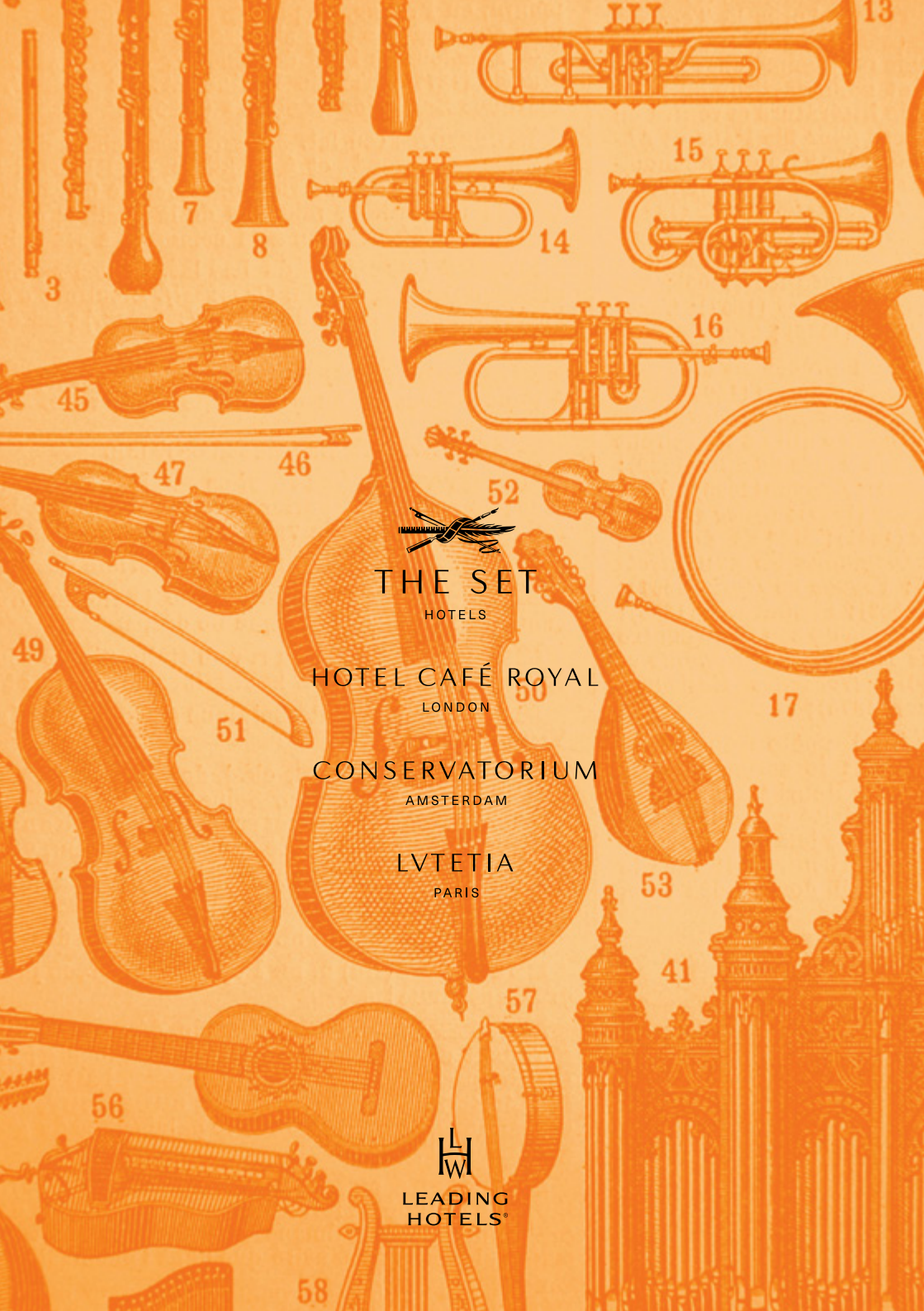
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The Conservatorium hotel is Green Globe Certified – the travel and tourism industries worldwide label for sustainable management and operations. The hotel believes that caring for our environment and our communities is a responsibility that we all share. This belief is central to the important sustainable practices the Conservatorium Hotel has integrated from the beginning of the building's redevelopment. On the hotel's website "<http://www.conservatoriumhotel.com>" you can find more information about the Green Globe Certification including our full Sustainability Management Plan.







THE SET

HOTELS

HOTEL CAFÉ ROYAL

LONDON

CONSERVATORIUM

AMSTERDAM

LVTETIA

PARIS



LEADING  
HOTELS®