



DESIGN TRANSFORMATION OF DE L'EUROPE, OLDEST LUXURY HOTEL IN AMSTERDAM, CAPTURES THE IDENTITY OF THE VIBRANT CITY

Amsterdam, 11 June 2020 - The oldest luxury hotel of Amsterdam, De L'Europe, reopens its doors after a complete redesign of the ground floor. Amsterdam-based renowned design studio Nicemakers was responsible for the interior design of the lounges, public areas, private event rooms, three restaurants and bars. Preserving the distinct stately character of the hotel, Nicemakers opted for rich materials, warm colours and combined unique objects with antique and bespoke furniture to create a warm and inviting atmosphere. This resulted in a new interior conveying the hotel's historical grandeur and international allure with timeless style and refined elegance set within the world of Original Amsterdam Luxury.

Edward Leenders, Managing Director: *"We are very proud to show the results of our redesign to our guests and the rest of the world. The entire ground floor has been given a complete new look and new offerings have been added to the hotel. Building a bridge between the past and the present, De L'Europe is ready to start a new chapter with its interior design. Warm, comfortable, intimate, sophisticated and it reflects the grandeur of the rich history of our hotel. It creates a new dynamic and sense of liveliness for hotel guests and locals alike."*

The redesign

De L'Europe Amsterdam has been a leading luxury hotel ever since 1896. With the redesign De L'Europe reinforces its position as exclusive hotel in the very heart of Amsterdam and its role of guardian of local culture and craftsmanship. The aim of Nicemakers was to create a timeless classic interior design that feels familiar at the same time. By incorporating round shapes, soft lines and layered elements the studio was able to give the interior a friendly and inviting appeal. From beautiful long lines of sight that entice guests to walk from one room to another, to authentic 17th-century art together with bespoke furniture and rich, natural materials. Each space boasts a unique interior that seamlessly blends the past and present.

Joyce and Dax Roll from Nicemakers: *"The redesign of this iconic hotel is a highlight in our career. We received a lot of confidence and freedom from De L'Europe for this gigantic project. We immersed ourselves in the rich history of the hotel to make both existing and new guests feel welcome. The unique location allows you to discover the hotel from different angles. By 'opening' new spaces, guests can truly discover the hotel."*

Intimate Amsterdam Experience

De L'Europe wanted to capture the essence of Original Amsterdam Luxury and the vivid liberal culture of Amsterdam to open up the characteristic building for guests by creating new spaces in the hotel. A new wing was created, called 't Huys. 't Huys, old Dutch for "house", has become a place where Amsterdam icons of art, style and luxury come together under one roof. With the internationally known candy store for book aficionado's MENDO, high-end florist The Wunderkammer, locally renowned beauty institute Skins Spa and an authentic Italian trattoria Graziella, 't Huys offers an extraordinary experience for hotel guests and locals alike.



With the redesign the hotel will reinforce its position within the luxury hospitality. A timeless classic, elegant and feminine design permeated with the bold spirit of Amsterdam: a home to the lover of the true and beautiful.

The redesign of the rooms and suites is planned for 2021. The total redesign was executed under the supervision of Amsterdam-based concept and design studio D/DOCK.

NOTE TO EDITORS – NOT FOR PUBLICATION

For more information, please contact Lisette de Koning, PR & Communications Manager De L'Europe Amsterdam, E: Idekoning@deleurope.com of T: +31 (0)20 531 16 84.

About De L'Europe Amsterdam

De L'Europe Amsterdam, member of Leading Hotels of The World, has been the authentic luxury destination for seasoned travelers and locals alike, ever since 1896. The Amsterdam landmark hotel boasts 111 beautifully appointed guest rooms, including 63 suites and a peerless six-bedroom penthouse suite. Each blends classic design, contemporary amenities and the authentic Amsterdam spirit for a stay beyond compare. Guests at De L'Europe can indulge in the quality and finesse of the hotel's services and restaurants: exclusive riverside terrace Marie sur l'eau; Michelin-star restaurant Bord'Eau; Award winning restaurant Marie; in 't Huys located Italian trattoria Graziella; Iconic Freddy's bar; A luxurious Spa and Wellness Centre; Signature Services including Valet Parking, Les Clefs d'Or Concierge and Butler Service. De L'Europe Amsterdam was recently featured as the backdrop for the famous "Army of Love" fashion show of renowned Dutch fashion designer Ronald van der Kemp in April 2020.

About Nicemakers

Nicemakers is an Amsterdam interior design studio with projects national and abroad led by Joyce and Dax Roll. The projects vary from (boutique) hotels to high-end residences. Nicemakers has made a name by creating atmospheric interiors in which luxury materials, warm colours and comfortable fabrics are combined with custom furniture, own designs and unique vintage design pieces. Nicemakers is known for projects such as The Hoxton in Amsterdam, several penthouses and canal lofts.