

nhow Amsterdam RAI tops out



COD and co-developer Being Development announced the ‘topping out’ of nhow Amsterdam RAI, reaching 24 storeys and a height of 91 metres. The 650 room hotel, designed by OMA, will enrich the city skyline and be the largest newly built hotel in the Benelux.

On February 8th developers COD and Being Development celebrated a key construction milestone with a festive ‘topping out’ ceremony, marked by a spectacular ‘mapping projection’. Joining COD and Being Development for this joyous occasion were representatives from NH Hotel Group, RAI, OMA, Pleijsier Bouw and many other involved parties.

Gert-Wim Bos Director of COD: “nhow Amsterdam RAI looks astonishing and will become a welcome addition to the Amsterdam skyline. We are on track

to deliver the building as planned. It is a huge and complex project, but we are pleased with the tremendous progress made.”

Bas van Dam, CEO at Being Development: “The ‘topping out’ of nhow Amsterdam RAI is the culmination of a major effort and close cooperation with everybody involved. We look forward to reaching the next major milestone in the construction of the hotel.”

Conveniently located next to the RAI Amsterdam Convention Center – and connected via Amsterdam’s metro system –, nhow Amsterdam RAI will help the city attract additional business tourism by giving the Convention Centre a high-quality headquarter hotel for visitors, exhibitors, speakers and organizing teams onsite. The hotel, operated under NH Hotel Group’s nhow brand family, will also serve as a new social and multicultural hub for business travellers, tourists and Amsterdam locals alike, with high-end gastronomy and services that reinforce the nhow experience.

Following the commencement of construction in September 2016 – by contractor Pleijsier Bouw – the hotel has emerged as an iconic landmark of the Amsterdam skyline. The ground-breaking design by world-renowned architectural firm OMA, with its three characteristic twisted triangular volumes, takes inspiration from the once-famous triangular advertisement post called ‘Het Signaal’ (The Signal) on Europaplein, the square in front of the RAI.



Topping out’ ceremony, from left to right: Maarten Markus; Gert-Wim Bos; Bas van Dam; Reinier de Graaf; Paul Riemens; Robert Pleijsier (left image, photograph by Malgorzata Rej, courtesy of Being Development). Rendeing nhow Amsterdam RAI (right image, courtesy of OMA)

Projects credits:

- Developer: COD in cooperation with Being Development
- Initiator: City of Amsterdam in cooperation with RAI Amsterdam
- Operator: NH Hotel Group
- Architect: OMA
- Interior Architect: NEXT Architects / GLG –MVSA Architects Spain
- Structure: Van Rossum Raadgevende Ingenieurs
- MEP & Vertical Circulation: Techniplan
- BREEAM consultant: Techniplan
- Fire consultant: Royal HaskoningDHV
- Building physics / acoustic consultant: Royal HaskoningDHV
- BIM coördinator: Van den Berg Groep
- Main contractor: Pleijsier Bouw

OMA’s Partner-in-Charge Reinier de Graaf: “Amsterdam taxi drivers are the kind of people who tell you their honest opinion. Whenever we pass nhow Amsterdam RAI, their unsolicited comments are positive without exception. As the architect, I take this as a big compliment.”

The hotel was designed to achieve a BREEAM Excellent (Building Research Establishment Environmental Assessment Method) certification. The sustainable development will become one of Europe’s largest hotels to have been granted an excellent rating, underscoring the environmental commitment of developers COD and Being Development, NH Hotel Group and architect OMA.



About COD / Being Development:

Real estate developers COD and Being Development are developing nhow Amsterdam RAI. Together they have vast experience in (re)developing hotel real estate. COD delivered three hotels in the Greater Amsterdam Region over the past years. In 2015, Motel One on Europaboulevard (320 rooms), Generator on Mauritskade (168 rooms) in 2016 and the Schiphol Hotel for Corendon (175 rooms) in 2018. Next to nhow Amsterdam RAI, Being Development’s growing hotel portfolio also includes Yotel Amsterdam (202 rooms) on Asterweg (Amsterdam), and Aloft Utrecht (224 rooms) in the heart of Leidsche Rijn Centrum (Utrecht). Collectively, the teams work through a mutual open, creative and sustainability approach of real estate development. To learn more about Real estate developers COD, please visit: www.cod.nl. For further information about Being Development, please visit: www.beingdevelopment.com.

About NH Hotel Group:

NH Hotel Group is a consolidated multinational player and a leading urban hotel operator in Europe and America, where it operates over 350 hotels. Since 2019, the Company works with Minor Hotels in the integration of their hotel brands under a single corporate umbrella with presence in over 50 countries worldwide. Together, both Groups have a portfolio of over 500 hotels articulated around eight brands: NH Hotels, NH Collection, nhow, Tivoli, Anantara, Avani, Elewana and Oaks - that comprise a broad and diverse range of hotel propositions connected to the needs and desires of today’s global travelers. To learn more about NH Hotel Group, please visit: www.nhotelgroup.com.

About RAI Amsterdam:

RAI Amsterdam is an international exhibition and convention organisation. Their specialism is bringing people together to connect and inspire each other. With this in mind RAI focuses on facilitating and organising meaningful encounters. The Convention Centre in Amsterdam welcomes some 1.5 million visitors a year to consumer and trade exhibitions, conferences, shows and other events. This includes events organised by third parties as well as events which RAI Amsterdam itself owns and organises. The sectors and high value communities served by their own exhibitions also benefit from similar trade shows that they organise abroad. To learn more about RAI Amsterdam, visit: www.rai.nl/en.

About OMA:

OMA is an international practice operating within the traditional boundaries of architecture and urbanism. AMO, a research and design studio, applies architectural thinking to domains beyond. OMA is led by nine partners – Rem Koolhaas, Ellen van Loon, Reinier de Graaf, Shohei Shigematsu, Iyad Alsaka, Chris van Duijn, Ippolito Pestellini Laparelli, Jason Long, and Managing Partner-Architect David Gianotten – and maintains offices in Rotterdam, New York, Hong Kong, Beijing, Doha, Dubai and Perth. OMA-designed buildings currently under construction include Taipei Performing Arts Centre, the Axel Springer Campus and the renovation of Kaufhaus des Westens (KaDeWe) in Berlin, the RAI NHow Hotel in Amsterdam, the New Museum for Western Australia in Perth, a new building for Brighton College, The Factory Manchester and Prince Plaza in Shenzhen. To learn more about OMA, please visit: www.oma.com.

About Pleijsier Bouw:

Pleijsier Bouw is the main contractor for the nhow Amsterdam RAI hotel project and has a lot of experience in diversity and complexity of projects. Examples are G-Star HQ Amsterdam and the new building of BMW Amsterdam. Pleijsier Bouw realizes a lot of projects for business customers in the Amsterdam area. Involving, contributing and thinking with each other are the fundamentals of the success of this and other projects. It is essential that everyone in their own place is valued as a necessary link in the complete project. As company, Pleijsier Bouw is simply organised, family owned, and its foundation was over more than hundred years ago. To learn more about Pleijsier Bouw, please visit: www.pleijsierbouw.com.

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