



PRESS RELEASE

Amsterdam, 26 October 2016

Construction underway on new hotel nhow Amsterdam RAI

Largest hotel in the Benelux region with 650 rooms

Construction of the nhow Amsterdam RAI hotel officially started on Wednesday 26 October with the symbolic placement of a large triangular slab. The first stone of the largest hotel in the Benelux region was placed by Klaas de Boer (City of Amsterdam), Maarten Markus (NH Hotel Group), Gert-Wim Bos (COD), Paul Riemsens (RAI Amsterdam) and Rem Koolhaas (OMA; pictured left to right) in the presence of over a hundred business relations and construction partners.

The iconic nhow Amsterdam RAI hotel will permanently change the Amsterdam skyline by the time it is completed in mid-2019. With 650 rooms and a height of 91 metres, it will be the largest hotel in the Benelux region and a central hub where exhibition visitors, business travellers, tourists and locals can come together 24/7 in the Amsterdam Zuidas district.

Revolutionary design

Developer COD and partner Being Development commissioned OMA (the architectural firm established by Rem Koolhaas) to create an iconic design that seamlessly blends into the current RAI complex while simultaneously offering a new, modern character. The prominent advertising column, known as 'Het Signaal', provided the inspiration for the new nhow Amsterdam RAI hotel.

nhow

The hotel will come under the umbrella of the NH Hotel Group's nhow brand. With its revolutionary design, strong programming and state-of-the-art facilities, a stay in a nhow hotel is a unique experience. nhow Amsterdam RAI offers various spaces and facilities for hotel guests and visitors, business and leisure alike. The tenth floor will feature a luxury spa & wellness complex where guests can relax while enjoying phenomenal views over Amsterdam. The most unique feature of the hotel is the top floor, which offers a restaurant, bar and high-end TV studio at a height of 91 metres. A garage beneath the hotel will accommodate 200 cars.

Headquarter hotel

nhow Amsterdam RAI will be a home base for organisers, exhibitors and visitors to large, multi-day international events. It allows the RAI to strengthen its competitive position within the international exhibition and conference market and further increase its spin-off value to the city of Amsterdam.

Added value for the city

Amsterdam council is aiming for a larger and more varied hotel offer, better distributed over the city. It saw major added value in a hotel which features extra facilities in this prime Zuidas location. After an extensive tender procedure, Amsterdam council and RAI Amsterdam decided on COD, Being, NH Hotel Group and OMA in 2015 based on the designer hotel concept, sustainability and financing scheme. The project is being realised by Pleijzier Bouw.

BREEAM-NL 'Excellent' certificate

Prior to the start of construction, the Dutch Green Building Council officially presented the

BREEAM-NL Excellent design certificate to developers COD and Being Development. With a score of over 80%, COD and Being easily met the minimum requirement of 70% for the 'Excellent' certification.

www.buildingnhow.amsterdam

nhow Amsterdam RAI hotel is located in the triangle between the Europaboulevard, A10 ring road and RAI Amsterdam Convention Centre. Progress on the hotel's construction can be followed 24/7 via the website www.buildingnhow.amsterdam