

# Lifestyle hotel nhow Rotterdam opens its doors to architecture and art

nhow open!



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**Rotterdam, 27 March 2014 – What is nhow? nhow is now! Because today is the Grand Opening of the new urban lifestyle hotel nhow Rotterdam. After Berlin (2010) and Milan (2007), nhow Rotterdam is the third nhow hotel of the NH Hotel Group. The four star-hotel can be found in the recently-opened building, ‘De Rotterdam,’ making it the first and only hotel in the world designed by Dutch renowned architect, OMA/Rem Koolhaas. The fact that architecture and design play such a significant role is noticeable as soon as you enter the hotel. nhow Rotterdam offers renowned artists, celebrated designers and upcoming local talent, a platform to share progressive urban art. That way, visitors of nhow Rotterdam are treated with a combination of international and local design and are given the chance to connect with artists and creative talents. nhow Rotterdam is a place where the urban and international business community of architecture, art and design, meet, greet, inspire, create and sleep.**

## Details **Powerful contrasts**

Concrete and metal, finished with gold-colored accents. Videowalls and art pieces. Contemporary art and acknowledged architecture. nhow Rotterdam gains strength from contrasts and combines that with the latest technology, 278 luxury rooms and creativity in every corner. Put all this in an impressive location with an iconic view in one of the most artistic cities of The Netherlands, and you get more than just a place to stay. The only hotel ever designed by OMA/Rem Koolhaas is located in the biggest building of The Netherlands, ‘De Rotterdam’ on the Wilhelminakade, and is just as progressive and innovative as the city itself. Various local artists were asked to showcase their own impressions of Rotterdam. The resulting artwork is displayed in the hotel, and is constantly renewed to keep inspiring and surprising the guests. Staying in nhow Rotterdam, is *staying in Rotterdam*.

### **Manhattan along the Maas**

The part of Rotterdam where nhow Rotterdam is located is also known as ‘Manhattan along the Maas’ and is a melting pot of creatives, artistic visions and a spectacular skyline. The neighbourhood is filled with museums, the famous Luxor Theatre, restaurants with kitchens from all over the world and there are frequent festivals and parties. But nhow Rotterdam has more to offer. Besides the fact that ‘De Rotterdam’ is an architectural masterpiece, from now on people can eat, drink, do business, relax and of course sleep in this ‘Vertical City’. nhow Rotterdam is the perfect meeting point for tourists, business(wo)men and locals who want to find out more about the city. And the hotel is not only suitable for leisure – with 9 beautiful conference rooms with an iconic view it is a perfect location for events, conferences and seminars.

**Federico González Tejero, CEO of NH Hotel Group, has an ambitious five year plan: “NH property should be top of mind and first choice for**

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every potential guest. Nhow Rotterdam, like nhow Milano and nhow Berlin, is key to this strategy because it is more than a hotel. Nhow Rotterdam means disruption and is a cultural experience, where art and lifestyle contribute to a creative atmosphere leading to a unique way to stay in the city.”

**Elevate your Stay**The nhow concept is a new lifestyle brand of NH Hotel Group and is being rolled out in The Netherlands for the first time. Even whilst ‘De Rotterdam’ was in the development phase, NH Hotel Group knew that nhow Rotterdam had to be located there. “The idea behind nhow is that each hotel becomes disruptive, in contrast to the recognized appearance and experience of the locations of NH Hotel Group, and has its own identity, derived from the city in which it is located,” explains general manager, Sander Creemers, of nhow Rotterdam. “Each hotel has its own ethos where people like to gather, not only to have a business meeting or to spend the night, but also as a meeting point to soak up the nightlife.”

### Grand Opening

An exclusive group of guests, including NH Hotel Group CEO, Federico González Tejera, Benelux Managing Director, Maarten Markus, International and Dutch key influencers and nhow friends from all over the world as well as creative friends from the city of Rotterdam went **to dizzying new heights at the grand exclusive international opening. Literally! The guests are offered an all-round elevated experience: the best of both nhow and the urban culture of Rotterdam.** Entirely in the style of nhow Rotterdam - and definitely not just another hotel opening.

### Curious?

Come and have a look! Everybody is welcome to grab a drink at the bar, to have dinner in the restaurant or for an overnight stay. Hotel rooms can be booked via <http://www.nhow-hotels.com/>.

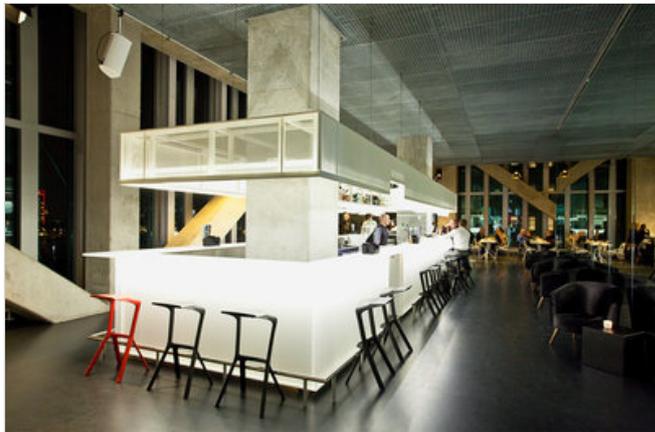
Relevant links  [nhow](#)

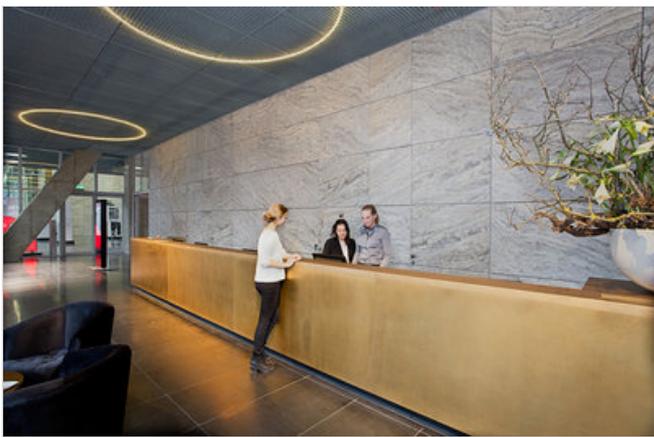
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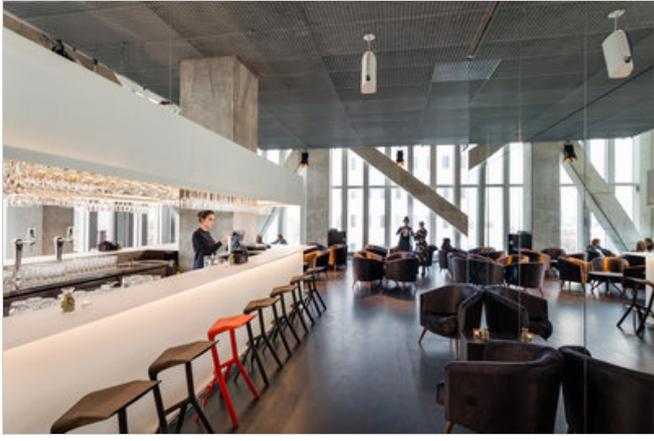
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Quotes  *“NH property should be top of mind and first choice for every potential guest. Nhow Rotterdam, like nhow Milano and nhow Berlin, is key to this strategy because it is more than a hotel. Nhow Rotterdam means disruption and is a cultural experience, where art and lifestyle contribute to a creative atmosphere leading to a unique way to stay in the city.”*  
— Federico González Tejero, CEO of NH Hotel Group, has an ambitious five year plan:











#### Documents

 [nhow logo.eps](#)

 [nhow Rotterdam Telling the Story.pdf](#)

 [Bio artists nhow opening.pdf](#)

 [Bios spokespersons nhow Rotterdam opening.pdf](#)

 [FAQ nhow Rotterdam.pdf](#)

 [nhowfactsheet.pdf](#)

## About nhow Rotterdam

### 4 STAR ARCHITECTURE & LIFESTYLE HOTEL

Sleep inside a 4 star Rem Koolhaas hotel! nhow Rotterdam is the third nhow hotel in the world after the opening of nhow Milan and nhow Berlin. nhow Rotterdam resides in the mixed-use building 'De Rotterdam', a vertical city designed by world-renowned architect Rem Koolhaas/OMA.

### THE FACTS

- opening January 10th 2014
- third nhow hotel, after Berlin and Milan
- designed by OMA/Rem Koolhaas
- amazing views across the skylines of Rotterdam
- direct waterfront location
- 23 floors
- 278 guest rooms; with sunrise and sunset views
- 9 multi-purpose spaces, for events for up to 250 people
- ideal location for lunch, bites, drinks, events, business meetings and cultural trips
- creative staff that can make any event exceptional
- people make this hotel unique; locals, creative industries and guests

## **OUR MISSION**

nhow Rotterdam aspires to become the place to meet, experience and create with peer forward thinkers in creative industries, the arts and innovative businesses, as well as architecture lovers and city travellers.

People will make this hotel an exciting place to stay. nhow Rotterdam actively involves (mainly local) creative entrepreneurs and artists in the development of content, events and media, as well as the art that can be experienced inside the hotel.

We do that, because we live in a time that needs fresh ideas. And because we believe, that in current times, creativity, innovation and progress should be a collaborative effort by commercial as well as autonomous creative partners.