

**nhow Rotterdam** is a new lifestyle hotel on the Rotterdam-waterfront. **nhow** represents a new generation of hotels: offbeat, unconventional and alive with a local urban flair that simultaneously has worldwide appeal. **nhow Rotterdam** is the third nhow hotel in the world after the opening of nhow Milan (2007) and nhow Berlin (2010).



nhow Rotterdam is part of the mixed-use building called 'De Rotterdam' designed by famous architect Rem Koolhaas/OMA. It will be **Europe's first architecture hotel** combining the impressive building architecture by with the unique experience of **art & design**. nhow Rotterdam reflects the essence of Rotterdam as a modern, vibrant and ever-changing Dutch city.

## WATERFRONT LOCATION

nhow Rotterdam is situated right on the **waterfront** of the river Maas on the **Wilhelminapier**. It is right in the centre of the cultural and commercial heart of the regenerated harbour docklands area called **Kop van Zuid** with a unique combination of renovated authentic industrial buildings and contemporary architecture. The building works as a **Vertical City** consisting of six randomly stacked blocks with apartments, offices, hotel, bars, restaurants and shops.

## ARCHITECTURE & ART

Every **nhow** hotel has its own local theme. At nhow Milan you experience fashion & design, while nhow Berlin is all about music & lifestyle. nhow Rotterdam allows you to really **be part of architecture**, which is part of a modern **architectural masterpiece building 'De Rotterdam'** designed by star-architect **Rem Koolhaas**, co-founder of **OMA** (Office for Metropolitan Architecture) based in Rotterdam. OMA is world famous for its building designs like the CCTV building in Beijing, China and Library of Seattle, USA and De Kunsthal in Rotterdam. With this building Rotterdam reinforces its leading position as Europe's **City of Architecture**. This will attract international guests.

*"Rotterdam is increasingly to architecture what Paris is to fashion or Los Angeles to entertainment."*

*The New York Times, March 2005*

## SKYLINE & RIVER VIEWS

The hotel's 278 rooms and suites each have **spectacular views** on the skyline, river and iconic **Erasmus** bridge. All hotel rooms have full glass bathrooms and are uniquely designed with references to the rich history of **Dutch Architecture, Art & Design**. The public area's of the hotel show constantly changing exhibitions and performances of art, photography, architecture, sculptures and design objects, as well as cross-media expressions.

## HISTORY AND FUTURE

At this former harbour pier the rich history of the European emigrants moving to overseas and the modern times of cruises and entertainment merge. This mixed-use, 150 meter tall building 'De Rotterdam' is named after the famous cruise ship of the Holland Amerika Line (HAL). Many large cruise ships still call at the Wilhelminapier on stones throw distance from the hotel providing spectacular views.

## MEET, GREET & ENJOY

Once inside the hotel a world of architecture, art & design will overwhelm you. This unconventional hotel makes you elevate your stay to an unforgettable experience. At nhow Rotterdam you meet, greet and enjoy modern urban lifestyle.

### nhow LIFESTYLE LOBBY & ESPRESSO BAR

The lifestyle lobby & espresso bar are a local meeting point on the Wilhelminapier for a great espresso or wine with bookstore and espresso bar in the Rotterdam Square and at our front door welcoming our guests.

### nhow BAR | KITCHEN | CLUB + ROOF TERRACE

The bar, kitchen and club on the 7<sup>th</sup> floor will be the beating heart of the hotel. A spectacular architectural space is the new meeting place in the city with magnificent views on river & skyline. The large bar will be the centre point with original, tasty & organic kitchen. Friday night drinks, Club nights, live music (singer songwriters/bands), fashion shows, stand-up comedy and much more. Can you imagine yourself enjoying our roof terrace for a romantic sunset with some great food and drinks. A unique Rotterdam lifestyle experience.

### nhow EVENTS

The 6<sup>th</sup> floor of the nhow hotel provides 9 flexible and inviting events like business meetings, congresses, art exhibitions, fashion shows and much more. nhow is permanently in flux and provides guests with new creative stimulations. Ateliers, workshops, presentations and talkshows will be organised about architecture, art, photography and design. Some special moments to personally meet your favourite artist, architect or performer.

## ELEVATE YOUR STAY

nhow Rotterdam **elevates your stay** by providing a welcoming, inspiring and dynamic environment to meet, greet and create. First thing that strikes you when you arrive in Rotterdam will be this **fascinating building** on the waterfront as part of the Wilhelminapier skyline, right next to the Erasmus bridge.

