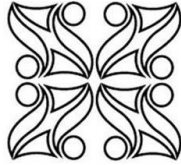

HOTEL TWENTYSEVEN



TWENTY SEVEN

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HOTEL TWENTYSEVEN AMSTERDAM

KEY STATISTICS

Size of Hotel: 16 Suites (only suites), smallest suite 45 m2, largest 218 m2 (when connected into the 3 br suite, excluding 27 m2 terrace)

Website: www.twentysevenhotel.com

Expected Opening Date: October 15-27, 2017

Location: Dam 27, Amsterdam, The Netherlands. On Dam Square, The true heart of the city

Dam Square

The Dam Square is the historical centre of Amsterdam and namesake of the city. It links the Damrak and Rokin, two of the busiest and main streets of Amsterdam, which run along the course of the original Amstel river route (Central Station to Muntplein). Dam Square is truly the heart of Amsterdam. The square is home to the Royal Palace (frequently used by the royal family for state dinners and the like), the famous flagship department store Bijenkorf, the New Church (used for exhibitions and royal family occasions), Madame Tussauds, the Krasnapolsky Hotel, the National Monument and the Koninklijke Industriële Groote Club building in which our hotel will be housed.

Industria Building

Known as the home of the Koninklijke Industriële Groote Club (translates in English to: Grand Industrial Club) this historic building dates back to 1913. Built specifically for the famous Koninklijke Industriële Groote Club society. The founders wanted to create a centre for the newly booming Dutch industry and trade, where tycoons, entrepreneurs and the like-minded could come together. The society is now based in the first two floors of the building and TwentySeven will be housed in the 3rd, 4th, 5th, 6th and 7th floors. These floors offer spectacular views of the Dam Square and Rokin and towering over the city. One feels completely in the thick of things whilst at the same time feeling completely shielded and soundproofed from the city's hectic buzz.



SUITE STATISTICS

Breakdown of the 16 Suites & price range:

5: Junior Suites €500- €1200

4: 1 Bedroom Suites €700-€2,200

2: 2 Bedroom Suites €1,200- €3,400

5: Special Suites, each with special features and ability to connect suites for up to 3 bedrooms plus terrace (more explanation below)

- Expected Average Room Rate: €1,200 (Junior suites starting at €500. Highest category suites can go as high as €8,000 in high season for special suites)
- Expected Occupancy Rate: 75%
- Average Revenue per Reservation: €2,280
- Expected Average Length of Stay: 1.9 nights
- Expected Business Mix: 50% Corporate Independent 50% Leisure Individual
- Estimated date of Accepting Reservations: Mid-August 2017

CONCEPT

A '6-star' timeless sanctuary of luxury in the heart of city, offering only the best of the best in every sense. Unprecedented in The Netherlands. A true dream hotel.

The hotel is comprised of only Suites, 16 in total. TwentySeven will offer endless service possibilities at the highest level with a personal approach only a boutique hotel can offer. As Eric Toren's passion is truly creating a perfect hotel experience, the guests come first, no request is too large or small, butlers and city connectors will be on-staff and eager to assist with any request.

The most opulent sanctuary The Netherlands has to offer. Defying logic and re-defining luxury in Amsterdam, no detail has gone unnoticed. Every inch, every surface, every corner you turn is ordained in the finest, the richest, the most surreal design and atmosphere imaginable. All 6 senses have been dreamed out in extraordinary detail.

Every material, fabric and concept has been curated by award winning Dutch Designer Wim van de Oudeweetering and Cris van Amsterdam. Together with the top visionary Dutch hotelier Eric Toren. For this dream team the attention to detail is paramount and unprecedented in Amsterdam.

The monumental building TwentySeven is carved into is a turn of the century building from the time of the industrial revolution. While keeping in tact the original framework TwentySeven has created a modern luxurious dream within a capsule of timelessness.

The hotel will house a top of the bill restaurant, Bougainville, on the third floor led by Michelin-star chef Pascal Jalhay who is creating, in his own right, the restaurant of his dreams. This restaurant will offer the finest gastronomic experience for guests (and the public). (More on Page 9)

The exceptionally bold design, attention to detail and level of service is unmatched in The Netherlands.

OWNERSHIP

Owners: Eric Toren together with Private Investors

Eric Toren is the director of the hotel as well.



Eric Toren

European hotelier of the year (2014), European general manager of the year (2015) and nominated for Amsterdam's Entrepreneur of the year for his outstanding performance in the hospitality industry. Former owner of the luxury boutique hotel, The Toren, and current owner of Hotel Sebastian's in Amsterdam, Keizersgracht 15, Amsterdam.

The Toren Hotel has been recognised worldwide for its impeccable service and has outperformed pricing and occupancy benchmarks of the top 5 star hotels. The Toren boasted a 97% occupancy rate year round. Named by *Tripadvisor Traveler's Choice Award* for Best Hotel in The Netherlands for the past 6 consecutive years: 2012, 2013, 2014, 2015, 2016 and 2017 among numerous other awards including Best City Boutique Hotel in the World 2012 by Boutique Hotel Awards, Most Luxurious and Romantic Hotel in 2013 by World Luxury Hotel Awards and Best City Boutique Hotel Award by Boutique Hotel Awards 2014.

In 2010 Eric created Hotel Sebastian's. As a 3 star hotel Sebastian's has also been outperforming all benchmarks of 4 star hotels in pricing and occupancy. In 2017 Travellers Choice Award named The Toren #1 and Sebastian's #2 in service.

The Toren Hotel Awards received:

Top Hotel of The Netherlands 2012,'13,'14,'15,'16,'17

Top Hotel Service - 2013,'14,'15,'16,'17-

Tripadvisor Travelers' Choice

Best City Boutique Hotel in The World 2012

Best Boutique Hotel in Europe 2014-

Boutique Hotel Awards

Most Luxurious and Romantic Hotel in Netherlands 2013

Best Luxury City Hotel in the Netherlands 2014

Best Luxury Design Hotel Netherlands 2015

Best General Manager Europe (Eric Toren) 2015 - **World Luxury Hotel Awards**

Worldwide Press Coverage newspapers, magazines &TV including: CBS, CNBC, BBC, The New York Times, Readers Digest and the Toren's bar was featured in Oprah Winfrey's magazine "O"

DESIGNERS & ARCHITECTS

Wim van de Ouderweetering, famous Dutch designer www.casuscasa.nl

Designer Chris van Amsterdam <https://crisvanamsterdam.nl>

and ZZDP Architects: <https://www.zzdp.nl/en/>

HOTEL TWENTYSEVEN AMSTERDAM

DESIGN

Be swept into the most opulent sanctuary The Netherlands has to offer. To call TwentySeven a hotel feels to be a scandal. Defying logic and re-defining luxury in Amsterdam, no detail has gone unnoticed. Every inch, every surface, every corner you turn is ordained in the finest, the richest, the most surreal design and atmosphere imaginable. All 6 senses have been dreamed out in extraordinary detail.



Every material, fabric and concept has been curated by award winning Dutch Designer Wim van de Oudeweetering, together with the top visionary Dutch hotelier Eric Toren. For this dream duo the attention to detail is paramount and unprecedented in Amsterdam.

The monumental building TwentySeven is carved into is a turn of the century building from the time of the industrial revolution. While keeping in tact the original framework TwentySeven has created a modern luxurious dream within a capsule of timelessness.

Upon entering the monumental doors of TwentySeven ones eye will be drawn to the alluring handmade light sculpture specially created by the famous light designer *Brand van Egmond* combining classic techniques with a modern precision.

Be greeted by the graceful personnel at the welcome desk which is ordained with a special selection of backlit Onyx to receive guests into a natural glow. The beautiful patterns and materials were uniquely designed by the natural experts at *Solid Nature*.

Continuing the experience up to the atrium and reception area on the 3rd floor, the grandiose hand-blown glass light sculpture chandelier plummets from the skylights above the 7th floor to the reception area, 4 floors below. The timeless craft of the hand-blown glass has been made in the village of Leerdam, famous the world over for its art of glass craftsmanship. When the night falls over Amsterdam the fairy tale color spectrum of this remarkable piece illuminates the core of the hotel.

TwentySeven's signature scent, created by the international home fragrance designer brand *Delush*, softly enchants the air of this sanctuary.



Specialty carpets by Belgium design *Lano* ordain the original monumental staircases and corridors. Original stain-glass windows illuminate these stairways.

Upon entering the 3rd floor the charming staff is on hand to help with all details of your stay, relax in the VIP lounge with soft textured walls and sofas dressed in beautiful *Rubelli* fabrics. The unique design creates a distinct illusion of the sofa extending out of the wall.

The intriguing glow of diamonds and jewels of Gassan Diamonds is delicately visible to shine onto your senses before entering the dream restaurant *Bougainville* & the opulent TwentySeven bar which strikes again with the luxurious allure and the natural beauty of the glowing Onyx bar crafted from a special cut by *Solid Nature*.

Lavish wall dressings are warm and woven with copper threads and woodwork with golden and bronze patinas. The most exclusive fabrics from *Rubelli* of Venice, using patterns from their 18th century archives to compliment the era of the building.

Furnishings for TwentySeven are from one of Holland's top designers *Eric Kuster*.

Limited editions of art are on display from *Cobra Art*. Hosts are on hand to arrange a private viewing in their gallery in Amsterdam or to ship works to anywhere.

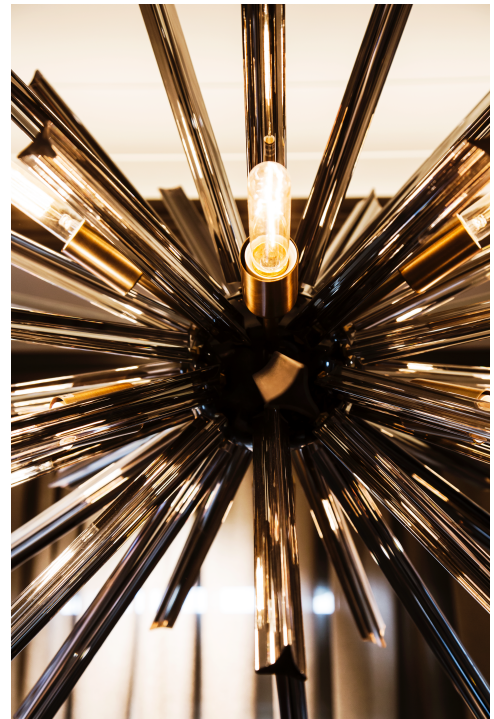
Step into the suites... the luxurious details of the room caress the senses. With handmade carpets composed of wool and silk, a bare foot's dream. Carpets have been hand knotted in Nepal by *Ebru*.

One press of button can transform the lighting of your suite into 5 different atmospheres from a moonlit, sultry indigo to a sunny fresh golden glow.

Not a mini bar but a fabulous bar and wine cabinet in the suites with a beautifully curated collection of wines and champagnes ready to be enjoyed. Wine cabinets made by *Eurocave*. Handmade sofas made in Spain by *Ascension Lattore*, the soft shapes invite you to relax in soft silky velvets by *Lizzo fabrics*, chairs covered by *Etro* and *Rubelli* fabrics and *Nobilis*.

Watch your favorite films, in suite, on the gigantic curved screen of your *Samsung* TV.

Beds are handmade by *Nilson Beds* with headboards covered in the most beautiful fabrics of *Pierre Frey*.



Special table lamps made of glass and crystal has been made by *Eichholtz*.

Bathrooms are styled in classic Roman style with beautiful sleek marble and mosaics created by *Solid Nature* and special handmade taps and showers from *THG Paris*. Stylish bathroom accessories by *Walther Decor*. All suites have steam baths with double showers and deep whirlpool baths for 2 or 3 persons.

Keep in touch with the rest of world (if you feel so inclined) with the fastest wifi connection available to this hemisphere.

The colors throughout the building and suites are inspired by the soft reflections of bronzed and gold tones, together with the modern tones of soft grey and taupe, creating a modern yet soothing color pallet. The doors are made with a special patina made with metal applied by hand to give it the slightly antiqued look. The door handles are made over the fire with the bronze patinas in Belgium by *Dauby*.

Beautiful handmade curtains and blinds soften the atmosphere with warmth and privacy, from the Home Couture collection of *Bernie Dekker*



Junior Suites: 4th floor

These sunny suites range from 40.2 to 47.3 square meters. They boast the same luxury décor as the suites of a larger size. The color pallets range from orangey to bronze with light grey and golden accents.

5th Floor Suites:

These 1 and 2 bedroom suites feature separate bedroom and living room areas. Color pallets of soft tones in taupe, soft greys and golden to bronze hues.

Wall coverings from printed and flocked metalized textile, for a beautiful pouted effect, created by *Pierre Frey*, one of the leading brands of France. You'll find yourself wanting to touch the wall over again. Beautifully hand-woven paisley silks from *Braquenie* and *Fadini Borghi*. Lush furniture has been made with *Etro* and *Rubelli* textile. Bedroom wall coverings are made of linen and grasses from top brand *Nobils* from Paris.

6th Floor Suites:

These suites (with the exception of The Loft Suite) have 2 bedrooms in maisonette style. The shape of the ceiling together with some of the original monumental construction will give you a feeling of being on top of Amsterdam (and on top of the world). The ceilings are sky high and have the famous round windows overlooking the Royal Palace and Dam Square. The color pallet here is golden beiges and soft greys with different accenting colors to give each suite an individual touch. Special jacquard textiles are used to decorate the walls produced in Italy by textile house, *The Sign*. Hand made wooden floors, oak wall paneling with the beige and gold tones of the walls and high ceilings give the suites an airy but intimate look and feel.



Terrace Suite:

This super 1 bedroom suite offers a private roof terrace overlooking the Rokin, a historic and important main street of Amsterdam. Also offering an intimate breakfast den and the capability to connect to 2 other suites, creating a giant 3-bedroom sprawl covering 228 square meters. Hand painted wallpaper will give a romantic garden terrace feel with special drapes made of silk by *Jim Thomson*. Enjoy dining on your roof terrace at any time or in any temperature, with the comfortable and special heating lamps available to give cozy warmth on a chilly night. Stylish terrace lounge furniture made by *Fischer-Moebel* of Germany.

The Loft Suite:

This high suite will offer you an all in one feel. Color palette in different shades of blue including handmade silk paisley wallpapers by design houses *Osborn & Little* and *Nina Campell* of London. A huge

round bed, a cuddle corner, fur throws, a bohemian artsy hideaway with intimate views of the city. Binoculars are available in the room to give a bird's eye peek over the interesting details of the city.

Tower Suite:

The Tower suite is a 2-bedroom suite; you will find one bedroom upstairs inside 'the tower', the top point of the building, with 360-degree windows to give full view over the city. Relax in your in bedroom Jacuzzi with a glass of champagne and enjoy the view or lie on your lush bed and look up into the magical scene above. Famous lamp designer *Brand van Egmond* created an impressive and romantic mystical floating candle project inside the copper dome of the tower suite. Special jacquard textiles are used to decorate the walls produced in Italy by *The Sign*.



BOUGAINVILLE

Pascal Jalhay



His kitchen, his Bougainville.

He is seen as one of the most innovative chefs of his generation, has published two cookbooks and is busy writing a third as well as an autobiography. Chef Pascal has learned only from the best. His break through was the famous restaurant Vermeer, where he was awarded two Michelin stars in less than two years, which had never happened before in the history of the Michelin Guide, and so became the youngest two Michelin Star chef in the country.

"Talent and quality should not be withheld; you must dare to reveal it."

At a young age Chef Pascal knew that he wanted to pursue his dream of becoming a Chef. After successful completion of his courses and training Chef Pascal really learned to cook at many top restaurants in Belgium and the Netherlands.

"Concessions should never be made."

Restaurant Bougainville is located in the monumental *Industria* building with a unique view of Dam Square with the legendary World War II monument and The Royal Palace.

For special Gastronomic occasions restaurant Bougainville has a Chefs Room, where guests can have a special private dinner with views of the famous Rokin and is the only table looking in on the main kitchen.

In Bougainville we create beautiful dishes, where the noblest ingredients in a stylish and romantic atmosphere are the most essential ingredients in our customer experience, whom we regard as our privileged guests of Bougainville. "Kneading, altering and manipulating flavours simulating a culinary roller coaster ride on your pallet is our aspiration". The focus is on natural flavours. These flavours play a leading role in the theatre of gastronomy; allow the flavours to rupture in your mouth. At Bougainville the accent is on finding the best (local) ingredients; searching for tones instead of flavours, creating an emotion.

"Fire" has always been the most prominent ingredient for Pascal; in temperature, in finding passionate flavours yet mostly the fire in the eyes of his team's eagerness, passion and enthusiasm!

6 SENSES AHEAD!

TwentySeven is the biggest talk of the town and the country, the word is spreading quickly throughout Europe and soon the world! Featured multiple times a week across all major news and media outlets in The Netherlands, the buzz and the suspense is heightening each day!

Award winning, innovative hotelier, Eric Toren and his creative team have created a daring masterpiece. Matching the highest quality & most unique possibilities to wow all of the senses, from hand made soundproof Suite entrance doors costing 16,000Euro, to exquisitely soft silk hand made carpets, this attention to detail does not exist in any other hotel in The Netherlands and no expense has been spared in the process.

“What do we need to create a complete dream experience, through all six senses?... TwentySeven is so much more than just a hotel, we are creating a dream environment that has really never been done before, no expense has been spared, not only is every detail the best in luxury but all details are unique, details that no other hotel has”.

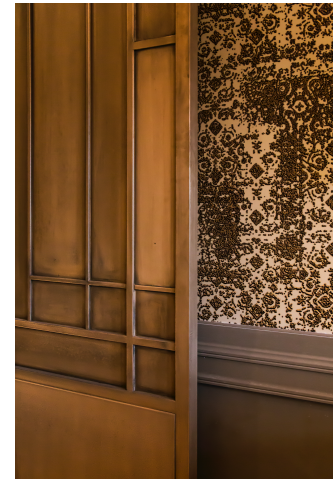
- Eric Toren

Even the location of TwentySeven is a dream, in the centre of the centre of the centre of Amsterdam, inside an Iconic building, valued over 75million Euro, it is one of the most expensive and famous buildings in the country. The cost for the owners to create the hotel was over 25 million Euro, 1.2 million per suite and the remaining costs for restaurant Bougainville, the bar and public areas. TwentySeven is truly in a luxurious league of it's own.

A small glimpse at the detail, through the senses...

SOUND

- On top of the heart of the city on the busiest square, inside guests are in a silent cocoon, complete sound insulation from the bustling city.
- The door of each suite is fully soundproof and handmade, costing 16,000Euro per door, never done before in Europe.
- Completely silent air-conditioning units (also with special air purifying filtration system for completely clean breathing)
- Not double glass but soundproof quadruple glass windows (2 sets of double windows).
- More than 100,000Euro was spent per suite to create perfect sound insulation for guests, via the walls, floors, ceilings, windows and doors, never done before at this level.
-



TOUCH

- Every surface of TwentySeven has a unique touch, from the smooth Onyx bar to the texture of the unique and alluring textile wallpaper. Wallpapers created by the finest design houses of Europe, in just one of the Suites wallpaper costs between 20,000 - 34,000Euro, unheard of in The Netherlands.
- Handwoven carpets of silk made in Nepal, completely soft to the touch.

SIGHT

- Visual stimulation takes over with every turn you take in TwentySeven, the design and detail is breathtaking.
- Set the lighting atmosphere of the Suite to match your mood, at the touch of a button the lighting theme and color adjusts to ones desired state of mind, be it sunny or sultry. State of the art 'Automation systems' in the suites allows control of everything in the room from lighting to ordering a bottle of the finest champagnes to be delivered by a private butler. This automation system costs approximately 40,000Euro per Suite.
- For visual pleasure, the finest art collection by *Koster* is on display throughout the hotel and available for private viewings.

TASTE

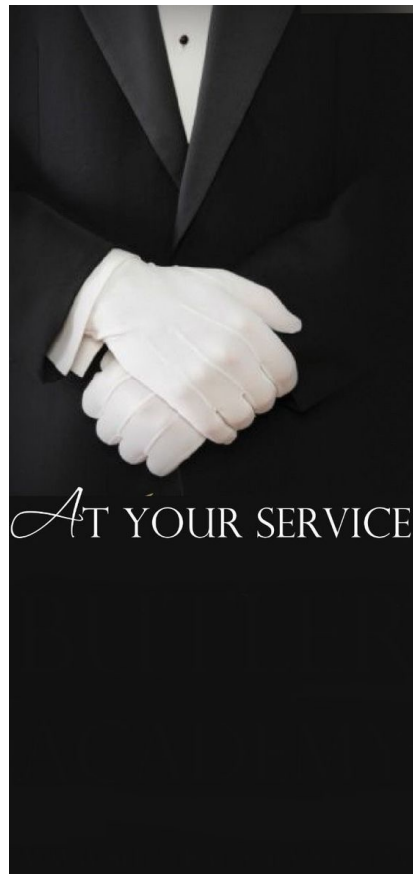
- Restaurant Bougainville will be a dream to the tastebuds, led by Dutch Master Chef Pascal Jalhay, the youngest chef to have received 2 Michelin Stars.
- Taste the finest wines and champagnes, curated by the Best Sommelier of The Netherlands, Lendi Mijnheimer.
- This combination of talent and class creates a culinary masterpiece of The Netherlands finest.

SMELL

- A signature scent throughout the hotel is being created and branded exclusively for TwentySeven by fragrance specialists of *Delush*. The first hotel in The Netherlands to do this.

6TH SENSE

- Guests needs are anticipated by personal butlers and guest services agents, always on hand to attend to every need, often before the guests know it.
- For parents, TwentySeven will arrange not just a nanny service but a service from a team of passionate child care professionals that will enhance your children's joy, take them to the Zoo, to a painting class, a children's museum, a film or whatever their little big hearts desire.
- Any fitness request can be accommodated in Suite, from a personal trainer or yoga instructor to customised fitness equipment in suite.
- The team is hand selected from The Netherlands finest in hospitality, trained and led by the top hotelier of the country, at your service at every minute of the day.



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