



Zoku abolishes traditional hotel room

# Hotel, office and residence combined

After the successful launch of the now internationally operating chain of hotels citizenM in 2008, the Dutch concept developer Hans Meyer, together with Marc Jongerius, opened the first Zoku hotel in Amsterdam in June 2016. This hotel also has a specific target group: business travellers staying in our capital from one day to several months, and want more than just a hotel room. One weekend long, our editor joined the guests to find out what this innovating hotel concept was all about.

**Z**oku comes from the Japanese and means as much as family or tribe. The idea behind the Zoku concept is to combine work and stay in an optimally natural manner. Here, international guests are offered an attractive, social environment that stimulates them to communicate, get to know each other and learn from each other's experiences. These meetings take place in the Living Room on the sixth floor, where guests can check in

## About Zoku

- Eight meeting and event rooms, capacity three to 175 persons
- Living Room with bar, flexwork stations and adjoining roof garden with terraces
- Living Kitchen for breakfast, lunch and dinner
- 133 Rooms (16 m<sup>2</sup>) and lofts (24-30 m<sup>2</sup>)
- Launderette, changing room, locker room
- Diverse offer of massages and beauty treatments at in-house treatment room from the Massage Ambulance.

themselves by means of an iPad. That Zoku is particularly popular with and aimed at expats and other foreign guests is obvious from the fact that we are welcomed in English by a hostess from Bulgaria. We also see several flexwor-



kers and self-employed entrepreneurs who, having obtained a membership, can use the facilities and work stations in the Living Room. In order to promote the contact between the various guests and the flexworkers, small-scale meetings are organized on a regular basis. Zoku also has various meeting and event rooms (see box). If the guest does not want to spend much time in his own room, the Living Room is the place to relax on comfortable sofas by the open fireplace. Several racks offer books and magazines. Additional amusement can be found in the Music Corner that has various musical instruments, and in the TV and Game Room. On this floor there are also meeting rooms available and places where you can work in a team. The bar offers coffee, tea, juices, sodas and sweet and tasty snacks.

#### COMPLETE ROOMS

The guest rooms are situated on the first up to the fifth floor. Guests who just want a place to sleep and work, can book a Zoku Room. The Zoku Lofts and the Zoku Lofts XL have a larger surface and are also equipped with a kitchen and a raised sleeping section. They have everything you need to reside and work, from a Nespresso

machine to a microwave oven, an induction hot plate, kitchen utensils and a refrigerator to a small work station supplied with a stapler, perforator and sellotape. Should you miss anything, then this can be obtained from the pantry in the hallway. Snacks and drinks, but also, for instance, tea bags and toothpaste can be had 24 hours a day in the (Almost) EverythingStore in the Living Room. The lay-out is efficient and offers various cupboards and other storage facilities. The living area is relatively spacious and there is also a lot of room at and around the kitchen table. The raised sleeping section, fitted with a king-size bed, can be reached via an extension ladder. Thanks to the white walls with the black accents, the atmosphere is rather neutral. The paintings can be exchanged near the elevator, where a number of racks offer several alternative works of art.

#### ROOF GARDEN

Because Zoku is located in the middle of the city centre at the Weesperstraat, in the evening we decide to take a tour of the city centre. When we return, we take a seat in the roof garden with a view of the inner city of Amsterdam. This roof garden is situated between the elevator and the Living

Room and consists of a glass hothouse construction that offers access to various mini terraces with chairs, hammocks and a picnic table. With subtle birdsong in the background this is the ideal way to end the evening.

#### BREAKFAST

After an excellent night's rest it is time for a refreshing shower. The shower section can be separated from the toilet and the wash basin by means of a sliding door. We next make our way to the Living Kitchen on the sixth floor for an extensive breakfast. Just like the in and out checking, breakfast, lunch and dinner can be ordered and paid for by means of an iPad. The kitchen has various warm dishes like waffles, pancakes and omeletts ready, completed with fresh rolls, several sorts of bread, sweet and hearty bread filling and yoghurt. After having checked out, we walk in the direction of the Rijksmuseum. Not only for expats, but also for guests who stay at Zoku for a shorter period, the hotel is an excellent basis for visiting Amsterdam.

[www.livezoku.com](http://www.livezoku.com)

