



Sir Adam

Saucy hotspot in Amsterdam

Hotel Sir Adam, located in the A'DAM Toren in the Noord quarter of Amsterdam, opened its doors in February 2017 and is fully inspired by music, travel and the Amsterdam art scene. From a disco lift to a check-in desk that changes graphically when guests pass by it; this new hotspot is loaded with pertness and creativity.

With its 22 stories, the A'DAM Toren soars far above its surroundings. After a thorough renovation, the former Shell tower next to Sir Adam also houses several bars, restaurants and offices from big music companies like Sony, ID&T and Gibson.

The hotel's entrance is in The Hub, Sir Adam's dynamic heart. Here we also find THE BUTCHER Social Club, which is famous for, among other culinary treats, its great burgers. Business people easily mingle

here with students and creative persons in the room where you can play a game of table tennis or table football.

VINYL RECORDS

While we are admiring the remarkable check-in desk that looks more like a trendy bar, our host offers us a prosecco. Walking to the lift, we notice a box with vinyl records by stars from Elvis Presley to Diana Ross. Our host tells us that we have our own record player in our room, including a selection of albums. If we do not like this selection, we can change the albums for other records. The room itself looks like the residence of a pop star, with a genuine Gibson guitar hanging on the wall, a huge bed, mirrors with lyrics, a collage of iconic stars and albums. The leather seats at the windows offer a spectacular view of the IJ river, where ferries, but also larger boats ply the waters. For those who want to observe the activities more closely, a pair of binoculars is provided. Remarkable are the unfinished walls, which give the

Meetings at Sir Adam

THE STUDIOS

Sir Adam's flexible and creative studios are located between the pillars of the A'DAM Toren. All studios have abundant daylight and offer a unique view of the historic centre of Amsterdam, the harbour and the IJ river. In these rooms, doers, thinkers and makers generate the best ideas, hold the most creative brainstorm sessions and come up with all kinds of innovative plans. The Studios are equipped with all essential facilities for meetings, like a flatscreen television, beamers and much, much more.

THE FORBIDDEN GARDEN

The Beergarden offers 100 square metres of event space, including a sun deck, bar and four jacuzzis.

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decoration a loft-like, industrial look, and the windows span the entire height, from floor to ceiling.

THE NICEST BURGERS

Although we might easily spend a great deal of time in this exceptional room, we decide



to first get a bite to eat at THE BUTCHER Social Club. This is a relaxed place to enjoy a cup of coffee, but is also the location for the nicest burgers which, by the way, you can also get at THE BUTCHER in De Pijp quarter, in De Negen Straatjes shopping area, and in the Foodhalls. Apart from that, there is a THE BUTCHER On Wheels – a food truck you can spot at festivals – and there is an outlet in Berlin. This year, THE BUTCHER Ibiza will also open its doors. The BUTCHER Social Club is a pub and a restaurant all in one. There, you can find great lounging spaces, pinball machines, cosy sitting areas with low tables, lounge sofas and a wonderful bar. The burgers go by the weird and wonderful names like ‘The Butcher’s Wife’ and Silence of the Lamb.’ At THE BUTCHER Social Club you should definitely try, apart from the burgers, something from the ‘black book’ that mentions, among other delicacies, popcorn-like ‘sweet corn fritters’, fresh salads, shakshuka and minute steaks. The sweet potato chips (fries) are simply irresist-

tible. As are the desserts like cheesecake and chocolate mousse. At the 360 degrees bar a deejay plays live music five days a week, which makes it the perfect place to have nice, long chats with friends or business relations.

DISCO LIFT

In the A'DAM Toren, where Sir Adam is located, there is always something happening. Even the lifts are an experience in themselves. For instance, there is a disco lift including an illuminating floor, disco music and disco mirror ball hanging from the ceiling. The hotel also has its own gym, where you can work out with a personal trainer. And if you are a real daredevil, you can take the lift and soar to the skydeck, which has the biggest swing in Europe. You can also enjoy the view from the revolving MOON restaurant. In the time of one hour, the guest can see all of Amsterdam and environs ‘passing by’. In the morning, at breakfast, it becomes clear that Sir Adam also likes hefty meal to start the day: apart from a buffet with delectable

Music and Sir Adam

The former Shell building where Sir Adam is now located, has its name from the music giants that surround the premises. In the immediate vicinity are companies from the music industry, like ID&T, MassiveMusic and Gibson. That is why the building is now named A'DAM Toren, which stands for Amsterdam Dance and Music

salads, fresh rolls and juices, you can order pancakes, waffles and eggs à la carte. We opt for the eggs benedict, delicious poached eggs with Hollandaise sauce and a cappuccino, and stay for a while longer to enjoy the magnificent view of the IJ river. Sir Adam is a place you never want to leave.

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