

# CRANE HOTEL



# FARALDA \* \* \* \* \*

*The most Inspiring and Romantic place in the world*

Crane Hotel Faralda isn't for just anyone. This five-star exclusive location in Amsterdam's famous NDSM quarter welcomes CEO's, DJ's, VIP's and Royals for a night in its designer suites or an event with a view of the city, comfortably hidden away from the eyes of those on the ground.

According to many publications in press and internet, Crane Hotel Faralda is one of the most unique hotel experiences on earth

On top a huge monumental Crane are the utmost luxurious and excessive designer suites you can find: The Mystique, Secret and the Free Spirit.

At 15 meters is the Studio - Panorama Lounge, the place to be for high end Corporate & Music events.

*“An unusual hotel you won't believe actually exist“* (CNN 2015)

After four years of construction works that started in 2011, owner Edwin Kornmann Rudi turned an old industrial crane into the most unique and spoken about hotel project in the Netherlands.

## **Luxury and location**

That's not surprising when you realize Crane Hotel Faralda boasts three exquisite suites of no less than 36 to 40 square meters, equipped with rain showers and located at a height of 30 to 50 meters inside the crane. The wind vane allows the crane to very gently turn in the wind, offering guests a different view at any given moment.

Each suite is different and styled by a team of internationally renowned designers. With all interior elements coming from our more than 30 stakeholders. Add to that that each suite consists of two levels and the contrast between this luxurious hideaway and the surrounding old NDSM shipyard becomes clear.

*“It is certainly set to become one of the most talked about pieces of architecture...”*

(Fused Magazine)

## **A raw, industrial but the most exclusive suites a hotel can offer.**

The old NDSM shipyard is nowadays a creative hub where free-spirited people attend music events and art gatherings, where innovative entrepreneurs meet to discuss business and where some of the biggest brands in the Netherlands have their headquarters.

The Crane Hotel has become an iconic landmark in the center of this industrial yet mystic setting. Everybody knows it and can spot it from afar, but nobody ever knows what happens inside, and that's exactly Faralda's strength.

## **The private & secret hang out**

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Aside from three fabulous suites, the Crane has a panoramic lounge and a spa pool located on the top deck, no less than 50 meters high. It offers its guests a truly unique view over the river IJ, the water and the rest of Amsterdam.

*“The cherry on top? A Jacuzzi with a breathtaking view over Amsterdam.”* (UK Business Insider)

With only one entrance and no way to get in without a special key card and permission, Crane Hotel Faralda offers optimal security and privacy, something that is highly sought after by international DJ's, VIP's and Royals. Our guests arrive in Amsterdam by (private) jet and are brought right to the entrance of the hotel by limousine, without ever being seen. The lifts take them straight to their suites from where they can look out over Amsterdam and see all that's happening below, without anybody seeing them. Even a private bodyguard and hostess are available upon demand.

*“WITH extravagant decor, roll-top baths and a heated whirlpool with panoramic views of Amsterdam, this swanky hotel is the height of style”* (Daily Star)

## Corporate and Music Events

That same privacy and security makes Faralda a favorite place for movie stars and some of the world's most famous DJ's. While the panoramic lounge is great for the best music events, it's also the perfect setting for corporate events such as product launches and brand announcements, as well as press conferences. In such a short amount of time, Faralda has become an internationally known hotspot for leading Corporate and Music events.

*“Most fun after party in Crane Hotel Faralda”* (Mixmag)

Fitting only up to 71 people at once, every event at Crane Hotel Faralda is exclusive, but the hotel does offer DJ's and other guests the option to live stream their events, giving fans worldwide the chance to feel part of something special.

Cranesessions is a cooperation with partners from the music industry. With livestream sessions and the best DJ's and labels they reach a multimillion target audience.

*“It's hard to really put into words how good this party was but we found club land's version of heaven and we'll never forget it.”* (Mixmag)

World leading brands such as Louis Vuitton Moët Hennessy met Belvedere. James Bond event, Red Bull, DGTL have chosen the Crane as an event location to share their message with the world, but the Crane Hotel is equally welcoming to companies who want to enjoy the privacy to focus on teambuilding and brainstorming sessions.

*“ Okay, there's one hotel like that. And here it is: Faralda NDSM Crane Hotel. The Weirdest Hotel in Amsterdam”* (Urbandaddy)

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## FACTS & FIGURES:

### Prices, Nominees, Awards Faralda Crane Hotel

After being open for only a few months, Crane Hotel Faralda was nominated for no less than three European Hospitality Awards in 2015 - Innovation in Service of the Year, Best use of Technology and Hotelier of the Year. A few months later, it won the Dutch Pieter van Vollenhoven Price for the repurposing of the last standing monumental crane at the NDSM wharf.

Needless to say, this place isn't just for anyone. Crane Hotel Faralda caters to creative minds, whether they're entrepreneurs, artists, CEO's or Royals. It does so at the highest level of the marketplace, yet an experience at Faralda can't simply be bought. This place is in high-demand and only free spirits open to the excitement and mystique awaiting them at The Crane will be able to call themselves a guest.

*"In the past year alone we've partied on a bus, inside a glacier, at a spooky cabin in the woods, even at an oasis in Morocco, but a party inside a crane still had us very excited."* (Ministry of Sound)

### Prices

Mystique, Secret, Free Spirit:

- |            |                |
|------------|----------------|
| • Mid-week | € 450 - € 1350 |
| • Friday   | € 485 - € 1600 |
| • Saturday | € 535 - € 2500 |

Additional:

- Champagne breakfast or voucher NDSM Hilton Double Tree
- Spa pool at the 50-meter roof top (only Faralda Hotel guests)
- Free Mini bar, snacks, bottle of wine, coffee & tee
- For more information, ask for complete list.

### Corporate & Music Events

The unique TV studio at 15 meters is ideal for events, festivals, press presentations, boardroom meetings, product presentations, video conferencing, brainstorm sessions, (live stream) music and TV recordings and all other viral activities.

Rate is exclusive TAX, DJ Booth, DJ, equipment, light & sound, production costs, food & beverage, Bungee & Rope jumping, branding & advertisements. Please ask for information and availability. Prices on request

### Security

The Faralda Crane is private property and only accessible with personal Key Card and permission. Discretion in the crane is guaranteed. "What happens in the Crane...."

Because of its huge structure and height, a stay in the crane remains completely incognito. We offer a private and exclusive ambiance with full service. Security, a bodyguard and a hostess is on demand is available if required.

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## Arrival:

**Schiphol Airport:** Take a train to Amsterdam Central Station (14 minutes).

**Central Station:** Exit on the North side (river IJ site). Take the free ferry at the utmost left to NDSM (one minute walk). During the 10 minutes. The crane is located only 350 meters from the ferry.

**Car:** Plenty of parking place available for approximately € 8 per day/per car (reservation is not needed). Or travel in style with a VIP limo from the rental service close by, that we can arrange for you.

**Private and business flights:** General Aviation Schiphol East (planes holding up to 19 passengers only). Please call and we will arrange a welcome at General Aviation Schiphol. From the airport, we can arrange a limousine to bring you to our hotel.

**Private boat and Limousine:** On request

## HISTORY & DEVELOPMENT

After a major restoration from 2011-2015 the monumental 50-metre high crane starts its second life as a brand-new luxury hot spot in Amsterdam with only 3 suites and a TV Broadcasting studio.

The Faralda Crane Hotel is a monument icon and part of industrial heritage. The Crane is now one of the most significant developments of its time and has received unprecedented international media coverage to herald its uniqueness.

The old crane was in a profound state of repair. The foundation costs per suite are due to the high construction and restoration costs currently the highest in Netherlands; Per suite more then 1 MIO.

The redevelopment has been a major tour de force because of the unprecedented structural challenges. Over 5 years, hundreds of contractors and subcontractors were involved. To solve all the tremendous construction challenges seven specialized construction / consultancy firms (each with their own discipline) daily advised and calculated to overcome the technical challenges.

Every day it has a different and marvellous view. The crane has a wind vane mode and moves slowly in the wind. A high-class piece of technology is the pivot bearing with swivel assembly where all piping work passes through. In the rotating thrust bearing are all recesses that can move independently of each other. All pipe work (17 electric groups, water drainage, sewage, internet) goes through a very small opening of less than 80 millimetres.

Immense challenges were the fire and safety requirements. In particular, the required water pressure and water capacity were a major challenge during the last year of development. Two large pressurized water pumps ensure that the three-drench showers provide enough water. Even the 2,000 litre water tank for fire protection and the 1,500 litre spa pool on the roof top are provided with sufficient water. Only the few customers who can afford one of the three suites may enjoy the phenomenal views of the city Amsterdam.

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Another unique and distinctive case is the New Business Model necessary to gain control over the extremely high costs.

1. Financial commitment from (sub) contractors. They were all paid after their services.
2. The marketing exposure has been determined by value.
3. 40 stakeholders signed a bartering deal (all of them international based companies). Their goods and services provide the demands in the high-end market (see list). Only with their help the restoration project could be realised.
4. Tight supervision of the constantly changing development.

The € 150,000 quay recovery and soil remediation were no exceptional challenges, but the 500-pounder and the bureaucracy which caused a tremendous major cost were.

Construction costs eventually amounted to more than € 3,550,000, - Thus the building costs of the three suites are among the highest in the Europe and probably in the world. It took more than 4 ½ years from initiation of the project to the realization and operation of the hotel.

- Building year: 1951
- Builder: Hensen Ltd
- Original name: Crane 13
- Current Name: Crane Hotel Faralda
- Real estate, owner, main contractor: Edwin Kornmann Rudi

Number of suites: 3 suites and 1 professional television studio

Size of the rooms: 40 m2 / 45 m2 studio

Weight in tons:	Original weight	Weight after work
Boom:	51	53
Contra weight:	50	50
Mast:	35	88
Tower pivot	62	75
Water Mist / Tank:		3
Spa pool tank:		3
Decoration Suites:		5
Reinforcements steel:		18
 Total weight:	 198	 295

The former crane 13 has been made in 1951 by Hensen Ltd and is a national monument now. Architectural vision: The crane has been brought back to its original color (blue-grey and yellow). The new additions are red (according vision Bernard Tschumi; I.e. Parc de la Villette Paris) Around 100 companies and more the thousand people were involved in the restoration.

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

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#cranesessions

<http://youtu.be/NR97cmdkAl8>

<https://www.instagram.com/explore/locations/238627002/>

<https://www.facebook.com/Faraldakraanhotel/videos/793146530807464/>

Demontage:: <http://youtu.be/cc7PelghVyo>

Montage: <http://youtu.be/12-SXSzJdLQ>

<https://youtu.be/TD2qTxmSxo8>

[https://www.youtube.com/watch?v=jFJ21brPZ\\_g&feature=youtu.be](https://www.youtube.com/watch?v=jFJ21brPZ_g&feature=youtu.be)

<http://www.excellent-choice.nl/>

<https://vimeo.com/112831404>

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