

# FARALDA



# CRANE HOTEL

“An unusual hotel you won’t believe actually exist“ (CNN)

1. Crane Hotel \*\*\*\*\* Three excessive design suites at the top of a towering monumental crane
2. Corporate Events The best exposure for Brand activations - Product launches – Boardroom
3. Music Events Cranesessions<sup>®</sup> premium live stream with world leading DJ's.
4. Faralda Factory From mid 2020
5. Wedding An officially appointed and the most Romantic wedding location
6. Bungee (Until end of 2020)

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

**Faralda Crane Hotel** is the restored monumental harbor crane 13 and nowadays a hotel and a mind-blowing experience. The venue is a mind-blowing experience. The famous landmark houses in top three amazing apartments. There's a studio for Corporate and Music events. The view over the harbor and the Amsterdam is majestic.

The industrial giant is based on the river IJ in the middle of the NDSM. This former shipyard has become a lively bustling area with numerous trendy restaurants, cafés and (2020) the largest graffiti museum in the world.

The crane is private property. Access is for invites only. World leading DJs, famous models & artists and all other free spirits and open-minded friends are our clients.

Dozens of premium brands use Faralda Crane Hotel for their branding, product launches and board room. Think LVMH, James Bond, Belvedere Vodka, Samsung, Red Bull, INBEV - Budweiser, Louis Vuitton, BEATPORT, Philips, V & B, Grohe, Heineken, Hennessy and countless others ...

“Faralda Crane Hotel, the most Romantic & Inspiring place to stay...”

Choose the suite you like and ask for availability:

- Mystique
- Secret suite
- Free Spirit

## FARALDA CRANE HOTEL AMSTERDAM

PO BOX 37665, 1030 BH, AMSTERDAM

NDSM-plein 78 1033 WB Amsterdam [www.faralda.com](http://www.faralda.com) [info@faralda.com](mailto:info@faralda.com) Tel.: +31207606161

Faralda Exploitatie BV IBAN: NL38 INGB 0006 1470 99 Swift code: INGBNL2A VAT nr: NL 85 288 9379 B01

Chamber of Commerce: 58133437

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## Privacy & Security:

Needless to say, the Crane isn't just for anyone. You have complete privacy because access to the crane is Private & for Invites only. Our guests are free spirits, creative and open-minded people: Artists, models, famous DJ's, CEO's and even Royals. 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 bodyguard and a hostess are on request.

” What happens in the Crane stays in The Crane!

It does so at the highest level of the marketplace, yet an experience at Faralda can't simply be bought. Our guests demand privacy. Discretion in the Crane is guaranteed. The Crane is optimally secured with a professional system.

## Corporate Events:

- Board room – Meetings
- Brainstorm – Team building – Management training
- Brand Activation – Product presentations
- Private parties – Festivals
- (Live stream) Music and TV recording

Because of the exposure many brands found their way to use the crane for their corporate activities. Faralda has therefor become an internationally known hotspot for leading Corporate and Music events. The crane is not a public building. Access is for guests only. Our privacy and security makes Faralda a favourite place to stay for our guests.

Our Mission: We can solve all problems when we have the courage to communicate...

## Music Events:

The Crane sessions studio is fully equipped with a professional DJ set and the best sound system. World known DJs play their set there for an exclusive small audience (71 pax max.).

- Cranesessions® Premium live stream with world leading DJ's
- Resident nights Well known DJ's without streaming
- Private party Private events (max capacity 71 pax)

”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)

**Some of our DJ's** Seth Troxler, Tale of Us, Black Coffee, Route 94, Mind Against, Jackmaster, Joris Voorn, Jamie Jones, Richey Ahmed, WaFF, Hot Since 82, Nina Kraviz, Martinez Brothers, Mind Against, Housekeeping, Palms Trax, DJ Tennis, Job Jobse, Noir, Anna, Phil Weeks, Holosound, Housekeeping, GHEIST, Jonny N'Travis, Franscesca Lomardan, Luca Cazal, Boris Werner, Yuri Cinnaman, Joyride, Conducta, Habstrakt, Jamz Supernova, Point Point, Sister, Maceo Plex, Pan-Pot, Fransesco Lombardo, Alex Niggeman, Enrico Sanguiliano, Luigi Madonna, Mathias Kaden, Archie Hamilton, Magdalena, Lehar, Conducta, Jamz Supernova, JOYRYDE, Djebali, Cinthie, Leo Pol, Wisdy & Mams, Samuel Deep, Prunk, Chris Stussy, Goodlife, Archie Hamilton, Seb Zito, Archie Hamilton, Goodlife, High Soundsystem, Karim Soliman b2b Rowen Clark, Jonathan Hoff, Karim Soliman b2b Rowen Clark, Jonathan Hoff, Rene Amesz, Saeed Younan, Dennis Ruyer, Stanny Abram, Luca Cassani, Jarreau Vandal Full Crate, Harry Romero, LucienFoort, Laydee, TFX, Philipp, Djebali (Djebali records), Cinthie (Beste Modus), Leo Pol (Concrete), Wisdy & Mamsa (Jenja), Samuel Deep (Slapfunk), Prunk (PIV records), Chris Stussy (PIV records), Seb Zito, Archie Hamilton, Goodlife, High Soundsystem, Karim Soliman b2b Rowen Clark, Jonathan Hoff, Jarreau Vandal & Full Crate, Harry Romero, Lucien Foort, Jaydee, Savage & She, Skrillex, Blondish, Magdalena, Adriatique, Nicki Minaj and many others....

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

ADE afters with Loveland x Afterlive, Dynamic, Circoloco, Closing ADE with Loveland. Brands; Louis Vuitton, Hennessy Moët 007-Belvedere, VICE, Red Bull, Samsung, Bavaria, Warsteiner, BE-AT.TV, Villeroy & Boch, Grohe, Philips, ABN AMRO, Heineken, Belvedere and many Crane Hotel stakeholders.

Some of our partners are Mixmag, BE-AT.tv, BEATPORT, BUDWEISER / INBEV, RED BULL, STELLA, HEINEKEN, LVHM and many other premium brands. See for the some brands the sheet attached.

## **History & Development:**

The crane is a famous heritage and one of the most published buildings in Amsterdam. But the former Crane 13 was in a deplorable state. More than 100 companies were involved to turn a piece of crap into an amazing and award-winning restoration landmark. It took finally more than 7 years of construction works, started in 2011 to turn the old industrial crane into the most unique and spoken about hotel project in the Netherlands.

The Initiator and real estate developer -main contractor was Edwin Kornmann Rudi. He is now responsible for all activities in the crane. He started 2011 and finished 2018. Even nowadays he's struggling with municipal for the commitment they gave before. The whole restoration has been an excessive and once a live time experiment. His idea to realize 3 of the utmost expensive suites in the Netherlands in top of a crane was a bit weird. The constructive challenges were enormous.

It is certainly set to become one of the most talked about pieces of architecture...” (Fused Magazine)

The crane still turns in the wind. The piping system with sewer, water electricity has been constructed in a gold bearing system. After 3 years the team had to deal with a pound WOI bomb. There were many financial setbacks due to safety regulations and inventions. The solutions the team had to find were unique and the financial risks have been immense. Edwin has realized the multi million project from his then welfare situation.

The NDSM is a former ship wharf nowadays full of restaurants and innovative hub of art, culture and business. NDSM is the place where innovative entrepreneurs meet to discuss business and where some of the biggest brands in the Netherlands have their headquarters.

“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)

## **Transport:**

Schiphol Airport: The train to Amsterdam Central Station only takes 14 minutes. The Crane is at the opposite of the Central Station.

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.

Free parking under the crane. There is plenty of parking place available for approximately € 8 per day/per car (reservation is not needed).

VIP arrives in Amsterdam by (private) jet and is brought right to the entrance of the hotel by limousine, without ever being seen. 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, helicopter and limousine on request

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## **Awards & Press:**

After being open for only a few months, Faralda Crane Hotel has been nominated for 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.

*“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)

## **Restoration & Development:**

After a major restoration from 2011-2016 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.

Faralda Crane Hotel is a monumental landmark and located in the middle of the industrial NDSM 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; more than 1 million per suite.

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.

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. The 2,000-litre water tank for fire protection and the 1,500 litre spa pool on the rooftop are provided with sufficient water.

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.

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Construction costs eventually amounted to more than € 4.000,000, - Thus the building costs per suites are among the highest in the Europe. It took more than 6 years from initiation of the project to the realization and operation of the hotel. 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 colour (blue-grey and yellow). The new additions are red (according vision Bernard Tschumi; I.e. Parc de la Villette Paris)

Former name of the crane: Kraan13

Current name: Faralda Crane Hotel Amsterdam

Size of each suite: 40 m2 / 45 m2

Studio: 60 m2

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

Information, press map, pictures, requests and booking:

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On behalf of the team,

Edwin Kornmann Rudi  
(Owner Faralda Crane Hotel)

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