

FARALDA



CRANE HOTEL

MAKE YOUR DREAMS COME TRUE

“Problems can be solved if people have the courage to communicate”
(We contribute to this through Music & Art)

Faralda is the most Romantic & Inspiring venue in The Netherlands. After 10 years of restoration, we have achieved a unique and award-winning icon with outstanding architectural vision. Three luxurious 5-star suites hidden on top of the highest monumental harbor crane: 1. Free Spirit, 2. Secret, 3. Mystique. The Faralda Club is famous institute for Corporate & Music events. World leading DJ's play during premium live stream Cranesessions.

Faralda is a mind-blowing and a once in a lifetime experience. We are not cheap. But the memory will last forever. Don't expect a mainstream hotel. It's a crane, a monumental harbor crane. It's excessive! Either you love it or you hate it.

Faralda Crane Hotel is the famous monumental landmark located in the middle of the industrial NDSM heritage. The former shipyard is a lively area with numerous trendy restaurants and cafés. Just 150 meters from the crane you can find the largest graffiti museum in the world. The view from your suite over Amsterdam is phenomenal. Boats are sailing on the always busy river IJ. People scurry around the bustling NDSM area. From the heated and private spa pool on top deck you enjoy the most romantic sun set. The view from your suites is regularly different because the crane is still running in the wind.

“What happens in the crane, stays in the crane”

Our guests are free spirits. creative and open-minded people: Artists, models, famous DJ's, CEO's and even royals. Because of the huge structure and height, a stay in the crane is completely incognito. The crane is not a public building. It's private & invites only. Security bodyguard(s) and hostess(es) are available upon request.

“Faralda, Amsterdam's best kept secret”

A small panorama elevator stops right into your suite. Every suite is spacious and even has two level. The port of Amsterdam is situated right in front of you. The living and separate sleeping area are beautifully decorated and equipped with all necessary amenities. Situated behind a characteristic sliding glass panel is the separated bathroom with a rain shower and toilet. The walls in the shower are decorated with antique parts of an ocean cruiser.

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

A staircase leads to your sleeping area with a King size bed and bathtub surrounded with paintings and design elements. All suites have air-conditioning, free WIFI, 2 plasma television screens (bedroom & living). They don't work, but who cares? The heated outdoor jacuzzi is situated on the top deck. The views from here are spectacular and a once in a life-time experience. Enjoy the best sunset over Amsterdam with the dunes on the horizon. The crane is a huge industrial building. It's a landmark and heritage of the highest category.

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FARALDA CRANE HOTEL AMSTERDAM

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FARALDA SERVICES/ ACTIVITIES

1. Faralda Crane Hotel Three extravagantly designed suites on top of a towering, monumental crane
2. Corporate Events[®] The ultimate venue for Brand activations - Product launches – Boardroom - Web meetings
3. Club & Music Events[®] Resident nights & Crane sessions[®] (Premium livestream with world-leading / triple A-DJs)

We offer Faralda Factory[®]. The crane will be a platform for recognized artists. Besides these services Faralda is an officially appointed wedding location. Bungee Jumping is an outdoor event activity offered during summer.

FARALDA CORPORATE EVENTS

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

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

Faralda stakeholders and some of the brands who use Faralda Crane Hotel as a platform for their Marketing, Acquisition & Sales are: Nationaal Restauratiefonds, Koninklijke Saan, Cocomat, Villeroy & Boch, Grohe, Philips, Heineken, AB INBEV Stella Artois, Budweiser, Jupiler, Corona, VDNDP, KPMG Meijburg, Dutchview, Chivasso, Libert Paints, Honeywell, Timp & Simons, Van Dijken Groep, LVHM (Louis Vuitton Hennessy Moët), 007-Belvedere, Red Bull, Samsung, Bavaria, Warsteiner, Sea Shepherd, ABN AMRO, Belvedere, and many more.

FARALDA MUSIC EVENTS

- Crane Sessions[®] Premium livestream with world-leading DJ's
- Resident nights Well-known DJs 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)

DJs who played in the crane: Seth Troxler, Tale of Us, Black Coffee, Route 94, Mind Against, Jackmaster, Joris Voorn, Jamie Jones, Richy Achmed, 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 Casal, 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, Lucien Foort, 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 others.

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

Music brands: ADE, Loveland, Afterlive, Dynamic, Circoloco, Awakening, BE-AT.tv, Mixmag, Beatport and many more.

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INTERVIEW OWNER

"How did you get the idea?" My dream was to create a platform for my mission statement, and I feel I have succeeded. The restoration and the conservation of monumental heritage was quite a tour de force. I had to deal with many (financial and constructional) challenges. I had to start from social security with only € 1 I've been in real-estate since I was 17, so I have 40 years of experience. You needed to be creative and a bit crazy if you want to realize a challenge like this one. Edwin Kornmann Rudi; Owner)

The Faralda Restoration Fund strives to make active contributions to the preservation of monumental/(industrial) heritage through responsible restoration and repurposing. The Faralda team has been able to realize this extensive project because we believe there is a solution to any problem. We don't run away from them, we solve them. Faralda Crane Hotel is the ultimate platform to carry out this mission statement.

"People can Solve all problems, if they have the Courage to Communicate"

It's our drive and our passion. All constructive and financial challenges were solved through our vision. With an initial budget of € 1, we realized an extensive and multi-million-dollar restoration. A seemingly impossible task of restoration and redevelopment was successfully completed.

The Faralda Crane Hotel is a famous heritage landmark and one of the most published buildings in Amsterdam. The former Crane 13 was in a deplorable state. More than 100 companies were involved to turn a piece of junk into an amazing and award-winning restoration landmark. It finally took more than 7 years of construction work, starting in 2011 to turn this old industrial crane into one of the most unique and talked about hotel projects in The Netherlands.

The Initiator and real estate developer -main contractor was Edwin Kornmann Rudi. He is currently responsible for all Crane activities. He started the restoration project in 2011 and finished 2018. Up to now he still struggles with the municipality of Amsterdam to fulfill the commitments they agreed to. The entire restoration process has been an excessive and once in a lifetime experiment. The plan to realize 3 of the utmost expensive suites in The Netherlands on top of a crane was somewhat of an eccentric endeavor and the constructive challenges phenomenal to say the least.

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

The crane still turns in the wind. Everyday a new view. The construction with sewer, water, electricity is complicated. In the first three years in, the team had to deal with a 500 pounder WOII bomb. There were many financial setbacks due to safety regulations and inventions.

PRESS & AWARDS

The Faralda Crane Hotel is a heritage landmark in the highest rank (RCE Classification). Faralda has been distinguished by the prestigious Pieter van Vollenhoven prize, an annual award for high-profile and leading redevelopment projects. Just a few months after opening, the Faralda Crane Hotel was already nominated for three European Hospitality Awards in 2015: Innovation in Service of the Year, Best use of Technology plus Hotelier of the Year.

HISTORY & RESTORATION

After a major restoration from 2011-2016, the monumental 50-meter-high crane started its second life as a brand-new luxury hot spot in Amsterdam with just 3 suites and a TV Broadcasting studio. Curious? Watch the start of the 9-year project at: Restoration Faralda Crane.

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“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)

The old crane was in a profound state of disrepair. The redevelopment has been a major tour de force because of the unprecedented structural challenges. Architectural vision: The crane has been restored and brought back to its original colors (blue-grey and yellow). According to the vision of the famous architect Bernard Tschumi, new additions are in red. (I.e., Parc de la Villette Paris).

Over a period of 7 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) advised and calculated daily to overcome the many technical challenges. Two water pumps supply the three showers with water. On top of the crane is the heated spa pool on the rooftop and the 2,000-liter water tank for fire protection. Now the crane meets the highest safety requirements.

The construction with sewer, water, electricity has been complicated. The rotating thrust bearing houses all recesses that can move independently from each other. The crane still turns in the wind. Everyday a new view. In the first three years in, the team had to deal with a 500 pounder WOH bomb. There were many financial setbacks due to safety regulations and inventions. The foundation cost per suite is approximately € 1 million euro.

“The Weirdest Hotel in Amsterdam” (Urbandaddy)

A distinctive idea was the adopted New Business Model (necessary to cover the extremely high development cost).

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, international-based companies signed a barter deal. Their goods and services meet the demands in the high-end market (see list). Only with their help could the restoration project be realized.
4. Tight supervision of the constantly changing development requirements.

The € 150,000 quay recovery and soil remediation were no exceptional challenges, yet the 500-pounder and the bureaucracy adding tremendously to the overall cost were.

Construction costs eventually amounted to over € 4.500,000 As such, the building cost per suite is among the highest in Europe. The effort took more than 6 years from initiation of the project to the realization and operation of the hotel. The former “Kraan 13” was created in 1951 by Hensen Ltd and has been turned into a proud national monument.

Former name:	“Kraan 13”	
Size of suites:	38 - 45 m2	
Studio:	50 m2	
Weight (in tons):	Before	After
Beam:	51	53
Contra weight:	50	50
Mast:	35	88
Tower pivot	75	62
Total weight:	198	295

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CONTACT- NAVIGATIONS:

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

Central Station: Exit on the Northside (river IJ site). Take the free ferry at the utmost left to NDSM (a one-minute walk). The ferry takes 10 minutes. The crane is located 350 meters from the ferry station.

Free parking under the crane. There is plenty of parking place available for approximately € 8 per day/per car (no reservation necessary).

Private and business flights: General Aviation Schiphol East (planes holding up to 19 passengers only).
Private boat, helicopter, and limousine services on request

www.faralda.com

Facebook/ Instagram: [@Faralda Crane Hotel](#)

Facebook/ Instagram: [@Cranesessions](#)

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