



# Unearth the Extraordinary

A massive steel structure towers over the IJ and Amsterdam. It's the Faralda Crane Hotel. The crane is a landmark nowadays and heritage. Hidden behind a heavy iron door, is Amsterdam's best-kept secret, Faralda Crane Hotel. Once inside, you're in a completely different world. Faralda Crane Hotel is not a mainstream hotel. It's a crane! Your stay will be a Once-a-Lifetime experience. Capacity is unfortunately limited: Only three luxurious Elite suites hidden on top of the crane. Therefore, booking after Requests and Allocation.

With your stay, you contribute to the preservation and restoration costs of this iconic Monument. The harbour site has been transformed into a breeding ground for creatives, free spirits and open minded. The former NDSM shipyard is the trendy underground scene covered with graffiti, some made by famous artists. The area is surrounded with many cozy restaurants, ateliers, and the Street Art Museum.

# "Faralda Crane Hotel, the most Inspiring & Romantic place to stay"

The crane is not a mainstream, but a public domain; It's a Private and Elite meeting point for Free Spirits and Open Minded. The crane is a secured venue. No Questions. No Limits. No Hassle. No snoopers. No doorbell. We Provide Security & Confidentiality. We make your dreams come true.

For our clients, nothing is impossible. Private Michelin star diners, jet services, helicopter tour, free mini bar, champagne, concierge services, Customized security and hostess services. We have a proven track record with the world leading Music events and Premium high Corporate event. (Check our sheet with world leading DJ's and premium brands).

# "An unusual hotel you won't believe actually exists" CNN)

A small panorama elevator stops right into your suite The amazing spacious suites slowly turn in the wind. The view over the river IJ and Amsterdam is breathtaking. Halfway the 55-meter-high harbor crane is the Faralda Studio. We unintentionally became a platform for Corporate & Music industry. Our partners are Premium brands and World leading DI's & Artists. The reach and exposure they realize is unprecedented. We are different in every way. We have collaborations with a selected number of premium brands. The benefits are unprecedented. Don't stay if you expect mainstream. It's a "Subterranean Sanctum"

# "What happens in the crane, stays in the crane!"

Each penthouse has two levels. The spacious living is extravagant decorated and equipped with all necessary amenities. 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. A staircase leads to the bedroom surrounded with glass panels all around, and a king size bed and bathtub.

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(Secret Suite; 45 meters)

# We are not cheap....

....but a memory will last forever

With your stay, you support the preservation of this Monumental icon. As you gaze upon the breathtakingly beautiful world beneath you. Faralda Crane Hotel sets the stage for love to flourish. Broadly speaking, we offer 4 main activities:

- 1. Faralda Crane Hotel
- 2. Faralda Corporate Events
- 3. Faralda Music events

# **Collaboration B2B**

### Faralda is a B2B platform par excellence.

Since the beginning the crane attracted the biggest names in the Corporate & Music Industry. Reach and exposure are unprecedented nowadays. The crane is a famous, controversial and an impressive icon nowadays. Due to its limited capacity, the venue is intimate. On top of the crane are the Faralda Studio On top of the crane three Royal Penthouses. We unintentionally became the platform for Premium brands and World leading DJ's & Artists.

Crane Faralda is the B2B platform where Music and Corporate industry each other meet. Labels may use the venue for album launches, private parties, recording etc. The crane gets attention, reach and exposure.

During ADE 2024 the crane will be once again the venue for leading partners from the Music and Corporate industries. We offer 3 small and 2 exceptional stages.

Stage 1: Outside on a platform.Stage 2: Former Spa pool (deck on top)Stage 3: The studioStage 4: Space under the tapStage 5: Floating platform on the high boom at the top of the crane.

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Our track record does not require much explanation. We work with a selected number of brands that meet our profile. The benefits are unprecedented. We would be happy to discuss this with you to determine whether we can help each other. Check the attached sheet with our track record, brands, stakeholders, list of DJs and artists with whom Faralda has worked together.

Our capacity is limited (71 - 80 pax). Faralda is one of the few places that combine an intimate setting with the highest level of expectation.

It was decided at the time to create a small B2B venue, where intimacy is achieved due to the limited capacity in combination with Quality, Reach & Exposure. Under these optimal marketing opportunities can be achieved. The crane thus became a platform for Acquisition, Marketing & Sales. Due to the rise of digital technologies and changing consumer behavior, the music industry has developed various revenue models to generate income. Here are some important revenue models for our partners in the music industry:

# We curate Custom, immersive and unforgettable Experiences

**1. \*Sales of music\*:** Traditionally, the music industry mainly made money from the sale of physical music carriers such as CDs and vinyl. Now, digital music sales through online platforms and streaming services such as iTunes, Spotify, and Apple Music are the norm.

2. \*Streaming and distinctive format for video production\*: It will not be a Mainstream video production. The format will be distinctive, dynamic and innovative, so that a new and larger audience is continuously tapped into. The usual streaming is currently still one of the most important sources of revenue for the music industry, but boring. Artists and record labels still make money through royalties based on the number of streams their music receives on streaming platforms such as Spotify, Apple Music, and YouTube.

3. \*Revenue from small events, performances, and upsell. \*: Upsell is our key word. Live performances and concerts are an important source of income for artists too, because of making money by selling tickets to live events, promoting merchandise and sometimes through sponsorships.

4. \*Sponsorship and Brand Partnerships\*: Generate revenue by partnering with brands for marketing campaigns, commercials and sponsorships.

**5. \*Licensing and Syncing\*:** We offer collaboration with world leading gaming industry. Besides this, music is used in movies, TV shows, commercials and video games. Artists make money by licensing their songs for this type of use, which is known as syncing. Let's discuss our partners who are involved in the crane.

**6. \*Music Publishing and Copyright\*:** Artists and composers make money through royalties for the use of their music and lyrics on radio, TV, in films, and through streaming services. Music publishers often manage these rights on behalf of the artists.

7. \*Crowdfunding and patronage systems\*: Some artists rely on crowdfunding platforms o NFT's to directly involve their fans in supporting their music. Fans can make donations in exchange for exclusive rewards or content.

The music industry continues to evolve, and new revenue models will continue to emerge as technologies and consumer preferences change. It is important for artists and music industry professionals to be aware of these different revenue models and develop strategies that suit their goals and audiences.

# FARALDA CRANE HOTEL AMITERDAM



# 2. FARALDA MUSIC EVENTS

# "Faralda Crane Hotel Faralda, most fun after party...." (Mixmag)

What do we have to say more? We started by accident. The Faralda studio is the underground venue for Corporate & Music events, Private parties and our Cranesessions. **Dj's who played in the crane:** ASY\*S, Adriatique, Airod, Alex Niggeman, Alican, Anna, Annett Gapstream, Archie Hamilton, Arodes, Artbat, Average Joe, BIIA, Behrouz, Black Coffee, Blondish, Bonobo, Boris Werner, Brian, CK 100, Cassian, Cellini, Chris Stussy, Cinthie, Clara Cuvé, Colyn, Conducta, DJ Craze, DJ Hyperdrive, DJ Minx, DJ Tennis, DJ Wild, Dave Seamen, Dimitri, Djebali, EM 11, Ece Ekren, Eli Brown, Enrico Sangiuliano, Franscesca Lomardan, Fransesco Lombardo, Gheist, Goodlife, HEVI Levi, Habstrakt, Hardt Antoine, Harry Romero, Henri Bergmann, Hi-Lo, High Soundsystem, Holosound, Hot Since 82, Housekeeping, Human Rias, Ignacio Arfeli, Ilija Djokovic, Isolate, JFB, Jackmaster, Jamie Jones, Jamz Supernova, Jarreau Vandal & Full Crate, Jarreau Vandal Full Crate, Jaydee, Jepe, Jimi Jules, Job Jobse, John Taylor, Jonathan Hoff, Jonny N<sup>T</sup>Travis, Joris Voorn, Jose, Joyhauser, Joyride, Juliet Fox, Karim Soliman, Karim Soliman b2b Rowen Clark, Koboyo, Lanna, Laydee, Layla Benitez, Lehar, Leo Pol, Leo Pol (Concrete), Luca Cassani, Luca Cazal, Lucien Foort, Luigi Madonna, Maceo Plex, Magdalena, Mar + Mer, Marcello, Marco Bailey, Martinez Brothers, Mathias Kaden, Max Dean, Michael Bibi, Miju, Mind Against, Murat, Murat Uncuoglu, Nago, Nakadia, Nicki Minaj, Nina Kraviz, Noir, Palms Trax, Pan-Pot, Phil Weeks, Philipp, Point Point, Presia, Prime Cuts, Product of Us, Prunk, Prunk (PIV records), Quivver, REVOL, Ramon Tapia, Rene Amesz, Richy Achmed, Ricsk, Amed, Rossko, Route 94, Rowen Clark, Saeed Younan, Samuel Deep, Samuel Deep, Samuel Deep (Slapfunk), Santito, Sarah Love, Savage & She, Seb Zito, Seth Troxler, Sister, Skrillex, Somna, Space92, Spartaque T78, Speaker Honey, Stanny Abram, TFX, Tale of Us, Tennis, Tom Peters, Tom Trago, Trikk, WaFF, Walker & Narah, Weekend Heroes, Will & Batty, Wisdy & Mams, Wisdy & Mamsa (Jenja), Yuri Cinnaman, iLee, wAFF,

https://www.youtube.com/watch?v=j\_S6MfFLA9A ADE 2022: https://www.youtube.com/watch?v=2O03D2Gc6WU Cranesessions ADE: https://youtube.com/shorts/Asw-ne3CqOU?feature=share Cranesessions Mixmag: https://www.youtube.com/watch?v=qfJtPOGqeJI



# **3. CORPORATE EVENTS**

**A Venue Beyond Conformity:** Step away from the mundane and embrace an unconventional setting that defies the norm. The Faralda Crane Hotel is not your typical corporate venue; it's an audacious departure from the ordinary. As a discerning organization, your event deserves to be set against the backdrop of innovation, heritage, and indulgent luxury.

Elevate your corporate gathering with the Faralda Crane Hotel, where luxury meets innovation and where the extraordinary becomes the norm. Contact our dedicated event team today to explore the possibilities and craft a corporate event that mirrors your brand's exclusivity and exceptional standards. At the Faralda Crane Hotel, we redefine corporate gatherings, one extraordinary event at a time. Each event is a success in advance and return is unprecedented.

The crane is the ultimate venue for premium Brand activations - Product launches – Boardroom - Web meetings, (digital) exposure. TV, broadcast, and music recording.

Board room – Meetings Brainstorm – Team building sessions – Management training Brand activation – Product presentations Private parties – Festivals

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(Live stream) Music and TV recordings



INBEV Corporate event World Champion football 2022

### **Brands & Stakeholders**

Faralda Crane Hotel has a collaboration with a selected group of Premium brands and Stakeholders. Our Stakeholders receive in exchange for products or services they may use the crane for their Acquisition, Marketing and Sales. Brands support the Faralda restoration project. The exposure and marketing value is unprecedented. In return, they use the crane as a showcase for their products/goods. The crane contributes to notoriety and exposure.

Brands who used the crane for their Corporate activities: Louis Vuitton Moët Hennessy, Bacardi, InBev, American Express, Armani, William Morris Agency, ADE, United Talent Agency, Afterlive, Diynamic, Circoloco, Awakening, BE-AT.tv, Resident Advisor, Mixmag, Beatport, Exhale, DMC World, MIXMAG, EXIT fest, Crane Sessions x Isolate, Groove Arcade, Belvedère, James Bond-Spectre, Koninklijke Saan, Cocomat, Villeroy & Boch, Grohe, Philips, Heineken, Stella Artois, Budweiser, Jupiler, Corona, VDNDP, KPMG Meijburg, Dutchview, Chivasso, Libert Paints, Honeywell, Timp & Simons, Van Dijken Groep, Red Bull, Samsung, Bavaria, Warsteiner, ABN AMRO, Forbo Flooring, Void Sounds system. Playstation, Maxxium etcetera.

### Media

The Crane has been published in almost every leading media, such as New York Times, The Yomiuri Shimbun and Wall Street Journal to International Glossy (fashion) magazines Vogue, Harper's Bazaar to Cosmopolitan, Elle and thousands other.

### A Niche, Exclusive Experience

The Faralda Crane Hotel proudly exists in a league of its own-an underground, extraordinary haven for those who demand more than the mainstream. We cater exclusively to premium brands and discerning clientele who seek a corporate event that is anything but ordinary.

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# CRANE 🗲 FARALDA



**Unearth the Extraordinary:** Corporate & Music Events at the Faralda Crane Hotel. In the realm of corporate gatherings, there exists the conventional, the ordinary. And then there is the Faralda Crane Hotel—a clandestine gem in the heart of Amsterdam, reserved exclusively for those who seek the extraordinary. For corporate events that transcend the commonplace, for businesses that align only with premium brands, we present an experience like no other. Faralda Crane has a collaboration with a selected group of Premium brands. Some of them are Stakeholders. In exchange for products or services they may use the crane for their Acquisition, Marketing and Sales.

They support the Faralda restoration project. The exposure and marketing value is unprecedented. In return, they use the crane as a showcase for their products/goods. The crane contributes to notoriety and exposure. Why choose the Faralda Crane Hotel for your exclusive corporate gathering?

**Unparalleled Ambiance:** Leave an indelible mark on your clients, partners, and team members by hosting your event in a converted industrial crane. Our suites are more than just rooms; they're conversation starters that exude opulence and sophistication.

**Views that Command Attention:** The Faralda Crane Hotel offers unrivaled, panoramic views of Amsterdam's iconic skyline. Illuminate your business proceedings with a breathtaking backdrop, allowing inspiration to flourish, day and night.

An Expanse of Possibilities: Our versatile spaces cater to your unique needs. Whether it's an intimate boardroom setting or a grand conference area, our suites can be customized to perfection.

**Exclusivity & Quality:** The Faralda Crane Hotel is synonymous with exclusivity. We collaborate solely with premium brands and deliver an experience that mirrors your commitment to excellence.

**Unique Team building:** Foster creativity and team cohesion with exceptional activities that inspire. From rooftop privates to thrilling escape room challenges, we offer experiences that are as unique as your organization

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# FARALDA FACTORY®

Think of the Andy Warhol's Factory in the sixties - seventies. The crane is our Industrial Underground Venue. For a week, established and world leading artists give a substance to our Mission Statement. The crane is a breeding ground for selected group of creatives. They'll meet brands and they will party. The Crane will be the place where commercial collaborations arise. For promotional and commercial purposes, a compilation of the highlights is made with consent and in collaboration partners. Faralda Factory is a combination of proven Faralda activities:

# "Everybody must have a fantasy."

- Andy Warhol-



Art & Music is our way to express. Faralda Factory is a combination of the best we offer. Exposure with premium (live) stream and the collaboration with influential partners, museums, galleries, and premium brands is our goal.

Besides our partners from the Corporate and Music industry we collaborate with Galleries, Museums, Artist, DJs, models, Influencers, VIP, Faralda 55 members - Informals, Private Equity and Stakeholders.

CORPORATE EVENTS		Crane Session	Michelin star diners	Podcast	3 D Virtual Reality
	HOTEL	Workshops	RECORDING	Private EVENTS	
Meet & Greet	Faralda Fabulous Shakers		Gathering & meetings		Faralda Fifty-Five

# FARALDA INNER CIRCLE

Access is reserved for members only. Faralda has a membership policy that focuses on Free Spirits & Open Minded. These are usually entrepreneurs and people working in the music and corporate industries. Membership for Faralda is by invitation only and subject to accreditation. Candidates can be nominated. Nominations are assessed by the Advisory Board. There are <u>3 kinds of memberships</u>:

# FARALDA FIFTY-FIUE

# PLATINUM MEMBERS

# GOLD MEMBERS

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# FARALDA CRANE

# HISTORY - RESTORATION - AWARDS

The crane is heritage in the highest rank (RCE Classification). After years of restoration, we have saved the monumental icon from destruction. The restoration has been a challenge with major constructive challenges. She has been awarded for best redevelopment of Monumental Heritage, best Innovation and Hotel.

Faralda Crane Hotel has won several prestigious awards. 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. Faralda has been distinguished by the prestigious Pieter van Vollenhoven prize, the ward for the best Restoration & Redevelop. Video Award Ceremony: P. Van Vollenhovenprijs (Click here)

# A Marvel of Engineering. An Icon in Hospitality

Led by project developer and owner Edwin Kornmann Rudi, assisted by Harry Abels Architect, an acclaimed object has been created with an outstanding architectural vision. The crane has been restored and brought back to its original colors (bluegrey and yellow). According to the vision of the famous architect Bernard Tschumi, new additions are in red. (I.e., Parc de la Villette Paris). See the documentary: Restoration Faralda Crane.

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

The monumental crane was in a profound state of disrepair. The redevelopment has been a major tour de force because of the unprecedented structural challenges. Over a period of 9 years, hundreds of contractors and subcontractors were involved. Numerous technical challenges had to be solved during the years-long restoration. Nothing turned out to be normal. Water pumps supply the suites on top with water. 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. 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. The foundation cost per suite are approximately € 1,5 million. The € 250,000 costs for only the quay recovery and soil remediation were no exceptional challenges, but the WO II 500pounder and the bureaucracy adding tremendously to the overall cost. 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

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has been turned into a proud national monument.



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# **INTERVIEW OWNER:**

The initiator and real estate developer main contractor was Edwin Kornmann Rudi. The projects Edwin picked up are not only the gems Real estate developers crave. These are mainly developments most "professionals" ignore. His approach is "Out-of-the-Box, unconventional and therefore unique. 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. The plan to realize 3 of the utmost creative suites in The Netherlands on top of a crane was somewhat of an eccentric endeavor and the constructive challenges phenomenal to say the least.

**Who is Faralda?** The Hellenistic "Goddess of Victory Nike of Samothrace" is our figurehead. She indicates what we stand for. Relentless, sometimes controversial and outside the lines, but one thing is certain: We don't shy away from a problem. Issues can only be resolved by discussing them. We have those guts. We also ask that courage of others.

**How did you get the idea?** 'My drive was to preserve heritage and image-determining monuments for society. To realize the impossible. No money in combination with tremendous technical challenges required an "Out-of-the-Box" approach. The crane became a platform for my mission statement:

# "We can solve all Problems if we have the Courage to Communicate."

What kind of challenge did you meet? I had to deal with many (financial and constructional) challenges. I had to start from my social security. I've been in real-estate since I was 17, so I have 43 years of experience. After restoration and about to be installed, the municipality told that there was a 500 pounder from WWII somewhere. From then on every day we faced a new challenge So, you need to be creative and a bit crazy for a project like the crane.

I started the restoration project in 2011. It finally took more than a decade to turn this old industrial crane into one of the most unique and talked about hotel projects in the world. Faralda Crane Hotel has become a well-known example of sustainability. Not just the restoration projects itself, the reuse of materials, Social Return on Investment, but even the organization and financing model are part of it. It's a New Business Model. It's my drive and my passion. Unlike many other plans, the financial feasibility and practical feasibility are paramount. All constructive and financial challenges were solved through our vision. A seemingly impossible task of restoration and redevelopment was successfully completed. We're proud we received several (international) prestigious awards for it. The Faralda Restoration Fund strives to make active contributions to the preservation of monumental/(industrial) heritage through responsible restoration and repurposing. Encouraging others to accept problems and learning to look for solutions rather than limitations is the foundation of any success. As a visionary and owner Edwin has often been at the basis of innovative developments. To cover the restoration and development cost the owner adopted a New Business Model:

- 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.
- 4. Tight supervision of the constantly changing development requirements.

## "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)

Edwin Kornmann Rudi:\* <u>Dubbeltje wat kwartje werd</u>: https://www.youtube.com/watch?v=arok9By0uUk <u>Interview Edwin by Noordz.nl</u> <u>Uitreiking P. Van Vollenhoveprijs:</u> https://youtu.be/Amaq\_T2f2us <u>TV: https://www.youtube.com/watch?v=n7EOiJmD95Q5</u>

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# **TRANSPORT:**

### Location Faralda Crane Hotel: https://goo.gl/maps/Hj8eLpDPyEcTMTKf8

Car park:

You can park under Faralda Crane Hotel. Costs are approximately € 8.00 per day/per car (reservation is not necessary). Please note that parking is limited during events. We'll get you informed. Contact us if you need some help.

### Ferry from CS:

Take the left ferry (NDSM). It's a free ferry and it only takes 12 minutes. Crossing "the IJ", you will see Faralda Crane Hotel looming ahead of you. From the jetty, it is about 350 meters to the crane. Time table: <u>https://reisinfo.gvb.nl/nl/lijnen/906/dienstregeling</u>

### Schiphol Airport public:

Take the train to Amsterdam Central Station (it is only 13 minutes). The ferry to the crane is behind the Central Station. Take the left ferry to NDSM

**General Aviation Schiphol East** (private and business flights): Limo – VIP service on request. Please forward your flight numbers.

# LINKS:

https://faralda.com/ @faraldacranehotel https://www.instagram.com/faraldacranehotel

> Demontage Faralda Crane Hotel Montage Faralda Crane Hotel

https://ap.lc/KMqLA Studio: https://photos.app.goo.gl/xkpgNevaLNA9hYBYA Free Spirit (suite): https://ap.lc/uJBZI Mystique (suite): https://ap.lc/ayaMp Secret (suite): https://ap.lc/oZsHW Studio: https://photos.app.goo.gl/xkpgNevaLNA9hYBYA History: https://photos.app.goo.gl/Q1RR4fKkbtAa2kd37

Luis: https://www.youtube.com/watch?v=2UqwQaLxBng Sharky: https://youtube.com/@BetaSquad Video erika\_assian: https://www.youtube.com/watch?v=x-HduOTBw5g Foggie day: https://www.dumpert.nl/item/100055023\_31b1d181

PROJECT \*ROTTERDAM DEMONTAGE - TRANSPORT\* https://photos.app.goo.gl/MYksACZFLyigeSF59 https://photos.app.goo.gl/YTaqAujq3R1wvNQc9 Owner: Edwin Kornmann Rudi: Dubbeltje wat kwartje werd Uitreiking P. Van Vollenhoveprijs TV: https://www.youtube.com/watch?v=n7EOjJmD95Q5

History museum:

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Pictures Crane 13

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