

CONSERVATORIUM

MUSEUMPLEIN, AMSTERDAM

EVENTS





The three founding hotels of The Set are located in the cultural heart of their vibrant cities. They have for decades attracted people who drive change and creativity and are places where established and emerging ideas come together to shape the future.

Matching the spirit and pace of contemporary life, The Set hotels are explicitly designed to enable new discoveries and to capture the hearts and minds of guests in the process. These are places people love, want to return to and to tell others about. Simply put, they are the modern grand hotels of our time.









## Heritage

Built in 1897, the Conservatorium has a richly layered history as a bank, then a music school and now a hotel. In each chapter, the landmark property has been a gathering place for commerce, culture and society.

The building was originally designed by the architect Daniel Knuttel as the Dutch savings bank, Rijkspostspaarbank. Its construction at the end of the 19th century sparked the regeneration of Amsterdam's museum quarter. At that time, the building was as much a symbol of commercial and cultural prosperity as the Rijksmuseum, which was being revealed just next door. This was reflected in the impressive architecture of both buildings on Museumplein.

Throughout the 20th century, the Rijkspostspaarbank underwent a series of mergers and the building was abandoned in 1978. Five years later, it became the home of the newly formed Sweelinck Conservatorium and the bank was dynamically transformed into a music school. The offices were modernised to become acoustic classrooms. The students of the Conservatorium played there for many decades before moving to larger quarters in Oosterdokseiland. In 2008, it began its evolution into Amsterdam's only modern grand hotel, finally opening as the Conservatorium in December 2011.

## Design & Architecture

Over 100 years ago, architect Daniel Knüttel turned to a mix of neo-Gothic and Art Nouveau principles to visually celebrate the importance of the Conservatorium building. Today, Italian architect Piero Lissoni uses a contemporary design language to complement and continue this narrative.

Inside and out, a strong design aesthetic is fundamental to the Conservatorium. It actually tells its story. The building's original function as a savings bank is apparent in the playful details so embraced by the Art Nouveau movement. There are stone pigs carved into the staircase to symbolise piggy banks; spider webs on the tiles in the shopping arcade allude to spiders trapping flies to consume later; and the tiles also portray bees, which, metaphorically, save stocks of honey for the wintertime.

These elements demonstrate an attention to design detail that remains today. Italian architect and design maestro Piero Lissoni was responsible for evolving this rich design history into a contemporary space. The way he merged the 19th century edifice by encasing its interior courtyard in glass demonstrates a seamless, innate understanding of old and new, public and private.

Lissoni's style is rich, muted and stylishly pared-back. While his vision contrasts to the decorative nature of the original 19th century edifice, it brings a new mood – and a new function – to this historic landmark building.





## Music & The Arts

The Conservatorium regularly collaborates with the Conservatorium van Amsterdam music school and together they started the Expression of Art Award series. Each year, students from the jazz department are invited to play at the hotel. A jury is present to announce the winner, who is awarded with a monetary fund to encourage them in their musical career.

The hotel's cultural commitment goes beyond music. It has an ever-changing roster of contemporary artists displaying their work in the hotel lobby. These artists range from emerging talent to globally established names such as Banksy and Scholten & Baijings.

Local artists also decorate the Artist in Residence Suites upstairs with works. These pieces are rotated frequently and are shown alongside publications giving details. They are accompanied by a series of lectures and workshops.

The permanent art collection in the hotel has been curated by architect Piero Lissoni, and includes everything from reproductions of historic Dutch masterpieces to brand new commissions inspired by the Conservatorium's cultural and musical history.

Piero Lissoni  
Architect

'BEAUTY LIES IN  
IMPERFECTION.'







## Events

Architect Piero Lissoni placed the Conservatorium's event spaces in the pulsing centre of his conversion of the historic building. He chose not to hide them, but place them proudly and flood them with light through glass walls.

Gathering in rooms that surprise and astound is something taken very seriously by the hotel, whether it is for an annual corporate event, fashion show, product launch, memorable reception, festive dinner, concert or auction. The hotel offers a total of 329 sqm of event space split over six different rooms on three floors. Every space has natural daylight, impressive design and state-of-the-art high definition technology. The Conservatorium is also licensed to host weddings, both large and small. Whatever the occasion, a dedicated team is there to look after guests' every need.

Events are a true experience at the Conservatorium, even after they conclude. A visit to the hotel can be enhanced with a team outing to any one of the cultural centres on the doorstep, whether a guided tour of the Rijksmuseum or a recital at the Concertgebouw. These can be arranged with the Conservatorium's host team.





## The Symphony Room

Positioned on the third floor with views across the courtyard, into the atrium and of the hotel's historic façade, the Symphony Room is an illustrious space ideal for grand occasions.

The room is 120 sqm large and has high ceilings. It can host lunches or dinners for a maximum of 100 guests, 120 guests in theatre style and numerous types of receptions for a maximum of 150 guests. It usefully has a satellite kitchen located next door

With its floor to ceiling windows, the Symphony Room has an abundance of natural daylight and is equipped with state-of-the-art high definition technology, including a built-in beamer and a remote control system for every need and comfort.



**USABLE AREA: 120 SQM INDOORS**

**WIDTH: 12M**

**LENGTH: 10M**

**HEIGHT: 4.70M**

**CONFIGURATIONS**

RECEPTION: 150

DINNER: 100

THEATRE STYLE: 120

CABARET STYLE: 50

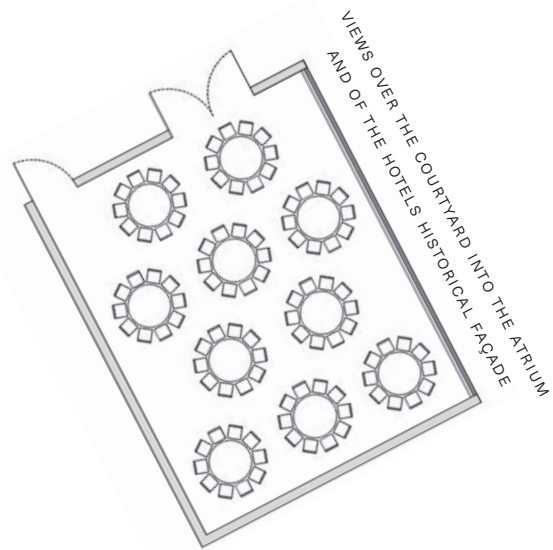
CLASSROOM STYLE: 60

U SHAPE STYLE: 32

BOARDROOM STYLE: 28

**KEY FEATURES**

- VIEWS OVER THE COURTYARD, INTO THE ATRIUM AND OF THE HOTEL'S HISTORIC FAÇADE
- HIGH CEILINGS
- NATURAL DAYLIGHT BECAUSE OF THE FLOOR TO CEILING WINDOWS
- SATELLITE KITCHEN LOCATED NEXT TO THE SYMPHONY ROOM
- BUILT-IN BEAMER
- REMOTE CONTROL SYSTEM
- ELEVATOR WITH LIFT LANDING NEXT TO THE ENTRANCE OF THE SYMPHONY ROOM
- HIGH SPEED COMPLIMENTARY WI-FI







## The Harmony Room

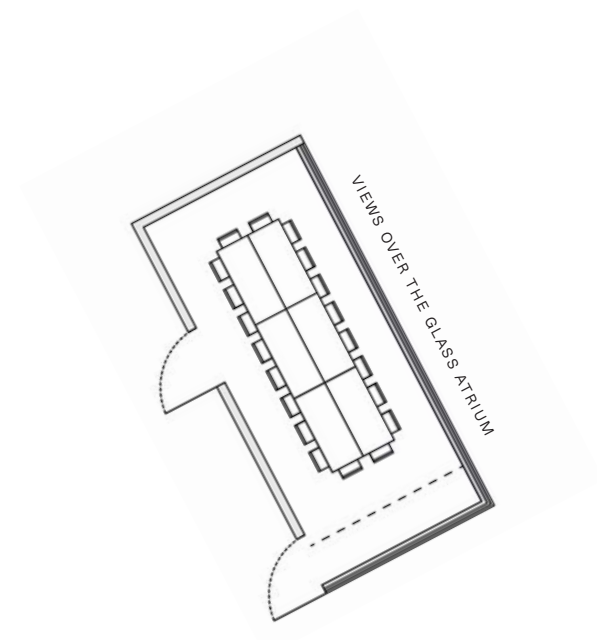
The Harmony Room is located on the second floor, peering down on the central cavity of the hotel's inner atrium through floor-to-ceiling glass windows. The room seems to hover imposingly just above the lobby, enjoying the commotion below, and yet is complemented by an intimate atmosphere being just slightly removed from it.

It can welcome 20 people for private dining or approximately 40 people for standing functions where furniture is not necessary. The Harmony Room can hold 20 people seated in a boardroom format or 30 guests in a theatre setting.

The 36 sqm space overlooking the glass atrium is the perfect venue to host more exclusive and private events.

The Harmony Room is equipped with state-of-the-art high definition technology, including a beamer and a remote control system for every need and comfort.





**USABLE AREA: 36 SQM INDOORS**

**WIDTH: 4M**

**LENGTH: 9M**

**HEIGHT: 2.60M**

#### **CONFIGURATIONS**

RECEPTION: 40

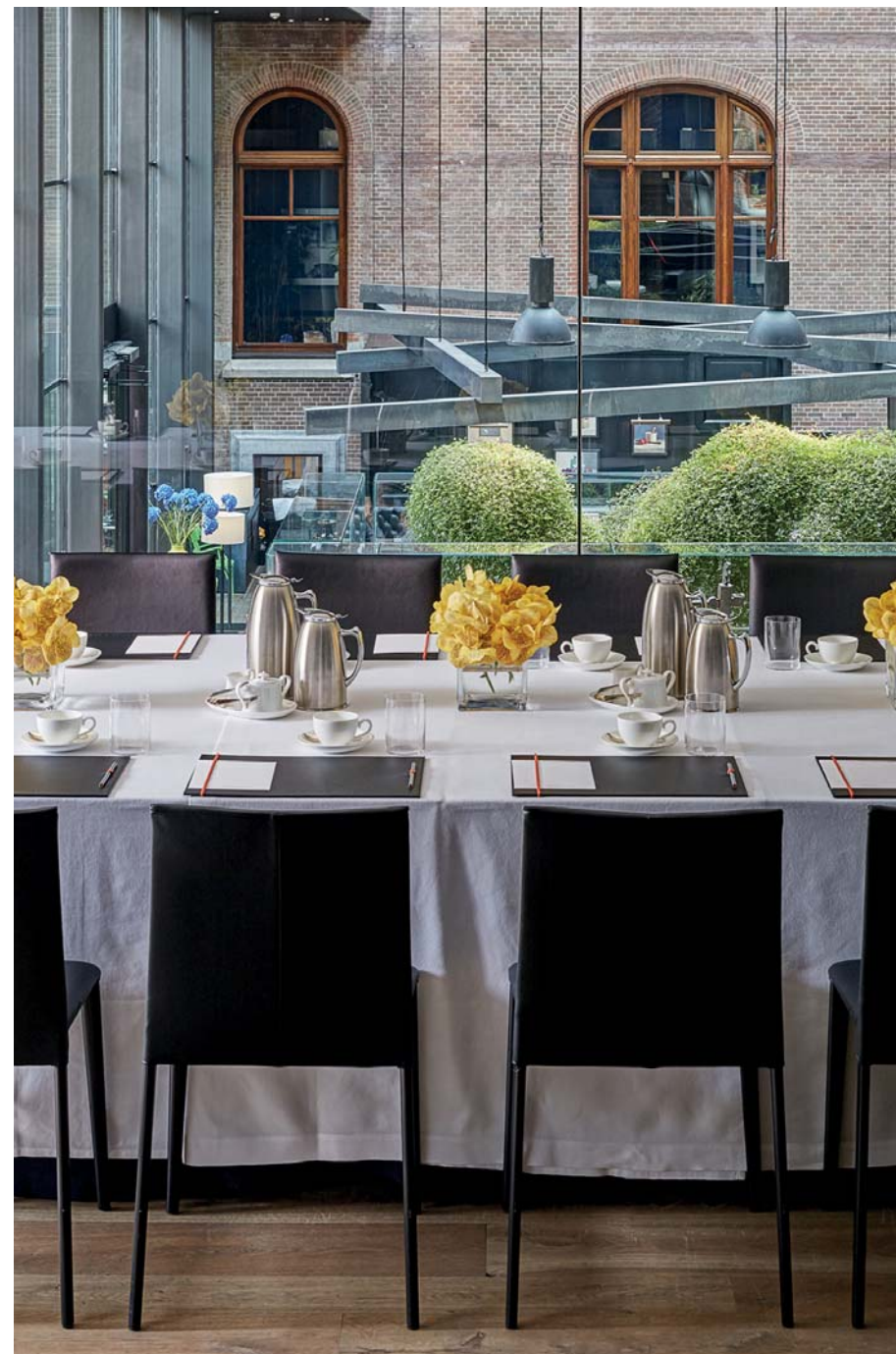
DINNER: 20

THEATRE STYLE: 30

BOARDROOM STYLE: 20

#### **KEY FEATURES**

- VIEWS OVER THE GLASS ATRIUM
- NATURAL DAYLIGHT BECAUSE OF THE FLOOR TO CEILING WINDOWS
- INTIMATE ATMOSPHERE CREATED BY AWARD-WINNING DESIGNER PIERO LISSONI
- NO FIXED SET-UP ALLOWING FOR ENDLESS FLEXIBILITY
- BUILT-IN BEAMER
- REMOTE CONTROL SYSTEM
- HIGH SPEED COMPLIMENTARY WI-FI









# The Blue Room

The Blue Room is a 50 sqm area denoted by its intimate atmosphere and views out onto the courtyard. It has a maximum capacity of 26 guests in a fixed boardroom and dinner set-up and is the only space that offers both LCD screen and a built-in beamer.

**USABLE AREA: 50 SQM INDOORS**

**WIDTH: 5M**

**LENGTH: 10M**

**HEIGHT: 2.70M**

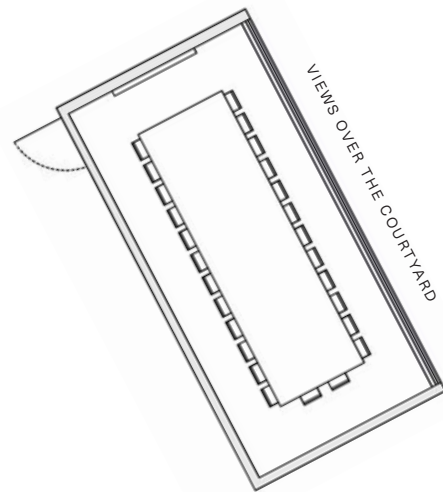
## CONFIGURATIONS

DINNER: 26

BOARDROOM STYLE: 26

## KEY FEATURES

- VIEWS OVER THE COURTYARD
- NATURAL DAYLIGHT BECAUSE OF THE FLOOR TO CEILING WINDOWS
- INTIMATE ATMOSPHERE CREATED BY AWARD-WINNING DESIGNER PIERO LISSONI
- BUILT-IN BEAMER
- LCD SCREEN
- HIGH SPEED COMPLIMENTARY WI-FI



# The Yellow Room

The Yellow Room has 20 sqm of space and a maximum capacity of ten guests in a fixed boardroom and dinner set-up . The space has views into the atrium of the hotel and offers a built-in LCD screen, which can be used for presentations.

**USABLE AREA: 20 SQM INDOORS**

**WIDTH: 5M**

**LENGTH: 4M**

**HEIGHT: 2.70M**

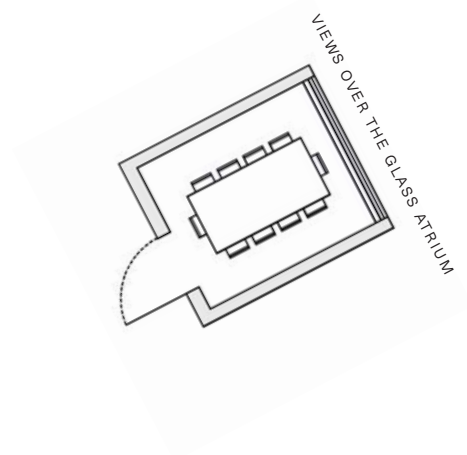
## CONFIGURATIONS

DINNER: 10

BOARDROOM STYLE: 10

## KEY FEATURES

- VIEWS OVER THE GLASS ATRIUM
- BUILT-IN LCD SCREEN
- MINI-BAR
- HIGH SPEED COMPLIMENTARY WI-FI



# The Red Room

The Red Room has 20 sqm of space and a maximum capacity of ten guests in a fixed boardroom and dinner set-up. The atrium can be seen through glass windows and the Red Room also features a built-in LCD screen, which can be used for presentations.

**USABLE AREA: 20 SQM INDOORS**

**WIDTH: 5M**

**LENGTH: 4M**

**HEIGHT: 2.70M**

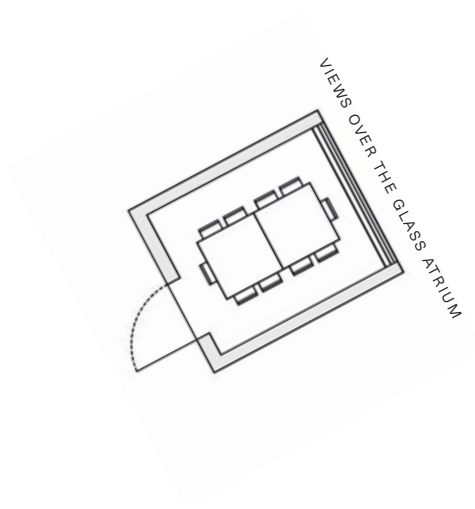
## CONFIGURATIONS

DINNER: 10

BOARDROOM STYLE: 10

## KEY FEATURES

- VIEWS OVER THE GLASS ATRIUM
- BUILT-IN LCD SCREEN
- MINI-BAR
- HIGH SPEED COMPLIMENTARY WI-FI





# The Orange Room

The Orange Room has 16 sqm of space and a maximum capacity of eight guests in a fixed boardroom and dinner set-up. It is positioned at the corner of the glass building, providing stunning views over the historic building and a special, intimate private dining option. The Orange Room also offers a built-in LCD screen which can be used for presentations.

**USABLE AREA: 16 SQM INDOORS**

**WIDTH: 4M**

**LENGTH: 4M**

**HEIGHT: 2.70M**

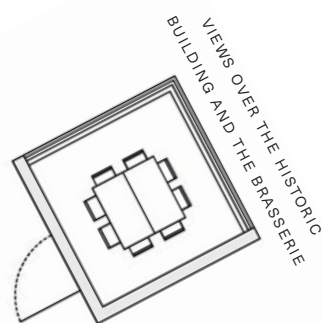
## CONFIGURATIONS

DINNER: 8

BOARDROOM STYLE: 8

## KEY FEATURES

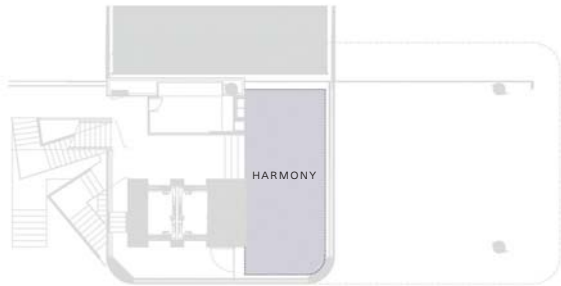
- VIEWS OVER THE HISTORIC BUILDING AND THE BRASSERIE
- NATURAL DAYLIGHT BECAUSE OF THE FLOOR TO CEILING WINDOWS
- POSITIONED AT THE CORNER OF THE GLASS BUILDING
- SPECIAL AND INTIMATE PRIVATE DINING OPTIONS
- BUILT-IN LCD SCREEN
- MINI-BAR
- HIGH SPEED COMPLIMENTARY WI-FI



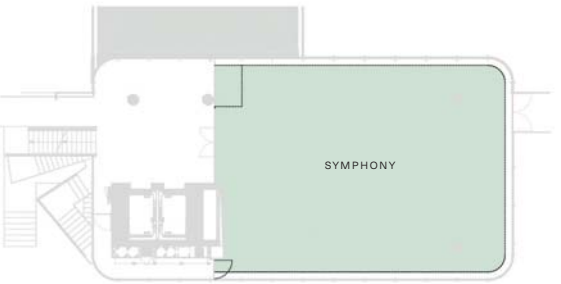
# Capacity Chart

	SYMPHONY	HARMONY	BLUE	YELLOW	RED	ORANGE
Height (m/ft)	4.70m / 15.42ft	2.60m / 8.53ft	2.70m / 8.86ft	2.70m / 8.86ft	2.70m / 8.86ft	2.70m / 8.86ft
Area (sqm/sqft)	120sqm 1291.67sqft	36sqm 388.50sqft	50sqm 538.20sqft	20sqm 215.28sqft	20sqm 215.28sqft	16sqm 172.22 sqft
Floor (m/ft)	10 x 12m 32.81 x 39.37ft	9 x 4m 29.53 x 13.12ft	10 x 5m 32.81 x 16.40ft	4 x 5m 13.12 x 16.40ft	4 x 5m 13.12 x 16.40ft	4 x 4m 13.12 x 13.12 ft
Floor	3	2	5	5	5	5
Reception	150	40	-	-	-	-
Dinner	100	28	26	10	10	8
Theatre style	120	30	-	-	-	-
Cabaret	50	-	-	-	-	-
Classroom style	60	-	-	-	-	-
U-Shape	32	-	-	-	-	-
Boardroom	28	20	26	10	10	8

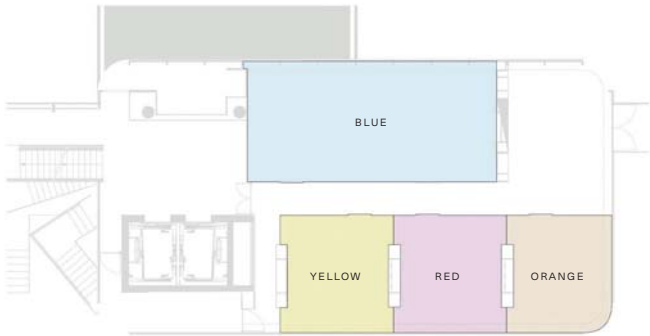
SECOND FLOOR



THIRD FLOOR



FIFTH FLOOR











## Restaurants and Bar



The Conservatorium has an illustrious, century-long past where society has always gathered together. This is especially apparent today in its elegant bar and restaurants.

The restaurant Taiko redefines contemporary Asian cuisine with authentic dishes made of local, seasonal products. Taiko takes its name from the Japanese for 'drum', and is located in the percussion room of the old music school. For something more casual, there is the Brasserie where platters full of healthy dishes greet customers as they arrive and afternoon tea is served every day. Lastly, the Tunes Bar serves cocktails, which are best enjoyed during the weekend when the in-house DJ brings the bar alive.

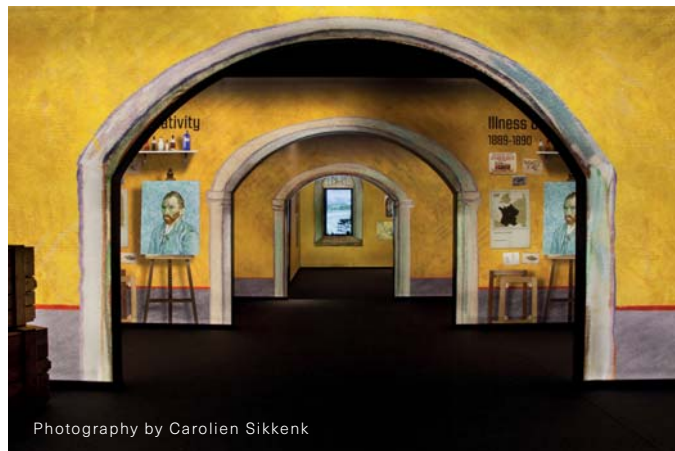




Vincent Van Gogh  
Artist

'GREAT THINGS  
ARE DONE BY  
A SERIES OF  
SMALL THINGS  
BROUGHT  
TOGETHER.'



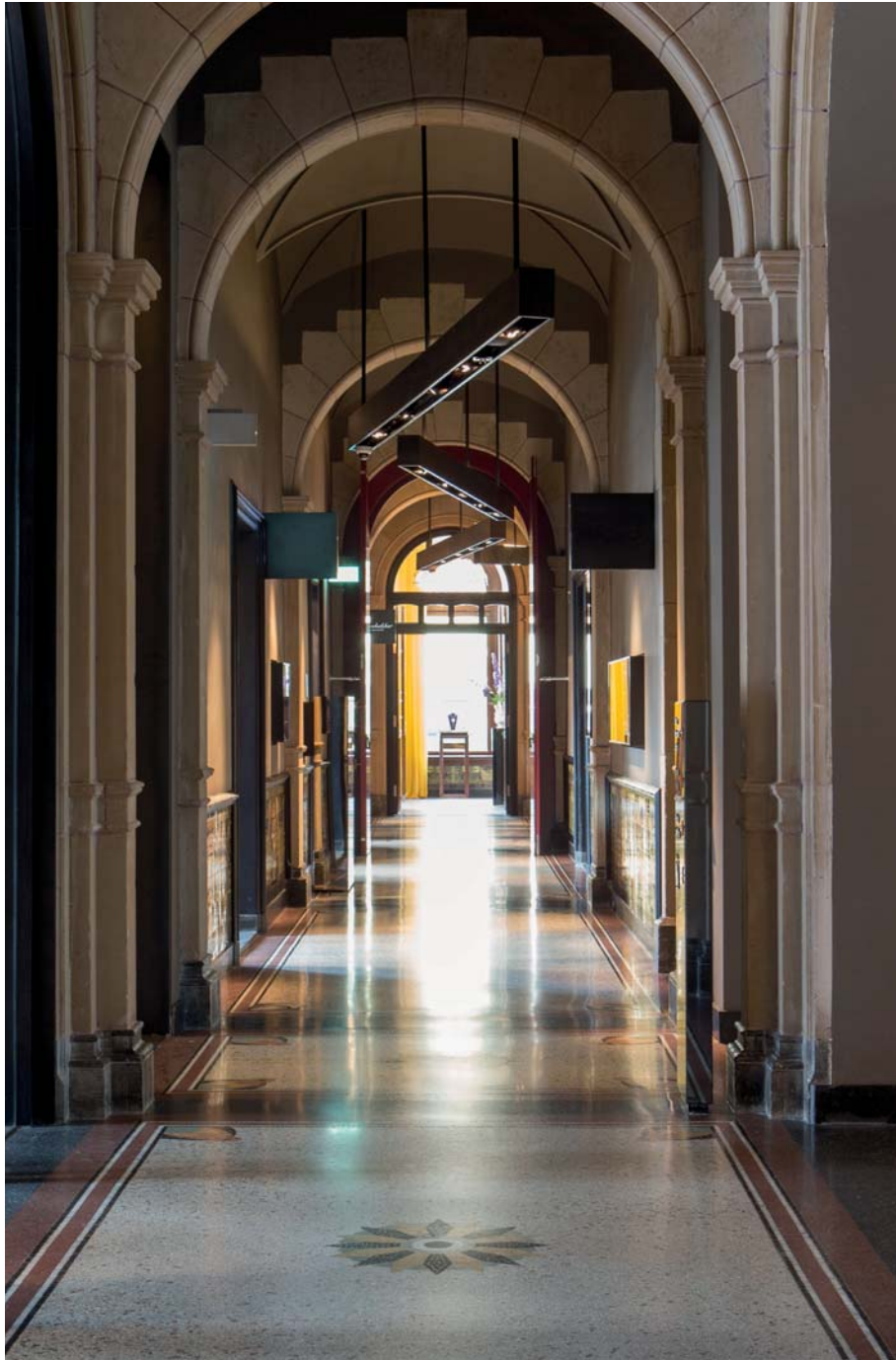


RIJKSMUSEUM, VAN GOGH MUSEUM  
AND STEDELIJK MUSEUM

## Arts and Culture



Located on Museumplein – Amsterdam's historic cultural hub – the Conservatorium is surrounded by legendary artworks, fine examples of the applied arts and classical and jazz music in a set of world-famous institutions. Paintings by the Netherlands' greatest master can be found at the Van Gogh Museum and the Rijksmuseum has a team of historic Dutch masterpieces by Rembrandt, Vermeer and Frans Hals. Contemporary art is shown close by at the Stedelijk Museum and Moco Museum and opposite is the Concertgebouw, which has one of Europe's best music programmes. This community of culture is within footsteps of the Conservatorium.



## Shops and Restaurants



The in-house Van Baerle shopping gallery at the Conservatorium features a hair salon and luxury stores that sell an eclectic mix of products, ranging from jewellery and designer clothing to cosmetics and cigars. The hotel is also well placed to reach the boutiques and stores in the fashion district of P.C. Hoofstraat and beyond.

While this is the historic cultural district of Amsterdam, a wide range of restaurants, bars and clubs are all within walking distance.





## Contact Details

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