

Lloyd Hotel & Cultural Embassy, Amsterdam

By Julia Kasper, WGSN, 27 November 2013

This former migrant's hotel and detention centre has an austere architectural draw. Located in Amsterdam's emerging docklands area, it's the perfect vantage point to explore Noord Amsterdam.



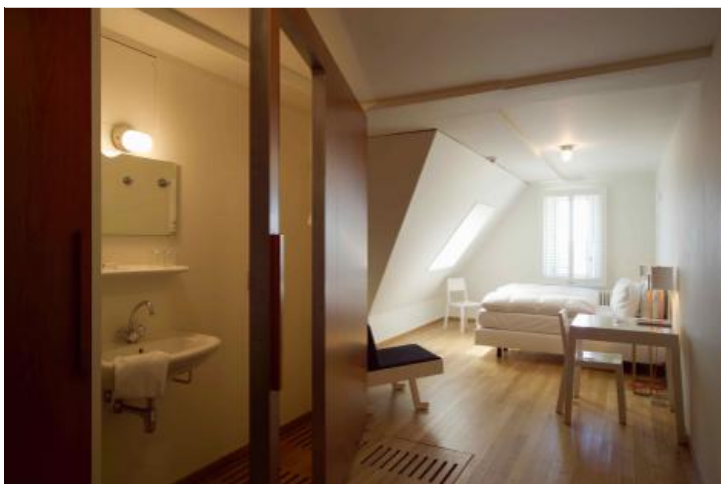
The Lloyd Hotel & Cultural Embassy, Amsterdam



Five-star swing room, 602, 607, The Lloyd Hotel & Cultural Embassy, Amsterdam

With its austere architecture, shadowy history and docklands location, the Lloyd may seem a curious choice for a stay in Amsterdam, but the hotel's waterside setting makes it the ideal vantage point for exploring **the Noord** - an emerging area for art, independent boutiques and cultural happenings, and a 10-minute tram-ride from Central Station.

The concept was devised by **Otto Nan** and **Suzanne Oxenaar**, initiators of **Hotel The Exchange** in the city centre and the **Llove Hotel** in Tokyo. Up until the hotel's launch in 2004, the building was used as a migrant hotel from 1921-38, a prison between 1941-89 and as artist studio spaces until 2003.



Three-star room with inklapbadkamer (closable bathroom), The Lloyd Hotel & Cultural Embassy, Amsterdam



Kantine, Noord Amsterdam

An Art Nouveau style runs throughout the original accommodation areas of the building, which are interjected with ultra-modern communal areas and a large dining and gallery space at the centre.

Past uses for the space dictate many of the room designs, with small one-star rooms that remain in their

original dimensions from the period when the building was a migrant's hotel, to huge loft spaces on the sixth floor (with a swing attached from the beams above), which can feel eerie and atmospheric, high in the building's rafters.



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Four-star room, The Lloyd Hotel & Cultural Embassy, Amsterdam



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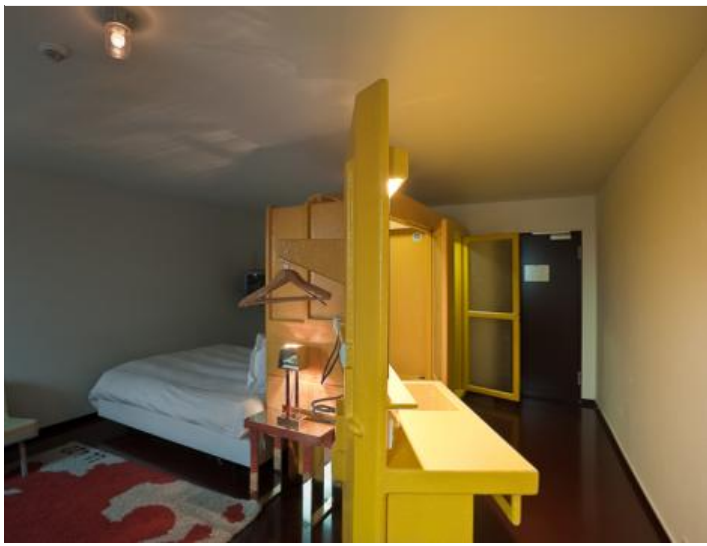


The Lloyd Hotel & Cultural Embassy, Amsterdam



One-star room, The Lloyd Hotel & Cultural Embassy, Amsterdam

As the world's first hotel spanning one to five stars, the rooms are mostly categorised by size rather than comfort or style, so WGSN recommends choosing one of the Lloyd's concept-designed rooms for maximum wow-factor and comfort. Even better – ask to see the room before you book.



Room with Atelier Van Lieshout bathroom, The Lloyd Hotel & Cultural Embassy, Amsterdam



Room with Atelier Van Lieshout bathroom, The Lloyd Hotel & Cultural Embassy, Amsterdam

In rooms 602 and 607, exposed rafters and odd-shaped beds feature and feel entirely unique. On the fifth floor, interjected windows peer down into the hotel's cavernous communal restaurant. Bespoke **Atelier Van Lieshout** fibreglass bathroom units act as innovative room dividers, painted in vibrant yellow and green shades. Ask for rooms 220, 320, 420 or 520 to see this stunning architectural feature.



Restaurant, The Lloyd Hotel & Cultural Embassy, Amsterdam



The Lloyd Hotel & Cultural Embassy, Amsterdam



The Lloyd Hotel & Cultural Embassy, Amsterdam



Communal area, The Lloyd Hotel & Cultural Embassy, Amsterdam

Impeccably-designed communal and gallery-style areas to the back of the building are entirely dedicated

to the function of the Cultural Embassy and an informal restaurant serving up high-quality, locally produced organic food.

Sought-after function spaces within the embassy are perfect for creative client meetings. A programme of exhibitions, workshops, installations and furniture commissions add interest to the open mezzanine floors and library.



Art installation by Richard Hutten, The Lloyd Hotel & Cultural Embassy, Amsterdam



Installation by Chikako Watanabe, The Lloyd Hotel & Cultural Embassy, Amsterdam



Bench by Tejo Remy and Rene Veenhuizen, The Lloyd Hotel & Cultural Embassy, Amsterdam



Art installation, The Lloyd Hotel & Cultural Embassy, Amsterdam



Bench by Tejo Remy and Rene Veenhuizen, The Lloyd Hotel & Cultural Embassy, Amsterdam

The front of the building contrasts hugely with the modern rear, retaining its 1920s style and layout. Tiled corridors, steep staircases and stained glass windows will impress architectural fans, enforcing the austere imprint of the former institution.

The hotel is a 10-minute tram-ride from Central Station via the 26 line. But before heading to the centre, WGSN recommends exploring the Lloyd's docklands surroundings. Dotted with luxury restaurants, the area's highlights are [Mercat](#) and cultural centres [Bimhuis](#) and [Pakhuis Wilhelmina](#).

To explore the Noord, hop on the free ferry, located at the back of Central Station, to the Buiksloterwegveer port, where you'll find the impressive [Eye Film Institute](#) and many small cafes and

vintage interiors warehouses.



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Restaurant, The Lloyd Hotel & Cultural
Embassy, Amsterdam

* THE LLOYD HOTEL & CULTURAL EMBASSY, AMSTERDAM

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Rates from €65 per night for a one-star room on weekdays