



# CONSERVATORIUM

AMSTERDAM



THE SET

HOTELS





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.





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.



Collection historical archive

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.



Piero Lissoni  
Architect

'BEAUTY LIES IN  
IMPERFECTION.'

Over 100 years ago, architect Daniel Knuttel 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 detail that continues today. Italian architect and design maestro Piero Lissoni was responsible for evolving this rich 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 with the decorative nature of the original 19th century structure, it brings a new mood – and a new function – to this historic landmark building.



When the Conservatorium was transformed into a grand hotel, its cultural importance to the city of Amsterdam was maintained. Regular musical performances are held at the hotel today, while it is also a place to appreciate exciting contemporary art.



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

Some suites are also decorated with works by artists. These pieces are rotated frequently and are shown alongside publications on the details.

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.

Rosey Chan is just one of the musicians who is close to Conservatorium and The Set Hotels. The classically trained pianist has done everything from recording film scores to creating experimental multi-media pieces during her career.



**Rosey Chan**  
Friend of The Set

'MUSIC IS  
THE ONLY  
UNIVERSAL  
LANGUAGE.  
IT SPEAKS TO  
US WITHOUT  
BOUNDARIES.'



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, where guests can be indulged and impressed.

## The Brasserie & Lounge



The Brasserie is located in the hotel's central atrium. Flooded with natural daylight beaming down from the glass ceiling and through the floor-to-ceiling windows, it is a convivial centre for both hotel guests and Amsterdam society. The fish market showcasing the daily catch from our fishmonger greet customers as they arrive. Enjoy a variety of organic salads, vegetables and superfoods, all prepared for the season. The Brasserie serves a combination of signature Dutch dishes as well as Mediterranean classics, a variety suitable for every guest. In the spirit of the Conservatorium's musical history, there are live music performances during the weekend in the Lounge.





## Taiko Bar



What first started as a playful flirt between kitchen and bar, inspired by a shared love and passion for Asia, has now grown into a new phenomenon: Taiko Bar. With excellent service from some of Amsterdam's best bartenders, supreme bites from Taiko Cuisine and a cocktail menu that makes you feel like you're in a speak easy in Roppongi, Taiko Bar translates the sophisticated nightlife of global cities such as Bangkok, Tokyo and Shanghai into the intimate, cosy setting of an Amsterdam neighbourhood pub.



## Taiko Cuisine



The restaurant Taiko takes its name from the Japanese for 'drum' as it is located in what was once the percussion department of the old music school, overlooking the Paulus Potterstraat and the Stedelijk Museum. Taiko redefines contemporary Asian cuisine with authentic dishes made of local, seasonal products. Guests are served delicious signature sashimi and beef from the Binchō-tan grill. With its stylish and enthusiastic service the restaurant has a cosmopolitan feel, popular with both international visitors and locals.



Tokyo

New York

Amsterdam

The 129 guestrooms at the Conservatorium are minimal, modern and highly comfortable spaces. A set of unique suites has been designed in direct response to the very special nature of the building.

In each room at the hotel, contemporary luxuries blend with historic design details and a calming colour palette. A personal host will be in touch with every guest before their arrival and assists with their needs during their stay.



DELUXE GUESTROOM

## Guestrooms

Guestrooms at the Conservatorium are unified by elegant contemporary design, brushed oak floors and an autumnal colour scheme. These elements, designed by Piero Lissoni, work together to create a restful and intimate atmosphere.

They feature large rainfall shower units (most with a deep soaking bath), luxury bathroom amenities, a bathroom LCD mirror TV and tailored amenities for each guest.

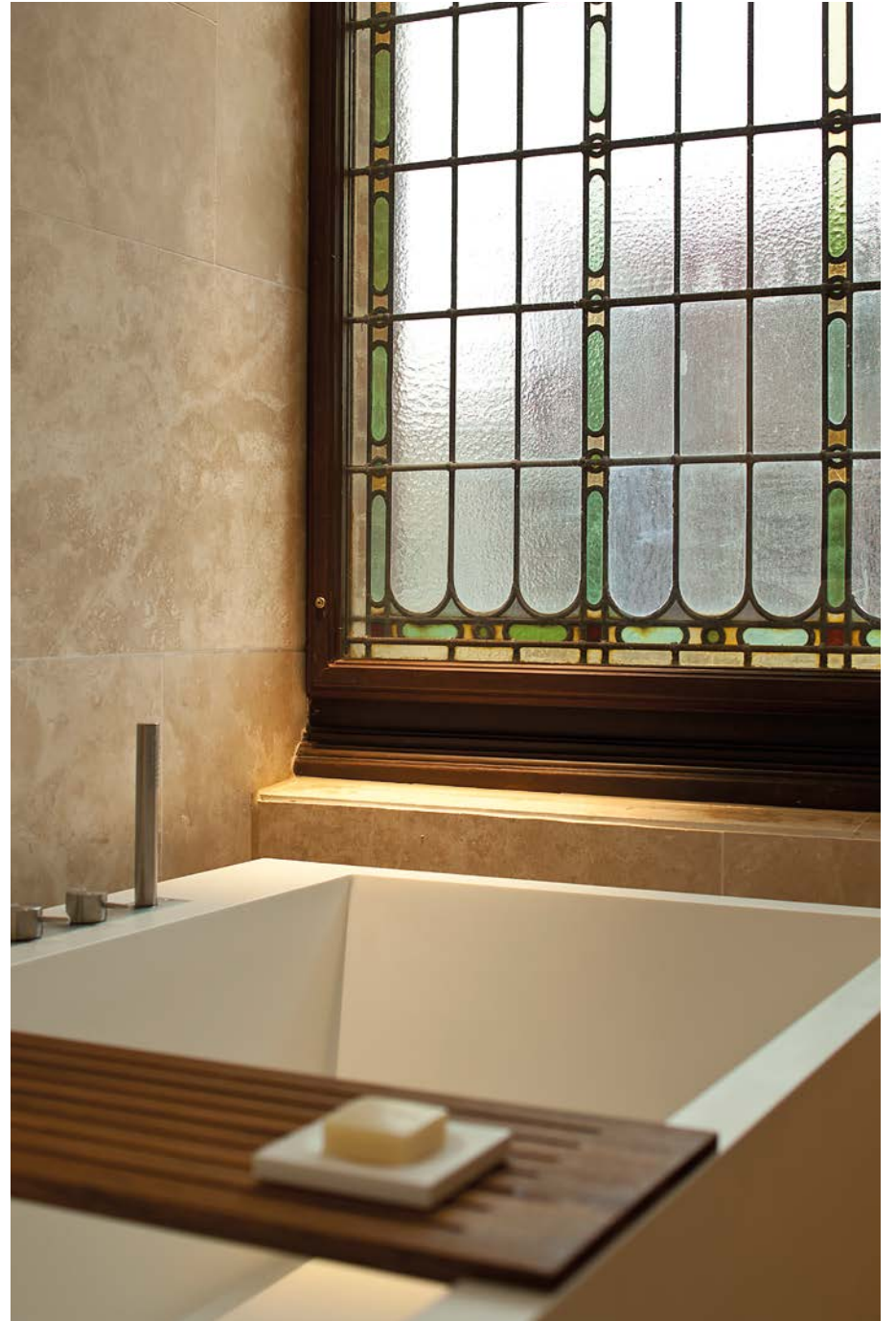
**SUPERIOR GUESTROOM** 23 SQM / 248 SQFT AVERAGE

**DUPLEX GUESTROOM** 30 SQM / 323 SQFT AVERAGE

**DELUXE GUESTROOM** 36 SQM / 388 SQFT AVERAGE



DELUXE GUESTROOM BEDROOM,  
DUPLEX GUESTROOM LIVING AREA,  
DELUXE GUESTROOM BATHROOM





GRAND JUNIOR SUITE

## Suites

There are different types of suites available to guests, most of which have evocative views over the Stedelijk Museum or Van Baerlestraat and an array of historical design features. Flashes of Dutch history are found in decorative items such as wooden clogs and Delftware, yet they are each special, contemporary rooms in which to stay.

The suites offer comfortable working spaces with complimentary Wi-Fi and state-of-the-art in room entertainment. The bathrooms feature a large rainfall shower, luxurious designer amenities, bathroom LCD mirror TV, Micro Cotton towels and most feature a deep soaking bath as well.

**JUNIOR SUITE** 48 SQM / 517 SQFT AVERAGE

**GRAND JUNIOR SUITE** 55 SQM / 592 SQFT AVERAGE

**ROOFTOP SUITE** 69 SQM / 743 SQFT AVERAGE

**CONSERVATORIUM SUITE** 65 SQM / 700 SQFT AVERAGE

**ROYAL DUPLEX SUITE** 71 SQM / 764 SQFT AVERAGE

**VAN BAERLE SUITE** 64 SQM / 689 SQFT AVERAGE

**CONSERVATORIUM SUITE WITH BALCONY** 72 SQM / 775 SQFT AVERAGE

**RESIDENCE TWO BEDROOM SUITE** 125 SQM / 1,335 SQFT AVERAGE



GRAND JUNIOR SUITE LIVING AREA,  
ROOFTOP SUITE BATHROOM  
GRAND JUNIOR SUITE BEDROOM







I LOVE AMSTERDAM SUITE

## Signature Suites

The Conservatorium's musical history and central location are symbolised in its three unique signature suites. The Concerto Two Bedroom Suite has the tall grandeur of a music room; the I Love Amsterdam Suite is a triplex with spectacular views of the city from its private rooftop terrace; finally, the Penthouse Suite is a handsome space with floor-to-ceiling windows taking in the majestic Conservatorium building and Amsterdam beyond. The Penthouse has private elevator access, a sophisticated dining room with in-suite kitchen and it is possible to reserve the entire sixth floor privately together with the Penthouse Suite to create a private Penthouse Wing.

**I LOVE AMSTERDAM SUITE** 115 SQM / 1,238 SQFT

**CONCERTO TWO BEDROOM SUITE** 150 SQM / 1,615 SQFT

**PENTHOUSE SUITE** 170 SQM / 1,830 SQFT



PENTHOUSE SUITE LIVING AREA,  
CONCERTO TWO BEDROOM SUITE BATHROOM AND MASTER BEDROOM





Memorable events require inspiring settings. While many hotels hide their meeting rooms, the Conservatorium's are given pride of place. They are prominently located in a special events glass tower in the landmark lobby, and are able to host a private dinner for ten people or a concert for a hundred.



BLUE ROOM

## Meetings & Events

There are six spaces to choose from for meetings, events and special occasions at the Conservatorium. Each generously lit by natural daylight, they range from an impressive theatre-style arrangement for 120 people to an intimate boardroom for just eight people. Architect Piero Lissoni designed each space to have its own unique atmosphere yet they all share technology such as beamers and/or LCD televisions.



SYMPHONY ROOM, YELLOW ROOM



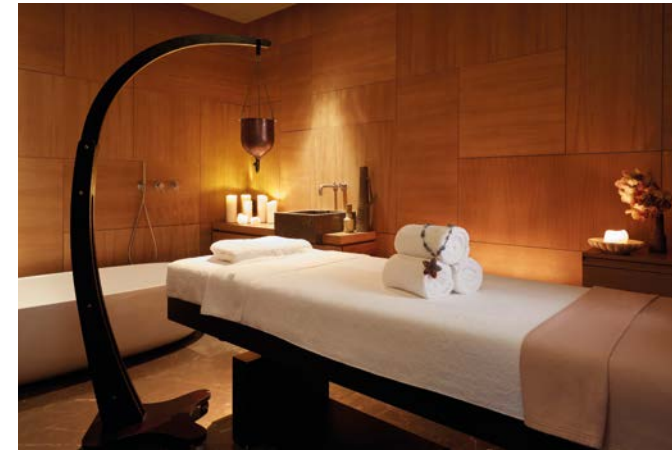




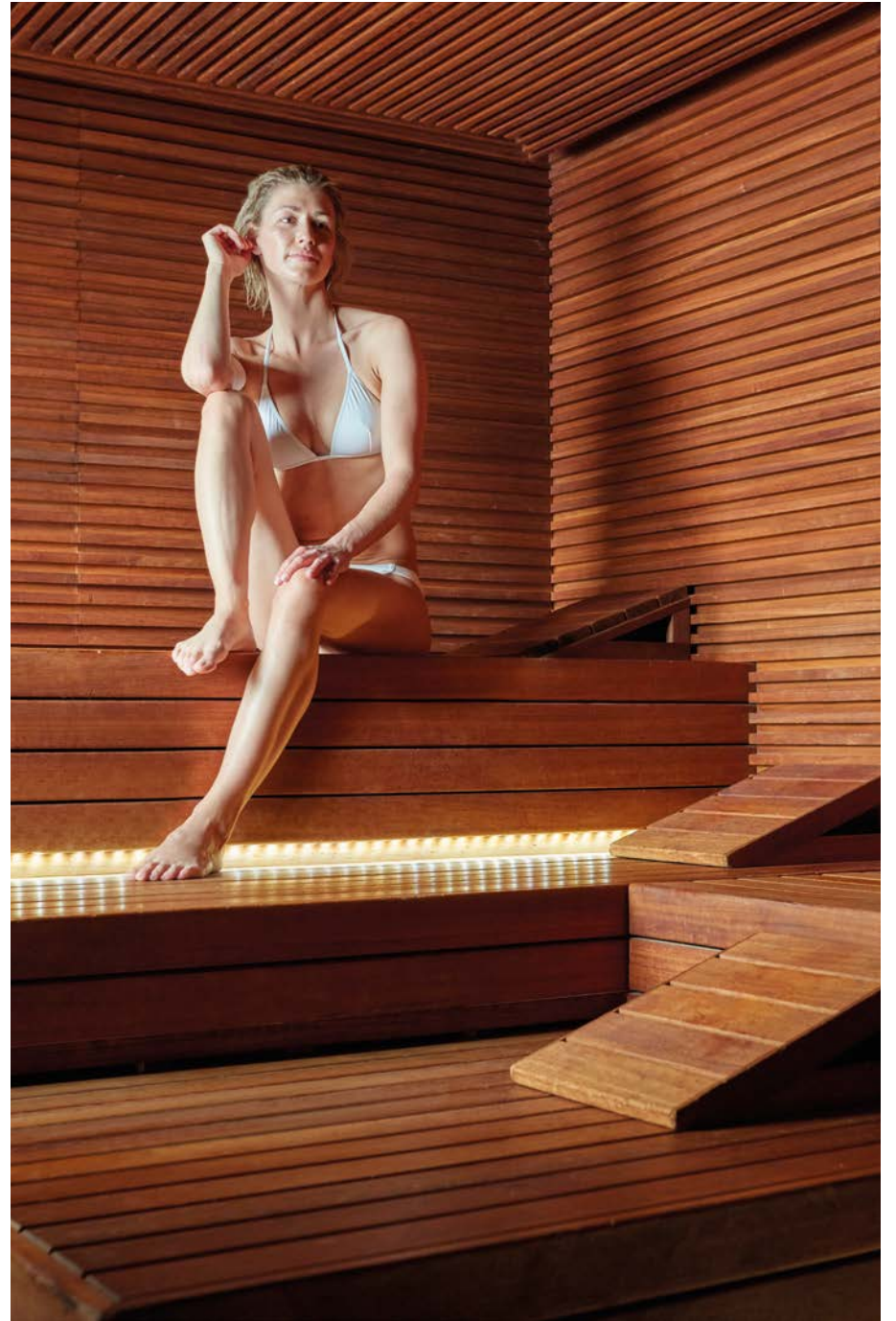
While the Conservatorium is a dynamic and historic centrepiece in the city, it is also a quiet retreat from it. Akasha Holistic Wellbeing has been designed around the four elements to peacefully enrich its guests away from the urban bustle.



## Akasha Holistic Wellbeing



Akasha marries innovative Western practices with ancient Eastern traditions. It boasts seven treatment rooms, including a double treatment suite, and offers some of the finest signature spa treatments in Amsterdam. There is a private hammam for purifying scrubs and massages. Akasha also features Amsterdam's only watsu pool for tailored hydro-treatments and guided meditation, as well as a large gym featuring Life Fitness equipment and private studios for yoga, Pilates and more.





The Conservatorium is entrenched in the historic cultural quarter of Amsterdam, sitting alongside world-known art and music institutions, yet is also close to the fashion districts, one of the city's oldest neighbourhoods and one of its finest parks.



Photography by John Lewis Marshall



Photography by Jan Kees Steenman

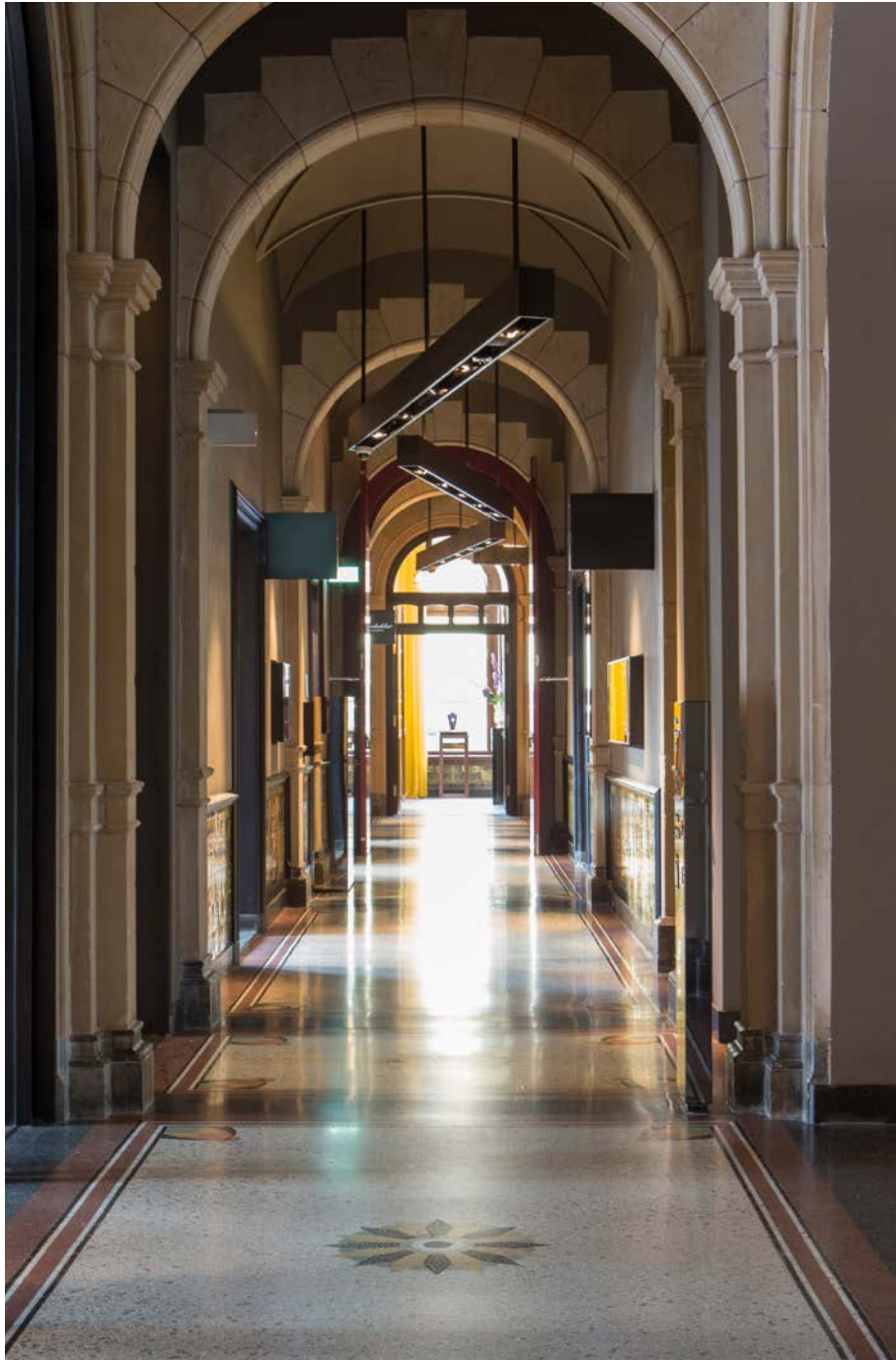
RIJKSMUSEUM, VAN GOGH MUSEUM  
AND STEDELIJK MUSEUM

## Arts and Culture



Photography by John Lewis Marshall

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 collection of historic Dutch masterpieces by Rembrandt, Vermeer and Frans Hals. Contemporary art is shown closely 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 hotel.



## Shops and Restaurants



The in-house Van Baerle shopping gallery at the Conservatorium features a hair salon and the luxury stores 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. Hooftstraat and beyond that. While this is the historic cultural district of Amsterdam, a wide range of restaurants, bars and clubs are all within walking distance.

Vincent Van Gogh  
Artist

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





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