



DE L'EUROPE AMSTERDAM FORMS NEW CREATIVE HUB

't Huys, the renovated wing of the hotel, welcomes creative talent and entrepreneurs as residents

The renewed wing of hotel De L'Europe Amsterdam – 't Huys – welcomes creative talent and successful entrepreneurs to take up residence by means of a temporary pied-à-terre, work suite or atelier. 't Huys is where guests experience the very essence of Amsterdam. A place where local icons of art, style and luxury come together and where every guest of De L'Europe finds Original Amsterdam Luxury. Current world events accelerated the idea of strengthening the collaborative nature of a creative hub in 't Huys. This holistic concept - created by De L'Europe and Dutch conceptual design agency D/DOCK, creatively supported by interior design studio Nicemakers – encourages the hotel's brand core values and adds value to the total guest experience of De L'Europe.



Current and future creative talents and residents of 't Huys

With its redesign, De L'Europe opens its doors to a new target audience and sets the tone for being a place that embraces the essence of the city's art history, culture and craftsmanship. With the new interior, the hotel entices guests to walk from one room to another. During the past months, the idea of a holistic concept grew even more, to attract new partners and residents by connecting creatives and entrepreneurs in an inspiring environment. With this concept – where guests pay a participation fee - De L'Europe offers a place to further develop their talent. By coming together under one roof, organizing collaborative events, 't Huys is coming to life.

Artist in Residence

Part of the enrichment of 't Huys, is an Artist in Residence programme whereby De L'Europe offers talented artists an inspiring space to work and live so they can focus on creating art. The young French painter De Rrusie (1993) is the first artist selected for this programme and will move in to 't Huys from early September until late November. De Rrusie is best known for his large intuitive and poetic paintings that are inspired by the sky. His solo exhibition in the De L'Europe hotel opens at the end of the year. Dax and Joyce Roll of Nicemakers have moved into 't Huys as 'designers-in-residence'. D/DOCK team will move in as 'creators-in-residence' soon.

Art historian and art dealer Jan Six says about De Rrusie: *“De Rrusie is and instinctive and extraordinarily driven artist, and his work shows an exceptional and rare autodidactic visual language. I am delighted about the Artist in Residence program at ‘t Huys at hotel De L’ Europe. Young, up and coming artists are offered the opportunity to become more acquainted with the many aspects of the art world. This concept contributes to an inspiring cross pollination.”*



Artist De Rrusie in his atelier in ‘t Huys.

De L'Europe is currently talking to several inspiring individuals and businesses, aiming to create a diverse representation of some of the best creative entrepreneurs from different areas and disciplines. The iconic hotel opens its doors for a new target audience and sets the tone for being a place that embraces the essence of the city's art history, culture and craftsmanship. Starting this weekend, the residences of 't Huys will be available as Signature Suites allowing selected guests the opportunity to stay in the hotel.

- NOTE TO EDITORS -

De L'Europe Amsterdam, member of Leading Hotels of The World, has been the authentic luxury destination for seasoned travelers and locals alike, ever since 1896. The Amsterdam landmark hotel boasts 111 beautifully appointed guest rooms, including 63 suites and a peerless six-bedroom penthouse suite. Each blends classic design, contemporary amenities and the authentic Amsterdam spirit for a stay beyond compare. Guests at De L'Europe can indulge in the quality and finesse of the hotel's services and restaurants: exclusive riverside terrace Marie sur l'eau; Michelin-star restaurant Bord'Eau; Award winning restaurant Marie; in 't Huys located Italian trattoria Graziella; Iconic Freddy's bar; A luxurious Spa and Wellness Centre; Signature Services including Valet Parking, Les Clefs d'Or Concierge and Butler Service. De L'Europe Amsterdam was recently featured as the backdrop for the famous "Army of Love" fashion show of renowned Dutch fashion designer Ronald van der Kemp in April 2020.