

BANGKOK REPORT - Amsterdam  
AUGUST 2010

# AMSTERDAM REPORT

## AUGUST 2010

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## Little Buddha

### **Project Overview**

Amsterdam's newest hotspot Little Buddha is housed in a former cinema in the heart of Amsterdam's entertainment district. The club is the sister venue of the Buddha Bar Paris. Set over two floors, the latest member of the Little Buddha group – the group also owns restaurants in London, Dubai, Las Vegas, Cairo, Beirut, among others – covers 1000m<sup>2</sup>. The club consists of a restaurant serving fusion food and a sushi bar, and the décor draws inspiration from Asian themes with French colonial influence.

### **Project Details**

1. **Type of Business:** Restaurant & lounge
2. **Open Date:** March 2010
3. **Location:** Kleine Gartmanplantsoen 17, Amsterdam
4. **Concept:** A blend of Western and Oriental styles, Asian artifacts and a unique ambiance created by Buddha-Bar music.
5. **Size of development:** Approximately 1,000 sqm; 150 restaurant seats available on the 1st floor and with a capacity of serving more than 400 guests in the lounge bar.
6. **Founder:** Raymond Visan and George V Entertainment
7. **Website:** [www.buddha-bar.com](http://www.buddha-bar.com)

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**Location Map**



*Little Buddha Bar is located on the edge of the Canal District.*



*The restaurant is presided over by a massive statue of Buddha.*

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*Hues of red, orange, yellow and brown dominate the interior, with in the middle a majestic staircase leading up to the second level..*



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*The restaurant serves Pacific Rim cuisine.*



*Impressions of the restaurant's eclectic Asian décor.*



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*The Sushi Bar.*

## The Dylan

### **Project Overview**

The 41-room Dylan is one of the world's first boutique hotels. Opened in 1999, the hotel is housed in a historic 17<sup>th</sup> century townhouse along Amsterdam's scenic "Keizersgracht" (Emperor's canal). The site where the venue now stands has a history that reaches back to 1612. It was first a theater, built by architect Jacob van Campen who took inspiration from classical Italian architecture. Unfortunately during in 1772 the theater burned down completely during a performance and had to be rebuilt later. Only the hall where the landlord lived, where guests now check in, was largely spared. The yellow bricks at the entrance are a minor historical relic of this time.

### **Project Details**

1. **Type of Business:** *Boutique Hotel*
2. **Open Date:** 1999
3. **Location:** *Keizersgracht 384, Amsterdam*
4. **Concept:** *A blend of European and Oriental styles*
5. **Size of development:** *4 storeys; 41 rooms*
6. **Interior design:** *Anouska Hempel, the London designer of Blakes London and The Hempel.*
7. **Website:** [www.dylanamsterdam.com](http://www.dylanamsterdam.com)



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**Location Map**



*The Dylan is located in the “Canal Loop” on “Keizersgracht, one of the city’s most famous canals, three blocks from both Dam Square and the Anne Frank House museum.*



*Ariana lounge*

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*Meeting facilities at the Ariana lounge.*

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*More impressions of the Ariana lounge – note the relief wall onto which multi-colored lighting is projected.*



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*Lobby area.*

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*Inner courtyard with outdoor seating.*

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*Hotel Suite "Manhattan" (there's only one). Hundreds of meters of delicate taft silk in variations of black and gold give the suite its opulent look.*



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*The four-poster bed Hotel in the “Manhattan” suite has been decorated using the same color combination. Mahogany wooden floor panels further enhance the warm, colonial ambiance.*

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*Hotel room "Klassbols". These hotel rooms have been decorated in a bold color scheme of raspberry red and elephant grey. Lacquered red side tables, Asian-style cabinets, trunks, room divider screens and lamps make for a warm romantic theme. Plush linen, curtains and draping around the 4-poster beds complete the rich atmosphere.*

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*Hotel room "La Carmona". The rooms are warmly decorated with Asian details, mahogany wooden flooring and black marble flooring. The combination of ginger and turmeric is used as a tribute to the great Dutch past of the spice trade in the era of the East India Company.*



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*Hand-painted Japanese kimonos are the central theme in the navy and black themed “Kimono” room. Black lacquered wooden flooring, black Belgian marble as well as delicate navy and white oriental china give this room an aura of tranquility.*

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*Above and below: The “Regent’s” meeting room.*

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## Jimmy Woo

### **Project Overview**

Named after a fictional Hong Kong Triad boss, popular nightclub Jimmy Woo is made to resemble an 18th-century opium den. The lounge is characterized by both extravagance and privacy, reflected in the design and the bar layout. The décor combines authentic oriental art and modern western elements, using chic materials such as leather, booklet gold, silk and other unique fabrics exclusively designed for the club. Some of these oriental antique furniture pieces date as far back as the 18th century. This includes antique lamps, tables and an authentic original opium bed which is offset by modern elements including soft lights emanating from the floor.

### **Project Details**

1. **Type of Business:** *Nightclub and lounge bar*
2. **Open Date:** *2003*
3. **Location:** *Korte Leidsedwardsstraat 18, Amsterdam*
4. **Concept:** *Luxurious and glamorous, with an interior inspired by movies from the olden days.*
5. **Interior design:** *Casper Reinders, the mastermind behind Jimmy Woo, in collaboration with internationally acclaimed interior designer Eric Kuster.*
6. **Website:** [www.jimmywoo.com](http://www.jimmywoo.com)

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**Location Map**



*Jimmy Woo is located at the edge of the canal belt in the center of Amsterdam.*



*Entrance to Jimmy Woo.*

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*Gold leaf, black lacquer walls, Japanese lanterns and a genuine antique opium bed conjure up images of a bygone era.*

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*The chic lounge upstairs consists of private booths.*

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*The illuminated ceiling contains more than 12,000 tiny light bulbs.*



## Supperclub Amsterdam

### **Project Overview**

For years the Supperclub has been considered Amsterdam's trendiest entertainment venue. It's the brainchild of a group of artists and entrepreneurs called IQ Creative. When it opened 15 years ago, the concept was quite revolutionary, offering guests a gourmet dining experience whilst they lounge on daybeds and enjoy live performances. Meanwhile IQ Creative owns 7 national and 4 international restaurants and is opening another 3 venues this year. One of these is another Supperclub in Los Angeles, which at 450 sqm will be the biggest of the Supperclubs.

Interesting footnote is that the Bed Supperclub in Bangkok (refer to my Bangkok Trend Report March 2010) is not part of the IQ Creative group, but "borrowed" the concept.

### **Project Details**

1. **Type of Business:** *Nightclub & restaurant*
2. **Open Date:** *1995*
3. **Location:** *Jonge Roelensteeg 21, Amsterdam*
4. **Concept:** *A mix of food, music, performances and art in a stark white interior.*
5. **Developer:** *IQ Creative*
6. **Website:** [www.supperclub.nl](http://www.supperclub.nl)

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**Location Map**



*The Supperclub is located down a small alleyway in the heart of Amsterdam's Canal District.*



*Bar area.*

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*The interior is stark white and almost futuristic looking. Diners can eat whilst lounging on the large white couches on the side of the club. The tables in the center can be cleared for live performances.*



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*The restrooms.*