



## GOING DUTCH

We don't need to tell you how quickly terminal boredom can strike the professionally mobile. No amount of plasma screens and pillow options can shake the sense of well-appointed ennui. But Amsterdam's new Lloyd Hotel might just have what it takes to remind you what an adventure travel can be.

The project is the brainchild of four friends, an art curator, a lawyer, a restaurateur and a party promoter, who took over the 20th-century building (formerly a migrant hotel, prison and block of artists' studios) on Oostelijke Handelskade in 2001. Their goal was to turn the space into a distinctly different hotel, as open-minded and quirky as the city itself, which would offer luxury accommodation as standard, but economy



as an option. Rotterdam-based architects MVRDV were hired to open up the interior, creating expansive, airy, white public spaces and 120 rooms. These range from tiny, two-star bolt holes - just big enough to fit in a bed and with a shared bathroom - to five-star, soundproofed loft spaces with high ceilings and bathrooms designed by sculptor Joep van Lieshout. Dutch designers such as Marcel Wanders, Jurgen Bey and Hella Jongerius were asked to collaborate on furniture that is mixed with a collection of mid-century modern classics throughout the hotel.

The hotel's spirit of adventure continues in the two restaurants. One is called Snel ('brisk') and is open 24 hours, serving affordable, fast comfort food - anything from a midnight snack of chips for late-arriving guests to a slightly more sophisticated grilled mullet. The other restaurant is called Sloom ('leisurely') and is for guests who prefer to linger over a more extravagant meal; there's no menu - the chefs aim to cook whatever guests feel like on the day. ★

Lloyd Hotel, Oostelijke Handelskade 34, Amsterdam, tel: 31.20 561 3636, [www.lloydhotel.com](http://www.lloydhotel.com)  
Room rate: €80-€300



### LLOYD OF THE MANOR

Clockwise from above left, Lloyd Hotel's €80 room features bed, table and dado trunking by Christoph Seyferth; a €200 room with a bathroom by MVRDV, and table and chairs by Tjalko Lokhorst; a rocking chair from Lithouwen graces the €300 loft; this €200 room features a Jasper Morrison lamp

