

PRESS RELEASE

LAUNCH OF ZOKU AMSTERDAM

New brand launches, marking the end of the hotel room as we know it.

AMSTERDAM, 3 MARCH 2016

Facilitating global living and working for the travelling professional, Zoku, which is Japanese for family, tribe, or clan, will disrupt and create a new category in the hotel industry – a home-office hybrid, also suitable for long stays, with the services of a hotel and the social buzz of a thriving neighbourhood. Zoku will be a relaxed place to live, work and socialize with like-minded people while getting wired into the city.

The end of the hotel room as we know it

The Zoku Loft will offer both style and space consciousness, with customizable interiors that shift the focus from the bed to the living space. The central feature of the room will be a four-person table that can be used to work, dine and entertain, or just hang out.

The Zoku Loft also features a fully-equipped kitchen, cleverly designed extensive storage space, an alcove desk with office supplies, and an elevated, loft-style sleeping space, which can be accessed by a retractable staircase, and screened off to make the loft cosy, business-like or something in between.

Designed by Concrete, the award-winning interior design and architecture agency, the Zoku Lofts create space in a minimum of just 25 m². Featuring furnishings from Danish design brand Muuto, Zoku guests can add a finishing touch by choosing their own art, making the space truly personal.

Serving the new generation of business travellers

The concept behind Zoku is the result of extensive crowdsourcing and research efforts by Zoku and futures consultancy The Future Laboratory.

“The merging of business and leisure – a trend we have identified as bleisure – represents one of the fastest growing and dynamic business opportunities in recent years. Today’s business travellers are re-writing the rules. Their outlook on work and play demands new services and a new approach to the hospitality sectors. The business hub will be the opportunity of the next decade in terms of hospitality value creation,” says Chris Sanderson, co-founder of The Future Laboratory London.

“The advance of technology has changed personal and professional lifestyles. Boundaries between work and leisure are fading, and blurring borders have made people more mobile than ever,” says Hans Meyer, co-founder and managing director of Zoku.

“For global nomads whose work is central to their lives, it’s easy to feel ungrounded and disconnected from what inspires them. Zoku is going to change that. The Zoku lofts offer

an efficient work space without losing the comfortable, flexible vibe of home, while the Zoku community provides a social structure.”

A thriving neighbourhood for global nomads

Encouraging social connections, Zoku will offer diverse social areas to facilitate interaction between Zoku’s residents, the local community and Zoku Community Managers. 24/7, open-plan communal living and co-working spaces will allow for conversations and small meetings, and a residential living kitchen will present the possibility to share a meal together or host small dinner parties. Zoku Community Managers will roam the public spaces, helping with personal requests and facilitating professional and social connections through their broad networks within the hotel and the city.

Zoku will also develop a lively social programme and app, to build a strong in-house community and facilitate business connections and a local social life.

Zoku worldwide

“We are aiming for a fast international roll-out of Zokus in the world’s most creative cities,” says Marc Jongerius, co-founder and managing director of Zoku. *“All this with the aim of creating an international community network of Zokus.”*

The longer you stay, the more you get out of it, making it financially and culturally beneficial for guests to extend their stay at Zoku. The first Zoku property will open in Amsterdam’s city centre, featuring 133 Zoku lofts, and over 600 m2 of social space for its guests.

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ABOUT ZOKU

Zoku has invented a new category within the hotel industry with its home / office hybrids. Launched in Amsterdam in 2016 by Dutch entrepreneurs Hans Meyer and Marc Jongerius, Zoku was named after the Japanese word for family, tribe or clan. Zoku facilitates living and working internationally for the growing population of globetrotting talent.

Moving far beyond putting heads in beds, the bold concept has won numerous awards, has received rave reviews, and has been celebrated for its lively Social Spaces and community structure which facilitates genuine connections. In 2018, Zoku achieved BCorp certification - one of the few hospitality brands worldwide to receive this.

Zoku Copenhagen and Vienna are under construction and will open in 2020. The company is actively looking for new projects and partnerships to grow the brand in Europe and North America’s foremost creative capitals such as London, Paris, Berlin, Dublin, Brussels, Los Angeles, San Francisco, and New York.

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