

Amsterdam, 19 February 2020

## ZOKU LAUNCHES NEW INNOVATIVE LOFT DESIGN

*The new Loft design is set to transform a wide variety of properties into 'one of the 25 coolest hotels in the world'*

Zoku, the Amsterdam-based pioneer of the home/office hybrid philosophy, launched a new modular Loft design. The deconstructed design of its award-winning Lofts consists of standardized components compatible with many different layouts, grid sizes and reduced ceiling heights. The new offering places Zoku at the forefront of innovation in its category and allows its unique design and placemaking culture to be implemented in both new and existing hotels and office buildings.

Following the successful development of new builds Zoku Copenhagen and Zoku Vienna - both opening at the end of 2020 - the launch of the modular Loft design translates Zoku's learnings into an evolved product. As rapid growth in urban centers continues to spur developers and owners to create new solutions for buildings, Zoku wanted to offer a fitting solution to this growing need. In close collaboration with Amsterdam-based design agency [concrete](#), they developed a smarter approach to space - by creating more value and flexibility on fewer square meters.

"Across Europe, we are seeing more competition for the best properties and an increased market pressure for greater efficiency. At Zoku, we sacredly believe in mixed-use development. By combining work, living and socializing, buildings become more than bricks and walls - they become place makers and ecosystems for collaboration." says Hans Meyer, co-founder Zoku.

He adds: "We already have a great track record in creating communities, so we wanted to use those insights to help real estate investors turn existing properties into desired placemaking hubs. By hacking our own design, we can help extend the lifecycle of buildings by turning it into a standalone or mixed-use development and optimize its efficiency by doing more with less."

Marc Jongerius, co-founder Zoku: "Our new offering underlines our ambition to create a vast network of Zoku's in European gateway cities. We have been perfecting our offering in Amsterdam since 2016 and feel confident that Zoku's philosophy -and design- can help transform existing real estate to become more agile and future-proof."

He adds: "Next to our ambition to be a frontrunner for our target audience, it's our goal to be a forward-thinking partner to both developers and investors; the new design enables us to do the latter more strongly. It allows us to plug into both new build as well as existing property and help real estate owners find long-term tenants, create a steady cash flow and extend the life cycle of buildings."

The modular Loft design transforms the kitchen, bathroom, bed and storage spaces into building blocks that can be configured in a wide variety of lay outs. This enables all types of buildings to be easily transformed into '[one of the 25 coolest hotels in the world](#)'.

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# Z O K U

## P R E S S   R E L E A S E

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### NOTES TO EDITOR

- Zoku is famous for announcing the 'end of the hotel room as we know it'. The new deconstructed Loft design drives that message further as the standardized compartments feed into the same home/office hybrid philosophy. The sleeping area is a bed that can be screened off and the kitchen table remains to be the center piece in every Loft to enable the shift of focus from bed to living space.
- Zoku leases, manages and buys property with a minimum of 5.000 m<sup>2</sup> GFA and a ceiling height minimum 2,60-2,85 m in European gateway cities.
- Zoku is a Bcorp hospitality brand since 2018.
- Zoku is listed in the '[25 coolest hotels in the world](#)' on Forbes.

### ABOUT ZOKU

Zoku has invented a new category within the hotel industry with its home/office hybrids. Opened 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, received rave reviews, and is celebrated for its lively Social Spaces and community structure which facilitates genuine connection. In 2018, Zoku achieved [Bcorp](#) certification - one of the few hospitality brands worldwide to have received this. For more information, visit <https://www.livezoku.com/>.

### DEVELOPMENT

Zoku is actively looking for new projects with forward-thinking real estate partners in Europe's creative capitals, with locations in the US and Asia to follow in the near future. The Zoku team works closely with municipalities and real-estate partners to choose locations that complement and integrate with the local neighborhood, as well as providing easy access and quick connections to the city's business, culture and entertainment areas. To contact Zoku's Development team please email: [grow@livezoku.com](mailto:grow@livezoku.com).

### ABOUT CONCRETE

concrete is an award-winning multidisciplinary design agency based in Amsterdam, the Netherlands. concrete develops concepts in interior design, architecture, brand development and urban development.

[www.concreteamsterdam.nl](http://www.concreteamsterdam.nl)



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