

Amsterdam, 25 February 2020

## BONJOUR PARIS: ZOKU EXPANDS IN FRANCE

*Zoku continues its international roll-out as it announces its first property in Paris.*

The award-winning Dutch hospitality brand Zoku announces its arrival in Paris, France, with the new Zoku scheduled to open in 2021.

The new property will be located in the up-and-coming 19th Arrondissement, in the Claude Bernard-MacDonald-Rosa Parks area. Situated adjacent to the RER station Rosa Parks, the new Zoku is less than 10 minutes from Gare du Nord by metro. Zoku will be part of a mixed-use development called 'Îlot Fertile', combining hotel, residential and office facilities in a garden city block. Îlot Fertile is the largest-scale urban renewal project in the city, which is transforming the area from its industrial past into a comfortable, green and connected neighbourhood to live, work and play.

Developed by [Linkcity](#), a Bouygues Construction division, this sustainable project will result in a zero-carbon neighborhood - contributing to the urban sustainability goals, which the City of Paris aims to achieve by 2050. Zoku became part of the '[Îlot Fertile](#)' development after winning the Reinventer Paris competition launched by the City of Paris. This was due to its innovative design, forward-thinking concept and commitment to social and environmental sustainability, as one of the few Certified B Corporations in the hospitality industry.

The building will accommodate 129 Zoku Lofts, which are spread over seven floors. The much-loved Social Spaces will take an expansive new form on the first floor of the building, opening onto a stunning outdoor patio with extensive greenery and a Pétanque court. New to the brand, and specially designed for the people of Paris, will be the Pentloft: an intelligent hybrid of a living area, meeting room and an event space, spanning 194 m<sup>2</sup>. The new Pentloft, seated on the top floor of the building, will offer bright, flexible spaces, which open onto a private green rooftop terrace with a fantastic view over the city. The design creation of Zoku Paris will be in collaboration with award-winning and Amsterdam-based design company [concrete](#).

"We are so pleased to be partnering with Linkcity to create this innovative neighbourhood of the future. The signing of this property highlights the appetite of municipalities and developers for an innovative, forward-thinking hospitality partner to help build communities, inspire neighbourhoods and most importantly, add value to their development scheme as an active place maker." says Zoku co-founder Marc Jongerius. Marc's founding partner Hans Meyer adds: "Our team has worked extremely hard to create solutions to the urban problems facing the citizens of our growing cities and we can't wait to show our new concept and Social Spaces to the people of Paris and the world."

For the same reason, [DWS Real Estate](#) has acquired the Zoku building from Linkcity through a forward sale. Chiara Randazzo, Head of Transactions France, Belgium and Luxembourg, within DWS' real estate investment business, comments: "Our mission is to deliver superior long-term returns. We seek competitive, sustainable returns through a disciplined investment process and take a rigorous life cycle approach. This innovative concept in a totally reconverted area of Paris, which also meets sustainability criteria, fits perfectly into our strategy."

Zoku Paris will be the brand's fourth European project - Zoku Copenhagen and Vienna scheduled to open in 2020 - and its announcement underlines the company's focus on intensifying international expansion efforts. "We continue to pursue a number of exciting opportunities with developers and investors across Europe, followed by the US and Asia. Our development team looks forward to meeting many more prospective investors and real estate contacts in target cities." says Marc Jongerius. This project was made possible with the support from Gérald Paulmier of G&K Consulting, the team of Hotel Project Management and Pierre-Nicolas Sanzey of Stephenson Harwood.

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### NOTE TO EDITORS

For more information or media requests please get in touch with:

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To download sketches of Zoku Paris please find under 'Sketches' on our [press page](#).

### ADDITIONAL INFORMATION:

#### ZOKU PARIS LOCATION

The Rosa Parks area is ideal for business and leisure, with major corporate offices, innovative business parks and the Parc de la Villette cultural venue all within walking distance. Immediately adjacent is the RER station Rosa Parks, which in less than 10 minutes brings you to Paris Gare du Nord, Europe's biggest rail hub with Eurostar services across Europe. The city's two airports are less than a 30-minute drive away.

#### ABOUT ZOKU

Zoku has invented a new category within the hotel industry with its home/office hybrid. 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 globe trotting talent. Moving far beyond putting heads in beds, the bold concept has won numerous awards, and is celebrated for its lively Social Spaces and vibrant community structure that facilitates genuine connections. In 2018, Zoku became a [Certified B Corporation](#) - one of the few hospitality brands worldwide to have received this.

One of the key features is the innovative Zoku Loft, which shifts the focus within the space from the bed to the living area, with a large table that can be used to work, dine, entertain or relax. Each Loft features a fully equipped kitchen, cleverly designed storage space, a bathroom with a large walk-in shower, and an elevated sleeping space that can be accessed by a retractable staircase and screened off completely during the day.

#### 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 soon. 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).