
Z O K U

PRESS RELEASE

Copenhagen, May 19 2021



The end of the hotel room as you know it: Zoku opens new home-office hybrid in Copenhagen

- In response to the need for more flexible international living and working spaces
- Supporting the rising “work from anywhere” lifestyle
- Shifting the focus from sleeping to living, working and socializing
- Revolutionary design, customizable interior, and smart use of space
- Creating a global community and network in Europe’s creative capitals

COPENHAGEN – Wednesday May 19 2021. Award-winning concept Zoku opens doors in Copenhagen and launches its first location outside of The Netherlands.

Facilitating global living and working for the traveling professional, Zoku, which is Japanese for family, tribe, or clan, has created 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 neighborhood. Designed in collaboration with Concrete, Zoku Copenhagen offers a relaxed place to live, work and socialize with like-minded people while getting wired into the city.

After four years of intensive research on communal spaces and digital nomads, Zoku opened its first hotel in Amsterdam in May 2016, tailoring to the needs of remote workers and global travelers. The concept aims to make it easier, more fun and more fulfilling for visitors and locals to live, work and socialize in European creative capitals. Zoku, nominated by Forbes and CNN as one of the best in the world, is now the first hotel and company to introduce home-office hybrids in Copenhagen.

“In the digital era, offline interactions have never been more important, and we actively facilitate these human connections at Zoku. We’ve worked closely with our target audience to put people at the center of our design so we can deliver maximum value and relevance to our guests,” adds Nikolaj Tamakloe, General Manager of Zoku Copenhagen.

The End of the Hotel Room As You Know It

Now open on Copenhagen's Amager Island, Zoku creates a new hub for travelers and locals to meet, collaborate and connect over a cup of coffee. Zoku Copenhagen has 160 Lofts in five different sizes. Offering both style and space consciousness, the Zoku Loft has customizable interiors that shift the focus from the traditional hotel bed to a practical living space. The central feature of the room is a four-person table that can be used to work, dine, entertain or just hang out.

The Zoku Loft also features a fully-equipped kitchen, cleverly designed extensive storage spaces, an alcove with office supplies, and an elevated, lofted sleeping space, which can be accessed by a retractable staircase and screened off to feel cozy, business-like or something in between. The Zoku Loft will feature furnishings from Danish design brand HAY. Zoku guests can add a finishing touch to their Loft by choosing their own artwork to hang on the walls, making the space truly personal.

The hybrid hotel offers the perfect blend for individuals and businesses who are in need of a venue that seamlessly balances work and leisure. They offer unique 'Social Spaces', designed for coworking, dining, hosting meetings and events, and socializing - all located on the 5th floor rooftop showcasing a picture perfect view of Copenhagen. Under the name WorkZoku, the Social Spaces will also attract internationally minded locals looking for community building and networking within communal work areas. By creating these adaptable spaces facilitated by an on-site Community Manager, Zoku solves the rigid nature of traditional hotels, ending the limitations of working from home and spearheading the 'work from anywhere' revolution.

Harnessing The Work From Anywhere Landscape

While companies across the world are trying to figure out what returning to the office will look like, Zoku developed its concept to make it easier for employees to come together in one environment. Now residents and locals can work and live under the same roof, simultaneously tapping in on the 'work from anywhere' trend across the globe.

"We want to grow internationally, help build the cities of tomorrow, and push the world forward by creating and operating mixed use buildings designed specifically for our target audience. This is what we have focused on since the launch of Zoku, and the recent pandemic further confirmed the need for this," says Marc Jongerius, Co-founder & Managing Director at Zoku.

— END —

About Zoku

Zoku has invented a new category within the hotel industry with its home-office hybrid concept and award-winning Zoku Loft design. Opened 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 professionals, remote workers, and digital nomads. Moving far beyond the standard hotel proposition of putting heads in beds, their bold concept has won numerous awards, received rave reviews from guests, and is heavily celebrated for its lively Social Spaces and unique community structure that facilitates genuine connections among residents. Zoku achieved B Corp certification in 2018, becoming one of the few hospitality brands in the world to receive this recognition. Following its successful localization in Amsterdam, Zoku will expand and continue to grow internationally this year, with its new locations in Copenhagen (now open) and Vienna (opening in June 2021).

About Concrete

Concrete develops concepts in architecture, interior design, urban development and brand development. Concrete likes to let the work do the talking. Next to Zoku, projects include W Osaka, London and Verbier, Virgin Voyages, KLM crown lounge, Urby living US and citizenM hotels worldwide.

www.concreteamsterdam.nl

Visit Zoku Copenhagen on Amager Fælledvej 108, now open for business.

Contact Mia@aimcommunications.dk for more detailed information.

Download photos [here](#).

www.livezoku.com/copenhagen