

Amsterdam, 3 December 2021



Escape rooms in Amsterdam must close with evening lockdown. But now there's one exception:

Zoku and Sherlocked join forces to safely bring an overnight escape room experience to Amsterdam, even after 5pm.

AMSTERDAM, 3 December 2021 – Zoku launches the Escape Loft, making them the first hotel in Amsterdam to transform their rooms into custom escape games. Designed in collaboration with Sherlocked, award-winning escape room designers, this unique experience brings safe and fun entertainment to locals and visitors while restrictions continue to tighten across the city.

An Escape Room You Won't Want To Escape

Experience an escape room that you can sleep in. Guests can directly book an Escape Loft and take part in a 30-40 minute escape room game anytime throughout their stay. Only accessible from the guest's own private room, the Escape Loft keeps each player safe and simultaneously abides to the current 5pm curfew restrictions.

“When we first came up with the Escape Loft idea, we saw an opportunity to bring some fun to the local Amsterdam community while restrictions continued to tighten. Apart from bringing safe entertainment, the game also allows our guests to explore the versatility of the Loft from all angles. Every nook, cranny and smart, space-saving feature becomes more apparent when you're solving clues and hunting around the room for answers.” – Veerle Donders, Concept & Brand Director at Zoku

Cracking the Code

The Escape Loft game can be played solo or in groups of two. It's an affordable add-on to an overnight staycation in Amsterdam. With simple implementation, easy game play and custom icons strategically located throughout the space, players must solve riddles, locate hidden clues, and ultimately - crack the code to the room's safe, revealing a hidden prize inside. No place is off-limits within the room and all clues are seamlessly integrated into the unique Loft design.

“We had heaps of fun creating this experience. We created a quest that is not only fun, it also makes you acquainted with the many (hidden) features of the rooms. We tend to begin our design process with the space itself and the style it already has, to build on that and leverage its unique power. Zoku gave us carte blanche to work with their rooms and that freedom was a treat to us.” – Francine Boon, Head of Development at Sherlocked

10 Escape Lofts are [available to book](#) per night starting at €154.

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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 is named after the Japanese word for family, tribe or clan. Zoku facilitates international living and working for the growing population of globetrotting professionals, location unbound flex workers and digital nomads. The bold concept, which goes far beyond the standard hotel proposition of ‘putting heads in beds’, has won numerous awards, received rave reviews from guests and is praised for its vibrant Social Spaces and unique community that facilitates real connections between residents. Zoku achieved B Corp certification in 2018, becoming one of the first hotels in the world to receive this recognition. Following its successful opening in Amsterdam, Zoku has expanded to include two new locations that opened during the pandemic: Copenhagen and Vienna. Voted “one of the 25 coolest hotels in the world” by Forbes.

About Sherlocked

[Sherlocked](#) is an award-winning team of mystery experience makers, best known for their immersive escape rooms in the heart of Amsterdam. Their games are famous for their level of realism, immersing players in a temporary reality of a legendary heist, or the induction into an ancient secret society. Over the course of an hour, players are locked in a historic room and given the challenge to ‘sherlock’ their way out of it, using both collective intelligence and creativity.

You can download photos and our press kit [here](#).

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