

Paris, 6 April 2023



Say 'Au Revoir' to traditional business travel. Zoku opens fourth hotel in Paris.

Zoku Paris helps make the French capital even more hospitable for business travelers, expats, and the local neighborhood.

- **A new type of business hotel:** facilitating global living and working for the modern day business traveler;
- **Design led rooftop Social Spaces:** fully accessible rooftop for locals with co-working spaces, restaurant, bar, meeting rooms, event space, and large terrace overlooking the city;
- **The end of the traditional hotel room:** 109 private Loft style rooms, with 3 new room types, designed for guests to live comfortably and work efficiently for a few days to a few months;
- **Community building for professionals:** local Community Manager who curates connection building to fight loneliness for business travelers

A new type of business hotel

Facilitating international living and working in the 17th arrondissement

PARIS, 6 April 2023: With three locations already in Amsterdam, Copenhagen and Vienna, the innovative new hotel chain Zoku opens its fourth location in creative capital Paris: an award-winning hotel concept, also suitable for long stays, that facilitates international living and working for the modern day professional. With private apartment style Lofts and rooftop Social Spaces that bring together both travelers and the local community, Zoku provides an inspiring place for people to live, work and socialize all under one roof.

Located opposite the court of justice in the bustling 17th arrondissement, Zoku Paris is just a 10-minute drive from the heart of Paris and a 1-minute walk from the Porte de Clichy metro station: an ideal location for people traveling with the Thalys or Eurostar.

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Design led rooftop spaces

One-stop-shop for travelers and locals to connect



Credit: Ewout Huibers & Concrete

Spread over the top 3 floors of the Stream Building, this mixed-use building of 16.000m² will include 109 Lofts, a rooftop restaurant and bar, as well as coworking spaces, meeting rooms for offsites (with full or half day rentals, one of which has foosball table and can be rented by the hour), and a large event space. With a huge terrace that features plenty of greenery and a breathtaking view of the capital, Zoku Paris also serves as the ultimate relaxing getaway when finishing up work for the day.

Entering the doors of Zoku is like finding yourself in a small neighborhood. After taking the elevator to the 8th floor, you'll discover an open welcome area with a buzzing bar, co-working spaces, an Almost Everything Station, a living room with a view, Zoku's tasty Living Kitchen restaurant, and for the first of its kind: the Oh Lá Lá Cheese and Charcuterie Shop for a delicious and local bite to eat. On the roof of these Social Spaces is a rooftop farm (1.200m²) that delivers the fresh herbs Zoku's Living Kitchen uses to add a local touch to their dishes.

All of these inspiring spaces are brightly lit and creatively designed in collaboration with award-winning architecture and design studio, Concrete.

“With hybrid and remote work becoming mainstream, more corporate companies are embracing this trend. Zoku is a frontrunner in creating mixed-use buildings for international living, working, and networking across Europe.

Our newest addition, Zoku Paris, benefits international business travelers and local Parisian businesses in this major creative capital. This fourth Zoku location also marks the beginning of our partnership with Covivio after winning the Reinventer Paris competition with the innovative Stream Building designed by PCA-Stream. By incorporating both sustainable elements and multi-functional spaces, we're proud to be part of a building that truly showcases the Zoku DNA." – says Marc Jongerius, Managing Director and Co-founder at Zoku.

The end of the traditional hotel room

Private Lofts designed to live, work, and socialize for long-term stays



Credit: Ewout Huibers & Concrete

In a standard hotel room, the bed always dominates. In the Zoku Loft, a large table is the central feature of the space, creating a home-like environment that can also be adapted into a private workspace. In just 24/30m², the Zoku Loft features everything you need for an extended stay in Paris: including a living room, kitchenette, bathroom, 4-person table, queen or king sized bed, and custom artwork for that extra personal touch. The unique design of the Loft functions like a life-size game of Tetris, with a retractable staircase, storage facilities, and versatile furniture that seamlessly fit together to maximize space.

The Loft also represents true hybrid functionality with its ability to create a 24-hour use of space. Because the bed can be raised and tucked out of the way, it also functions as a meeting room, podcast studio, or pop-up office - all of which can be booked for half-day or full-day rentals during the day. Unique to Zoku Paris, are three new room types that aren't available in other locations: the Zoku Apartment, Zoku Studio, and the MeetingLoft. In total, Zoku Paris offers 7 different room types: the [Zoku Loft](#), [Zoku Loft XL](#), [Zoku Loft XXL](#),

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[Zoku Room](#), [Zoku Apartment](#), [Zoku Studio](#), and [Zoku Movie Room](#).

Located on every floor of Zoku Paris is also the Pantry, which provides residents with everything they could need during their stay - such as cleaning materials, extra sheets, kitchen utensils, spare wine glasses, yoga mats, and more - to borrow free of charge. On top of this, there's a Locker Room downstairs that everyone can use before check-in or after check-out. This way early arrivals can shower or store their suitcase at their own convenience, also at no additional cost to their stay.

Community building for professionals

Fighting loneliness that comes with business travel

Last year, Paris was ranked as one of the [worst cities in the world for expats](#). Zoku is here to contribute to changing that.

Zoku helps expats and business travelers get rooted in the local scene while connecting with internationally minded locals. Whether you're in need of accommodation for a quick solo trip, are looking for a long term housing option, or simply want to buy-out the entire building to host your company's next offsite, Zoku can do it all. It creates a truly personalized experience that takes into account the needs for both leisure and business.

Unique to the hotel concept is also the on-site Community Manager, who provides Check-in Chats, Community Dinners, and other social rituals for guests who stay 14 or more nights. They make sure everyone feels at home from day one, while simultaneously curating events that are also interesting to locals: like workshops, seminars, live podcast streams, or their *Aperó Live Music Sessions* every Thursday night.

The innovative concept perfectly meets the needs of today's business traveler, especially in an era where the boundaries between work and private life are becoming increasingly blurred.

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Project Partners

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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. Opened in 2016 by Dutch entrepreneurs Hans Meyer and Marc Jongerius, Zoku is named

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after the Japanese word for family, tribe or clan. Zoku facilitates international living, working and conscious traveling for the growing population of globetrotting professionals, digital nomads and remote workers. Its multipurpose business facilities make it a hospitality frontrunner in the future of work, providing hybrid work solutions for employees to reconnect while working-from-anywhere. The bold concept, which goes far beyond the standard hotel proposition of “putting heads in bed”, has won numerous awards, received rave reviews from guests and is praised for its vibrant Social Spaces, sustainability initiatives and unique community that facilitates connections between residents and locals. Zoku achieved B Corp certification in 2018, becoming one of the first hotels in the world to receive this recognition, and was voted “one of the 25 coolest hotels in the world” by Forbes. Zoku recently expanded to include three new locations to its portfolio of European hubs: Copenhagen and Vienna in 2021 and Paris in April 2023.

Zoku Paris

48 Av. de la Prte de Clichy,
75017 Paris, France
www.livezoku.com/paris

You can download photos, our media kit, and fact sheet (English and French) [here](#).

For questions or interview requests, you can contact:

Bureau de presse Pascale Venot

Mérodie FRANÇOISE

melodie@pascalevenot.fr

07 50 87 71 06