

Amsterdam, 23 February 2024

Zoku Welcomes Real Estate Visionary Patrick Nelson

AMSTERDAM, 23 February 2024 – Zoku, a new type of business hotel offering a relaxed place to live, co-work, and socialize in some of Europe’s most livable cities, is excited to announce that it will be working with Patrick Nelson, former Head of International Real Estate at WeWork. Patrick joins forces with Zoku as it prepares for its ambitious expansion with an initial focus on London, marking a significant milestone in the company’s growth strategy.

With a remarkable legacy of scaling WeWork’s presence across EMEA to 324 sites in 48 markets, Patrick brings a wealth of experience and a visionary approach to Zoku. His expertise in international real estate and expansion will be instrumental as Zoku seeks to establish its innovative living and coworking spaces in London, one of the world’s most dynamic and challenging real estate markets.

“Patrick’s track record speaks for itself, and his forward-thinking approach to real estate development aligns perfectly with Zoku’s mission to create spaces where people can live, work, and connect in urban centers around the globe,” said Marc Jongerius, Co-Founder and Managing Director at Zoku. *“London is not just another city for us; it represents a strategic move to introduce our unique product to a new audience while offering a solution for owners to redevelop grade B and C buildings to future-proof real estate.”*

Zoku’s expansion into London follows the successful launches of its properties in Amsterdam, Copenhagen, Vienna, and Paris. Each Zoku location is designed to cater to the needs of today’s global professionals and remote workers, offering a blend of private and communal spaces that foster collaboration, creativity, and a sense of community.

The decision to enter the London market underscores Zoku’s commitment to not only expanding its global footprint but also to innovating the way mixed-use properties serve the modern business traveler. Under Patrick Nelson’s guidance, Zoku aims to challenge conventional hospitality models and provide a new kind of home base for international professionals in London.



“Zoku’s hybrid concept gives us a glimpse of what the future of real estate looks like, providing an improved experience for all Zoku guests, visitors, and workers alike. The world needs more Zokus! I’m proud to help grow the Zoku business and bring Zoku to London,” said Patrick Nelson, former Head of International Real Estate at WeWork.

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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 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.

About Patrick Nelson

[Patrick Nelson](#) is a distinguished leader in the real estate sector, notably leading WeWork EMEA’s expansion from one to 324 sites across 48 markets, totaling over 23.5 million rentable square feet. He led the restructuring of WeWork International’s portfolio, achieving \$280 million in rental abatements and reducing balance sheet liabilities by \$5.2 billion. Prior to WeWork, Nelson was part of CBRE’s premier brokerage team in NYC and holds an MBA from Columbia Business School. His foundation in finance is solidified as a qualified accountant with PriceWaterhouseCoopers, showcasing his strategic and financial expertise in the industry.

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

For questions or interview requests, you can contact:

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