

PRESS RELEASE

***Second hotel in the Netherlands:  
Design meets flea market charm and old masters  
in the new Motel One Amsterdam-Waterlooplein***

Munich, 11 January 2018. Everything in the new Motel One Amsterdam-Waterlooplein revolves around the themes of flea markets, upcycling and old masters. The inspiration came from the famous flea market on Waterlooplein, the historic square from which the hotel takes its name. Dutch artist Piet Hein Eek skilfully combines the themes, which are perfectly set off by oversized works of art from old masters. The hotel enjoys a perfect city centre location and is the second one that the successful hotel group has opened in Amsterdam. Rooms are available from EUR 89 per night.



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“We are proud to be strengthening our presence on the Dutch market with a second hotel in Amsterdam,” says Dieter Müller, CEO and founder of the Motel One Group. “The new hotel underscores our expansion strategy, which aims to put Motel One hotels in central locations in all Europe’s attractive cities at affordable prices – in line with our claim ‘Like the Price. Love the Design.’”

**Flea market charm translated into a luxurious modern setting**

In its second Amsterdam hotel, Motel One has gone for an extraordinary and luxurious interpretation of the ‘flea market’ theme, with old windows, doors, cupboards and wooden planks as wall coverings, a chandelier made from flea market lamps and a workbench made from a wide range of materials with integrated table lamps. Piet Hein Eek, a Dutch designer who specialises in upcycling, developed three extraordinary designer pieces for the new Motel One Amsterdam-Waterlooplein. They give the One Lounge a special atmosphere, while at the same time supporting the hotel group’s sustainability beliefs.

**Art appreciation in a relaxed atmosphere**

The entire One Lounge design plays with light and shadow and with bright and dark contrasts, echoing the old Dutch masters. An elaborate wallpaper display shows close-up details, inspired by masters like Rembrandt and Vermeer, which have been framed by old picture frames from flea markets. Even the tables have been specially printed with images borrowed from the Dutch masters, allowing guests to discover Dutch art in a relaxed atmosphere during their stay in the canal city. Some of the originals can be admired in the nearby Rembrandt House Museum, which is just a short walk from the hotel.



### **Old masters meet modern luxury**

The country's old masters are not the only artists celebrated in the new Motel One Amsterdam-Waterlooplein. In the One Lounge, modern designers from the local area have a chance to demonstrate their skill as well. Guests can sit on chairs by Moooi designed with lots of attention to detail, or on bar stools designed by Pepe Heykoop, who also works with recycled materials. International luxury designer pieces add to the decor, including a Chesterfield sofa from Poltrona Frau and chairs and armchairs by Italian company Poliform. It is the impression of perfect imperfection created by the combination of old and new that makes the overall design of the new Motel One so appealing.

In the bedrooms, guests will find more individual and homely touches alongside the usual high-quality Motel One furnishings. Box-spring beds and 100% Egyptian cotton bedding promise a good night's sleep. The Freifrau leather armchair, Artemide floor lamp and B&B Italia table are perfect for working and relaxing, and the bathroom is a mini spa with a rain shower and eco shower gel. The distinctive local theme seen in the One Lounge continues in the bedrooms, with echoes of famous Rembrandt paintings. Details have been framed to create a kind of jigsaw puzzle – a nod to the hotel's proximity to the Rembrandt House Museum.

### **About the Motel One Group:**

*Like the Price. Love the Design.* – Motel One, the multi-award-winning budget design hotel group, has successfully positioned itself in Germany, Austria, the UK, Belgium, the Czech Republic, the Netherlands and Switzerland with 60 hotels and around 16,550 rooms (correct at 30 September 2017). Industry experts and guests appreciate the unique combination of high-quality furnishings, exclusive design, high service standards and first-class city-centre locations at attractive prices.

The company was founded in 2000 and has its headquarters in Munich. In the third quarter of 2017 it generated turnover of EUR 110 million with an average occupancy rate of 79.4 per cent.

For further information, visit [www.motel-one.com](http://www.motel-one.com)

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