

SIR Adam® looks forward to offering you centre stage.



SIR Adam® is an urban luxury boutique hotel for the music-savvy traveler of the 21st century. Sir Adam inhabits the A'DAM Toren, the new epicentre of the Amsterdam **creative & music** industry. The entrance to his mansion is steps away from Central Station ferry, besides the iconic EYE Film Institute, overlooking the IJ-river.

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The Hub

On the mezzanine overlooking The Butcher Social Club, Sir Adam offers his guests centre stage at The Hub, a curated check-in and store experience that showcases unique local products and **eclectic** gear for music junkies.

The Hub is Sir Adam's heart and a centre of activity where guests can chill, have a drink, listen to his favorite tunes or the **beats** from The Butcher Social Club downstairs. Sir Adam's Hub is the social gathering place for Amsterdam locals and international travellers alike. The Hub is their neighborhood.

Guest rooms

All Sir Adam's 108 luxury styled guest rooms range from **funky** Sir Boutique to super-slick Sir Deluxe Corner. Sir Adam's rooms are outfitted with necessities to entertain, feature works from local artists, mirrors etched with illuminated **lyrics** from his favorite songs, custom furniture and lighting. New York interior designer ICRAVE embraced the original shell of the building and left the raw concrete

columns and ceiling exposed. Floating, cantilevered desks and window benches maintain the continuity of floor-to-ceiling windows.

About Sir Adam

- Member of Design Hotels™
- 108 guest rooms: Sir Boutique, Sir Deluxe & Sir Deluxe Corner designed by ICRAVE
- Free WiFi & a Bluetooth-enabled 42" television
- Crosley Cruiser record player to rock your own tunes
- Custom designed minibar with Illy espresso machine & tea set-up
- SIR's signature bedding collection & pillow menu
- 300 thread-count crispy cotton linen
- Fluffy bathrobes and slippers
- DEAD CLEAN bathroom and spa body amenities
- Floor-to-ceiling windows with unparalleled panoramic views over Amsterdam's historic centre & its bustling port
- Oversized rain shower
- Curated artwork from local artists



The Butcher Social Club & Terrace

True to its metropolitan location, The Butcher Social Club is a full service concept opening from 7AM until after midnight and **24h** in the weekend. Whether guests crave a late breakfast, a tasty lunch, a hearty dinner or a midnight snack, The Butcher Social Club is the place to be. All designed by ICRAVE.

It's a casual place to connect people. An island bar with live DJs, a hole in the wall style extensive burger joint with a large **cosy** lounge act as adult playground with pool table, ping pong and soccer table, with a one of a kind terrace facing the IJ-river.

The island bar will be the central point for the drinking culture which will include worldwide exclusive beers, top end selection of spirits and signatures cocktails. Before dinner after dinner, pre clubbing and after clubbing that will be the place to be. It will offer a stage for live band performances for **music junkies** to enjoy or perform. The Butcher Social Club will never stop.

Sir Adam's Services

- Limo-service & valet-parking
- Check-in by your personal desk jockey
- (pre-arrival) concierge service
- Work hard, play harder at The Gym
- Access to A'DAM LOOKOUT observation deck, MADAME panorama bar, a revolving rooftop restaurant & subterranean nightclub The Shelter
- Sir Adam Affairs to mark his signature events
- The Deck with three flexible creative spaces & BeerGarden

The Butcher Social Club & Terrace

- Full service from 7AM until after midnight & 24h in the weekend
- A stylish burger bar
- Live music performances & DJs
- Cosy lounge & adult playground
- Top end selection of signature cocktails
- Mobile bar serving from sun up to sun down



The Deck & The BeerGarden

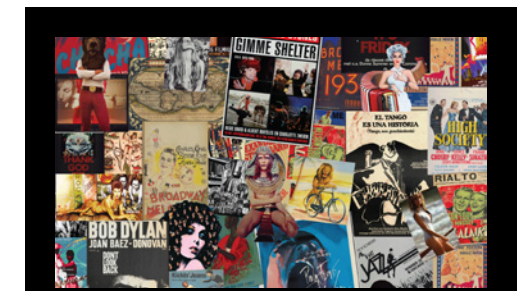
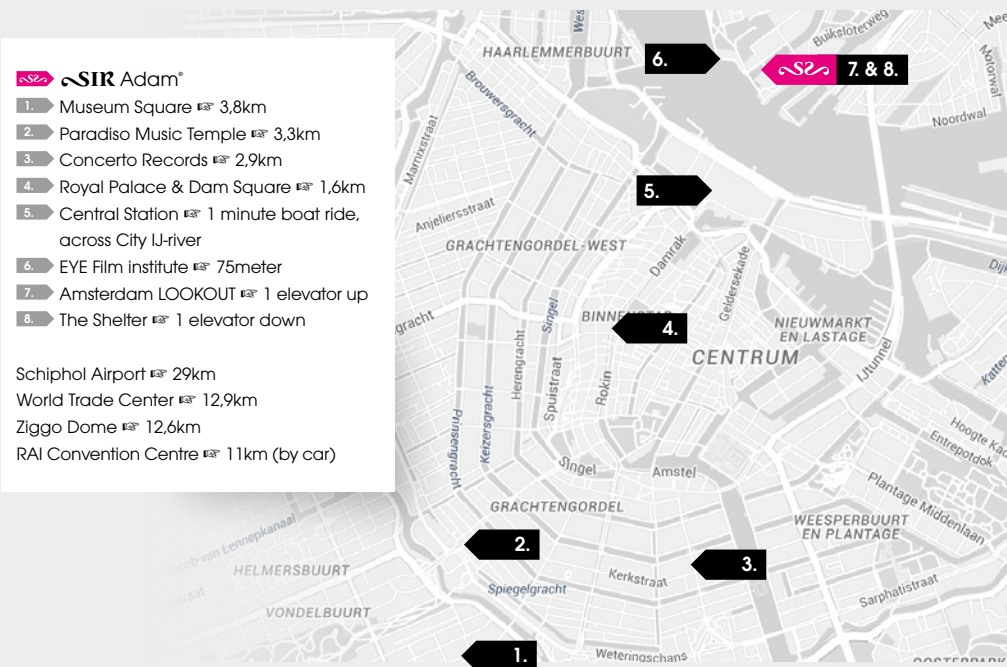
A spiral staircase connects The Hub to the garden roof, home of The Deck and The BeerGarden. The roof features a variety of Amsterdam's best beverages amidst seasonal sculptures, landscaping, and unparalleled panoramic views of the historic city centre. The Deck features Sir Adam's flexible, creative Studios nestled between the tower legs, and can be combined with The BeerGarden to create one large event space that can host up to 200 people.

The Deck is the perfect space for gatherings, expo's, receptions, photo shoots or whatever other event you need a deck for. The Deck consists of three 3 separate rooms including a lounge to be combined in to 1 big deck of 220m².

Whether it's sports on Sir Adam's garden screens or a traditional festival, there's always something happening at The BeerGarden. It's a 100m² party place to help you carry the alfresco fun into the evening.

Location

Infused with Sir Adam's global experiences and commitment to curation, his hotel in the A'DAM Toren is poised to be the new cultural hub at Amsterdam City IJ-River, an area described by the New York Times as the "red-hot art neighbourhood and new creative centre".



- ### The Deck is ideal for ...
- 30 to 45 creative thinkers in theatre style overlooking the EYE Film institute or IJ-river
 - 8 delegates in boardroom setup overlooking the EYE Film institute
 - 200 lovers of a great party or reception with breathtaking views in all directions



The Deck & The Studios

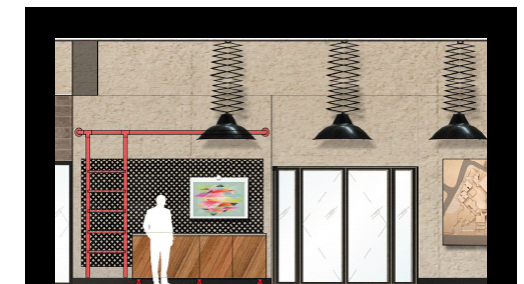
The Deck features Sir Adam's flexible, creative Studios nestled between the tower legs. The Studios are the perfect location for expo's, receptions, photo shoots or whatever other event you need an inspiring space for. Sir Adam's Studios provide a unique working environment with industrial design elements, offer unparalleled views of Amsterdam's historic city centre and are spilling over with natural daylight.

Equipment

Sir Adam packed his Studios with all the essentials you need, like flat screen televisions, surround sound systems and beamers. Just connect your device wireless to Sir Adam's Apple TV for a presentation, video conference or online presentation.

Reservations & information

Tel: +31 (0)20 710 72 31
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Set up	Studio 1	Studio 2	Studio 3
Theatre	36	60	36
Boardroom	18	30	18
U-shape	20	32	20
Classroom	20	32	20
L	10	14.8	11
W	5	5	5
H	3	3	3
Square m.	50	74	55

*The Deck, The Studios and BeerGarden can be combined in to 1 big deck of 220m²



SIRAlbert®



SIRNikolai®



SIRAdam®



SIR Savigny®

SIR HOTELS

SIR is a legendary collection of luxury boutique hotels. Each SIR curates its own cosmos and has entrepreneurial spirits, a fine taste of aesthetics and feature a distinctive destination for the design savvy traveller of the 21st century. Each SIR hotel is a home, an enviable pad belonging to a unique character. This character is a 'modern aristocrat', which means he belongs to a new breed of upper class, individuals who have all the trappings of aristocracy but none of the pretensions. They are worldly, well-traveled, super-slick and uber-stylish.

SIR is a family of passionate individuals dedicated to curating original guest experiences in an authentic, creative and emotional connected manner. SIR hotels stage are social gathering places in vibrant cultural neighbourhoods where travellers meet the locals.

SIR is part of a burgeoning movement: over the coming years 'modern aristocrats' will open their luxury boutique homes to the public in prime

European cities. Sir Nikolai in Hamburg and Sir Adam in Amsterdam will open their doors in Summer 2016.

Sir Albert in Amsterdam and Sir Savigny in Berlin are already very much looking forward to welcome you as their esteemed guest.

SIRAdam®
AMSTERDAM

Opening 2016

SIRAlbert®
AMSTERDAM

SIR Savigny®
BERLIN

SIRNikolai®
HAMBURG

Opening 2016

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