



CONSERVATORIUM

MUSEUMPLEIN, AMSTERDAM

SUITES





The three founding hotels of The Set are located in the cultural heart of their vibrant cities. They have for decades attracted people who drive change and creativity and are places where established and emerging ideas come together to shape the future.

Matching the spirit and pace of contemporary life, The Set hotels are explicitly designed to enable new discoveries and to capture the hearts and minds of guests in the process. These are places people love, want to return to and to tell others about. Simply put, they are the modern grand hotels of our time.









Heritage

Built in 1897, the Conservatorium has a richly layered history as a bank, then a music school and now a hotel. In each chapter, the landmark property has been a gathering place for commerce, culture and society.

The building was originally designed by the architect Daniel Knuttel as the Dutch savings bank, Rijkspostspaarbank. Its construction at the end of the 19th century sparked the regeneration of Amsterdam's museum quarter. At that time, the building was as much a symbol of commercial and cultural prosperity as the Rijksmuseum, which was being revealed just next door. This was reflected in the impressive architecture of both buildings on Museumplein.

Throughout the 20th century, the Rijkspostspaarbank underwent a series of mergers and the building was abandoned in 1978. Five years later, it became the home of the newly formed Sweelinck Conservatorium and the bank was dynamically transformed into a music school. The offices were modernised to become acoustic classrooms. The students of the Conservatorium played there for many decades before moving to larger quarters in Oosterdokseiland. In 2008, it began its evolution into Amsterdam's only modern grand hotel, finally opening as the Conservatorium in December 2011.

Design & Architecture

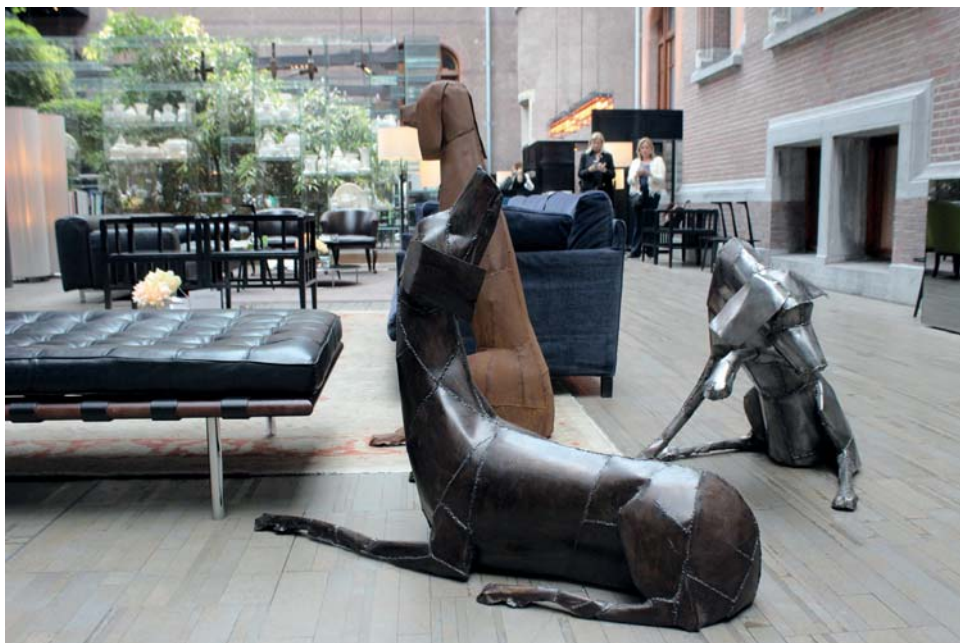
Over 100 years ago, architect Daniel Knuttel turned to a mix of neo-Gothic and Art Nouveau principles to visually celebrate the importance of the Conservatorium building. Today, Italian architect Piero Lissoni uses a contemporary design language to complement and continue this narrative.

Inside and out, a strong design aesthetic is fundamental to the Conservatorium. It actually tells its story. The building's original function as a savings bank is apparent in the playful details so embraced by the Art Nouveau movement. There are stone pigs carved into the staircase to symbolise piggy banks; spider webs on the tiles in the shopping arcade allude to spiders trapping flies to consume later; and the tiles also portray bees, which, metaphorically, save stocks of honey for the wintertime.

These elements demonstrate an attention to design detail that remains today. Italian architect and design maestro Piero Lissoni was responsible for evolving this rich design history into a contemporary space. The way he merged the 19th century edifice by encasing its interior courtyard in glass demonstrates a seamless, innate understanding of old and new, public and private.

Lissoni's style is rich, muted and stylishly pared-back. While his vision contrasts to the decorative nature of the original 19th century edifice, it brings a new mood – and a new function – to this historic landmark building.





Music & The Arts

The Conservatorium regularly collaborates with the Conservatorium van Amsterdam music school and together they started the Expression of Art Award series. Each year, students from the jazz department are invited to play at the hotel. A jury is present to announce the winner, who is awarded with a monetary fund to encourage them in their musical career.

The hotel's cultural commitment goes beyond music. It has an ever-changing roster of contemporary artists displaying their work in the hotel lobby. These artists range from emerging talent to globally established names such as Banksy and Scholten & Baijings.

Local artists also decorate the Artist in Residence Suites upstairs with works. These pieces are rotated frequently and are shown alongside publications giving details. They are accompanied by a series of lectures and workshops.

The permanent art collection in the hotel has been curated by architect Piero Lissoni, and includes everything from reproductions of historic Dutch masterpieces to brand new commissions inspired by the Conservatorium's cultural and musical history.

'BEAUTY LIES IN
IMPERFECTION.'







Duplex Suites

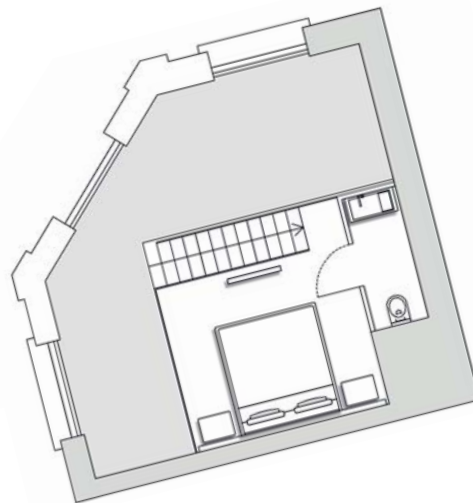
Duplex Suites are spread over two floors in a cosy 40 sqm (430 sqft) space. They have views over Amsterdam to either the Stedelijk Museum or Van Baerlestraat and are sleekly designed, minimal and comfortable.

The suites offer comfortable working space with free Wi-Fi and state-of-the-art in-room entertainment. The bathroom features a deep soaking bath, large rainfall shower, luxurious designer amenities, LCD mirror TV and micro cotton towels.

LEVEL 1



LEVEL 2



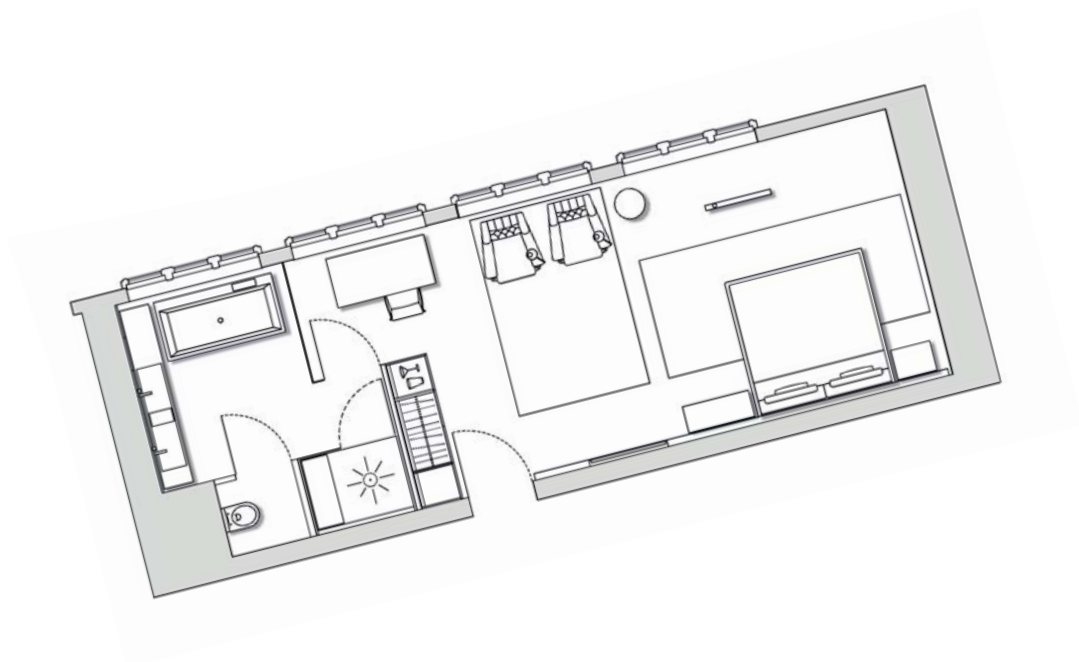
BED TYPE : 1 KING

40 - 48 SQM / 430 - 517 SQFT



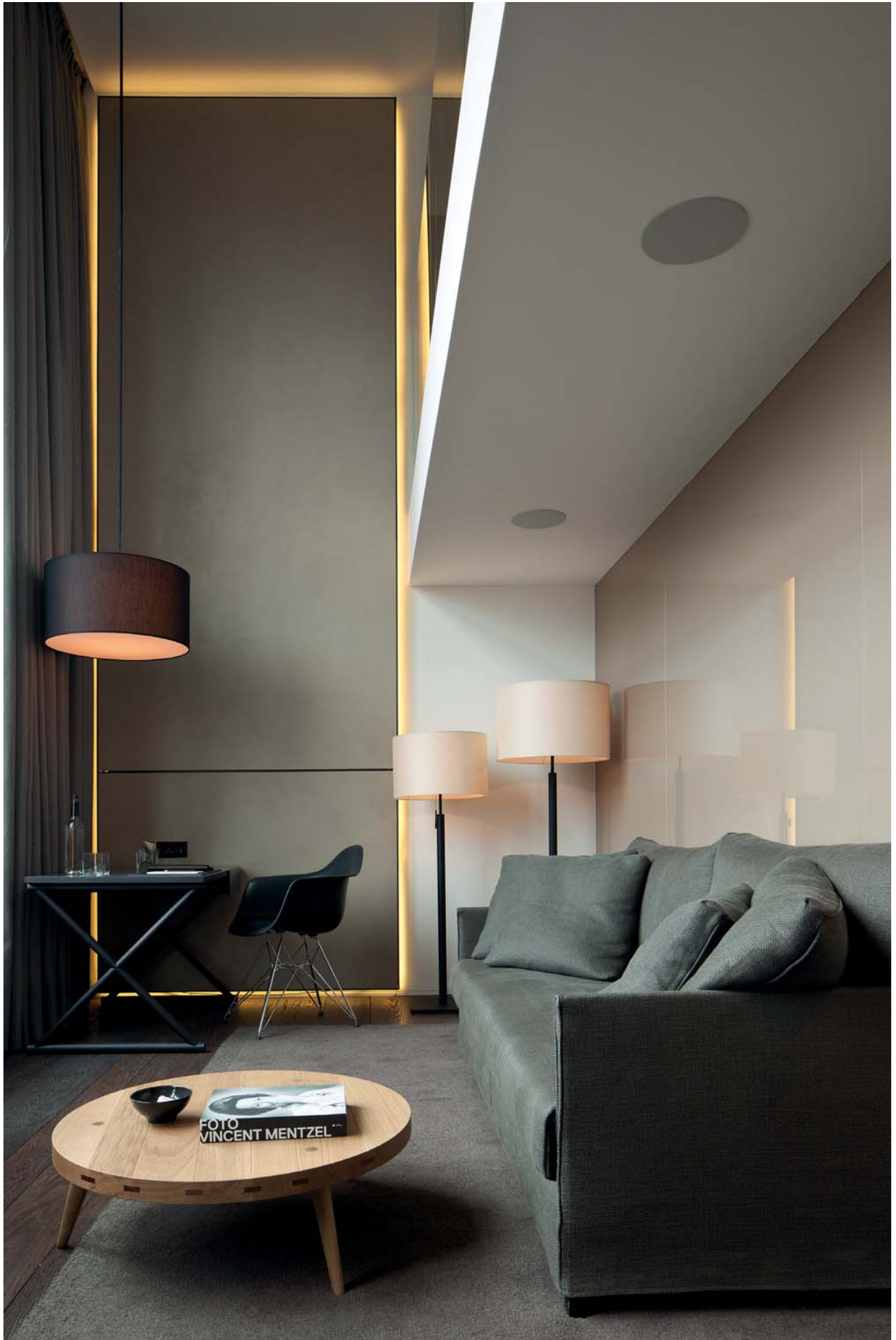
Junior Suites

The Junior Suites are 52 sqm (559 sqft) large and blend minimal contemporary design with some unique historical features and architectural elements. Some rooms can be booked together (up to a combination of four interconnecting suites) to create larger spaces for families or groups. Views spread out across the courtyard, Paulus Potterstraat, Van Baerlestraat or the hotel's atrium. The suites offer comfortable working space with free Wi-Fi and state-of-the-art in-room entertainment. The spacious bathroom features a large rainfall shower, luxurious designer amenities, bathroom LCD mirror TV, micro-cotton towels and a deep soaking bathtub.



BED TYPE : 1 KING

52 SQM / 559 SQFT



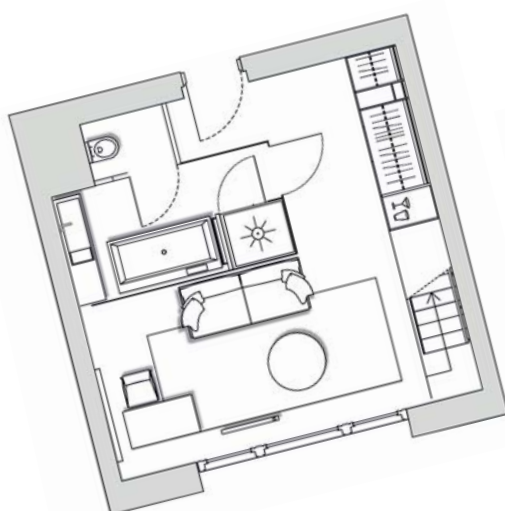
Grand Duplex Suites

Grand Duplex Suites have epic views of Amsterdam overlooking the lounge and atrium or the Paulus Potterstraat. The suites are maximum 64 sqm (689 sqft) and have distinct spaces — living and sleeping — on each floor for guests to enjoy.

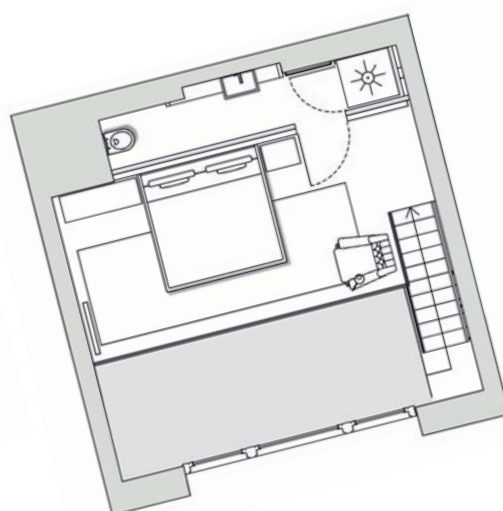
The suites offer comfortable working space with free Wi-Fi and state-of-the-art in-room entertainment with a comfortable separate seating area on the ground floor. The bedroom area and the second bathroom are located on the duplex level.

The bathroom features a large rainfall shower, luxurious designer amenities, bathroom LCD mirror TV as well as micro cotton towels. Most bathrooms offer a deep soaking bathtub.

LEVEL 1



LEVEL 2



BED TYPE : 1 KING

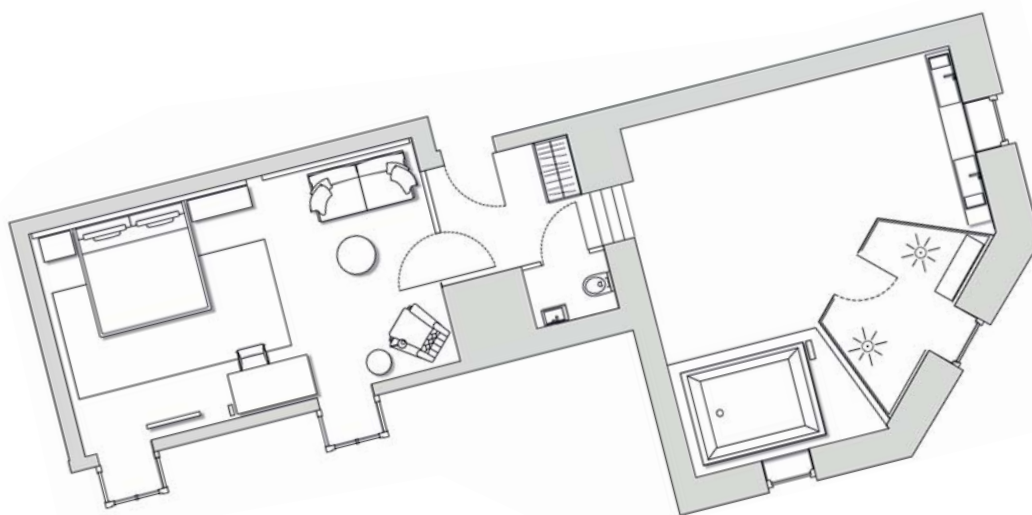
55 - 64 SQM / 592 - 689 SQFT



Rooftop Suites

The rooftops of Amsterdam's high houses are world-famous, and the Rooftop Suites are opportunities for guests to stay in one and simultaneously look out across the cityscape. The 64 sqm (688 sqft) sized suites, nestled in the eaves, contain remarkable historical features and are divided into separate levels by a small set of stairs.

There is a sitting and workspace area with free Wi-Fi and state-of-the-art in-room entertainment. The extra large bathroom has a large travertine bath, separate rainfall shower and toilet, luxurious designer amenities, bathroom LCD mirror TV as well as micro cotton towels.



BED TYPE : 1 KING

64 SQM / 688 SQFT



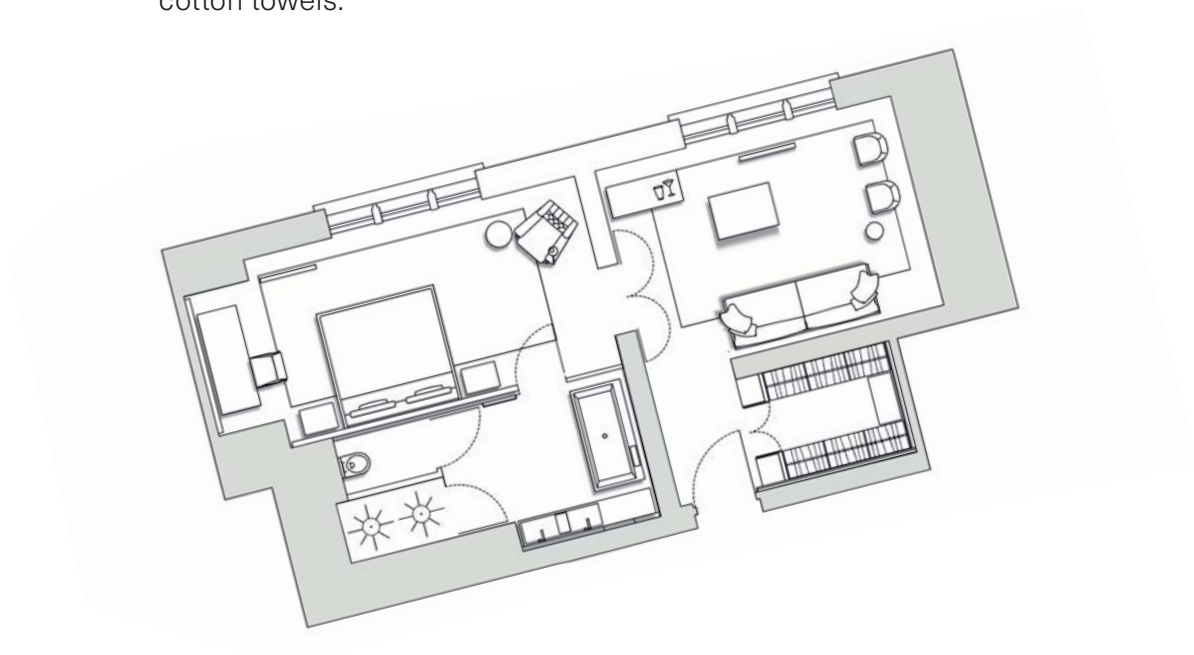




Conservatorium Suites

The Conservatorium Suites are 56-74 sqm (603-797 sqft) in size and are tall, regal spaces. They offer a comfortable working space and separate seating area, with free Wi-Fi and state-of-the-art in-room entertainment. They can be connected with adjoining suites to create even larger places for those staying in large groups.

The bathroom features a deep soaking bathtub and separate rainfall shower, luxurious designer amenities, bathroom LCD mirror TV and micro cotton towels.



BED TYPE : 1 KING

56 - 74 SQM / 603 - 797 SQFT



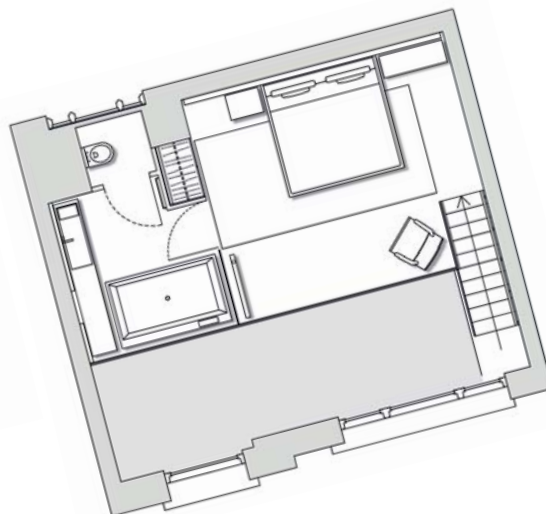
Royal Duplex Suites

The Royal Duplex Suites are lofty, contemporary urban spaces spread over 72 sqm (775 sqft) on two spacious levels. On the lower level, there is a separate seating and living area with a large dining table. The main bathroom has a deep soaking bathtub, separate shower and toilet as well as luxurious designer amenities, bathroom LCD mirror TV and micro cotton towels. Upstairs is the sleeping area with king size bed. The second bathroom on the ground level has a large rainfall shower and toilet.

LEVEL 1



LEVEL 2



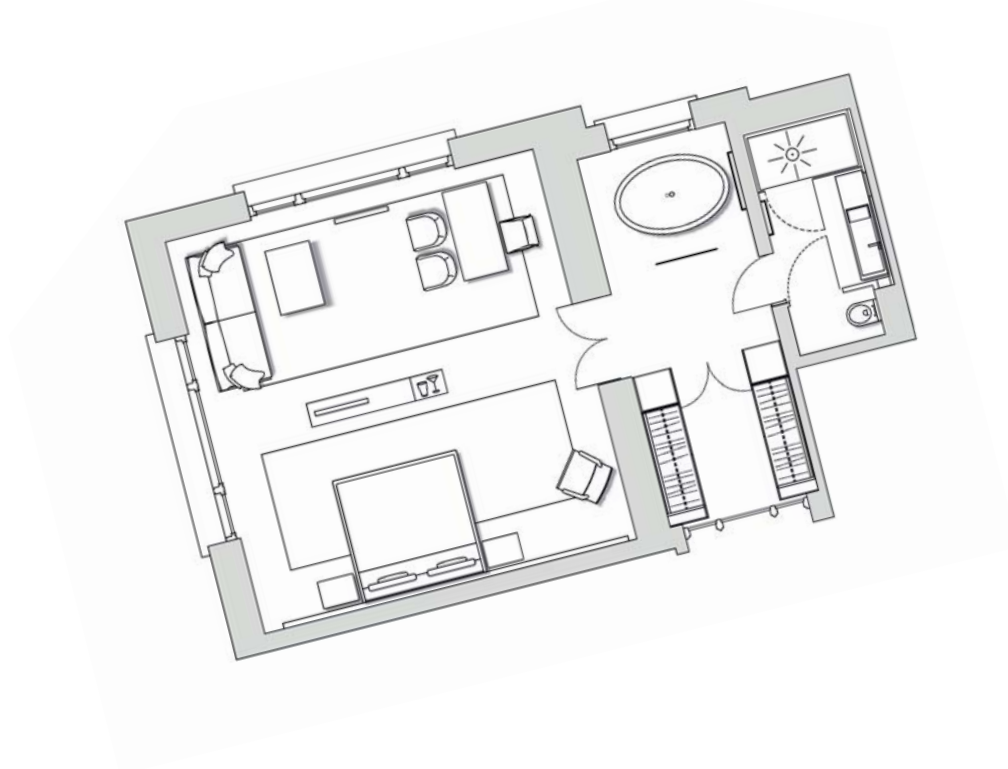
BED TYPE : 1 KING

72 SQM / 775 SQFT



Van Baerle Suites

The Van Baerle Suites are large 64 sqm (688 sqft) rooms that have ceilings that stretch up 4.5 metres above and feature an impressive, spacious entrance with a bathtub, as well as luxurious designer amenities, bathroom LCD mirror TV and micro cotton towels. They are pared-back, muted spaces in which to rest in the centre of the city.



BED TYPE : 1 KING

64 SQM / 688 SQFT



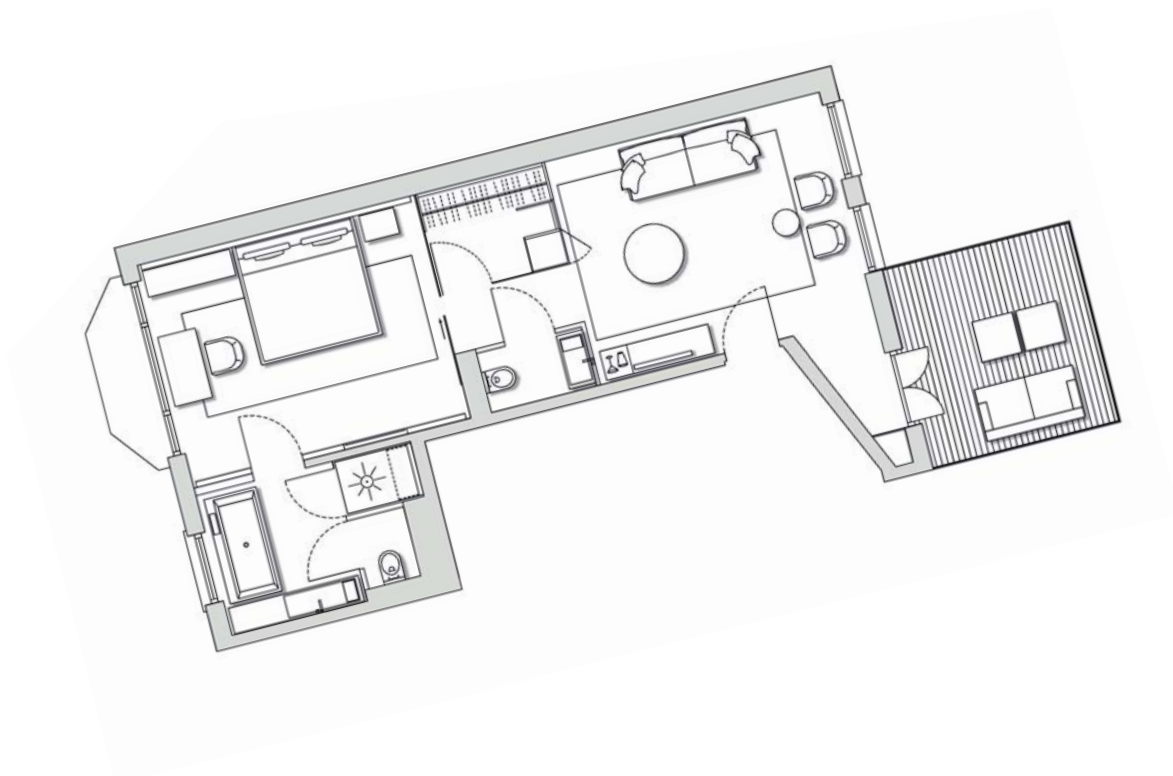




Conservatorium Suites with Balcony

The Conservatorium Suites with Balcony are 72 sqm (775 sqft) in size. These comfortable rooms have balconies for guests to step onto and enjoy a stunning view of the courtyard and the Stedelijk Museum.

The suites offer a comfortable working space and separate seating area, free Wi-Fi and state-of-the-art in-room entertainment. Bathrooms feature a deep soaking bathtub or separate rainfall shower, luxurious designer amenities, bathroom LCD mirror TV and micro cotton towels.



BED TYPE : 1 KING

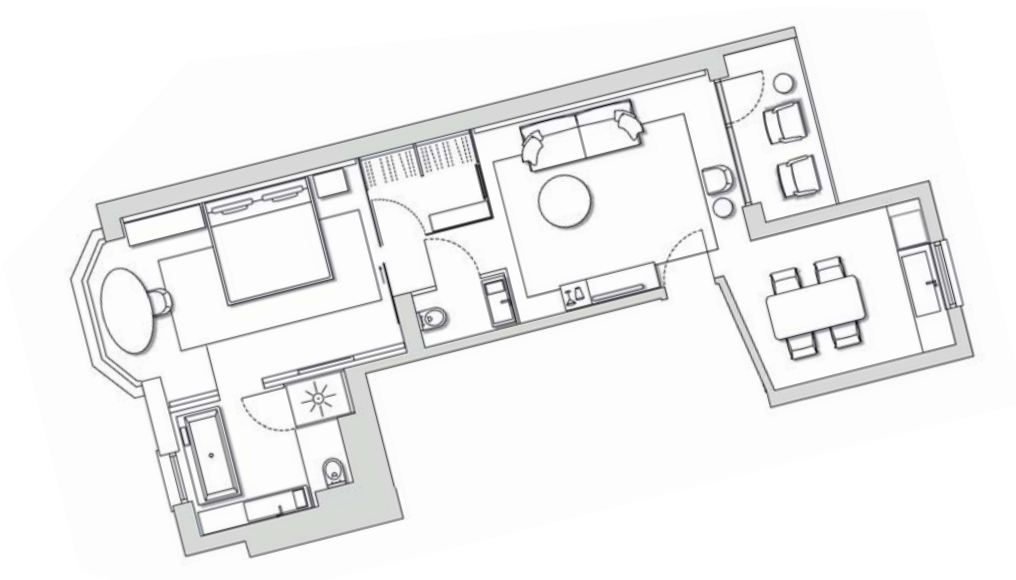
72 SQM / 775 SQFT



Artist in Residence Suites

For those seeking a true Amsterdam experience, the Artist in Residence Suites have been designed to resemble a classic townhouse in the city and can be enjoyed by families or those staying in Amsterdam for longer periods. They are decorated with a rotating selection of artworks from different artists. These mini exhibitions are accompanied by a series of lectures and workshops downstairs in the hotel. Artist in Residence Suites are between 53 and 68 sqm (570-732 sqft) large.

Each has a separate living space with kitchenette, balcony and all the luxury amenities for which the hotel is known. Additionally they offer a comfortable working space with free Wi-Fi and state-of-the-art in room entertainment. The bathroom features a deep soaking bathtub, large rainfall shower, luxurious designer amenities, bathroom LCD mirror TV and micro cotton towels.



BED TYPE : 1 KING

53 - 68 SQM / 570 - 732 SQFT



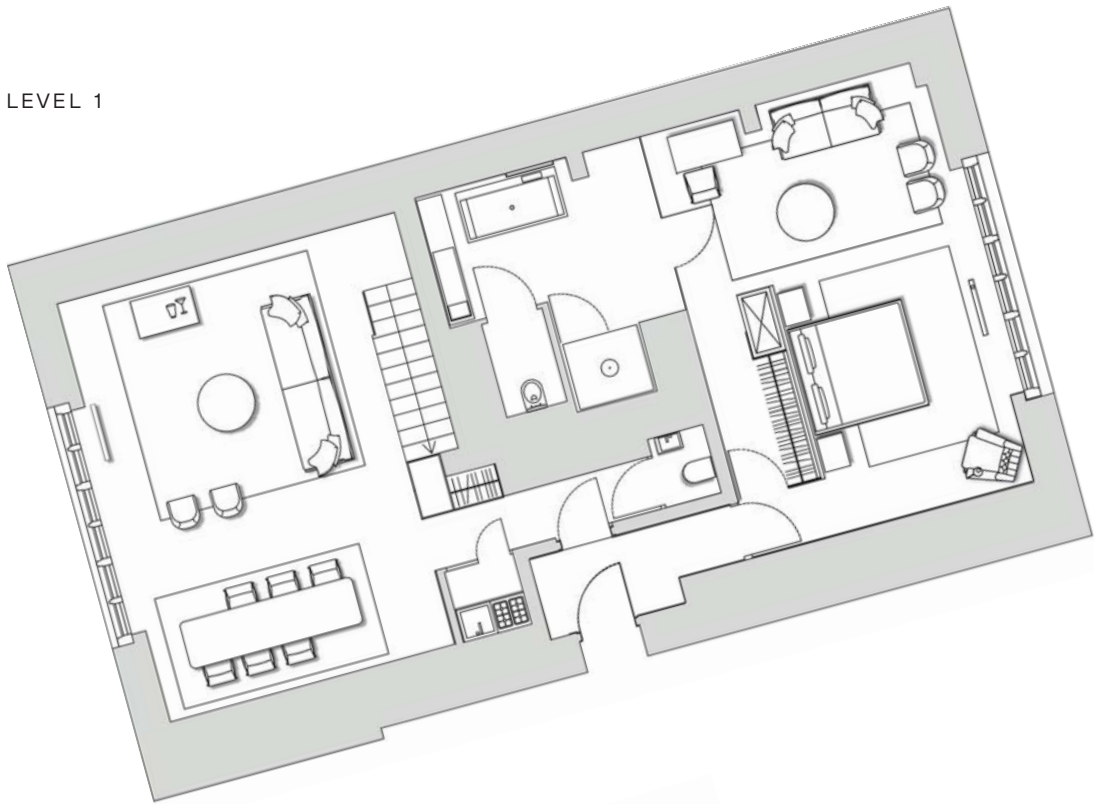




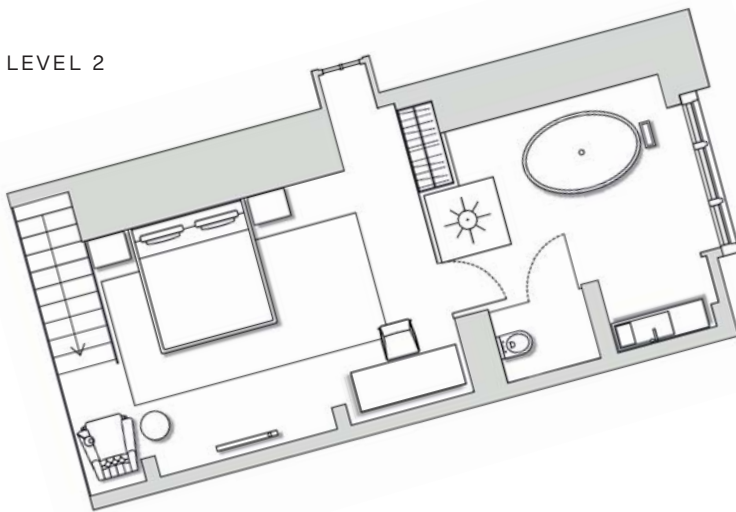
Concerto Suite

The Concerto Suite is lit by sets of extraordinary historic windows, arranged like the pipes of an organ, which are visible on the neo-Gothic façade of the Conservatorium from all around. These windows offer a vantage point over the city and also flood the bathroom and living spaces with natural daylight. The suite is 146 sqm (1571 sqft) in size and consists of two separate bedrooms. The duplex suite is arranged with a sitting room, dining room and kitchenette and the master bedroom is located on the mezzanine floor, under the rafters of the hotel offering more views of the courtyard and the Stedelijk Museum through the special windows. The spacious bathroom has a freestanding oval stone bathtub and a separate rainfall shower as well as luxurious designer amenities, bathroom LCD mirrors TV and micro cotton towels. The second bedroom and bathroom are located on the lower level with the size of a Junior Suite and can be privatized by a hallway from the living room. The two-bedroom Concerto Suite can host up to a maximum of six guests.

LEVEL 1



LEVEL 2



BED TYPE : 1 KING

90 SQM / 968 SQFT



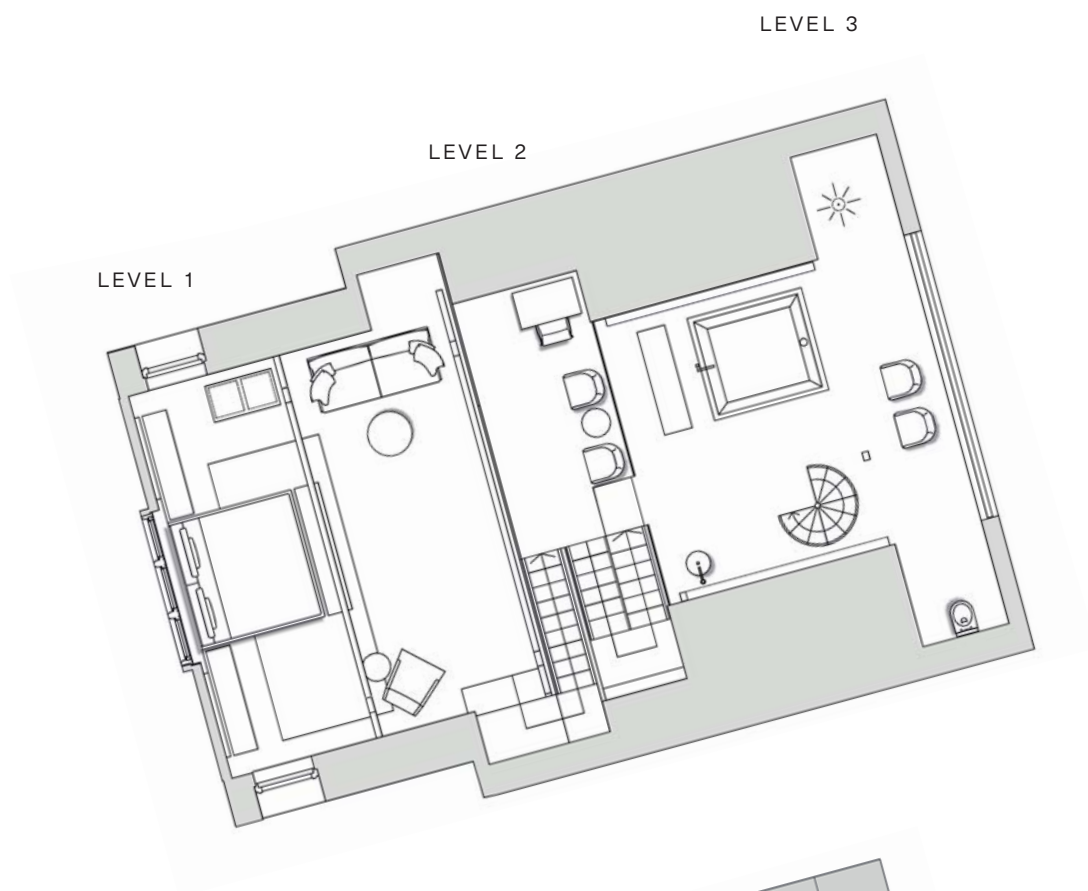


I Love Amsterdam Suite

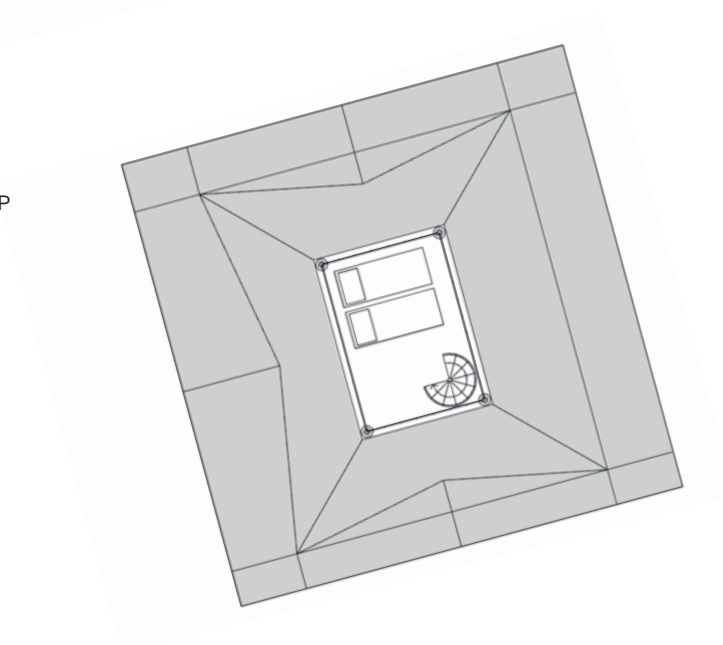
There is no finer place to enjoy the panorama of Amsterdam than on a lounge on the private rooftop terrace on the third floor of the I Love Amsterdam Suite. This 155 sqm (1668 sq ft) triplex sits dramatically in the eaves of the Conservatorium, featuring various icons of contemporary Dutch design and a unique viewpoint over the historic city. It's a place to fall in love with the city.

The suite is divided into three levels, including a spacious bathroom and sunken marble bathtub with, impressively, spectacular views of Amsterdam straight ahead. The king size bed sits under aged beams and the room also offers a comfortable working space with free Wi-Fi and state-of-the-art in-room entertainment. The bathroom features a bathtub, a shower, luxurious designer amenities, LCD mirror TV and micro cotton towels.



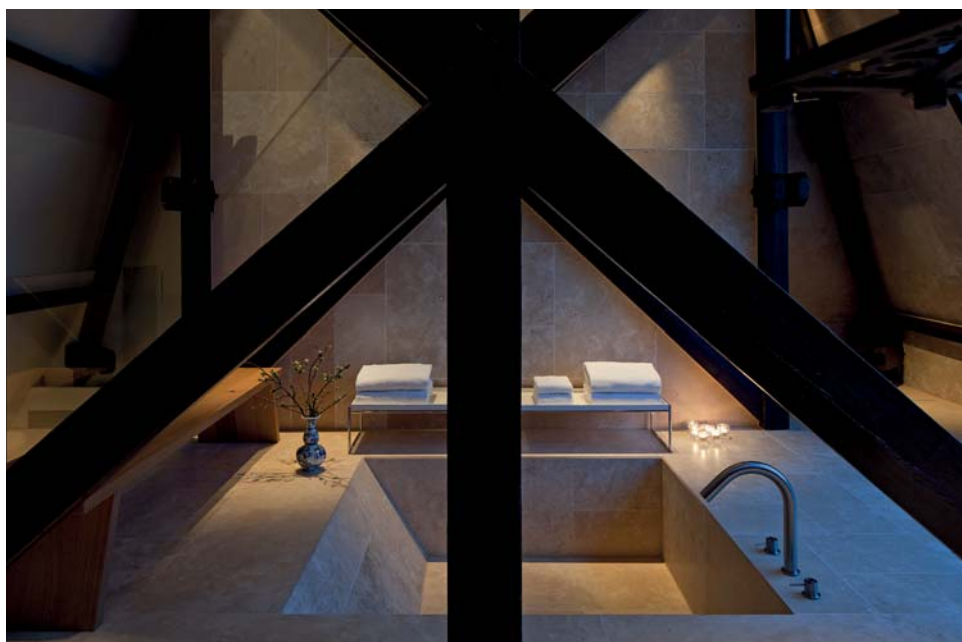


PRIVATE ROOFTOP
TERRACE



BED TYPE : 1 KING

115 SQM / 1668 SQFT











Penthouse Suite

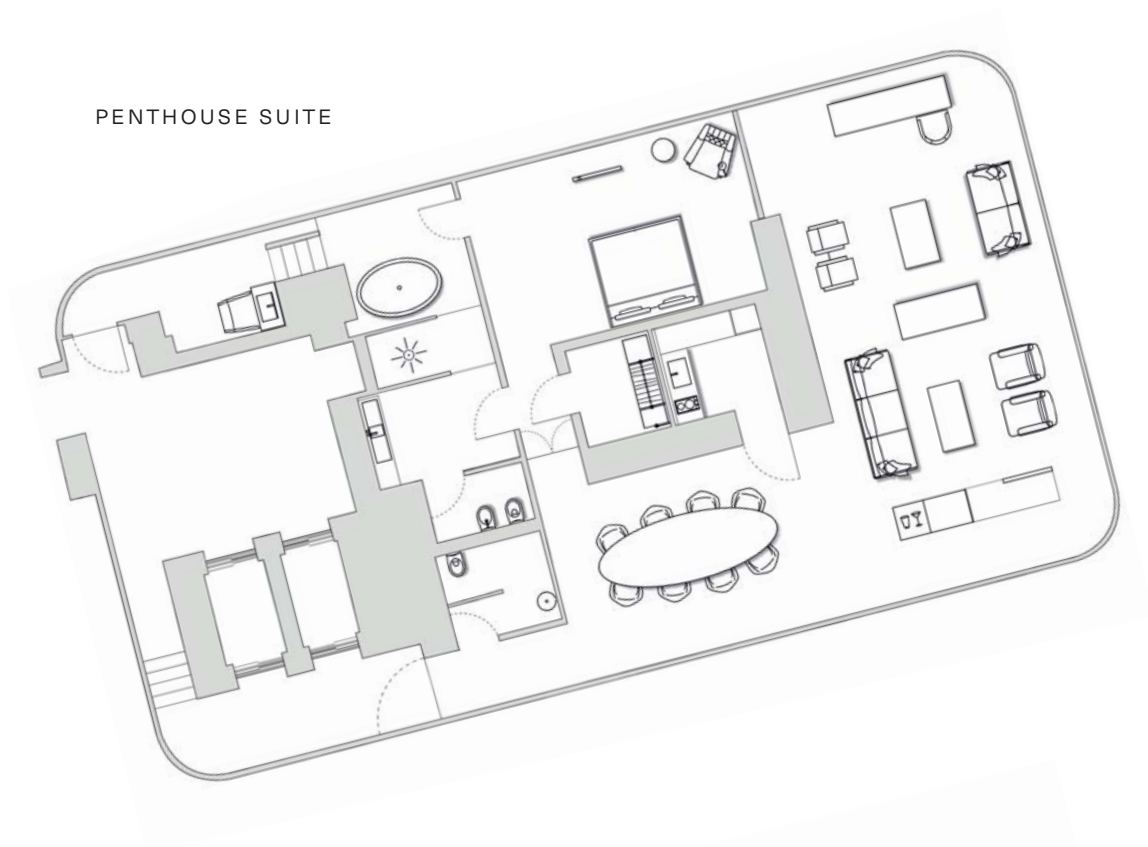
Constructed almost entirely out of glass, the 170 sqm (1830 sqft) Penthouse Suite is an extravagant, elegant space nestled in the hotel overlooking the Conservatorium's neo-Gothic façade and courtyard, the Rijksmuseum and Amsterdam beyond.

The living room is furnished with Persian rugs and antique art and the dining room features a super-size 80-inch monitor screen meaning it can be transformed into a private cinema or entertainment area. There is a private kitchen for personal use, which can also be used as pantry support for special events.

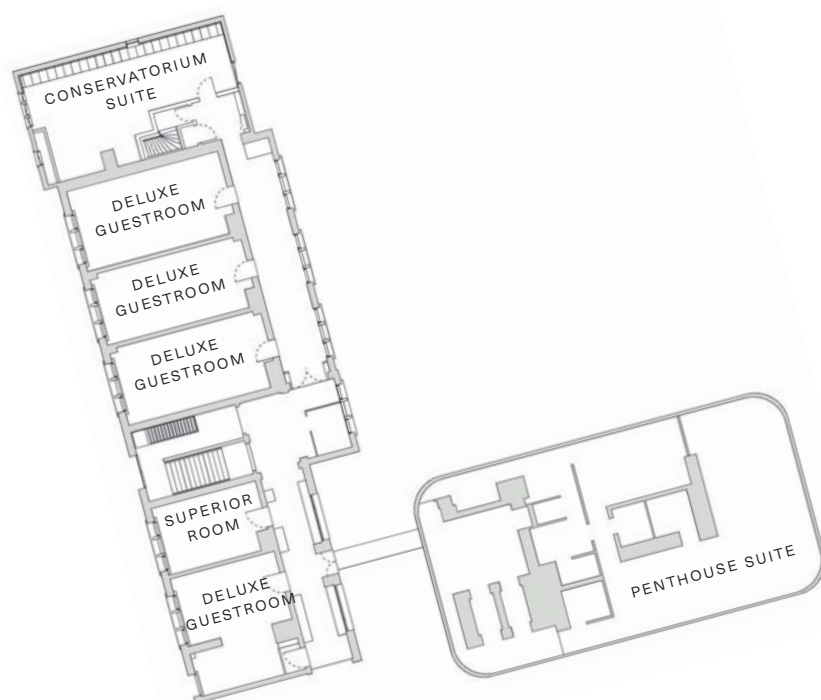
The bathroom features a freestanding oval bathtub and separate rain shower, along with a bathroom LCD mirror TV, luxurious designer amenities and micro cotton towels.

The Penthouse Suite has a private entrance and access to the garage for guests seeking discretion. There is an extra entrance for styling with a special make-up desk too. It is possible to reserve the entire sixth floor privately together with the Penthouse Suite to create a private Penthouse Wing which can host up to 16 guests.

PENTHOUSE SUITE



PENTHOUSE WING



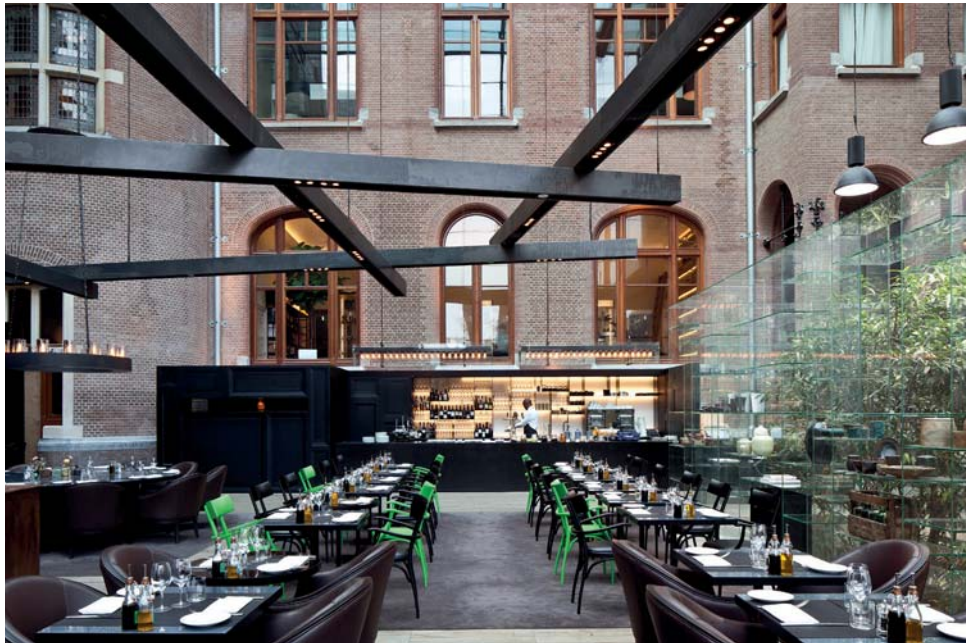
BED TYPE : 1 KING

170 SQM / 1830 SQFT









Restaurants and Bar



The Conservatorium has an illustrious, century-long past where society has always gathered together. This is especially apparent today in its elegant bar and restaurants.

The restaurant Taiko redefines contemporary Asian cuisine with authentic dishes made of local, seasonal products. Taiko takes its name from the Japanese for 'drum', and is located in the percussion room of the old music school. For something more casual, there is the Brasserie where platters full of healthy dishes greet customers as they arrive and afternoon tea is served every day. Lastly, the Tunes Bar serves cocktails, which are best enjoyed during the weekend when the in-house DJ brings the room alive.







Akasha Holistic Wellbeing Centre

WELLBEING

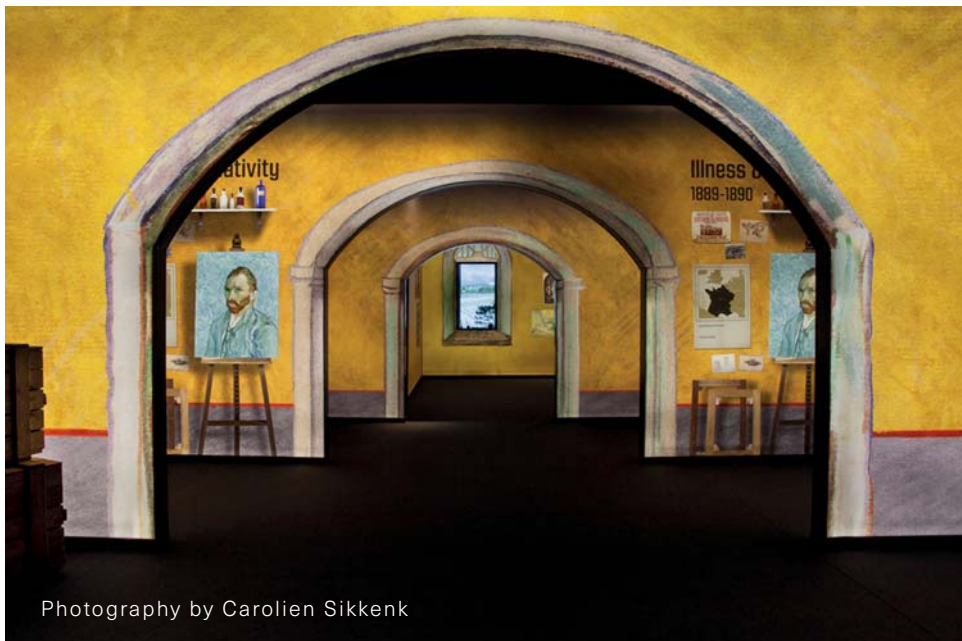


The Akasha Holistic Wellbeing Centre marries innovative Western practices with ancient Eastern traditions. It boasts seven treatment rooms, including a double treatment suite, and offers some of the finest signature spa treatments in Amsterdam. There is a private Hammam for purifying scrubs and massages. Akasha also features Amsterdam's only Watsu pool for tailored hydro-treatments and guided meditation, as well as a large gym featuring Life Fitness equipment and private studios for yoga, pilates and more.





'GREAT THINGS
ARE DONE BY
A SERIES OF
SMALL THINGS
BROUGHT
TOGETHER.'



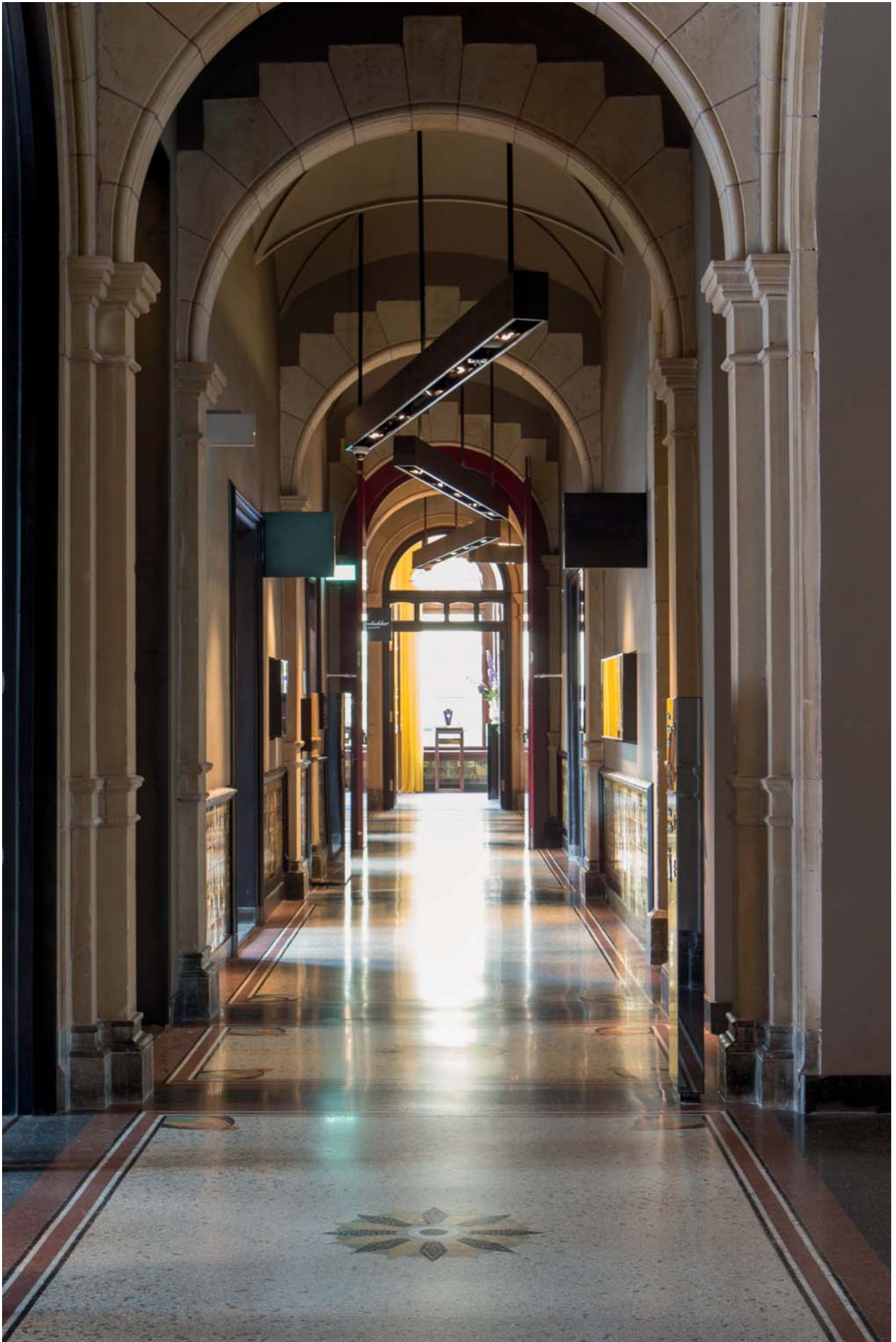
RIJKSMUSEUM, VAN GOGH MUSEUM
AND STEDELIJK MUSEUM

Arts and Culture



Photography by John Lewis Marshall

Located on Museumplein – Amsterdam’s historic cultural hub – the Conservatorium is surrounded by legendary artworks, fine examples of the applied arts and classical and jazz music in a set of world-famous institutions. Paintings by the Netherlands’ greatest master can be found at the Van Gogh Museum and the Rijksmuseum has a team of historic Dutch masterpieces by Rembrandt, Vermeer and Frans Hals. Contemporary art is shown close by at the Stedelijk Museum and Moco Museum and opposite is the Concertgebouw, which has one of Europe’s best music programmes. This community of culture is within footsteps of the Conservatorium.



Shops and Restaurants



The in-house Van Baerle shopping gallery at the Conservatorium features a hair salon and luxury stores that sell an eclectic mix of products, ranging from jewellery and designer clothing to cosmetics and cigars. The hotel is also well placed to reach the boutiques and stores in the fashion district of P.C. Hoofstraat and beyond.

While this is the historic cultural district of Amsterdam, a wide range of restaurants, bars and clubs are all within walking distance.







Contact Details

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THE SET
HOTELS

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