

Broedplaats VKG

Volks HOTEL



Perskit

Broedplaats VKG – from 2007 till now

After the “De Volkskrant” newspaper moved out, the building on the Amsterdam Wibautstraat was left behind, empty. Urban Resort moved in, transforming it into one of the largest ‘Broedplaatsen’ (creative workspaces) in Holland. Here, hundreds of artists,

creatives and social entrepreneurs found a reasonably priced place to work. After the opening of Volkshotel in June 2014, the ‘Broedplaats’ is still present in the buildings back wing.



Empty building transform into creative workspace

Urban Resort is founded in 2006 to turn empty buildings into affordable creative workspaces. In 2007, the transformation of the empty Volkskrant building is the foundation's first big project.

In the six years that follow, the old newspaper building hosts dj's, illustrators, copywriters, product-, fashion and graphic designers and other creatives. Next to that IT start-ups and social organisations find an affordable office space in the Volkskrant building.

Not only does Urban Resort rent office spaces but also in collaboration with tenants the foundation organises festivals and events, book presentations, fashion shows, poetry readings and exhibitions. The combination with 180 renters

(amongst club/restaurant Canvas and the Hogeschool van Amsterdam college), results in the Volkskrant building being one of the largest creative workspaces in Holland.



Broedplaats in Volkshotel

In 2011 corporation Stadgenoot decides to sell the building. The new owner has a clear goal: to create a 24hr micro society, including a new hotel and the existing Club/Restaurant Canvas and Broedplaats.

Urban Resort co-operates with Volkshotel, resulting in the new Broedplaats VKG. The creative workspaces downsize from 180 to 85 tenants and moves to the back wing of the building, Urban Resort. The management stays in Urban Resorts hands and the character of Broedplaats remains the same.

After the renovation, the Broedplaats still remains in Volkshotel. Where 200 creative minds have their offices and studio's, from Photographers to Graphic Designers and from Journalists to Henna tattoo artists. Broedplaats VKG is known for its 'DJ

street' - a basement corridor with DJ's and producer studio's, including Beesmunt Soundsystem and Detroit Swindle.

Broedplaats and Volkshotel interconnected. Broedplaats VKG plays an important role in Volkshotel. Valentijn Bannier, gitarist and studio owner in the basement creates our Doka Live programme. We also collaborate with photographer Joao M B Costa and our map is designed by Egidius Bank, illustrator. People here know that when you work together you can create something beautiful. With all the work under one roof, co-operation is smooth.