

# Volkshotel History



Press kit

## From newspaper building to Volkshotel

Volkshotel has a rich past that deserves to be recognised. For 42 years it belonged to De Volkskrant - one of the biggest, most progressive Dutch newspapers. After the newspaper moved out, the empty building transformed. Thanks to the Urban Resort Foundation it became one of

the largest 'Broedplaatsen' (creative workspaces) in Holland, where hundreds of creative minds found a place to work. On the seventh floor, young entrepreneurs gave the old journalist canteen a second life as club/restaurant Canvas - with its famous rooftop terrace.





## 42 years De Volkskrant

In September 1965 the Volkskrant building open its big glass doors. The building is designed by Rotterdam based architect agency Kraaijvanger. At that point, it's Holland's most modern newspaper building. For more than 42 years, Volkskrant is produced in this building on the Wibautstraat until the newspaper moves out in 2007.

Since the moving had been planned for years, hardly any effort was put into maintenance. Tiles were falling down the facade and inside the climate worsened. According to an old employee "Water was piling up in the metal window-frames. During winter, this water transformed into icicles. From time to time the editors office was haunted by a sickening fungus smell, with no clear source." The building was in bad shape and demolition seemed inevitable.

## 6 years Broedplaats & Canvas

Six years of creative workspaces & Canvas While waiting for the demolition, the building needed a temporary function. The Urban Resort Foundation moved in, becoming the chain link between the empty building and creative entrepreneurs. Soon, the old building was filled with hundreds of young creative minds, transforming into one of the largest creative workspaces in Holland.

Shortly after moving in, one of these creative tenants finds out that the old journalist canteen on the 7th floor was in need of a new purpose. With common sense and some bluff he wins the pitch. In November 2007, his club/restaurant Canvas opens its doors. The space is decorated without any investments, resulting in a decor that reflects Berlin.





de Volkskrant

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## New life

Broedplaats VKG as well as Canvas, gave new life to the derelict newspaper building. The place continuously transforms into a creative and lively hotspot in Amsterdam. The History 2 foundation for Volkshotel is made. By the end of 2010 plans are made for a new hotel, including Canvas and Broedplaats VKG. In the second half of 2011, plans become definite and the designing of the building and interior start.

Summertime 2013, the renovation starts. Broedplaats VKG moves to the back wing of the building and Canvas club nights migrate to the basement, where temporary underground club DOKA is founded. The following year is full of building plans, builders, thousands of piles of wood, and hundreds of new windows. 27th June 2014, the big moment awaits: Volkshotel opens its doors.

## Opening Volkshotel

Volkshotel becomes a place where everyone is welcome to come to drink, work, eat, meet and sleep. The cross pollination between hotel, club, cafe, workspaces and cocktail bar creates a micro 24hr society in which encounters are stimulated. Almost 50 years after being built, this place is more alive than ever before.