

AMSTERDAM
MAX BROWN HOTEL
YOUR URBAN RESIDENCE

PRESS RELEASE

Amsterdam, Thursday 13th of November 2014

**Max Brown Hotels opens first hotel at the
Herengracht in Amsterdam**

Max Brown Hotel Amsterdam will open its doors tonight! Max Brown is the new meeting place for Amsterdam locals and (inter-) national travelers. A hotbed of start-ups, freelancers and people who just want to kick it, also known as the connectors of the urban lifestyle with a special focus on details, trends and shared experiences. This is what we call; 'sharing & caring'.

Smart urban stay

Max Brown is a place for real people with ambition, wanderlust, curiosity and eye for detail. "Max Brown is all about sharing insider tips and experiences", says Ruth de Groot, Hotel Manager of Max Brown Hotel and Bram van der Hoek, Regional Managing Director of Europe Hotels | Private Collection. "The Max Brown traveler is a melting pot of styles, tastes, cultures and behaviours, but they all have a few things in common. They have a big focus on their contemporary lifestyle, are time-poor, city minded, media literate, trend sensitive and cultural aware. Think of entrepreneurs, artists, academic, creative's, students and the trendy business man. Max Brown is the ideal place to connect them to the city. "We facilitate our sharing & caring concept both via the platform on our website and social media as the hotel itself. Guest get the feeling of a cozy hotel but with a trendy design and comfort. We know what's going on in the city and we are more than willing to share that", says De Groot.

From perfectly sized to large loft

Max Brown is situated in three monumental canal houses at the corner of Amsterdam most famous canals, the Herengracht and Brouwersgracht. The guest rooms come in five varieties and sizes, 34 in total. Max Brown claims that they have the most comfortable beds guest ever slept in. Walking into a Max Brown room is like walking into the place of that designer friend of yours.

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Downtown hipster funk on the Amsterdam Canals

"Our capital maintains its reputation as Netherlands' most attractive destination, with the Canal District as its red carpet. We are delighted that we can add such a location to our collection of unique hotels and restaurants", says Bram van der Hoek.

About Europe Hotels | Private Collection

Max Brown Hotel Amsterdam is part of Europe Hotels | Private Collection (EHPC). EHPC is a unique collection of lifestyle hotels and restaurants including the award-winning Park Hotel Amsterdam with MOMO Restaurant, Bar & Lounge, the luxury boutique hotel Sir Albert with IZAKAYA Asian Kitchen & Bar and Sir Adam which will open its doors in 2016 in the A'DAM Tower, the former Shell building at the foot of the IJ-river. EHPC is based in Amsterdam and operated by international and local hotel & restaurant passionate professionals.

ehpc.com

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Press & media

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Images

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ur•ban

spelled [ur-buh n]

adjective

1. Pertaining to, or designating a city or town.
2. Living in a city.
3. Characteristic of or accustomed to cities; citified: *He is an urban type*

com•mu•ni•ty

spelled [kuh-myoo-ni-tee]

noun, plural com•mu•ni•ties

1. A social group of any size whose members reside in a specific locality, often have a common cultural and historical heritage.
2. A locality inhabited by such a group.
3. A social group sharing common characteristics or interest.

life•style

spelled [lahyf-stahyl]

1. The habits, attitudes, tastes, moral standards, economic level etc., that together constitute the mode of living of an individual or group.
2. Pertaining to or catering a certain lifestyle.