# your event @droog

Staalstraat 7B + Groenburgwal 44, Amsterdam

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Situated in five historic buildings, @droog is more of a labyrinth than just a simply beautiful building. Each of the spaces have their own unique character, but all reflect the design sensibility that Droog Design brings. You can be assured of an original event location that will surprise your guests.

# about @droog

Back in the 17th century, this building hosted the so-called Staalmeestersgilde, a group of textile craftsman. Their members are portraited on Rembrandt's masterpiece De Staalmeesters. Since 2014, it represents Droog's legacy in the form of a cultural hub. @droog, you can find an art gallery, cafe and five meeting spaces - all surrounded by Droog Design.

From talks and business presentations to product launches and pop-up stores, @droog offers a setting where new ideas can flourish. With its distinctive atmosphere and central location, @droog is the ideal setting for your event.





# spaces

In total, we have 6 different spaces suitable for organising events. Whether it's a press presentation, product launch, private meeting, showroom or pop-up shop. All is possible @droog.

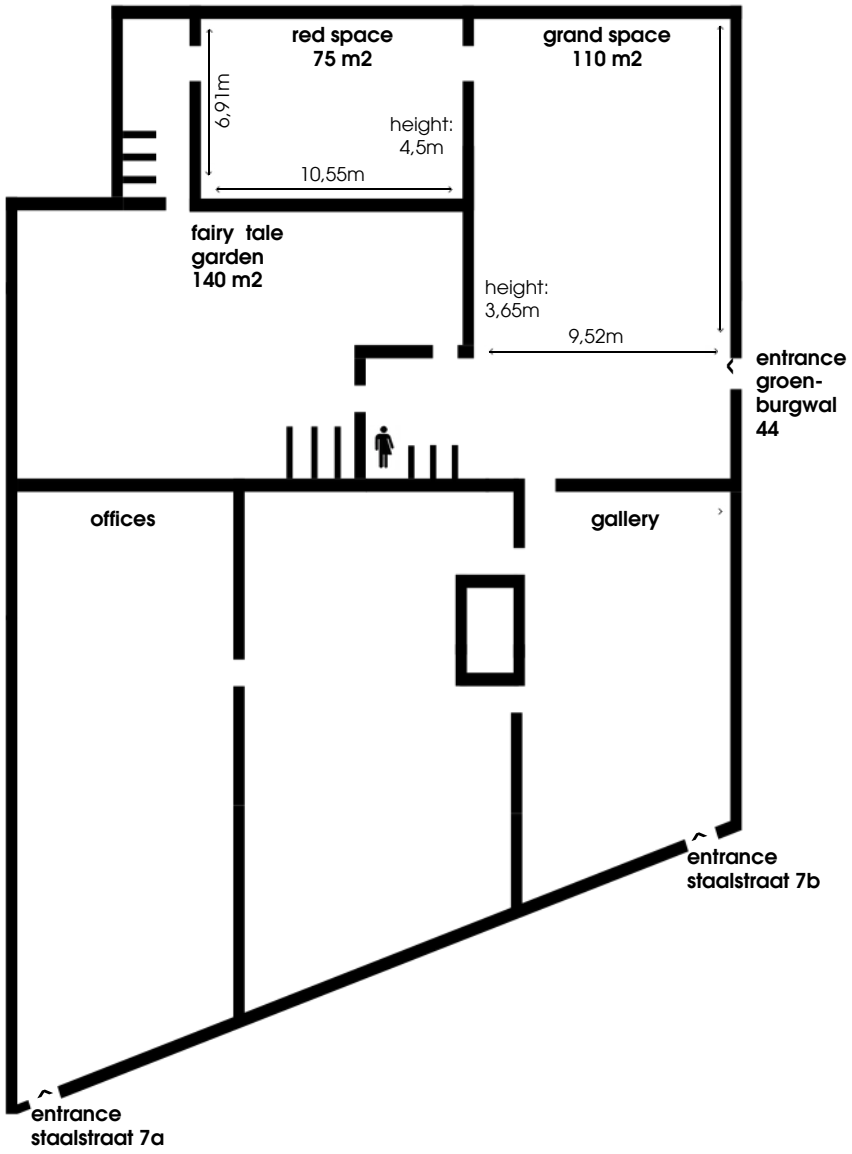
1. cafe
2. white space
3. red space
4. fairytale garden
5. library
6. grand space

All spaces can be rented for a longer period upon request.

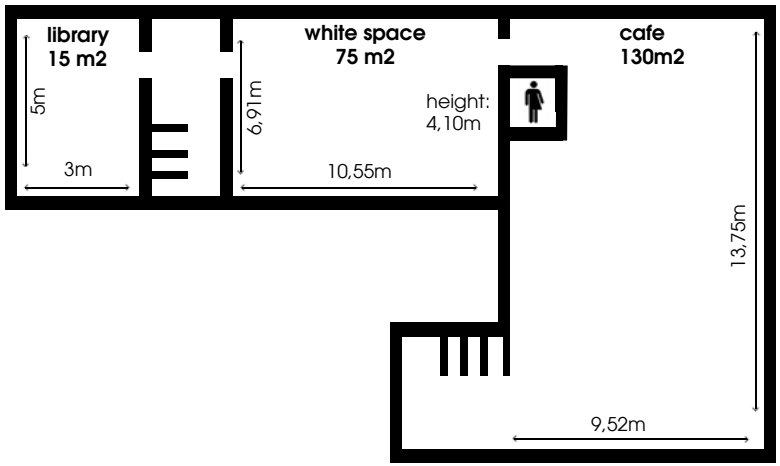


# map

## ground floor



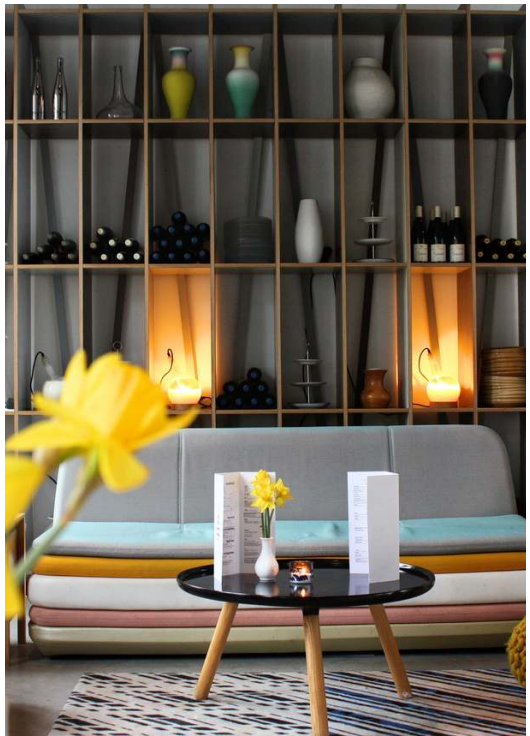

## first floor




SPECIALS







# 1. cafe

The cafe@droog forms the core of the building. It is an elegant and bright space packed with art and Droog design. The big windows show a beautiful view on the Groenburgwal canal and the Fairytale Garden. The historical beams on the ceiling were once used to air dy the textile sheets in the 17th century.

Today, you can find a reinterpretation of Rembrandt's De Staalmeesters on the wall - painted by Berend Strik. The cafe is the most ideal place for a large-scale event with a culinary arrangement like a seated dinner or drinks with bites.

- 130 m2 including bar, kitchen and 2 bathrooms
- light & bright, with views on the canals and interior garden
- 120 people standing or 70 seated
- stage, sound system and multicolor LED lighting
- first floor, view on Fairytale Garden and canal side







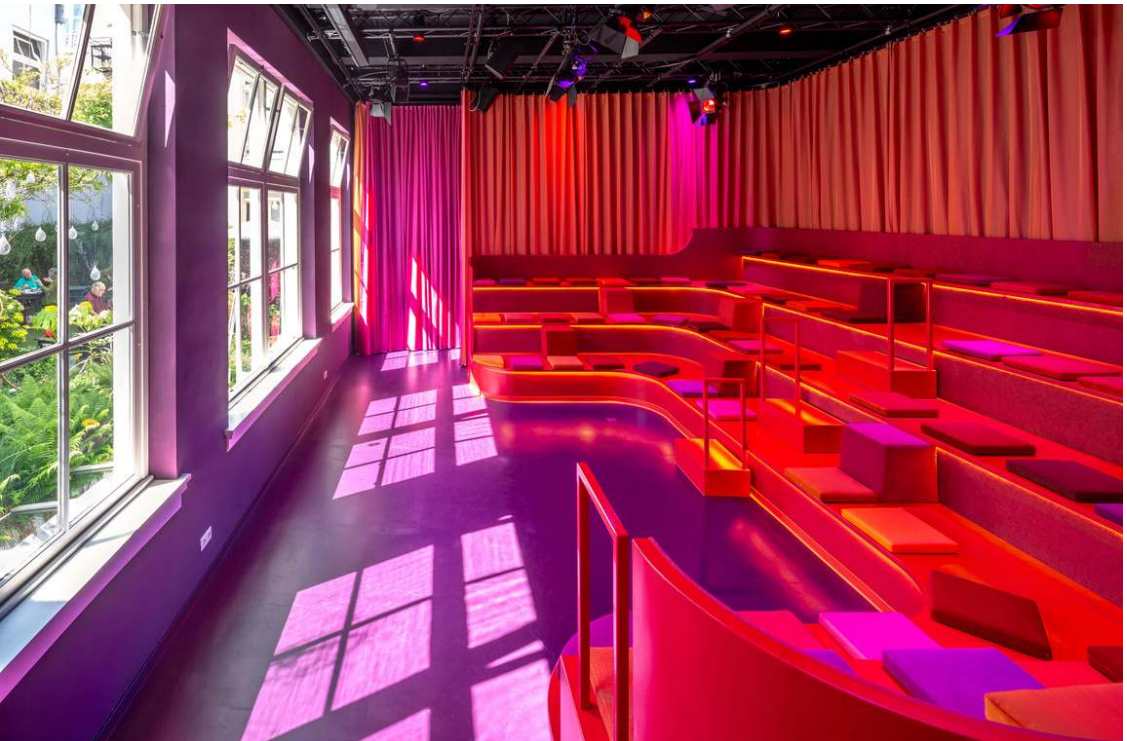
# 2. white space

Are you in or are you out? The White Space is a room in which you can experience the feeling of being outside. Birds are flying over, making it seem as if the light behind the canal houses window frames continue. The huge amount of light that shines through the windows provides a spatial feeling and perfectly suits an intimate dinner or press brunch.

- 75 m2
- 70 people standing, 50 seated
- Bose sound system, beamer, dimmable white lighting
- first floor, no elevator, with bar, kitchen and 2 bathrooms
- view on Fairytale Garden





# 3. red space

Step into the newly renovated Red Space: a captivating 75 sqm room designed by Edith Gruson, where soft textures and a layered atmosphere bring her unique vision to life. With deep purple walls and a flowing composition of orange and pink curtains cascading from ceiling to floor, the Red Space evokes the intimacy of a small historic theatre.

Located on the ground floor next to the Grand Space, the Red Space features large windows that open up to the enchanting Fairytale Garden, making it a true visual highlight. Whether used for workshops, performances, or private gatherings, the Red Space is a one-of-a-kind environment where creative ideas spark and flourish.

- 75 m2
- 70 seated
- professional sound and light system with mixing consoles
- Epson EB-L635SU beamer 6000 lumen
- entrance via Fairytale Garden or Grand Space
- view on Fairytale Garden










# 4. grand space

The Grand Space is a blank canvas and can be decorated completely according to your wishes. This light space is our most accessible one; located on the ground floor with direct access from the Groenburgwal, an entrance to the garden and connection to the Red Space. This venue is the best choice for a bigger gathering like a reception or large dinner. Also showrooms and pop-up shops can be located in this spacious area, as it is located next to our entrance at Groenburgwal.

- 130 people standing, 70 seated
- beamer, sound system and sound isolated ceiling
- on ground floor
- view on canal side



# 5. library

Discover our Library. The ‘books’ in the Library @droog are classic novels that were never written. The flowered wallpaper, based on a painting in the Rijksmuseum, adds a cosy atmosphere to the room. The ‘Table Blanche’ can have a seat on one of our bright yellow Revolt chairs. Thanks to the warm interior, the Library is the perfect place for an undisturbed private dinner or lunch.

- 15 m2
- 10 people standing, 10 seated
- tv with HDMI connection
- on first floor
- view on Fairytale Garden





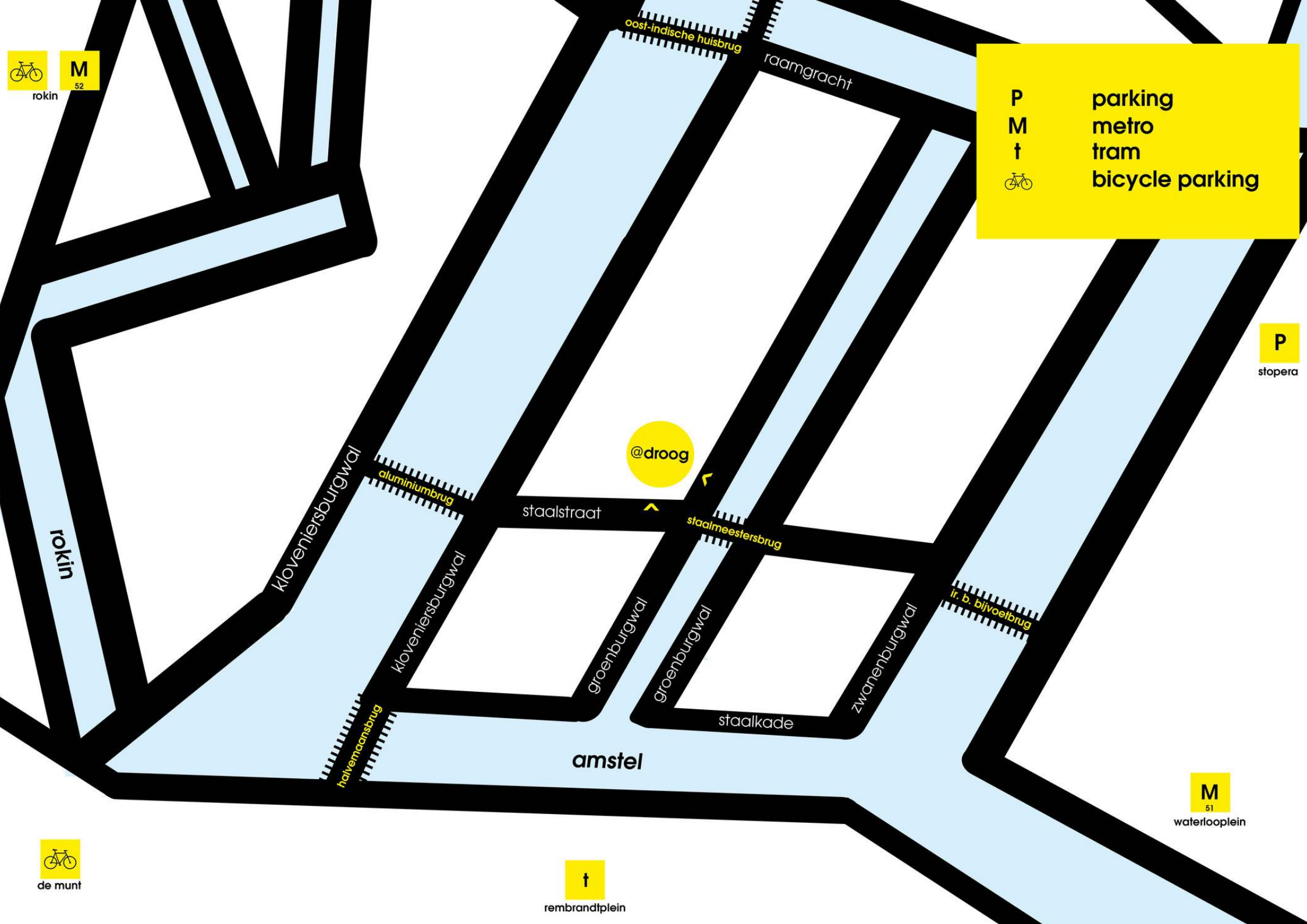




# 6. fairytale garden

Immerse yourself in this peaceful oasis, the Fairytale Garden. French designers Claude Pasquer and Corinne Détroyat have transformed the courtyard into a haven for birds and insects. Natural elements are combined with art. The garden is a beautiful place to stretch your legs, breathe in fresh air and enjoy a drink in the sun.

- 140 m2
- 30 m2 is accessible
- 40 people standing
- sound system
- ground floor, 1 bathroom downstairs and 2 upstairs


P parking
M metro
t tram
bicycle parking
M 52
rokin
oost-indische huisbrug
raamgracht
P
stopera
@droog
aluminiumbrug
staalstraat
staalmeestersbrug
ir. b. bijvoetbrug
kloveniersburgwal
rokin
groenburgwal
zwanenburgwal
staalkade
halvemaansbrug
amstel
M 51
waterlooplein
de munt
t
rembrandtplein

# **team** events

Meet Monique and Samon, @droog's experienced eventmanagers. With a track record in organising successful events, they understand the importance of professionalism, details and atmosphere. Whether you're planning a conference, press event or reception, Monique and Samon will ensure a smooth process from concept to perfect.



# **contact**
# @droog

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contact us to discuss your wishes,
or visit us and experience our building with your own senses.
@droog will make your event unique and unforgettable.