

## Unearth the Extraordinary

Don't expect Mainstream. It's a Crane. Hidden behind a heavy iron door lies Amsterdam's best-kept secret, [Faralda Crane Hotel](#). Once inside, you're in a completely different world.

The Crane is a high end, Romantic and Inspiring venue to stay. At the very top, above Amsterdam, a private rooftop with the Jacuzzi awaits. The view over the city and the IJ – from every angle – is simply enchanting.

Halfway the crane is the famous Faralda studio. From the large Panorama deck a second elevator leaves right in front of one of the three spacious and beautifully designed suites. Each suite spans two levels, featuring a grand living room, a separate bedroom with a king-size bed, and curated art. The crane slowly turns in the wind.

**“What happens in the crane, stays in the crane!”**

The Crane is not a public hotel: PRIVATE – INVITES ONLY. We're not cheap, but a memory here will last forever. Faralda is a breeding place for a selected group who seek to be indulged and inspired: [Faralda Stakeholders & Partners](#), [Music Industry](#), [world-leading DJs](#), acclaimed artists, [international premium brands](#)/ entrepreneurs, free spirits and open-minded, and everyone who values [luxury and privacy](#).

The crane has become the platform for the Corporate and Music industries. It is the venue of choice for premium brands, activations, product launches, and private, intimate birthday celebrations. We offer private (Michelin) star diners.

The Faralda Factory are Extravagance & Invites only. Creatives, and World leading DJ's, from all over the world give substance to their creativity and our Mission Statement.

It's not only an unforgettable experience, but with your stay you contribute to the preservation of this iconic monument. Preserving monumental heritage was our goal. After the restoration and redevelopment, the crane has gained an international reputation. It has since been honoured multiple times with prestigious awards. With your stay you contribute to the preservation of this iconic monument.

**\*A Marvel of Engineering. An Icon in Hospitality\***

**FARALDA CRANE HOTEL AMSTERDAM**

NDSM-plein 78 1033 WB Amsterdam

[www.faralda.com](http://www.faralda.com) [info@faralda.com](mailto:info@faralda.com) Tel.: +31207606161

Faralda Exploitatie BV IBAN: NL38 INGB 0006 1470 99 Swift code: INGBNL2A VAT nr: NL 85 288 9379 B01  
Chamber of Commerce: 58133437



# CRANE

# FARALDA

The former NDSM shipyard is the trendy underground scene covered with graffiti, some made by well-known artists. The area is surrounded with many cozy restaurants, ateliers, and the Street Art Museum.

## “Faralda Crane Hotel, the most Inspiring & Romantic place to stay”

### Corporate Events

For leading premium brands, Faralda Crane stands as a distinctive and internationally recognized platform for Marketing, Acquisition, and Sales. Since its inception, Faralda collaborated with a selected group of Stakeholders, each of them a leading international premium brand. Their goods and services cater exclusively to the highest segment of the market. [Click here.](#)

- Brand activation
- Boardroom – Activations – Video/Photo Shoot: On request
- Faralda Crane Hotel is an appointed wedding location: On request

### Music events - Cranesessions

The Faralda Crane is an established name in both the Corporate and Music Industry. Many international renowned premium brands, Stakeholders, and cult-status underground legends embraced the Faralda Crane as a platform for exclusive performances, CraneSessions, industry launches, or intimate high-end events — often during Amsterdam Dance Event (ADE)

\*CraneSessions is a Creator and Echo System on Social media platform, think of Apple, Youtube, Spotify. Faralda record for Artist, Promotors, and Management approval. We gain extra income for DJ's with Cranesessions Echo systems like Apple music. Get inspired; Faralda is the venue to create offer VIP benefits - Incentives.

Louis Vuitton Moët Hennessy, Royal Saan, Cocomat, Villeroy & Boch, Grohe, KPMG Meijburg, Libert Paints, Honeywell, Timp & Simons, Van Dijken Groep, Philips, Red Bull, Samsung, Bavaria, Warsteiner, ABN AMRO, Forbo Flooring, Void Sounds system, Maxxium, Bacardi, Budweiser, Heineken, Belvedere -James Bond Spectre, Philips, Playstation, Samsung, Rituals, Stella Artois.

Black Coffee, Bonobo, Jamie Jones, Michael Bibi, Maceo Plex, Skrillex, Nina Kraviz, Seth Troxler, Hot Since 82, Joris Voorn, Tale of Us, Pan-Pot, The Martinez Brothers, Mind Against, DJ Craze, Adriatique, Vintage Culture, Artbat, Chris Stussy, Colyn, Joyhauser, Enrico Sangiuliano, DJ Tennis, Richy Ahmed, Apollonia, Route 94, Layla Benitez, Blondish, Francesca Lombardo, Seb Zito, Job Jobse, WaFF, PIV, Richy Ahmed, Isolate, Reinier Zonneveld, Jackmaster, Nicki Minaj, and many other [\(click here\)](#)

Faralda has worked with most of the leading labels and promoters in the music industry, such as: EXIT- festival, WME, Spinnin' Records, Awakenings, DGTl, Into the Woods, ADE, Audio Obscura, No Art- ANOTR, PIV, Komm Schon Alter, ID&T, Beatport, Armada Music, MOJO Concerts, Resident Advisor, and many others. [\(click here\)](#)

All services can be tailored to your personal preferences. Ask our staff for a complete list of add-ons. We make dreams come true. For those seeking the ultimate luxury, we offer on demand personalized Security & Hostess services, your Michelin star diner, boat tour, Jet Service & Helicopter tour, and Butler services (See Add-ons for more, and details). “Subterranean Sanctum” This extraordinary experience is your invitation to escape, dream, and celebrate love like never before.

**No Questions. No Limits. No Hassle. No door ring. Entry and accommodation by Invitation, and after Acceptance.**

The suites are spacious. Each suite has 2 levels. The elite suites are extravagant decorated and equipped with all necessary amenities. Behind a characteristic sliding glass panel is the separated bathroom with a rain shower and toilet. The walls in the shower are decorated with antique parts of an ocean cruiser. A staircase leads to the bedroom surrounded with glass panels all around, and a king size bed and bathtub.

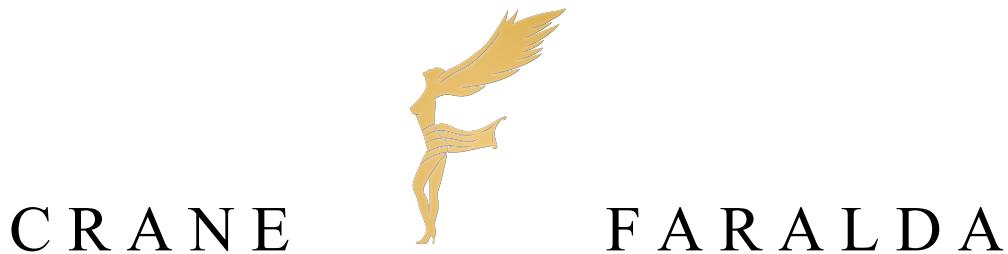
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## Awards & Sustainability

Faralda Crane Hotel has been honored with numerous prestigious awards, including the Pieter van Vollenhoven Award for Best Restoration & Redevelopment Project, World's Best Chic Hotel, European Hospitality Awards for Innovation in Service of the Year, Best Use of Technology 2015, and Hotelier of the Year. [\(Click here\)](#)

The crane is heritage in the highest rank (RCE Classification). After years of restoration, we have saved the monumental icon from destruction. The restoration has been a challenge with major constructive challenges. Faralda Crane Hotel stands as a leading example of sustainability in practice. Since the restauration, the crane has become an iconic example for restructuring and sustainability projects worldwide. At numerous universities, the crane is used as a study example.

It goes far beyond the award-winning restoration of a monumental industrial landmark — sustainability is embedded in every layer of the project. From the intelligent reuse of materials to the pioneering business model and financing structure, every aspect reflects a deep commitment to long-term value and social impact.

### Faralda proves sustainability isn't a limitation, it's the future.

The restoration and sustainable redevelopment of the monument has been used as a case study at several universities. The crane has received numerous international awards, something we're quite proud of.

### Model of Sustainable Innovation

Faralda Crane Hotel is a globally celebrated icon of sustainable transformation. More than an award-winning restoration of a monumental landmark, Faralda represents a bold vision where sustainability runs through every layer, from circular construction to a pioneering financial model.

At its core: **Return on Social Investment (RSI)**. Faralda doesn't just preserve heritage — it reinvents it, creating cultural, social, and economic value from what was once deemed impossible. While many projects collapse under ambition, Faralda thrived through vision and pragmatism. Every challenge was tackled head-on, making the seemingly unfeasible a celebrated reality. Its impact: global recognition, and more importantly, enduring influence. Founder Edwin Kornmann Rudi introduced a business model where culture meets commercial success.

### Faralda Crane Hotel – A Model of Sustainable Innovation

This isn't theory. It's a working model. While many projects falter on the threshold of ambition and financial reality, Faralda succeeded by approaching challenges with vision and pragmatism. Every structural and financial obstacle was solved — not avoided. Through this approach, a seemingly impossible redevelopment became a celebrated achievement.

The Faralda Restoration Fund actively contributes to the conservation of monumental and industrial heritage through responsible restoration and innovative reuse. The goal: to inspire others to embrace complexity, to see beyond limitations, and to shift the focus from problems to solutions.

Driven by passion and purpose, owner and visionary Edwin Kornmann Rudi has been at the forefront of numerous

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pioneering developments. To finance and sustain the project, he introduced a New Business Model — one that merges commercial viability with cultural and societal relevance. Faralda is proof that sustainability is not a constraint —



(Secret Suite; 45 meters)

### \*Don't expect Mainstream. It's Underground\*

Faralda Crane Hotel  
Faralda Corporate Events  
Music events & CraneSessions  
Faralda Factory

VIP / COLLAB BENEFITS  
VIP BENEFITS Appendix

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**C R A N E**

**F A R A L D A**

<https://photos.app.goo.gl/YTaqAujq3R1wvNQc9>

Press Rotterdam: <https://photos.app.goo.gl/Ppm1PPyZAgVcZwkB6>

**\*EDWIN KORNMAN RUDI\***

Dubbeltje wat kwartje werd: <https://www.youtube.com/watch?v=arok9By0uUk>

Interview Edwin by Noordz.nl

Uitreiking P. Van Vollenhoveprijs: [https://youtu.be/Amaq\\_T2f2us](https://youtu.be/Amaq_T2f2us)

Armando: <https://youtu.be/rx6I9QeYfjE>

TV: <https://www.youtube.com/watch?v=n7EOjJmD95Q5>

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