



THE HUB FOR IDEAS, BEATS AND BUSINESS

Celebrate 30 years of ADE with us



ade

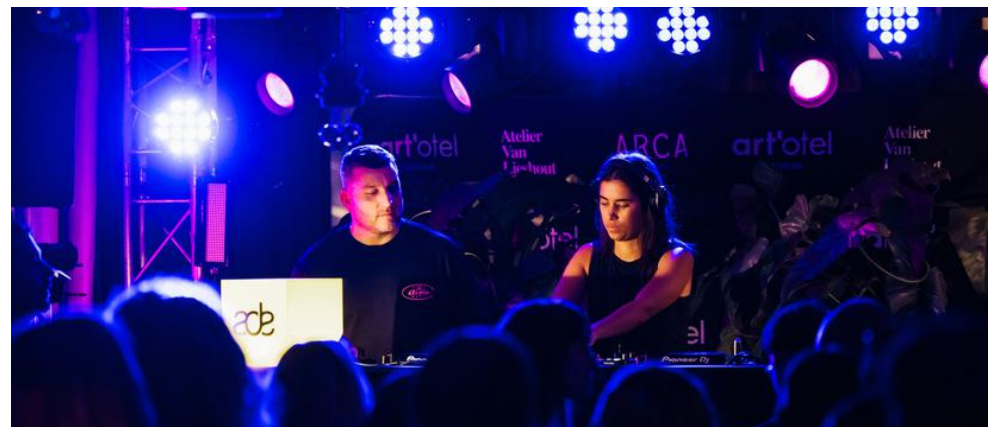
ADE: 30 YEARS AT THE HEART OF ELECTRONIC MUSIC

As the city prepares to celebrate the 30th anniversary of the legendary Amsterdam Dance Event, there's no better place to anchor your hub than art'otel Amsterdam and The Victoria Hotel (Park Plaza). Positioned as the gateway to the city, our iconic facades are the first to greet visitors on their arrival at Amsterdam Centraal, setting the tone for an unforgettable experience.

With extensive event spaces, accommodation, bars and restaurants across both hotels, the venue provides a central, connected hub for the global electronic music industry during ADE.

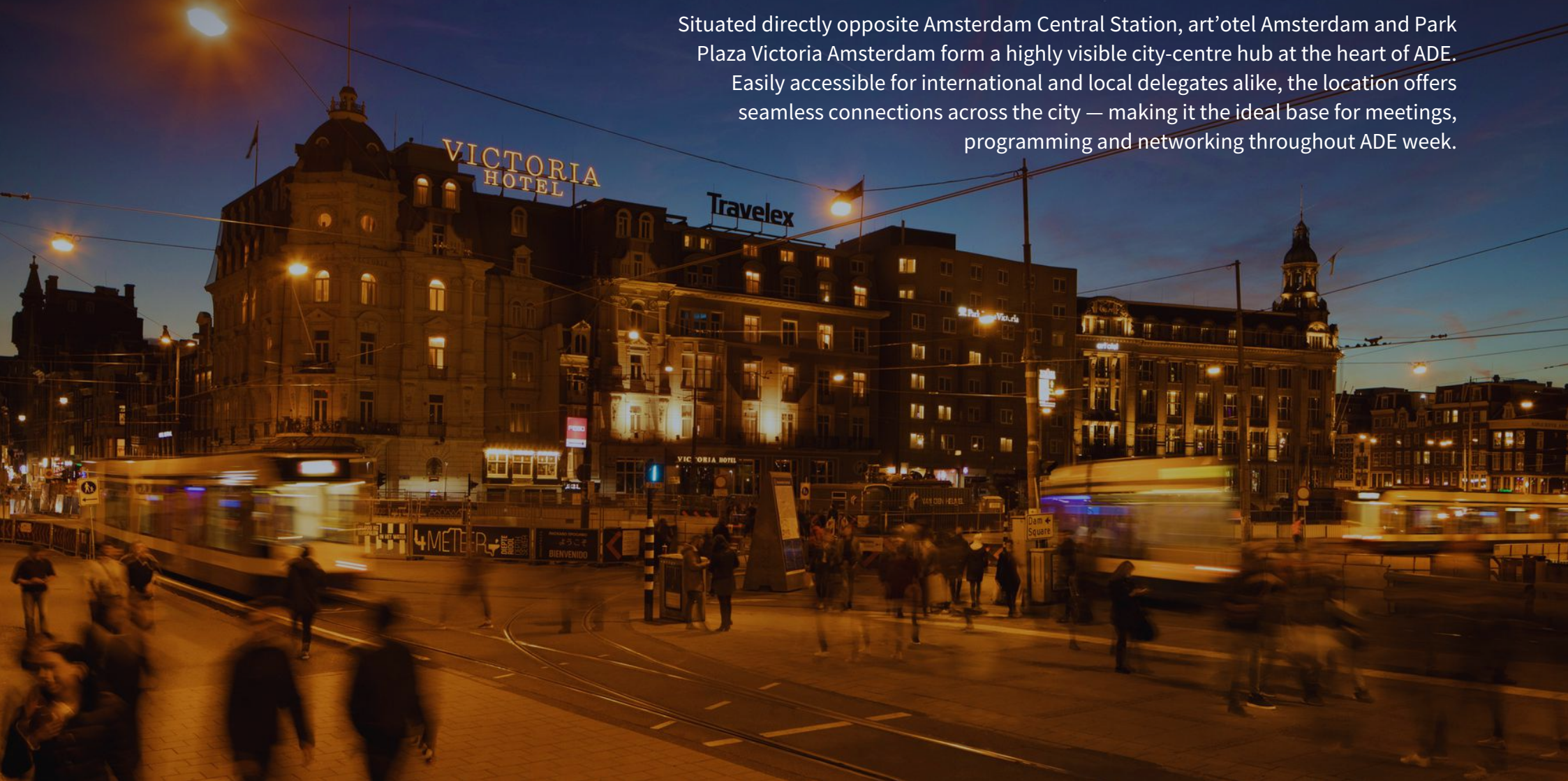
Highlights include:

- Landmark location directly opposite Amsterdam Central Station
- One connected ADE campus across two distinctive hotel concepts
- Flexible meeting and event spaces for conferences, panels and activations
- Creative venues ideal for brand showcases, content and networking
- Integrated bars and restaurants supporting day-to-night programming



CONNECTED, CENTRAL, UNMISSABLE

Situated directly opposite Amsterdam Central Station, art'otel Amsterdam and Park Plaza Victoria Amsterdam form a highly visible city-centre hub at the heart of ADE. Easily accessible for international and local delegates alike, the location offers seamless connections across the city — making it the ideal base for meetings, programming and networking throughout ADE week.



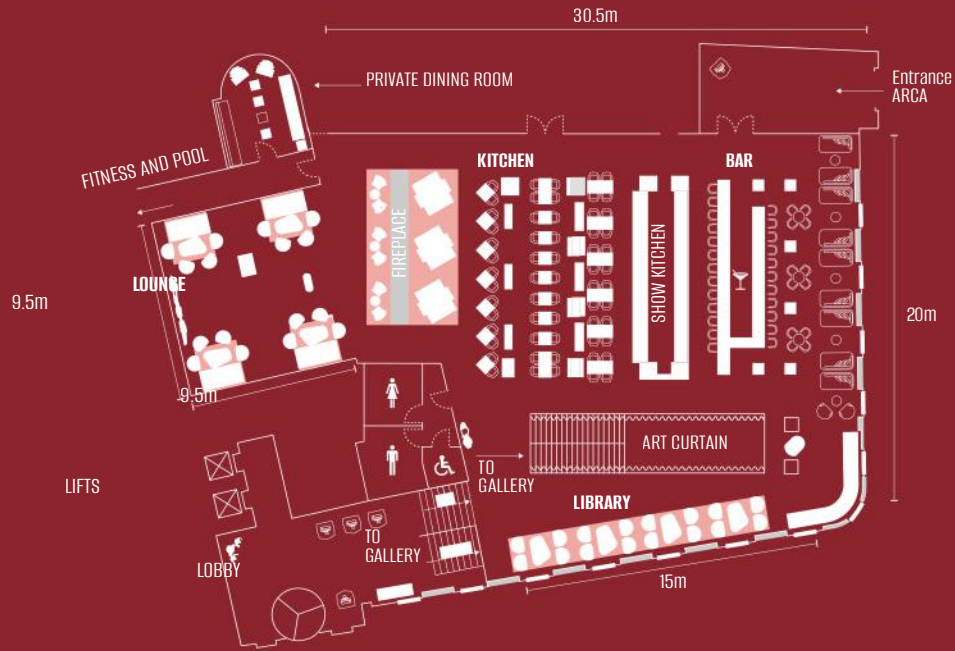


podcast, radio, matchmaking formats...

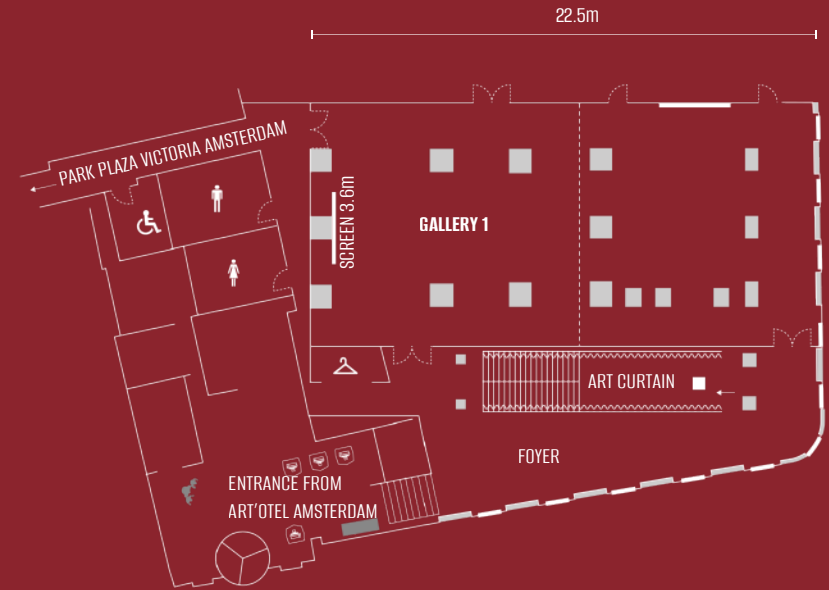


CAPACITIES &
FLOORPLAN ART'OTEL
AMSTERDAM

RESTAURANT, BAR & UPPER FLOOR



GALLERY



ROOM NAME	THEATRE	DINNER SEATED	WALKING DINNER	COCKTAIL RECEPTION
Gallery 22.5 x 12.5 x 2.5*	48	100	150	250
Upper Floor 30.5 x 20.0 x 3.1*		200	250	400
Lounge 9.5 x 9.5 x 3.1*		50	60	75
Library		50	60	60
Restaurant		81		
Private Dining Room		10		
Bar		46		140

*w x l x h (M2)

UNIQUE SPACES



The Gallery



Let art be your backdrop. Our 300sqm art gallery is home to ever-changing exhibitions, perfect for seated or walking dinners or parties for up to 250 guests.

The Lounge



A semi-private hideaway perfect for receptions or dinners for up to 80 guests. Complete with a signature fireplace and Atelier van Lieshout's most iconic sculptures.

The Library



Overlooking Amsterdam's Centraal Station, encompassed by the captivating art curtain. Best for standing events for up to 60 guests. Even add your own cocktail bar!

ARCA Restaurant & Bar



Show-stopping modern Portuguese plates, wines, cocktails and open kitchen action combine in our destination restaurant & bar. Ideal for celebrations for up to 140 guests.



ARCA Private Dining Room



Enjoy the best of the best in bespoke menus, beverage packages, entertainment and decoration in ARCA's exclusive Private Dining. Spoil up to 10 guests, also complete with your own outdoor area.

AT ART'OTEL AMSTERDAM

Click on each space for a virtual tour.

Meeting Spaces



Ideal for team meetings, strategy sessions, and pre-event preparations, offering a comfortable and practical setting to connect, plan, and focus before the main event

VIC's Bar



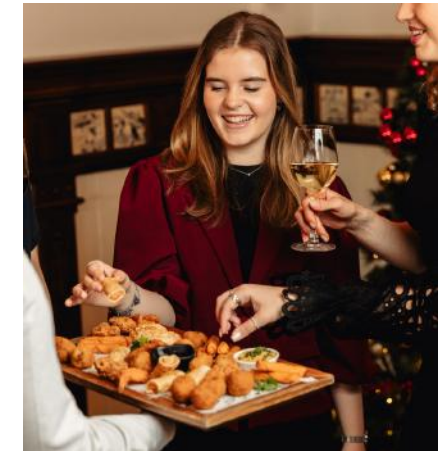
A vibrant city hotspot, ideal for high-energy private parties, drinks receptions, and large social events especially during major city moments.

Carstens Steakhouse Restaurant



An elegant space for private dinners, drinks receptions, and social events, centered around great food and atmosphere. Ideal for celebrations for up to 140 guests.

Carstens Cafe



A cosy, private pub-style café for relaxed gatherings, casual drinks, and chill events, with the option of background music or a low-key DJ set.

AT PARK PLAZA VICTORIA

Click on each space for a virtual tour.



ARCA RESTAURANT

ARCA

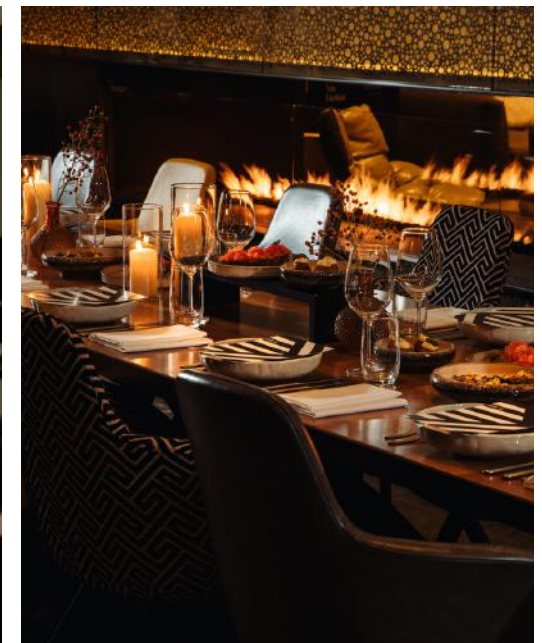
AMSTERDAM

Led by Michelin-starred chef Henrique Sá Pessoa, ARCA brings the finest flavours of Portuguese cuisine to life with modern flair, centred around the joy of shared plates. Perfect for intimate celebrations, stylish group dinners or refined corporate occasions, ARCA offers a warm yet sophisticated setting where food, atmosphere and service come together effortlessly.

- Michelin-starred Portuguese menu curated by Henrique Sá Pessoa
- Designed for shared dining experiences
- Dedicated event planner
- Custom celebration cakes available
- Bespoke printed menus available
- Manned cloakroom
- Host desk
- Entertainment and DJ performers can be recommended

Guest capacities

- Standing - 140
- Seated - 81





ARCA BAR

ARCA

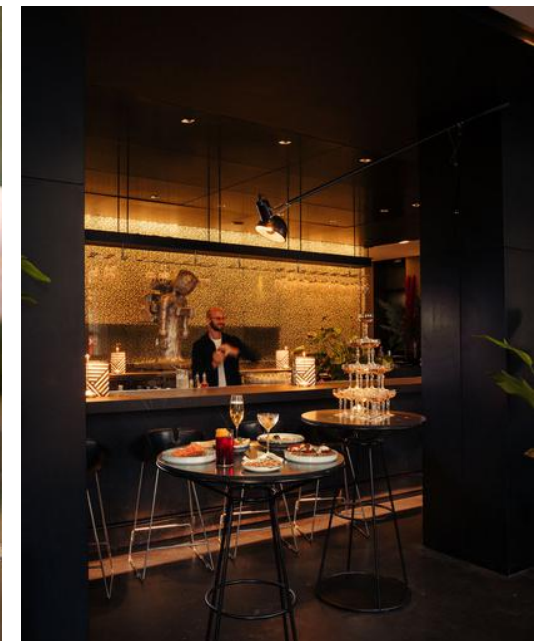
AMSTERDAM

During ADE 2025, ARCA Bar further established itself as a cultural and nightlife destination, hosting five days of curated programming in collaboration with Toolroom Records, Crossfader, The Disco Express and other leading music platforms, transforming the space into a vibrant hub for DJs, artists and festival-goers alike.

- Dedicated event planner
- Custom celebration cakes available
- Manned cloakroom
- Host desk
- Bespoke printed menus available
- Entertainment / DJ performers can be recommended
- Technical and AV support available on request

Guest capacities

- Standing - 140
- Seated - 46





ART'OTEL GALLERY

art'otel

AMSTERDAM

The 300sqm gallery space offers a truly unique and multifunctional setting, showcasing an ever-evolving programme of contemporary exhibitions. Designed to spark creativity and inspire connection, it provides an exceptional backdrop for team gatherings, brand activations, private events and unforgettable celebrations. Whether you're looking to energise your guests or create a memorable cultural moment, the gallery is perfectly complemented by bespoke food and drink experiences from ARCA Restaurant and Bar, seamlessly blending art, hospitality and atmosphere into one distinctive event.

- Dedicated event planner
- Custom celebration cakes available
- Manned cloakroom
- Host desk
- Bespoke printed menus available
- Entertainment / DJ performers can be recommended
- Technical and AV support available on request

Guest capacities

- Standing - 250
- Seated - 100





ART'OTEL LIBRARY

AND GREAT

art'otel

AMSTERDAM

With contemporary design and bold décor, the Library is a space made for creative thinking. Lined with inspiring bookshelves and overlooking the iconic Amsterdam Centraal Station, it offers a distinctive setting that blends culture, energy and atmosphere. Located close to ARCA Bar, the Library can be equipped with its own dedicated bar service, making it an ideal choice for receptions, presentations, networking moments and lifestyle-led events of both style and substance.

- Dedicated event planner
- Custom celebration cakes available
- Manned cloakroom
- Host desk
- Bespoke printed menus available
- Entertainment / DJ performers can be recommended
- Technical and AV support available on request

Guest capacities

- Standing - 60
- Seated - 48





ARTOTEL LOUNGE

art'otel

AMSTERDAM

The Lounge offers a quiet and secluded retreat, centred around a sleek fireplace feature that creates a warm yet refined atmosphere. Ideal for meetings, networking events, intimate dinners, drinks receptions or private celebrations, the space is designed to feel both comfortable and versatile. All furniture can be fully reconfigured or replaced with tables and chairs as required, allowing the Lounge to be tailored seamlessly to your event needs.

- Dedicated event planner
- Custom celebration cakes available
- Manned cloakroom
- Host desk
- Bespoke printed menus available
- Entertainment / DJ performers can be recommended
- Technical and AV support available on request

Guest capacities

- Standing - 76
- Seated - 80





CARSTENS STEAKHOUSE

STEAKHOUSE CARSTENS

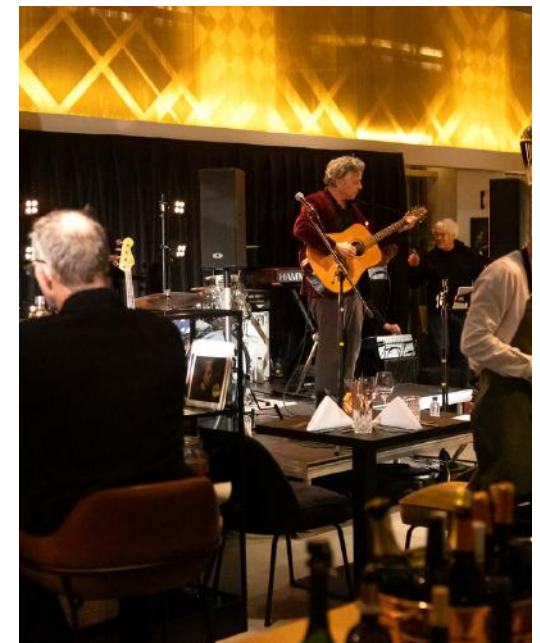
AMSTERDAM

Steps from Amsterdam Central Station, Carstens Steakhouse in central Amsterdam, blends local flavor, fresh ingredients, and relaxed charm. We partner with local farmers, butchers, and artisans to bring the best of the region to your plate. Our Jospier grill turns premium steaks and the freshest seafood into simple, honest dishes that celebrate land and sea.

- Show Kitchen
- Bar
- Dedicated event planner
- Bespoke printed menus available
- Manned cloakroom
- Host desk
- Baby Grand Piano
- Entertainment and DJ performers can be recommended

Guest capacities

- Standing - 140
- Seated - 81





VIC'S BAR

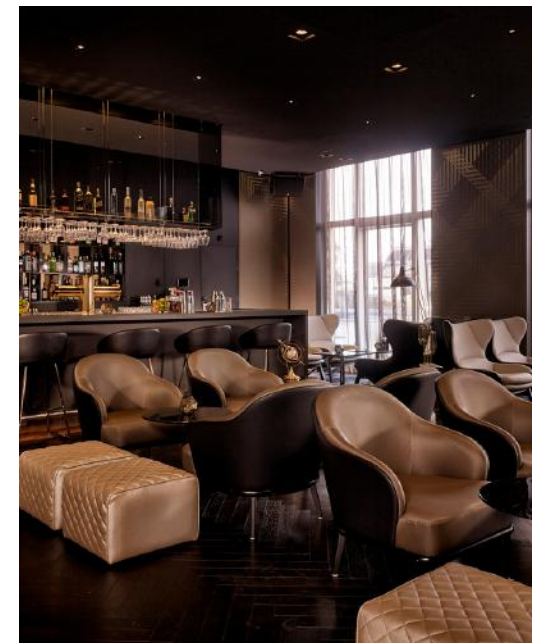
VIC'S BAR

Host your event at one of Amsterdam's most vibrant bars. Steps from Amsterdam Central Station, VIC's Bar every year transform into a city hotspot, especially known during major events like Amsterdam Dance Event. Perfect for high-energy private parties, drinks receptions, and social events for larger groups. with a stylish reception, walking dinner or festive dinner package for up to 120 guests.

- Bar
- Dedicated event planner
- Bespoke printed menus available
- Entertainment / DJ performers can be recommended
- Technical and AV support available on request
- Manned cloakroom

Guest capacities

- Standing - 140
- Seated - 81





ART'BEAT & PREVIOUS PROGRAMMING

art'beat is art'otel Amsterdam's ongoing cultural platform — celebrating music, art and creative expression through curated programming that reflects the spirit of the city and its communities.



sofar sounds



ADE: the disco express



ADE: martin garrix x jbl



glam.bar



creative by nature



le noir label release

PREVIOUS PROGAMMING AT ART'OTEL AMSTERDAM

PREVIOUS EVENTS
AT PARK PLAZA
VICTORIA





ADE At Vic's Bar

BEDROOMS



Across art'otel Amsterdam and Park Plaza Victoria Amsterdam, 405 guestrooms and suites offer stylish, comfortable stays in the heart of the city.

Designed for both rest and productivity, rooms at both hotels give delegates, artists and industry guests a place to unwind or focus — just steps from meetings, events and the energy of ADE.

At art'otel Amsterdam, bold installations by Atelier Van Lieshout bring creativity into every room, complemented by traditional wooden-framed windows, rainfall showers and Marshall Bluetooth speakers.

At Park Plaza Victoria Amsterdam, historic charm meets modern comfort with Egyptian cotton bed linen, spacious work desks, walk-in showers, Nespresso machines, smart TVs, complimentary Wi-Fi and access to private spa facilities. Whether attending business sessions or late-night ADE events, guests can always return to thoughtfully designed rooms that ensure a restful night in central Amsterdam.

Whether attending business meetings or late-night ADE events, guests can retreat to thoughtfully designed rooms that ensure a restful night and a recharged start to the day — right in the centre of Amsterdam.



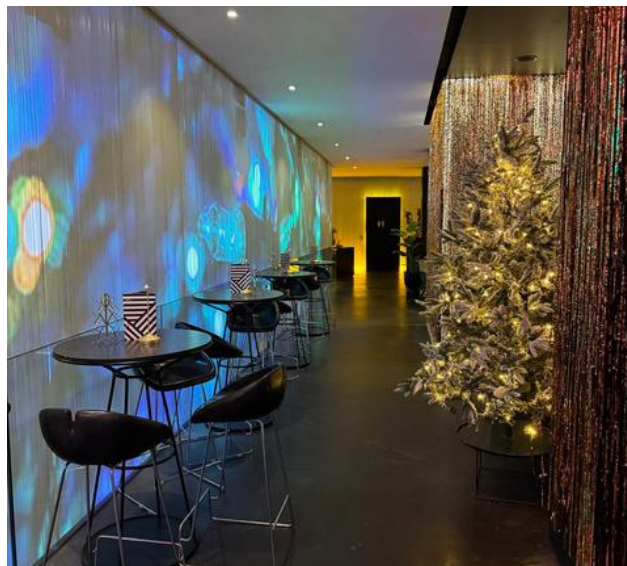


30

acbe

acbe

BRANDING OPPORTUNITIES







CONTACT OUR DEDICATED TEAM

nlevents@pphe.com

EXPLORE THE HOTEL

artotelamsterdam.com

parkplazavictoriaamsterdam.com

@parkplaza

@artotel #myartotel

[Find us on the official ADE map](#)