

# EDEL EVENTS



# INFORM

**WE ORGANISE  
FACILITATE AND CREATE  
EVENTS THAT BRING  
PEOPLE TOGETHER**

# INTRODUCTION

Edel Events is a creative events agency based in the historic building Het Sieraad in Amsterdam-West.

We organise, facilitate and create events that bring people together.



## EDEL EVENTS

In addition to developing our own concepts, such as EdelWise and The FoodParade, we regularly work with individual customers. Co-creation is important to us, so we can be sure the event will always perfectly match the DNA of the company. Alongside co-creation, there is also the option to use the facilities individually, such as renting a room, catering or only the production of an event. Come by and find out what we can offer as you enjoy an inspiring tour of this historic building. Call or e-mail our event department, **+31 20 8200928** / [info@edelevents.nl](mailto:info@edelevents.nl)



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# 1 ORGANISING AN EVENT

Edel Events gives you several choices. This is how it works: We can organise an event with you, you can let us organise an event for you or you do the organising and we will assist with the facilities.



◀ Fashion and lifestyle magazine Elle organised the Elle Style Awards. An unforgettable event with presentations, fashion shows, awards and a big closing party.

▼ Bacardi celebrated its 150th birthday at Het Sieraad. The event launched a series of 150 celebrations which have never been seen before or since! Each and every space was used for music and entertainment.

## 1.1 ORGANISE AN EVENT YOURSELF

Are you preparing an event and already have put together a plan, and now you want a breath-taking location? In need of that extra bit of creativity and the best facilities? Edel Events already has a lot of what you need in house and can arrange the rest for you. Het Sieraad offers plenty of creative options and our facilities include catering, technical support and styling advice. Be inspired by a tour of this historic building.



◀ RIPE NCC celebrated her annual Christmas dinner. A high-end organized dinner with a rich dessert buffet as a final highlight. Into the early hours there was still dancing and partying...



# 1 ORGANISING AN EVENT



▲ At the beginning of 2014, BNN and VARA got together to celebrate the merger of their two companies in a convivial evening of music, eating, drinking and special entertainment.



▼ Van Ameyde organised their annual staff party at Het Sieraad. Edel Events put together a unique entertainment concept, took care of the decorations and dressed the room, alongside developing a custom-made catering concept.

## 1.2 ORGANISE AN EVENT TOGETHER

Are you planning to organise an event and you are searching for a creative team to work with you? Looking for ways to turn your event into an unforgettable experience? We would be delighted to share our creative know how and expertise with you to find the concept that suits you best. To find out more about how we can work together to make your event happen, come by and meet us at Het Sieraad and enjoy a tour in the historic school building.



◀ The second-year students at the Amsterdam Fashion Institute (AMFI) were set a challenging assignment: the 260 Design, Branding and Management students had three weeks in which to work together to produce ten individual fashion brands based on the concept of 'fashion in the year 2025'. The designs were presented at a fashion show in Het Sieraad.

# 1 ORGANISING AN EVENT



▲ KPMG celebrated Christmas at Het Sieraad with their employees. Edel Events created the entire concept: from a reception with Christmas angels to a meal with a special tailor-made menu. From a Christmas-themed photo booth to a DJ who ensured the party went with a swing a long into the night!



## 1.3 LET US ORGANISE YOUR EVENT

Are you looking to organise an event, but you have no idea where to start and you do not have the time to make all the arrangements yourself? We can manage the whole process for you, from creation to planning, budgeting and arranging all the facilities. By working in close consultation with you, we believe we can produce the unforgettable results you are looking for. To find out more, come by and meet us!



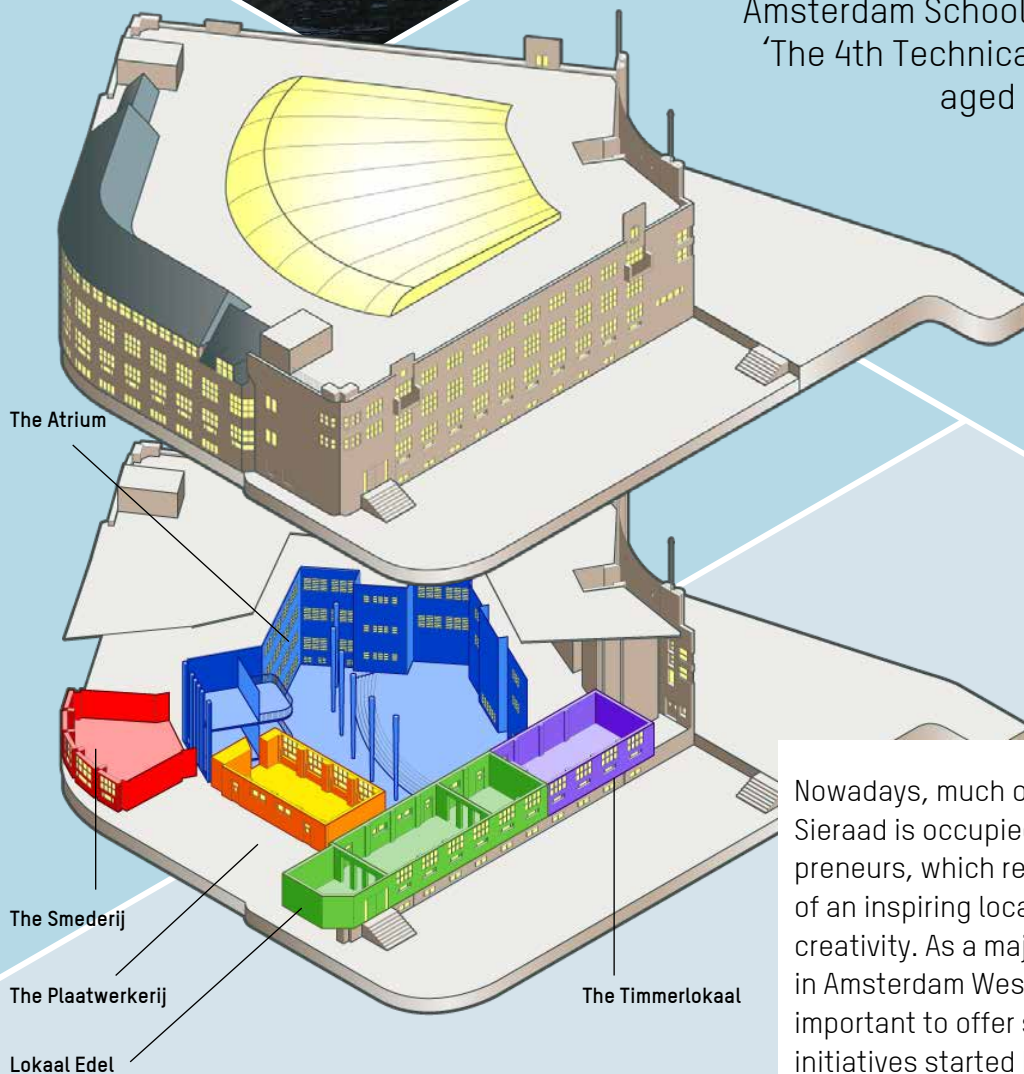
◀ For Ymere, Edel Events arranged a Christmas celebration, like they have never seen before. A champagne reception, a real Christmas market, a running buffet and a fantastic party!



# 2 HIRING A ROOM IN HET SIERAAD



Het Sieraad has four characteristic rooms, each with a different atmosphere. This monumental building in Amsterdam School style was built as 'The 4th Technical School', for boys aged 12 years and over.

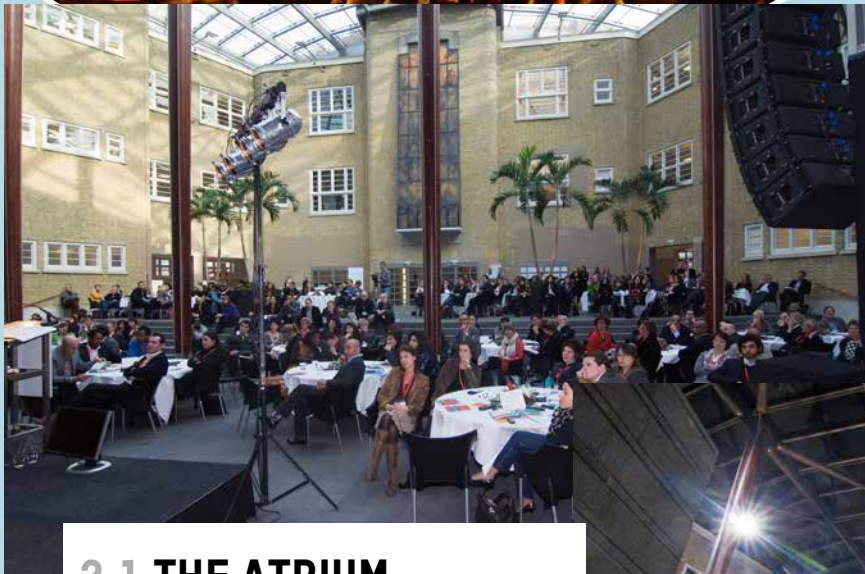


Nowadays, much of the space in Het Sieraad is occupied by creative entrepreneurs, which results in the creation of an inspiring location, full of life and creativity. As a major point of reference in Amsterdam West, we believe it is important to offer space to creative initiatives started by local residents and business people.

## CONTACT

To find out more, phone or e-mail us to arrange a tour of these inspiring premises contact our event department, **+31 20 8200928 / [info@edelevents.nl](mailto:info@edelevents.nl)**

# 2 HIRING A ROOM IN HET SIERAAD



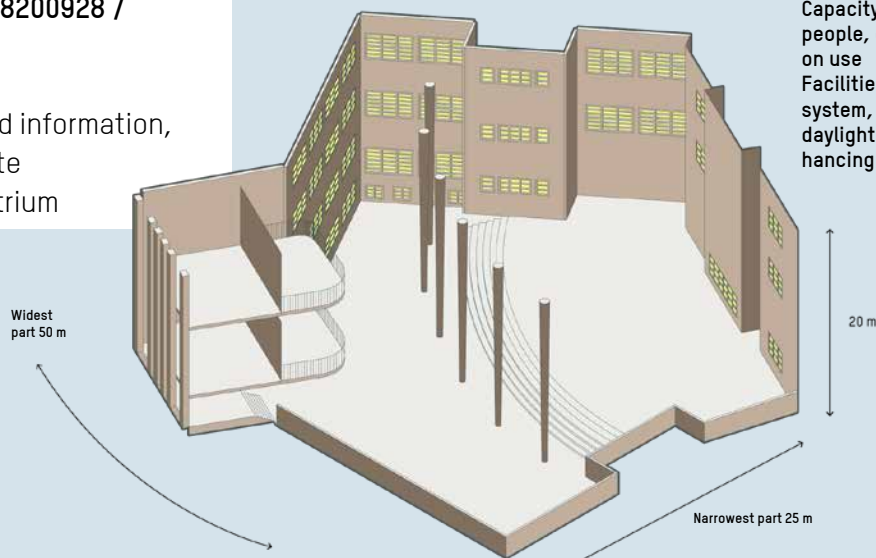
## 2.1 THE ATRIUM

Its imposing 16-metre high glass roof, turns the courtyard of Het Sieraad into an 'indoor terrace'. This space is ideal for symposiums and trade fairs, exhibitions and dinners, but also spectacular concerts, performances and late-night celebrations.

To request an individual quotation or arrange a tour, contact our event department at **+31 20 8200928 / [info@edelevents.nl](mailto:info@edelevents.nl)**

For further background information, please visit our website [www.edelevents.nl/atrium](http://www.edelevents.nl/atrium)

◀ Floor space: 730m<sup>2</sup>  
Capacity: Max. 800 people, depending on use  
Facilities: Sound system, free WiFi, daylight (mood-enhancing) lighting





# 2 HIRING A ROOM IN HET SIERAAD



## 2.2 THE SMEDERIJ

The Smederij is an attractive, light-filled space that looks out onto the water. This versatile space is suitable as a meeting room, for workshops, dinners and celebratory events. The room has a sound system, a range of audio-visual equipment and can accommodate up to 170 people.

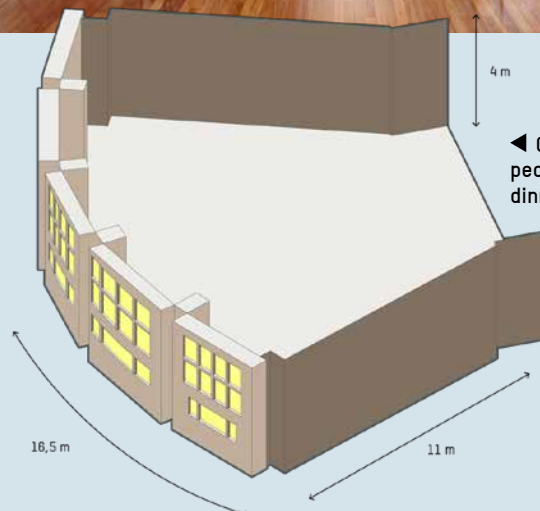
**Floor space:** 171m<sup>2</sup>

**Capacity:** Max. 170 people

**Facilities:** LCD projector, projection screen, free WiFi, sound system, daylight, black out blinds

To request an individual quotation or arrange a tour, phone or e-mail our event department at **+31 20 8200928 / [info@edelevents.nl](mailto:info@edelevents.nl)**

For further background information, please visit our website [www.edelevents.nl/smederij](http://www.edelevents.nl/smederij)



◀ Capacity: Max. 70 people for a function, dinner or reception.

# 2 HIRING A ROOM IN HET SIERAAD



▼ Facilities: LCD projector, projection screen, free WiFi, sound system, black out blinds



## 2.3 THE PLAATWERKERIJ

The Plaatwerkerij is the most robust space in Het Sieraad and is variously used for parties and functions and as a creative hotspot. This unique space is where the students of the Technical School used to have their metalworking lessons, learning the skills of welding and forging. The Plaatwerkerij still retains elements from those days and the rugged style reflects its past. The room has a bar, podium, air conditioning, a top-notch sound system and various audio-visual resources. The space is also suitable for presentations, workshops and as a meeting room. The Plaatwerkerij can accommodate 150 people.

To request an individual quotation or arrange a tour, contact our event department at **+31 20 8200928 / [info@edelevents.nl](mailto:info@edelevents.nl)**

For further background information, please visit our website [www.edelevents.nl/plaatwerkerij](http://www.edelevents.nl/plaatwerkerij)



# 2 HIRING A ROOM IN HET SIERAAD

▼ Floor space: 140m<sup>2</sup>  
Capacity: Max. 150  
people  
Facilities: Free WiFi,  
black out blinds

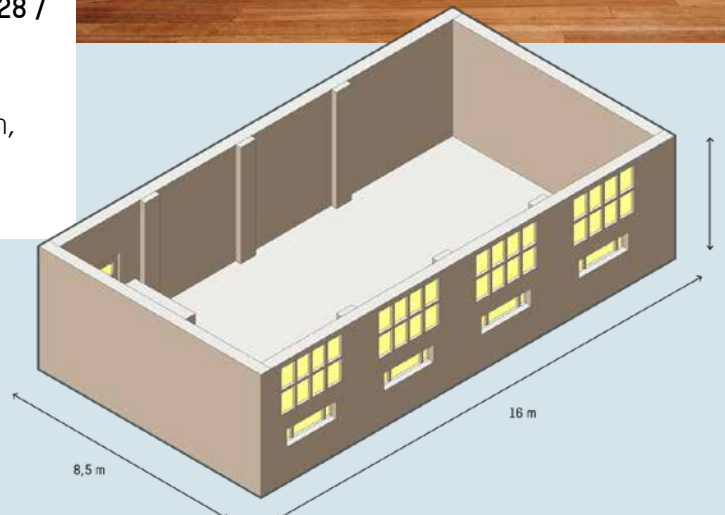


## 2.4 THE TIMMERLOKAAL

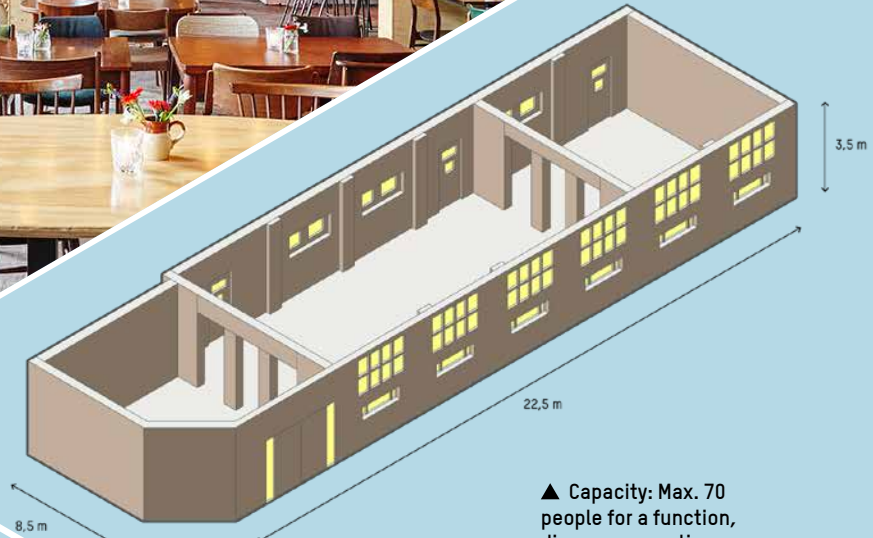
The Timmerlokaal is a very flexible, multi-functional space frequently used for brainstorming sessions, workshops and as a break-out room during conferences. There is space for a bar, a podium and for several large tables. The Timmerlokaal offers space (depending on the use) for up to 150 people.

To request an individual quotation or arrange a tour, phone or e-mail our event department at **+31 20 8200928 / info@edelevents.nl**

For further background information, please visit our website [www.edelevents.nl/timmerlokaal](http://www.edelevents.nl/timmerlokaal)



# 2 HIRING A ROOM IN HET SIERAAD



▲ Capacity: Max. 70 people for a function, dinner or reception

## 2.5 LOKAAL EDEL

Lokaal Edel is a café-restaurant with a large terrace on the water. It is very popular in the surrounding area and further afield who come for lunch, drinks or dinner. The café part of Lokaal Edel can be hired by agreement for a party or reception for up to 70 people. The restaurant can be used for a lunch, coffee or dinner, depending on availability.

The terrace of Lokaal Edel is accessible by boat and boats can moor up at our private landing stage. If you are coming with a group, there is the option of reserving part of the terrace. This is based on availability, and requires careful planning in consultation with us since a terrace reservation is weather-dependent.

To request an individual quotation or arrange a tour, contact our reservation department at **+31 20 7995000 / [info@lokaaledel.nl](mailto:info@lokaaledel.nl)**

For further background information, please visit our website [www.lokaaledel.nl](http://www.lokaaledel.nl)



# 3 FACILITIES

## 3.1 CATERING EDEL SPIJS

Eating and drinking is a key part of your event. That's why we have our own catering service: Catering Edel Spijs. Our team together with our chef will work with you to develop a food and drink offering, specifically designed for your event. If required by the concept, they will also bring in other caterers to assist. Catering Edel Spijs is also available for outside catering at other events.

## 3.2 SECURITY

Whatever the event, it's important that visitors are free to enjoy themselves without any worries about security. Having a plan for security can be beneficial. Edel Events works regularly with an officially accredited and registered security firm. From reception on the door to close surveillance, we can fulfil every requirement.

## 3.3 SYSTEMS

Most of the rooms in Het Sieraad are fitted out with a range of audio-visual equipment. Should your event be in need of putting together an out-of-this-world light show, then we will bring in the services of our audio-visual partners. This company, with whom we have a long-standing relationship, is used to producing at all levels and can assist you with all technical needs right from the start.

## 3.4 PHOTOGRAPHY & VIDEO RECORDING

Once your event is over, it is always good to look back and relive the moment once again. A video recording and/or photographic record of the event or the opening of your party, allows you to look back on a unique experience. Edel Events enables you to keep a record of your event.

## 3.5 LAYOUT & STYLING

Styling and layout can be useful to create the mood of an event. We would be delighted to advise you on translating a theme or style creatively and make use of our wide network to bring your ideas to life. And, if you are looking for something that's not in stock, then our set designers are on hand to make your ideas reality. Our team ensures no set design is ever the same and will take care of the styling of each event down to the smallest detail.

## 3.6 TAXI SERVICE

If you are looking to use the services of a taxi firm and/or need to arrange transport to and from Het Sieraad, we will be happy to advise you on this matter. Valet parking is also available if your guests need that extra level of service.



To find out more about what facilities are available, contact our event department  
**+31 20 8200928 / [info@edelevents.nl](mailto:info@edelevents.nl)**

# 4 HISTORY OF HET SIERAAD

The first pile of the The 4th Technical School, now known as Het Sieraad, was driven on 31 October 1919.



At the opening of the school visitors were greeted by the motto 'Zonder moeite niets' (Nothing was ever achieved without hard work), proudly displayed on the front of the building. At the school, boys from 12 years of age received vocational education in carpentry, lathe-working, forging and electrical engineering.

Het Sieraad is a magnificent, historical building in the Amsterdam School architectural style. The original elements such as the carvings by Hildo Krop and the beautiful architectural details have been carefully preserved throughout several re-developments. This makes Het Sieraad a special place with a great sense of history.



The terrace of Lokaal Edel is on the Kostverlorenvaart, a key waterway for Amsterdam, dug in the 15th century. The canal is still used for goods transport, a function that the city canals in Amsterdam have now lost.

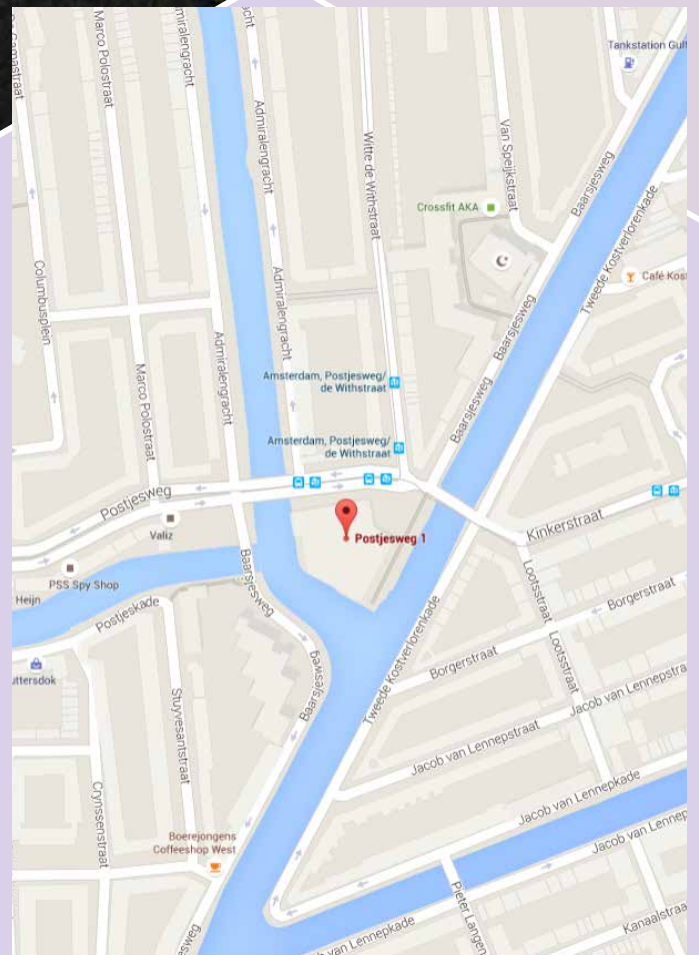
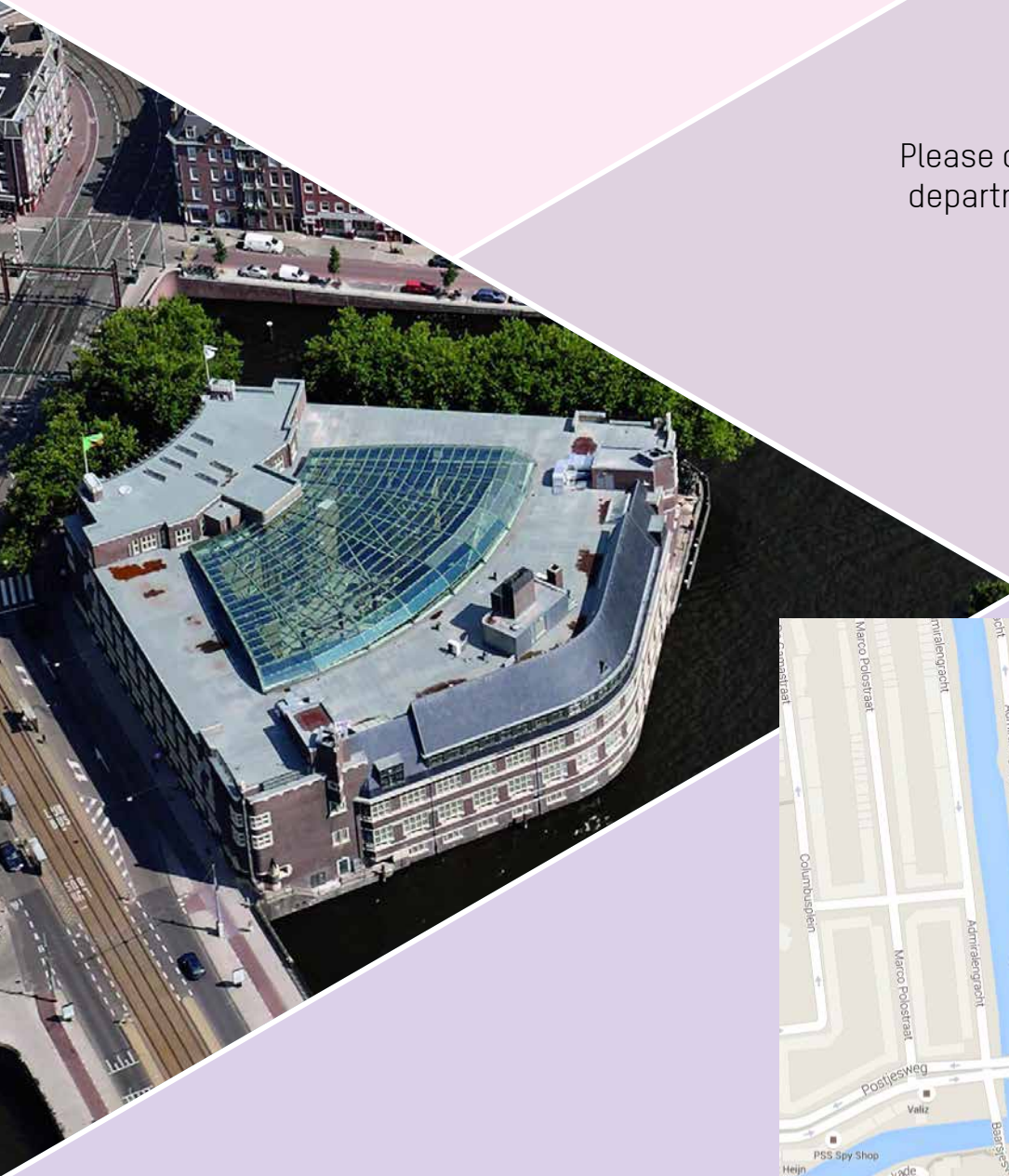
There is no such thing as a dull moment for visitors sitting out on the terrace. The huge vessels that still pass through the city on a daily basis are quite a sight to behold.



# 5 CONTACT

Contact us to arrange a visit at the magnificent Sieraad or to talk about organising an event. We would be delighted to work with you to turn your plan into an unforgettable occasion.

Please contact our reservation department: **+31 20 8200928 / [info@edelevents.nl](mailto:info@edelevents.nl)**



**OFFICE ADDRESS:  
HET SIERAAD / EDEL EVENTS  
POSTJESWEG 1  
1057 DT AMSTERDAM  
TEL: +31 20 8200928**

# 6 ACCESSIBILITY

Take the S106 exit off the A10 ring road towards Surinameplein. At Surinameplein keep left towards Hoofdweg. At the traffic lights on the Hoofdweg turn right onto the Postjesweg. Keep driving until you reach the bridge, you will see Het Sieraad on the right.

## PARKING

Parking is available around the building and on the quays of the Kostverlorenvaart, and costs € 2.40 per hour. The closest car park is 800m away from Het Sieraad.

### De Hallen car park

Bellamyplein - 1053 WC Amsterdam

Parking costs 3 euros an hour, and a day ticket costs 27 euros. Ticket machines also accept card payments. For further information on parking and car parks in Amsterdam, go to: [www.parkerenindestad.nl](http://www.parkerenindestad.nl)

## PUBLIC TRANSPORT

Het Sieraad is directly accessible by public transport, on tramline 7 and 17. Get off at the Postjesweg stop. For further information, go to: [www.9292ov.nl](http://www.9292ov.nl)

## BOAT

Het Sieraad is also accessible by water; boats can be moored at Lokaal Edel's private landing stage.

## P+R BOS EN LOMMER

Leeuwendalerweg 23B - 1055 JE Amsterdam. Take the S104/S105 exit off the A10 ring road.

Entrance times: 07.00-22.00 Exit times: 24/7

Parking charge with P+R discount:

Weekdays before 10.00 a.m.: € 8 for the first 24 hours. €1 a day thereafter.

Weekdays: after 10.00 a.m. €1 per 24 hours.

Weekends (Saturdays and Sundays) and bank holidays: €1 per 24 hours.

Parking charge without P+R discount: 10 minutes or part thereof: € 0.50

Charge per day (maximum): € 12

Het Sieraad can be accessed from this P+R car park by tram 7, alight at Postjesweg/De Withstraat.

## P+R SLOTERDIJK

Piarcoplein 1 - 1043 DW Amsterdam.

Take the S102 exit off the A10 ring road

Open: 24/7

Parking charge with P+R discount: Weekdays before 10.00 a.m.: € 8 for the first 24 hours. € 1 a day thereafter.

Weekdays: after 10.00 a.m. € 1 per 24 hours.

Weekends (Saturdays and Sundays) and bank holidays: € 1 per 24 hours.

Parking charge without P+R discount: 10 minutes or part thereof: € 0.50 Charge per day (maximum): € 12

The Sieraad can be accessed from this P+R car park by local bus 15, alight at the Willem Schoutenstraat stop (8 minutes walk) or by tram 12, alight at Willem de Zwijgerlaan tram stop (11 minutes walk)