

events@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 brings, so you can be assured of an original event location that will certainly surprise your guests.



about droog

Back in the 17th century, this location hosted the so-called Staalmeestersgilde, a group of textile craftsman. Their members are portrayed on Rembrandt's masterpiece De Staalmeesters, which is on display in the Rijksmuseum.

In 2004, Droog started occupying the building. Since 1993, Droog started gaining international fame as a Dutch design platform. Droog put Dutch Design on the world map with exciting global projects, innovative ideas and products. Today, this building represents Droog's legacy in the form of a cultural hub. @droog, you can now find an art gallery, cafe and meeting spaces - all surrounded by Droog Design.

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.

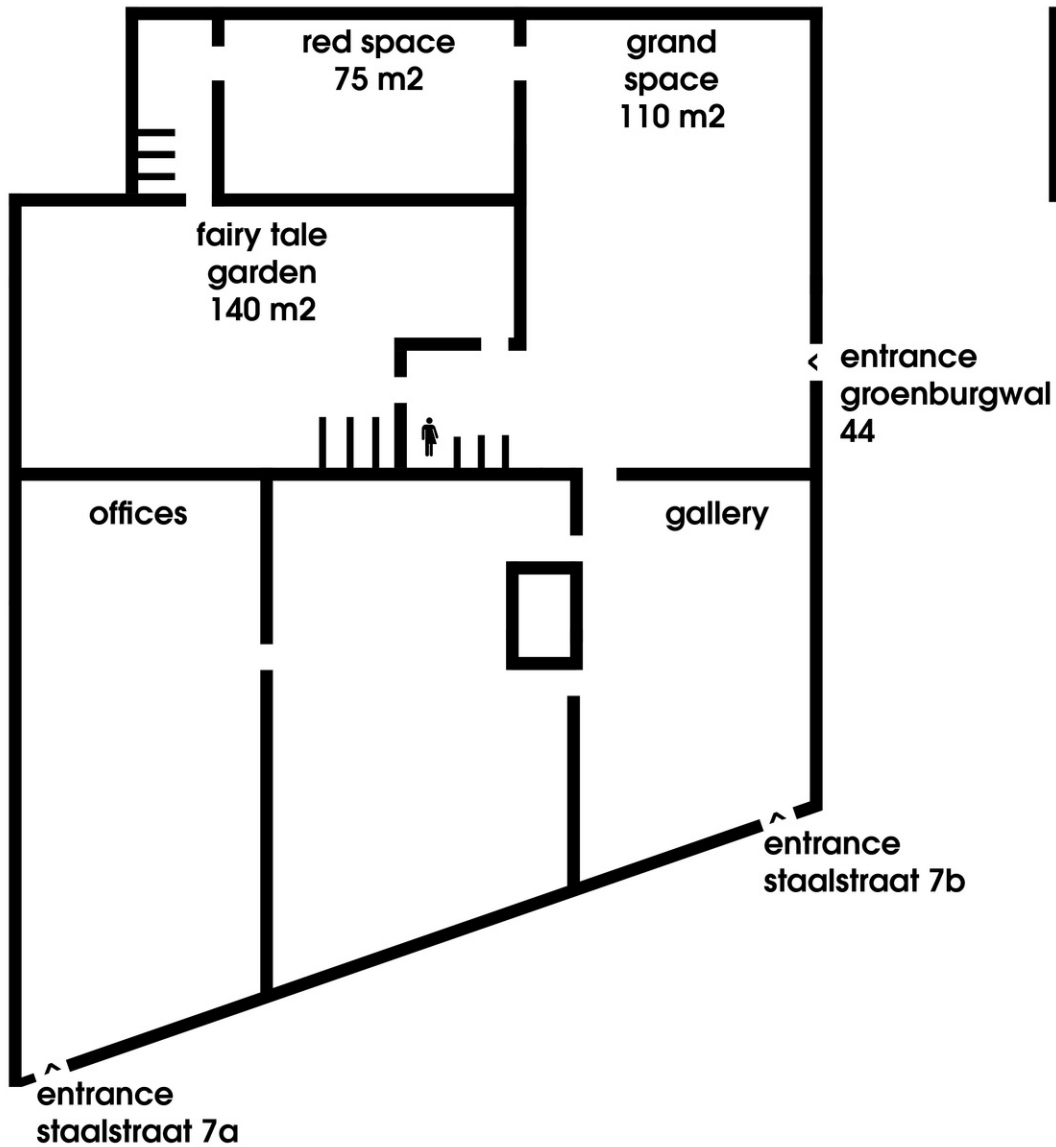
1. cafe
2. white space
3. red space
4. fairytale garden
5. library
6. grand space

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

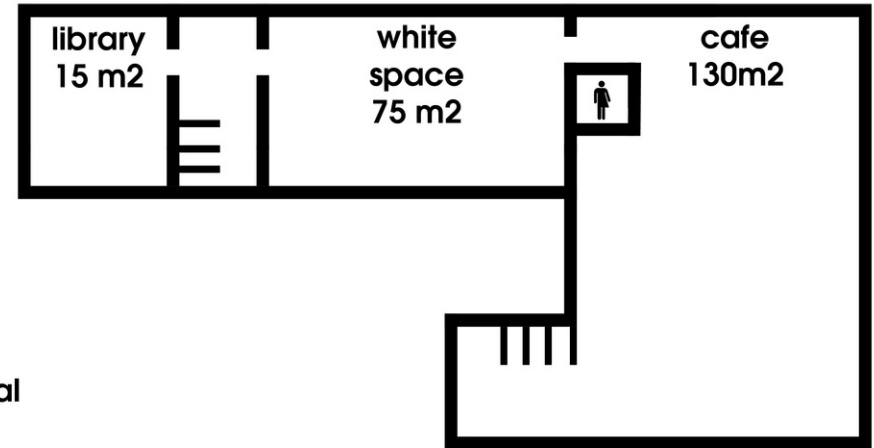


map

ground floor



first floor



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 dry 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 restaurant is the most ideal place for a large-scale event with a culinary arrangement like a seated dinner or drinks with bites. If necessary, there is also the opportunity to install a stage for a performance, speech or presentation.



- 130 m2 including bar, kitchen and 2 bathrooms
- light & bright, with views on the canals and interior garden
- 120 people standing or 70 seated
- sound system, multicolor LED lighting, beamer
- first floor, no elevator

Prices

full day: €1470,- excl. VAT

evening: €1680,- excl. VAT

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

Prices

full day: €1100,- excl. VAT
half day: €890,- excl. VAT
evening: €1100,- excl. VAT





3. red space



No occasion is too ambitious! As an extension of the Fairytale Garden, the Red Space is a public space with a high ceiling that gently pulls the elements of outside, inside. The Red Space is suitable for every occasion due to the red textile interior by Nikkie Wester. The Red Space is located next to the Grand Space. When combined, they can form an even larger area for your pop-up shop, showroom or exhibition.

- 75 m²
- 70 people standing, 50 seated
- beamer, sound system
- on ground floor, 1 bathroom, entrance via Fairytale Garden or Grand Space

Prices

full day: €1100,- excl. VAT
half day: €890,- excl. VAT
evening: €1100,- excl. VAT





4. 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

Prices

This space can only be used in connection with the rental for the Red and/or Grand Space.

€520,- excl. VAT



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 undistrubed private dinner or lunch.

- 15 m2
- 10 people standing, 10 seated
- tv with HDMI connection
- on first floor, no elevator

Prices

full day: €520,- excl. VAT

half day: €315,- excl. VAT

evening: €520,- excl. VAT



6. 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

Prices

full day: €1470,- excl. VAT
half day: €1100,- excl. VAT
evening: €1470,- excl. VAT

team events

Meet Monique and Samon, @droog's experienced event managers. With a passion for creating unforgettable moments for you as a couple, they understand your wishes and will make you feel at home right from the beginning of planning. Their teamwork and dedication ensures that your special day is a dream come true.





services

We have a talented team of chefs and barista's working in the cafe@droog. We can make sure you will be well-fed and supplied with coffee while you meet. If you're coming with a bigger group (8+), we will design a custom dinner/lunch menu for you. From lunch to after work drinks - just leave it to us! Have a look at our services below.

Prices (excl. VAT)

breakfast/lunch	€16.51 p.p.
fruit salad	€5.50 p.p.
homemade bananabread	€3.67 p.p.
3-course vegetarian menu	€36.24 p.p.
4-course vegetarian menu	€41.28 p.p.
borrel bites	€3.67 p.p.
coffee/tea (entire day)	€11.47 p.p.
coffee/tea (half a day)	€6.88 p.p.
soft drinks	€3.90 p.p.
beer/wine	upon demand
open bar	€20.66 p.p. upon consumption
staff	€30.00 per hour



rokin

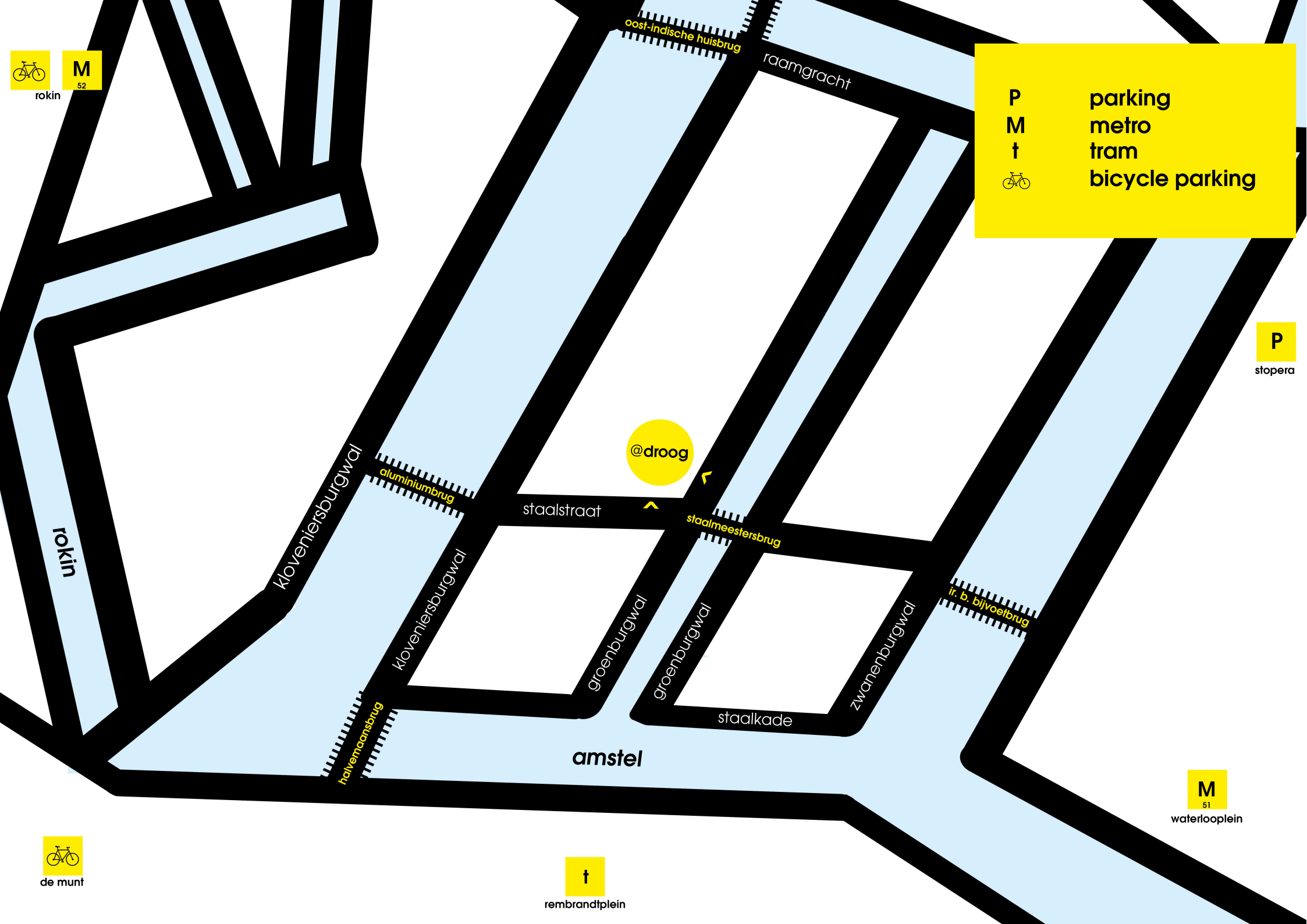
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