This book introduces the fundamental elements and conceptual starting points of my Fashion & Branding course graduation project: Volksatelier - a pop-up PR activation for Volkshotel.

To answer the question “how can Volkshotel boost it’s creative image?”, I dived into the brand essence, the target audience and current trends and developments in the creative industry to design a relevant brand activation that will elevate Volkshotel’s brand image.

Nisse van Rossum
AMFI Fashion & Branding
2019
This document contains the introduction to the pop-up concept 'Volksatelier' and gives direction in ingredients for execution.

It is important to read this book in relation to-and knowledge of Volkshotel Amsterdam and the Volksfamily*. Ultimately Volksatelier is a tool for Volkshotel to boost their creative image.

Volksatelier is positioned in between Broedplaats en Werlplaats; bridging front- and back-office.
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Volksatelier is a pop-up atelier space inside Volkshotel where a group of young designers come together to work on a collection made out of waste from the hotel. The atelier gives a platform to the designers and on-trend, engaging programming for outsiders to visit.
“There are plans in the making for a Volkshotel Rotterdam or even Volkshotel Berlin. However, a different building would mean a different creative scene and therefore a different Volkshotel.”
- Job Heimans, Founder
I want to thank my designers – Paulina Pabst, Emma van Gerven, Julia Aurora Guzman, Sterre Casteele – that were so willing to collaborate in the spin-off of this project to shape the first repurposed collective collection of the Volksatelier. It would have been a different project without your creative input and critical conversation.

Nisse van Rossum
AMFI Fashion & Branding
2018
Where waste creates community.
Concept
Volksatelier
Intro

Volksatelier is a recurring pop-up atelier concept that appears twice a year on the ground floor of the Volkshotel in Amsterdam. Volksatelier creates, just like other pillars of Volkshotel, a place for encounters. Volkshotel focusses on triggering rethinking and creativity. While Werkplaats*, Canvas* and Doka* visitors unite over drinks, food, music or work, Volksatelier visitors bond over communal creation. With the Volksatelier, Volkshotel takes a stand on sustainability and reshapes its market position and image. For a duration of three weeks, Volksatelier will changes Volkshotel into the facilitator of creation and connection. For the hotel guest, the accidental passerby, the freelancer* and most of all for the creative community of Amsterdam.

* see glossary
Volksatelier is an addition to the Volksfamily to retrieve space for creativity and boost Volkshotel’s creative image.
Maker to Material & People to new Perspectives
Context
**Volksatelier x**

**Volkshotel**

Volkshotel is about creating a 24/7 culture of people and connection.

Volkshotel strives to be more than hospitality alone. In addition to hotel facilities the building houses two clubs, a cafe / workspace and artist atelier; Canvas*, Doka*, Werkplaats* and Broedplaats VKG*. Each of them have their own identity but share (or form) the Volkshotel core values in their own ways. Even though Volkshotel is the umbrella brand that is talked about in relation to the building. Canvas, Doka, Werkplaats and Broedplaats are the fundamental elements that facilitate real connections.

* see glossary
Volksatelier is an addition to the Volksfamily positioned on the groundfloor between Broedplaats* and Werkplaats*.
Volkshotel’s founding vision is to become the place for everyone. They aim to be a place where people connect and share history, present and future of both the building and their own personal stories, habits and traditions. Ontmoeten (encounters), toegankelijkheid (accessibility), plezier (fun) and eigenheid (individuality) stand at the core of the brand. Their manifesto; “Volkshotel is open to anyone that is open to everyone” reaches back to its social heritage. With social referring to tolerant and progressive values.

Brand vision: “Volkshotel creates encounters, and those encounters create connections.”

Volkshotel strives to cater to the need of its customers and guests while staying true to their own identity. They are functional, serving and welcoming but not too submissive to the guest.
Volkshotel x
past vs. present

Volkshotel is a place with social heritage. The building used to be home to the Volkskrant newspaper and later that of avant-garde artists. After the leaving of the Volkskrant, Canvas as well as Broedplaats VKG gave new life to the derelict newspaper building. They left Volkshotel blessed with a strong progressive legacy and creative image to built their brand upon.

History sometimes seems to be in strong contrast to where Volkshotel stands now. With a coverage of more than 40% corporate guests the building’s tolerant, reformist character is not top of mind anymore. In addition to visitors who describe the vibe as work / study focussed. Leaving the Volkshotel with an image contradicting to the visionary brand identity.

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“I feel like Volkshotel has become corporate and sterile, the rebellion is gone.”
- Sabina Dick, coordinator creative.
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42% corporate guests
8% national guests
21% global leasure guest
29% international leasure guest
Volksatelier x  
future vision & challenge

Volkshotel shares their roof, heritage and aspirational identity with over 150 creative minds that are housed in the Broedplaats. However, Volkshotel rather neglects than utilises this rich heritage and network of connections as they increasingly make choices in benefit of short-term commercial growth. Part of Volkshotel’s mission is to be the Amsterdam creative and culturally relevant hotel brand. But as their programming has become more corporate they are slowly disappearing from the creative scene. In order to retain their market position Volkshotel and needs to (re-)boost their creative image to secure long-term relevance and open up doors for growth.

“I envision Volkshotel as a lasting community that contributes to the creativity of the city.”
- Job Heimans, Founder

* see glossary
Purpose
In order to boost Volkshotel’s creative image without harming the hotel’s commercial need we draw in a new kind of creative community that represents the future visionary Volkshotel audience.

Volksatelier x
Purpose

With more corporate guests in house than ever and lesser attention to experimental programming and, the link with Broedplaats* has become rather financial then emotional and the space for creativity within the Volkshotel has scaled down. In response to this change in environment, the original local target audiences (the creative Amsterdammer, the art-lover and the artist) have withdrawn from Volkshotel and found other communities in Amsterdam that better fit their needs. The Volksatelier aims to be a creative space in harmony with the current Volkshotel commercial visitors. Whereas the past “creative visitor” was mainly drawn in by the experimental nightlife. Today nightlife programming doesn’t fit the need of the hotel visitor and Volkshotel is in need of a fresh, alternative programming.

* see glossary
Volksatelier, is like Volkshotel, designed for the ‘people’. This philosophy carries out in the same kind of accessibility of product. We take Volkshotel’s mantra; “open for everyone that is open to anyone” in account. But unlike Volkshotel, Volksatelier does specifically focus on a niche target audience in it’s external communication.

The segment we are targeting as the core niche is the thirty-something, before-trend Amsterdam creative with a social and environmental responsible conscious and an interest in fashion and design. Even though Volkshotel states to be for everyone. It is this consumer that stands close to the brand essence and is most likely to uplift their image.

They are high on culture yet low on environmental footprint.
Debbie Yard, amfi alumni and founder of Roskiyard, the travelling suit. “we take only what we need.”

Volksatelier x
HIGH CULTURE / LOW FOOTPRINT

They are high on culture and low on environmental footprint. As they are past their study years, they have found their way into working life - the bank account has become a bit bigger and life has taken more serious swing. That said, they are sure not planning to turning their back to the dynamics of the city. They thrive on highly cultural environments but at the same time strive for a low environmental footprint by purchasing less impulsively, more organic and choosing experience over product. This group of early adopters is creative, critical and trendy. They can be found in trendy places like Ferrotopia* at NDSM*, de Ceuvel* in Noord* and Pakhuis de Zwijger*. Event like Unseen*, IDFA* and DDW* cater to their need for high-level cultuur with a laid-back casual vibe. They aim to make conscious consumption choices buying the eco-label at AH and mainly vintage but the new Amsterdam creative is far from an eco junkie. They like to support friends with small creative enterprises and can often be found at local start-up networking events. They are sure to spread the word on stuff they think is cool, in search for their like-minded community.

* see glossary
"I make my money in advertising, which sometimes makes me feel like a fake. I'd rather be changing the world for real. Spending time at Volkshotel, meeting likeminded creatives gives me the idea that that is actually possible.
- Joris Hofmans, Amsterdam

Joris Hofmans, Amsterdam based freelance creative director / brand strategist.
How it works
Volksatelier x functioning

The hospitality industry plays an undeniably big part in our environmental problems. Volkshotel alone produces an estimate of 1000 KG textile waste a year. At the Volksatelier we utilise this waste to create a new creative community. The textile waste is being used as a source to give emerging designers a challenge and a platform to create from.

For the duration of three weeks the Volkshotel will be a space for connection, circularity and curiosity. A pop-up atelier, lectures, workshops and events will emerge in and around the hotel. For each edition, a group of five selected artists will take residency at the atelier to create a collective collection of art and design pieces sourced from the (textile)waste of the hotel. The residency ends with a one week exhibition showcasing the output of the atelier.

By doing so, Volksatelier connects maker to material and people to new perspectives.
Volksatelier x
community

To build a communal feeling, visitors are not just spectators but are invited to join the craftsmen in workshops, discussion panels, inspirational lectures and contribute to a communal design by adding their mark on textile. A diverse program ranging from a late-night booze-infused lecture by material reformist Bart Hess*, to an afternoon discussion panel on clean clothes and working conditions led by Schone Kleren Campagne* to daytime embroidery workshops by de Steek*... this caters to various segments of the target group (see chapter 6: People. p.53). Community building is supported by Volksatelier’s social media channels. The main aim of the pop-up is to provide relevant programming to lead people to meet in real life, rather than creating content for the sake of online communication. We believe that authenticity of content will unite offline and reflect online.

* see glossary
During each edition, five designers are chosen to participate in the artistic residency at Volkshotel. For the duration of three weeks, they will work at the Volksatelier, connect with the hotel guests, visitors and local creatives.

Participants are selected on their current position in the industry, craft speciality, link to Amsterdam, their reformist way of thinking and eagerness to fully immerse in the world of waste and the Volkshotel. Practically speaking the designers work, but don’t sleep at the hotel for the duration of the project. Their participation stands in close relation with Volkshotel. Volkshotel provides participants a platform, working materials and connections. The designers provide Volkshotel creative sass and a product to uplift their image.
Volksatelier

exhibition

At the end of the three week residency, the output of the atelier will be a collective collection of both fashion design and art pieces. The final piece in the collection will be made from the textile that is all marked by the visitors of the pop-up. Later on, the collection will be for sale and exhibited in the hotel in the shape of an installation. The expo will be crowned with an exhibition opening event, reflective talks from the designers and a live performance to bringing the pieces to life. After the installation the work of the designers lives on in print and moving image as photography / video exhibition in the hotel.
Atmosphere
Volksatelier x
Athmosphere

Volksatelier creates, just like other pillars of Volkshotel, a place for encounters. Hotel guests, employees, broedplaats renters, ex-pats, unplanned by-passers, curious students and trendy Amsterdammers all pass, cross and bump into the creative space when visiting their side of Volkshotel. Because Volksatelier is positioned as an extension of Werkplaats*, it can be seen as a central crossing point. Study area, meeting rooms, reception, banqueting, cafe and atelier intersect at the ground floor and connect in a casual way. The atmosphere is relaxed yet focussed, open and creative.

*see glossary
Volksatelier x
Athmosphere

Volksatelier has an open door but you’ll have to walk into yourself. We don’t ask for attention, curious people are naturally drawn in by the experimental character of the place. The target audience is preselected by Volksatelier 3D design and communication. People look, peek and glance inside. Glances will turn into questions and questions into conversations.

All people in the building come for different reasons. Some visit Volkshotel for meetings, some for holidays, some to work, some to drink and some to relax or get inspired. These different intentions create a vigorous buzz on the floor. At Volksatelier we aim to distract by passers from their own daily routine with our disruptive presence. Don’t be surprised if you get ask to help stitch a seam or cut a fabric. At Volksatelier talking turns into making.
Volksatelier x
Tone of voice

The look and tone of voice of the Volksatelier stays relatively close to that of Volkshotel but with a focus on crafts and repurposed material. Since Volksatelier is a physical extension of the Volkshotel, they share a lot of common ground. The differences are mainly functional, hence the Volksatelier has a different function (programming & community) and focuses on different people (Amsterdam creatives) than the Volkshotel (hotel & international audience). Signature to the look & feel of the Volksatelier is the use of their recycled paper print. Repurposing is the key element that stands at the base of all Volksatelier design. Because repurposed and recycled design can quickly become colour and texture intensive, it is balanced with a calm black & white inverted text base. The tone of voice can be critical and reflective yet always in an optimistic and open way. At the Volksatelier we deal with challenging topics like environmental sustainability and social responsibility, but we choose to face the future with optimism and creativity.
Volksatelier x
Space

The Volksatelier is a recurring pop-up and therefore construction is modular. Spatial design is focussed on construction that can be fully deconstructed without damaging or wasting built elements. The design stands in line with the overall look and feel: close to volkshotel in its communication but with waste and creativity as starting point. The atelier space has both a functional as informative purpose. The inside of the space forms a clear and practical work environment and the outside of the construction gives space for inspiration and information. Signage is made out of left over materials or new material from a recycled source. We try to limit the use of less sustainable materials as plastics and mixed materials. In case these choices have to be made, the durability of the material is decisive. Sometimes a sustainable choice is to choose a material that can be used many times over a fragile material that has to be re-produced for every moment of usage.
Volksatelier x

**LOGO & TYPE**

The Volksatelier logo is derived from the original Volkshotel logo. It is used in inverted black&white. The logo is always used in stamp shape and can not be altered. For the Volksatelier collective collection logo, the current guest illustrator designs the type of the words “collective collection”.

Volksatelier uses the original Volkshotel font family. Base of all communication is Apercu. The other fonts; Px Grotesk, Brooklyn, OCR A Extended and CenturyOldst BT support Apercu in titles and highlights. To create clarity we keep text simply black and white. Titles form either a collaged statement word or sentence where all five fonts play their part or form a combination of clear & collaged by combining two - but never more - fonts in the title.

In print we always use recycled newspaper paper and print with 80% black. Every small bit helps. To enhance the makers feel we incorporate analogue techniques like riso-print, screen printing and letter-press that show human imperfections for communication and merchandise A2 posters.
a. correct usage of logo
b. example of artist collaboration & logo usage.
c. incorrect usage of logo
d. incorrect usage of logo
**Volksatelier x**

**Print**

The signature recycled paper print is dependent on the waste material available and will vary every edition of the Volksatelier. The paper print can be used in both an analogue and digital way. Analogue: the print is preferably hand-made, making every print unique. In case the print is used on digital platforms, it can be used in both photo and halftone quality. The colour of the print is not adjusted. A print can be in black&white as long as the original material was black and white coloured. Prints are all-over used in construction, furniture, signage elements and merchandise.

**Volksatelier x**

**Illustration**

Illustration is a key part of Volkshotel’s communication and the Volksatelier is no exception to this. Each edition of the Volksatelier an illustrator is invited to make custom illustrations that’ll represent the current edition and are part of the collection. The illustrations can be implemented at the big ground floor windows, on labels, as part of the collective collection and on merchandise products like postcards, tote bags and tees.
Volksatelier x
Photography

Photography
In addition to illustration we use video and photography to document and communicate what happens at - and is made in the Volksatelier. Photography can be done in two styles: real life documentation: snap shots of what is happening at the moment in the atelier. These don’t have to be perfect and are not very edited, an Instagram filter is ok, but we don’t put these images through Photoshop before sharing them. For lookbook and more press documentation the style can be more stylised to elevate the artistic quality and potential of the materials. Images are fresh yet have a gentle and human touch to them. Imperfections in product, material and decor may be shown but we do edit these images to ensure professionally and to use them in their full potential.
People
Volksatelier x
Hotel guests

Volksatelier will enhance the in-house hotel experience with a good dose of creative sustainability. Upon check-in guests receive a mini Volksatelier textile kit to stimulate their Volksatelier engagement and contribution. Upon check-out guests are invited to donate, rather than discard their excess kilos to the Volksatelier. During their stay, they can attend all Volksatelier programming for free.

The Ikea CEO staying at Volkshotel might just end up having a beer with a newly graduated designer participating in Volksatelier at the end of the day.

Volkshotel houses a varied range of hotel guests. From English party squads to elderly couples visiting the National Opera. Not all guests will be equally attracted to the character of the Volksatelier. Therefore we don’t impose the Volksatelier philosophy upon hotel guests. But we also don’t hold back in our character. It is up to the guests to take it as they want.
Ultimately, the Volksatelier is there to attract creative crowds to the Volkshotel. Volksatelier caters to the new creative by providing critical programming, a platform for upcoming talents and an environmentally conscious approach.

The new creative comes to Volksatelier to explore the happening, keep a look out for trends and to meet like-minded people. They are likely to stick around for a beer, have a bite at Canvas* and even end up at Doka*. Being infused with culture and conversation, they’ll leave the building satisfied with a new story to share and a reason to return to the Volkshotel.
Volksatelier x Broedplaatsers

Broedplaatsers are a group of visual artists, musicians, performers, fashion designers and other experimental creatives that have their studio spaces & atelier housed in the Broedplaats VKG*. The tight cultural link Volkshotel has to the Broedplaats and it’s inhabitant will provide Volksatelier with the needed artistic authenticity and credibility. In return, Volkshotel provides the Broedplaatsers with a platform to showcase their work and take the stage front office. Volksatelier is facilitating a fresh in-house collaboration, restoring the close relationship between Volkshotel and the Broedplaats which has suffered over time. Hotel guests often ask if they can visit the broedplaats to have a look but the Broedplaats stays behind closed doors. Secretly all artists wish to get discovered, let’s see what happens when Broedplaatsers step into the light.

* see glossary
Volksatelier x
The Maker*

Volksatelier’s fresh and material focussed character has close links to the Makers* community and will attract a various bunch of curious creatives that come to take a look. A maker is a creative of any kind of sort. Whereas making generally has been associated with hands-on creation or crafts, these days making can also stand in relation to new computer technologies and digital fabrication. What binds the makers and illustrates the makers mentality is the constant need for renewal. Makers are curious and experimental and can spot creative opportunity in any kind of situation or material. Makers mentality is signified by sharing, do-it-yourself and open-source
Volksatelier x Freelancers

The ground floor is the home of the freelancer. Every day, the tables are filled with ZZP’ers, students and other people that need a spot to read, write and think. The Freelancer will have to make some of the beloved work space to make place for the Volksatelier pop-up. But what they will loose in contemplation they will gain in conversation. Freelancers don’t often interact with each other as they hide behind their glasses and laptops. The Volksatelier triggers the Werkplaatser to get away from their computer and out of their comfort zone.

Volksatelier x Partners

Our neighbours are an important part of the local community. Volkshotel envisions to function as a central space for gathering, creativity and entertainment in Oost*. Volksatelier connects Volkshotel to new local partners that share the same artistic and environmental. Examples of potential partners are The Knowledge Mile, AMFI and Fashion for Good. Partnerships support consists out of publicity, programming support and knowledge exchange and share of image.
Programming
### This week in Volkshotel

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<tr>
<th>Day</th>
<th>Time</th>
<th>Event</th>
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<tr>
<td>Tue</td>
<td>20:00/ 01:00</td>
<td>Marcel Barlaj Avenue Cocktail</td>
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<td>Thu</td>
<td>19:00/ 01:00</td>
<td>Boas Restaurant DJ</td>
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<td>19:45/ 22:15</td>
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<td>Fri</td>
<td>17:00/ 01:00</td>
<td>Pål/Secam</td>
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<td>19:00/ 23:00</td>
<td>Amadeus</td>
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<td>Fri</td>
<td>23:00/ 04:00</td>
<td>Dr. Tiong &amp; Wendel Sield</td>
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<tr>
<td>Fri</td>
<td>23:59/ 06:00</td>
<td>Dominik Rodeman</td>
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<td>Sat</td>
<td>20:00/ 01:00</td>
<td>Christian Bos</td>
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<td>Sat</td>
<td>19:00/ 23:00</td>
<td>Menjo</td>
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<tr>
<td>Sat</td>
<td>23:00/ 04:00</td>
<td>Ben Gomori &amp; Jimmy</td>
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<tr>
<td>Sun</td>
<td>16:00/ 19:30</td>
<td>Short Movie Sunday</td>
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This week at Volkshotel

Mon - Thu
10:00 - 18:00 open atelier. Walk-in and drop by for a talk with the artists at work.

Fri
10:00 - 16:00 open atelier. Walk-in and drop by for a talk with the artists at work.
16:00 - 17:00 Artist at word. Get a closer look in the artists mind. This friday with Paulina Pabst @ VOLKSALETIER WORKSPACE.
16:00 - 18:00 Instock Happy Hour. Free vegan Instock snacks with your beer.
20:00 - 22:00 night lecture by Bart Hess. Prepare for a booze infused new take on body and textile with Bart Hess @ DOKA.

Sat
09:00 - 10:00 breakfast session Fashion Fails. Walk-in and drop by for a talk with the artists at work.
12:00 - 15:00 Recycle & Remake workshop by de Steek.
16:00 - 17:00 Artist at word. Get a closer look in the artists mind. This friday with Emma van Gerven @ VOLKSALETIER WORKSPACE.
16:00 - 18:00 Instock Happy Hour. Free vegan Instock snacks with your beer.
20:00 - 22:00 night lecture by Borre. Prepare for a booze infused new take on textile production & knit with Borre Akkersdijk @ DOKA.

Sun
09:00 - 10:00 breakfast session #wasteless. What happens to our discarded clothing? How do we give our waste textile a new life? Discussion @ RIET
12:00 - 15:00 Embroidery workshop by de Steek.
16:00 - 17:00 Artist at word. Get a closer look in the artists mind. This friday with Julia Aurora Guzman @ VOLKSALETIER WORKSPACE.
16:00 - 18:00 Instock Happy Hour. Free vegan Instock snacks with your beer.
18:00 - 20:00 Fashion Film Screening. End the week with some popcorn and a docu. This week The True Cost @ DOKA.
At Volksatelier accessibility is just like at Volkshotel key. The Volksatelier programming should be not too pretentious and it should be understandable for anyone. That doesn’t mean the programming should be ‘normal’ or mundane. Volksatelier programming is critical and triggering. Don’t be surprised when you unexpectedly are pulled out of your comfort zone and don’t be shocked if you leave the place with a new perspective on life. ‘Difficult’ topics like politics, environmental and social sustainability.

All Volksatelier opening and launch events are free of charge. Nevertheless a guest list is composed and personalised invites to special guests are send out in advance as part of the PR strategy.
Volksatelier x
Music

Music is fresh and underground. Whereas Canvas is programmed to a familiar house sound, the music at Volksatelier doesn’t have to be recognisable for visitors. The tone is open and warm yet can be challenging. At Volksatelier selected DJ’s are talented newbees from the scene. They get the freedom to play experimental tracks that would elsewhere not easily get through the selection. The Volksatelier playlist is electronic music based. During the day electronic tracks are mixed with a wide variety of styles, reflecting the broad range of people on the floor. During evening programming tracks can be more edgy and one sided. However a positive vibe should always remain focus.

Volksatelier x
Performance

The broedplaats houses a couple of performance artists and they are invited to take the stage. Performances are high-quality, rare, triggering and interactive. They can happen unexpectedly inside the Volksatelier, as support of event days or disrupting seminars.
Volksatelier x Merchandise

At the Volksatelier there is also the possibility to take something home. Examples of volkshotel merchandise are recycled paper postcards, bed linen tote-bags, an assembled pocket sewing kit or a limited edition Volksatelier garment. All products that are an output of the Volksatelier must come from a repurposed source, as we aim to fight waste. Volksatelier merchandise is - just like Volkshotel merchandise - paid at the reception desk.
Volksatelier x

Expo

At the end of the pop-up, the atelier will make space for an overview exhibition of all the work that has been made. The exhibition installation gets a central place on the ground floor and will stay there for the duration of one week. After that week the overview installation will be removed loose installation elements and product photography will be on show for another month. The transition from pop-up atelier to exhibition installation is supported by an exhibition opening event. At the event the installation is brought to life by life performance.

Volksatelier x

Food

Drinks and food on the first floor are served by Werkplaats. At Werkplaats you order at the counter and you are not served. We keep this method of service is contained, but during the Volksatelier pop-up a there is a daily Volksatelier special on the menu composed by the left-over ingredients of the day before. The menu always has a vegan option.
Communication
This PR campaign aims to get awareness for Volksatelier and boost Volkshotel’s creative image. However Volksatelier should also campaign to attract potential participating artists and future partners. Volksatelier is a campaigns focussed on brand experience. We believe that authenticity of content will unites offline and reflects online. The Volksatelier pop-up experience is a brand activation supported by traditional media, PR, social media and guerrilla marketing.

- make our visionary audience aware of the Volksatelier.
- gain buzz around the event and it’s creative / trend value.
- boost Volkshotel’s creative image.

* see glossary
Volksatelier x
Classic media

Print ads, program and line-up posters and call for artists’ participation are spread through the city as part of the awareness phase and to trigger attention and action.

Volksatelier x
PR

Influencers and press are invited to launch-and expo event as well as to stay-over at the Volkshotel during the Volksatelier happening. Press releases are part of both the preparation phase and of the round-off of the event.

Volksatelier x
Social media

Volkstelier has just like Canvas and Doka its own social channels. Live footage on instagram stories and ‘artist take-over’ days provide content for social media channels during the happening. Volksatelier content will also be present on the channels of Volkshotel.
guerilla marketing
+ press release

call for artists
+ event announcement

HAPPENING

AWARENESS & CALL FOR ACTION

1 2 3 4 5 6

LOCAL INFLUENCERS

after video
+ press release

recurring events

SOCIAL

3 week pop-up atelier + programming

INFLUENCERS

call for artists + event announcement

artists + happening announcement

Art & Bullshit

Volks ATELIER
HAPPENING

SOCIAL

AWARENESS & CALL FOR ACTION

3 week pop-up atelier + programming

SOCIAL

INFLUENCERS

call for artists + event announcement

LOCAL

guerilla marketing + press release

HAPPPENING

Collection expo

After video + press release

recurring events

7

8

9

10

11

12
Waste vs. design at ground floor Volkshotel. 1 collection, 5 designers. 3 weeks of art, workshops and lectures and discussions!

Are you ready to get dirty?

Next up...
See you tonight!
8 pm

Rise for Sustainability

Call for artists!
COMING SOON

Volkshotel Amsterdam
Where waste creates community.

are you ready to bring your discarded garments?

Volksatelier Amsterdam
78
Amsterdam, the Netherlands

Volkshotel launched a fashion & art residency program for emerging designers. The pop-up program focuses on repurposing of hospitality industry.

This month Volkshotel is hosting a sustainable pop-up atelier. Join a workshop and check out the collection!
Scaleability
Volksatelier

The concept Volksatelier can be executed on multiple levels and dimensions. Output of a simplified spin-off artist collaboration can will result in content to be used for press and exhibition purposed. Nevertheless to fully reach its potential Volksatelier should be executed in full shape, including a well-thought through programming and artist selection.

In addition to in-house programming the Volkshotel could use Volksatelier to promote their brand outside of Amsterdam. Volksatelier as stand alone pop-up experience can travel and could be a great way to introduce the Volkshote brand philosophy to a broader audience. Think of a pop-up on Dutch Design Week Eindhoven*, during Berlin Fashion Week* or at and ART Rotterdam*. This strategy can be implemented to support brand positioning and explore new grounds to extend the hotel line.
“Working from waste is probably the most fun and most valuable thing for a designer today.”

- Paulina Pabst, Amsterdam
Conclusion
MARCH 2019
Volks HOTEL AMSTERDAM
Where waste creates community.
Conclusion x
Volksatelier

Volksatelier will boost the hotel’s image and program repertoire, but asks for an expert team and financial investment to kick-off and run the concept. The concept is scaleable from a one-off PR campaign stunt to the establishment of a recurring, respected residency program or a change in management with an eye on sustainability. However, it is up to the brand to evaluate to what scale they are willing to invest in this brand activation.
Glossary
Volkskrantgebouw

In 1965, the Volkskrant Building opened its doors and for over 42 years the building belonged to the Volkskrant; a left winged progressive national newspaper. The building is designed by Rotterdam based architect agency Kraaijvanger. The white building on the Wibautstaat 150 Amsterdam is known as Volkskrantgebouw.

Eigen

Eigen is one of the Volkshotel Core Values. Eigen literally translates to own, specific, peculiar. Volkshotel prides itself for being eigen. In relation to Volkshotel eigen can best be translated to individual or true to yourself. Volkshotel often uses eigen when they want to come across as unapologetic and uncompromising. “We don’t have to be liked, as long as we stay eigen’’.

Job Heimans

Job Heimans is the founder and visionary behind the Volkshotel. He states to be inspired by the Michel Berger Berlin where he used to stay often in previous times. Job is well engaged with the creative community and aims to make Volkshotel an established creative institute.
Broedplaats VKG

Broedplaats VKG is the overall name for the atelier and studio spaces housed at the back of the Volkshotel building. The Broedplaats VKG is managed by Stichting Urban Resort and houses 84 studio/atelier spaces and over 200 creative minds. Broedplaats VKG is all about experimental creativity. The Volkskrantgebouw is the first of many building that got repurposed by Stichting Urban Resort. Broedplaats VKG is a good example of a building where commerce and creativity meet in collaboration.

Broedplaatsers

These are the creative minds that once saved the building from demolition. Broedplaatsers are people that rent an atelier, office- or audio studio from Urban Resort in Broedplaats VKG. Broedplaats renters feel like they own the building. They operate behind the scenes and know every dusty corner of the Volskhotel. In general you can spot a Broedplaatser by his confident way of moving through the corridors, his dark ringed eyes, his cool looks and his never ending hustling for discount and bargains. Some Broedplaatsers descend from the time the building was a squat. But in general Broedplaatsers are never for longer than nine years housed.
Canvas

Canvas is the club / restaurant / bar on the 7th floor. Canvas serves multiple purposes. The hotel breakfast is served here, lunch, diner and drinks targeted to locals and international guests is served every day from 12:00 - 22:00 and in addition to that Friday and Saturday night the tables make space for a dance floor. Canvas advertises itself as edge yet no-nonsense club for the creative local. The menu is down-to-earth with a choice between meat, fish, vega. The club programming is mainly house based, creating an accessible yet homogeneous vibe fitted to the cocktails and skyline.

Werkplaats

Werkplaats is the cafe on the ground floor. Werkplaats functions as the bridge between work and drinks, study and borrel, payment and pleasure. At Werkplaats hotel guests, locals, employees, flexwerkers and broedplaatsers all come to get their coffee or beer. Ideally Werkplaats is the place where anyone feels comfortable to either read a book, hang out with friend or write their thesis. Werkplaats handles a self-service policy and the atmosphere aims to be unpretentious.
Doka

Doka is the dingy club space hidden in the basement. At Doka the last traces of the squat heritage of the building can still be felt. It is the place for creative experiment and unorthodox programming. At Doka the Anti-Hero rules and it targets to house a mix of variegated eccentrics. They target Canvas guests, open-minded hotel guests and Amsterdammers. Over the years Doka has lost some of its edge. The unapologetic character of Doka clashes with the commercial aims of the hotel and Doka, the creative podium, is closing down bit by bit.

Volksatelier

Volksatelier is a recurring pop-up atelier that twice a year makes its appearance on the ground floor of the Volkshotel. At the Volksatelier a small group of selected emerging designers take a three week working residency to work on a collective collection made out of waste materials from the Volkshotel. During the residency the Volksatelier functions as community place for amsterdam creatives and hosts workshops, lectures, seminars and special events. Volksatelier communicates experiment, creativity and connection and intents to attract to the Amsterdam creative scene.
Amsterdammers

Generally speaking you could say that Amsterdammers are people living in Amsterdam. But the term Amsterdammers excludes expats and people from the deep dutch country side. Amsterdammers are often to be recognised by their confident, slightly arrogant attitude, their dutch accent, the way they never stop for a red light and their unapologetic approach to being.

The City

Amsterdam. When we refer to ‘the city’ we refer to our home-town. Amsterdam. Capital of the Netherlands

Oost

Amsterdam Oost. The neighborhood of the Volkshotel. Oost used to be rough and gangster but these days it is starting to become hopelessly gentrified.

Sustainable

Sustainability comes in many shapes and shades. Sometimes sustainable choices mean to choose a durable plastic over a fragile recycled paper. At the Volksatelier we try to make every design choice without exploitation of resources.
Clean Clothing Campaign

Clean Clothes Campaign is a global alliance dedicated to improving working conditions and empowering workers in the global garment and sportswear industries.

de Steek

De Steek is an initiative by Natalie de Koning focussed on craft and textile innovations. They offer a makerscafe, sewing courses and craft workshops in Amsterdam.

Fashion for Good

Fashion for good is an Amsterdam based platform for sustainable innovation in the fashion industry. They campaign to create a community that strives to change the fashion

The Knowledge Mille

The Knowledge Mile is a living lab and business kick-off zone in Amsterdam Oost. They shape a growing community of 30.000 neighbours, 60.000 students and over 200 businesses. Together they aim to improve city quality.

AMFI

The Amsterdam Fashion Institute based in Amsterdam Oost. “Educating students to become fashion professionals in the field of design, management or branding.”