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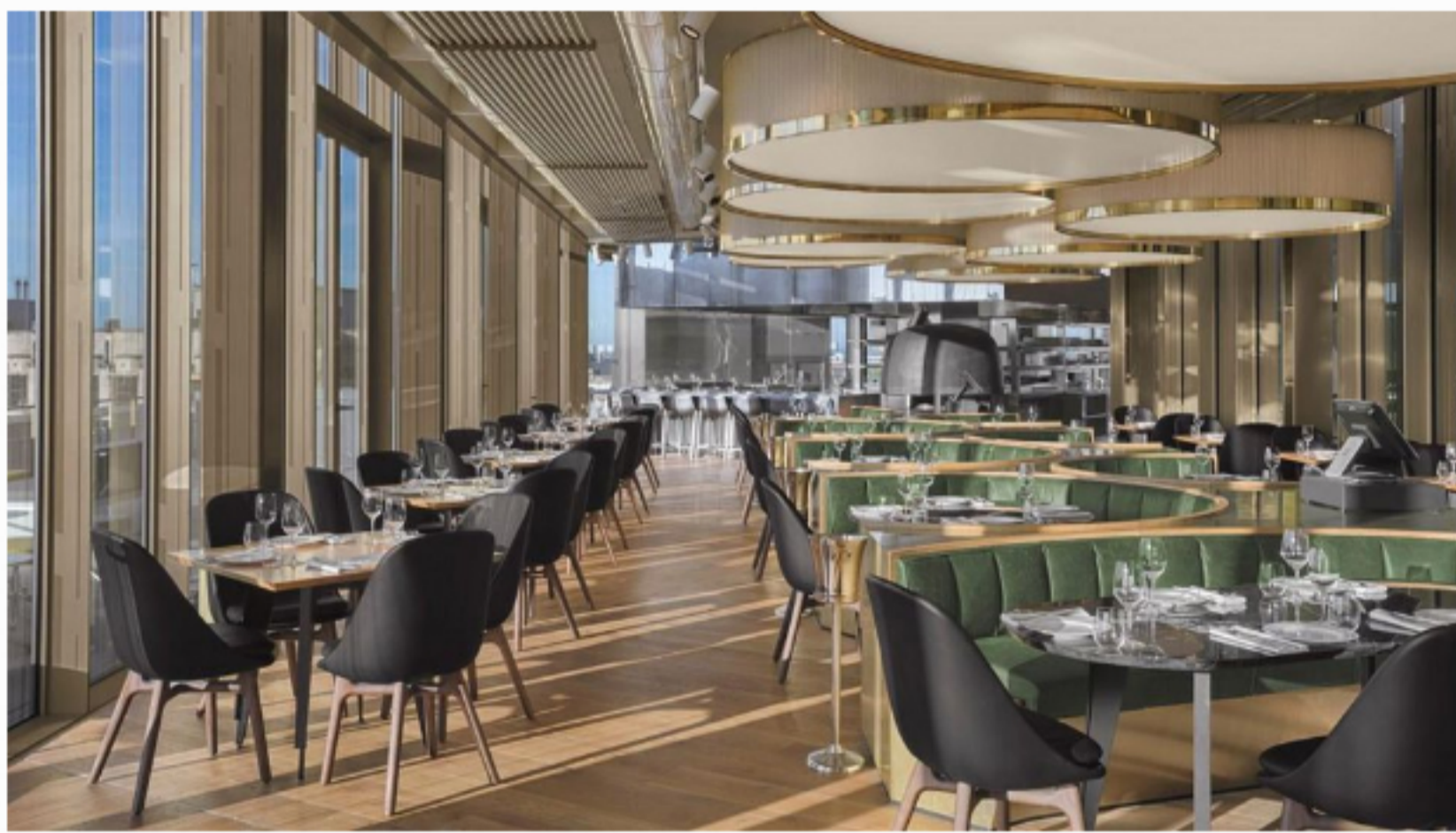
W Hotel Debuts in Amsterdam

**Dominique Afacan** Contributor

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I write about luxury travel and superyachts.

It's not often that a hotel restaurant has me shouting (in this case, literally) from the rooftops – but Mr. Porter at the new W Hotel in Amsterdam deserves every bit of praise I'm about to heap on it. Sitting pretty on the top floor of this new 238-room hotel, it's the brainchild of hospitality guru Yossi Eliyadoo, who has already mastered the recipe for foodie success in the 'Dam with the likes of Momo, Izakaya and The Butcher. Mr. Porter really does the hotel proud, attracting the city's business folk, who come for the seriously good steaks (check the display of dry aged meats as you enter) and the glam party crowd who stay for cocktails in the adjoining bar, complete with DJ and dazzling views over the city.



Mr. Porter

The hotel itself blends all the usual W ingredients together and delivers its familiar dish of cool, contemporary party pad, this time splashed across two historic buildings; a former telephone exchange and a former bank. If you already like the W brand, chances are, you'll like this hotel and all its familiar bells, whistles and 'whenever, whatever,' trimmings. If you don't, you won't. Amsterdam's first rooftop pool can be found here (spy on those who dare take the plunge from Mr. Porter) and a second restaurant, The Duchess, is garnering yet more positive praise from the press.

For business folk, there's plenty of ultra-modern meeting space, as well as WIRED (a 24-hour business centre), a gym and a spa to wind down in after a hectic day. I found the lounge, next to the lobby on the sixth floor a very comfortable place to work from, too – perhaps thanks to BK Architects' thoughtful interiors vision.

Location-wise, we're talking super central – a stone's throw from Dam Square and a short walk from the gorgeous 9 Streets district. Next, the hotel plans to open XBank – a 'collective fusion' of art, fashion, culture and design celebrating local talent. Yet another draw for guests – as if Mr. Porter wasn't enough.

www.wamsterdam.com

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I've been editing magazines for over ten years and by some lucky coincidence, all of them have revolved around luxury. This decade of exposure to the world's best hotels...

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