



PRESS RELEASE  
22<sup>ND</sup> OCTOBER 2024

## ENNISMORE SIGNS THE FIRST MAMA SHELTER IN THE NETHERLANDS

*Set to open in 2027, Mama Shelter Amsterdam will bring its flamboyant, irreverent, and sassy energy to the Dutch capital.*



[Download Images.](#)

**Ennismore**, the fastest-growing lifestyle and leisure hospitality company, investor **Chagall B.V** and **White House Development B.V.** are delighted to announce the signing of **Mama Shelter Amsterdam**. Set to open its doors in Q1 2027, the brand's first outpost in the Netherlands will blend local charm with Mama's distinctive spirit.

Amidst the quaint villages and once-gritty industrial parks of the Noord district now lies some of Amsterdam's most exciting creative and nightlife scenes. **Mama Shelter Amsterdam** will embrace all its new neighbourhood's quirks and eccentricities. Designed by Mama Shelter's in-house design team, guests can expect exuberant interior decorations, from graffitied ceilings to singular ornaments that draw references from the unique local area throughout the hotel. Echos of Mama's personality extend to the hotel's 150 guestrooms in two categories, with playful cartoon masks that remind guests not to take themselves too seriously.

Sharing and conviviality remain the beating heart of this urban refuge, and Mama Shelter Amsterdam will bring a sense of occasion to every day with four F&B spaces, including an all-day dining restaurant, restaurant bar, terrace bar and rooftop bar. With homemade classics and signature cocktails, to regularly programmed Mama Nights with the best DJs and live music, it will always be a social celebration at this Mama. Those looking for more intimate spaces to host a gathering need look no further with 80 sqm of unique meeting and event spaces, including Karaoke rooms and fully kitted breakout containers.



The hotel's design comes from the Amsterdam-based Paul de Ruiter Architects, which has created a design that aligns with a sustainable future and honours the building's historic industrial past. In September 2024, the main contractor, J.P. van Eesteren, started the construction.

A hop, skip and jump across the IJ from the city's historic centre, Mama Shelter's new home in Amsterdam Noord is just 15 mins from Amsterdam Centraal Station and 25 mins from Amsterdam Schiphol Airport. This curious corner of the city is flourishing with the avant-garde – unassuming shipyards and once-abandoned industrial estates are now home to some of the Noord's best bars and dining establishments, whilst cultural lovers have Amsterdam's modern icon, the Eye Filmmuseum, is a futuristic cinema, museum and film archive. As the sun sets, the A'DAM Lookout offers unrivalled panoramic views of the canals that are so cherished that they've made the UNESCO World Heritage list.

**Cedric Gobilliard, Brand Chief Operating Officer for Mama Shelter at Ennismore**, said, *"Mama thrives where urban excitement meets warm hospitality. Mama Shelter Amsterdam promises an immersive experience in this unique corner of Amsterdam, blending local charm with Mama's distinctive spirit. We are thrilled to work with White House Development B.V. to bring Mama to the heart of the 'Venice of the North', creating an unforgettable getaway in the Dutch capital."*

**Maurits Kortleven from White House Development B.V.**, said, *"We are very happy to be working together with such a great team. The Mama Shelter Amsterdam will become an icon and real hotspot for the neighbourhood and travellers as it is in many other cities around the world. Architect Paul de Ruiter Architects did a great job in combining heritage and sustainability and the hotel will receive the BREEAM Excellent certificate. We are very much looking forward, together with our asset manager, European Hotel Capital, to the grand opening!"*

Founded by Serge Trigano and his two sons, Jérémie and Benjamin, Mama Shelter is a place to live life to the full: it's affordable, irreverent, popular, sassy, and sexy. Mama has created havens for her guests. Much like a mother who cares for her children, Mama looks after travellers as if they were her own. Hotels followed the first Mama Shelter in Paris East in Marseille, Lyon, Bordeaux, Los Angeles, Prague, Belgrade, Toulouse, Lille, London, Paris West, Luxembourg, Rome, Lisbon, Paris La Défense, Rennes, Dijon and Nice. Future hotels including Dubai, Casablanca, and Cape Town, to name a few. Mama Shelter Amsterdam will



join Ennismore's existing properties in Amsterdam, The Hoxton Amsterdam and The Hoxton Lloyd.

**-END-**

[ennismore.com](http://ennismore.com)

**MEDIA CONTACT:**

Marcos Eleftheriou  
VP of Corporate Communications, Ennismore  
[marcos.eleftheriou@ennismore.com](mailto:marcos.eleftheriou@ennismore.com)

**ABOUT ENNISMORE**

Ennismore is a global collective of entrepreneurial and founder-built brands with creativity and purpose at their heart. Founded in 2011 by entrepreneur Sharan Pasricha, Ennismore and Accor entered a joint venture in 2021, creating a new autonomous entity and the fastest-growing lifestyle hospitality company, with Accor holding a majority shareholding. Ennismore comprises three pillars: a lifestyle collective rooted in culture and community, immersive resorts creating havens for escapism and entertainment, and iconic luxury venues pioneering the art of exclusive culinary destinations.

Ennismore has an unrivalled ecosystem of 15 brands and two independent F&B groups with 170+ open hotels and 120+ in the pipeline, as well as over 500 restaurants and bars. Ennismore operates hotels in over 35 countries with over 25,000 team members. Ennismore has four dedicated in-house studios: an F&B Platform; AIME Studios, Interior & Graphic Design; a Digital Product & Tech Innovation Lab; and a Partnerships Studio. Dis-loyalty is Ennismore's travel and food membership dedicated to lifestyle. Ennismore is committed to positively impacting the world, with a key focus on creating inclusive communities among its teams and in the places it calls home. **ennismore.com** *\*Figures as of the end of June 2024.*

**ABOUT White House Development B.V.**

White House Development is an energetic and experienced in the Netherlands based partner in transformation, development and redevelopment projects. They are always on the look-out for new opportunities and possibilities, with a sharp eye for one-of-a-kind locations and heritage quality. WHD stays on top of market developments and the ideas, wishes and opportunities found in the sector. In many cases, this means making a critical reassessment of values that may seem set in stone – yielding a fantastic product for the end user and giving major impetus to the urban environment in the process.