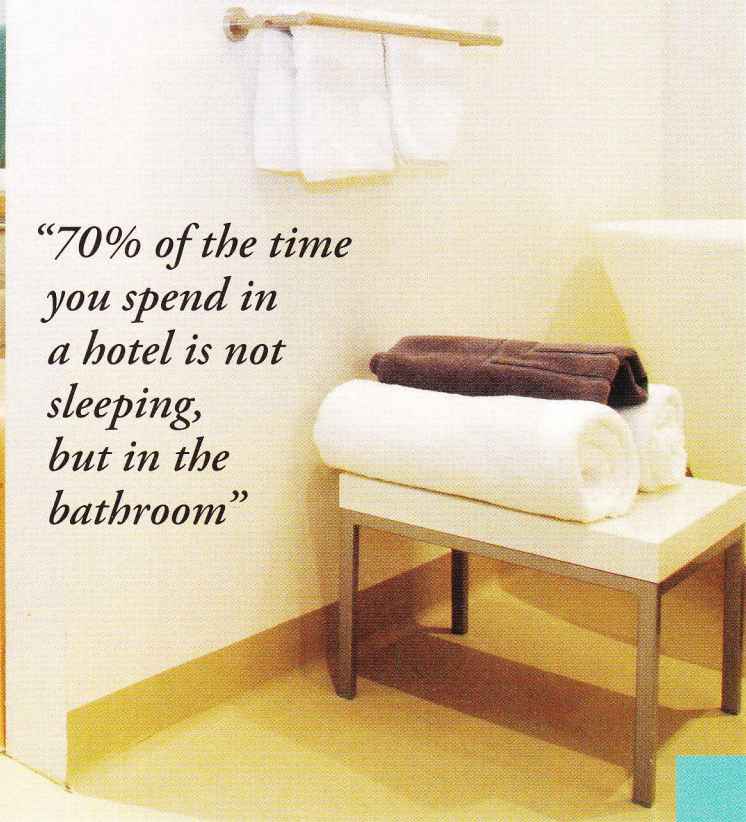


stirring up a stroom

by Heather Tucker



*“70% of the time
you spend in
a hotel is not
sleeping,
but in the
bathroom”*



It was this research finding that was the basis of room design for the Stroom Hotel in Rotterdam and you definitely can see it when you walk into one of the eighteen studios and are faced with gigantic bath-tubs, double showers and the most delectable looking bath products.

Stroom is in fact a bar, lounge, kitchen and hotel all put together and housed inside one of the old power stations, from where it gets its name (stroom translated into English means electricity) and throughout the building you can see where the new and old have met. The hotel itself caters more to the international traveller; where as the eating and drinking facilities are also popular with the locals. However this combination, a bit like electricity and water at the harbour, merge well together working to create an atmosphere unique to the area.

In total there are eighteen hotel studios, with thirteen of these being spread over two floors. In all the rooms the bathroom is key, even to the point of being the whole first floor, in some rooms. They all come in different shapes and sizes but include big baths, double showers and separate toilet areas and for the sauna lover you can even rent the Sauna Studio and have your very own sauna in the room.

Each room has a Coco-mat bed and mattress, known for comfort and natural fibres and fabrics. Rooms are also decked out with an iPod docking station, ADSL, air-conditioning, Phillips Wake-Up light, DVD player and a beamer or flat screen television with Bose surround sound. Guests also have free access to the DVD library and an iPod for their room.

With all those goodies, staying at Stroom isn't cheap, prices begin at 99 euros during low season, but then it isn't bank breaking either. Breakfast is not included in the price but with the ability to have your breakfast at almost any time you want throughout the day, no 7 – 10am for Stroom, you almost don't mind.

Breakfast, lunch, dinner and drinks are served downstairs in the 'kitchen' area, which is open from 7am to 10pm – the bar stays open till 2am most nights – and offers you the option of high-level tables near the open kitchen or lower tables and chairs with views of outside. Room service is also available within these hours. A separate bar area is available upstairs for parties, receptions and other group functions with capacity for around 150 people. Stroom also features a roof terrace, also with room for around 150 people and includes great views of the Euromast and Rotterdam skyline.

The city centre is about a 20 – 25 minute walk from the hotel but the tram, metro and water taxi facilities nearby can get you there much quicker or else you can always rent a Kronan bike from the hotel. Paid parking is also in ample supply in front of the hotel and in the car park behind.

For further details see the website: www.stroomrotterdam.nl ■