

Unique serviced apartment opened in monumental Figue crane 2868 on KNSM-Island

On November 29 2017, a unique serviced apartment opened on the KNSM-Island in Amsterdam. The monumental Figue crane 2868, which was renovated in the Frisian village of Franeker in 2016, is back in its home port along the IJ-River. The crane is now home to The Yays - Crane Apartment, managed by Yays Concierged Boutique Apartments.

Press release: Amsterdam, 30th November 2017

On November 21 1944, a German Sprengcommando blew up the harbour cranes along the industrial IJ-River in Amsterdam. After World War II, the Royal Dutch Steamboat Company (KNSM) commissioned the construction of new cranes, built by the 'Haarlemsche Machinefabriek' of the brothers Figue. These cranes served the world trade by unloading ships in the port of Amsterdam until 1979. When container transport took over, the IJ-River became too small and the cranes too fragile. The last large shipping company KNSM ceased their activities in 1979. The Eastern Docklands deteriorated into an area of grass, rails and empty warehouses.

When the municipality of Amsterdam decided to transform the Eastern Docklands into a residential area in 1975, they spared one crane from demolition: Figue crane 2868, located at the Surinamekade on KNSM-Island, built in 1958. A local resident, in cooperation with the Eastern district of Amsterdam, Yays Concierged Boutique Apartments, the Conservation of Historic Buildings and Sites and the municipality, initiated the restauration of the crane. In January 2016, the crane was transported to the Dutch province Friesland for its restauration and is now back at its original spot on the Surinamekade. Amsterdam based interior designer Edward van Vliet transformed the unique monument into an apartment, while maintaining its characteristic look and feel. The crane has been revived and renamed into 'The Yays – Crane Apartment'. Thanks to the original location and unique neighbourhood, guests can still feel the crane's history and enjoy ultimate comfort at the same time.

'The Yays – Crane Apartment' was officially opened by initiator and historian Peter Bekkers and Domien Kamsma from the Amsterdam municipality. The festive opening event was attended by initiators, the municipality of Amsterdam, monumental care and other stakeholders. Henk Roos, the last crane operator was the special guest of the evening. He comments: *"It feels like we're back in the old days."*

Peter Heule, CEO Yays Concierged Boutique Apartments, adds: *"We're pleased to have the honour to manage the former Figue crane 2868 and to offer it a 'new life' with Yays. The crane is back in its home port after a thorough restauration and redecoration by the well-known designer Edward van Vliet. This is the way how we would like to contribute to the development of the city of Amsterdam. We're looking forward to welcome the first guests and offer them this unique experience."*

About Yays Concierged Boutique Apartments

Yays is a 'travel and stay' concept that stands out for its leisure- and business guests within the serviced apartment sector. Yays offers its residents the opportunity to discover hidden gems in the yet unknown neighbourhoods of a city and to experience what it's like to live like a local. Yays is appealing for the conscious traveller with its 'unlock the neighbourhood' concept, keeping in mind the fast paced development of the city, the residents and the environment.

Yays Concierged Boutique Apartments manages over 100 serviced apartments spread amongst three locations in Amsterdam and the recently opened Yays Sagrera in Barcelona. In 2018 Yays is planning to open more locations in Paris and Antwerp. Yays Concierged Boutique Apartments was launched in 2014 by Short Stay Group, one of the largest serviced apartment providers of Europe.

It is possible to stay in 'The Yays – Crane Apartment' as of January 2018. More information can be found on www.yays.com.

About Edward van Vliet

Edward van Vliet is an exponent of the current generation of Dutch designers who became well-known internationally over the last few years. His work can be recognized by the high level of attention for detail of every aspect of the interior: from furniture to lighting, from lobby to staircases, from floor to ceiling; everything is part of the experience. His best known work are lighting- and furniture designs for Moooi, Moroso, Bisazza & Tradition, Rosenthal, Haworth and designs for Blooming Hotel, NL-Hotels and Resort Coral Lodge 1541 in Mozambique.

Edward's designs are sensational because of the use of contrasting materials and patterns and find their heritage in multiplicity cultural and mathematic influences. The distilling of new, unique designs from the wealth of foundations and professional execution with high-quality materials is where Studio Edward van Vliet makes the difference.

Website: www.yays.com

Facebook: www.facebook.com/yays.amsterdam/

LinkedIn: <https://www.linkedin.com/company/9495156/>

Instagram: www.instagram.com/yays_amsterdam/