

# LOCATION BOOK



Most inspiring location 2015, 2016, 2017 & 2018

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## TOBACCO Theater

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# CONTACT

# INTRODUCTION

TOBACCO Theater is located in the heart of Amsterdam (Nes 75), at a walking distance from the Central Station. The former tobacco auction house is renovated into a modern, industrial theater and event location with lots of amazing details, a multifunctional location for any event. This city monument offers various rooms, divided over three floors, each with a unique character.



# HISTORY OF THE VENUE

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An old tobacco auction house transformed into a modern, industrial theatre and event location, with a high focus on detail and multifunctionality. TOBACCO offers a robust theatre hall, with nine other, varying spaces surrounding it. It's an experience in itself!

## Beautiful piece of history

The name Nes shows the area used to consist of swampy land. Only 6 centuries ago, the only thing you would see here were a couple of sheep and geese, on a small piece of swamp, which was called a 'nesse' in old Dutch. De current street the Nes was created in 1342, when it became a part of Amsterdam. In the following centuries, the Nes would develop into an area consisting of shops and companies.

And where there is business, cafés will undeniably follow. In addition to brothels, you could find café-chantants, cabaret, the Salon des Variétés, Tivoli and artist cafés. Until the 1930's, one of the first and only gay cafes was located in the Nes: The Empire. In 1824 coffeehouse Frascati even opened a salon with fountains, trees and a capacity of around 1500 people.

Around 1900, however, the Nes degraded and was thus avoided by the elite. Where pleasure once ruled, the tobacco industry emerged, resulting in the street seeming deserted in the evening. The Nes changed from a 'street of fun' to a trade centre for tobacco. It was even called "the Hell": Hundreds of people were falling over each other and



were not afraid to stand on balcony rims or climb over chairs and tables to get to the best tobacco leaves, It would still take a couple of decennia, but slowly the pleasure and variété came back to the Nes.

Eventually, theatres were able to restore the street in all its glory, among which Friscati, De Brakke Grond and also TOBACCO Theater.

# THE THEATER HALL

max. 450  
Surface: 200 m<sup>2</sup>

You won't expect this, walking through the Nes (the cultural high street of Amsterdam). An impressively high room built of steel and robust plaster.

Industrial, fresh, sturdy.

The attention to detail and history is not easily overlooked! Upon entering, the eye is drawn to the industrial bar and the steel balcony. Thanks to the historical shed roofing, the northern light enters the space beautifully. Of course automatic blackout curtains are available. The Theater Hall is fully outfitted with an unique lighting system, detailing the ceiling and rough walls beautifully.

The Theater Hall is the place for delicious theater-dinners, international conferences, grand product presentations, theatrical events and lovely performances.



# BALCONY & LODGE

max. 60  
Surface: 45 m<sup>2</sup>

Above the robust bar is the steel Balcony, spanning the entire width of the hall. It is a whopping 13 meters long.

The Balcony is connected to the Lodge.

With a direct view of the theatre it is a preferred spot for VIP's or to seat the director of a beautiful performance. And always overseen by the graffiti artwork "The Cuban Lady".



# THE STUDIO

max. 100  
Surface: 75 m<sup>2</sup>

The Studio is an impressively high room (9 meters), with a slanted glass roof and clean sleek walls. The Studio offers its own pantry, bathroom, sound system and beamer.

Here you will find various art pieces, for instance "Johan Cruijff", a painting by Ellen Davidzon, theatrical photo's by Richard Terborg and a light-art by the young artist Meeus van Dis.

The Studio is a preferred spot for receptions, meetings, photo-shoots and modern product presentations.



# THE BANK'S SECRET

max. 50  
Surface: 40 m<sup>2</sup>

Why is this room called The Bank's Secret? Here you find is a bank vault, one like you haven't seen before! No one has succeeded in unlocking this big, sturdy vault since 1953.

The Bank's Secret is richly decorated in a golden Art Deco style, with a direct view over the cultural main street of Amsterdam. On the wall there's an artwork by Erwin Olaf; Separation 4. This Dutch royal photographer is the first ever photographer to exhibit in the Rijksmuseum Amsterdam.

The Bank's Secret is perfect for both private dinners and commercial meetings. Also it is an ideal break-out room for the adjoining Studio.



# THE FOYER

👤 max. 50  
Surface: 40 m<sup>2</sup>

Internationally renowned interior architect Wim van de Oude Wetering created the foyer. A cosy and calm place with a view over the Nes and adjoining the Theatre Hall. A leather Double-Chesterfield, an antique piano and an artwork by the painter Van Donkersloot. Together they give The Foyer the look and feel of an old English gentlemen's society. Naturally this spot allows the gentlemen to enjoy a smoke, of course the same goes for the ladies.



# THE RED DANGER

max. 40  
Surface: 36 m<sup>2</sup>

The red, beating heart of TOBACCO Theater!  
Located in the catacombs, this artistic place is buzzing with love and passion.  
A red space with clay walls, designed by wall artist Paul Janssen. It's the natural connection between The Theater Hall above and the Mediterranean Wine Cellars and The Cookingstudio 1012.  
A wooden mask from Africa depicting Frajurikka is keeping watch, making sure that everything is to your liking this evening.



# THE WINE CELLARS

max. 50  
Surface: 50 m<sup>2</sup>

The authentic Wine Cellars are hidden in the catacombs of the theater. A classical scene of artistic arches and Mediterranean walls.

The wine cellars feature their own bar, sound system, and a cosy fireplace. The rural French atmosphere is enhanced by the long oak tables with small wooden seats.

A great place for your more intimate dinners, meetings or for a reception before a performance in The Theatre Hall. This space is suitable for any event. Surprise us if you can?



# OTHER SPACES

Right next to the entrance is the reception desk. The place to be for tickets. But also the central place where guests can sign up for a conference or presentation. The reception is basically the “boiling room” for any event.

There are several toilets in TOBACCO Theater -with a total of 14 toilets- (obviously also a wheelchair accessible toilet). Even here in the smallest room in the house a fresh hint to the theater can be found.

For the performers we offer two spacious dressing rooms with showers and a toilet. The dressing rooms have a backstage route to the stage.



# THE KITCHEN

Surface: 100 m<sup>2</sup>

TOBACCO Theater features a spacious and professional outfitted kitchen, including a scullery. The kitchen is designed in close collaboration with the chef and is thereby guaranteed to be very efficient. Due to the routing and facilities, it is possible to serve up to 700 people.

Naturally all renowned caterers are welcome in our kitchen. There is a 6-hub furnace, two big 10/1 gastronomic combined steamers by Zanussi, 5 mobile steel workspaces, a double fryer (8 liters each), two double regal carts 17/1, electric plate heater (capacity: 300 plates, 30 cm diameter) and various small utensils.



# CULINARY

From the start of his career, our Chef Dennis Huwäë was predominantly in charge of kitchens owning up to two Michelin stars, for instance two-starred restaurant &samhoud. 'From that point on he developed his feeling for gastronomy' utters GaultMilau, who declared him the most talented Chef of the year 2018. Besides being Patron-cuisinir of restaurant Daalder, Dennis has joined TOBACCO's kitchen crew and has therefore written a food book for the diverse set of events they organise.

To Huwäë, the creation of a dish is a search for the perfect combination of ingredients. Inspired by 'street food' all over the world, he creates his recipes by using classic techniques as a starting point in order to conjure up his own signature dish. 'Let nature run its course. Choose beautiful products and treat them with love and respect. Eventually all that matters is the love for your products and the time you invest in the creation of your dishes' – Dennis Huwäë



# ACCESSIBILITY

TOBACCO is easily accessible on foot. From Amsterdam Central Station it is a 15 minute walk to our address on the Nes.

You walk from the Stationsplein across the Damrak to the Dam, behind the National Monument you will find the Nes. At the beginning of the Nes is a souvenir shop on the right with a large yellow clog outside during the day. Here you enter and continue to our theater on the left at no. 75.

If you prefer to get on the tram, you can of course also: Tram 4, 14 and 24. You get off at the "Rokin" stop or use the North / South line, metro 52 to the south. The North / South line also departs from the RAI or South station. You get off again at the "Rokin" stop. Trams 2 and 11 take you to the "Spui" stop on the Nieuwezijds Voorburgwal side. For other options, please refer to 9292.nl.

## Car

You can reach TOBACCO Theater within 20 minutes from the A10 ring road. It is possible to get in and out of the theater.

You can contact us for parking your vehicle. Parking tickets can be requested through the organization of the event at TOBACCO Theater. We can purchase value value cards for:

**P1 Waterlooplein parking garage** With this parking garage you can park your car cheaply and easily within a 10-minute walk from our theater. Parking tickets can be purchased in bulk at TOBACCO Theater by the organization of the event. Tickets must be ordered at least ten days before the event date, stating the number that you need.

**De Bijenkorf parking garage (Q-Park) - Monday to Friday** Depending on the number of hours you park. At this parking garage you can park cheaply and easily in the center of Amsterdam. From the parking garage you are at our Theater within 5 minutes.

In the immediate vicinity of our theater there are several large parking garages: Parking garage

Oosterdok - 10 minutes walk

This is the cheapest: € 1.50 per 20 minutes and € 10 from 5 am to midnight

Waterlooplein parking garage - 7 minutes' walk

Parking garage Stadhuis Muziektheater - 7 minutes walk

Nieuwezijds Kolk parking garage - 7 minutes' walk

The Bank parking garage - 8 minutes' walk

Parking garage P1 Central Station - 10 minutes walk



# CAPACITY

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## The Theater Hall

|  |        |
|--|--------|
| Capacity per setting                     | people |
| Group standing/reception/walking dinner: | 450    |
| Theater setting:                         | 350    |
| Dinner including balcony:                | 264    |
| Dinner excluding balcony:                | 240    |
| Dinner round tables including balcony:   | 184    |
| Dinner round tables excluding balcony:   | 160    |
| Tables in U-shape:                       | 75     |
| Cabaret:                                 | 100    |
| Classroom:                               | 120    |

## Balcony & Lodge

|  |        |
|--|--------|
| Capacity per setting                     | people |
| Group standing/reception/walking dinner: | 60     |
| Theater setting:                         | 15     |
| Dinner:                                  | 40     |
| Boardroom:                               | 10     |

## The Foyer

|  |        |
|--|--------|
| Capacity per setting                     | people |
| Group standing/reception/walking dinner: | 50     |
| Theater setting:                         | 40     |
| Dinner:                                  | 30     |
| Dinner at round tables:                  | 30     |
| Boardroom:                               | 20     |
| Cabaret:                                 | 20     |
| Classroom:                               | 20     |

## The Red Danger

|  |        |
|--|--------|
| Capacity per setting                     | people |
| Group standing/reception/walking dinner: | 40     |
| Theater setting:                         | 20     |
| Dinner:                                  | 24     |
| Dinner at round tables:                  | 20     |
| Boardroom:                               | 10     |

## The Studio

|  |        |
|--|--------|
| Capacity per setting                     | people |
| Group standing/reception/walking dinner: | 100    |
| Theater setting:                         | 80     |
| Dinner round tables:                     | 50     |
| Tables in U-shape:                       | 36     |
| Cabaret:                                 | 40     |
| Classroom:                               | 50     |

## The Bank's Secret

|  |        |
|--|--------|
| Capacity per setting                     | people |
| Group standing/reception/walking dinner: | 50     |
| Theater setting:                         | 40     |
| Dinner:                                  | 30     |
| Dinner at round tables:                  | 30     |
| Boardroom:                               | 20     |
| Cabaret:                                 | 20     |

# RATES

## Location

|   |            |
|---|------------|
| Entire TOBACCO Theater*                               | € 4.650,00 |
| The Theater Hall*                                     | € 2.995,00 |
| Reception   | Included   |
| Balcony & Lodge                                       | Included   |
| Wardrobe  | Included   |
| Dressing rooms  | Included   |
| The Studio*   | € 595,00   |
| The Bank's Secret*                                    | € 395,00   |
| The Studio + The Bank's Secret*                       | € 895,00   |
| The Foyer*  | € 395,00   |
| The Red Danger*                                       | € 295,00   |
| The Wine Cellars*                                     | € 375,00   |
| The Cookingstudio 1012 incl. Wine Cellars & Scullery* | € 950,00   |

## Staff

|   |         |
|---|---------|
| Location manager (per hour)                         | € 44,50 |
| Location manager (per hour between 02.00 and 07.00) | € 75,00 |
| Staff (per person per hour **)                      | € 29,50 |
| Security / Host at the door (per person per hour)   | € 37,50 |
| Toilet lady   | € 25,00 |
| We charge the basic rent for the construction day   |         |

## Catering (prices are per person)

|   |              |
|---|--------------|
| Cava on receipt   | € 7,50       |
| Champagne on arrival                                    | € 12,50      |
| Cocktail  | from € 11,50 |
| Coffee, tea and soft drinks package - 1 part of the day | € 9,50       |
| Coffee, tea and soft drinks package - 2 half-days       | € 17,00      |
| Beverage redemption Dutch bar - 1 hour                  | € 9,50       |
| Drinks redemption Dutch bar - 4 hours                   | € 36,00      |
| Breakfast   | from € 12,50 |
| Lunch   | from € 19,50 |
| Amuse   | from € 4,25  |
| Buffets   | from € 37,50 |
| Walking dinner  | from € 39,00 |
| Three-course dinner menu                                | from € 39,00 |

If the kitchen is used by an external caterer, the kitchen must be rented and we charge a 10% cater fee.

## Technic

|   |            |
|---|------------|
| Technical set up, when using standard technology            | € 95,00    |
| Technical set up, when using additional material on request | on request |
| Sound, Light & Stage, as described in specs.                | € 995,00   |
| Projector, Screen 16: 9, Mac book and clicker               | € 375,00   |
| DJ Set  | € 325,00   |
| DJ - 4 hours  | € 475,00   |
| All-round Technician, (minimum of 6 per hour)               | € 45,00    |
| Sound engineer, daily price (max 10 hour)                   | € 500,00   |
| Light operator, daily price (max 10 hour)                   | € 500,00   |

\* Including Wardrobe and Dressing rooms.

\*\* 1 hour before the event and 1 hour after the event will be charged

All mentioned prices are exclusive of VAT. Other prices on request.