

“We create stories with a hospitality heart”



Mark Severs & Kim Jansen

We are Mark Severs and Kim Jansen from SEEVERS+JANSEN, The Hospitality Studio. Together we have over fifty years of experience in the hospitality sector. We founded our Studio so we could combine our individual strengths and create a complete hospitality story: from designing meaningful concepts to building the final distinctive guest experience. Because that is what we are, we are storytellers. For all the stories we tell, we follow the same path:



And we want to create that narrative together with you. Your Why, How and What direct us to the conceptual idea and narrative we will finally develop. Our creative approach helps you to define your unique value proposition that will make

them stand out in a competitive market. Together we literally create the heart your hospitality product.

WHAT WE DO

The Hospitality Studio transforms an idea into a concept with a distinctive guest experience.

SOLID NARRATIVE

We strongly believe that a solid narrative is the backbone behind every successful hospitality concept.

EVOKE EMOTIONS

Our aim is always to create stories that have meaningful content, evoke emotions, and are distinctive and memorable. Your story is the inspiration for the concept that we'll develop with you. See it as the heart of your hospitality product.

Whether we are translating concepts into unique guest experiences or creating an independent brand, our passion, dedication and strong commercial focus always guide us. And our Studio is not about doing it alone. It's in our DNA to connect with others, to collaborate, to share and to use our match-making skills to bring all players in the story together.

Curious who's behind the SEVERS+JANSEN team? Meet Mark + Kim

Mark Severs

I am a passionate storyteller and hospitality marketer with more than 25 years of working experience. I am the creator of many distinctive guest experiences; curious, passionate, genuinely interested in people, with an authentic feeling for hospitality.

Before I founded The Hospitality Studio with Kim, I worked in various marketing communication positions and was co-developer of the international boutique hotel concepts Max Brown Hotels and SIR hotels. As a brand director I worked for Europe Hotels Private Collection.

Kim Jansen

Born in the Netherlands but at home anywhere in the world. With over 25 years of experience in producing corporate events and designing matching concepts, I



continue to have a great passion for creating outstanding guest experiences. Educated at ATPI and trained through numerous high-end incentives, I am dedicated to make every new connection sparkle.

Besides being the founding partner of SEVERS+JANSEN, I am the creative mind and marketer behind a glamping-on-a-farm concept in France and a luxury villa portfolio in Bonaire, Antilles. I also work as a creative consultant for an international event company.

Kim "People find the time to look at art in a gallery setting but the world is one big exhibition if you only care to look".

Mark "Acknowledge the beauty and the cultural norms of the places you visit and bring back memories, probably more than you can remember."

Stories we work(ed) on.

STRANDHOTEL CADZAND-BAD

In Spring 2018 SEVERS+JANSEN we were approached by the owners of Strandhotel in Cadzand-Bad, a small coastal village located in the far West of the Dutch province Zeeland, to support them in repositioning the hotel as a relaxed coastal living for Food & Well-being. This repositioning comes after a large-scale refurbishment and expansion of the hotel.

We wrote a new storyline to identify the hotels' unique position as a luxury boutique beach hotel with high-end, culinary food (Michelin-starred) & well-being experiences. The narrative we created led to new brand values and a strategy for on- and offline marketing communication, It also functions as an important guideline for the entire staff how to deliver their best hospitality services and distinctive guest experiences.

The redevelopment of the Strandhotel takes place in close collaboration with Michelin-starred chef Sergio Herman, who is responsible for all culinary food & beverage experiences in the hotel, and the internationally renowned design Studio Piet Boon - responsible for the complete renovation of the hotel rooms and public areas.



STRANDHOTEL

- Storytelling & Brand narrative
- Guest experience design
- Marketing communication

Stories we work(ed) on.

VILLA PORTFOLIO 'PIET BOON BONAIRE'

In 2013 Kim created a boutique portfolio of privately owned villas on the island of Bonaire. The wow-factor of each villa is the architecture and interior design by the internationally renowned Studio Piet Boon. At the trade show LE Miami, the portfolio was scouted by Design Hotels, and became a member of their signature collection of luxury boutique hotels. Over the past 6 years Kim created a barefoot luxury guest experience that was new on the island. Here, the focus on storytelling was more relevant than ever. The new website of Piet Boon Bonaire (launch January 2019) is a beautiful example of how SEVERS+JANSEN, The Hospitality Studio can also be partner for your digital communication.

SIR HOTELS

The luxury boutique brand SIR hotels was founded in 2012. Sir Albert in Amsterdam was the first member from a distinctive portfolio of privately owned boutique hotels in Europe. As a member of Sir Albert's pre-opening team, Mark was responsible for the creation of Sir Albert's brand narrative and identification of this gentlemen's character for all on- and offline marketing communications and brand immersions to the hotel's staff.

As brand manager of SIR, Mark also



created the brand narratives for Sir Nikolai Hamburg, Sir Savigny Berlin and Sir Adam Amsterdam. As member of all pre-opening teams, he was working closely on site with the interior architects, designers and stylists to ensure that the hotel's character was fully integrated into the required experience.

Today, SIR offers one-of-a-kind hotel experiences in some of the most interesting places in Europe. SIR is a proud member of Design Hotels, a distinctive portfolio of luxury boutique hotels around the world, since 2013.

PIET BOON BONAIRE

- Storytelling & Brand narrative
- Guest experience design
- Marketing communication & PR

SIR HOTELS

- Concept & Brand narrative
- Brand immersion staff
- Marketing communication

Stories we work(ed) on.

MAX BROWN HOTELS

In 2014, during the time Mark worked as brand director for Europe Hotels Private Collection, he co-founded the boutique hotel brand Max Brown (part of EHPC) with a simple vision: to create a hotel that facilitates people to get the most out of every day.

“Each Max Brown hotel acts as a social meeting place for lovers of the local life who are looking for the true city experience.”

Mark was involved in the creation of Max Brown Canal District and Museum Square in Amsterdam, Max Brown Ku’damm Berlin and Max Brown Midtown Düsseldorf. For all four properties he integrated the brand standards, and visual identity, after creating the briefs for the in-house architect and designer. Prior to each hotel opening, he worked intensively with the operational teams to make each location a unique property.

For guests to discover the local hide-outs, each Max Brown location offers a curated list of ‘eye-openings, mind-blowing going-ons nearby’.

As brand director, it was my idea to identify an intensive Mystery Review program (with



an external partner) to review the brand identity from each property on a recurrent bases, helping the hotels to remain accurate on their desired brand identity and image.

MAX BROWN HOTELS

- Storytelling & Brand narrative
- Mystery review
- Marketing communication

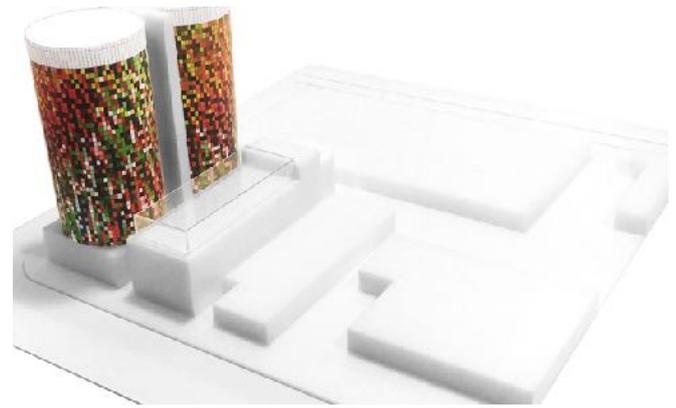
Stories we work(ed) on.

HOTEL INITIATIVE AMSTERDAM-SLOTERDIJK (NIEUW-WEST)

In May 2017 we were approached by the owner of the Rhône Congress and Party Center with the question: develop a concept for a new to be build hotel in Amsterdam-Sloterdijk. Challenge: the concept should convince the Amsterdam city-councils to grant an official hotel license.

We defined a hybrid concept with the working-title 'a 21st century Neighbourhood home'; a multifunctional building that will connect neighbourhoods, residents and users through its variety of functions (hotel, co-working, meeting & events, greenhouse, F&B, retail). We worked in close collaboration with officials from city district Sloterdijk and local entrepreneurs to identify their needs and requirements for the hotel. At the same time we teamed up with the MRA (Metropool Regio Amsterdam), and investigated the city's sentiments about tourism and their requirements to create interesting venues in the suburbs of Amsterdam, like Sloterdijk.

In summer 2018 our concept was fully accepted by the district officials and brought to their city council colleagues for a review.



At the same time, we managed to receive Letters of Intent from three international hotel brands to operate the hotel in Sloterdijk. This was an important requirement from the city council. If the city council grants the concept with an official license, the hotel will become part of a currently being developed metropolitan development plan.

It's the city's aim to transform Sloterdijk into a residential, work and living area. Besides working on the hotel concept, SEVERS+JANSEN, are closely involved in this district development with the project 'Conversation Piece'.

HOTEL INITIATIVE AMSTERDAM-SLOTERDIJK

- Concept development
- Project management
- Scouting future hotel partners

Stories we work(ed) on.

CONVERSATION PIECE AMSTERDAM-SLOTERDIJK (NIEUW-WEST)

"Make an anonymous, inhospitable area visible and inviting. Color it with artistic, visual communication and amaze visitors. Change a neighbourhood into a conversation". With this pay-off we introduced the 'Conversation Piece' to the Nieuw-West district of the municipality of Amsterdam.

This initiative resulted in two unique street art works in close collaboration with MOCO museum Amsterdam; Dream and Free by the Iranian refugees ICY & SOT.

Next to that, we have also created the photo exhibition 'Do you see what I see ...?'

In this exhibition we gave a face to nine entrepreneurs from Sloterdijk II, that were portrayed on a steel canvas from 10ft containers, and are currently visible in Amsterdam-Sloterdijk.



CONVERSATION PIECE AMSTERDAM-SLOTERDIJK

- Concept development & story telling
- Match making public-private ART initiative
- Project management