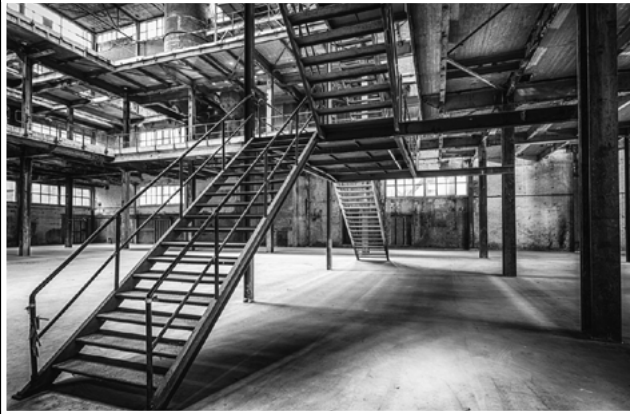


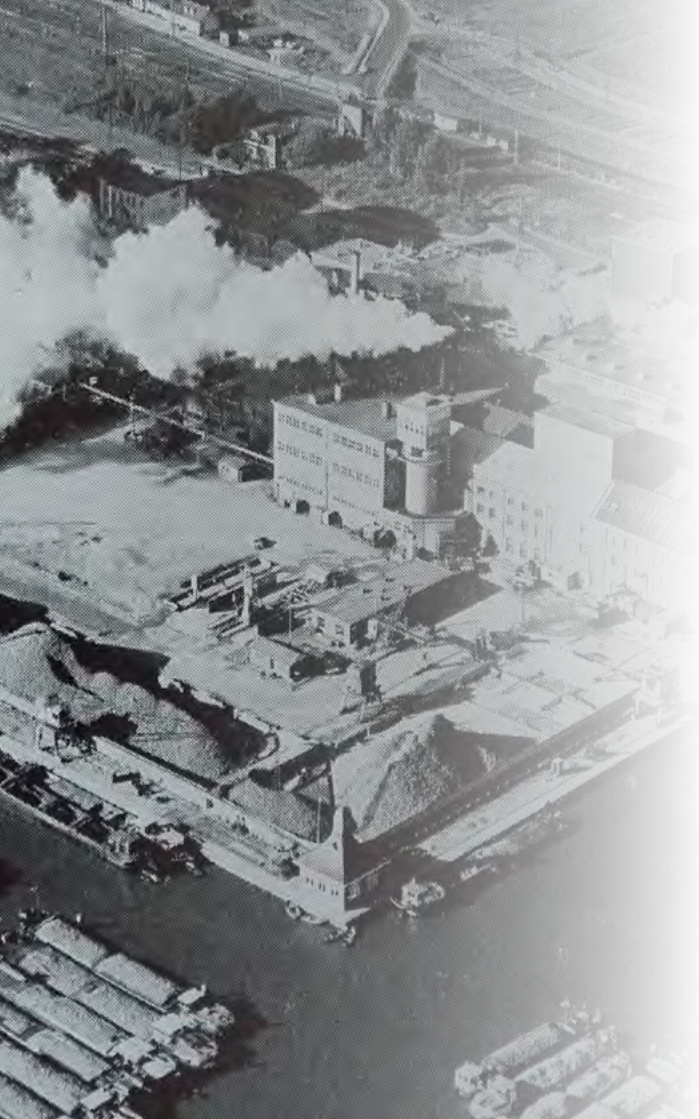


# SUGARFACTORY

THE INDUSTRIAL LOCATION FOR STRIKING EVENTS







## **FROM SUGAR FACTORY TO EVENT VENUE**

Once a sugar factory, now a raw and industrial event location, located a stone's throw from Amsterdam. Welcome to SugarFactory! From 1863 to 1992, the factory processed beets into sugar. One and a half century later, SugarFactory continues to write history with unforgettable events!

With 8,000 m<sup>2</sup> of event space, the possibilities are endless. The high ceilings with industrial pillars and kettles provide a raw and unique setting for a wide range of events. Our enthusiastic team is happy to help you turn your event into an unforgettable experience!



bigvis





## **THE PERFECT VENUE FOR YOUR EVENT**

Join the many brands that have chosen to organise their event at SugarFactory. Our event venue offers characteristic industrial spaces for various events, such as business events, product launches, exhibitions and more. The rough-edged, industrial feel creates a raw backdrop for events. The possibilities are endless.

SugarFactory is easily accessible both by car and public transport. Halfweg-Zwanenburg station is right outside the door, with several trains an hour going to and from Amsterdam. Also, the former sugar factory has direct access to main roads. It has its own parking, and if you're expecting international guests, Amsterdam Airport Schiphol is only 15 minutes' drive away.

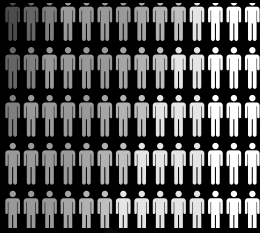




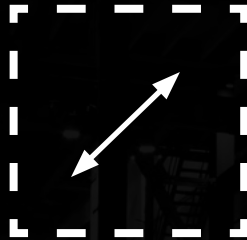
## **CREATING AN UNFORGETTABLE EXPERIENCE**

Events and ideas come in all shapes and sizes. The purpose of the event is often clear. The realisation is usually a different story. Our experienced team is always up for a challenge and to think about which spaces and layouts best suit your needs.

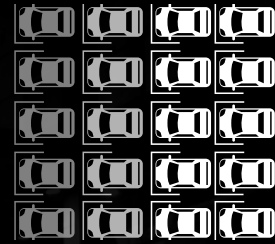
We invite you to experience the raw and authentic atmosphere of the factory. Discover why SugarFactory is the perfect location to create a striking event that everyone will remember for a long time to come.



**CAPACITY UP TO  
5,775 PEOPLE**



**8,000 M2  
EVENT SPACE**



**AMPLE PARKING  
ON OUR OWN SITE**



**CAR LIFT UP  
TO 3 KILOTON**



**950 / MBIT WIFI**



**OPPOSITE  
TRAIN STATION**





## **ONE VENUE, DIFFERENT AREAS**

SugarFactory is located in a former sugar factory. One venue with five different areas, so we can create a tailor-made event venue. Each of the industrial event spaces has a character of its own and can be connected to one or more other areas.

For example, you can combine the Binnenstraat with the Middenfabriek, using the Binnenstraat as a reception area, or combine the Pulppersloods with the Middenfabriek for large events.

All areas have their own qualities and highlights, as we will try to explain on the following pages!

## MIDDENFABRIEK

The beating heart of SugarFactory and the primary event space is the Middenfabriek ('centre factory'). Dating from 1863, the Middenfabriek is one of the few remaining factory buildings from that period in the Netherlands. During the sugar factory's peak days, the Middenfabriek was the most important building in the sugar production process.

Reminders of the venue's industrial past can still be found in the gigantic copper kettles, staggering heights and industrial staircase. Even a car lift is one of our assets, that reaches up to the first floor – ideal for making an entrance or a product launch.

The Middenfabriek can be split into an east and west segment, ideal to create different areas. Also there are smaller sub-spaces like the 'Sugar Houses' on the first floor, perfect as a production or breakout room!

The Middenfabriek can be connected to the Binnenstraat, Pulppersloods and a courtyard garden.



**3750**



**1000+**



**1700**







Foto: Floris Heuer



## PULPPERSLOODS

Whether it's the huge pillars, red brick walls or the rows of windows, it's hard not to be overwhelmed by all the industrial charm in the Pulppersloods ('pulp press hangar'). The beams of light flooding into this south-facing venue lend the building a warm, welcoming vibe. The sheer height of the area at 17 metres adds a fantastic sense of space. It makes a truly distinctive setting for conferences, exhibitions, product presentations, and business events.

Wi-Fi with speeds of up to 950/Mbps is available in the Pulppersloods, as are high voltage electricity connections and restroom facilities. The Pulppersloods can be completely blacked out. Large equipment including trucks and buses can be driven directly inside, making the Pulppersloods ideal for automobile product presentations.

The Pulppersloods is connected to the Middenfabriek and the Binnenstraat.



1200



750



1000





TECH  
HUB  
②



## BINNENSTRAAT

Once the sugar factory's main supply route, today the Binnenstraat ('inner street') connects all main areas. With its characteristic, symmetrical layout of pillars and elongated L-shape, the Binnenstraat is perfectly suited as a breakout room or registration area in combination with the adjoining Middenfabriek or Pulpersloods.

The Binnenstraat features a surface area of 900 m<sup>2</sup>, offers Wi-Fi with speeds of up to 950/Mbps and high voltage electricity connections. The large doors offer easy access to larger vehicles and equipment.

The Binnenstraat is also linked to various smaller spaces, ideal to use as break-out rooms or VIP areas, for example.







## BIETENWASRUIMTE

In the days when the factory still used to make sugar, the Bietenwasruimte ('beet wash room') was at the start of the refining process. Here the beets, fresh from the earth, were washed clean. Nowadays, this more intimate space of the sugar factory is ideally suited for break-out sessions and presentations.

Just like the other areas of SugarFactory, the Bietenwasruimte is adorned with industrial reminders of the past. The original machinery, brick walls and industrial pillars provide an atmospheric backdrop.

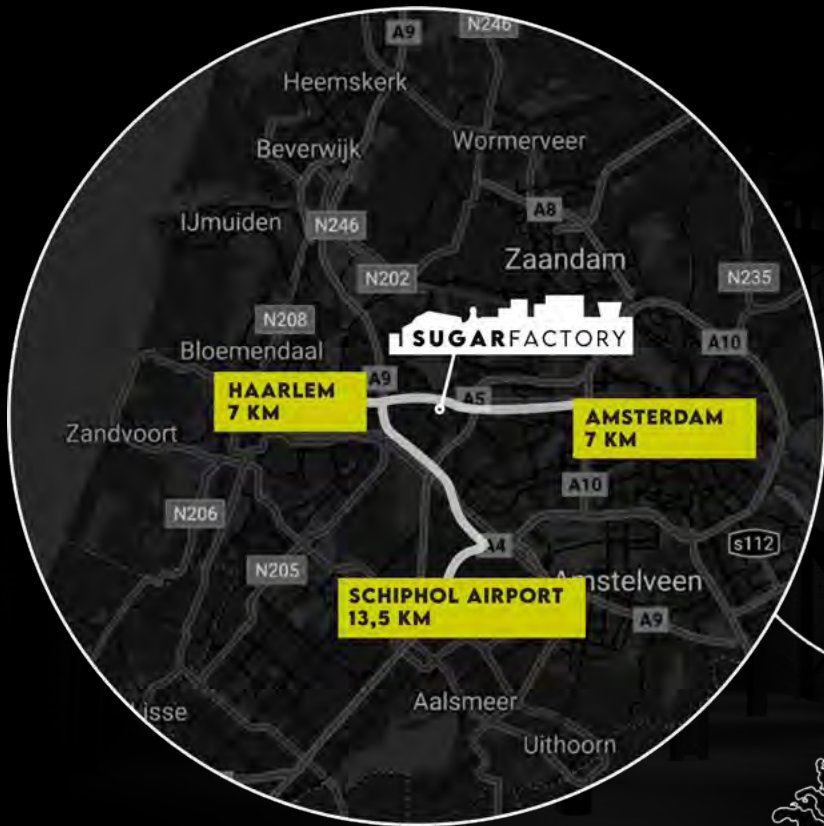
## TURBINEHAL

The Turbinehal ('turbine hall') previously provided for the power distribution of the factory. Original elements like the distribution panel of the factory and two huge STORK-generators have been preserved, adding to the industrial feeling.

This Turbinehal is very well suitable for smaller events or as a breakout room. The area is only accessible via the Pulppersloods.







**AMSTERDAM METROPOLITAN AREA**



**THE NETHERLANDS**





## **VALUING SUSTAINABILITY AND HISTORY**

Sustainability has been a priority throughout the transformation from sugar factory to event venue, with the emphasis on preserving the original building and reusing existing materials. For example, the 'Bietenspuithuisje' on the first floor of the Middenfabriek wasn't there originally, but was placed there and saved from destruction. Also LED lighting is used to reduce the building's power consumption. We partnered up with Green Events Nederland, who can help you to make your event as environmentally friendly as possible.

Cobraspen Group, the developer of the former sugar factory site, has conservation in its DNA. They specialise in converting monumental buildings with a passionate respect for its history.



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