



(PREVIOUS PAGE) MULTILEVEL PUBLIC SPACES ARE LIGHT AND BRIGHT WITH COLORS CONFINED TO SOFT SAGE GREENS AND DUSKY PINKS—PERFECT FOR THE HOTEL'S BOTANICAL FOCUS. (LEFT) THE BOTANICAL THEME AT QO AMSTERDAM, CENTERED ON THE GREENHOUSE AT THE TOP OF THE BUILDING, SEEMS PARTICULARLY FITTING FOR A COUNTRY THAT IS A MAJOR EXPORTER OF LIVE TREES, PLANTS, AND CUT FLOWERS.

they are adopting a new mind-set—one that runs throughout the building and operations, driving the choices everyone makes on a daily basis. For example, urban farming and circular greenhouses are not new concepts but their use in hospitality is limited. Transformed into a platform for innovation, education, research, and development, access to the hotel's rooftop greenhouse is now embedded in the community: it is an educational tool for schoolchildren, and it is open for tours and tastings geared toward hotel guests and local visitors alike. Built on a circular model, the hotel's greenhouse is a fully functioning, self-sufficient, and self-regulating ecosystem whose harvest reaches every floor of QO Amsterdam, providing distinctive fruits, vegetables, herbs—and even fish—to the hotel's restaurant and bar. Why fish? Simply because, in order to be circular, a greenhouse needs integrated

aquaponics; this means growing fish and plants together in a mutually beneficial way. The fish waste provides a natural food source for the plants, and the plants purify the water for the fish. The hotel farms a unique species of fish—the jade perch, or the “omega perch,” as the Dutch call it—because of its high quantities of omega-3 fatty acids. In the kitchen, the chefs cook from what has been harvested that day, meaning the menus follow the day-to-day flow of what nature provides the hotel.

A strong advocate for future eco-consciousness, QO Amsterdam is proving that smart solutions exist—a greenhouse on the roof, toilets that run on recycled shower water, heating systems powered by geothermal energy—and proving, in the process, that implementing those solutions is the future of urban hospitality.