

## Recently-launched serviced apartment brand, Cove, announces expansion into Europe with two properties in the Netherlands.



**[L-R: 'Cove – Centrum' communal space, 'Wittenberg by Cove' mezzanine apartment]**

**26 April 2022 (London):** Next generation serviced apartment brand Cove has announced its expansion into Europe, beginning with the Netherlands, with the opening of 'Cove – Centrum' situated in The Hague, and conversion of Amsterdam-based serviced apartments 'The Wittenberg' to 'Wittenberg by Cove'.

Designed to cater to the always-on traveller, Cove's expansion into Europe will build on its success in the UK following its recent launch in June 2021. Launched in response to the need for flexible accommodation that can adapt to new ways of working and commuting, 'Cove – Centrum' offers 121 thoughtfully designed apartments, while 'Wittenberg by Cove' will provide 115 one- and two-bedroom apartments, all of which include private Wi-Fi, fully fitted kitchens and living rooms, as well as large kitchen tables to accommodate work and leisure.

Located in the heart of The Hague, 'Cove – Centrum' – Cove's landmark property in mainland Europe – opened last month. Comprising 112 studio apartments, six large studio apartments and three accessible studio apartments, 'Cove – Centrum' serves as a base for business travellers, as well as leisure guests and families seeking more spacious, comfortable accommodation. This new opening also includes a 250sqm lobby that features a stylish lounge and co-working space, 24-hour reception, as well as a communal laundry room, car parking and bicycle hire.

Perfectly located in the city's busiest shopping district, Grote Markstraat, 'Cove – Centrum' is only a stone's throw from a host of great restaurants, a local market and is only a short bike ride away from the city's most popular beach. Housed in the iconic 'De Passage' building, designed by architect Bernard Tschumi, the interiors reflect the brand's contemporary sophisticated aesthetic, with soothing colour palettes, walnut floors and bespoke furniture featured throughout.

Initially launched as an independent extended stay brand within the edyn umbrella in 2018, The Wittenberg will be brought into edyn's Cove brand on 26 April 2022. Situated in the green and tranquil Plantage district of Amsterdam's east side, known as the 'cultural garden' of the city, the properties peaceful canal-side setting is ideally located just a 15-minute walk away from Amsterdam's main train station and is just a short walk from the

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local museums and parks, as well as the many bars and restaurants that line the canals crisscrossing the area. Located in a historic building, dating back to 1722, the property has been tastefully converted into modern residences while still preserving the ethos, charm and character of the original building.

Housing 115 apartments with beautiful canal and courtyard garden views, 'Wittenberg by Cove' offers studios with uncompromised functionality, one-bedroom apartments with striking traditional Dutch interiors, two-bedroom apartments with elegant minimalist design and three-bedroom mezzanine apartments that embrace and enhance the building's timeless features. The property also provides communal spaces in the form of an honesty bar, gym, co-working area, two courtyards and a large garden. Possessing stylish yet practical interiors that work with the unique features of the building, the finished design is a comfortable, homely and light-filled space.

Since launching in 2021, Cove has continued to grow its portfolio of properties, proving its place as the next generation serviced apartment brand. With locations across key cities in the UK including Liverpool, Nottingham, Manchester and Cardiff, Cove's openings in the Netherlands follow its November 2021 opening of 'Cove – Landmark Pinnacle', the brand's flagship location in London's highly sought-after Landmark Pinnacle development in Canary Wharf.

**Stephen McCall, CEO of edyn said:** "We are thrilled to announce Cove's expansion into mainland Europe so soon after its launch in 2021. The opening of 'Cove – Centrum' and 'Wittenberg by Cove' conversion is a great milestone in our journey that signals both our intent on the Continent as well as further investment in our belief that guests are increasingly looking for flexible, thoughtfully designed accommodation – regardless of whether they're travelling for work or leisure."

Room rates at 'Cove – Centrum' start from €105 per night.

Room rates at 'Wittenberg by Cove' start from €130 per night. Available for minimum seven-night stays.

\*\*\*ENDS\*\*\*

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## About Cove

Work-life balance has changed. Cove is a next generation serviced apartment brand, which has emerged in response to the need for a different kind of accommodation and a new way of being. Cove's spacious apartments combine thoughtful design with future-facing technology, embodying the notion of flexible living to enable life in all modes.

Each Cove apartment features superfast private Wi-Fi, fully fitted kitchens and living space, as well as ergonomic seating and workspace to provide travellers autonomy while away from home. Cove launched in June 2021, with locations across the UK including London and Liverpool.

For more information or bookings, click [here](#).

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## **About edyn**

edyn is a pioneering hospitality group that is revolutionising the extended stay sector. edyn was built on the philosophy that travel should be a rich journey of discovery, providing unique experiences that inspire, whether travelling for business or leisure. For more than 20 years, the group has expressed this vision through the development of a unique and diverse portfolio of properties reflecting the evolution of the travel and hospitality industries. The group operates an extensive range of properties across the UK and Europe, including its iconic lifestyle brand Locke, and Cove, which offers serviced apartments for the modern traveller. Together, alongside an extensive network of partners around the world, edyn has created a global ecosystem consisting of more than 80,000 sites in 260 locations.

For more information, please visit: [www.findingedyn.com](http://www.findingedyn.com)