

Sonora Cocktail Bar

Amsterdam

by El Equipo Creativo

The Sonora Cocktail Bar offers an evocative landscape for the most adventurous souls.



Perched on the top floor of the Nhow Hotel in Amsterdam, the Sonora Cocktail Bar offers bold, tropical cocktails inspired by Latin America, perfectly complementing its culinary counterpart, the Selva restaurant, which shares the 24th floor in separate spaces.







Challenges

The triangular, compact space has stunning views of Amsterdam's new outskirts, thanks to an impressive floor-to-ceiling glass façade designed by OMA studio of architect Rem Koolhaas.

From the beginning, we understood that one of the main challenges would be ensuring the bar, typically the focal point of any cocktail bar, could stand out against the views.

Concept and Design

At Sonora, the cocktail bar takes centre stage with its gleaming golden finish that stretches up to the ceiling, creating an enveloping, organic surface reminiscent of a long-extinct aquatic creature. This design references pre-Columbian gold figures, tied to the legend of "El Dorado", and used in sacred rituals and ceremonies.





The bar's curved and sophisticated shape dazzles in the centre of the space, emerging like a golden idol in a mysterious setting of green tones, lush vegetation, and aquatic patterns—an homage to the swamps of Latin American jungles.





Reflective surfaces around the room echo the glass façade, evoking images of cascading water and blending seamlessly with the verdant, watery-patterned carpet.



Eclectic, organically-shaped furniture is scattered near the façade, inviting guests to enjoy the Amsterdam views.

These pieces, featuring vibrant reds and bold patterns, evoke poisonous fruits or hidden dangerous animals in a pond.

About El Equipo Creativo

Founded in 2011 by architects Oliver Franz Schmidt, Natali Canas del Pozo, and Lucas Echeveste Lacy, EL EQUIPO CREATIVO is a renowned Barcelona-based interior architecture and design studio specializing in the design of hospitality, gastronomy, and brand spaces. Our philosophy centres around the belief that spatial design should tell compelling stories and inspire people, always grounded in a solid conceptual approach.

Our portfolio includes collaborations with some of the world's most prestigious chefs, including Michelin-star restaurants, solidifying our expertise in the industry. Our work has garnered global recognition, with features in hundreds of publications worldwide. We are proud recipients of over 70 international design awards, including esteemed accolades like the Restaurant & Bar Design Awards, FRAME Awards or BOY Awards, all known for honouring innovative and conceptual design.

Beyond project recognition, our studio has also been honoured for our trajectory and methodology. We have been awarded Best Interior Design Firm (Architizer A+Awards), Interiors Practice of the Year (WIN Awards), and Firm of the Year (The American Architecture Prize). In addition, FRAME magazine has recognized us as one of the 20 most influential designers in the world.



EL EQUIPO CREATIVO

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