

## give me a hug.

We miss working together, we miss meeting together, we miss having lunch together. We miss the spontaneous rendezvous, the synergy between members that gives birth to great ideas. The wide variety of events in which we awaken innovation and where new friendships are born. We miss the challenge of the gym and the celebration of a victory as a team. Having dinner with friends until the early hours. We long back to the normal of old.

*Give me a hug* implies togetherness, the desire to hug one another. To make an honest connection. To offer support to one another. Especially in times like these, this matters. Setting aside economic damages suffered by too many businesses and entrepreneurs, the social impact of the pandemic should not be underestimated. Our society has been lacking human touch and a visible smile for far too long.

At B., we're following government regulations to provide a safe and healthy working environment. With this campaign we want to provide a much-needed boost of morale within our community.

To sketch the outline of a future that for too long has seemed a distant dream. With the finish line in sight, we want to let our members know that we are still here and ready to return to full capacity. Like them, we're eagerly anticipating that moment.

B. Amsterdam is not just a building, it's an ever evolving city. We've developed a members-only app, rebranded Bar Bistro Bureau under new ownership and to cap it off, expand our sporting facilities with six state of art padel-courts.

B. Amsterdam offers flexibility and provides the space to once more safely connect with people. B. Amsterdam is more relevant than ever before, and we say welcome to all.

Give me a hug.

Team B.

// [B-amsterdam.com](https://b-amsterdam.com) // work. meet. play.

The logo consists of a large, bold, black letter 'B' followed by a period, set against a white square background.