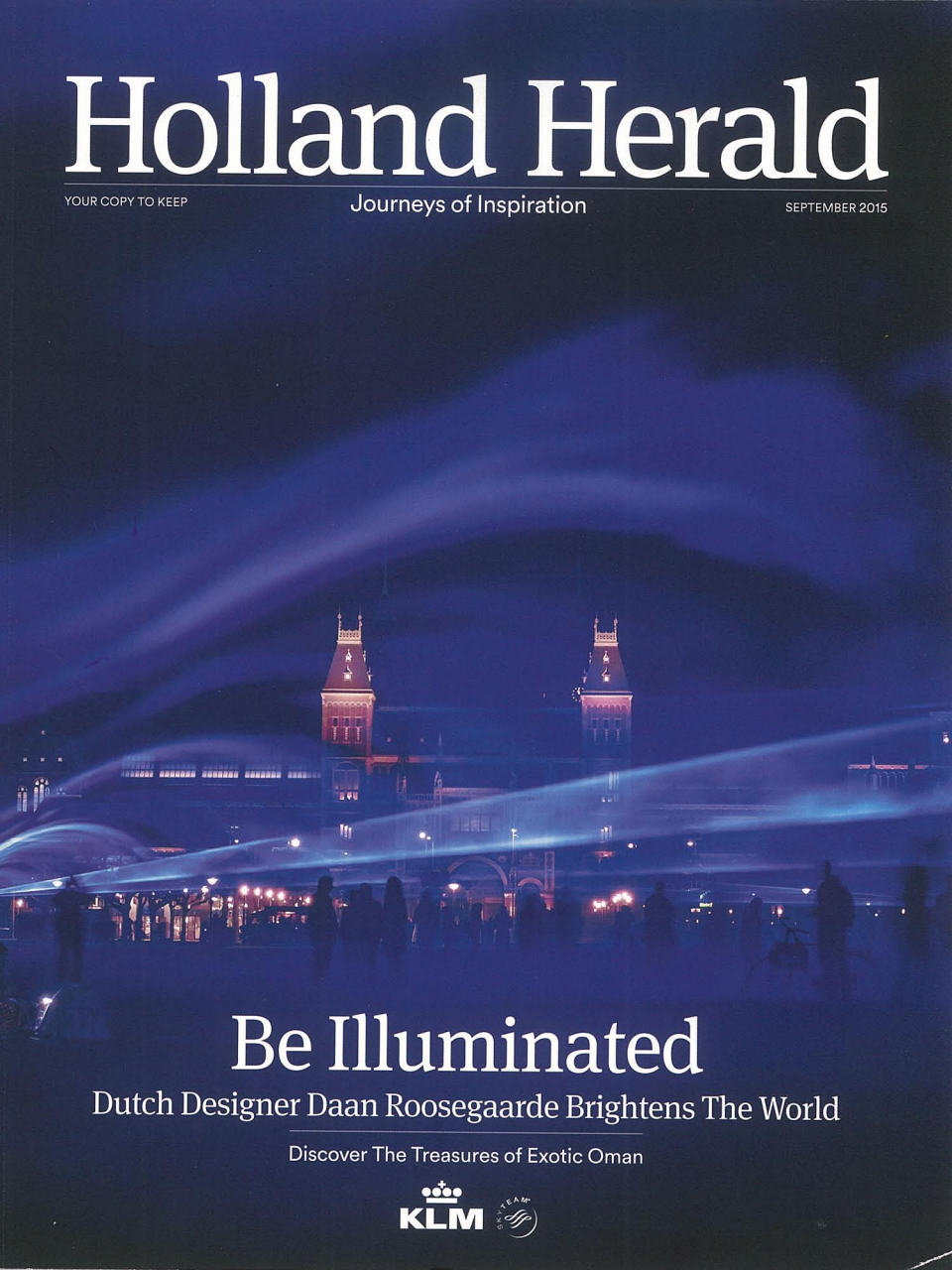


Holland Herald

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Journeys of Inspiration

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Be Illuminated

Dutch Designer Daan Roosegaarde Brightens The World

Discover The Treasures of Exotic Oman



The sky is the limit

A hands-on mentality is felt in the City of Rotterdam like in no other place in the world. Citizens of the bustling city are used to thinking out-of-the-box and work together to 'make it happen', leading to a multicultural hub of innovation.

"Rotterdam is a city where we dare to experiment and innovate"

The City of Rotterdam leads the way when it comes to innovation, sharing in solutions and thinking knowledge internationally.

With the largest and one of the most important ports in Europe, innovation has always been self-evident and crucial. The citizens of Rotterdam are resourceful and make full use of the plethora of possibilities the city has to offer. The sky is the limit, and this is felt like a heartbeat throughout the city.

Internal attitude

The Rotterdam municipality, the Port of Rotterdam, Erasmus University and Rotterdam Partners – the organisation that promotes the Rotterdam economy – have worked closely together to ensure the city thrives and continues to move forward. Together they connect key players and use their pioneering spirit to create new opportunities. Such enterprising properties come together in the Rotterdam Science Tower, for instance. This building houses more than 50 successful and creative start-ups. Another example: the Erasmus MC Incubator, which offers an office and a lab facility for young companies wanting to develop and grow quickly in a business friendly environment. Erasmus University and its Erasmus Medical Center truly show how the Rotterdam pioneering hands-on spirit is used for scientific purposes. Two of the many enterprising programmes brought under Erasmus Epidemiology Resources are The Rotterdam Study and Generation R Study, lead, among others, by Oscar Franco, professor of preventive medicine. These research programs analyse the development and health of over 35,000 people living in Rotterdam, including mothers and their children while growing up, adults and the elderly. "Rotterdam is becoming a synonym for excellence in research. There aren't many cities that have the diverse population and the internal attitude that Rotterdam has. With our findings, we can advise and collaborate with international corporations that are looking for ways



2. Pioneering spirit

- The Pioneering Spirit is a platform installation and pipeline vessel constructed by Aliveness. It is the largest ship in the world and currently lies in the Port of Rotterdam.
- It is 382 meters long, 124 meters wide and can lift up to 48,000 tonnes.

1. Markthal

- The Markthal is the first covered food market in the Netherlands.
- It opened on 1 October 2014.
- It was designed by architectural company MVRDV. The inner walls of the 11,000 m² building are covered by an impressive work of art: *Hoem des Overvleets* ('Concupiscence'). This was designed by Arno Coenen and Iris Roskam.

to improve the general health of their people, contributing to improving health globally. What makes Rotterdam a perfect hub for this kind of research, is the ethnic diversity of the population. This way, we get to analyse information of people from all different types of backgrounds," says Franco. This research, among many other programmes, symbolises how important the city of Rotterdam finds focusing on the future. Most cities are struggling with an aging community, whereas

Rotterdam is actually getting younger.

A leading example of a strong-willed young Rotterdam citizen is Marie van Oort. As chairwoman for R'damse Nieuwe, a community of entrepreneurial young Rotterdam residents, she ensures the new generation is heard. "We want to function as connectors between the new and the established generation of Rotterdam. We want to help guiding the city geared up for the future. We do so by promoting innovative entrepreneurs, lobbying for new policies and through our many projects, such as Crowdforce Rotterdam. Three to four times a year we showcase eight young entrepreneurs to a varied group of 100 people, ranging from students to CEOs. They can validate their business ideas through live crowdsourcing sessions, during which they ask questions and get feedback and advice. We've seen start-ups thrive because of this. Rotterdam is bursting with positive energy, and we can't wait to see what the future holds."

Sustainable future

Supporting sustainable projects is another key component to a bright future for the city. Duzan Doepel and Eline Strijkers of architecture company DoepelStrijkers are firm believers that design can act as an agent for social renewal. Duzan Doepel explains: "We explore the principles of circular and inclusive design in our work. The HAKA building in Rotterdam, for example, is a unique project that demonstrates this approach. The entire ground-floor interior is made out of waste material sourced from demolition projects in the Rotterdam region. The CO₂ footprint of the project is 70% less than that of a traditional interior. Besides the ecological benefits, 90% of the construction was executed by ex-detainees in a reintegration program. It made the design process very interesting, as we needed to take into account that we had unskilled labour to work with." Another very ambitious project that >



3. Daisy Kroon

- Studio Daisy Kroon is a fashion design studio based in Rotterdam.
- Daisy Kroon set up her own label in 2007. In 2014 she opened her shop in Rotterdam Noord.
- Besides being a designer of her own label, Daisy Kroon teaches fashion design and is a curator of exhibitions.

4. Rotterdamswam

- Rotterdamswam creates edible mushrooms.
- The company was set up in June 2014.
- Siemen Cox and Mark Slegers cultivate the fungi in the old Tropicaans swimming pool on coffee grounds and coffee husk. This residue would normally be thrown away or burnt, and is now reused, making it a sustainable way to produce food.

DoepelStrijkers is working on, is the future Dutch Windwheel. "We wanted to create something that isn't just a tourist attraction, but also an accelerator for clean tech innovation. It will create an important link between the UNESCO world heritage site Kinderdijk (a historic site with 19 authentic windmills, ed.) and the centre of Rotterdam. Visitors can take place in the cabins in the outer ring and enjoy the amazing views, while the inner real estate ring, with hotel, housing and commercial programme, generates more sustainable energy than the building will use."

The connector

The Mayor of Rotterdam, Ahmed Aboutaleb, sees the connecting international character as a recurring theme throughout his city, resulting in surprising and revolutionary initiatives. "Rotterdam has always been a strong connector across the globe. Because of the open culture, different groups inspire each other, sparking off each other's energy. The Port of Rotterdam is the gate to the world, making this city a perfect starting point for foreign business. National and international entrepreneurs know how to find one

another easily, and that's so important. The connection between different sectors, subjects, cultures and generations lead to new inspirational ideas. As a city we like to share our knowledge with other countries, for instance with regards to delta technology, so that we can help to create a better, more sustainable world together."

A prime example of how connecting the right dots can lead to success in Rotterdam, is Katendrecht. This former downtrodden neighbourhood has had a new lease of life due to extensive renovation and innovative renewal projects. A bridge, Rijnhavenbrug, was built between Katendrecht and the popular Hotel New York, making the area easily accessible and trendy. To celebrate the many innovations and developments of the city, Leendert Bikker, initiator and executive director of Bikker & Company, is working to make Rotterdam the World Expo City of 2025. The theme for the 2025 edition is Delta Cities. "Rotterdam is the heart of one of the biggest deltas in the world. The growth of the worldwide economy will happen in deltas. You need three key components for this to be a success: dry feet, local energy facilities and a closed cycle of raw materials and food. That's how we can shape Sustainable Urban Delta's worldwide. Rotterdam is a city where we dare to experiment and innovate. With almost every nationality in one city, we emanate entrepreneurship, we are curious and inventive and we love a challenge."

Together, like they have always done, the innovative people of Rotterdam make it happen, not only in their own city, but across the globe.

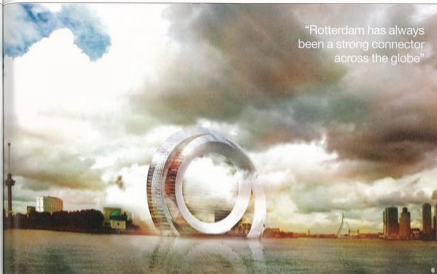
rotterdampartners.nl, rotterdam.info

5. Luchtsingel

- Luchtsingel is a wooden pedestrian bridge of 300 metres.
- It aims to socially, economically and culturally revive former Station Hooplaan and its environment.
- The bridge connects the north of Rotterdam with the centre.
- It consists of a bridge (Luchtsingel), a rooftop garden (DeAkker), a park (Park Pompenburg) and a shopping/restaurant area (former Station Hooplaan).



Ondiep van Duivenbode (Luchtsingel), Leo van Velzen (Cornelis Janssen Danet)



"Rotterdam has always been a strong connector across the globe"



6. The Dutch Windwheel

- The Dutch Windwheel is an initiative of the Dutch Windwheel Corporation, a consortium of Rotterdam based companies BLOC, DoepelStrijkers and Meysters.
- This iconic landmark is the dynamic showcase for Dutch Clean Technology and provides a continuous platform to demonstrate technical and technological innovations.

7. Cornelis Janssen Danet

- Conny Janssen Danet has been the leading modern dance group in Rotterdam, the Netherlands, since 1992.
- Conny Janssen is the artistic leader of the company.

8. Sustainable Dance Floor

- Studio Roosegaarde created the design and interaction of the first Sustainable Dance Floor. Read more about Daan Roosegaarde on page 30.
- It is an interactive dance floor that generates electricity through the act of dancing.
- A new project by Daan Roosegaarde is the Smog Free Park. The Dutch designer and his team of experts are using patented ion technology to build the world's largest smog vacuum cleaner.

9. Ampelmann Company, RDM Rotterdam

- Ampelmann is a high tech offshore company focusing on the development, construction and lease of offshore access solutions.
- It was founded in 2008, as a spin-off of the Delft University of Technology.
- The core technology is the Ampelmann system, a motion compensation platform that allows easy, fast and safe access from a moving vessel to offshore structures.

