

# The WEST BLAKE

June 2024



**The West Blake**  
WESTBLAAK 24-32 | ROTTERDAM

**Discover the city's newest residential building**



‘This is the place where everything great about Rotterdam comes together’

Food entrepreneur Pebbles van Noorden on ‘her’ Witte de With Quarter

**40-78 m<sup>2</sup>**  
**Fully turnkey!**





**The West Blake**

WESTBLAAK 24-32 | ROTTERDAM



# Discover The West Blake

The Sixties façade  
Right next to Cinerama  
A masterpiece of renovation  
Completely refurbished

98 luxury apartments  
"The m<sup>2</sup> you use"  
Efficient floor plan  
High level of finish

Everything to the buyer's taste  
Fully turnkey on delivery  
With an incredible roof terrace  
And a beautiful lobby

Discover The West Blake  
Rotterdam's newest residential building

Here you live where it's all happening 24/7  
On the edge of the Witte de With Quarter  
Close to everything  
The city at your feet



SPACE TOLIVE  
ONTWIKKELING B.V.

The West Blake is a development by Spacetolive.

# Introduction

The West Blake consists of 98 apartments ranging from 40 m<sup>2</sup> to 78 m<sup>2</sup>.

The complex is located at Westblaak 24-32 in the centre of Rotterdam, on the corner of Hartmansstraat. It backs on to Schiedamse Vesthof.

The existing building is being completely stripped and brought up to date: new glass, new plant, new lifts, perfect insulation. The top floor is being removed. Three new floors are being placed on the building, and a new extension is being built at the rear. All this has been designed by V8 Architects.

The Sixties façade and the beautiful marble staircase are being restored to their former glory. There is a communal roof terrace on the seventh floor of the building.

The apartments are compact and cleverly laid out to suit the city centre resident. Various options are available in terms of layout, such as creating extra or fewer rooms.

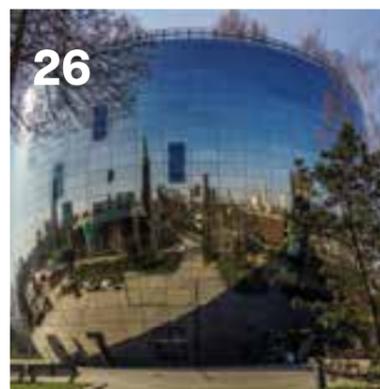
The apartments come with a luxury kitchen, complete luxury bathroom, floor and wall finishes included in the v.o.n. (costs borne by the seller) purchase price. All to be determined by the buyer at our THUIS project showroom in Utrecht.



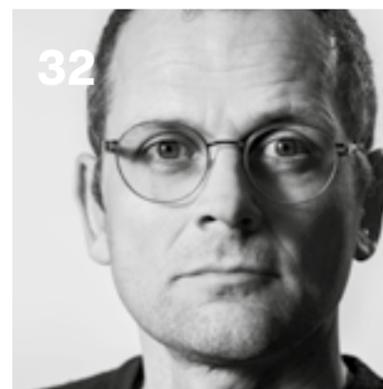
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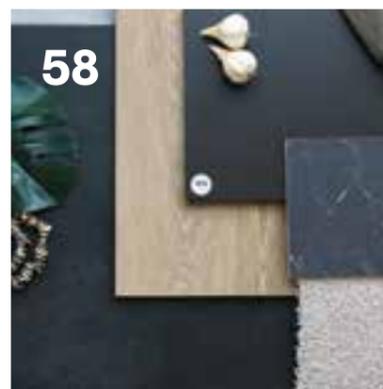
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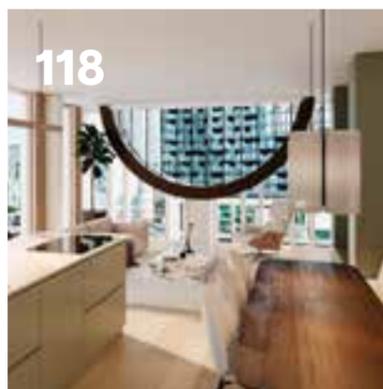
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# The West Blake

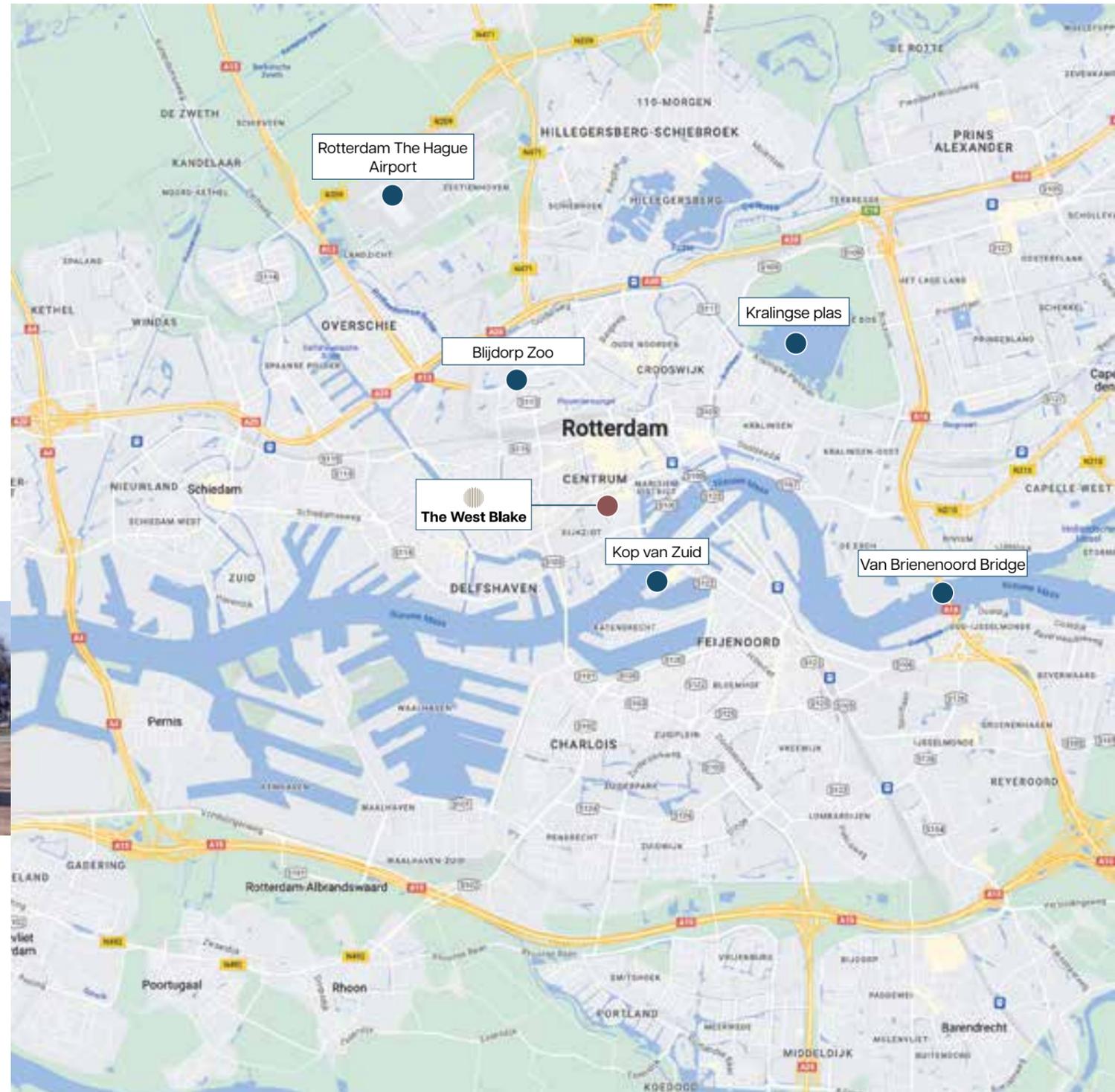
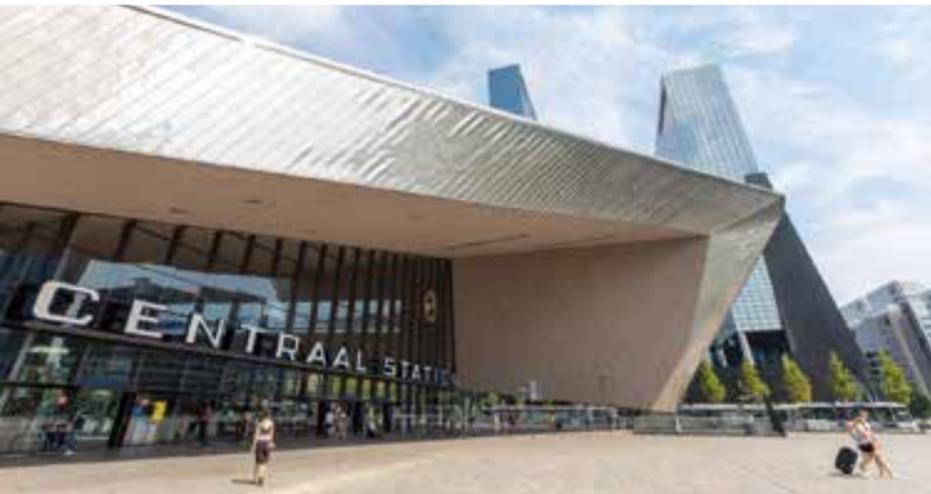
WESTBLAAK 24-32 | ROTTERDAM

LOGAN

# The West Blake Downtown Rotterdam



The West Blake is being created in the centre of Rotterdam, in the Cool district. A district bounded by Weena on the north side (including Central Station), Coolsingel and Schiedamse Vest to the east, Vasteland to the south and Eendrachtsweg and Mauritsweg to the west. The building borders the Witte de With Quarter.



## Public transport

Central Station is a few minutes' walk from The West Blake. The bus stops right outside the door (Westblaak stop), and Eendrachtsplein metro stop is on the corner. Rotterdam-The Hague Airport can be reached in 15 minutes.



## Cycling and walking

Everything is close to The West Blake. Stroll into town to hang out on a café terrace, get a bite to eat, visit a museum, shopping, the park, blow the cobwebs away beside the river Maas... Or cycle to the Kralingse Plas lake. Bike parking will be located in the basement of the building.



## Car

You can be on the motorway from The West Blake within 10 minutes, with good connections towards The Hague, Amsterdam, Utrecht and Antwerp. Parking (for both residents and visitors) is available in the adjacent car park (Apcoa Westblaak).

# De West Blaak



Westblaak is a wide street in Rotterdam, about 300 metres long. The street connects Churchillplein (with Blaak beyond it) with Eendrachtsplein. It is a traffic access route that forms part of the Basic Plan for the Reconstruction of Rotterdam. Westblaak was built in the 1960s, and most of the architecture dates from that period. Westblaak became home to newspaper offices, including Algemeen Dagblad and NRC Handelsblad, and various banks and insurance companies. The famous Cinerama cinema is also located here, next to The West Blake.

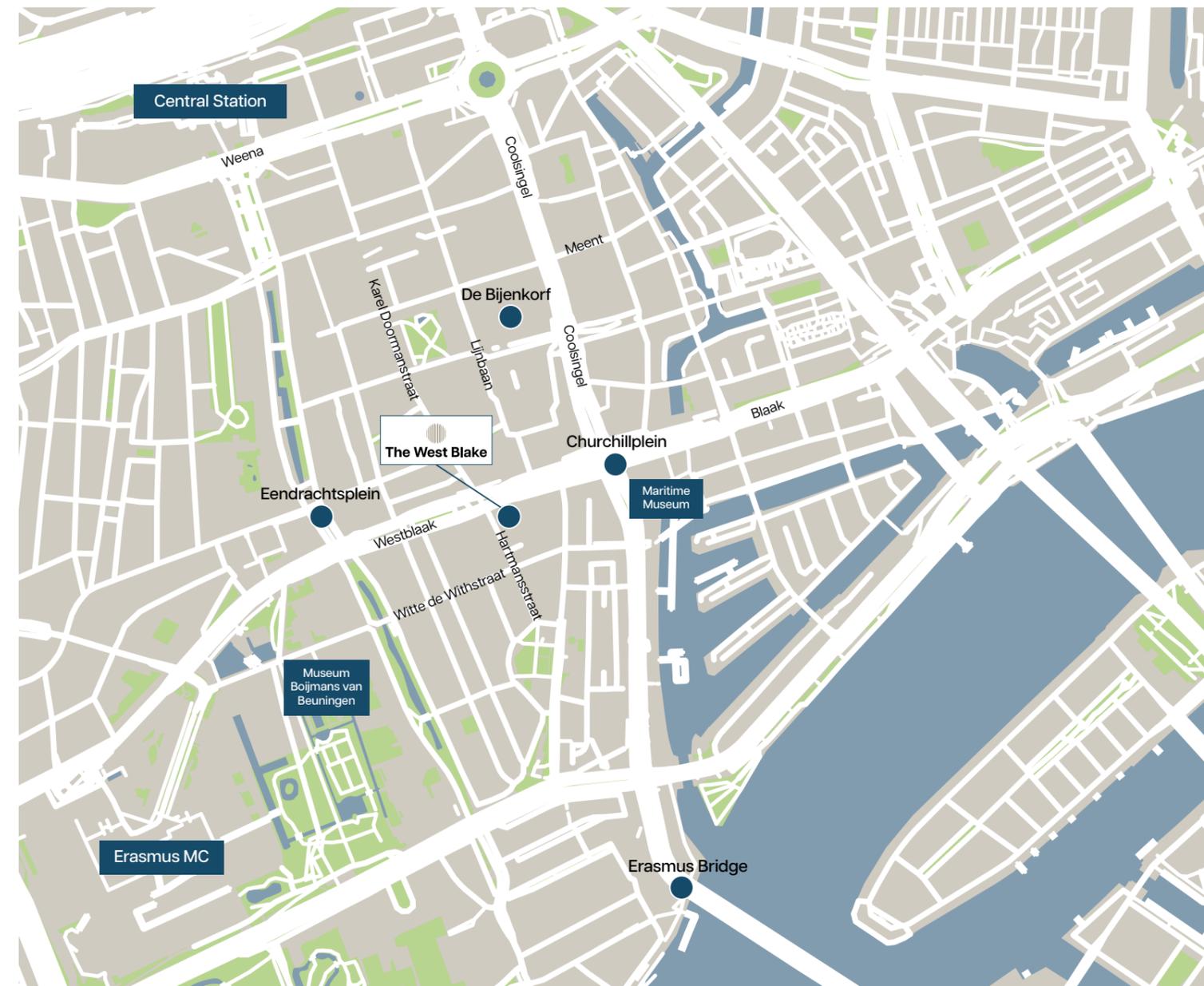
Metro line C runs under Westblaak. The central area includes the city's best-known skate park. The famous Skatestore is located on the ground floor of The West Blake.

Many offices will be transformed into high quality residential space over the coming years. The ground floor houses hospitality and retail outlets.



## Blaakpark

After 2025, the city council will look at transforming Westblaak into Blaakpark. From Eendrachtsplein to Keizerstraat, traffic lanes will be removed and replaced with 'a green and healthy place in the heart of the city where you can find peace and quiet.' The new administration will consider the development of Blaakpark further.





### Pebbles van Noorden

Started the first Frietboutique chip shop in Amsterdam with her best friend and business partner in 2013. In 2017, she brought the second boutique to 'her Rotterdam'. Frietboutique is now a company with 5 branches (3 in Rotterdam - in Krallingen and Hillegersberg in addition to Witte de Withstraat - 1 in Amsterdam and 1 in Laren) and are major suppliers of chips to leading chefs including François Geurts and Ron Blaauw.

Pebbles sits on the board of the Witte de With Quarter Foundation with a mission to keep the quarter 'diverse and different'.

She lives in Rotterdam with her boyfriend and young son.



## 'This is the place where everything great about Rotterdam comes together'

### Pebbles van Noorden takes us on a tour of her Witte de With Quarter

We start at The West Blake, on the corner of Hartmansstraat. Pebbles van Noorden has been riding past the big billboard every day for a few weeks now. 'How wonderful it will be to live here soon. You really are in the middle of everything. The Witte de With Quarter offers so much more than just restaurants and café terraces. There are boutiques, vintage shops, art institutions, galleries... And yes, also the best chip shop in the Netherlands. Hop on the back, I'll show you.'

The first stop is less than 20 seconds later at **Bas Bakt**. 'So if you live in The West Blake you will have breakfast here, with great sourdough bread, croissants and coffee.' Owner Bas - 'I hate having my picture taken, I'll just get a colleague to join us' - has a massive passion for bread and, according to Pebbles, also owns 'the

cutest dog you've ever seen, who also features in the logo.' On Bas' phone we see a beautiful Labradoodle and then another picture of a puppy, 'number two is on the way'. So soon you can enjoy two beautiful little dogs and the best pistachio croissant we've ever eaten.  
Hartmansstraat 22a - [www.basbakt.nl](http://www.basbakt.nl)





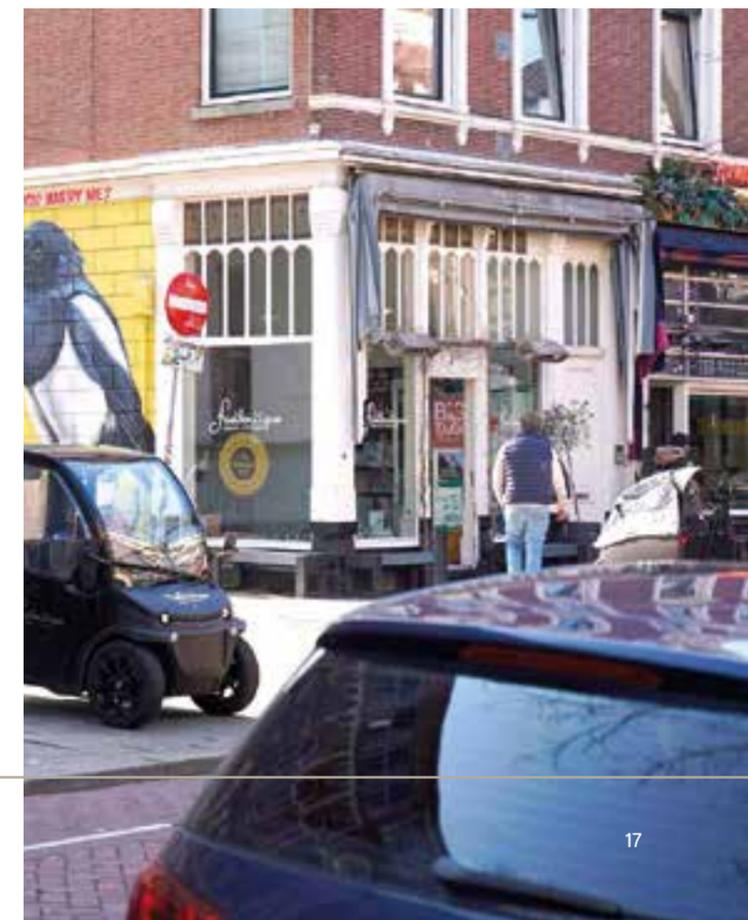
# ‘She said Yes’

We park the cargo bike and walk further down the street. Our eye is caught by the beautiful murals. ‘This used to be quite a rough neighbourhood. That meant that there were cheap spaces available for artists to use as studios. You can see that reflected everywhere: art institutions, galleries, but especially in the amazing murals on the sides of buildings. On our own building there’s a painting of a crow with a ring and the text ‘Sam will you marry me?’. A lot of people think that relates to my business partner Sammy, but the story is much older. Through this mural, artist Tymon de Laat asked his great love Sam to marry him, and since recently, the stools in front of the mural have told the end of the story. In a nest sits a note that reads ‘She said Yes’.



# ‘The best idea ever’

She met her best friend and business partner, Sammy Berendsen when they were working in Ibiza, and starting a business together was ‘the best idea ever’. The **Frietboutique** on Witte de Withstraat is a beautiful establishment with lovely seating and a nice terrace for all your guilty pleasures like freshly cut chips, shrimp croquettes, frikandel sausages and milkshakes. ‘Did I mention we won the award for the best chips of 2023?’ The official opening ceremony was performed in 2017 by chef Rolph Hensens of Rolph’s Deli and previously HMB Restaurant, Parkheuvel and Fred: ‘What a party that was!’  
**Witte de Withstraat 68a - [www.frietboutique.nl](http://www.frietboutique.nl)**





## Witte de With

Witte de Withstraat is 320 metres long and runs from Schiedamse Vest to Eendrachtsweg. It is considered the hippest and most diverse nightlife street in Rotterdam: there's something happening 24 hours, 7 days a week. It is also the Art Axis that connects the Museum Park and the Maritime Museum. There are many galleries, studios and shops.



## Nightlife

There are a few icons here in the Witte de With: De Witte Aap, Hung Kee, Jaffa Shoarma, NRC... Every Rotterdammer has been here at some point and you should definitely try them too. Personally I love **Dutch Dukes**, the English gastropub. You can eat good food there and if you go for drinks, they serve you at your table, no matter how busy it is. The interior is cool and they talk to you really 'British': *'thanks love, bye love'...*

Witte de Withstraat 81, [www.dutchdukes.com](http://www.dutchdukes.com)

# ‘Melly Shum hates her job’

Many Rotterdammers know Melly Shum from the poster on the side of **Kunstinstituut Melly** (formerly Witte de With Center for Contemporary Art). ‘She has now given her name to the institute,’ explains Jeroen Lavèn of Melly. ‘She was the assistant to Ken Lum, one of the first artists to be part of an exhibition here in 1990. She still gets the question on social media every week: are you that Melly Shum who hates her job?’ According to Jeroen, the Witte de With Quarter is unique in the world: ‘Nowhere else can you find five major art institutions - MaMa, Melly, TENT, V2\_ and Worm - so close together.’

‘Nowhere else in the world can you find five art institutions so close together as in the Witte de With Quarter’

Kunstintituut Melly often commissions contemporary artists for specific art projects. After the exhibition at Melly, which lasts a few months, the project commissioned by Melly is given back to the artist to exhibit at other venues. Melly thereby provides the artist - often not yet well-known - with a portfolio to get started. For the My Oma exhibition - which is about grandmothers - photographer and writer Charlie Koolhaas took a series of photos of people living on the street named after her grandmother, the well-known feminist and writer Harriet Freezer. The rest of the exhibition is also an ode to grandmothers, ‘personal and cultural legacies stemming from both affection and conflict’. The My Oma exhibition has been extended until Sunday, September 1 2024.

**Witte de Withstraat 50, [www.kunstinstituutmelly.nl](http://www.kunstinstituutmelly.nl)**





### New additions

'What is important is that the Witte de With retains its shops. That mix is what makes the street so much fun. A new addition that I love is 'Things I like Things I love' offering clothing and home accessories. For cool gifts, I also recommend 'It's a present'.

**Witte de Withstraat 9**  
[www.thingsilikethingsilove.nl](http://www.thingsilikethingsilove.nl)



## Marly Vintage

Great vintage can be found just around the corner at Marly Vintage. Owner Marlon Arrias and daughter Jewel Martina sell the things they love here, a unique combination of workwear and high-end fashion and couture. Maison Margiela meets Gucci. Marlon photographs special people for his own Instagram account mrmarlymarl, and also has a beautiful collection of vintage '90s eyewear displayed in the glass counter. Pebbles is taken by a pair of tall boots: 'So cool!'

Beneath Marly we find a unique collection of trainers, bomber jackets and basketball jerseys in another vintage shop: Attap Rebound. Tevin Refurm, owner of this shop, also shows us some unique pieces. Do visit these treasure troves.

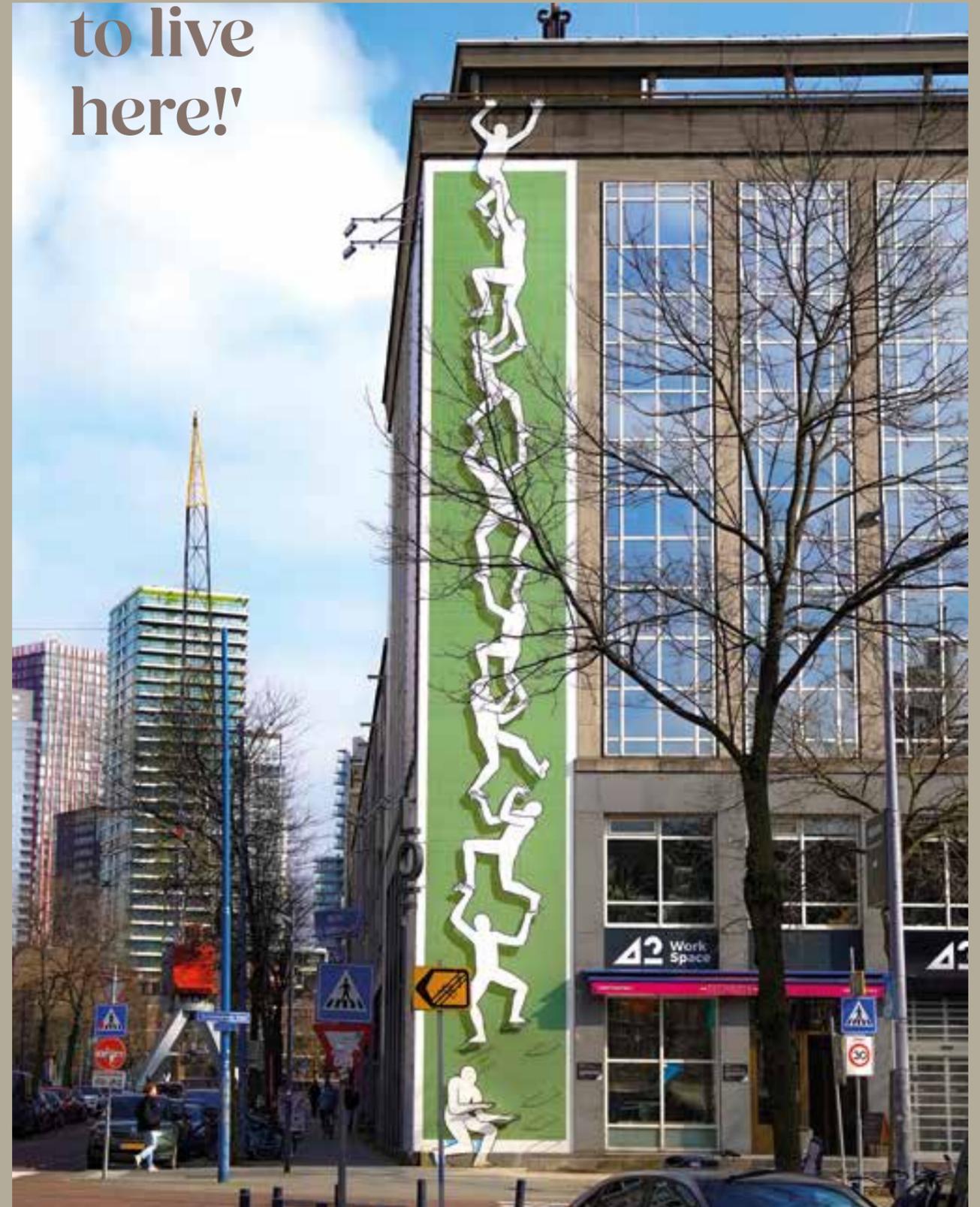
**Schiedamsevest 89b,**  
[www.marlyvintage.nl](http://www.marlyvintage.nl)





'This is the place where everything great about Rotterdam comes together,' says Pebbles of 'her' Witte de With Quarter, 'between the Museum Quarter, Maritime Quarter and the shops you have nightlife, art, architecture, crazy bars, great food and lots of lovely people. Unpolished, a bit rugged, really Rotterdam... How lucky you'd be to live here.'

'How lucky you'd be to live here!'



# Art in The West Blake District



## Museum Park

Museum Park is around the corner from The West Blake and is part of the so-called Art Axis that runs behind the residential building (Museumhaven - Witte de Withstraat - Museum Park)

The Museum Park consists of seven museums close to one another:

### Nieuwe Instituut,

museum for architecture, design and digital culture

### Huis Sonneveld,

Bauhaus style 'Gesamtkunstwerk'

### Chabot Museum,

dedicated to Dutch painter and sculptor Henk Chabot

### Museum Boijmans van Beuningen

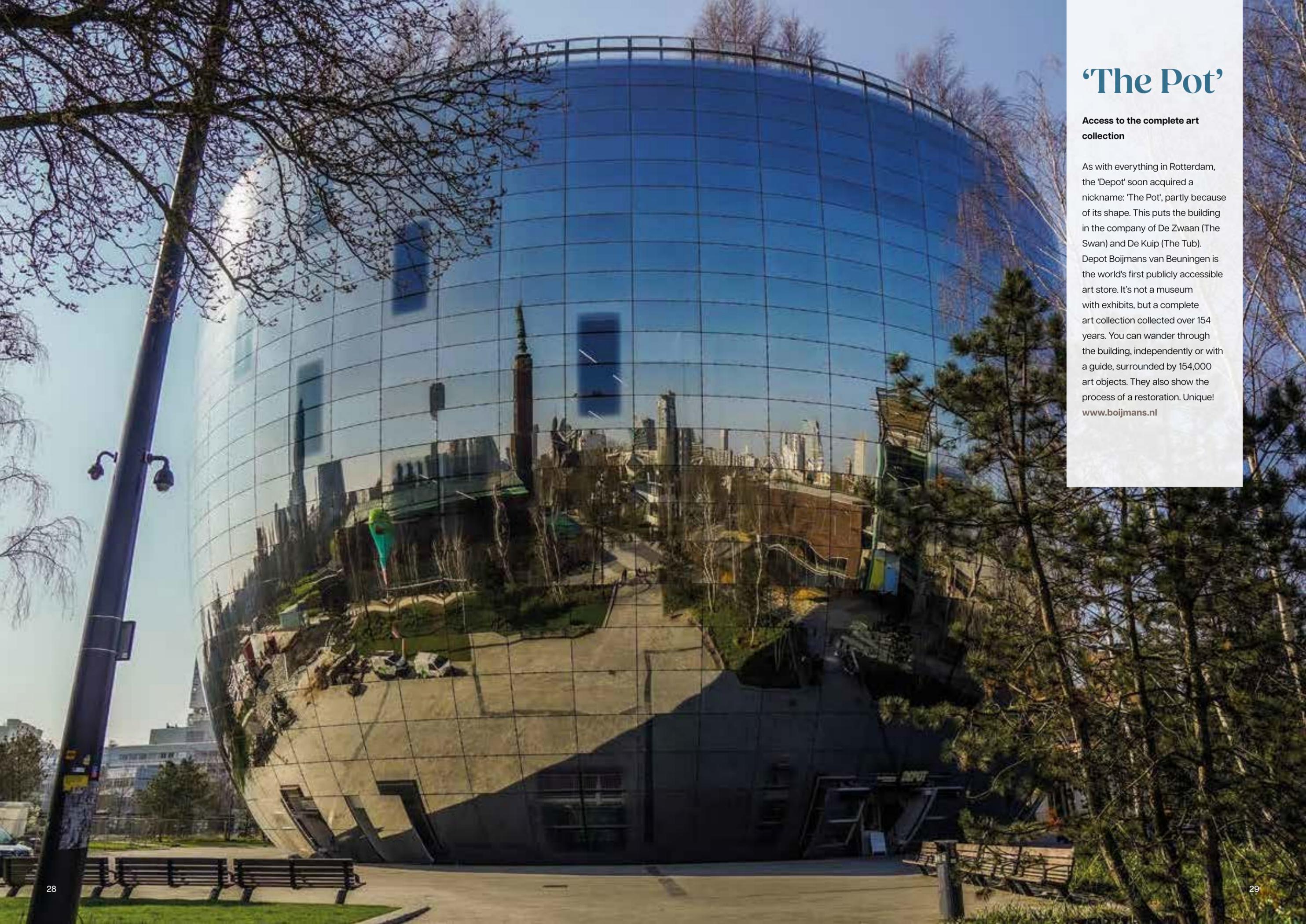
### Depot Boijmans van Beuningen

### Rotterdam Natural History Museum

### Kunsthal Rotterdam,

exhibition space without permanent collection, 25 different exhibitions every year





## 'The Pot'

### Access to the complete art collection

As with everything in Rotterdam, the 'Depot' soon acquired a nickname: 'The Pot', partly because of its shape. This puts the building in the company of De Zwaan (The Swan) and De Kuip (The Tub). Depot Boijmans van Beuningen is the world's first publicly accessible art store. It's not a museum with exhibits, but a complete art collection collected over 154 years. You can wander through the building, independently or with a guide, surrounded by 154,000 art objects. They also show the process of a restoration. Unique! [www.boijmans.nl](http://www.boijmans.nl)



# The West Blake

WESTBLAAK 24-32 | ROTTERDAM



# HET GEBOUW



His office has probably one of the city's most iconic views, on the corner of Vasteland, towards the Boompjes, the Erasmus Bridge and the SS Rotterdam. He can also see his own work from there, such as the expansion of the KPN headquarters at Kop van Zuid, 'which used to have a ground floor that was too small, now there is a connection with the city - including through hospitality outlets', and the recently completed Cooltoren, the 154-metre-high residential tower that is also visible in the images of The West Blake.

### 'People are now living in the city centre'

Rudolph has lived in Rotterdam for over 25 years now and has seen the city change beautifully. 'People are now living in the city centre. That has meant a lot for how nice the city is. There used to be high-rise buildings and remarkable architecture, but those were offices. There is much more vibrancy in the city centre now. And with it more quality.'

So too on Westblaak, where Rudolph and his team have created a design for the former Westblaak 24-32 office building. 'This office building was designed for a bank in the late 1950s. It has a stunning marble staircase. It could no longer be used as offices; it has become too small for that. By adding a new-build extension at the

rear and adding 2 floors, this now becomes a very nice residential building with 98 apartments, a communal south-facing roof terrace and views of the Rotterdam skyline.'

'A different scale was introduced in Rotterdam. Wide avenues, big buildings. It's very different from other Dutch cities. You can see all the time layers intermingled here in a special way. Of course, there was a plan for the reconstruction, but it was not all built at once, which is why you see a lot of different types of architecture here. Fortunately, there are still frayed edges to the city that you can do fun things with, but the city is starting to feel more and more 'finished'.'

### 'These people have yet to meet'

'In The West Blake, we deliberately created more compact apartments, between 40 m<sup>2</sup> and 78 m<sup>2</sup>. Most of the apartments are around 50 m<sup>2</sup>. The idea behind it is that there are more and more one-person households. These people have yet to meet. We are using the square metres efficiently. Above all, they need to be nice homes. For the people who are going to live here, location is much more important than a 12 m<sup>2</sup> bathroom.'

## 'Sometimes you get lucky with a location'



'It's a block with grandeur, with the Cinerama in the middle like that. At the front you have the hustle and bustle of the city, at the back the peace and quiet, the sun and a beautiful view of the Rotterdam skyline.' The speaker is Rudolph Eilander, architect of

The West Blake and director of Rotterdam-based firm V8 Architects.

'Sometimes you get lucky with a location.'

Architect Rudolph Eilander  
on The West Blake



Apartment type B interior

'Above all, they need to be nice homes - for the people who are going to live here, location is much more important than a 12 m<sup>2</sup> bathroom'



'A lot of people know the place. The pharmacy on the corner of Hartmansstraat is particularly famous in Rotterdam. The shops on the ground floor will remain. The façade of the existing building, designed by the Kraaijvanger brothers, will be restored to its former glory. Hence the black slabs of natural stone will be removed and the existing pale stone will be reinstated.'

'At the top of the building, the current decorative 'pergola' and the existing sixth floor will be removed, and a new 'pergola' will be installed here that will act as a structural base for the 2 floors above. This will give the sixth floor beautiful outdoor spaces on Westblaak, and there will be the communal roof terrace on the seventh floor at the sunny rear.'

'The DNA of the building includes higher ceilings, as conceived for an office. These are much higher than in new-builds. What is also unique is that you have the quiet, green courtyard at the back. This is also right on the sunny side with a lovely view over the city.'

### 'Subtlety'

'In the design, we have looked for subtlety. The existing building is beautiful and simple. The corner of the building was beautifully designed at the time with the solid brick section. The façade turns from Westblaak into Hartmansstraat at that point. 'The Family', an artwork by Louis van Roode, was placed there. It's not loud, not colourful, but it is of a very high quality. Each tile was baked by the artist himself. The new floors - 6, 7 and 8 - will have a subtle glass façade which can be opened up beautifully. There will also be large glass openings and outdoor spaces on the other floors. After all, it's going to be a residential building. The 'halo' above 'The Family' reinforces the visible turn in the façade towards Hartmansstraat. It is a key point in the existing building. The halo is special, but cannot overshadow the existing artwork. It should be a continuation of it. As a combination, the old building and the new layers will become quite iconic for the city centre.'

'The block, centred on Cinerama's famous entrance, has grandeur. There is something special about an artwork like this on a building. Many buildings in Rotterdam from the reconstruction period feature beautiful works of art on the exterior. It lends value to the surroundings. What we also really like is that the old, beautiful staircase - with fantastic natural stone and marble - will be retained. Developers often fail to recognise the importance of a beautiful entrance - luckily they do here.'

'The more details a building has, the more you know about it, the more you will bond with such a building. That brings people together. You can fall in love with The West Blake and enjoy living here for a long time.'



PI59, Philips' new headquarters



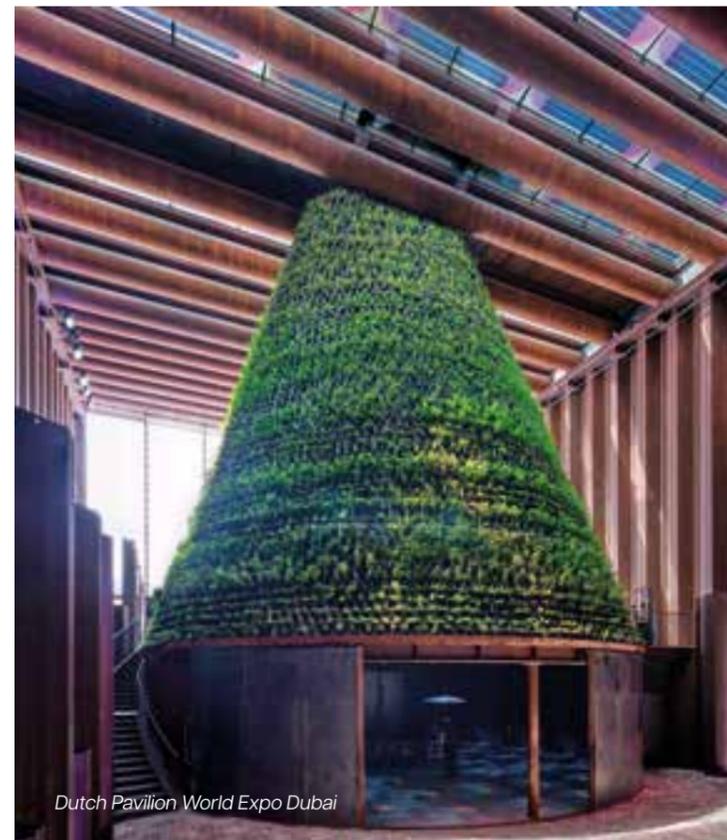
Cooltoren



Hulstkamp



Blaakhouse



Dutch Pavilion World Expo Dubai

## V8 Architects

V8 is a well-known firm of Rotterdam architects. Rudolph Eilander founded the firm with Michiel Raaphorst. In addition to the design of The West Blake, they are responsible for buildings including the Cooltoren - the Netherlands' highest residential tower at 154 metres - the new building next to the Hulstkamp building on Maaskade, KOER on Laan op Zuid, the extension of the KPN head office on Wilhelminapier, and Blaakhouse at Blaak 34. Outside the city, they designed PI59, Philips' new headquarters at Zuidas. They have also created several pavilions at major exhibitions, such as the Dutch pavilion at the World Expo 2020 in Dubai and the Scandinavian pavilion at EXPO 2025 in Osaka.

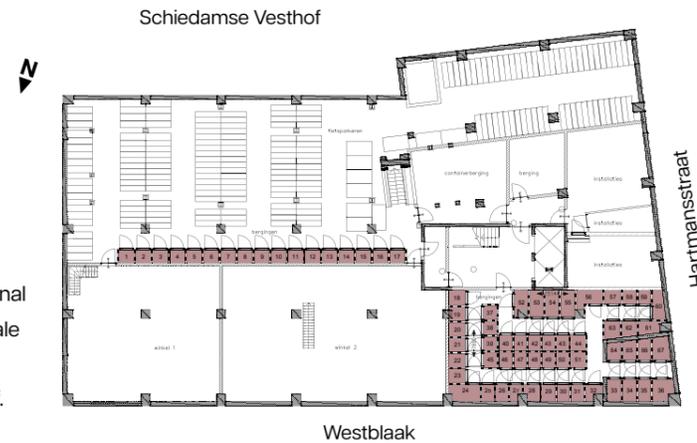
[www.v8architects.nl](http://www.v8architects.nl)

# How is The West Blake arranged?

The West Blake consists of several structural elements, but how exactly is the building arranged? We are going to try to explain that on these two pages. The apartment building is framed by three streets: Westblaak at the front, Hartmansstraat at the side and Schiedamse Vesthof at the back. The building is being completely renovated, with entirely new sections also being added on top of and behind the building.

## Basement

The basement consists of the basements of the shops, communal bicycle storage and an area with 67 storerooms which are for sale to residents separately. These storerooms are 1 or 2 m<sup>2</sup> in size. The bicycle storage can be accessed from Schiedamse Vesthof.



## Ground floor

On the ground floor, the current shops will (probably) remain: Mac Kliniek, Skatestore and Apotheek Westblaak. A luxurious new entrance to the apartments will be created between the Skatestore and the pharmacy. From this foyer/lobby you can walk up the historic marble staircase to each floor, and there are also two lifts here.

The entrance to 4, type A live/work apartments is located on Schiedamse Vesthof.



## First to fifth floors

At the front and on the Hartmansstraat side, the old office - designed by Kraaijvanger Brothers - is being completely repurposed into apartments. The façade will be restored to its former glory, new glass will be installed, and each apartment will have one or more 'Juliet balconies' with the addition of a large, opening window. All apartments have an A+++ energy label, making them very energy efficient to new-build standards.

At the rear, a entirely new section, designed by V8, is being built containing the I and J apartments.

The ceiling height here is around 2.85 to 2.92 metres at some points in the apartments.



## Sixth floor

The current sixth floor will be completely removed and a new sixth floor will be built in its place. At the rear, the new section will continue on this floor.

## Seventh and eighth floors

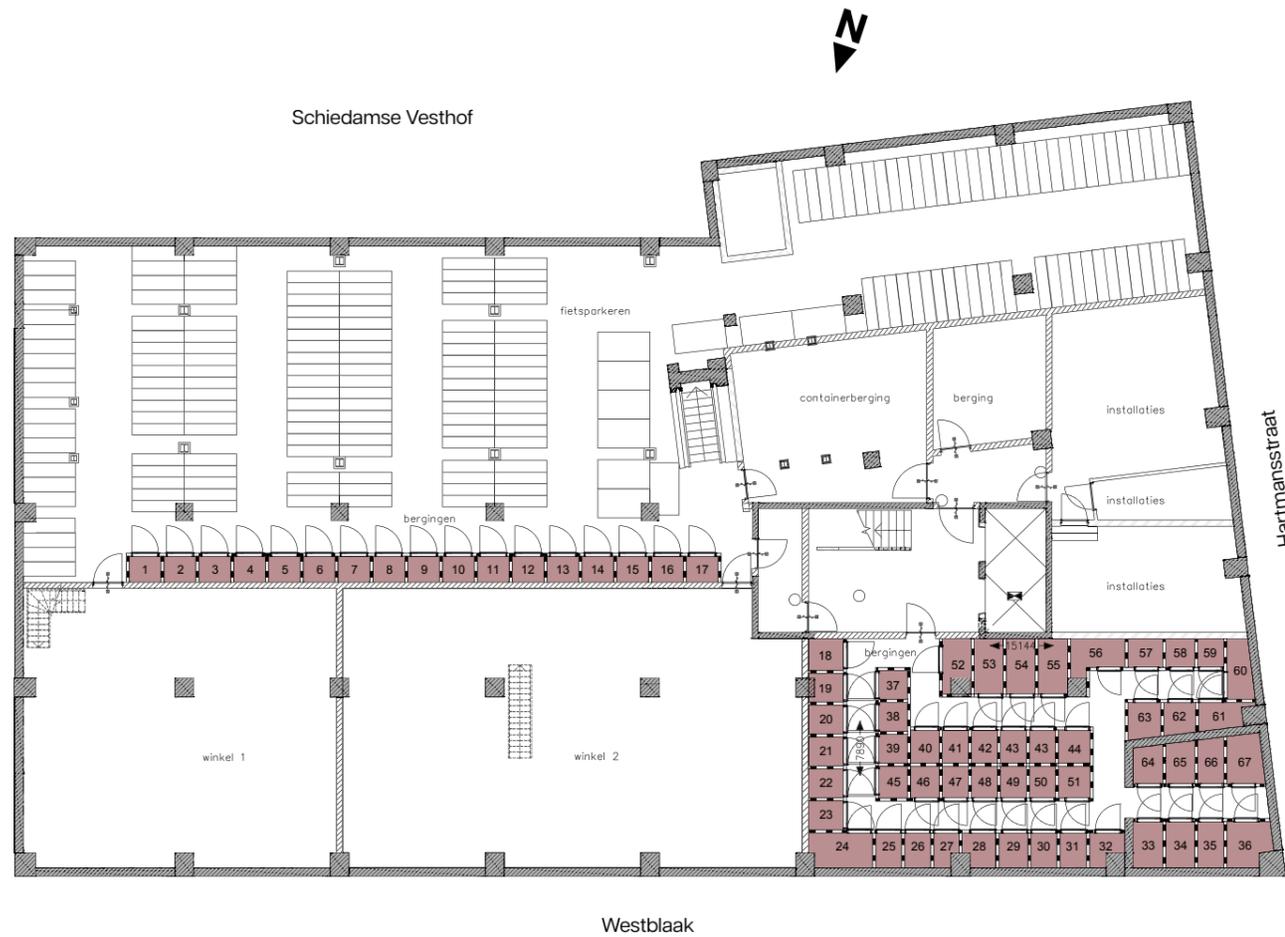
The seventh and eighth floors are the glass superstructure with the distinctive 'halo'. This is a completely new section. The apartments can be accessed via a new staircase, and one of the lifts also comes to these floors. The seventh floor will have a communal roof terrace comprising about 125 m<sup>2</sup>.

Apartments 7.01 to 7.04 and 8.01 to 8.04 are accessed via a gallery.



# Floor view of apartments

## Basement



### Storerooms

There will be 67 individual storerooms under The West Blake. These storerooms are of different sizes and can be purchased separately from the apartment. More information can be obtained from Atta Makelaars. There is communal storage for bicycles.

# Floor view of apartments

## Ground floor



## Downtown

■ Type A | Unit numbers: 0.01, 0.02, 0.03 and 0.04

# Floor view of apartments

First floor

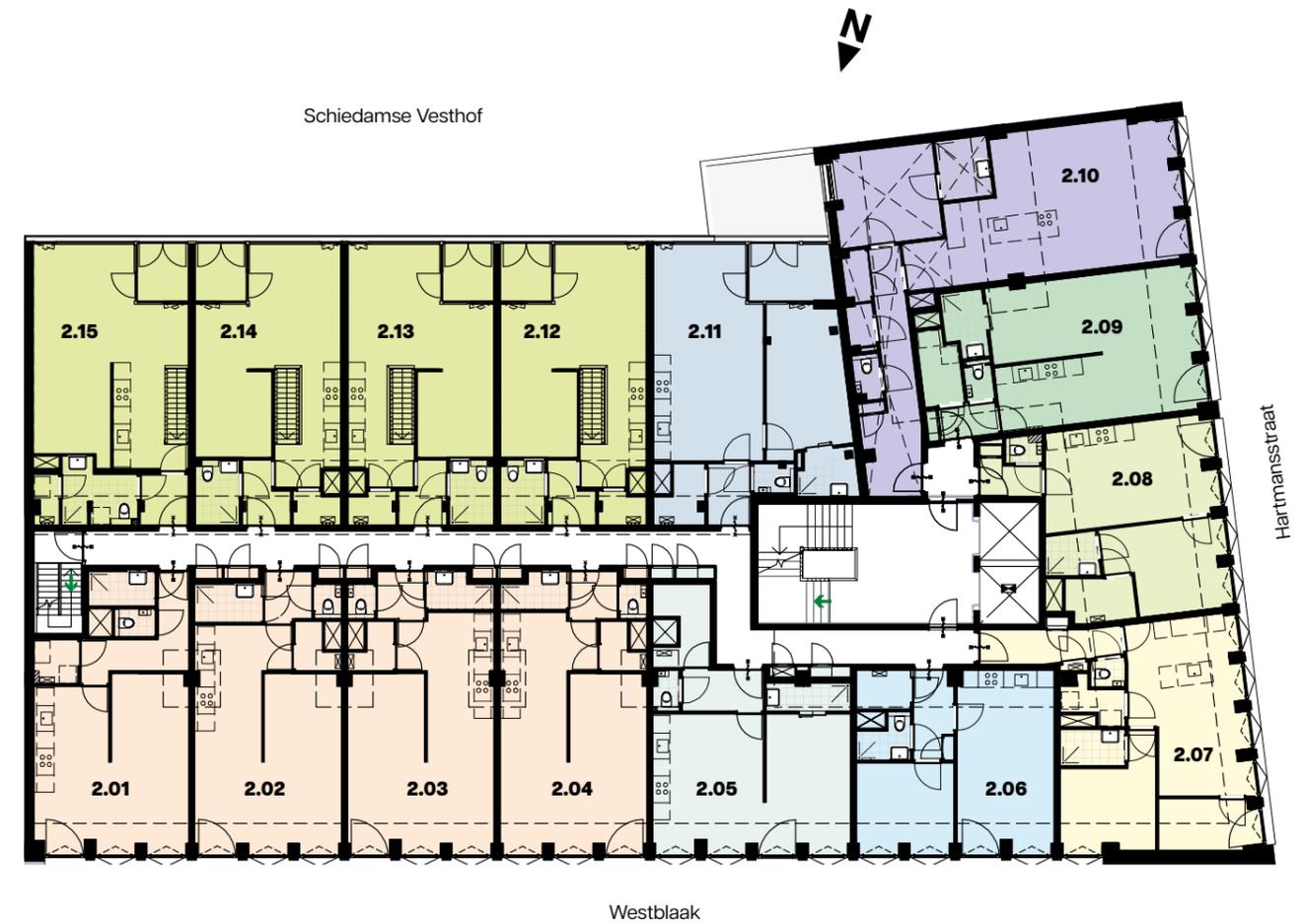


Downtown

- Type A | Unit numbers: 0.01, 0.02, 0.03 and 0.04
- Type B | Unit numbers: 1.01, 1.02, 1.03 and 1.04
- Type C | Unit number: 1.05
- Type D | Unit number: 1.06
- Type E | Unit number: 1.07
- Type F | Unit number: 1.08
- Type G | Unit number: 1.09
- Type H | Unit number: 1.10
- Type I | Unit number: 1.11

# Floor view of apartments

Second floor

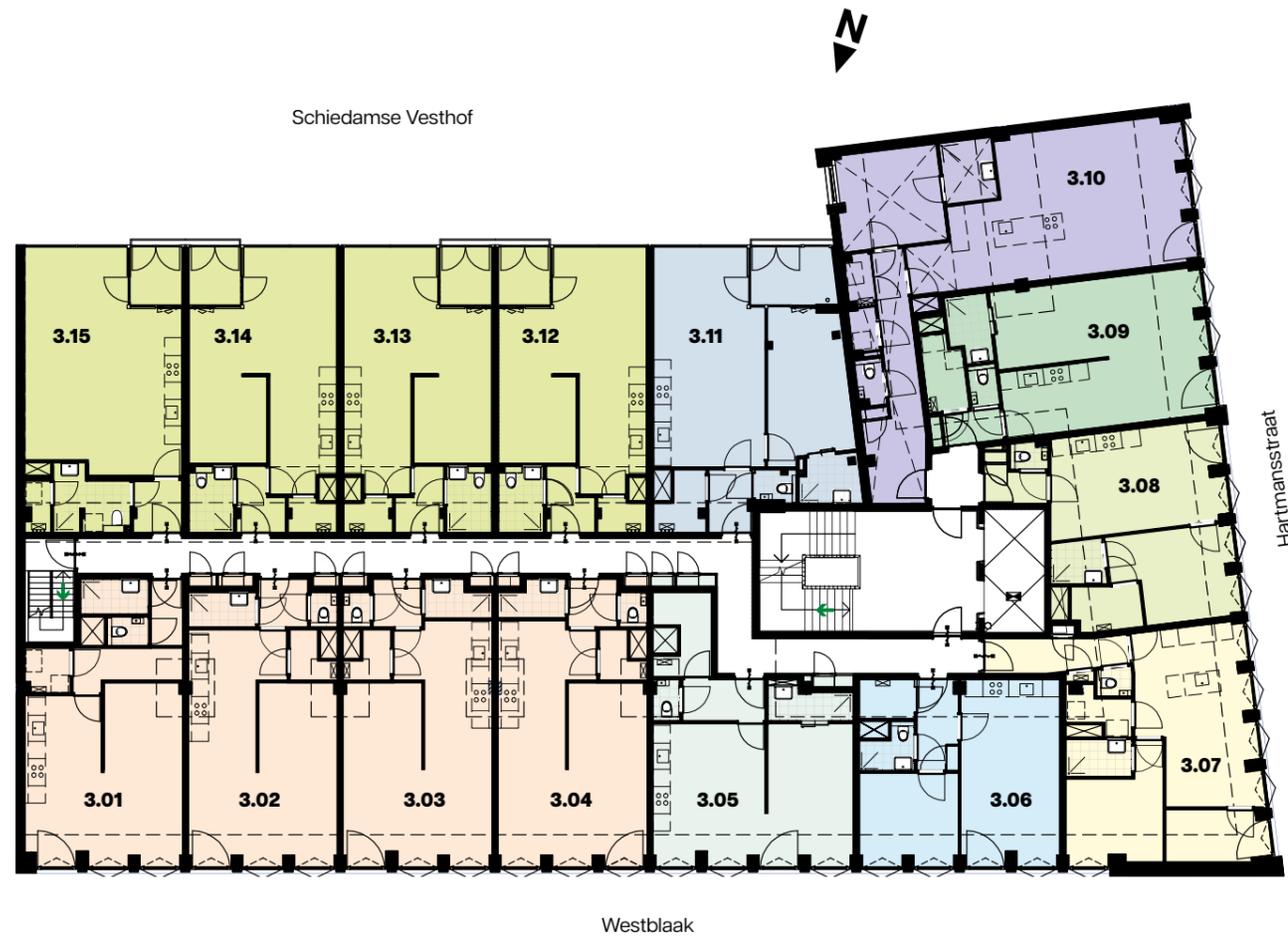


Downtown

- Type B | Unit numbers: 2.01, 2.02, 2.03 and 2.04
- Type C | Unit number: 2.05
- Type D | Unit number: 2.06
- Type E | Unit number: 2.07
- Type F | Unit number: 2.08
- Type G | Unit number: 2.09
- Type H | Unit number: 2.10
- Type I | Unit number: 2.11
- Type J | Unit numbers: 2.12, 2.13, 2.14 and 2.15

# Floor view of apartments

Third floor



- |  |  |
|--|--|
|  Type B   Unit numbers: 3.01, 3.02, 3.03 and 3.04 |  Type G   Unit number: 3.09                       |
|  Type C   Unit number: 3.05                       |  Type H   Unit number: 3.10                       |
|  Type D   Unit number: 3.06                       |  Type I   Unit number: 3.11                       |
|  Type E   Unit number: 3.07                       |  Type J   Unit numbers: 3.12, 3.13, 3.14 and 3.15 |
|  Type F   Unit number: 3.08                       |  |

# Floor view of apartments

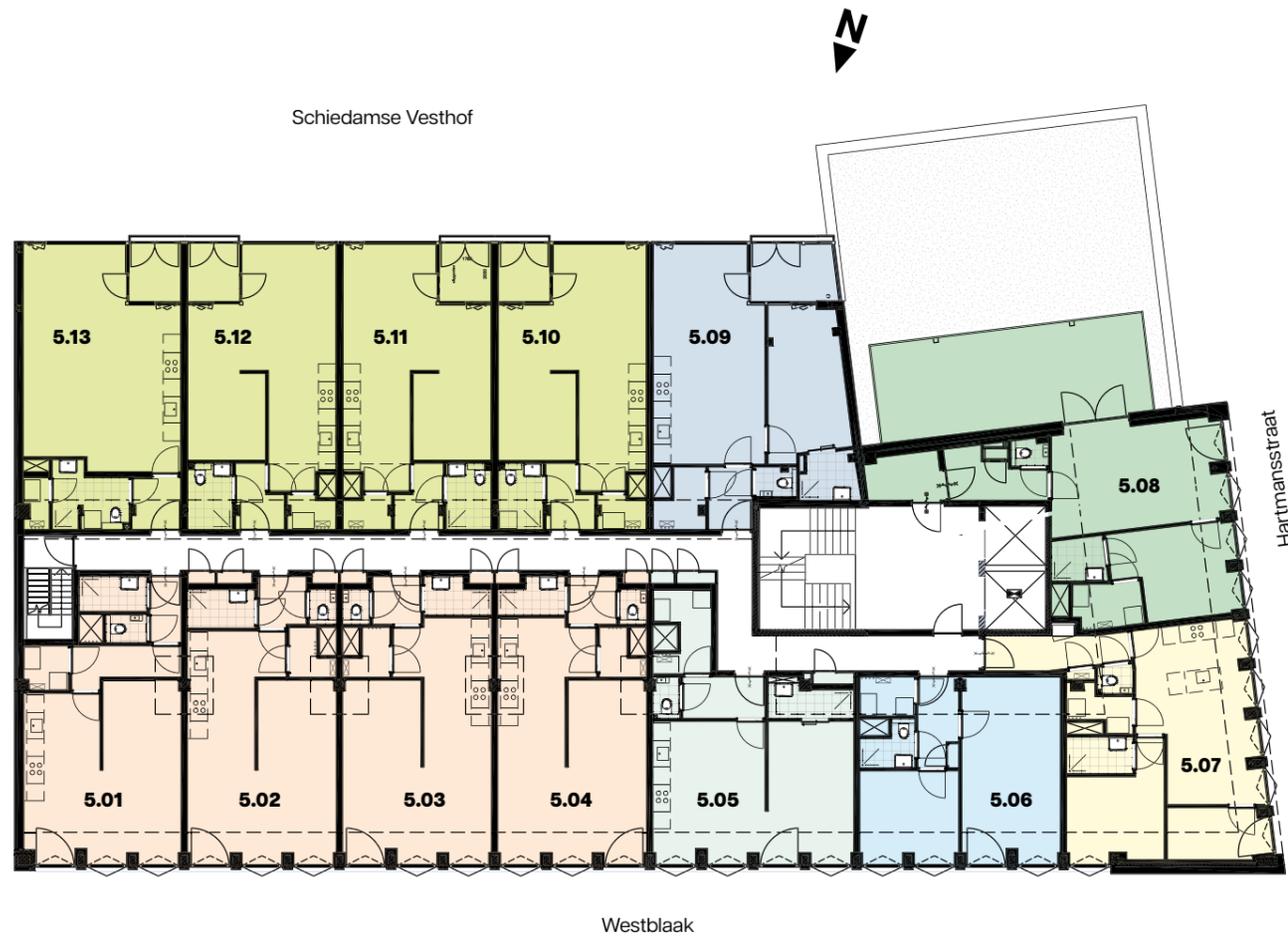
Fourth floor



- |  |  |
|--|--|
|  Type B   Unit numbers: 4.01, 4.02, 4.03 and 4.04 |  Type G   Unit number: 4.09                       |
|  Type C   Unit number: 4.05                       |  Type H   Unit number: 4.10                       |
|  Type D   Unit number: 4.06                       |  Type I   Unit number: 4.11                       |
|  Type E   Unit number: 4.07                       |  Type J   Unit numbers: 4.12, 4.13, 4.14 and 4.15 |
|  Type F   Unit number: 4.08                       |  |

# Floor view of apartments

Fifth floor



- Type B | Unit numbers: 5.01, 5.02, 5.03 and 5.04
- Type C | Unit number: 5.05
- Type D | Unit number: 5.06
- Type E | Unit number: 5.07
- Type K | Unit number: 5.08
- Type I | Unit number: 5.09
- Type J | Unit number: 5.10, 5.11, 5.12 and 5.13

# Floor view of apartments

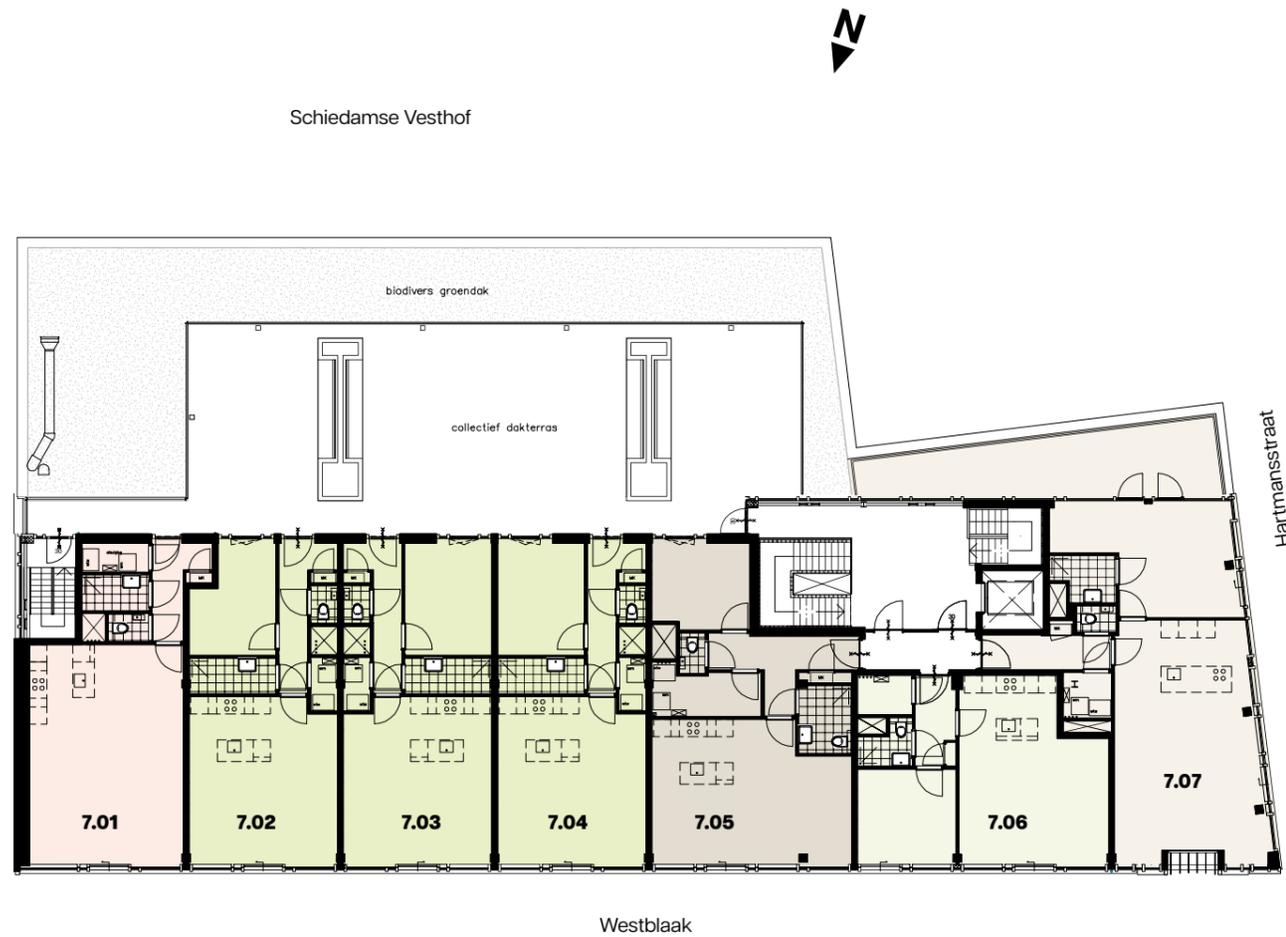
Sixth floor



- Type L | Unit number: 6.01
- Type B | Unit numbers: 6.02, 6.03 and 6.04
- Type M | Unit number: 6.05
- Type N | Unit number: 6.06
- Type I | Unit number: 6.07
- Type J | Unit numbers: 6.08, 6.09, 6.10 and 6.11

# Floor view of apartments

Seventh floor

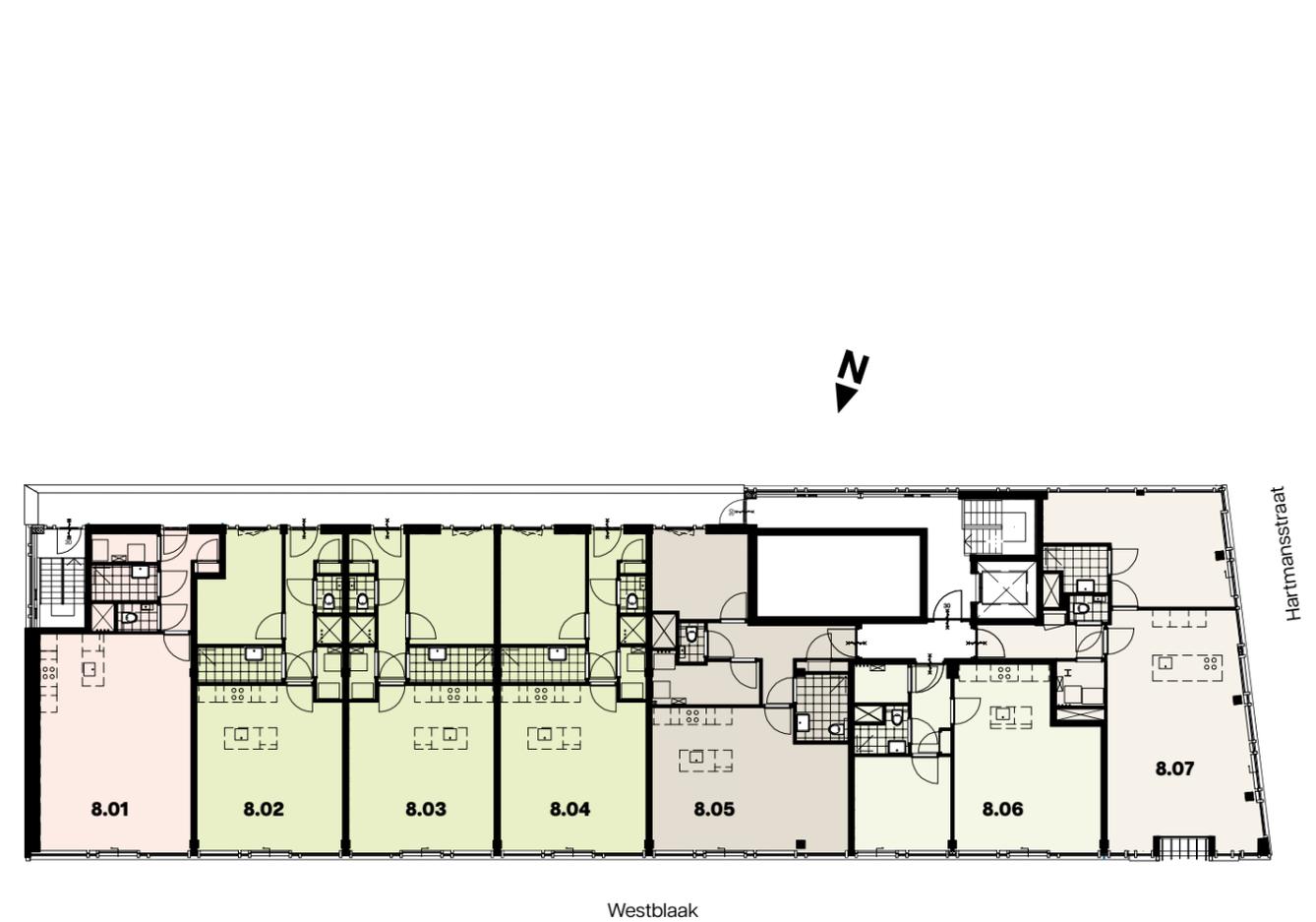


- Type O | Unit number: 7.01
- Type P | Unit numbers: 7.02, 7.03 and 7.04
- Type Q | Unit number: 7.05
- Type R | Unit number: 7.06
- Type S | Unit number: 7.07

**Uptown**

# Floor view of apartments

Eighth floor



- Type O | Unit number: 8.01
- Type P | Unit numbers: 8.02, 8.03 and 8.04
- Type Q | Unit number: 8.05
- Type R | Unit number: 8.06
- Type S | Unit number: 8.07

**Uptown**

# A celebration of Rotterdam façades

There used to be a 1.5% rule: 1.5% of the construction costs of government buildings had to be spent on art. In Rotterdam, many private developers also participated in this. This resulted in many beautiful artworks in public spaces. This Rotterdam façade art tradition will also play a prominent role at The West Blake.



*The Family* - Louis van Roode (1914 - 1964)  
This 1959 relief shows a man and woman holding a child by the hand. There are also illustrations of a dove (peace) and a bank building (city). This depicts the Amsterdam branch of the Eerste Hollandsche Levensverzekering Bank, which had its Rotterdam office here at Westblaak 24. *The family* is made of glazed chamotte clay and mosaic.



Another work by Louis van Roode, next to Rotterdam Central Station, on Central Post



Holbeinhuis, Coolsingel - *The Journey of Erasmus* by Louis van Roode



Kruiskade on the former Thalia cinema, a sculpture by Carel Kneulman



## Confession of an artist - what does this work of art actually mean?

In 1961, Westblaak 24 was completed with an artwork by Louis van Roode as the façade relief. Almost sixty-five years later, we talk to its maker, who gives his opinion on it without holding back ...

Between the architecture of Grandpré Moliere and Berlage - with its distinctive brick and craft-based ornamentation - and the modernists, many Rotterdam architects practised what is known as handshake architecture after the war. A transitional form that we greatly appreciate today for its honesty and balance between pragmatism and ornament. Perhaps gut feeling plays a role in this; we are all proud of what was achieved after the war.

Because immediately after the war, there were already clients who were aware of the power of new buildings. Consciously or unconsciously, they realised that new buildings provided tangible proof that the Netherlands was getting the country back on its feet. Amidst all this construction - which already had a remarkable

sophistication in itself - there was also always art. Although the 1% scheme only took effect in 1951 and applied to government buildings, art also manifested itself prominently on and in other buildings in the form of paintings, recesses, sculptures and façade reliefs. Looking back, we can say that these artistic expressions have also ensured that the once maligned reconstruction architecture is now much loved.

For Westblaak 24, the Kraaijvanger brothers designed an office building for the Eerste Hollandse Levensverzekering Bank at the end of the 1950s. Even with a very pragmatic investment like this, attention was paid to differentiating and marking the place where the building would be located. The area first changed from a 19th century urban district into a

blank slate, and then into a monumental city axis. An ensemble of 4 buildings was created on this site, of which Westblaak 24 formed the western end.

Because V8 Architects has the opportunity to work on the Westblaak 24 building, we contacted the makers who are still alive. The artist Louis van Roode, the designer of the façade relief called 'The Family', was of particular interest to us. Louis died, however, in 1964 at the age of 50. But we soon got on the trail of artist Woody van Amen, the actual maker of the work. We met him at the Doelen where Louis van Roode's 1961 mural 'Untitled' was being unveiled, having just been moved from the Dijkzicht Hospital. Restorer and fresco painter Annelies Toebes removed this painting from the original wall using a special technique and retouched it.

It became immediately clear that despite his advanced years, Woody van Amen (87) is still very sprightly and certainly not lost for words.



We met him again at V8's office, in the Maastorenflat (1958, architect Herman Bakker, façade relief by Frans Tuinstra). It was a surprising conversation with unexpected twists.

“An amazing symbiosis of architecture and art”

Despite being born in Eindhoven, Woody is a true Rotterdammer. He was something of a black sheep in the family and lived up to that status by going to art school. Before he had even graduated, Woody came into contact with Louis van Roode, who asked him to help with various works. The mural in the hospital dates from 1961, but Woody was working on the beautiful windows in the post office as early as 1954. An amazing symbiosis of architecture and art.

The brothers Herman and Evert Kraaijvanger's choice of Louis van Roode to create a work of art for Westblaak 24 was an obvious one, since they had already collaborated on several works such as the Holbeinhuis (design 1951-1954) at Coolsingel 65 and the station post office (design 1954-1955). Woody is especially proud of this latter project, for which he fabricated all the glass-in-concrete windows.

Working on 'The Family' was intensive and craft-based, and took a long time. Working from a drawing, the relief was built horizontally in Louis' garden. The whole thing was on legs to aid their working posture. The sculpture was sculpted out of cement on the sheets cut to shape. The finish in white and dark red was made from broken glazed stone loaves that Woody had 'baked' himself. That made it a mosaic, which you see a lot in Louis van Roode's work. As façade relief, but also flat in interiors. It is estimated that they worked on it for six months. Worked hard.

And that was not easy, because Woody did not and does not like the work. He had just spent two years in New York, and had seen and sampled every deadly sin. Back home in Rotterdam, he immediately wanted to get to work like a man possessed, but a lot of time was spent on this artwork which, in his opinion, is a bit bland, with too little expression and depth; what story does it tell exactly, what double layers does it contain? Apart from the family - or child with father and mother? - there is also a bird. Does that have any significance?

Woody always wondered and never found an answer. He considers Louis' other work to be more layered and sometimes even mystical or fairytale-like. He notes that even now few people know about the artwork; despite its prominent location, at a large busy intersection where you often have to wait for a traffic light, people easily overlook it.

At the end of the conversation, Woody asks us what we think of Coolsingel and he tries to look as expressionless as possible. He does not necessarily welcome our positive reply about the use and the look. Was this really the path to becoming a global city? Are you creating a 21st century boulevard with neat pavements and bizarre lanterns? Woody is more attuned with Carel Weeber. A city is only a city when it is abundantly covered in illuminated advertisements and neon. As the ultimate expression of joie de vivre, intensity and - of course - nightlife. The 'payload of the city'... Those two years in New York are clearly still making an impression.

This article was previously published on V8 Architects' website: [www.v8architects.nl](http://www.v8architects.nl)



# The Lobby

## The West Blake

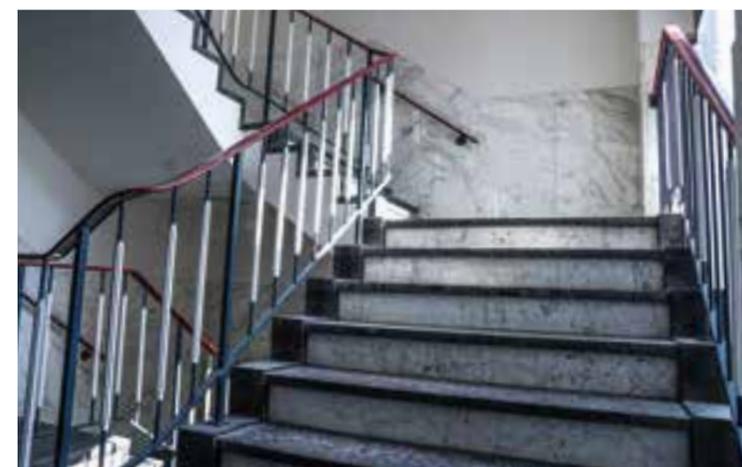


The entrance to The West Blake will feel like the lobby of a smart apartment building in an international city.

With beautiful lighting, art, seating.

The monumental marble staircase will be restored to its former glory.

You reach the lobby from Westblaak through double doors with an intercom. This is also the location of the mailboxes and a parcel box where you can have your parcels delivered. What is notable in the lift lobby is the authentic marble wall covering. It lends grandeur to the space.



## Communal facilities

### 125 m<sup>2</sup> communal roof terrace

The West Blake will have a communal 125 m<sup>2</sup> south-facing roof terrace. This roof terrace will be on the seventh floor. All residents can make use of it. Soak up the sun with a book, or sip wine with friends in the evening sun...

### Bicycle storage

There is room for 2 bikes for each apartment in the bicycle storage. This is located in the basement of The West Blake and accessible from Schiedamse Vest.

### Car park

Agreements have been made with the adjacent Apcoa Westblaak car park. There is ample parking space here for residents and visitors. Residents of The West Blake can take out a residents' subscription here at a greatly reduced rate.

# 'MEET ME AT THE ROOFTOP'

### Smart services

#### Parcel boxes

The lobby will contain a parcel box where you can have your parcels delivered. You can retrieve your delivered parcel from one of the lockers using a code.

#### Video intercom

Safely open the door downstairs from your apartment using the video intercom.

# The West Blake's facilities



# The West Blake

WESTBLAAK 24-32 | ROTTERDAM

# DE APPARTEMENTEN



# The Uptown, Midtown, Downtown home styles



Downtown

Midtown

Uptown

The West Blake is divided into three different home styles:

Luxurious understated Uptown

Chic Midtown

Urban Downtown

The **Uptown** home style is the default for the top floors 6, 7 and 8

All apartments at The West Blake come with a luxury interior finish included in the purchase price:

- Luxury handleless kitchen with built-in appliances
- Complete luxury bathroom fitted with large tiles (60x60 cm on the floor and 30x60 cm on the wall), washbasin cabinet, walk-in rain shower with glass shower screen, Villeroy & Boch sanitaryware and hansgrohe taps
- Vinyl flooring
- Wall finish

These interior finishes are a suggestion. The amount set aside for this for each apartment can be spent on a kitchen, sanitaryware, tiles, floor and wall finishes at THUIS - the showroom. So your apartment at The West Blake will be completely turnkey-ready to your taste. If you are completely happy with your apartment's home style, you can have it done like this. Want something completely different? That's an option too!

*More about THUIS and the possibilities from page 80.*

Uptown

Midtown

Downtown

Floors 4 and 5 will be executed in the **Midtown** home style by default

Floors 1 to 3 will be executed in the **Downtown** home style by default

**Turnkey**  
entirely to the  
buyer's taste

pick your own kitchen, bathroom, floor and wall finishes  
at THUIS - the showroom





# Downtown

## Living with the city at your feet

You are young  
and live in the  
heart of the city.

Everything at your fingertips.

A luxurious and compact apartment  
right in the heart of the Witte de With  
Quarter.

There's something to do here 24/7.

### The look:

A raw concrete ceiling.

A dark kitchen with a marble-effect  
worktop.

Dark grey, white and a warm natural  
vinyl floor.

Chic meets urban.

Architecture with an edge.



# Home style

# Downtown

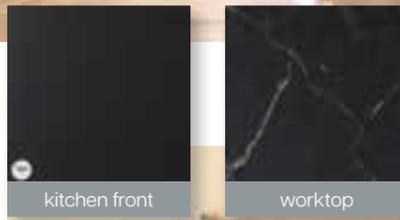


## Kitchen

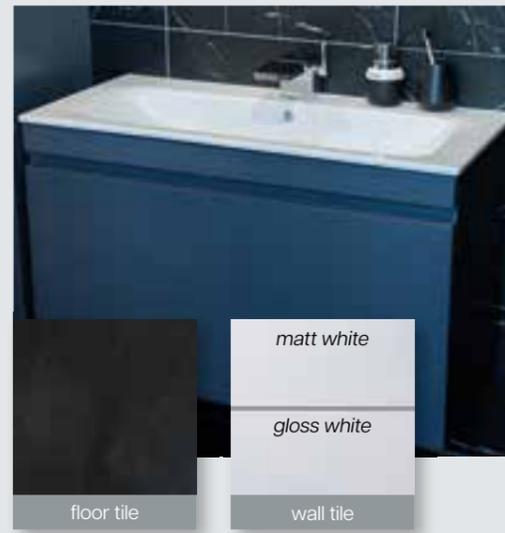
Wall or island arrangement depends on apartment type

- Luxury handleless kitchen in Graphite
- Marble-effect black worktop with a light and sand coloured vein
- Single lever mixer tap
- Bosch built-in appliances: fridge-freezer, combination microwave oven, induction hob, recirculation hood, dishwasher

‘The colour of the floor and kitchen fronts come together nicely in the worktop. Combined with the partially original concrete ceiling, the look is both chic and Rotterdam rugged’



## Bathroom and toilet



- Villeroy & Boch Architectura sanitaryware
- Hansgrohe taps, including a rain shower
- 60x60 cm tiles on floor, RAKO extra black
- 30x60 cm tiles on the wall, matt white or gloss white
- Geberit Renova Plan washbasin cabinet (width depending on apartment type) in anthracite
- Glass shower enclosure (depending on apartment type)
- Heated towel rail

### Floor finish



### Wall and ceiling finish

The walls will be finished smooth in white.

The ceilings are partly the original concrete ceilings and partly suspended ceilings in spray white. The concrete ceilings can also be finished in white on request.



Original 1960s concrete ceiling with the formwork (wood grains) still visible. With the Downtown home style we have chosen not to hide this but to show off this special part of the building's history. This can also be finished if required.

### I want a different home style! What now?

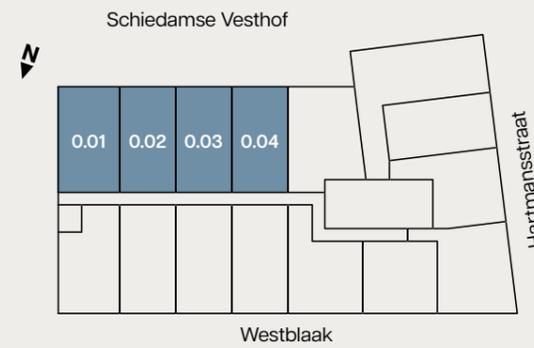
Interested in an apartment on floors 1 to 3 and want a different home style? You can have it! The Downtown, Midtown and Uptown home style are the default, but you can make completely different choices in the showroom. This is how your new apartment will truly become your home.

# Type A

73-78 m<sup>2</sup>

Ground floor and first floor

Unit numbers: 0.01, 0.02, 0.03 and 0.04



- Your own space to work from home
- Two entrances, both inside the building and external
- Completely turnkey-ready on delivery

## Live/work maisonette type A

This duplex apartment comprises 73 m<sup>2</sup> or 78 m<sup>2</sup> and is located at the rear of The West Blake. The maisonette has a workspace or studio, with a second toilet on the ground floor. This space has its own entrance from the Schiedamse Vesthof. On the first floor, the living space features a luxury open-plan kitchen with Bosch built-in appliances. The impression shows an open-plan sleeping area, but an enclosed bedroom is also an option here. There is also an entrance to the apartment on the first floor, which can be reached via the entrance and marble staircase on the Westblaak side.

The apartment features a south-facing City Garden. The internal balcony allows you to sit outside all year round. You can either open the doors or keep them closed, depending on the weather. A great place for a green wall or your plants.

If you run a business, there are tax options related to the workspace. For example, you could rent it to your company as a private individual. Requirements for this include the fact that the space must then have its own entrance and toilet; this has already been provided. You would have to add a kitchenette here so that the space can be used independently as an office or studio. Your tax or mortgage adviser can tell you more about this.

The proposed interior finish of this live/work maisonette is in accordance with the Downtown finish standard. This includes an 'exposed concrete' ceiling, a dark grey kitchen and a PVC floor with a floorboard effect. Want something completely different? That's an option too. Get inspired in the showroom.



'A home office or studio - you can have one here!'



City Garden: a great indoor/outdoor space as part of the living room

# Flex apartments type B

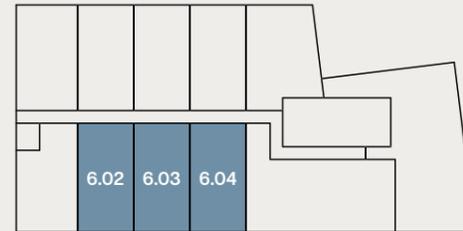
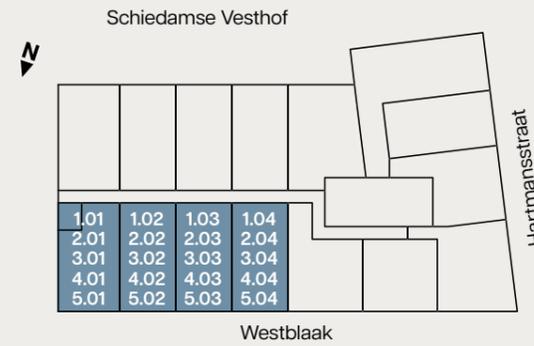
41-49 m<sup>2</sup>

Floors 1 to 6

Westblaak side

Unit numbers:

- 1.01, 1.02, 1.03, 1.04      4.01, 4.02, 4.03, 4.04
- 2.01, 2.02, 2.03, 2.04      5.01, 5.02, 5.03, 5.04
- 3.01, 3.02, 3.03, 3.04      6.02, 6.03, 6.04



## The m<sup>2</sup> you use

Living in the city? That involves being out of your apartment a lot. Sitting on a café terrace, having a bite to eat, jogging along the Maas. A compact apartment is then perfect. The square metres you actually use, but done really well. With a high level of finish. In the right place and with a beautiful city view. That's apartment type B.

This apartment offers the possibility of living in many different ways, in one space or with a separate bedroom. Different layout options enable you to be as smart as possible with the space.

Apartment type B is located on the Westblaak side. This apartment comprises 48-49 m<sup>2</sup> on floors 1 to 5 and approximately 41 m<sup>2</sup> on the sixth floor, where these apartments include a balcony.

The apartment can be provided with a bedroom or a separate sleeping area. The space can also be left completely open plan. You can create partitions with custom-made cabinets and a glass partition, beautiful transparent curtains or a room divider, for example. Partial permanent walls are also possible. Discover this unique flex apartment.

Apartment B has a luxurious bathroom and complete luxury kitchen with built-in appliances. There is also a separate utility room with plumbing for laundry appliances. Luxury interior finish based on Downtown, Midtown or Uptown finish level included in the purchase price. You can pick out your interior finishes to your own taste at the THUIS showroom.

This apartment is also very energy efficient, creating extra borrowing capacity. You can sit outside on the communal rooftop on the seventh floor.

- Four different layouts
- Downtown, Midtown, Uptown
- One delightful city apartment



## ‘Beautiful fixed cupboards and a glass partition’

Rosalieke Mulder, interior designer at Flow Rotterdam, has worked out 2 floor plans: one based on the completely empty living area, and one with a permanent wall on the kitchen side. 'With beautiful fixed cupboards and a glass partition, you can easily create a separate sleeping area, as seen here. You can also install one permanent wall and screen off the space with a low wardrobe and transparent curtains, for example. But there are far more possibilities: how about a modern 'bedstead' with space for clothes, shoes and a nice bookcase, for example.'



Rosalieke Mulder



## Flex apartments B

### The possibilities

By default, the living space will be delivered as an open-plan space comprising more than 37 m<sup>2</sup>. You have full control of the layout of this space. It could take the form of an open-plan space as shown on the floor plan below, or by partitioning off the sleeping area with a custom wardrobe and a partial glass partition, for example, as suggested by Flow on the previous page.



Flow Rotterdam has devised a partition with a low custom wardrobe and transparent curtains between the sleeping and sitting areas.

### Option 3:

#### wall on the window side

In option 3, the wall is placed on the window side and the opening is oriented towards the kitchen. Here the buyer could create some type of partition, for example. The bed can be placed either in the corner by the kitchen or in front of the windows. The room beside the kitchen could then become a TV room or dining room, for example. There is no additional cost for installing the wall.



### Option 1: completely open-plan space of 37 m<sup>2</sup>



### Option 4:

#### enclosed bedroom

Option 4 creates a separate bedroom with its own window on Westblaak. There is no additional cost for creating the extra bedroom.

### Option 2: wall on the kitchen side

Option 2 consists of a wall on the kitchen side. The opening is oriented towards the windows, which gives good light in the sleeping area. The buyer can equip the open-plan area with a (partial) glass partition or a custom dresser, for example, or any other option that allows the space to be screened off. There is no additional cost for installing the wall.



## Flex: choice between four different layouts

As the buyer of this flex apartment, you therefore have a choice between four different layouts to suit your idea of living. There is no additional cost for these choices. All options are available for the same purchase price.

# A home three windows wide on Westblaak

Apartment B

One of the windows can be fully opened as a kind of Juliet balcony. That allows you to sit 'outside' overlooking the trees and Westblaak.

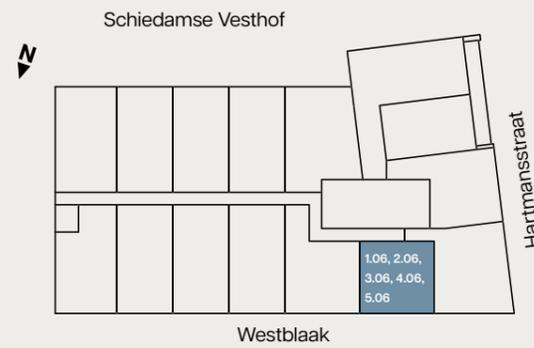
Apartment type C is shown on page 88.

# Type D

44 m<sup>2</sup>

First to fifth floors

Unit numbers: 1.06, 2.06, 3.06, 4.06, 5.06



- Separate bedroom
- On Westblaak
- Luxury interior finish included in the purchase price

## Apartment type D

This apartment comprises 49 m<sup>2</sup> and consists of a living room with an open-plan kitchen and a separate bedroom. Apartment type D is located on the first to fifth floors. The proposed turnkey interior finish is therefore both urban Downtown and chic Midtown: equipped with a luxury kitchen with built-in appliances, complete luxury bathroom, floor and wall finishes.

As a buyer, you can choose your own interior finish at the THUIS showroom; an amount is included for this in the purchase price of this apartment.

The living room features a large window that can be opened like a door to better experience the outdoors.

The apartment features a separate utility room with plumbing for laundry appliances.

‘Clever layout creates lots of usable space’



Spice up your interior with a statement piece like Ligne Roset's Togo, shown here in a striking fabric

(for sale at Flow Rotterdam)

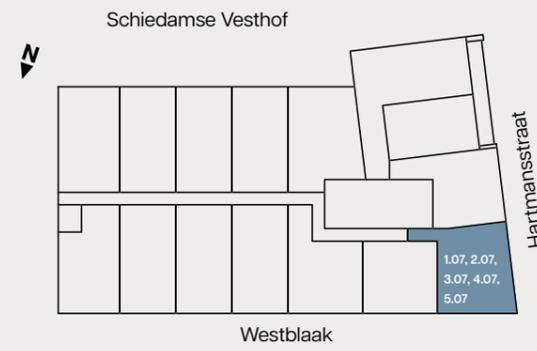


# Type E

55 m<sup>2</sup>

First to fifth floors

Unit numbers 1.07, 2.07, 3.07, 4.07, 5.07



- 2 bedrooms or optionally larger living room
- Proposed finish: Downtown and Midtown
- Corner of Westblaak and Hartmansstraat

## Apartment type E

This beautiful corner apartment comprises 55 m<sup>2</sup>. An attractive hallway brings you to the living room with open-plan island kitchen. The kitchen is equipped with built-in appliances. Like all apartments at The West Blake, this home comes with luxury interior finishes included in the purchase price. You can pick these yourself at the THUIS showroom.

The living room gives a great view of Hartmansstraat and the intersection on Westblaak.

The apartment features two bedrooms, a full luxury bathroom and a separate utility room for laundry appliances etc.

The smaller bedroom can also be incorporated into the living room.

“The apartment at the corner of the building”

We are showing the two bedroom version here, but the smaller bedroom can also be omitted to create a more spacious living room.



This impression shows apartment 4.07 (Midtown finish) - a lovely light apartment overlooking Hartmansstraat and the intersection with Westblaak.

Midtown

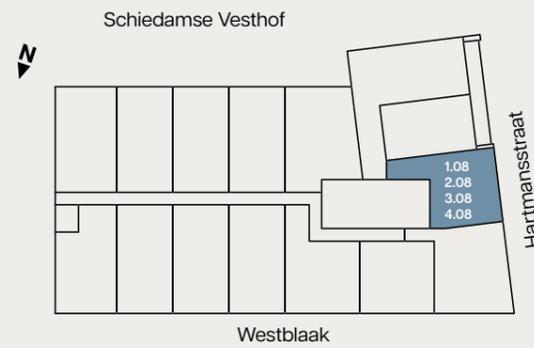
Downtown

# Type F

45 m<sup>2</sup>

First to fourth floors

Unit numbers 1.08, 2.08, 3.08 and 4.08



- Luxury interior finish included in the purchase price
- Separate bedroom
- On Hartmansstraat

## Apartment type F

A compact hallway brings you to the living room with luxury open-plan kitchen. The kitchen is equipped with built-in appliances. One of the windows can be opened 'like a balcony', bringing the outside in! Here you can also sit sheltered in the sun.

The separate bedroom has an en-suite bathroom.

The bathroom includes generous tiling (60x60 cm on the floor and 30x60 cm on the wall), a walk-in shower with glass shower enclosure and a washbasin cabinet. Directly adjacent to the bedroom is also the utility room with space for laundry appliances.

As the buyer, you can choose all the interior finishes yourself at the THUIS showroom. A kitchen, full bathroom, floor and wall finishes in accordance with DOWNTOWN (1.08, 2.08 and 3.08) and MIDTOWN (4.08) have been included as part of the v.o.n. (costs borne by seller) purchase price.



With Downtown home style: a matt anthracite kitchen with a marble-effect worktop, the veins matching the natural floor. Built-in appliances are by Bosch.



Midtown

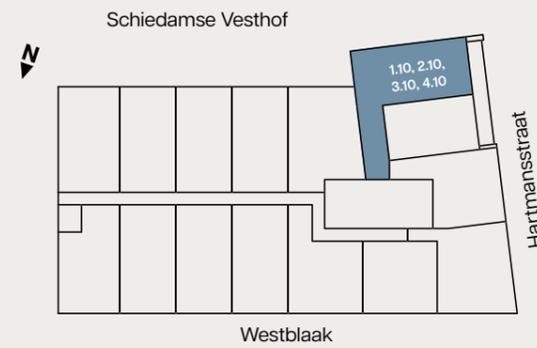
Downtown

# Type H

69-76 m<sup>2</sup>

First to fourth floors

Unit numbers 1.10, 2.10, 3.10, 4.10



- fully turnkey
- luxury island kitchen
- balcony on the fourth floor

## Apartment type H

Overlooking Hartmansstraat, the type H apartments are located on the first to fourth floors. On the first three floors, these apartments comprise 76 m<sup>2</sup>. On the fourth floor, it measures 69 m<sup>2</sup> and features a balcony of about 7 m<sup>2</sup> with views of Hartmansstraat and the intersection on Westblaak.

The apartment has a distinctive long corridor - ideal for hanging your art - which gives access to the toilet and two cupboards with plumbing for laundry appliances and a plant room. In the living room, which comprises

approximately 40.8 or 33.8 m<sup>2</sup> respectively, the kitchen diner with kitchen island is the focal point. The bedroom is equipped with a luxurious en-suite bathroom.

As part of the purchase price, there is an interior finish in the Downtown (floors 1 to 3) or Midtown (floor 4) home styles, but as the buyer you can also pick a kitchen, floor and bathroom entirely to your own taste at the THUIS showroom.



'The original industrial concrete ceiling - for the Downtown home style - can also be provided finished on request'



Midtown

Downtown



Hans Moltzer of THUIS - the showroom

**We're visiting THUIS - the showroom. This showroom in Utrecht is where you, the future resident, can choose your interior finishes for your apartment at The West Blake. Hans Moltzer, operations manager at THUIS, says: 'We offer the full range of choices for apartment buyers at The West Blake.'**

**'buyers can choose for themselves exactly what they want it to look like'**

We're visiting THUIS - the showroom. This showroom in Utrecht is where residents can choose their interior finishes for their apartment at The West Blake. Hans Moltzer, operations manager at THUIS, says: 'We offer the full range of choices for apartment buyers at The West Blake.'

**THUIS is the showroom for The West Blake**

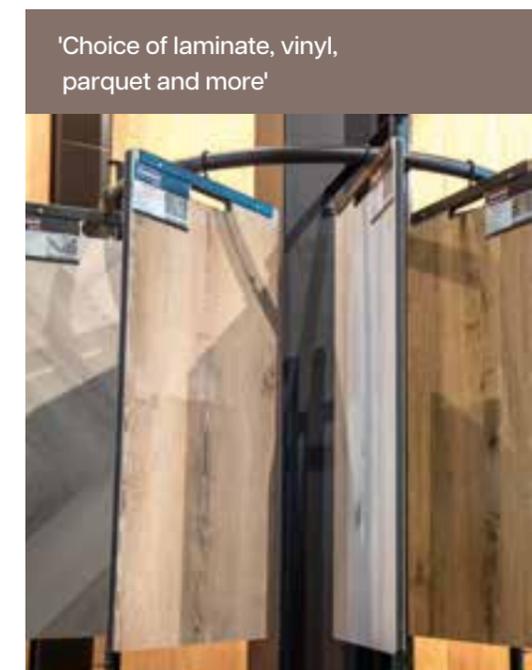
The smell of freshly baked biscuits greets us as we enter the beautiful showroom. Clutching a delicious espresso, we walk past SieMatic kitchens, the most gorgeous curtains, floors and bathrooms. 'The West Blake is a very special project,' says Moltzer, who has over 30 years' experience in finishing new-build homes. 'The developer has already set a very high standard in the basics for the residents, who are buying a fully finished home. With another important benefit: buyers can choose exactly what they want it to look like.'



'A gold Quooker as a feature?'



'Organic mirrors: bang on trend right now'



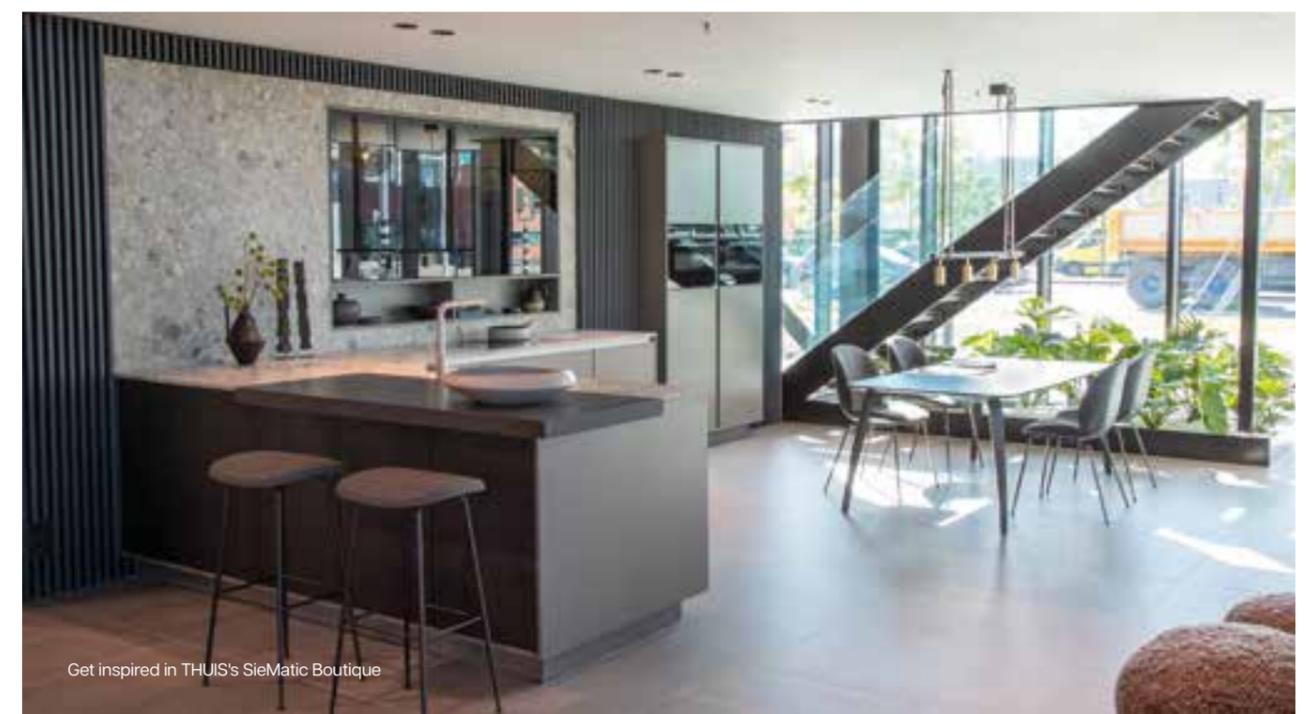
'Choice of laminate, vinyl, parquet and more'

**'Thee interior finish is included in the purchase price'**

**'You walk in here with a pot of money to spend'**

'Because the interior finishes are part of the purchase price of the apartment at The West Blake, you walk in here with a pot of money to spend. We start the costing with the specific amount set aside for the kitchen, bathroom and floor,' explains Hans Moltzer.

'The West Blake developer has chosen a kitchen, bathroom and floor for three home styles: Downtown, Midtown and Uptown. These home styles are specific to parts of the building. They have thereby adopted a very high standard for all apartments, including generous 60x60 cm tiling on the floor in the bathroom and toilet, a rain shower and a washbasin cabinet, beautiful sanitaryware from Villeroy & Boch and hansgrohe taps. Uptown is the most luxurious variant, including Siemens built-in appliances, a Quooker and a composite worktop.'



Get inspired in THUIS's SieMatic Boutique



'You can say: *I want to have exactly that home style.* Then we can install that in the apartment. But you can also say: *I want parquet instead of vinyl flooring.* Say that the vinyl flooring costs 100 including fitting costs and the parquet floor costs 110, you just pay the extra 10. It's that simple. But if - for example - you want a cheaper kitchen and a more expensive floor, you can do that without having to pay a cent. If you have a third floor apartment which is conceived in the Downtown version and you actually want Midtown, we can also do that upgrade.'

'So you're not tied to Downtown, Midtown and Uptown.

There is still freedom in the finish'

**The benefits of turnkey**

An apartment where the interior finishes are part of the purchase price offers many benefits. 'With a new-build apartment, you often still have to start laying a floor and painting the walls. That's not the case here. You don't have to do any DIY or arrange tradespeople. That means you can enjoy your new home more quickly.'

**Kitchens, tiles, sanitaryware, floors, window treatment, custom cabinets**

'At THUIS, we have everything to make your new apartment your new home (or your new THUIS, to use the Dutch word). In many different styles and price categories. We offer everything under one roof. Our range also includes a wide variety of brands. THUIS can also provide window treatments and custom-made cabinets, for example. Together, we can design wardrobes that can serve as room dividers between the sleeping and living areas, such as in the Flex apartments B or J.'

Moltzer says: 'The Downtown, Midtown and Uptown home styles have been created together with our THUIS homemakers - the experts in areas such as kitchens, bathrooms and flooring - and our stylist. If you want to create your own personal style, we'd love to talk about it. Our showroom is available to all buyers at The West Blake.'



[www.thuis-deshowroom.nl](http://www.thuis-deshowroom.nl)



# Midtown

## In the heart of the city

Close to galleries, good restaurants.  
The theatre a stone's throw away.  
Central living in the heart of the city.  
The luxury of having everything nearby.

### The look:

Chic light shades.

Grey oak.

Magnolia kitchen with a marble-effect  
worktop.

Beige, pale grey, white.

An oasis.

On an avenue in Rotterdam.



# Home style

# Midtown



## Bathroom



floor tile

wall tile

- matt white
- gloss white

## and toilet



### Floor finish



### Wall and ceiling finish

The walls will be finished smooth in white

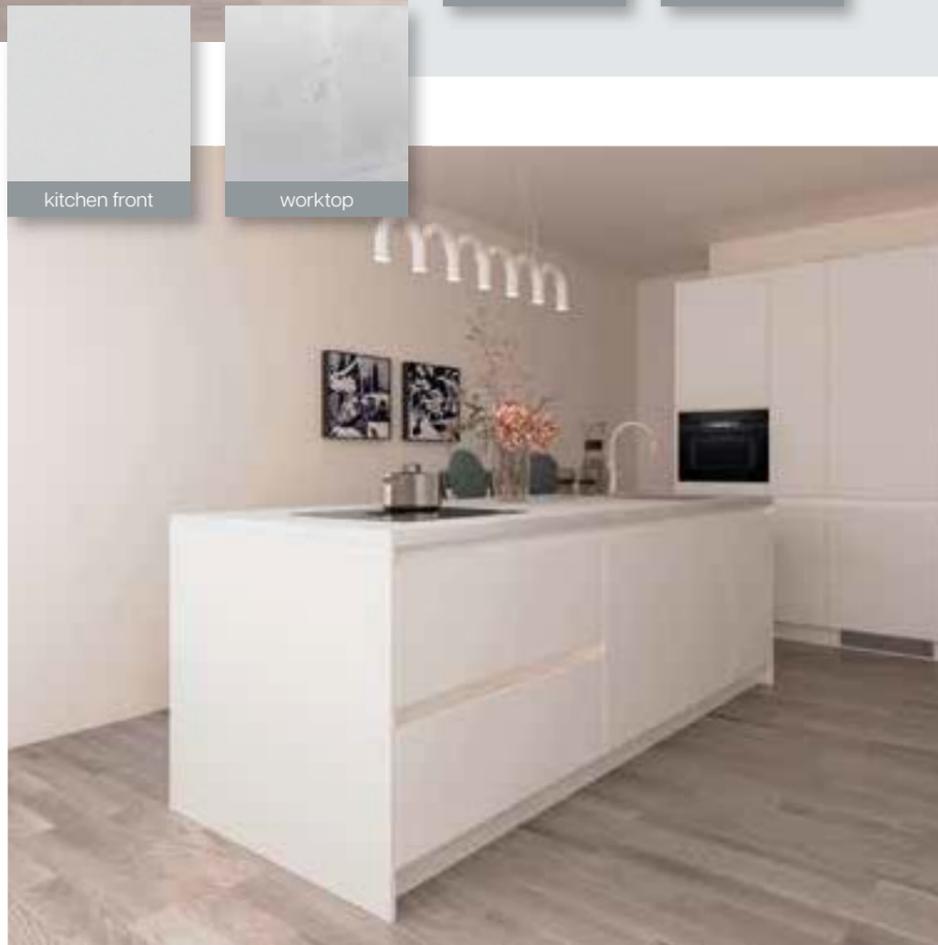
The ceilings will be sprayed white

## Kitchen

Wall or island arrangement depends on apartment type

- Luxury handleless kitchen in Magnolia White
- Pale grey and white marble-effect worktop, pale grey veins
- Quooker boiling water tap
- Bosch built-in appliances: fridge-freezer, combination microwave oven, induction hob, recirculation hood, dishwasher

'A light kitchen in various shades of white for a very chic look'



kitchen front

worktop

- Villeroy & Boch Architectura sanitaryware
- Hansgrohe taps, including a rain shower
- 60x60 tiles on floor, RAKO Extra Light Grey
- 30x60 cm tiles on the wall, matt white or gloss white
- Geberit Renova Plan washbasin cabinet (width depending on apartment type) in white
- Glass shower enclosure (depending on apartment type)
- Heated towel rail



### I want a different home style! What now?

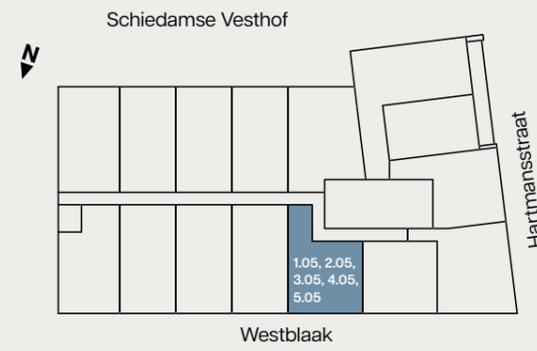
Interested in an apartment on floors 1 to 3 and want a different home style? You can have it! The Downtown, Midtown and Uptown home style are the default, but you can make completely different choices in the showroom. This is how your new apartment will truly become your home.

# Type C

49 m<sup>2</sup>

First to fifth floors

Unit numbers 1.05, 2.05, 3.05, 4.05, 5.05



- choose interior finishes at THUIS
- lovely view of the trees on Westblaak
- open-plan floor plan ensures more daylight

## Apartment type C

Type C comprises 49 m<sup>2</sup>, faces Westblaak and is four windows wide. The large window in the corner can be opened as a Juliet balcony. A striking feature of this apartment is the spacious internal utility room. Like all apartments, this property features a luxury kitchen with built-in appliances, complete luxury bathroom, floor and wall finishes.

Keeping the bedroom open on the façade side gives light and views from four windows. Of course, the bedroom can also be enclosed, creating two rooms, each two windows wide.

‘The large window serves as a Juliet balcony’



Midtown

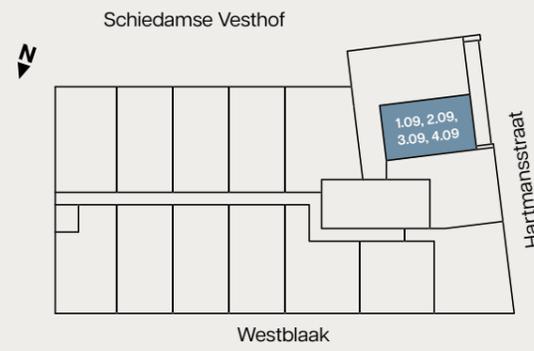
Downtown

# Type G

42 m<sup>2</sup> - 49 m<sup>2</sup>

First to fourth floors

Unit numbers 1.09, 2.09, 3.09, 4.09



- balcony on the fourth floor
- open-plan space with a sleeping area
- luxury finish to the buyer's taste

## Apartment type G

Type G is pictured here as apartment 4.09 in Midtown interior finish - with a beautiful vinyl floor, luxury kitchen with Bosch built-in appliances and a Quooker. This fourth floor apartment features a balcony of around 6 m<sup>2</sup> on Hartmansstraat.

Apartment 4.09 comprises 42 m<sup>2</sup>. Apartments 1.09, 2.09 and 3.09 have a similar layout but with a larger living room and come in Downtown finish level. The large living area consists of a luxurious open-plan kitchen, sitting area and sleeping area. This can be partitioned off by the buyer, e.g. with wardrobes or a glass partition. A separate bedroom is also an option.

The home has a spacious internal utility room, and the sleeping area adjoins an en-suite bathroom accessed through a sliding door.

'A great city apartment on Hartmansstraat'



Midtown

Downtown

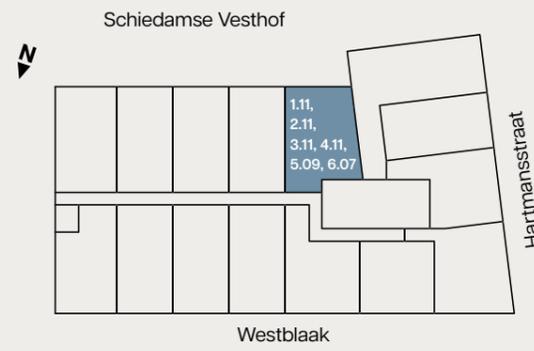


# Type I

61 m<sup>2</sup>

First to sixth floors

Unit numbers 1.11, 2.11, 3.11, 4.11, 5.09, 6.07



- playful layout
- south-facing City Garden
- completely turnkey

Uptown

## Apartment I

This two room apartment is located at the rear of The West Blake. The apartment features a City Garden - an internal balcony accessible from the living room - covering approximately 6 m<sup>2</sup>. Here you can enjoy the sun in shelter for most of the year.

The apartment has a luxurious finish and is available in all the finish levels: Downtown, Midtown and Uptown.

Adjoining the bedroom, which is a playful shape due to the angled wall, is a complete luxury en-suite bathroom which includes a walk-in rain shower, glass shower enclosure and washbasin cabinet. There is also a utility room with plumbing for laundry appliances.

'Enjoy the sun all year round in your City Garden'

Midtown



Luxury handleless kitchen in Magnolia White with a light worktop, built-in Bosch appliances and a Quooker. An example of the kitchen in the Midtown home style.

Downtown



## Flex apartments type J

50-53 m<sup>2</sup>

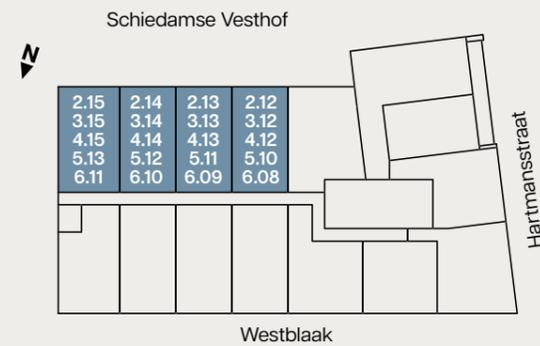
Second to sixth floors

Unit numbers:

2.12, 2.13, 2.14, 2.15    5.10, 5.11, 5.12, 5.13

3.12, 3.13, 3.14, 3.15    6.08, 6.09, 6.10, 6.11

4.12, 4.13, 4.14, 4.15



### A layout that suits the way you live

On the sunny side of The West Blake, we find Flex apartment type J. This apartment comprises between 50 and 53 m<sup>2</sup> and, as with Flex apartment type B, there are many layout options for this apartment. A special feature of this apartment is the City Garden, an indoor-outdoor space that forms part of the living room. The City Garden is an indoor balcony where you can enjoy the sun all year round, with the doors to the outside fully open or closed.

Flex apartment J is located on the second and third floors (Downtown), fourth and fifth floors (Midtown), and the sixth floor (Uptown) and is therefore available in different home styles (as the default option).

The apartment can be delivered as a completely open-plan space, whereby the City Garden can also be omitted if desired, with a permanent bedroom and with two potential sleeping areas, one opening towards the kitchen and one towards the window. It is possible to further screen this off with sliding glass doors or bespoke wardrobes, for example.

The apartment also includes a utility room with space for sustainable installations, a complete luxury bathroom including large tiles on the floor (60x60 cm), washbasin cabinet and rain shower.

As with all the apartments, the interior finish is included in the purchase price. This can be picked out to your own taste at the THUIS showroom.

### City Garden

The City Garden is a lovely green outdoor space; open the windows and enjoy an indoor balcony, out of the wind and in the sun. With the doors closed, it's the ideal spot for your plant collection.



- many layout options for the same purchase price
- south-facing City Garden
- Downtown, Midtown and Uptown

# Flex apartments type J

## The possibilities

By default, the living space (living area, kitchen, sleeping area) will be delivered as an open-plan space of around 35 m<sup>2</sup>. This can be laid out to your requirements. You can keep it completely open, or alternatively screen it off with wardrobes or glass partitions, for example. An interior designer or the THUIS showroom can give further advice on this. At no extra cost, you can also opt to install a permanent wall at the indicated positions or create an enclosed bedroom. Hence why they're called Flex apartments.

### Option 1: completely open-plan 35 m<sup>2</sup> space

A single open-plan loft space that can be laid out in consultation with your architect, for example. 'Why does a bedroom have to use so many m<sup>2</sup> when a bed can also be part of a wardrobe?'

No illustrated floor plan is available for option 1. It is, however, available as a sales floor plan at [www.thewestblake.nl](http://www.thewestblake.nl)

### Option 2:

#### wall on the kitchen side

A wall on the kitchen side ensures that there is still good light in the sleeping area. You can still opt to screen it off with a partial glass partition, for example, as shown in the impression below. Flow has devised other dividers, using beautiful wardrobes or transparent curtains, for example.



### Option 3: wall on the window side

This creates a playful corner on the kitchen side and a solid wall on the City Garden side. As we have said, there is no charge for changing the layout.



### Option 4:

#### enclosed bedroom

A fully enclosed bedroom with a door from the hall. This creates a lovely two room apartment. There is no additional cost for creating the bedroom.



'Lovely light apartments with a City Garden'

## Flex: choice of four different layouts

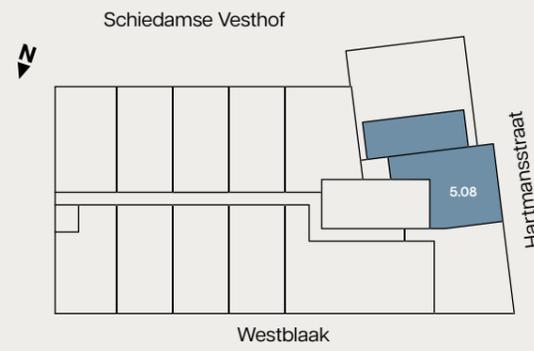
As the buyer of this flex apartment, you therefore have a choice between four different layouts to suit your idea of living. There is no additional cost for these choices. All options are available for the same purchase price.

# Type K

53 m<sup>2</sup> and 31 m<sup>2</sup> roof terrace

Fifth floor

Unit number 5.08



- one of a kind
- 31 m<sup>2</sup> roof terrace
- luxury interior finish

## Apartment K

This unique apartment (53 m<sup>2</sup>) on the fifth floor features a south-facing roof terrace comprising around 31 m<sup>2</sup>, accessed from the living room through beautiful French doors. This apartment is finished with the Midtown interior finish, featuring vinyl flooring, luxury kitchen with Bosch built-in appliances and a Quooker, complete luxury bathroom with washbasin cabinet, walk-in rain shower with toughened glass enclosure and generous tiling (60x60 cm on the floor and 30x60 cm on the wall). Directly adjacent to the bedroom there is also a utility room with plumbing for laundry appliances.

The sunny roof terrace gives great views of the Rotterdam skyline, and from the living room and bedroom you look out onto Hartmansstraat.

*'You can see the skyscrapers from your terrace: living in the big city'*



Midtown



# Uptown On top of things

**The pinnacle.**

Looking out over your city.

Apartments with large glass façades.

Beautiful outdoor spaces.

Amidst everything that makes

Rotterdam so beautiful.

## **The look:**

Penthouses.

A hint of Milan.

In shades of grey and white, beautiful materials.

Pebble Grey, herringbone floors.

Big windows, views.

Art and architecture.

Understated luxury.



# Home style

# Uptown



## Bathroom

## and toilet



floor tile

matt white

gloss white

wall tile



Floor finish

Herringbone light oak

vinyl floor finish

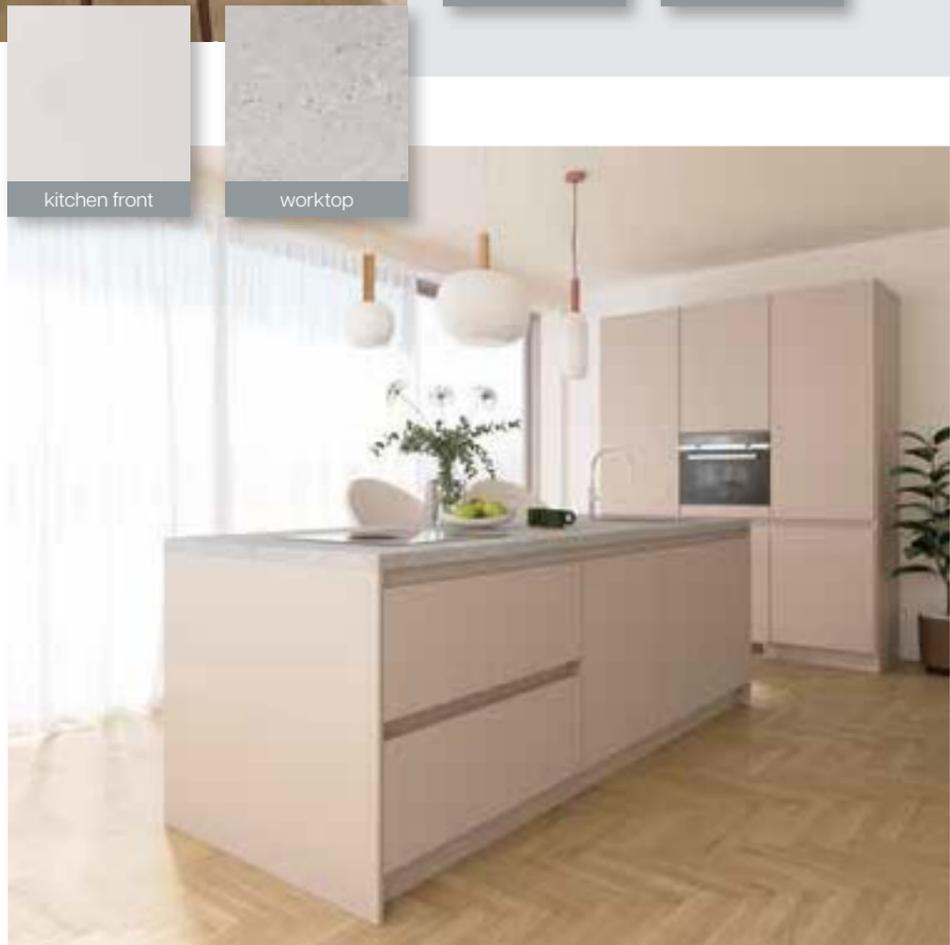
Wall and ceiling finish

The walls will be finished smooth in white

The ceilings will be sprayed white

## Kitchen

- Handleless luxury kitchen in Pebble Grey
- Composite worktop in Easy Clay
- Quooker boiling water tap
- Siemens built-in appliances: fridge-freezer, combination microwave oven, induction hob, recirculation hood, dishwasher



kitchen front

worktop

‘The tones of sand, light grey and white ensure a sophisticated look’

- Villeroy & Boch Architectura sanitaryware
- Hansgrohe taps, including a rain shower
- 60x60 tiles on the floor: RAKO Sand
- 30x60 cm tiles on the wall, matt white or gloss white
- Geberit Renova Plan washbasin cabinet (width depending on apartment type) in white
- Glass shower enclosure (depending on apartment type)
- Heated towel rail



### I want a different home style! What now?

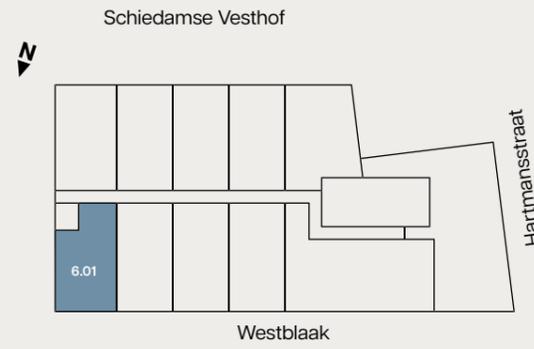
Interested in an apartment on floors 1 to 3 and want a different home style? You can have it! The Downtown, Midtown and Uptown home style are the default, but you can make completely different choices in the showroom. This is how your new apartment will truly become your home.

# Type L

40 m<sup>2</sup>

Sixth floor

Unit number 6.01



- a single open-plan living space
- balcony
- executed in Uptown home style

Uptown

## Apartment type L

This loft apartment, finished in the Uptown home style, comprises 40 m<sup>2</sup> and consists of a single large living area of around 29 m<sup>2</sup> and a balcony covering just under 8 m<sup>2</sup> on the Westblaak side. You tower above the city, overlooking the trees of Westblaak and the high-rise buildings around Weena and Coolsingel.

The open-plan kitchen is handleless, has a composite worktop and features Siemens built-in appliances and a Quooker. As part of the home style, it is finished in Pebble Grey and features an Easy Clay worktop.

Directly adjoining this room is a utility room with plumbing for washing machine and tumble dryer. Off the hall is the toilet and bathroom.

‘Compact luxury,  
a 40 m<sup>2</sup> turnkey loft’



The balcony will give you great views of Westblaak, Rotterdam's skyline and the future Blaakpark.

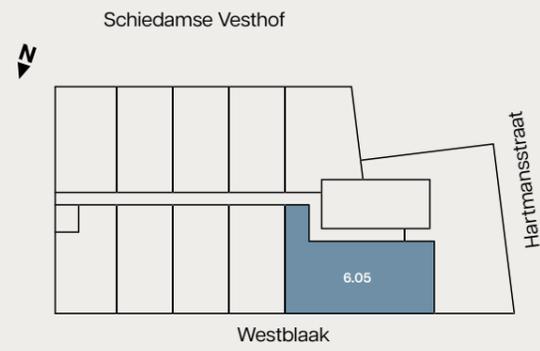


# Type M

72 m<sup>2</sup>

Sixth floor

Unit number 6.05



- beautiful balcony on Westblaak
- option of 2 bedrooms
- kitchen island

## Uptown

### Apartment type M

'One of a kind' on the sixth floor with stunning views over Westblaak and the skyscrapers on Weena. This apartment comprises 72 m<sup>2</sup> and is executed in the Uptown home style as part of the purchase price. This includes a herringbone vinyl floor and a luxury kitchen including composite worktop, Quooker and Siemens built-in appliances. If you would prefer something completely different, that's also an option. You can pick the interior finish of your choice at the THUIS showroom.

Two layouts can be chosen for this apartment: with one or two bedrooms. Shown here is the one bedroom version, equipped with an en-suite bathroom, and a living room covering more than 43 m<sup>2</sup>. The balcony is 1.52 metres wide and more than 15 metres long.

The apartment also features a separate utility room with plumbing for laundry appliances.



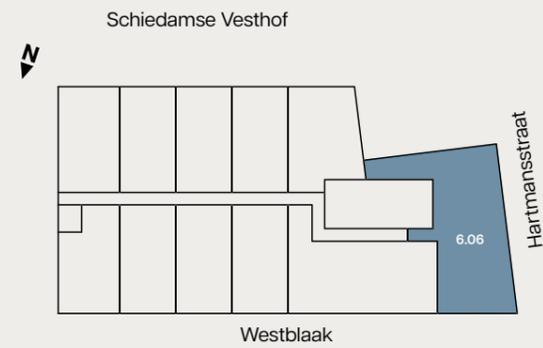
'A balcony more than 15 metres long, with a view over the city'

## Type N

72 m<sup>2</sup>

Sixth floor

Unit number 6.06



- corner apartment
- wraparound balcony with views over Rotterdam
- playful layout

### Apartment type N

On the sixth floor, on the corner with Hartmansstraat, lies apartment 6.06. The angled corners in this apartment create playful spaces with beautiful sightlines and views over different parts of Rotterdam.

The apartment comprises 72 m<sup>2</sup> and boasts a balcony covering more than 35 m<sup>2</sup>. Complete luxury interior finishes such as wall finish, flooring and a luxury kitchen and complete bathroom are included in the purchase price. As a buyer, you can pick these to your own taste at the THUIS showroom. Apartment 6.06 has a spacious bathroom and one large bedroom. Off the corridor there is also a utility room with plumbing for laundry appliances. The living area (31 m<sup>2</sup>) features a kitchen island.

'Lots of glass makes for a very light apartment'

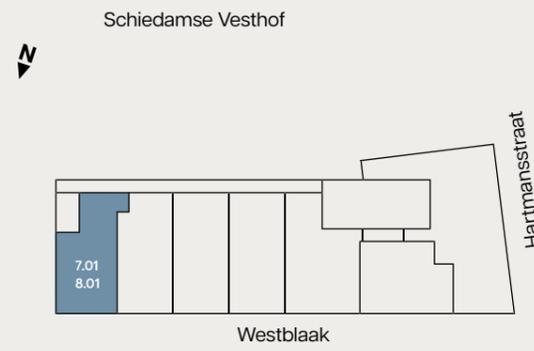


# Type O

54 m<sup>2</sup>

Seventh and eighth floors

Unit numbers 7.01 and 8.01



- loft apartment
- next to the communal roof terrace on the seventh floor
- very luxurious finish

## Uptown

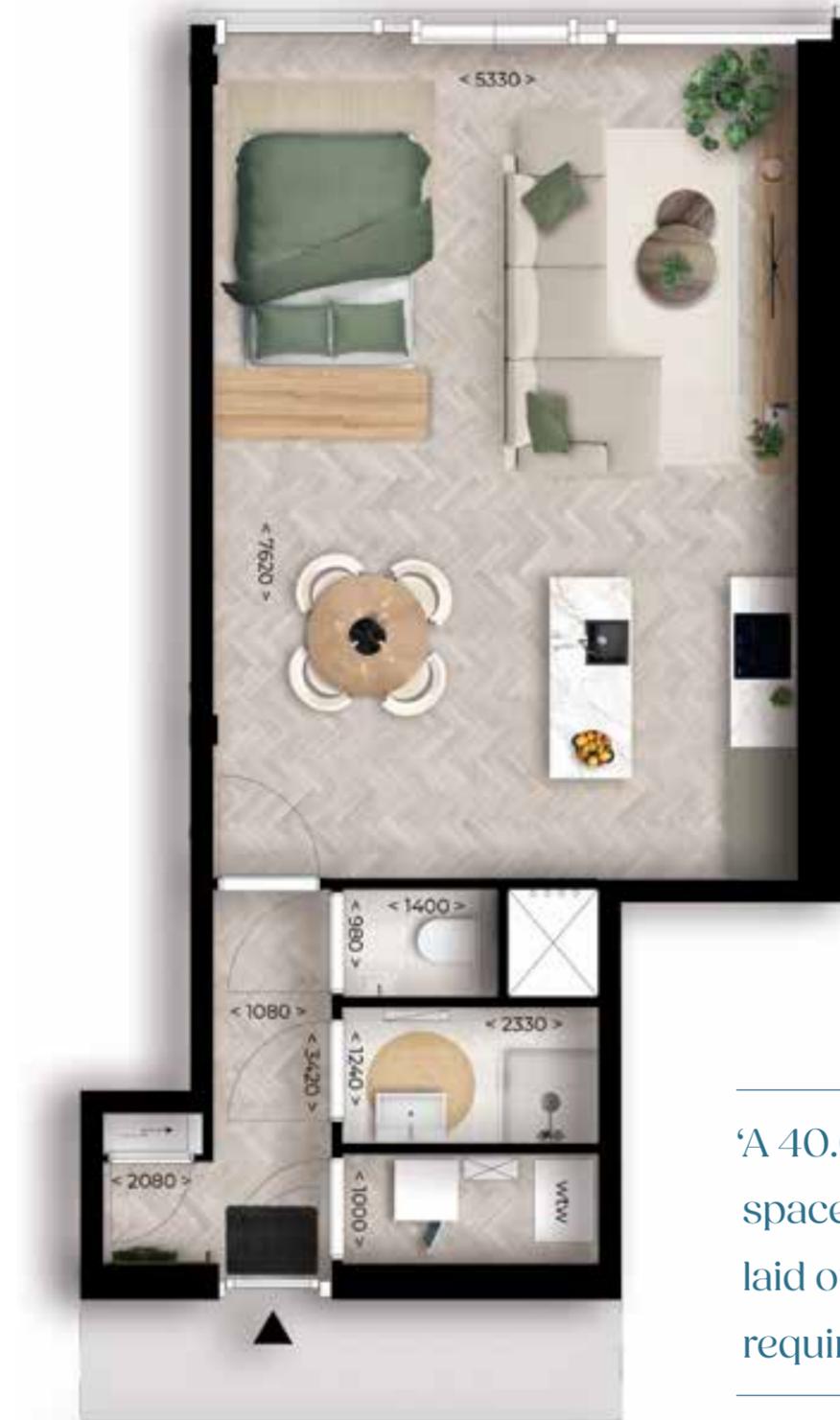
### Loft apartment type O

This apartment consists of a single space of over 40 m<sup>2</sup> with an open-plan kitchen with an island. It can be laid out to your requirements. The large glass façade overlooking Westblaak and the Rotterdam skyline can be opened.

You can insert a partition, wardrobes, a modern 'bedstead'... Our interior design partner Flow Rotterdam or the home experts at THUIS showroom can advise you further on a layout of this loft that suits you.

Off the hallway are the luxury bathroom (including 60x60 tiles on the floor, walk-in rain shower, washbasin cabinet), the toilet and a utility room with plumbing for laundry appliances.

On the seventh floor, the apartment is close to the communal south-facing roof terrace. On the eighth floor, the entrance is at the end of the gallery.



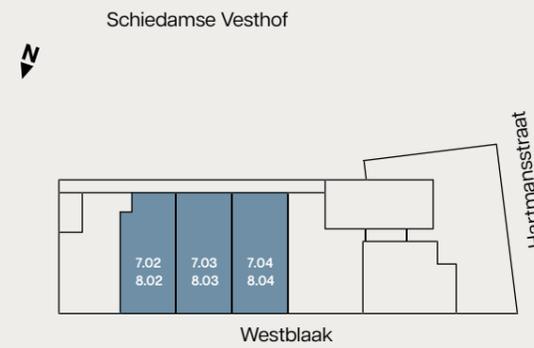
'A 40.6 m<sup>2</sup> loft space, to be laid out to your requirements'

# Type P

56-58 m<sup>2</sup>

Seventh and eighth floors

Unit numbers 7.02, 7.03, 7.04, 8.02, 8.03, 8.04



- large windows
- luxury interior finish
- Uptown in The West Blake

## Uptown

### Apartment type P

Two room apartment type P is located in the beautiful new glass superstructure on The West Blake. Apartments 7.02 and 8.02 comprise 56 m<sup>2</sup>, while the remaining apartments are 58 m<sup>2</sup>. You enter via the gallery or along the roof terrace.

The apartment has a bedroom at the quiet rear and a living room with large glass windows overlooking the urban bustle of Westblaak.

The living area measures 29 m<sup>2</sup> and has an incredible view of the city towards the high-rise buildings around Weena. The glass windows can be opened. As part of the purchase price, the apartment is furnished Uptown: with a luxury bathroom featuring a light 60x60 cm tile floor, washbasin cabinet and walk-in rain shower, a luxury kitchen with composite worktop, Siemens built-in appliances and a Quooker.

The walls will have a smooth finish and the floor will feature herringbone vinyl. Understated chic with light tones. If you would prefer something different, that's also an option.

*'Every luxury in this lovely city apartment'*



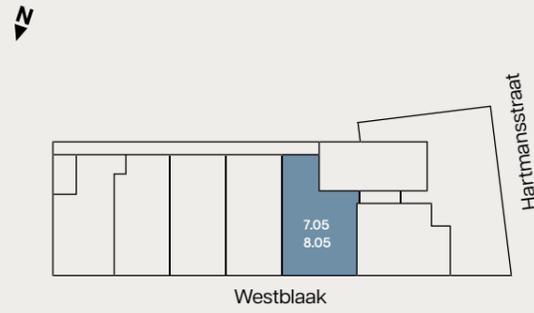
# Type Q

66 m<sup>2</sup>

Seventh and eighth floors

Unit numbers 7.05 and 8.05

Schiedamse Vesthof



- on the new top floors
- living area with luxury kitchen island
- spacious internal utility room

## Uptown

### Apartment type Q

This apartment is accessed internally via a hallway directly off the The West Blake stairwell. Type Q features one bedroom at the quiet rear of the building and a living area on the Westblaak side. The living area includes a luxurious open-plan kitchen with an island. One notable feature is the floor-to-ceiling windows that can also be slid open: the city at your feet.

This apartment has a remarkably spacious internal utility room with room for laundry appliances, but also a pantry and a drying rack, for example. The bathroom has a lovely rain shower and a washbasin cabinet.

Interior finish to buyer's taste, executed as standard in the proposed Uptown home style.

'Lovely expansive living area with open-plan kitchen island'

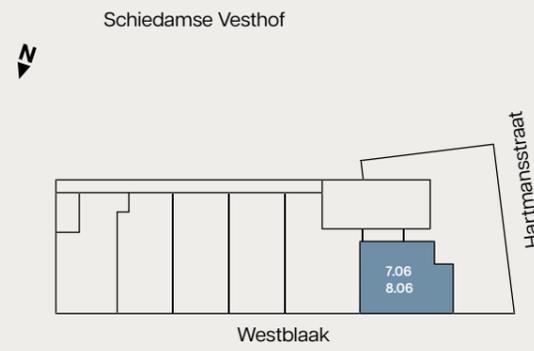


# Type R

52 m<sup>2</sup>

Seventh and eighth floors

Unit numbers 7.06 and 8.06



- nice wide apartment
- one bedroom
- view of Westblaak

## Uptown

### Apartment type R

This two room apartment has an excellent width of 8.60 metres with 5 windows on the Westblaak side. This gives you amazing views over Rotterdam. The windows can be opened. The apartment can be accessed via a second hallway after the lift lobby. This hallway is shared with 2 other apartments on this floor.

You can choose the luxury interior finish yourself at the THUIS showroom. Provision has been made for a luxury kitchen island fitted with a composite worktop, Siemens built-in appliances and a Quooker.

The apartment also features a bedroom, complete luxury bathroom and a utility room with plumbing for laundry appliances.

'Amazing views  
over the city'

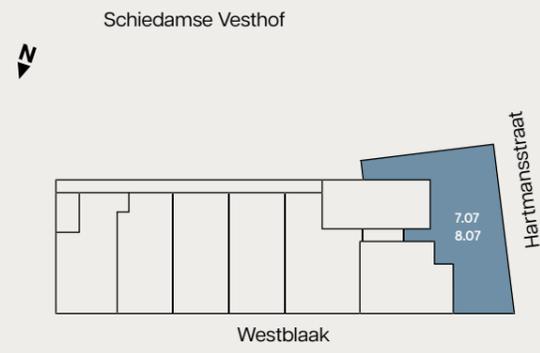


# Type S

78 m<sup>2</sup>

Seventh and eighth floors

Unit numbers 7.07 and 8.07



- behind the striking 'halo'
- living area of more than 41 m<sup>2</sup>
- 7.07 includes a roof terrace

## Uptown

### Apartment type S

On the corner of the superstructure designed by V8 Architects, apartment S will be located on the seventh and eighth floors. This apartment has playful angled lines and the living room will be directly behind the round 'halo', with the bottom in 7.07 and the top in 8.07. This apartment also includes an understated luxury finish in the Uptown home style as part of the purchase price. The many windows give great views of different parts of Rotterdam. You are living in the heart of the city, but are also distanced from it a little thanks to the elevation.

Apartment 7.07 has a beautiful south-west-facing sunny roof terrace, as shown on the illustrated floor plan.

Two bedrooms are an option with this apartment; shown here is one large master bedroom with en-suite bathroom.

‘This apartment is definitely the pinnacle’





**‘There really is nothing in Rotterdam to compare to The West Blake’**

## The estate agents from Atta talk about the city centre's newest residential building

Michael Troost and Sander van Sluijs of Atta are the estate agents for The West Blake.

We talked to them about this unique project in Rotterdam city centre:

‘Normally this kind of compact apartment does not offer such a luxurious finish.’



Michael Troost



Sander van Sluijs

### Choose your own luxury interior finish

‘There really is nothing in Rotterdam to compare to The West Blake,’ begins Michael Troost, owner of Atta Makelaars. ‘Compact and energy-efficient apartments where residents can choose their own luxury interior finishes. Everything is included as part of the purchase price: a kitchen with built-in appliances, even a Quooker in many of the apartments, a luxury bathroom with luxury 60x60 cm tiles and a rain shower as standard, vinyl floors and wall finishes...’

All you have to do here is make your choices; not do DIY or arrange tradespeople. As soon as you get the key, it’s exactly the way you want it to be. Pack up your stuff and move in. You virtually never see that. This is not simply the place you want to live - it’s the place you have to live!’

Sander van Sluijs, new-build estate agent at Atta, adds: ‘The apartments are very energy-efficient, equipped with a heat pump and solar panels. The building is perfectly insulated and has HR++ glass. All these measures have resulted in an A+++ energy label, giving a buyer an extra borrowing capacity of € 30,000 compared to an inefficient home. Many apartments in The West Blake come under the National Mortgage Guarantee, which gives a sense of security.’



### Location, location, location

‘It is one of the oldest rules in real estate: location, location, location,’ says Michael Troost, ‘and this is a prime location! Everything is nearby: the city centre, the Maritime District, Witte de With, the Museum Park. Lots of different moods: from expensive restaurants to the best kebab shop, awesome shops and small galleries. Art, culture, hospitality ... And the location will become even more beautiful in due course; in a couple of years’ time Blaakpark will be right in front of the door - a number of lanes will be removed and there will be more room for greenery and pedestrians on Westblaak.’



### 'The m<sup>2</sup> you use'

'If the city is part of your daily life: going out for breakfast or a coffee ... Well, how many square metres do you actually need?' says Sander van Sluijs. 'That was also this developer's idea: to create more compact apartments like they are doing in cities like Berlin and London. The city is part of your life! But these apartments do then have to be absolutely perfect. At The West Blake, everything has been thought of as part of the purchase price. Buyers can have apartments finished entirely to their own taste or opt for the Downtown, Midtown and Uptown interior finishes. In a compact apartment, you need to think carefully about the layout and storage space, which is where Flow Rotterdam has helped. The kitchens are also already equipped with extra storage space as standard. Additional storerooms are available in the basement of the complex if required. A number of apartments come with a nice private outdoor space, whilst for the remaining apartments there is the beautiful, sunny roof terrace on the seventh floor, overlooking the city.'

'That was this developer's idea: to create more compact apartments like they are doing in cities like Berlin and London. The city is part of your life!'



### Flex apartments

'Particularly special are the flex apartments B and J where you can decide your own layout, with a separate bedroom or as an open-plan space. Your own loft in the city. Several variants are possible. B is on the side overlooking Westblaak and the future Blaakpark, while J has a south-facing City Garden and is at the quiet rear. Another flexible option: should you want to combine apartments, that is often also a possibility.'



The living area of apartment B with a sleeping area, screened by a bespoke wardrobe and glass partition



### 'Outstanding architecture'

Estate agent Michael Troost says: 'A beautiful building with 1960s allure, extended with additional layers by renowned architects V&B. This will be a really striking building, as part of the grand city block that also includes the Cinerama. You're not just buying the location here, but also outstanding architecture! It's great that the marble staircase is being retained; this will really be a very beautiful residential building.'

### 'You need to get into that market now'

'I'm preaching to the choir, of course,' says Troost, 'but scarcity is coming. Too little is being built and there remains a shortage of housing. If you don't already own a property, I would say: you need to get into that market now! This is a location that is already very good, but will only get better in the future. With good public transport, all amenities nearby, in the bustling heart of a global city. I would definitely go for it ...'

'Got any questions about  
The West Blake?  
We're here to help!'

Atta Makelaars is the project estate  
agent for The West Blake

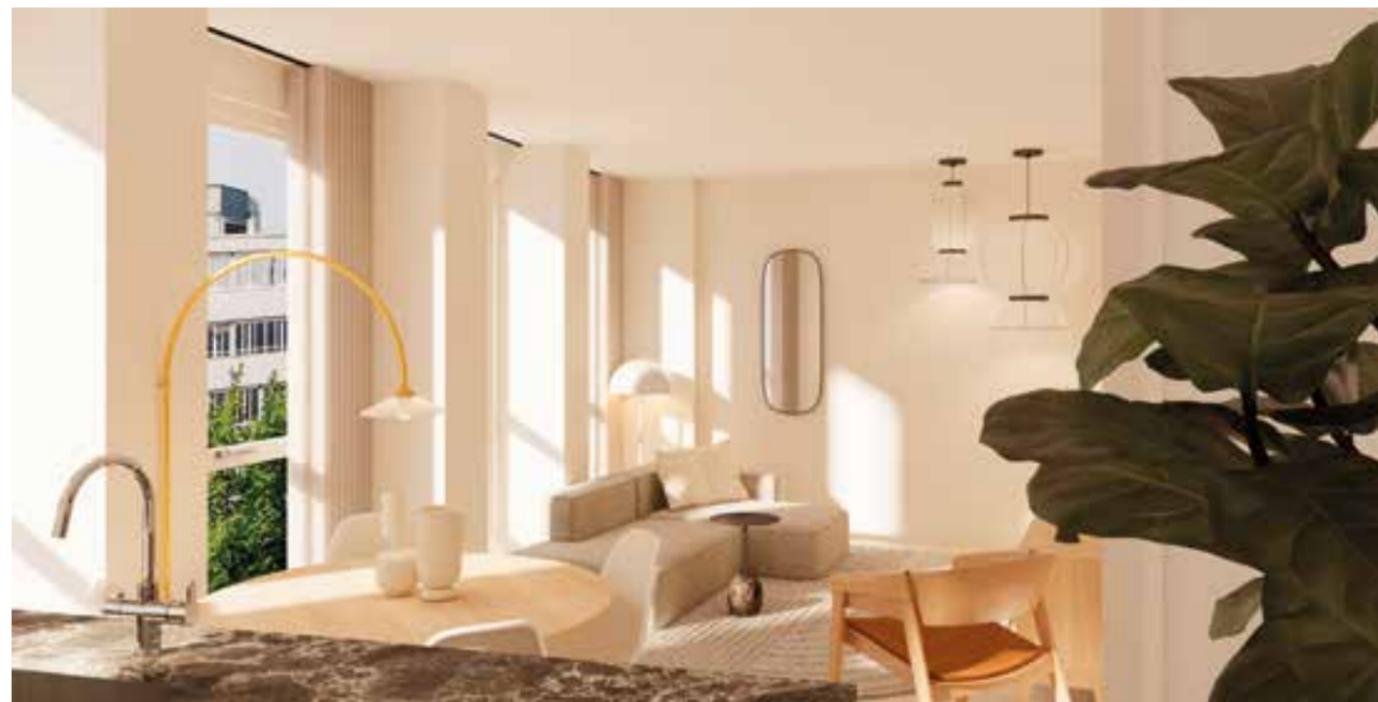
Overwegwachter 1  
3034 KG Rotterdam

010-4335710  
info@atta.nl

# Mortgage at The West Blake

A new apartment often starts with a mortgage. Jonathan Wagter, Rotterdam branch manager and financial adviser at Van Loon Verzekeringen Hypotheken Pensioenen, explains more about this.

‘€ 30,000  
‘extra borrowing  
capacity thanks to  
energy label’



Jonathan Wagter  
from Van Loon

‘Substantial  
benefit from  
A+++ energy  
label’

The apartments at The West Blake have an A+++ energy label. Does that give any benefit?

Jonathan Wagner says: ‘If you buy an apartment with an A+++ energy label, you can borrow an extra € 30,000. This was devised to offset the energy costs that you would expect otherwise; you don’t pay it on your energy bill, so it can go towards your mortgage. Note that the interest rate will affect your maximum mortgage, so borrowing at 3.99% or 4.01% could make a difference of up to € 10,000. But all in all, you get a substantial benefit from the A+++ label.’

This property is yet to be built; how does that work with your mortgage? When do you start paying?

‘When you buy a new-build property you pay interest on what has already been paid for - the land or in the case of renovation the current shell of the building - and you also pay for the work completed. You also start paying your repayment element straight away. So make sure you have sufficient funds for this. If you own a property, banks usually want to see that you can pay the double monthly charges for 12 to 24 months. The lender will determine whether there is scope to deviate from this, for example if the sale of your current property is already arranged.’

Can you explain a bit more about the National Mortgage Guarantee, which applies to most apartments in The West Blake?

‘If you buy an apartment where the purchase and contract price (including interest loss, whether you include that in the mortgage or not) is less than € 435,000, you are entitled to the National Mortgage Guarantee (NHG). NHG gives a lower interest rate, and with the NHG you have a safety net if circumstances mean you cannot pay your mortgage. Or if a residual debt remains after selling your property.’

I would like to know how much I can borrow. Do you have a quick tool for that?

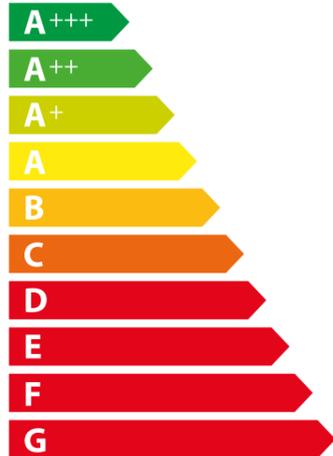
‘As a project partner of The West Blake, we have created a dedicated page for this.’  
[www.van-loon.nl/particulier/thewestblake](http://www.van-loon.nl/particulier/thewestblake)

Jonathan and his colleagues are available for all your questions about a mortgage at The West Blake. They are in direct contact with Atta Makelaars for questions about the project. They can also issue a guarantee certificate, which can help in the allocation of the apartments.

[www.van-loon.nl](http://www.van-loon.nl)



‘Everything will be top grade in terms of sustainability’



## SUSTAINABILITY: A+++

**Fred van de Wetering,**  
technical developer for The West Blake

Fred van de Wetering from VDW-BM is responsible for the technical development at The West Blake. ‘What we are going to do here is very special: we are bringing an existing building up to practically new-build level by renewing all the installations, replacing window and door frames and glass, and fitting additional insulation where possible. Of course, there will also be solar panels on the roof to generate electricity. A complete new-build renovation.’

### A+++ energy label

‘All the apartments at The West Blake will offer an A+++ energy label, which means a highly energy-efficient apartment. The sustainable energy system consists of a communal air-source heat pump installed on the roof. The apartments are supplied with heating and cooling by a communal heating system consisting of a heat pump supported by district heating.’

### Heating and cooling

This heat pump is an air-source heat pump that carries heat using water. An underfloor heating system brings this to the individual apartments, where you can control the temperature yourself

separately for each space. Fred van de Wetering says: ‘you could have the bedroom a bit cooler than the living room.’ The warmth of underfloor heating is very comfortable.’ You can also use this heating system to reduce the temperature relative to the outside temperature by a few degrees using ‘active floor cooling’; the water then absorbs the heat inside the apartment and takes it outside via the heat pump. ‘That really does work perfectly,’ says Van de Wetering. ‘It just takes the edge off the heat without the cold draught of an air conditioner.’

### HR++, insulation and solar panels

The windows throughout the building will be fitted with HR++ glass. The West Blake will also be optimally insulated. There will be solar panels on the roof. ‘Everything will be top grade in terms of sustainability.’

All these measures result in an A+++ energy label. Alongside low energy bills, this offers another added benefit: € 30,000 of additional borrowing capacity.

### Sustainable measures

- Solar panels
- Air-source heat pump
- Underfloor heating with active floor cooling
- Heat recovery ventilation system
- HR++ glass
- Insulation
- Draught excluders
- Use of LED lighting

### Financial benefit thanks to high energy label

Because all the apartments at The West Blake offer the high A+++ energy label, there is the possibility of € 30,000 extra borrowing capacity.

Ask your mortgage adviser about the possibilities.





# Home of design addicts: Flow Lab

Manon van Splunteren (left) and Rosalieke Mulder of Flow Rotterdam

Looking for lots of inspiration for your new apartment? If so, we have good news: you will definitely find it at Flow Lab. This home furnishing shop is the Rotterdam hotspot for design lovers. With a remarkable 2,000 square metre showroom and a very wide range of designer brands such as &Tradition, Muuto, Vitra and Fritz Hansen, you can gain endless inspiration here.



Manon van Splunteren, owner of Flow Lab: 'We want our visitors to be able to immerse themselves in a world of design. We also work with interior stylists who really take the time to advise you on how to furnish your home.'

### Partner with The West Blake

Flow Lab is The West Blake's interior design partner. Working from Flow Lab's interior design studio, interior designer Rosalieke Mulder has explored possible layouts and furnishings for the various apartments. 'With compact homes, you sometimes need to break with tradition. A good example is the use of a beautiful custom-made dresser in the dining area which also partly functions as a seat. which means that in a narrower space you can both maintain good throughflow and still sit around the table with six or eight people. 'For the Flex apartments B and J, we have worked with the developer to think about different options, both with permanent walls and 'walls' made of something like a custom-made wardrobe, a sliding glass partition or a bookcase. We have lots of ideas on how to use the space as cleverly as possible: 'the m<sup>2</sup> you use.'

### Flow Studio

Flow Studio is Flow Lab's interior design studio. Flow Studio's interior designers, including Rosalieke, think about the best layout, most beautiful furniture and striking colour and material combinations. The studio also produces 3D visualisations so you already know exactly what your apartment will look like before you even live there. This helps you to make decisions with confidence. Rosalieke says: 'Ultimately our aim is for all the elements of the interior to be so harmonised that you really do experience flow.'

[www.flowrotterdam.nl](http://www.flowrotterdam.nl)



## Enjoy a 245 euro discount!

Are you ready for flow in your home? Specially for The West Blake, Flow Studio can offer you an interior design in the Downtown, Midtown or Uptown home style. Not for 995 euro, but for a reduced rate of 750 euro. Want to find out more? Then download the information sheet about a Westblake x Flow Studio interior design from the website:

[flowrotterdam.co.uk/westblake](http://flowrotterdam.co.uk/westblake)

# Team The West Blake



For more information about The West Blake apartments, please contact our project estate agent.

The sale documents can be downloaded from [www.thewestblake.nl](http://www.thewestblake.nl)

## Estate agent



Overwegwacher 1  
3034 KG Rotterdam

010-4335710  
[info@atta.nl](mailto:info@atta.nl)

## Developer



[www.spacetolive.nl](http://www.spacetolive.nl)

## Architect



[www.v8architects.nl](http://www.v8architects.nl)

## Contractor



[www.bikbouw.nl](http://www.bikbouw.nl)

## Project management



Van de Wetering  
Bouwmanagement

[www.vdw-bm.nl](http://www.vdw-bm.nl)

## Showroom



[www.thuis-deshowroom.nl](http://www.thuis-deshowroom.nl)

## Marketing

Hoog Communicatie  
Daan Hoogenboom  
Susanne van der Arend

## Impressions

Exterior: V8 Architects  
Interior: Rendsopmaat.nl  
directed by Flow Rotterdam

## Design documentation

Puls Ontwerp

## Photography

Kamiran Rashid  
Isabel Nabuurs

Chris Bonis (portrait of  
Rudolph Eilander)  
Ossip (V8)  
Aiste Rakauskaite (V8)  
Jeroen Musch (V8)



# Introducing The West Blake (in English)

an English translation of the sales documentation is available at [www.thewestblake.nl](http://www.thewestblake.nl)



**The West Blake is located on the periphery of the artistic Witte de With Quarter in the heart of Rotterdam. 98 apartments ranging in size between 40 m<sup>2</sup> and 78 m<sup>2</sup> are being built on Westblaak. The building is located on the corner of Westblaak and Hartmansstraat.**

**A design by V8 Architects in the centre of Rotterdam**

An existing building from the 1960s is being completely renovated to new-build standard. New floors and a new extension are being added in a design from the renowned V8 Architects, known for such projects as the Rotterdam Cooltoren.

‘Rotterdam’s newest residential building’

The 1960s façade, featuring beautiful artwork, and the existing marble staircase are being fully restored. The new extension will be transparent and have its own distinctive feature: the ‘halo’.

**Many different types of apartments**

There are many different types of apartments in The West Blake. Noteworthy types are the type A duplex apartments (73-78 m<sup>2</sup>), which offer the option of a home office, and the type B (41-49 m<sup>2</sup>) and type J (50-53 m<sup>2</sup>) flex apartments, which offer the possibility of many different layouts: for example, as one large room or with a separate bedroom. Type J also features a City Garden: a covered terrace where you can enjoy the sun all year round. The type P two-room apartment (56-58 m<sup>2</sup>) is located on the top two floors and is especially luxurious with an island kitchen. This apartment also has great views over Westblaak and the city. There are several apartments with lovely private outdoor spaces, including apartment K (53 m<sup>2</sup>).

‘Compact apartments with all the luxuries included in the purchase price’

**Communal rooftop terrace**

The apartments will have shared facilities such as a BringMe Box for parcel deliveries, a beautiful lobby and a lovely south-facing rooftop terrace on the seventh floor. Here you can sit in the sun or meet up with other residents of the building. There are amazing views of Rotterdam from the seventh floor.

The basement of The West Blake features communal bike storage. You can also purchase an individual storage space here. Car parking is available on a subscription basis at reduced resident rates in the adjacent APCOA Westblaak car park.

‘You can have the apartments finished entirely to your taste’

**Turnkey apartments with a very high level of finish**

The apartments are complete turnkey as part of the purchase price, and include a luxury handleless kitchen with built-in appliances (Bosch or Siemens), luxury bathroom including a washbasin cabinet, walk-in rain shower and large tiles (including 60x60 cm on the floors), floor finishes and wall finishes. Buyers can select these interior finishes to their own taste at the THUIS showroom in Utrecht.

We have already implemented some provisions with the Downtown, Midtown and Uptown home styles. Urban Downtown will be applied on floors 1 to 3, chic Midtown on floors 4 and 5 and understated luxury Uptown on floors 6, 7 and 8. So Midtown and Uptown, for example, will feature a Quooker boiling water tap as standard in the luxury kitchen. All apartments will feature sanitary from Villeroy & Boch and taps from hansgrohe.





‘New-build standard,  
highly energy-efficient  
homes’

**Sustainability: A+++ energy label**

All the apartments at The West Blake will offer an A+++ energy label, which means a highly energy-efficient apartment. The sustainable energy system consists of a communal air source heat pump installed on the roof. The flats are supplied with heating and cooling by a communal heating system consisting of a heat pump (air source, waterborne) supported by district heating. An underfloor heating system brings this to the individual apartments, where you can control the temperature yourself. This underfloor heating system can also be used to cool the apartment by a few degrees relative to the outside temperature. All windows will be fitted with HR++ glass, and the building will be optimally insulated. All this results in an A+++ energy label. Alongside low energy bills, this offers another added benefit: € 30,000 of additional mortgage facility.

**Location**

The West Blake is located on the edge of the Witte de With Quarter, known for its galleries, art institutions, restaurants and bars. It is located in the Cool district between the Maritime Quarter and Museumpark, which includes the Boijmans van Beuningen Museum.

Everything is located within walking distance: the boutiques on Karel Doormanstraat and Meent, Central Station, the café terraces, the theatre. The West Blake is located right next to the famous Cinerama cinema.

Blaakpark is planned to be realised right on the doorstep; the idea is that in a few years' time there will be less motor traffic on the wide Westblaak avenue, and more space for trees, walkers and cyclists.

‘The city is part of your daily  
life here: go out for breakfast  
or enjoy a glass of wine on  
a café terrace’

**Access**

There is a bus stop right outside The West Blake, and a metro station on the corner. Rotterdam Central Station is within walking distance. Rotterdam The Hague Airport can be reached in about 15 minutes by car, Schiphol Amsterdam Airport in about 45 minutes by car.

There is bicycle parking in the basement of the building, and car parking is available in the adjacent car park (residents' subscription).

‘Perfectly accessible by both  
car and public transport, and  
almost the entire city is within  
a 15-minute bike ride’



**Contact**

**Interested in Rotterdam's newest  
residential building?**

More information in English is available on the website: [www.thewestblake.nl](http://www.thewestblake.nl). The sales documents can also be downloaded there.

Real estate brokers Michael Troost and Sander van Sluijs are available to answer your questions at + 31 10 433 57 10 or [info@atta.nl](mailto:info@atta.nl)



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**The West Blake**  
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