

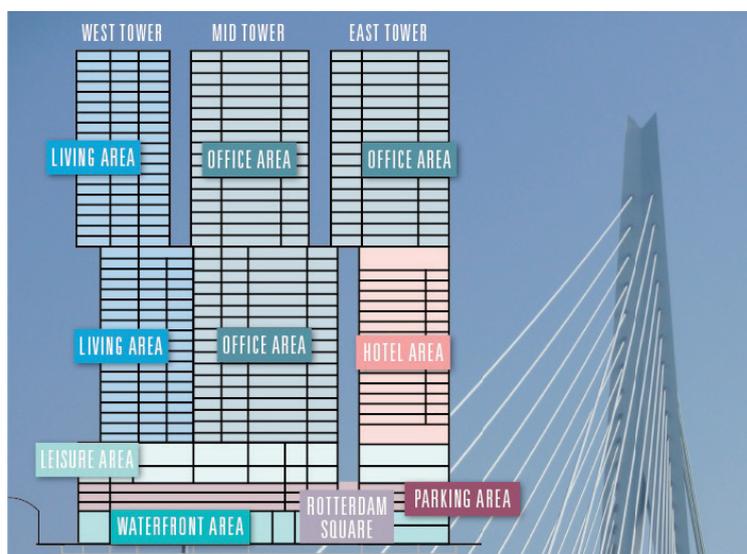
REFERENCE PROJECTS 44 Floors, Rotterdam



HOUSING

Exclusive living in the largest multi-functional building in the Netherlands

The "44 Floors" in Rotterdam is the residential West Tower in the building complex "De Rotterdam" completed at the end of 2013. The multi-functional building on the Wilhelmina Pier was designed by OMA, the office founded by Rem Koolhaas, as a vertical city offering a total floor space area of 160,000 m² with offices, restaurants, a hotel and leisure facilities, in addition to the "44 Floors" apartments and parking spaces. The exquisite luxury apartments were fitted out with sanitary objects of the Subway collection from Villeroy & Boch.



Construction sign

Project name:	44 Floors, De Rotterdam, Netherlands www.44floors.com www.derotterdam.nl
Location:	Wilhelmina Pier Rotterdam, Netherlands
Building owner:	44 Floors: Amvest www.amvest.nl De Rotterdam: Rabo Vastgoedgroep www.rabovastgoedgroep.nl
Construction task:	Multi-functional building with apartments
Date of completion:	November 2013
Architect:	OMA Office for Metropolitan Architecture Lead designers: Rem Koolhaas, Reinier de Graaf, Ellen van Loon www.oma.eu
Products:	SUBWAY wash basin + double wash basin + hand wash basin + wash-down wall-mounted toilet + bathtub OMNIA CLASSIC vanity shelf

Photos: Ossip van Duivenbode, Ossip Architectuur Fotografie, Rotterdam
Graphic: De Rotterdam, Rotterdam

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The Wilhelmina Pier in Rotterdam had its historical peak at the end of the 19th century when innumerable emigrants set out from there for a better future in Canada or the USA. Since the early 1970s only cruise liners have docked at the pier. The area was increasingly taken over by offices, apartments, restaurants and cultural institutions. In recent years the former harbour district, as the site of an ambitious urban development project, has turned into an international hot spot that attracts trendsetters from around the world.

De Rotterdam – a city within the city

The multi-functional building “De Rotterdam” with its three glass-walled towers is the new eye-catcher in the port of Rotterdam. The icon building is visible from afar and offers an excellent view of the harbour district and the city from its high-up offices and apartments. The three 150 metre towers stand only seven metres apart on a shared six-storey plinth, which houses public functions such as cafés, restaurants, fitness facilities and a hotel. The building complex was developed by the Netherlands’ well-known Office for Metropolitan Architecture (OMA), founded by Rem Koolhaas, and implemented by Rabo Vastgoedgroep. On an area of 110 x 60 metres, which is about the size of a football field, the building rises to 44 floors with a total floor space area of 160,000 m². The complex is therefore not only the most densely built-up piece of property in the Netherlands, but with an average of 5,000 people occupying the building at a given time, also the most frequented. Altogether “De Rotterdam” comprises 60,000 m² of office space, 1,500 m² of restaurants and catering services, one four-star hotel with 280 rooms, various conference and event rooms as well 670 parking spaces. One of the three high-rise towers, the “44 Floors”, additionally contains 240 owner-occupied and rental apartments. The entire complex is light, transparent and spaciouly designed. Likewise the 8.50 metre high entrance hall, which extends the entire width of the building and is furnished with exclusive materials such as natural stone floors and travertine wall panels.

44 Floors – living at the highest level

The 240 exclusive two- to four-room apartments and penthouse apartments are located in the West Tower between the 7th and 44th floors. The façade of the complex is completely glazed and all of the apartments feature floor-to-ceiling windows to give the tenants “their own piece of the sky”, as the image brochure for the project claims. All kitchens and baths were fitted out in cooperation with Bulthaup, Villeroy & Boch, Grohe and Mosa and therefore appeal to a modern, urban clientele that values comfort and a luxurious lifestyle. This comfort is also achieved in the bath – which despite the simple design conveys the feeling of high-quality wellness – by the use of Villeroy & Boch sanitary objects of the Subway 2.0 collection. The collection features clear linear forms and diverse form and colour variations to appeal to the modern target group with its minimalistic, well thought-out design that focuses on functionality.

The “44 Floors” were fitted out with hand wash basins, table wash basins and cabinet wash basins as well as wall-mounted toilets from the collection. The rectangular Subway bathtubs of sanitary acrylic provide for luxurious bathing comfort.

Despite, or perhaps because of the high building density, the “De Rotterdam” complex is efficient and sustainable. The goal of becoming the Netherlands’ most sustainable new construction project was achieved by the high density and combination of functions, by the design and construction as well as by the installations and energy supply. Water from the river Maas, for example, is used for heating and cooling of the building. “De Rotterdam” has already been recognised with a number of awards.



Photos: Villeroy & Boch, Denise Keus