

A woman with long brown hair, wearing a brown leather jacket over a white top, stands on a balcony. She is holding the collar of her jacket up to her face, shielding her eyes from the sun. Her right arm is raised, and her hand is open. The background shows a multi-story building with balconies, suggesting an urban setting. The lighting is warm and golden, indicating late afternoon or early morning. The overall mood is one of enjoying the outdoors in a city environment.

**THE FUTURE OF
URBAN LIVING
IS NOW**

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PREFACE

After some tough economic years, the Amsterdam region continues to be a true magnet for talent from all over the world. Every year, more than 11,000 people want to be an Amsterdammer and are searching for a house in the city. If the current trend continues, the city will reach the magic number of one million inhabitants by 2034. Other major Dutch cities and their surrounding area will benefit from the unique brand of Amsterdam.

However, there is no time to sit back and relax. The Amsterdam metropolitan region requires 240,000 additional houses in the upcoming years. How do we keep the city's housing market accessible and affordable to young professionals? We have to be creative and make sure that we swiftly deliver living environments that are well-designed, surrounded by public services and facilities, and connected to public transportation. We want to make sure that Amsterdam can be called home by anyone, regardless of background, education or income level.

Greystar is providing a rental housing solution that will help to achieve these goals. They are a reliable, long-term partner, who not only focus on providing high-quality apartment complexes with public services and facilities, commercial spaces and public areas, but are also committed to building strong, diversified and safe communities. We both strive to achieve the same goal: providing a high quality of life in our urban areas, so that we can all be proud at the expanded city of Amsterdam in 2034.

ERIC VAN DER BURG

Vice Mayor, Alderperson for Health, Sports, Urban and Regional Planning (2014-2018)
City of Amsterdam

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WELCOME TO YOUR 21ST-CENTURY HOME

Today, more people live or want to live in cities than ever before. Combined with the increased individualisation and flexibilisation, there is a large and growing demand for new, future-proof rental apartment complexes. Greystar has been on a mission to “re-define excellence in apartment living” around the globe since 1993.

Upon entering the Dutch market in 2014 by acquiring and operating student Campus Diemen Zuid, Greystar has been developing a portfolio with high-quality apartment complexes with

onsite amenities and services. The construction of the first complex, the expansion of Campus Diemen Zuid with almost 800 apartments for young professionals and students, commenced in October 2017.

This publication was created to celebrate the start construction of our second and largest complex: over 1,500 apartments in the southeastern quarter of Amsterdam. Since excellence in apartment living is not only created by the building itself, we are also pleased to introduce to you our new brand to accompany our



portfolio: OurDomain, your 21st-century home.

In this publication, we will introduce you to some trends that define the future of urban living that are already happening today. Next, we will explain what Greystar does as a company and why we are doing it. We will show you some of our projects in the United Kingdom and invite you to Campus Diemen Zuid, where we will introduce you to some of our onsite staff, residents and entrepreneurs. After that, we will welcome you to OurDomain and explain to you our brand values and projects.

Once you are familiar with our brand, we

will zoom into OurDomain Amsterdam South East. We explain what it takes to create a new residential community in an area that was known as a monofunctional office site. Last but not least, we will take a further look into the future and how OurDomain could develop even further.

We trust that you will enjoy this publication, and hope to meet you (again) in OurDomain soon!

GREYSTAR NETHERLANDS TEAM

May 2018

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CONTEXT



THE WAY WE LIVE IN CITIES IS CHANGING

In the contemporary city, compact is the new normal. Personal living spaces of people in highly popular urban areas are shrinking and becoming more efficient. At the same time, residential environments have started to become multifunctional, accommodating home, work, and community life under one roof. The result is a fluidity of space that has never been seen before.

New living concepts catered towards younger generations of urban professionals are popping up in cities across the globe. In the following pages, we will explore the four major trends that shape the future of urban living, as well as the new economic sector that is rapidly developing around it — from the latest tech startups to IKEA's product line for compact living.

PICTURED:
COMPACT HOUSING
IN AMSTERDAM



PICTURED ABOVE,
AMSTERDAM CITY
CENTRE

The world is becoming increasingly urban. Since 2007, more than 50% of the world's population lives in urban areas for the first time in history. This number is expected to increase to an astonishing 66% by 2050, according to the United Nations Department of Economic and Social Affairs. The vast majority of this urban growth is creating megacities with tens of millions of residents in Asia, Africa and Latin America. But the urban turn is also occurring in the United States and Europe; urbanisation is a strong mechanism that leads to a dominant position of the urban centre compared to more rural and remote areas. Unsurprisingly, urbanisation is having a huge impact on society, leaving cities with mounting challenges in terms of housing, mobility, energy and public safety. Ensuring that the city is equitable, clean, and safe for everyone has become one of the most important challenges of this century.

THIS IS THE AGE OF THE CITY

Cities are not only growing — they are also extremely connected both in digital and physical ways. Within this global network, cities are affirming an even stronger grasp on the global economy: London is responsible for 22% of the gross domestic product (GDP) of the of the United Kingdom, while Tokyo would rank as the fifteenth largest economy in the world if it would be a country. The combined GDPs of the world's twenty largest metropolises (\$14.6 trillion) are almost

the same size of the entire economy of the United States (\$18 trillion).

Everywhere in the world, cities function as emancipation machines, attracting newcomers and people looking to improve their lives through education or work. At the same time, an influx of a younger demographic is having a strong impact on the atmosphere of the city, the demand for living spaces, and the distribution of amenities and services for locals. Increasing populations also mean an increasing pressure on housing markets,



forcing highly-desirable cities such as London, Paris, and Amsterdam into near-crisis situations when it comes to providing sufficient housing options.

THE RISE OF THE GLOBAL NOMAD

Global urban connectedness is also leading to an internationally-oriented urban population, both as a result of migration as well as changing styles of work. According to a recent Nielsen report, 40% of millennials in the United States would like to live in an urban area in the future. Across the Atlantic Ocean, a Eurostat report finds that the proportion of EU citizens living in cities that are not located in their home country is also on the rise.

Younger generations are more mobile than ever before, seeking out opportunities to study



CITIES THAT HAVE BORNE THE FRUITS OF *YOUTHIFICATION* ARE ALSO REACHING BREAKING POINTS, WHERE THE DEMAND FOR AFFORDABLE HOUSING GREATLY EXCEEDS THE SUPPLY

and work in cities that are far away from home. Major European cities such as Barcelona, Lisbon, or Berlin are attractive to younger generations looking for a highly globalised workforce, vibrant neighbourhoods, and affordable places to live. Cities that have borne the fruits of youthification are also reaching breaking points, where the demand for affordable housing greatly exceeds the supply.

Many of the same people attracted to move abroad for the chance to live and work close to the city centre are also likely to be willing to move to yet another one of the continent's economic hubs: offering incentives for younger generations to stay is one of the great challenges metropolises face.

Urban dwellers are increasingly rooted in other countries and stay committed to international relations. In Amsterdam, the share of expatriates — highly educated, high-earning workers who temporarily stay in another country for work — has increased from 1.8% of the total population in 2012 to 6% in 2017, an annual increase of 15%. Sometimes these expats follow their expanding companies, sometimes they move to another city to explore other opportunities abroad.

The growing amount of people working across borders emphasises the changing working patterns. In a digital era, most work can be done everywhere. We are no longer bound to a landline phone and desktop computer; the city is our office and the world our foraging area.

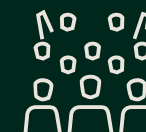
New (co-)working environments and combined working and living concepts are popping up in cities all over the world, meaning that the spaces in which people work are transforming to accommodate the increasing number of freelance workers or employees that work for firms that are more geographically dispersed. While cafés equipped with WiFi were once the stereotypical spaces used by remote workers, the rapid upswing in digital nomadism means that an array of new spaces for work are required.

IN NUMBERS



66%

OF THE WORLD'S POPULATION WILL LIVE IN CITIES BY 2050



1M

2034 IS THE YEAR THAT AMSTERDAM IS PROJECTED TO REACH 1 MILLION INHABITANTS



15%

THE YEARLY INCREASE IN THE NUMBER OF EXPATS LIVING IN AMSTERDAM OVER THE LAST FIVE YEARS



1.8M

FLEXIBLE WORKERS LIVED IN THE NETHERLANDS IN 2016

SOURCE: POP-UP CITY

A person with long dark hair, wearing a dark long-sleeved top and a dark skirt, is seen from behind, walking away from the camera down a narrow, cluttered alleyway. They are carrying a dark backpack. The alleyway is flanked by multi-story buildings with many windows, some of which are lit up. There is a lot of clutter on the ground, including boxes, bags, and a bicycle. The lighting is dim, with some warm light from the buildings and a cooler, bluish light from the sky. The overall atmosphere is one of a dense, lived-in urban environment.

**ONE OF THE GREAT
CHALLENGES
FOR CITIES
IS TO GIVE**

**THE YOUNGER
GENERATIONS
INCENTIVES
TO STAY**

TREND 2: COMPACT

With the cost of living space in cities on the rise, the average size of a person's living space is decreasing. This trend is leading to new lifestyles and smaller forms of housing. Micro-living and co-living are just two of the newest developments in urban living. Although many people still want more living space in more suburban areas of the city, a new group on the housing market — Generation Y — seems to prefer compact or shared housing as a trade-off for living in more central locations.

SEX AND THE CITY

Cities are facing a huge increase in single-person households as a consequence of both aging as well as people in their twenties and thirties postponing major life decisions. In Manhattan, nearly 50% of households consist of just a single occupant, a proportion similar to that of London and Paris. In Amsterdam, the number of single households will likely grow in the near future, according to Jan Latten, the head of Statistics Netherlands.

"These 'happy singles' will have less to spend, which will drive the demand for smaller urban houses in the next years." The average age of first-time mothers in the Netherlands is increasing; it is now 29.6 years, up half a year since 2000.

The average age at which Dutch residents buy a house is also on the rise; as of 2016, they are 32 years old on average when buying their first house. Finally, in the United States, a person today is 40% less likely to move from the city to the suburbs in their first decade out of college than twenty years ago.

BEING TRAPPED IN A STUDENT HOUSE

Access to urban housing and affordability are huge issues for the growing group of young urban professionals. Millennials living in major American cities are already spending an average of 50% of



IN MANHATTAN, NEARLY
50% OF HOUSEHOLDS
CONSIST OF JUST A
SINGLE OCCUPANT

IN NUMBERS



71%

OF DUTCH HOUSEHOLDS
CONSIST OF ONE OR
TWO PERSONS IN 2016



50%

OF MILLENNIALS' INCOME
IS SPENT ON HOUSING IN
MAJOR AMERICAN CITIES



32

IS THE AVERAGE AGE OF
FIRST-TIME HOME BUYERS
IN THE NETHERLANDS



2,278

OUT OF 5,545 NEWLY BUILT
HOUSES IN AMSTERDAM IN
2016 HAVE ONLY ONE ROOM

SOURCE: POP-UP CITY

their monthly income on rent. Demographically, this group of people between roughly 20 and 40 will grow significantly in the coming years.

A dominant share of this generation will prefer to live in urban centres. All of this results in a growing demand for smaller urban accommodations. Young professionals have a hard time finding a suitable house in the city. Their work is often less permanent in nature, pays less, and conducted on a freelance basis, which makes it difficult to get a mortgage to purchase a home.

On the other hand, young professionals in Amsterdam generally earn too much to be eligible for social housing. Their choice is to either pay top-dollar for a regular rental accommodation or stay in a student housing facility, which is technically not permitted but has often been overlooked by the city. For this generation, new forms of housing such as micro-living and co-living are a solution to provide affordable access to urban living.

LIVING LARGE IN AMSTERDAM?

Building homes with smaller footprints is a major policy ambition of the City of Amsterdam. 41% of the newly built houses in Amsterdam in 2016 are studio apartments. Amsterdam-based housing

association Stadgenoot recently stated that many households consisting of only one or two people are living in homes that are too large for them.

The typical Amsterdam apartment is between 50 and 70 square metres, a size meant for families. Today, they are often occupied by single occupants. Stadgenoot is even considering forcing them to move to smaller apartments in order to free up housing for families that require more space.

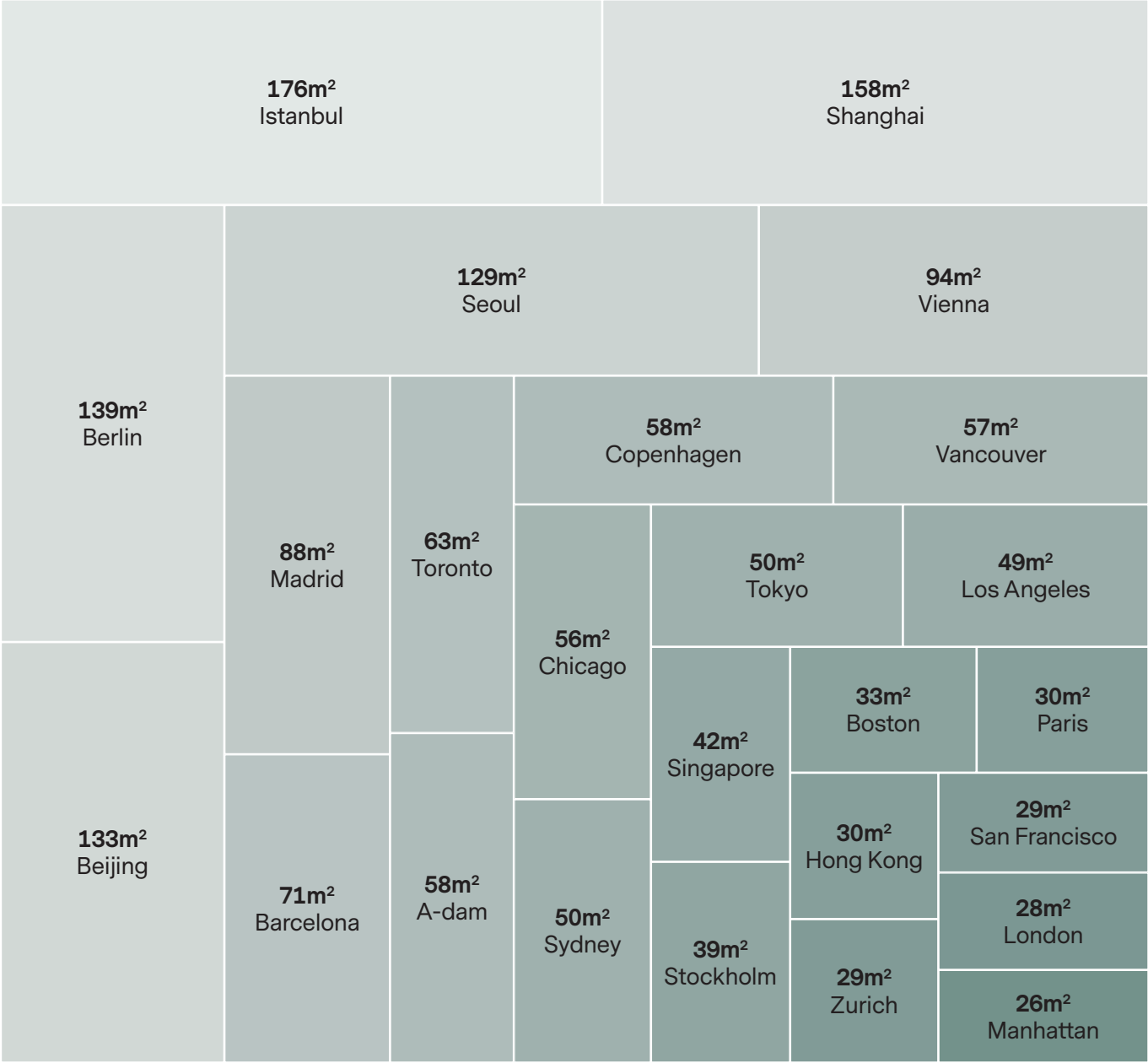
SHARING IS THE NEW HAVING

Micro-living and co-living also cater to the changing values of the Generation Y. This generation spends a larger share of their income on life experiences rather than possessions. They embrace the sharing economy, and do not want to carry the burden of traditional pre-set life arrangements such as mortgage and marriage. In essence, they want to be free and keep their options open as long as possible.

This is stressed by the rise of the tiny housing movement focussing on decluttering, sustainable living and staying away from traditional life patterns. A good location and mental freedom is more important than a big house and material ownership.

WHERE RENTERS GET THE MOST AND LEAST SPACE

Average size of residential property for a monthly rental cost of \$1,500 (in m²)



SOURCE: RENTCAFE AND STATISTA

COMPACT

CONCEPTS



Tiny houses in vacant real estate

The SHED Project provides a solution to the tension between London's housing shortage and the enormous amount of vacant properties. Designed by property management company Lowe Guardians, the SHED is a DIY housing module that is placed inside of empty, non-residential properties such as office buildings or warehouses. The modules are easy to assemble, disassemble and rebuild at different locations.

The micro-homes constitute an affordable and sustainable alternative in the stressed London housing market, and they help to keep vacant buildings safe and in constant maintenance. Although the SHED Project is thought of as temporary accommodation for young professionals and creatives, the company aims for the concept to be used for creating accommodation for homeless people and refugees, too.

PHOTO CREDIT:
LOWE GUARDIANS



For more information:
loweguardians.com



Robotic furniture for micro-apartments

The Ori System is renamed after origami, the Japanese art of folding paper. Ori transforms single-person living spaces into dynamic environments through modular furniture systems. Powered by modular robotics designed at the MIT Media Lab, the foldable and sliding furniture combine a sleeping area, a workspace and storage units that can adapt to the smallest living spaces.

Ori Systems can be controlled in three ways: physically, through an app or via voice control. Allowing residents to do more with less space, Ori creates the versatile home of the future in micro-living contexts.

PHOTO CREDIT:
ORI SYSTEMS



For more information:
orisystems.com

COMPACT

CONCEPTS CONTINUED



IKEA embraces micro-living

Global consumer brands such as MINI, Muji and IKEA are turning their sights on the future of urban living. IKEA is working towards developing multifunctional furniture that fits tight homes. Recent solutions include extendable tables, stackable beds, small modular kitchens and various storage possibilities.

All pieces of furniture create multipurpose living spaces for singles, couples, and families, as

well as for shared accommodations. Moreover, the Swedish furniture giant is testing furniture rental plans that not only counter the lack of space of many living situations, but also constitute a first step towards a general shift from ownership to access. Using is the new having.

PHOTO CREDIT:
INTER IKEA
SYSTEMS



For more information:
lifeathome.ikea.com



Tool libraries for shared living

Why own a drill, a tent, or a vacuum cleaner to only use these things occasionally? Utrecht-based company De Spullenier is opening neighbourhood stores for borrowing tools and other types of objects. Similarly to a library, residents pay an annual membership and get access to the items.

The available products for hire are quite diverse: from sports gear to DIY tools and

gardening equipment. All items have one thing in common: there is no need to own them. De Spullenier is not only a sustainable solution to over-accumulation and household clutter that implements circularity, but also a place of community encounter and sharing. In South Korea, tool libraries have even found their way into the basements of apartment buildings.

PHOTO CREDIT:
DE SPULLENIER



For more information:
spullenier.nl



TREND 3: COMMUNITY

In a globalising world led by technology, social media and individualism, it is no surprise that people might feel a bit alienated sometimes. The old-fashioned community bonds, facilitated by spaces such as the church, the sports club or the office have weakened. A new, less traditional lifestyle with wider personal reach, more globalised personal networks and flexible ties has come in that place, redefining our very notion of community. Popping up in cities around the world, co-living facilities claim the role of the traditional institutions. The civil society is in your house.

THE LONGING FOR BELONGING

“We don’t develop real estate. We manage communities.” These words come from James Scott, Community Manager at the world’s largest co-living facility, The Collective in London. He sees a new role for housing and for real estate companies. Living environments become more important in creating new ties between people, offering a solution for an increasingly important issue in highly-developed cities — loneliness.

It is widely acknowledged that the elderly feel increasingly lonely, but that this is a problem among young adults is a relatively unknown

phenomenon. In the Netherlands, 35% of the people between 19 and 35 say they feel lonely or socially isolated. People living in urban regions suffer even more from loneliness issues compared to their counterparts in suburban, rural or even remote areas.

Paradoxically, living amongst thousands of other people does not lead to more or better social ties. This problem has to be accounted for when designing new housing concepts. A search for belonging is one of the driving forces for people to choose for more community-focussed forms of housing, especially during a stage of life in which

family ties are stretched by living abroad, migration to another city, ending a relationship or leaving the parental house.

INDIVIDUALISM VERSUS COMMUNITY

Generation Y constantly looks for new networks and communities. Having grown up in a networked society, they know about the importance of creating relationships in every aspect of life. Social media has given them an array of online tools with which to do so. But also in their daily lives, they are interested in creating community.

While their parents’ generation of their parents grew up in a world full of collectivity due to larger families, religious communities, close neighbourhoods and have been striving for individual freedom, this generation has grown up in the individual world created by their parents. Moreso than previous generations, they are intrigued by exploring collective ways of working and living.



WE DON'T DEVELOP REAL ESTATE. WE MANAGE COMMUNITIES

IF YOU DON'T ADD VALUE, YOU DON'T RECEIVE VALUE

A great example of a co-living community building upon new networks, Nest in Copenhagen shows that the social networking component of this living environment is very important. Consisting of 21 apartments built exclusively for tech entrepreneurs, work and life truly merge together here. The average resident has seven years of experience in the technology sector, and collectively Nesters have founded a total of 72 startups.

While residents do not necessarily have to have

started their own business, all residents need to be highly experienced and must be working within the startup sector. “If you don’t add value, you don’t receive value,” says resident and Chairman Analisa Winther.

CO-LIVING FOR BORDERLESS TRIBES

Roam is another example of a living environment focussing on the community aspect of living. With housing facilities in London, Bali, Madrid and Los Angeles, Roam is an international co-living community without borders. Starting at \$500 per week, inhabitants gain access to co-living spaces and local communities around the world.

Combining the luxury of a hotel with the community vibe of a hostel, a Roam location looks and feels like a regular hotel, but guests generally stay here far longer than a hotel guest would. The restaurant, room service and lobby that one finds in hotels are replaced by a communal kitchen in which Roam members can cook themselves. Together with

a community manager and event spaces, this allows Roam members to connect with each other.

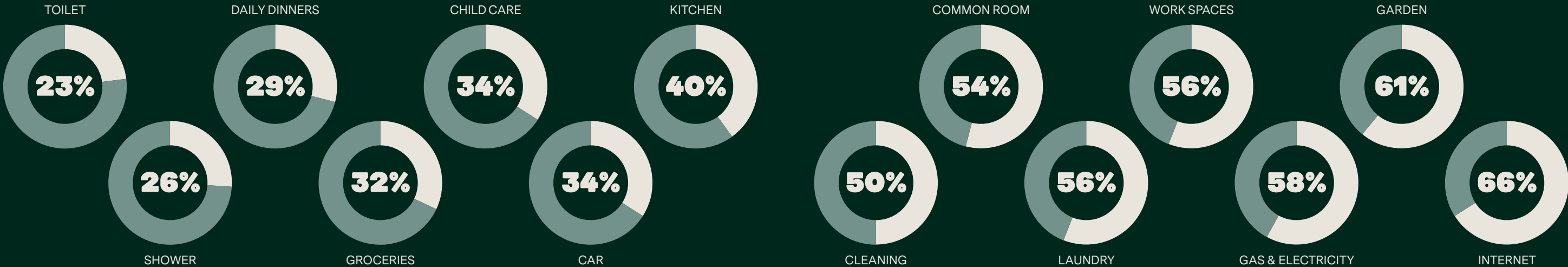
BYE RECEPTIONIST, HELLO SIDEKICK

Just like Roam, Zoku in Amsterdam focuses on the growing international workforce living on a temporary basis in a city that is completely new to them. Building a social life is one of the main focal points for Zoku, and their living environment helps to achieve this. Zoku is a living concept that lies somewhere between hospitality and housing. Their communal spaces located on the top floor of the building are open and welcoming, but intimate at the same time.

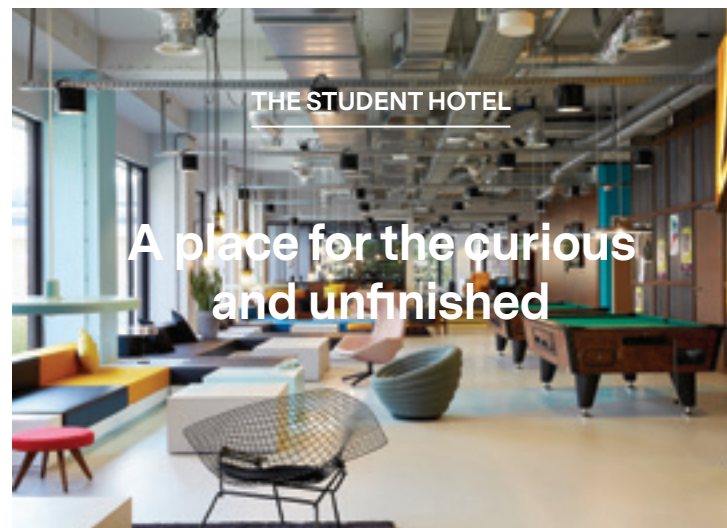
A chef serves food to inhabitants sitting on long, communal tables. Zoku’s receptionists — who are called sidekicks — are not standing behind a desk, but behave like any other inhabitant, merging naturally into the atmosphere while mingling with inhabitants. Their main task is to make inhabitants feel at home and create a vibrant community.

IN NUMBERS

WHAT ARE WE WILLING TO SHARE?



SOURCE: ONESHAREHOUSE.COM (BY ANTON & IRENE)



URBAN LIVING AS A BRAND

Co-living and shared living facilities are popping up in cities across the world. The companies behind them differ from conventional real estate companies and housing associations, especially in the Netherlands, and focus on the top 10% of the market. They do not simply offer homes — they offer urban living with a variety of amenities in order to build a community under their own roof, with a strong sense of community and convenience, as well as a strong attention to branding.

THE GYM AT
CHAPTER
LEWISHAM, UK

TREND 4: CONVENIENCE

When asking The Collective's Community Manager Matthew Lesniak why people want to live in the most famous London-based co-living community, he responded that roughly half of the inhabitants prioritise the community, while the other half finds the services provided to be the most important aspect of their living space. For them, convenience is the most valuable aspect of co-living.

THE CITY IS MY KITCHEN

Today's urban professional is accustomed to high-quality services and prefers spending money on getting the most out of the city. This is compensated for by spending less on larger household items such as furniture or considerable expenses such as groceries.

On average, millennials spend a greater share of their income on restaurants and less on groceries when compared to other generations, according to Bank of America research based on credit card use. One out of three millennials pays a visit to a restaurant once a week, and they top the list when it comes to ordering delivery meals. Money is not spent on housing, but on urban life. The city becomes the living room and kitchen.

ACCESS OVER OWNERSHIP

The rise of the sharing economy is another aspect that is strongly adopted by this generation. Millennials prefer access over ownership. It is not just homes, says Goldman Sachs in their Millennial Report: "Millennials have been reluctant to buy items such as cars, music and luxury goods. Instead, they're turning to a new set of services that provide access to products without the burdens of ownership."

The sharing economy is estimated to grow from \$14 billion in 2014 to \$335 billion by 2025 according to research by the Brookings Institute. "25 years from now, car sharing will be the norm, and car ownership an anomaly," predicts author and economist Jeremy Rifkin.



1/3

OF MILLENNIALS VISIT A RESTAURANT ONCE A WEEK



30%

OF MILLENNIALS HAVE NO INTENTION OF PURCHASING A CAR



78%

OF MILLENNIALS VALUE EXPERIENCES OVER THINGS



2,293%

ESTIMATED GROWTH OF THE SHARING ECONOMY BETWEEN 2014 AND 2025

SOURCE: POP-UP CITY

IN NUMBERS



THE WORLD AT YOUR FINGERTIPS

Young urban professionals are tech-savvy. The first generation that grew up in an Internet era, they embrace services such as Uber, Spotify and Deliveroo — all digital services that share the feature of working smoothly and intuitively, and make the world available at their fingertips. This has created a new standard in the service economy.

The typical young urban professional is happy to pay a bit more for a digital service environment that works smoothly. In short, this generation likes to be served, cares less for owning possessions, is used to new services that make their lives easier, and embraces the idea of sharing goods. This opens the doors for new housing solutions based on a higher level of convenience and sharing of collective spaces, services and amenities.



HYBRID BETWEEN HOUSE AND HOTEL

Co-living is a new way of life in the city as a hybrid concept somewhere in between a house and a hotel. Modern co-living facilities are no longer self-organised living communities as they were in the seventies and eighties.

They are professionally operated accommodations where the managing company organises almost anything for their inhabitants, from basic services such as reception, security, interior design, WiFi, furnishing and mail delivery service to more hotel-like services such as linen, housekeeping, laundry, and dining.

LIVING AS AN ON-DEMAND SERVICE

The next generation of co-living facilities, however, is taking the idea of serviced living one step further.



They do not simply offer a living environment with in-house services, but urban living as an on-demand service. Functions that were not previously considered to be part of housing are now incorporated on-demand to the living environment. Co-livers get easy access to working spaces, fitness, spa and even cinema and gaming rooms.

Even mobility is becoming an integral part of contemporary housing options. Increasingly co-living communities offer a wide range of transportation options, from bike and car-sharing programmes to an indoor Uber reservation desk. In most cases, these amenities are available for non-residents, too. Living becomes an on-demand product in which access to a wide ranges of services can be switched on and off with a fingertip.

CONVENIENCE

CONCEPTS



Private space on demand


Pop & Rest offers people in large cities private spaces to rest, shower and relax.

The private pods for hire are equipped with a single bed, shower facilities, snacks and recharging options such as yoga or meditation.

With rental periods ranging from thirty minutes to two hours, Pop & Rest allows travellers and commuters to disconnect from busy environments such as workplaces, airports and

train stations. Easily bookable via an app, the nap pods offer a convenient alternative to hotel rooms for taking a break from the turmoil of the city.

PHOTO CREDIT:
XAVIERARNAU FOR
GETTY IMAGES

 For more information:
popnrest.com



Renting your mobility


Residents of The Solaire in Battery Park City in New York not only have access to a collective gym and a swimming pool, but also to a dedicated fleet of BMW vehicles, including new i3s electric cars. The exclusive service is provided thanks to a partnership between real estate developers The Albanese Organization and BMW Group's ReachNow car-sharing project.

The first of its kind, the programme aims to

increase the residents' mobility and, at the same time, reduce the number of mandatory parking spaces required for new housing developments.

It also promotes sustainable luxury living, since residents have a vehicle available 24/7 in their building car park without the need to own a vehicle themselves.

PHOTO CREDIT:
BMW GROUP

 For more information:
reachnow.com

CONVENIENCE

CONCEPTS

CONTINUED



The next convenience store is in your hallway

Founded by two former Google employees, startup Bodega brings the convenience of a corner store right into residents' hallways. By setting up small, automated stores in common rooms, gyms or offices, the company makes essential goods available at no distance.

Inside the cabinets, relevant items to the specific location are to be found — whether it is energy bars at the gym, pasta at a student campus

or toiletries at apartment blocks. The cabinets can be opened by simply typing the store code into the Bodega app.

Using computer vision systems and machine learning, Bodega recognises the items that are bought and automatically charges customers' accounts. The company also studies residents' purchasing behaviour at each location and stocks items accordingly.

PHOTO CREDIT:
BODEGA



For more information:
bodega.ai



Tech startup offers room service for residential buildings

Hello Alfred is the new on-demand personal butler. Created by two Harvard Business School graduates, Hello Alfred is an online platform that provides hospitality services for luxury buildings.

The startup combines on-demand technology with highly trained staff to perform a large variety of services, such as tidying, grocery shopping, dry cleaning and package shipping. In the long run, Hello Alfred can anticipate residents' needs and

save them time. The company originally offered its on-demand services to individual consumers.

Now, they are collaborating with property developers and residents of partner buildings can have Hello Alfred subscription as part of their monthly rent.

PHOTO CREDIT:
ALFRED



For more information:
helloalfred.com

2

**WE ARE
GREYSTAR**

SATISFIED RESIDENTS ARE PROOF OF A JOB DONE RIGHT

Greystar's goal is to redefine excellence in apartment living. Above all, Greystar focusses its' efforts on the satisfaction of our residents by providing service-oriented rental apartment complexes with on-site amenities and commercial facilities at locations in, or easily accessible from, large cities. Greystar complexes are managed on-site by a local management team. With this concept, Greystar aims to provide 21st-century living to a large and growing group of urbanites.



For more information:
greystar.com

FULLY-INTEGRATED EXPERTISE

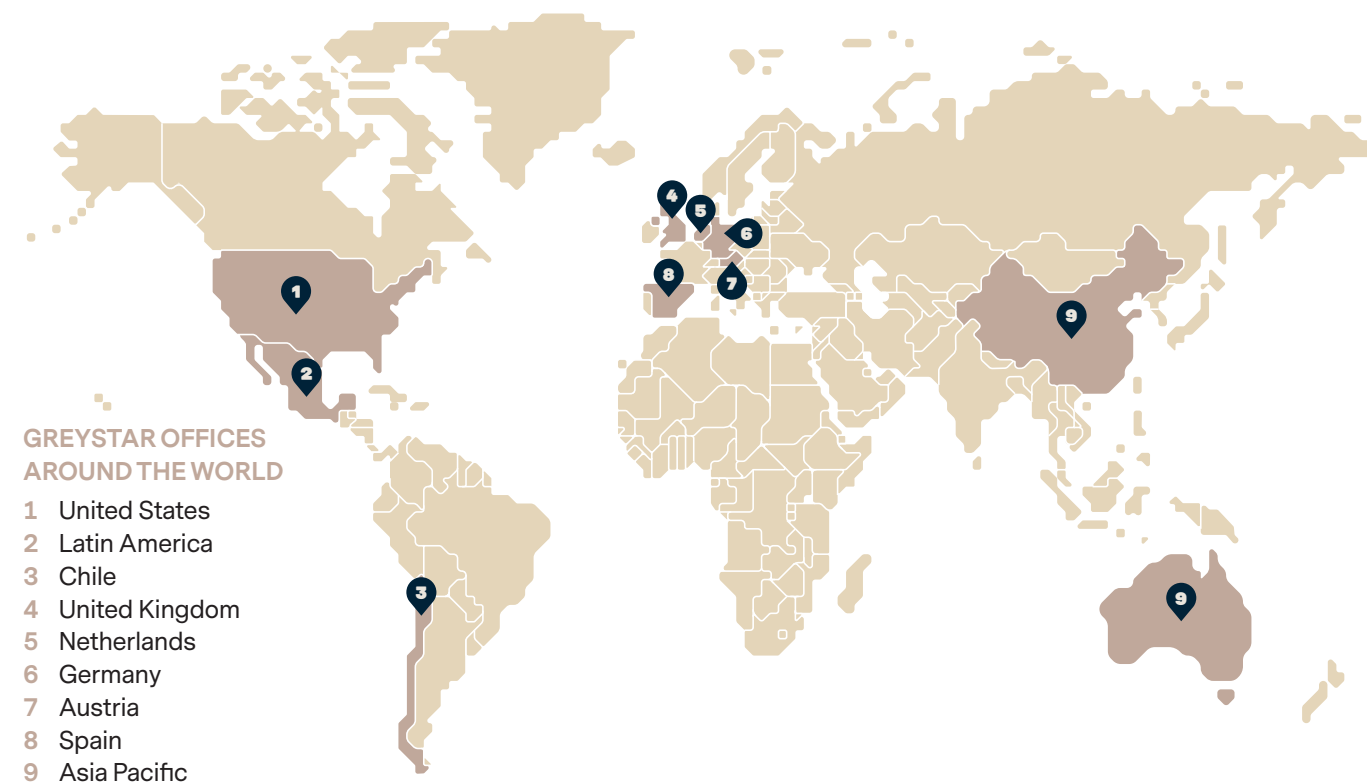
Greystar provides their clients with a full range of services including investment, development, and the property management of rental apartments. Founded in 1993 by Bob Faith, Greystar aims to redefine excellence in apartment living by focussing primarily on people rather than assets.

As a vertically-integrated investment, development and property management platform, Greystar is active in 150 markets across the United States, Europe, Asia-Pacific and South America, with \$21 billion in assets under management and 425,000 homes under management globally. With 25 years of experience in the United States, Greystar is bringing its' multi-

family build-to-rent model to the world.

Since entering the European market in 2013, Greystar has built up a substantial portfolio of high-quality rental properties by investing in student accommodation and newly-developed build-to-rent homes. Greystar has operated in the Netherlands since 2015, when they acquired Campus Diemen Zuid, a complex with 941 student apartments in addition to amenities and commercial areas, which are managed on-site by seven team members.

The corporate team has grown to over twenty skilled professionals, managing the fast-growing Dutch portfolio for students, young professionals and all others attracted to vibrant city life.





OUR PROPERTIES ARE RUN BY EXPERTS WHO ARE TRAINED IN GREYSTAR PROCESSES AND PROCEDURES, TAKING PRIDE IN THE PERFORMANCE OF THEIR COMMUNITIES

PROPERTY MANAGEMENT SERVICES

Greystar manages property on behalf of investment partners, providing residents with world-class customer service and homes. Properties are run by experts who are trained in Greystar processes and procedures, taking pride in the performance of their communities.

INVESTMENT MANAGEMENT SERVICES

Greystar offers a variety of investment vehicles and strategies to fit our investors’ needs. With a vertically-integrated business model and an internationally-oriented platform, Greystar’s global perspective is complemented by deep local knowledge that leverages economies of scale and best practices to source, analyse, and execute unique investment opportunities.

Greystar invests in existing privately-rented properties, office-to-residential conversions, and forward-funded investments in new properties. By investing with a global capital allocation strategy, a risk mitigation focus, and dedicated local operating platform, the goal is to maximise returns for investors.

DEVELOPMENT SERVICES

Greystar searches for the best opportunities for the development and construction of rental accommodation in Europe. Globally, Greystar has over twenty years of development expertise in the asset class, partnering with innovative developers and construction partners to create premier buildings that provide housing options to typically underserved target groups.

WHAT SETS GREYSTAR APART FROM THE COMPETITION

Greystar provides high-quality apartments, buildings, amenities and commercial facilities. What truly sets Greystar apart from the competition is the management concept. First of all, Greystar is the primary operator. Greystar’s goal is to optimise the quality of living in the complexes that we manage. Greystar strives to provide the highest quality service for residents by managing the properties on-site with Greystar employees. This ensures:



Security

Our on-site team knows the residents by name. Every complex has a hospitality desk where the on-site team works and a 24-hour security team.



Convenience

If there are any inconveniences, concerns or complaints, there is one point of contact. The concierge can solve most problems on the spot, while larger issues are handled with the support team. This results in no inconvenient referrals, lengthy holding periods over the phone or having to stay at home during business hours for maintenance visits.



Sense of community

Because our team is on-site, Greystar can facilitate the community-building process, catered the specific needs of each location. This includes organising events, conducting surveys, installing resident committees and initiating community programmes.



Clean living environment

Each hallway is checked twice per day, while the common areas are carefully maintained.



Successful commercial facilities

The on-site team selects and is in direct contact with the tenants of our commercial spaces. Greystar’s goal is to provide facilities that add value for our residents, neighbours and visitors by selecting an appropriate combination of entrepreneurs, franchises and chains.



Low vacancy rates

Since Greystar’s team is 100% dedicated to the property they work for, lease ends and move-ins are closely managed. By keeping track of departures and arrivals, they can greatly minimise vacancy rates.



CHAPTER

LONDON, UNITED KINGDOM

Chapter, a Greystar-operated brand with nine locations throughout London, provides a unique living experience for students from across the globe. With its' exclusive membership system, residents have access to all amenities and events across all Chapter locations, enabling them to build a city-wide community of friends while enjoying extraordinary living spaces in the London student market.





**EACH CHAPTER HAS ITS' OWN
FEEL AND FLAVOUR**

Enjoy Spitalfields Market, walk through
colourful Portobello, be near the heart of
the city in Kings Cross: residents of Chapter
enjoy the rich tapestry that makes London
one of the most exciting cities in the world.



THE CHAPTER EXPERIENCE

Greystar understands that students want to have the time of their life while studying and we do everything we can to make sure that this happens. With distinctive spaces scattered across London, Greystar holds exclusive events for Chapter members and guests, from educational speakers to student fashion shows and parties.

With a passion for providing the best-in-class student accommodation, Chapter provides unrivalled amenities and an event schedule to match, including fitness classes, games tournaments, breakfast clubs, karaoke nights, book clubs, movie nights, talks from industry professionals, networking sessions and more – there is sure to be something for everyone.



For more information:
chapter-living.com

Whether it is the premium interior design, the incredibly fast Internet connection, or the engaging social programme — Chapter aims for a higher standard of living than its competitors, states Chapter's **Regional Operations Manager Peter Burns**.

“Our key drivers are security, location, and the quality of accommodation. But an impressive building is never enough. We put a huge amount of time and effort into creating a community spirit. Most residents are international students with a limited personal network when they first arrive. We work to create an environment to help them to make new friends. We do this by designing the buildings to have comfortable communal spaces — including gyms, study spaces and games areas — as well as an event programme that is accessible to all Chapter members.”

“Most residents stay with us for several years. Taking into account the high ratings we receive from them, I am happy to say that we are doing lots of things right. At the same time, we are constantly striving to improve. We regularly ask our residents for their opinion. What should we change? What would make your stay with us even better? Their feedback is very helpful, and it forms the basis for enhancements to our existing properties as well our newer developments, such as Highbury II and White City.”



PUTTING RESIDENTS FIRST



Laura-Jayne Cannell, Operations Manager at Chapter: “student housing in the United Kingdom comes with a connotation of poor standards. We want to change that by making our residents feel at home, and part of a community. Birthday balloons, a box of chocolates to thank a resident who has helped someone else — it’s all about the little things. Chapter does not just offer a place to live; it offers an experience.”

Much effort is put into the personal development of residents. “Our students do not just want to acquire their degree and leave — they want more. We inspire them to realise that they are members of a community.

“That is why we actively connect with the neighbourhoods in which the Chapter residents live. We ran a pilot project in which we linked our residents with local youth, who came in for sports matches, psychosocial support, career planning, or work experience programmes.

“It makes them reconsider their aspirations, and it makes our students take on a role as mentors. It is great to welcome an eighteen-year old on their first day living in a Chapter building and see a totally different person leave Chapter four years later.”

ENRICHING THE LOCAL COMMUNITY



COMING SOON

SAILMAKERS

LONDON, UNITED KINGDOM

Our design-led ethos is to create places people want to stay. Due for completion in the third quarter of 2018, Sailmakers will be three buildings situated on the South Quay of Canary Wharf in London. The development will create an attractive, facility-rich community with 355 rental units (327 private and 28 affordable), and over 1,500 square metres of amenity space including a fully-equipped gym, club rooms, and lounges.



For more information:
sailmakers-e14.com





COMING SOON

GREENFORD

LONDON, UNITED KINGDOM

Bringing a derelict 820,000-square-metre site in the heart of Greenford back to life, Greystar's Greenford development will be a vibrant, mixed-use neighbourhood on the banks of the historic Grand Union Canal. The project will include 1,965 new homes of different sizes spread across seven buildings. A total of 1,439 homes will be available for rent from Greystar, with 526 additional homes available for sale.

The development injects a wealth of new amenities for residents and the local community alike, including local shops and workspaces, a grocery store, restaurants, cafés, a cinema, and offices. Curated public spaces, a landmark central square, and a pedestrian bridge over the Grand Union Canal will complete the project.



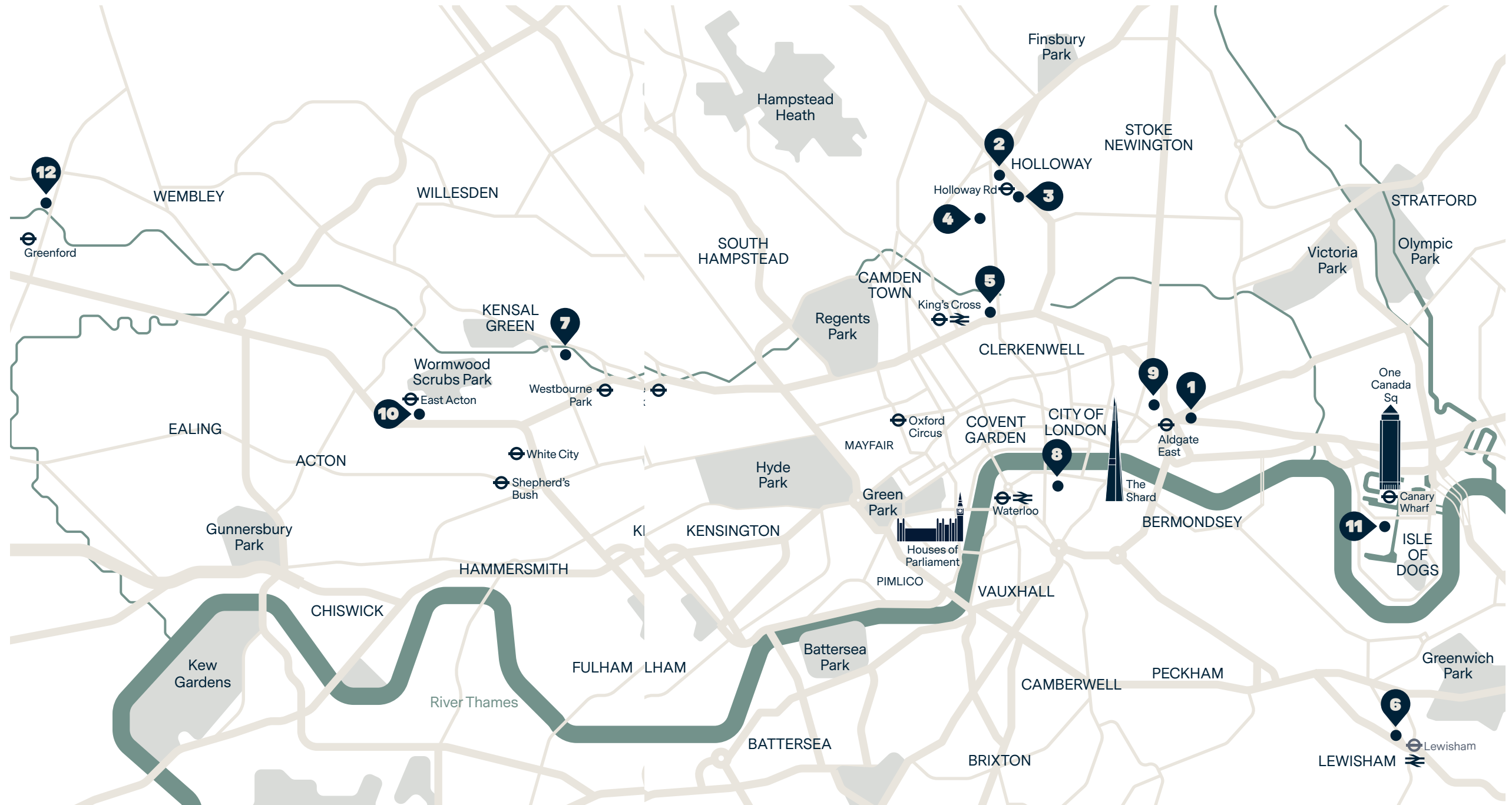
For more information:
greystar-greenford.com



GREYSTAR IN LONDON

Since entering the market in 2013, Greystar has built up a significant high-quality rental portfolio by investing in student accommodation and newly developed build-to-rent homes. In Europe, the team has grown to over 220 skilled professionals, leading the way in investment management, development and property management of rental communities, all exemplifying the core values of Greystar that provide the infrastructure for our success.

- 1 Chapter Aldgate
- 2 Chapter Highbury
- 3 Chapter Highbury II
- 4 Chapter Islington
- 5 Chapter Kings Cross
- 6 Chapter Lewisham
- 7 Chapter Portobello
- 8 Chapter South Bank
- 9 Chapter Spitalfields
- 10 Chapter White City
- 11 Sailmakers
- 12 Greenford



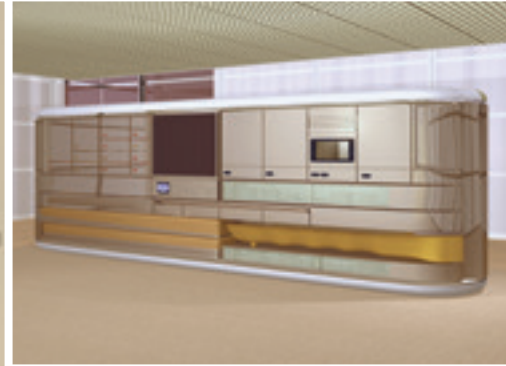
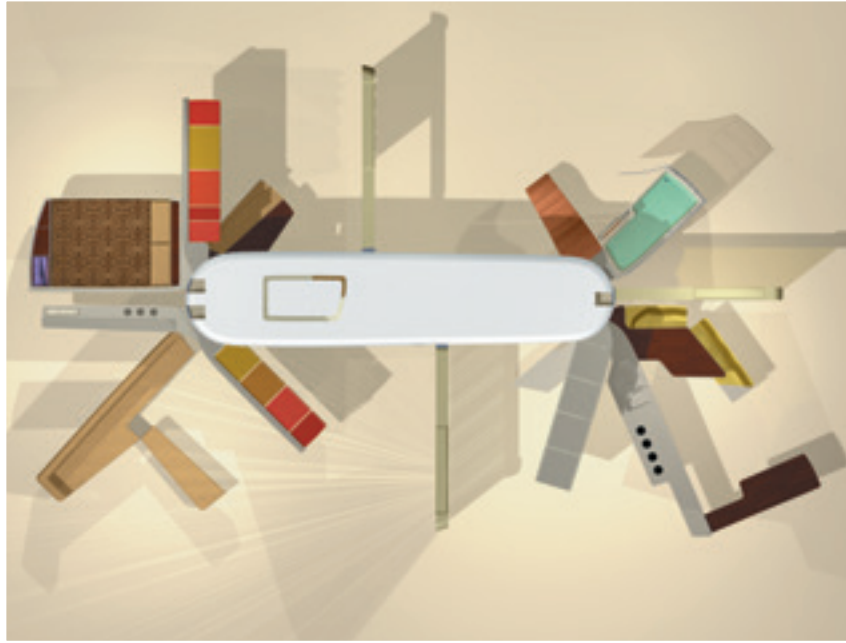
PICTURED RIGHT: AMENITIES
ON THE GROUND FLOOR IN
GREENFORD FUNCTION AS A
CROSSOVER BETWEEN THE
RESIDENTS AND THE PUBLIC

'THE COMMUNAL SPACE SHOULD BE THE BEST SPACE IN THE BUILDING'



What does the future of living look like? This question has always intrigued **Gary McLuskey**, architect and **Global Managing Director of Design** at Greystar. We spoke to him about his views on Greystar's global design standards, and how to tastefully apply these in local projects and conditions.





PICTURED: MAISON CANIF — A MULTIFUNCTIONAL APARTMENT WITH A SWISS ARMY KNIFE-INSPIRED INTERIOR

McLuskey has over two decades of experience as an architect and interior designer. He has also been an Associate Lecturer at the University of the Arts London for the past fifteen years. With Softroom, a studio he founded with a couple of friends from university in 1998, he ran a monthly section in Wallpaper* magazine around future living.

“One of the most famous ideas that we presented was Maison Canif, a multifunctional apartment with a Swiss army knife-inspired interior” — a concept ever-so-relevant today with the rapidly evolving micro-living developments in cities across the globe.

Before joining Greystar, McLuskey worked as a strategic design advisor on major residential development projects across London. “Real estate companies asked me to review and improve the designs of new developments — the quality of the apartments, how the ground floor should interact with the public realm, and so on. What interests me



ALLOWING RESIDENTS TO AVOID COMMUNAL SPACE IS AS IMPORTANT AS GIVING THEM ACCESS TO IT

are developments that offer something back to the context rather than taking from it.”

LANDSCAPING AS A KEY COMPONENT

In January 2016, McLuskey became Greystar’s Global Design Director. In this role, he oversees design strategy, innovation and design standards, supporting global design activities and assisting

WHAT IS MULTI FAMILY HOUSING?

Multi-family is a classification of housing where multiple, separate housing units for residential inhabitants are contained within one building or several buildings within one complex. The buildings can be developed for several target groups, meaning that multi-family housing does not only cater to families.

Greystar’s multi-family complexes are purposely developed for the rental market. The main goal is to satisfy the residents, with amenities such as a welcoming front desk, lounge areas and lively areas with bars and restaurants. The wide selection of efficient unit layouts, high-quality finishes and cozy lounges, however, make residents feel right at home.

local teams in delivering development projects.

“At first, I didn’t know much about multi-family developments, so I spent a long time investigating them, especially in the United States.” McLuskey’s first major project was creating the plan for Greenford, a redevelopment project on the banks of the historic Grand Union Canal that was comprised of 1,965 homes, offices, amenities, and public spaces.

“There are going to be nine buildings, but we had only one architect on the scheme; I proposed to bring in five. One architect was responsible for the masterplan, while the others were given their own buildings in order to add variety to the project. We really wanted the local authorities and the local community to be involved in the process, too, because we were going to be challenging a lot of policy assumptions on how you should design housing.”

The public spaces will be a major element of

Greenford, which includes a central square and a pedestrian bridge over the Grand Union Canal. McLuskey admits he is a big fan of placemaking — a collaborative process of creating public spaces in order to maximise shared value — and its’ main principles. “In all of our developments, we try to create a landscape hub as a central public space all buildings around it benefit from in the tradition of a Georgian square.”

INTRODUCING A NEW WAY OF LIVING

Reshaping the very idea of multi-family housing — also known as serviced living and one of Greystar’s major focal points — is among McLuskey’s main interests in his role as Global Managing Director of Design.

“Except for the United States, well-managed multi-family housing simply does not exist in the global market. I found that the Greater London Authority’s policies on how housing should be designed were still based on underfunded, poorly-managed council housing from the 1970s: that is a different definition of multi-family. Together, we convinced the authorities to rethink their guidelines, which they did,” says McLuskey.

The new housing design policies made Greenford the first multi-family development in the United Kingdom, creating a windfall of similar developments domestically and orienting Greystar towards being an expert in the field and globally. “We want to bring a new way of living to different locations in cities and because it’s so new, we’ve set up a global network within Greystar for local design teams to exchange knowledge, so a project in Shanghai or Mexico City can learn from a project in Amsterdam. It’s important to facilitate this, as it fosters innovation.”

VILLAGES INSIDE BUILDINGS

Living environments are subject to tremendous change in many cities. “There are massive improvements in the quality of service,” says

McLuskey, “and in terms of architecture and interior design, the spaces that we are creating today have never existed before in residential developments. Gyms, combined workspaces, common dining rooms, cinemas. Creating those spaces allows people to interact. However, giving residents the ability to avoid the common space is as important as giving them access to it.

“Sometimes you don’t want to bump into anyone. But if you want to, the opportunity should be there.” Designing and positioning communal spaces inside residential buildings is a new territory for many architects. “I’ve seen co-living developments in which the amenities were all positioned in the dead spaces of a building, but that is the wrong approach: the communal space should be the best space in the building. It should be visible on the ground level as a crossover between the public and the private, for instance.

“Or on the rooftop, located where a penthouse would normally be found in the luxury real estate listings. This means residents can all experience penthouse living, creating a more democratic experience in multi-family buildings.” The challenge is in creating spaces that cannot be possessed by residents, but are private enough at the same time. “You should have groupings of furniture and room dividers like bookshelves, but also make it feel open. In Greenford, all of the space around the buildings will be public, as will the entrance. In the United States, your first encounter upon entering would generally be the concierge desk. Here, we introduced a café as a crossover between the residents and the public.”

As the balance between life and work is changing, shared workspaces have started to



ARCHITECTURE SHOULD GIVE SOMETHING BACK TO THE CONTEXT INSTEAD OF TAKING FROM IT

appear in multi-family developments. “On the ground floor, in the café or attached to the café: it’s something we are looking into quite heavily at the moment.”

ENVIRONMENTS PEOPLE WANT TO LIVE IN

Similar to Greenford, the landscape will be an important element of the Community Campus that is being developed in OurDomain Amsterdam South East. McLuskey: “I’m talking about landscape as a dynamic space that people interact with, where events can take place. A landscape that needs to be actively maintained, and that’s what we do.

“One of the most critical things for Greystar’s buildings and the landscapes that surround them is that they have to be appealing every single day. Because every single day, we are renting apartments. Every single day we are trying to create environments that people want to live in.”



PICTURED: THE LANDSCAPE DESIGN IS A KEY COMPONENT OF THE HOLENDRECHT DEVELOPMENT.

IMAGES COURTESY OF KARRES+BRANDS



For more information:
campusdiemenzuid.nl

CAMPUS DIEMEN ZUID

**AMSTERDAM/DIEMEN,
NETHERLANDS**

Campus Diemen Zuid is a student campus just outside the centre of Amsterdam, ideally located adjacent to the Diemen-Zuid train and metro station. The campus spans five converted office buildings with 941 rental apartments containing private kitchens and en-suite bathrooms, providing an ideal student home.

This large-scale project, redeveloped by Snippe and acquired by Greystar in 2015, has been completely repurposed for student living. On-site facilities include a medical centre, a supermarket, five restaurants and cafés, an indoor and outdoor lounge area, two study areas, ample sports facilities, 24-hour security and a hospitality desk. Community events are organised by the on-site Greystar team.



THE SELLING POINTS OF CAMPUS DIEMEN ZUID

Jeroen Coster is the **Community Manager** of Campus Diemen Zuid. As the contact person for the residents, commercial tenants, and other local actors, he is a familiar face in the area.

The campus, with its first residents moving in September 2013, has some unique selling points that distinguish Campus Diemen Zuid from other housing developments, says Coster. First and foremost, providing service and security to campus residents are key focus points for Greystar: “residents can come to our hospitality service desk more than forty hours a week, while our security service is available day and night all throughout the year.” The goal of this is to ensure that the campus management is accessible to all residents and that, should something happen, a helping hand is never too far away. Additionally, a residents committee that is in monthly contact with Greystar allows tenants to communicate their needs and wishes.

A large variety of the facilities that Campus Diemen Zuid offers — ranging from study rooms and a community lounge to a private garden and gym — constitute the third unique aspect of the campus. “All of the facilities and activities are meant to encourage people to meet their neighbours. The amenities present on the campus are carefully selected and supported by Greystar where necessary, so that they can make a meaningful contribution to creating an attractive community and living environment for



both campus and surrounding residents.” Coster personally contributes to building this community by connecting residents and business operators and being a familiar face on the campus.

Coster also notes that Campus Diemen Zuid is highly accessible, with public transportation connections at the nearby metro and train stations, as well as a number of buses, giving the complex good connections with all of Amsterdam’s major educational institutions. “Within fourteen minutes, you are in the centre of Amsterdam,” Coster indicates. As a last unique component of Campus Diemen Zuid, Jeroen mentions its tidiness. “We often receive positive feedback from our users about the cleanliness of our buildings and public spaces — it’s the first way to make our mark!” When Coster and his on-site team reach the intersection of each of these unique selling points, they know that they have not only achieved their targets as a provider of housing but also made tangible improvements to the everyday lives of their residents.

PORTRAIT OF A RESIDENT

A PLACE FOR YOURSELF



Marina Hüls (25) has lived at Campus Diemen Zuid since August 2014. She is studying to become a physiotherapist and already works as a social worker four days a week in Amsterdam.

WHAT ATTRACTED YOU TO LIVE AT WCAMPUS DIEMEN ZUID?

“The location of the campus seemed ideal for me. At the time of moving here, I had started an internship in IJburg, which I could reach easily by bike. The same goes for the city of Amsterdam, actually — my friends there are only a short bike ride away. With the metro and train station at a stone’s throw away, I also don’t have to worry about travelling to Nieuwegein every week for my studies.”

TO WHAT EXTENT DO YOU TAKE PART IN THE SOCIAL LIFE ON THE CAMPUS?

“Even though there are a lot of things that can be done on-campus, I must say that I deliberately don’t take such an active part in them. I work and study on most of my weekdays and since my football practices already take up two evenings a week, I find it very comforting to be able to relax at home — that is the advantage of really having a place to yourself.”

WHAT ARE YOU MOST PLEASED WITH LIVING ON CAMPUS DIEMEN ZUID?

“The security team on campus is active all day and night, which makes me feel quite safe, especially when I am coming home late at night. Additionally, I think the service is of high quality — the people at the hospitality desk are easily approachable and eager to help you whenever you need it.”

PORTRAIT OF AN ENTREPRENEUR



Mijndert van der Ploeg is the manager of the **Albert Heijn** supermarket on Campus Diemen Zuid. Four and a half years after the opening of the store, his only complaint is about size: “I wish I could make this place twice as big!”

The opening of the compact supermarket (385 square metres) in October 2013 was what van der Ploeg calls “pioneering” — taking a leap of faith and starting a franchise from scratch, with no community of consumers present at all. As a franchisee, Van der Ploeg was able to tailor his

supermarket, aiming to precisely meet the needs of his customers. According to him, the “all-round assortment” that is on offer in his Albert Heijn location is the key to its’ current success, attracting students living on campus, workers from the nearby offices, and families residing in surrounding neighbourhoods.

Van der Ploeg argues that, by being accessible to everyone and surrounded by a wide variety of other amenities, the supermarket on campus has been able to contribute substantially to the community feeling and liveability of the campus. He partners with Greystar and other facilities on campus in offering new residents a goodie bag with a selection of campus products: “that is how you create a welcoming feeling.”



CONSTANT IMPROVEMENT THROUGH FEEDBACK

Albert Heijn, the pizzeria, and the new lounge and garden are the most appreciated amenities among residents of Campus Diemen Zuid. Greystar continuously monitors the customer satisfaction levels of its’ properties using the Kingsley system: residents receive an online survey after a viewing, two weeks after their move-in date, as well as a yearly satisfaction survey.

Each month, an automatically-generated report offers the latest insights into how residents feel about their living environment, enabling Greystar to improve and change on the fly. Based on the feedback solicited from residents, Greystar added two new study rooms, a community lounge and garden last year to Campus Diemen Zuid.





FROM FOOD TRUCK TO RESTAURANT

Stefano Candido is the passionate owner of Margherita Tutta la Vita, an Italian restaurant located on Campus Diemen Zuid.

In the nearly two years that his restaurant has been open at Campus Diemen Zuid, Candido's restaurant has grown into a popular place to visit for people residing on and outside of the campus. Before opening Margherita Tutta la Vita, Candido was making pizza from a small food truck in the nearby Bergwijpark, selling many to the residents of Campus Diemen Zuid. Greystar approached him with an offer to open his own restaurant on the campus. "I was looking for a place to start for myself at that time — it was a good deal for both me and Greystar, who really help me where needed and understand what I want," says Candido.

Candido aims to make his restaurant a place where people can feel comfortable, relax and enjoy handmade pizza. It is meant to be a welcoming place for everyone: "our key principles are to never be pushy with the customers and to be friendly to all." Candido explains that Margherita Tutta la Vita's customer base is quite diverse: "there are three main categories of customers that we have here: students, office workers, and families with children."

In order to cater for students specifically, Margherita Tutta la Vita's menu features student friendly prices and an on-campus delivery service.





PORTRAIT OF A RESIDENT

I IMMEDIATELY FELT AT HOME

Chiel den Hollander (26) has lived at Campus Diemen Zuid for nearly three-and-a-half years. He studies commercial economics and runs his own catering company.



WHAT DO YOU THINK OF YOUR APARTMENT AT CAMPUS DIEMEN ZUID?

“It suits me quite well. I have a private bathroom and kitchen, which I am both pleased with. The kitchen is particularly great, since it helps me to prepare my catering activities. Additionally, before starting my studies in Amsterdam, I lived on my own, too, in Maastricht. Moving to the campus allowed me to keep living in such a way.”

WHAT IS THE ATMOSPHERE LIKE LIVING ON-CAMPUS?

“I immediately felt at home when I moved here. I am a sociable person, so I liked it to be surrounded by a lot of other students. Through parties organised on campus and my former work in Restaurant IJgenweis — formerly known as Grand Café Berlin — and the bar Berlin@Night, I got to meet a lot of new people. It helped me in finding my place on the campus. There definitely are enough opportunities to socialise on the campus if you would want to — but if you would rather not, that's also perfectly fine.”

A PLACE FOR CREATIVITY

Nicholas Singer runs the Global Dance Centre, a dance studio at Campus Diemen Zuid that offers a wide range of classes and activities.

PORTRAIT OF AN ENTREPRENEUR



After a long search for a new building to house his dance studio, Singer finally found the perfect place at Campus Diemen Zuid: “Greystar understood well that if you bring a creative company in a place where people live, that would be an automatic marriage.” As the name itself suggests, Global Dance Studio is a place where all nationalities and ages are welcome, and that involves a number of dance styles, including breakdance, hip-hop, jazz, African dance and ballet.

The clientele of the studio is quite diverse: not only students living at the campus, but also families from Diemen and people who live further afield. More than two years after opening, Global Dance Studio has established a strong community at the studio: “when I come here in the morning this is just an empty space,” says Singer, “but when the people start coming in it becomes a place where people share a passion.”

Singer views the atmosphere at Campus Diemen Zuid quite positively: “I think the campus shows growth and shows that the developers are open for change.” He believes that the village works really well, since all places and activities are well connected: “everything is spontaneous and organic here. After people come to dance, they feel hungry and they go straight to the pizzeria or to the supermarket.”

THE COMMUNITY LOUNGE IS AN AMAZING PLACE TO GET TOGETHER

Friends and fellow dentistry students **Giulia Krol** (25) and **Zerina Arslan** (25) moved to Campus Diemen Zuid two-and-a-half years ago. They were introduced to the campus by a common friend and were immediately drawn to the idea of living there.

WHAT MADE YOU WANT TO MOVE TO AND LIVE AT CAMPUS DIEMEN ZUID?

Arslan: “First of all, I really think the location is optimal. It is close to the metro, with which it only takes a few minutes to travel to our studies at the dentistry institute, ACTA. Actually, I have the feeling that we live in Amsterdam.”

Krol: “Yes, I agree about that — a lot of things are easily accessible from here. Additionally, what I like about the campus is that you have your own room and kitchen, so that you can take a rest whenever you want.”

Arslan: “There are also a lot of facilities that you can make use of, such as the Albert Heijn and the tennis court that we sometimes play on together.”

ARE THERE ANY OTHER FACILITIES THAT YOU USE TOGETHER?

Krol: “The gym is another good example of that. I follow group lessons of zumba, pilates, and boxing there. It’s great to have that literally just around the corner.”

Arslan: “Indeed. The new community lounge is an amazing place to get together, too. We have had movie nights there on the big screen and we were also once invited to a game night by people that we didn’t know before.”

Krol: “That was a lot of fun. We still see one of the girls we met that night. Tomorrow morning we will also attend the free monthly communal breakfast event that is organised by the hospitality desk — I’m curious what it will be like!”

PORTRAIT OF A RESIDENT





'GREYSTAR'S INTEREST IS OUR INTEREST'



Lex Scholten, Diemen's Alderman for Urban Planning, reflects on how the campus has brought a tremendous liveliness to the satellite town of Amsterdam.

"Thanks to Greystar, Campus Diemen Zuid has become a dynamic place, with all its' amenities — the restaurants, the shops, the dance school. You clearly see the company's active role in maintaining this vibrant community and making the area function well over the long-term. Look at the different types of public spaces on Campus Diemen Zuid. I always refer to public space as a living room for the community, and that's what they created here. Their interest

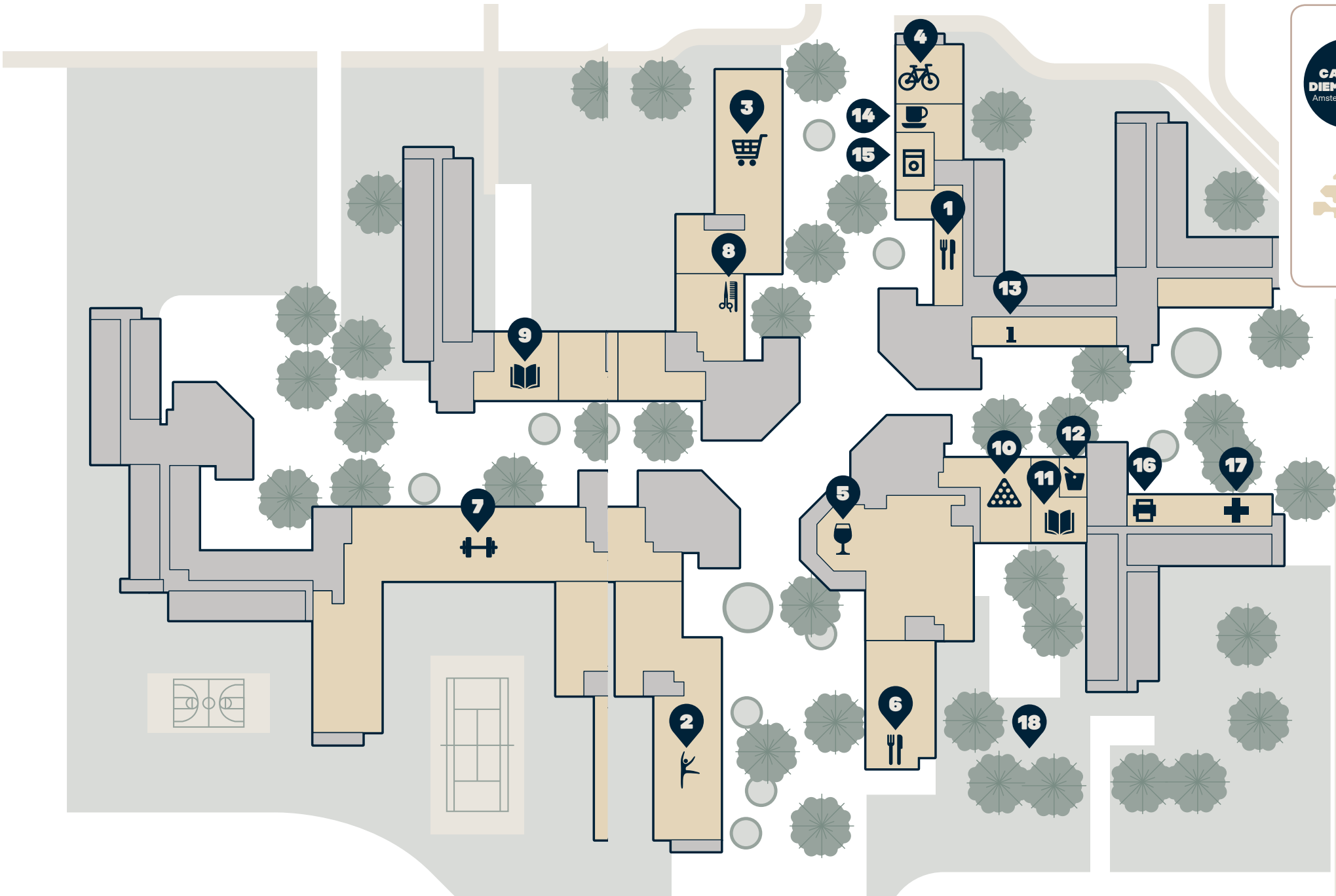
aligns with the public interest, and that makes them a great partner."

"Campus Diemen Zuid was the very first project in the transformation of the Bergwijckpark Zuid. This is going to be a very dense part of town. Just around the corner, we are building Holland Park with a total number of around 4,000 homes, and Campus Diemen Zuid itself is getting an extension with another 800 units. Thanks to the campus, all of the amenities for all of these new inhabitants we are going to welcome are already there."

CAMPUS DIEMEN ZUID

Greystar has operated in the Netherlands since 2015 when it acquired Campus Diemen Zuid. This large-scale transformation consists of a complex with 941 student apartments, amenities and commercial areas. This is managed on-site by seven local team members and partners on cleaning, maintenance and security. The corporate team has grown to over twenty skilled professionals, managing the fast-growing Dutch portfolio for students, young professionals and all others attracted to vibrant city life.

- 1 Margherita Tutta La Vita (pizzeria)
- 2 Global Dance Centre (dance school)
- 3 Albert Heijn (supermarket)
- 4 Rijwielreus (bike shop)
- 5 Grand Café Berlin
- 6 Jacob's Kitchen (restaurant and bar)
- 7 Full of Life Fitness
- 8 MosFox Beauty Salon & Barber
- 9 Study room
- 10 Launch and game room
- 11 Study room
- 12 Cleaning services
- 13 Hospitality desk and on-site team
- 14 Louffee Coffee
- 15 Launderette
- 16 Multicopy (print shop)
- 17 Medical centre
- 18 Residents' garden (hangout, BBQ, vegetable garden)



3

Welcome to
OUR **DOMAIN**

We live in the 21st century.
Where we can choose not to choose.
And dream of settling down without settling for less.

We want shared living and our own place.
We want to live luxuriously and affordably.
A safe haven in the middle of everything.

We want a place where we can grow,
thrive and go for pizza together.
Where we can live independently,
but still have all services we need.
Where peace and quiet and a
buzzing atmosphere can coexist.

This is no castle in the air.
It's real and it's here.





For more information:
thisisourdomain.com

21ST-CENTURY LIVING, MANAGED BY GREYSTAR

More people are living in cities than ever before and, as a result, the demand for high-quality apartments has never been higher. OurDomain is the brand name for 21st-century urban living complexes, proudly managed by Greystar, built to cater towards students, young professionals and all who are attracted to vibrant city life. OurDomain complexes are close to city centres with convenient public transportation links and a diverse range of facilities that enrich and simplify our residents' fast-paced, urban lifestyle. Facilities include work and study spaces, gyms, bars, restaurants, a laundrette, a supermarket, parking, 24-hour security and a service desk. OurDomain provides a variety of rental options including furnished, unfurnished, long and short-stay apartments. OurDomain complexes are managed on-site by a locally-based Greystar team, offering high-class service and organising community events.



COMING SOON

OUR DOMAIN

AMSTERDAM DIEMEN

OurDomain Amsterdam Diemen is developed adjoining Campus Diemen Zuid, featuring 696 apartments for students and young professionals. At the same time, Campus Diemen Zuid will be enlarged by 78 apartments.

There will be a mixture of small, medium and large studios and one-bedroom apartments, for both short-term and extended stay. All of them will be finished, and about 70% will also be

furnished. The complex will offer extensive on-site amenities such as a resident lounge, study/work area, game room, rooftop terrace, restaurant/café, underground car and bicycle parking, cooking studio, launderette, theatre room, courtyard gardens, on-site security and service desk. Construction started in September 2017, and the opening is projected in the second to third quarter of 2019.

PARTNERS:
GREYSTAR,
VAN WIJNEN,
OZ ARCHITECTS,
MUNICIPALITY
OF DIEMEN



COMING SOON

OUR DOMAIN

AMSTERDAM SOUTH EAST

OurDomain Amsterdam South East is an area development from a vacant site, an empty office building, and an old parking building into a complex with three new residential buildings. The site is located adjacent to Amsterdam Holendrecht station and opposite the Academic Medical Centre (AMC) hospital.

There are 1,559 apartments spread across the three buildings, all surrounding a publicly-accessible park on top of a parking garage with approximately 400 parking spaces. The largest building, Building A, contains 955 studios for

students. Buildings B and C contain 604 one- and two-bedroom apartments for a wider target group. A wide variety of facilities will be available on the ground floor areas, including catering and a supermarket in Building A and a gym in Building C, which residents and non-residents alike will be able to use.

The publicly-accessible courtyard area between the three buildings offers the neighbourhood a pleasant walking route to and from Amsterdam Holendrecht station and is meant to be an inviting place for relaxation and meeting.

PARTNERS:
GREYSTAR,
BLAUWHOED,
OZ ARCHITECTS,
BOUWCOMBINATIE
HOLENDRICHT,
MUNICIPALITY
OF AMSTERDAM



COMING SOON

OUR DOMAIN

ROTTERDAM BLAAK

OurDomain Rotterdam Blaak is a new development on a prime downtown location in Rotterdam. Situated on the bank of the Maas River and next to the Rotterdam Blaak station and Markthal shopping centre, it has excellent public transportation connections.

The development is comprised of 612 units in a landmark building of 24 floors with a sky lounge, views over the Maas River and a river-front

terrace. There will be a mix of studios and one-bedroom units, with a combination of short and extended stay.

Amenity spaces will include a resident's lounge, gym, study and working rooms, rooftop terrace, café, bicycle parking and a service desk. Archeology works have started on-site and construction is expected to commence soon.

PARTNERS:
GREYSTAR,
STEBRU, BOAG,
TANGRAM
ARCHITECTS,
MUNICIPALITY OF
ROTTERDAM



THE BUILDING IS THE MEDIUM, THE MEDIUM IS THE MESSAGE

Headquartered in a former church on one of Amsterdam's most picturesque canals, KesselsKramer have been responsible for some of the most legendary marketing campaigns in the Netherlands. Greystar asked the creative communications agency to come up with a brand strategy for its' new serviced living concept. We sat down with **Managing Director Pieter Leendertse** and **Strategist Jaap Grolleman** to hear the story of OurDomain.

A BRAND FOR A VERSATILE LIFESTYLE

With offices in Amsterdam and London, KesselsKramer not only creates brands and communication campaigns, but also exhibitions, books, and even products. "We are probably more of a communications and design agency than an advertising agency," says Leendertse. In 2016, KesselsKramer was commissioned by Greystar to give shape to its soon-to-be-launched branch of serviced living, initially focussing on students and young professionals in the Netherlands and abroad. "It is a target group that is ambitious and



OURDOMAIN OFFERS THE AMENITIES OF A HOTEL, BUT FEELS LIKE A HOME



PICTURED, FROM LEFT: JAAP GROLLEMAN AND PIETER LEENDERTSE OF KESSELSKRAMER



WE WANT TO ENHANCE AND SHOW THE SENSE OF COMMUNITY IN A SUBTLE WAY

focused on personal growth. Individualists, but also networkers who appreciate being part of a community.

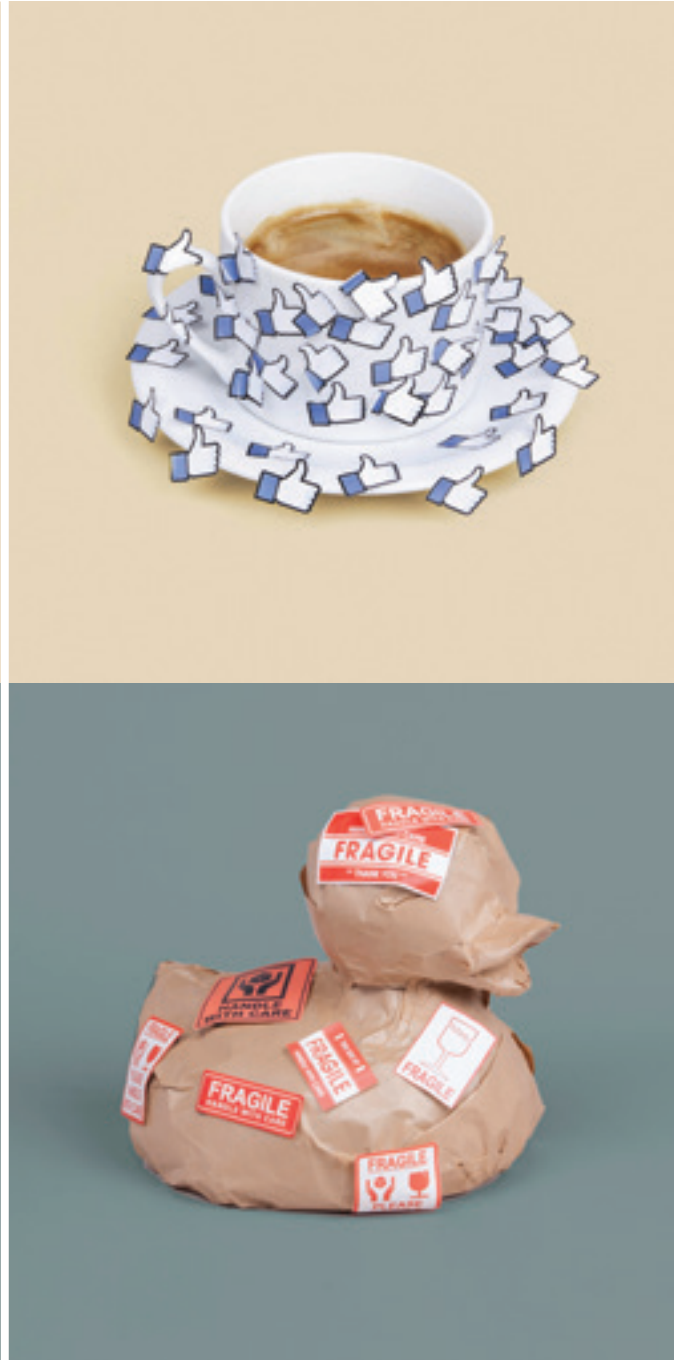
Leisure plays an important role, too. They want to live a versatile life, close to the city, close to work, and close to friends,” explains Grolleman. KesselsKramer created a series of possible brands out of which OurDomain was chosen — a name that embodies the ambivalent attitude of its target group. “Personal space versus shared space, convenience versus affordable living. It’s also in the manifesto that we created to bring the brand to life: ‘We can choose not to choose. And dream of settling down without settling for less’.”

THE FEELING OF HOME

KesselsKramer created a timeless visual identity for OurDomain, featuring bold, classy typography and a calm, homely palette of colours. “OurDomain may offer the amenities of a hotel, but it feels like a home. That’s why we created a supportive visual style that’s not too expressive,” says Leendertse.

Potential residents will be triggered by intriguing advertisements on the streets, featuring raw, edgy photography. “But once you’re inside the building you won’t run into the OurDomain logo too much. It will blend into the background.” KesselsKramer has left plenty of room for residents to personalise their immediate surroundings.





“The apartment numbers, for instance, can be transparent, so you can slide your photo behind them. Residents could also be able to modify their rooms by choosing their own furniture.” At the same time, graphic elements in the interior will facilitate the idea of community, such as a wall board at the entrance with photos of the hands of the residents waving hello. Grolleman adds that “we want to enhance and show the sense of community in a subtle way.”

THE BUILDING IS THE MEDIUM

KesselsKramer works with all types of media, and space is one of them. The agency was involved in Floriade 2022, created the I Amsterdam brand, and developed the

communication around Citizen M. Location also plays an important role in the brand identity of OurDomain.

“Space becomes more and more of a medium in itself,” admits Leendertse. “We are being asked a lot by architecture offices to think about the communicative value of their buildings. Up until a decade ago, architecture was a purely abstract matter. But as of today, buildings are required to contain more than just their functions. They should tell a story.”

The OurDomain brand was developed before any of the buildings. “That is pretty interesting,” concludes Leendertse. “After working on this project for almost two years, I can’t wait to see it come to life.”

DESIGNING FOR DIVERSITY

Tessa Vos is co-founder of Publik & Vos, a design agency for hospitality businesses, offices, and brands. Greystar asked them to develop the interior concept for the common spaces of OurDomain. Vos explains how storytelling is at the heart of the agency's design philosophy.

TWELVE ARCHETYPES

The challenge for Vos and her colleagues was to design collective spaces different types of people can identify with. "That is why we took psychoanalyst Carl Jung's theory of archetypes as a starting point," explains Vos. Jung believed in the existence of twelve different types of people with their own set of values that determine their behaviour. "We divided these into four main groups, each with a unique palette of colours, forms and materials.

PINK MEETS BLUE

Every common space within OurDomain — the meeting area, the study space, the kitchen — corresponds with two of the groups, creating a spark between them. The interior of the meeting spaces, for example, will be a mix of minimalist materials (structure) on the one hand, and playful, colorful elements (connection with others) on the other. Pink meets blue, plant meets concrete, hard meets soft.



CARL GUSTAV JUNG

**THE MEETING
OF TWO
PERSONALITIES
IS LIKE THE
CONTACT OF
TWO CHEMICAL
SUBSTANCES:
IF THERE IS
ANY REACTION,
BOTH ARE
TRANSFORMED**



4

OUR DOMAIN
AMSTERDAM
SOUTH EAST



THREE BUILDINGS, 1,559 APARTMENTS, A ZILLION AMENITIES

Together with Blauwhoed, OZ Architects, Bouwcombinatie Holendrecht and the Municipality of Amsterdam, Greystar is taking the lead in transforming Amsterdam's monofunctional Amstel III district into a mixed-use neighbourhood. Located adjacent to Amsterdam Holendrecht station and opposite the Academic Medical Centre (AMC) hospital, OurDomain Amsterdam South East will be comprised of 1,559 apartments across three buildings, all surrounding a publicly-accessible park on top of a parking garage. That is not the only thing: OurDomain Amsterdam South East will inject a wealth of amenities into the neighbourhood, turning Amstel III into a vibrant and inviting place to spend time in.



- 1 Academic Medical Centre
- 2 Brouwerij Kleiburg
- 3 Carte Blanche
- 4 Heesterveld Creative Community

- 5 Kleiburg and Kleiklooster
- 6 Metro Movies
- 7 World of Food

MAKING SOMETHING OUT OF NOTHING

Project development company Blauwhoed has been involved with the realisation of OurDomain Amsterdam South East from the very beginning. **Eltjo Bouwman, Director of Residential Developments**, talks about the vision underlying the transformation of the area.

A MATCH MADE IN HEAVEN

“Back in 2014, LSI Project Investment, the former owner of Holendrecht Centre, asked us to create a vision for the transformation of this outdated office location. A match made in heaven,” says Bouwman, recognising both the existing negative connotation of the neighbourhood and the vast potential for repurposing it into a vibrant community.

“Regardless of how desolate this place was, we immediately spotted opportunities to develop a large volume of fully-serviced, smaller apartments — a perfect combination of some of our concepts: tiny apartments, community building, and smart living.”

INVESTING IN THE FUTURE

To turn these ambitious plans into reality, Blauwhoed partnered with the City of Amsterdam and real estate consultancy firm Fakton to search for the right investor. “It turned out a pretty tough challenge,” remembers Bouwman. “We were



ELTJO BOUWMAN,
DIRECTOR OF
RESIDENTIAL
DEVELOPMENTS
AT BLAUWHOED



PICTURED ABOVE:
AERIAL VIEW OF
THE OURDOMAIN
AMSTERDAM
SOUTH EAST
DEVELOPMENT

looking for an investor that wanted to look further; a company that recognised the same opportunities at this location, and with guts to invest in the future.” Another challenge in negotiations with potential investors was the large amount of homes.

“We are talking about over 1,500 apartments here. To convince investors of the potential pay-off of this project, we aligned our vision with extensive market research. We even went out on the streets to interview people. The results showed that there was more than enough market potential for a residential development of this scale at this location.”

THE POWER OF PLACE

At a certain moment, Fakton brought Blauwhoed in contact with Greystar — a new player on the Dutch investor market. Bouwman: “since Greystar shared our vision on the location and the challenge, the project came to life. The company recognised the power of place, with the Amsterdam Holendrecht

station within walking distance, the Academic Medical Centre (AMC) opposite the street, and the close proximity of Amsterdam Airport Schiphol. After a few workshop sessions, we reached common ground with Greystar regarding our plan, and we signed the agreement in May 2016.”

THE HUMAN SCALE AS A STARTING POINT

A major element of Blauwhoed’s partnership with Greystar was the human perspective, explains Bouwman. “We’re always taking the customer central. We really have focused a lot on the lifestyles and desires of the future residents. It’s really important, because it’s such a big project. I think we succeeded in creating a home for everyone.

“OurDomain Amsterdam South East is a great example of inner city transformation, and will have a great impact on the wider conversion of Amstel III into a neighbourhood for working and living. This is something we can be proud of!”

PICTURED, JOHN
BOSCH AND ORESTI
SARAFOPOULOS



AN EXPERIMENTAL MIXTURE

John Bosch and **Oresti Sarafopoulos** are both partners at architecture studio OZ Architects. Their design, which incorporates three buildings full of apartments and amenities as well as a privately held public park, aims to be the first grand gesture in an area that is transitioning from solely being an office park into a vibrant neighbourhood.

RETHINKING ACCOMMODATION FOR AMSTERDAM'S STUDENTS

The provision of 1,559 well-designed units of housing for students and young professionals in Holendrecht became one of the core elements of OurDomain Amsterdam South East. "That's an enormous addition to the market," notes Bosch on the magnitude of the project. "The way that these buildings work is that the living floors are very rational and efficient, but it's all about the programme downstairs: collective spaces where students meet and where you have places to study."

Historically, student accommodation in the Netherlands does not look anything like OurDomain Amsterdam South East: "normally, we did all these things on the compound of a university," says Sarafopoulos about the conventional ways of designing homes for students, which were often fairly isolated within the city, built for function rather than design, and fail to incorporate necessary community facilities. Instead, he continues, OurDomain Amsterdam South East is an attempt at creating more of a "village" feeling with a mixture of residents and an improved level of amenities: "this is also the fun part" in doing the architecture.

TRANSITIONAL HOUSING FOR YOUNG PROFESSIONALS

The complexity of OurDomain Amsterdam South East arises from the other main target group: a diverse group of young professionals. The transition from student life to working life is messy and cannot have a one-size-fits-all solution. Sarafopoulos reminds us that "there's not just students there: there are youngsters that have finished their studies, there are people temporarily settling in Amsterdam for work, there are people rushing from job to job."

This is partially related to the new reality of the modern economy; as companies shrink and

an increasing proportion of the population shifts towards freelance or gig work, so too do the housing needs of a young, urban population change. Sarafopoulos points out that “the typologies of smaller housing units really start to look like hotel rooms” because younger professionals are spending their time in offices or coworking spaces that blur the line between work and leisure.

CREATIVE ADDITIONS TO THE HOUSING MARKET

Sarafopoulos characterises the lack of housing in well-connected areas of Amsterdam as a “skyrocketing” problem, while Bosch is quick to note that combining the different target groups into the same project presents a massive opportunity to address the housing shortage for students and young professionals: “you can mix those things and create this kind of connection between these people.”

This is just a different kind of implementation of the neighbourhood effect when planning for housing, where having a diversity of residents creates vibrant and healthy neighbourhoods. At the same time, OurDomain Amsterdam South East challenges the conventions for building housing for younger generations in the Netherlands. “Most importantly for us is what way we can create an area that, up until now, had been dominated by office buildings and turn it into an area where people would like to live,” says Bosch: “for the Netherlands, this mixed-use campus idea is quite a new thing.”

ADDRESSING THE AFFORDABILITY CRISIS

Sarafopoulos makes it clear that housing affordability for the main target groups was a key component of what interested them in OurDomain Amsterdam South East in the first place. “What intrigued us was the junction of certain themes: housing affordability, the regeneration of Holendrecht, and the functional mixture of land uses.”



By adding over 1,500 dwellings to a neighbourhood that has never been perceived by Amsterdammers as an ideal place to live, OurDomain Amsterdam South East “lands at a critical moment in Amsterdam because we are over the peak,” as Sarafopoulos sees it. “Amsterdam is thriving, but the housing prices are higher than the rest of the Netherlands, and the municipality is fighting for affordability in the confines of the city.”

AMSTEL III IS MORE THAN WHAT MEETS THE EYE

“Who are we to say this neighbourhood is monofunctional?” This was Oresti Sarafopoulos's



provocative question posed to Greystar while conceiving of the design for OurDomain Amsterdam South East. Similar to areas such as Sloterdijk or Noord, “Amstel III is in transition and these are exactly the kind of areas that are that used to have a monofunctional, single-use system in place and are now changing into these mixed-programme, mixed-use areas”, points out John Bosch.

Indeed, the trajectory of Amstel III as a neighbourhood is brief, but it has rapidly become critical to the economic success of the metropolitan region and the policy goals of the city of Amsterdam with regards to boosting the city's housing supply.

PLANNING FOR MIXED-USE

The success of OurDomain Amsterdam South East will not be measured solely by how many units of housing are provided, but also by the evolution of a neighbourhood through a mixture of land uses: in Sarafopoulos's words, “the architecture is secondary to the community.”

Building a community is impossible without a variety of functional spaces in an area: if you encourage cafés, supermarkets, public squares, and parks, then you can “establish a new kind of condition in which a project can take place,” states Bosch.

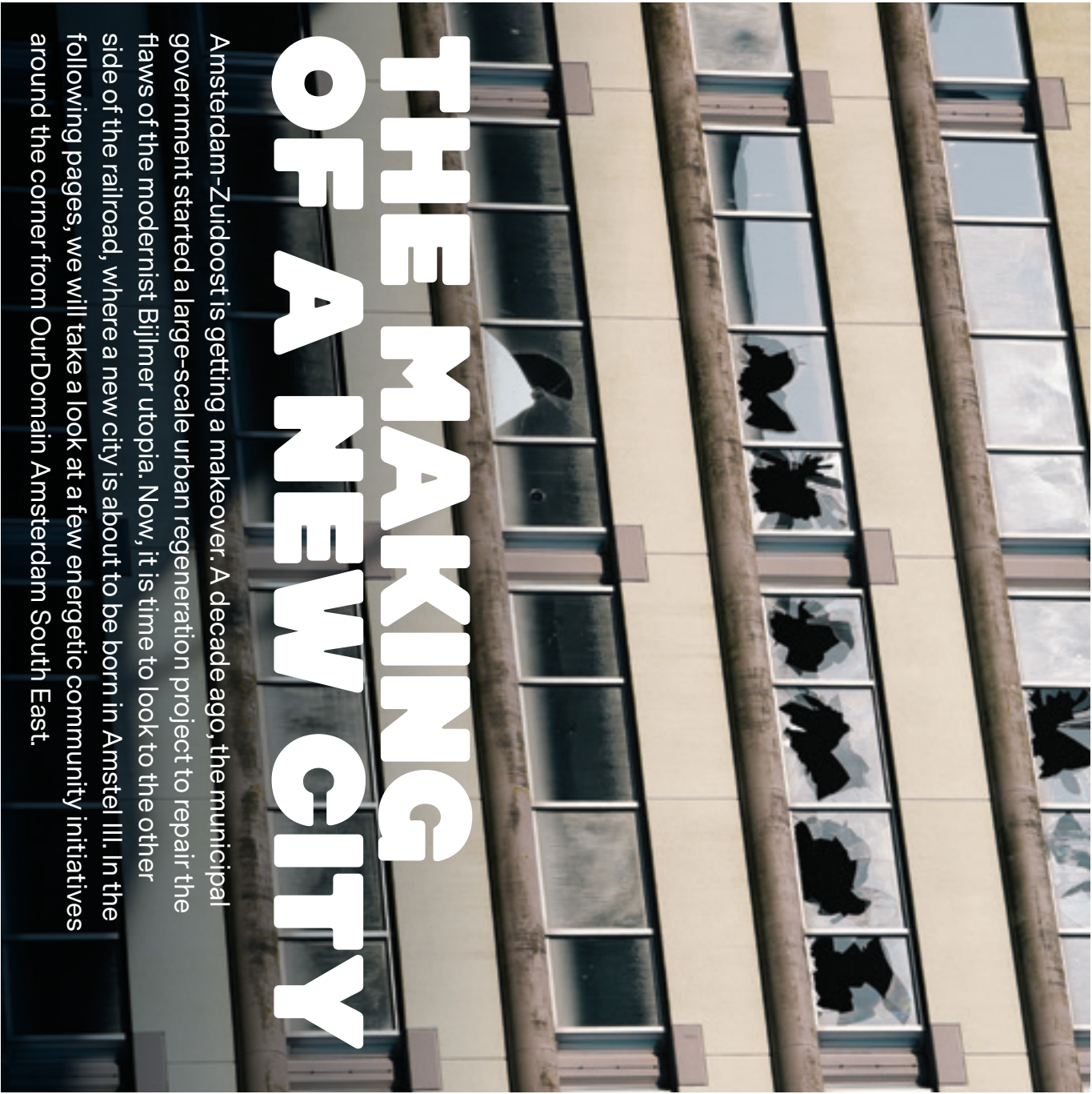
That does not mean closing office buildings in Amstel III: on the contrary, Bosch eagerly awaits “the mixing of students and guys in suits on the terrace when there is nice weather” because a vibrant neighbourhood encourages all socio-economic groups to interact with one another.

Sarafopoulos sees the “delicate balance” between residential and commercial to be generally quite strong in Dutch cities; for OZ Architects, what sets OurDomain Amsterdam South East apart from similar projects is the mixture of large office towers with residential buildings that are of a comparable size and scale.

A NEW CENTRAL PARK FOR AMSTEL III

Bosch points towards an innovative way of handling vehicles as boosting the public domain within which OurDomain Amsterdam South East will sit. “One of the things that we did was to get rid of the cars, to put them underground and to put a park instead, a place where people can meet each other,” he states, also noting that the park will be the cornerstone in a vibrant area full of services and amenities for locals and visitors alike.

“It's just a park with a resilient and robust set of buildings surrounding it that could change over time,” adds Sarafopoulos, “and we don't know how that will evolve and we love that.”



THE MAKING OF A NEW CITY

Amsterdam-Zuidoost is getting a makeover. A decade ago, the municipal government started a large-scale urban regeneration project to repair the flaws of the modernist Bijlmer utopia. Now, it is time to look to the other side of the railroad, where a new city is about to be born in Amstel III. In the following pages, we will take a look at a few energetic community initiatives around the corner from OurDomain Amsterdam South East.



THE HAUNTED HOUSE OF AMSTEL III

Locals call it the haunted house — the large, empty, vanilla-coloured building that currently occupies the future construction site of OurDomain Amsterdam South East. It has been ages since the last office worker switched off the lights for the final time in this building. The presence of asbestos robbed the building of any potential for refurbishment. It has been standing vacant, year after year, peacefully awaiting its' inevitable end.





For more information:
kleiklooster.nl and brouwerijkleiburg.nl

SOMETHING'S BREWING AT THE KLEIKLOOSTER

Unlike neighbouring Belgium, the Netherlands is not a country well-known for its' monasteries and their ability to brew delicious beers. **Johannes van den Akker**, the founder of Kleiklooster and Brouwerij Kleiburg, has crafted up two well-known places that are challenging the idea of what is possible in Zuidoost and Amstel III.

A MONASTERY FOR THE 21ST CENTURY

When Van den Akker moved to Amsterdam-Zuidoost, he did not want to live in a private home all for himself; he preferred the idea of shared living. At the same time, being a Christian, Van den Akker wanted to establish to practice his beliefs and to create a community feeling. He ran into the Klusflat, a DIY renovation project of Kleiburg (one of the last social housing high-rises in the Bijlmer, which celebrates its fiftieth anniversary in 2018), which gave families the opportunity to buy an entirely stripped apartment that they had to finish themselves.

"The concept was ideal. You had to pick your own flat and could do what you liked. You could even merge flats, so it was the perfect place to create a community centre." Van den Akker founded the

contemporary monastery, Kleiklooster, where he could live together with like-minded people, provide shelter and meals to those in need, and organise daily evening prayers in the chapel.

CONNECTING PEOPLE THROUGH BEER

As the Kleiklooster became more well-known, people started asking Van den Akker if he was also into brewing beer. "The idea of making our own beer was a good strategy to finance the Kleiklooster and to make new connections with people in the neighbourhood." The municipality loved the idea of the neighbourhood joining in the trend of locally-produced craft beer and gave Van den Akker a temporary place for the Kleiburg brewery, next to IKEA in the Amstel III district.

Van den Akker's initiatives contributed to



COMMUNITY-BUILDING IN AMSTERDAM-ZUIDOOST

increasing the sense of community in Amsterdam-Zuidoost. There is a strong sense of trust amongst the people who live in the monastery and those who visit it regularly. The brewery has become a place to socialise for many people who work in the surrounding office buildings. "It's important that places like this exist, and not just offices," says Van den Akker. "People can hang out in the area instead of taking the next metro to the city centre."

He is happy that more people now want to live in Amsterdam-Zuidoost, as it means that the image of the area is changing for the better. "I really like the fact that companies like Greystar are looking into developing residential buildings here. The railway still is a huge barrier. I hope that projects like OurDomain Amsterdam South East will manage to connect both sides."

PICTURED ABOVE:
JOHANNES VAN
DEN AKKER





COMMUNITY-BUILDING IN AMSTERDAM-ZUIDOOST



For more information:
heesterveldcc.nl

INCUBATING ARTISTS IN HEESTERVELD

Residing in one of the only original Bijlmer buildings left in the area is Heesterveld Creative Community. Founded in 2012 by a group of students, cultural entrepreneurs, and craftspeople, the Heesterveld Creative Community aims to bring together creative residents from a range of artistic disciplines, offering them a place to live and work as well as financial support. In doing so, it has become a breeding ground for creativity and collaboration in the Heesterveld area, stimulating and facilitating local cultural entrepreneurship and—with its beautifully colored facades—almost literally adding color and vivacity to the area.

OMA IETJE

Integrated in the Heesterveld Creative Community is Oma Ietje, a lunch café that offers “great stuff with a good story”. Customers can sit down for some coffee and cake while enjoying artworks from the local art community. On the last Friday of every month, Oma Ietje organises a music event where musicians can take the stage to showcase their talents.

WISSELWINKEL

Following its success in Amsterdam-Noord, the Wisselwinkel is a pop-up shop that offers aspiring

shopkeepers six months to start their own business.

Entrepreneurs receive support for setting up a viable business model, marketing campaign, and a customer network. With its’ flexible interior, the Wisselwinkel in Heesterveld can be customised to fit any type of business.

When the six-month period turns out to be successful, entrepreneurs are encouraged to settle in a permanent space in the neighbourhood. The Wisselwinkel is an initiative of non-profit organisation Mama Louise and is funded by housing association Ymere.



For more information:
metromovies.nl

COMMUNITY-BUILDING IN AMSTERDAM-ZUIDOOST



NEXT STOP: A POP-UP FILM FESTIVAL

Since 2013, the Bullewijk metro station sets the stage for a cross-over movie festival: Metro Movies. For one evening a year, the space underneath the station is converted into an open-air cinema where movies are screened that address a pressing urban issue.

What is truly special about the festival is the

fact that it transforms a space where people seemingly anonymously pass by each other into an actual meeting place.



For more information:
worldoffoodamsterdam.nl

COMMUNITY-BUILDING IN AMSTERDAM-ZUIDOOST



DIVERSE CUISINES UNDER ONE ROOF

The most multicultural district of Amsterdam would not be complete without a landscape of culinary offerings that reflects the diversity of its' population. A ten-minute walk from the Venserpolder metro station, a former car park was converted into a 3,000-square-metre food court housing an array of Surinamese, African, Vietnamese,

Caribbean, Egyptian, and Armenian food stalls. World of Food offers culinary entrepreneurs the opportunity to present their dishes to a large audience, and customers the opportunity to taste over twenty foreign cuisines. World of Food constitutes a unique place for cultural — and culinary — encounters that is a must-visit for all foodies in town.



For more information:
zocity.nl

PICTURED RIGHT:
VIOLET NIJBOER
FROM ZO!CITY

BRIDGING THE GAP IN AMSTEL III

Violet Nijboer works at ZO!City, a platform that serves as the contact point for the municipal government, property owners, real estate developers, and other stakeholders involved in the development of Amstel III.

BOTTOM-UP CHANGE

ZO!City originates from Glamourmanifest, an initiative of architect Saskia Beer who settled in the Amstel III district at the height of the economic crisis in 2011. She single-handedly tried to kickstart the urban transformation of the outdated, monofunctional office park.

“Saskia noticed that companies were leaving the area,” says Nijboer. One of the first projects was Carte Blanche, a coffee and event space in a disused car park, just around the corner of

COMMUNITY-BUILDING IN
AMSTERDAM-ZUIDOOST



OurDomain Amsterdam South East construction site. Carte Blanche served as a critical link in discussions between various stakeholders regarding the future of Amstel III.

15,000 NEW HOUSES BY 2040

Glamourmanifest evolved into ZO!City in 2015. Funded by the city and local property owners, the organisation plays a pivotal role in defining what the future shape of the area will be. “Our role is the role of mediators,” says Nijboer, “since the municipality wants to make major improvements to this area. However, everything is privately owned, even much of the public space, so we strongly rely on the support of property owners.”

Many private owners share a similar desire for making the area more liveable. They donate private space to the public realm to be improved and redesigned collaboratively. Therefore, every bit of change in Amstel III is the result of collaboration between the public and the private sector, mediated by Nijboer and her colleagues at ZO!City.

Amstel III is changing quite rapidly, as Nijboer explains: “you cannot imagine what this area will look like in five years time!” Developers are planning to build approximately 5,000 new homes by 2027, and another 10,000 by 2040, thus signalling a radical shift within the district from monofunctional to mixed-use.

PICTURED ABOVE: A CAR PARK TRANSFORMED INTO A COFFEE AND EVENT SPACE, CARTE BLANCHE WAS THE FIRST SIGN OF URBAN TRANSFORMATION OF AMSTEL III. AS NIJBOER PUTS IT, “THE CANAL HOUSES ON THE FAÇADE ARE A SUBTLE REFERENCE TO THE FACT THAT AMSTEL III IS AS MUCH A PART OF AMSTERDAM AS THE HISTORIC CITY CENTRE”



CONNECTING THE OLD AND THE NEW CITY
According to Nijboer, the main challenge in the years to come will be to make Amstel III an area where people are excited to live. To this end, ZO!City and its network have been actively working on placemaking initiatives, such as a temporary pavilion that aims to turn the Holendrecht train station into not only a more attractive place, but a signal of greater things

to come in this area. “Another challenge lies in establishing connections between the two sides of the railway — the new city of Amstel III, and the already existing community of Zuidooost,” says Nijboer.

“This will require a new role from ZO!City, because it means that the inhabitants themselves will soon join the discussion about the future of Amstel III.”

5

**LOOKING TO
THE FUTURE**



OurDomain aims to shake up the urban housing market by offering living options that have been underserved until now. What will the future hold for OurDomain as a

concept for urban living? We sat down with **Steven Zeeman**, the **Managing Director for Continental Europe** at Greystar, to explore the future of housing in European cities and how Greystar will play a role with its' unique approach.

CATERING TO A BORDERLESS TRIBE

The first section of this book explored four global trends that are shaping the future of living: City, Compact, Convenience, and Community. "These four major developments are paving the way for what we do," says Zeeman, suggesting that the needs of the younger generations and their Baby Boomer predecessors are drastically different to their predecessors.

"Europeans in their twenties and thirties are far more mobile than any previous generation; studying and working in different countries has become the norm. Wherever you are on the continent, we are seeing the emergence of a borderless tribe of people who are far less interested in homeownership and more oriented towards housing concepts that have hotel-like convenience, shared services and amenities."





This shift towards flexibility and mobility is resulting in a generation that owns fewer large-scale items in their home or is less inclined than before to cook at home. “Our product perfectly accommodates the flexible lifestyles of a new urban generation.”

SMART, SOCIAL, SUSTAINABLE

In addition to the four macro-level trends in urban living, Zeeman stresses three adjectives that serve as pillars for every Greystar project: smart, social, and sustainable. “Smart stands for a product that stays innovative and open to change, such as integrating domotics into our living environments or offering access to shared mobility as part of a rental agreement. For

example, our partnership with MYPUP, a startup that offers interactive pick-up points that send text messages to residents when their package has been delivered.”

Sustainability is about taking responsibility as a company: “making our buildings more energy-efficient, educating the residents on energy consumption, and providing smart mobility solutions. With every new development, we are looking into which materials can be reused or taking into account how our construction partners treat their workers,” says Zeeman.

Finally, the social element of a housing project brings attention towards not only the residents of the building, but also the wider community at-large. “At Greystar, we find it hugely important



AT GREYSTAR, WE FIND IT HUGEY IMPORTANT TO GIVE SOMETHING BACK TO THE LOCAL COMMUNITY. LOOK AT CAMPUS DIEMEN ZUID: WE MAINTAIN A LARGE SAFE PUBLIC AREA WITH A WEALTH OF AMENITIES NOT JUST FOR THE RESIDENTS BUT FOR THE PUBLIC AS WELL

to give something back to the local community. Look at the positive impact of Campus Diemen Zuid on the surrounding area: we maintain a large safe public area with a wealth of amenities not just for the residents but for the public as well. People working in nearby office buildings come in for lunch every weekday, the elderly living in the surroundings take part in classes at the fitness centre. Now, we are going to make that same impact in Holendrecht. That is what we are doing it for.”

RESIDENTS, NOT RENTERS

With the launch of OurDomain, Greystar has created a blueprint for further European expansion. The company aims to complete

approximately 10,000 housing units across the Randstad. In the coming years, the focus is also on other vibrant metropolitan areas, including Berlin, Paris and Barcelona; on multi-generational living; and on long-stay as well as short-stay tenancies. Zeeman explains that Greystar will likely launch different sub-brands under the OurDomain umbrella, “because I think it is important to stay true to the local context, culture, and target resident group.”

Ultimately, the needs for younger generations or seniors returning to the city differ across the continent, and so too will Greystar’s approach in these cities. However, we will stay close to our three principles: Smart, Sustainable, and Social. Greystar is amongst others focused on

expanding into large city areas, such as: Madrid with its' underserved rental market, Berlin with its' outdated housing stock, and Paris with its' recent commitments towards improving public transportation infrastructure.

Last year, Greystar acquired Resa, Spain's biggest owner and operator of student housing. "Since buying and managing student housing is our springboard into many countries, people tend to see us as a student housing company. Because multi-family housing simply does not exist in the European market, we can't buy it, so we have to develop it ourselves, and developing takes time," says Zeeman.

"With OurDomain, we are broadening our scope to starters and young professionals, but that is only the beginning. I believe our product has huge potential for families and seniors, too. Our large-scale developments will allow for a number of different resident groups per project who will be offered a high level of on-site services at an affordable price point. Our locations are always in city centres or suburban locations closely connected to public transportation hubs and local institutions or businesses. The close proximity of the Academic Medical Centre and the University of Amsterdam is an important reason to develop OurDomain Amsterdam South East."

Zeeman believes that offering housing to different generations within the same projects will not only allow different types of residents

to benefit from each other's proximity — it will also ensure long-term balanced and sustainable neighbourhoods. "The ultimate goal for the future is to make everyone feel welcome; to not make them feel renters, but residents."

A GLOBAL BRAND FOR LOCAL CITIZENS

Greystar is on the verge of shaking up housing markets across Europe, offering a unique approach to urban living that many European urbanites are longing for. The company is becoming a global player catering to urban citizens locally; Greystar is a company that never loses sight of local communities and neighbourhoods and will always be willing to innovate.

"Being a global brand could play out nicely for our residents. Imagine we launch an app that enables residents to swap their home with someone else abroad, so they can literally go on holiday within our global residences? That would be cool," thinks Zeeman out loud.

"You know, the story of Greystar started in the United States, twenty-five years ago. What I have always admired about the Americans is their entrepreneurial spirit. If they like an idea, they just go out and try it. That same spirit defines the people that are going to make Greystar a success in Continental Europe. Curious, enthusiastic and a firm conviction in the new generation of residential rental housing. It's in the team DNA of this company."



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ABOUT POP-UP CITY

Pop-Up City is an Amsterdam-based agency for urban innovation that works for clients in the fields of real estate, public policy, and mobility. With a monthly audience of over 200,000 urban professionals, its' online platform at popupcity.net reports on ideas and trends that shape the city of today and tomorrow.

Greystar is on a mission to re-define
urban living for the 21st century.

That is why we are proudly presenting
OurDomain, Greystar's brand for future-
proof, high-quality rental apartments with
services and amenities all under one roof.

We created this book to celebrate this
milestone and, more importantly, to share
our enthusiasm about the future that is
ahead of you, us, and the cities we live in.

thisisourdomain.com

