

Press Release

Amsterdam, 1 February 2024

Innovative renovation elevates Oval Tower into a centre of collaboration and hospitality

The Oval Tower, located in the ArenA Boulevard area in Amsterdam-Zuidoost, has undergone a complete transformation, redefining its identity and creating a vibrant, welcoming space for tenants and visitors alike. The project introduces unique features that emphasise a warm and hospitable character.

A new concept for a multi-tenant building: vertical campus

The primary objective of the Oval Tower's renovation was to redefine its identity as a collaborative space that nurtures interaction among its diverse occupants through shared facilities and services.

The Oval Tower stands at an impressive 94 meters high, showcasing its iconic oval shape across 24 floors and spanning 25,000 m². Built in 2001 and designed by the Chicago-based architecture firm Skidmore, Owings and Merrill (SOM), known for their extraordinary skyscrapers.

D/DOCK introduced the concept of 'vertical campus', connecting the ground floor with the 12th floor, bringing in relevant functions, and adding shared facilities. The tower operates as a dynamic hub, offering various spaces, including a multifunctional bar and reception, diverse work spots, lounge areas, and two restaurants. These options provide tenants and visitors with a versatile array of choices for meetings, meals, work, and relaxation. Moreover, the common areas of the building have already been used by local NGOs to enhance social cohesion in the neighbourhood.

Connection with nature and sustainability

The atrium, extending up to the third floor, features a large green wall, emphasizing the connection between nature and the built environment. The oval shape, a recurring theme, is reflected in the design elements, creating smaller, defined zones throughout the building.

Sustainability is a key focus, with bamboo being the primary material for all fixed furniture, ensuring a sustainable and environmentally friendly approach.

D/DOCK

The monumental staircase

The standout feature of the renovation is the implementation of a staircase that creates a visual and physical connection between the ground floor and the first floor, greeting people through the main entrance as well as the secondary access points. The use of bamboo and greenery provides a welcoming contrast to the building's architecture, infusing warmth throughout the space.

Activation of the ground floor

In a strategic move and collaborative effort between D/DOCK, Hospitality Group, and Compass Group, the restaurant has been relocated from the 12th floor to the ground floor and the first floor, activating the plinth, thus significantly increasing the use of the space, which facilitates convenient meetings between tenants and their visitors. The result is a highly successful restaurant which has enriched the space for the landlord, tenants, and visitors.

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Editor's note (not intended for publication):

Technical sheet

Client: Rubens Capital

Location: Amsterdam, The Netherlands

Size: 25,000 m²

Interior design: D/DOCK

F&B consultancy: Hospitality Group

F&B operator: Compass Group

Community management: CBRE

D/DOCK

About D/DOCK

D/DOCK is a creative studio of thought leaders and design pioneers. Leading with creative integrity and entrepreneurial spirit, D/DOCK creates meaningful spaces and moments. For more information, please visit ddock.com

Media contact

For more information, questions, interviews, and visual material, please contact: press@ddock.com