

Rudy Stroink – urban pilot



The opportunities in a market
with oversupply

What is happening?



So there is an oversupply in real estate:

- We had a capital and production driven supply chain over the last 20 years
- Changes in demand economically, socially and culturally were not responded to
- Government was the the market regulator, not the private sector

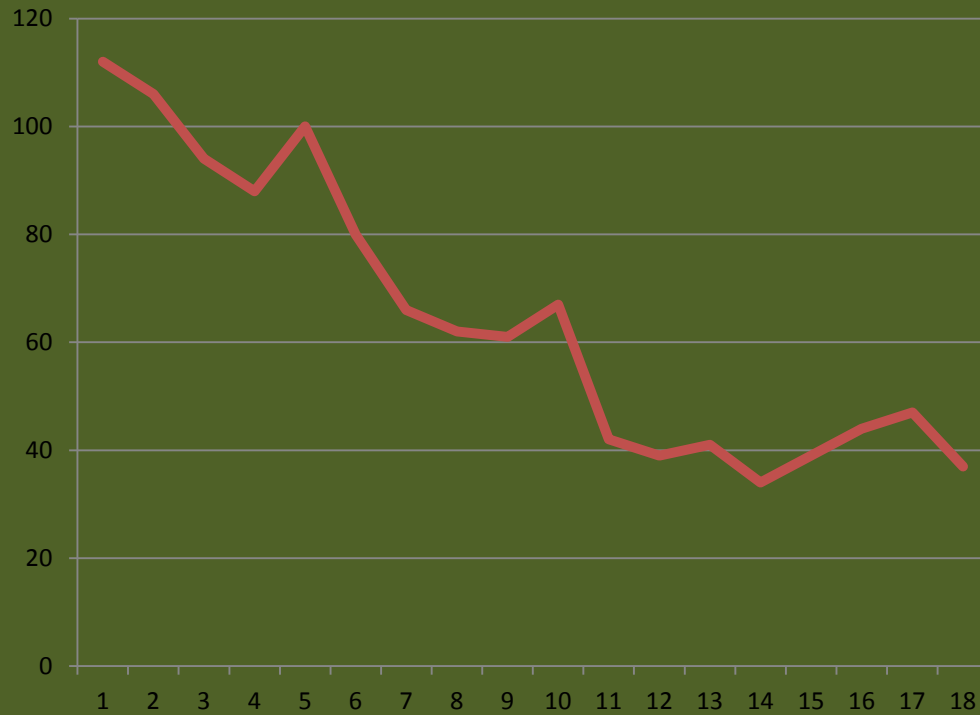




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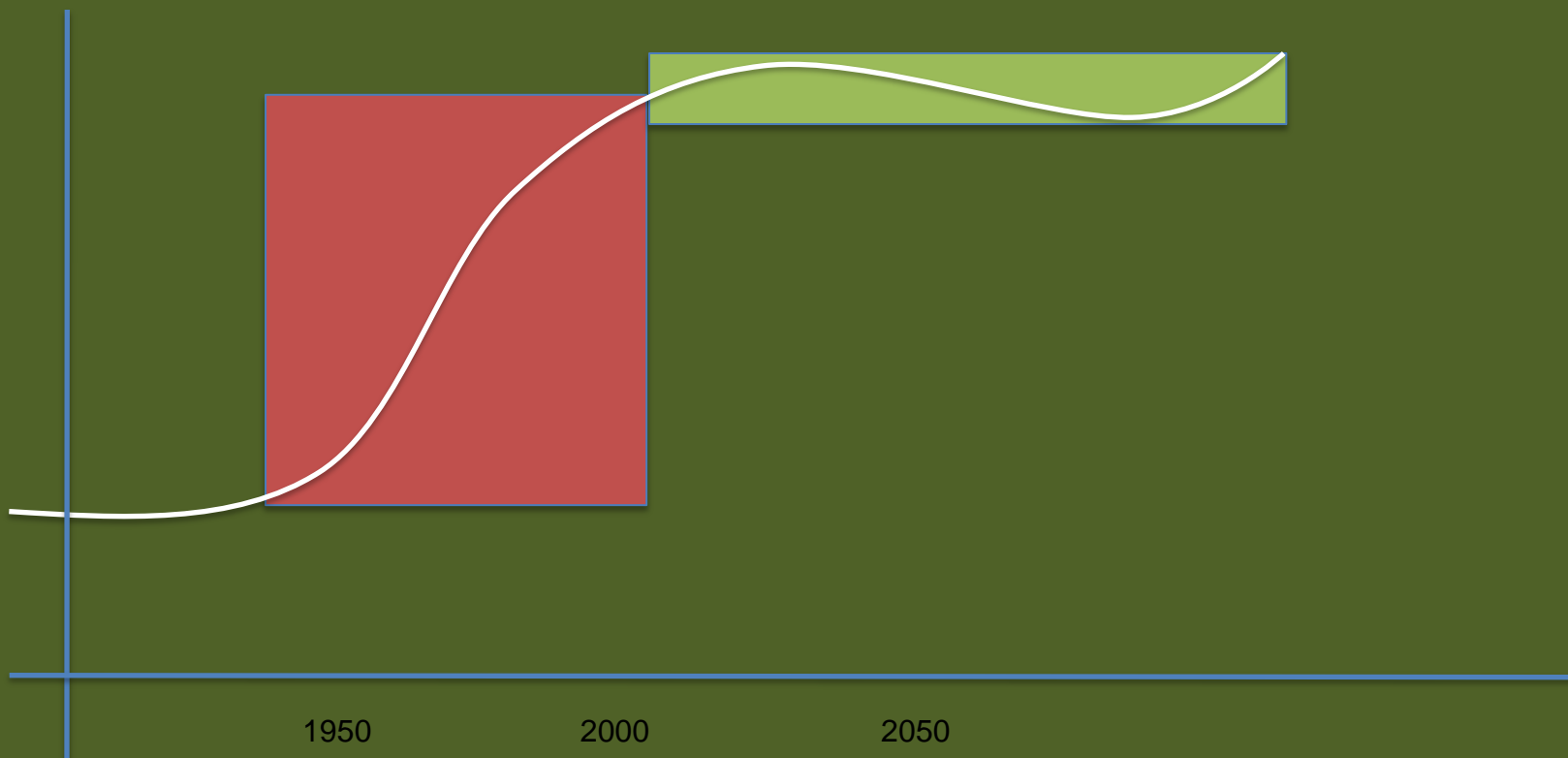




Opdrachten voor nieuwe gebouwen aan architecten vanaf 2007



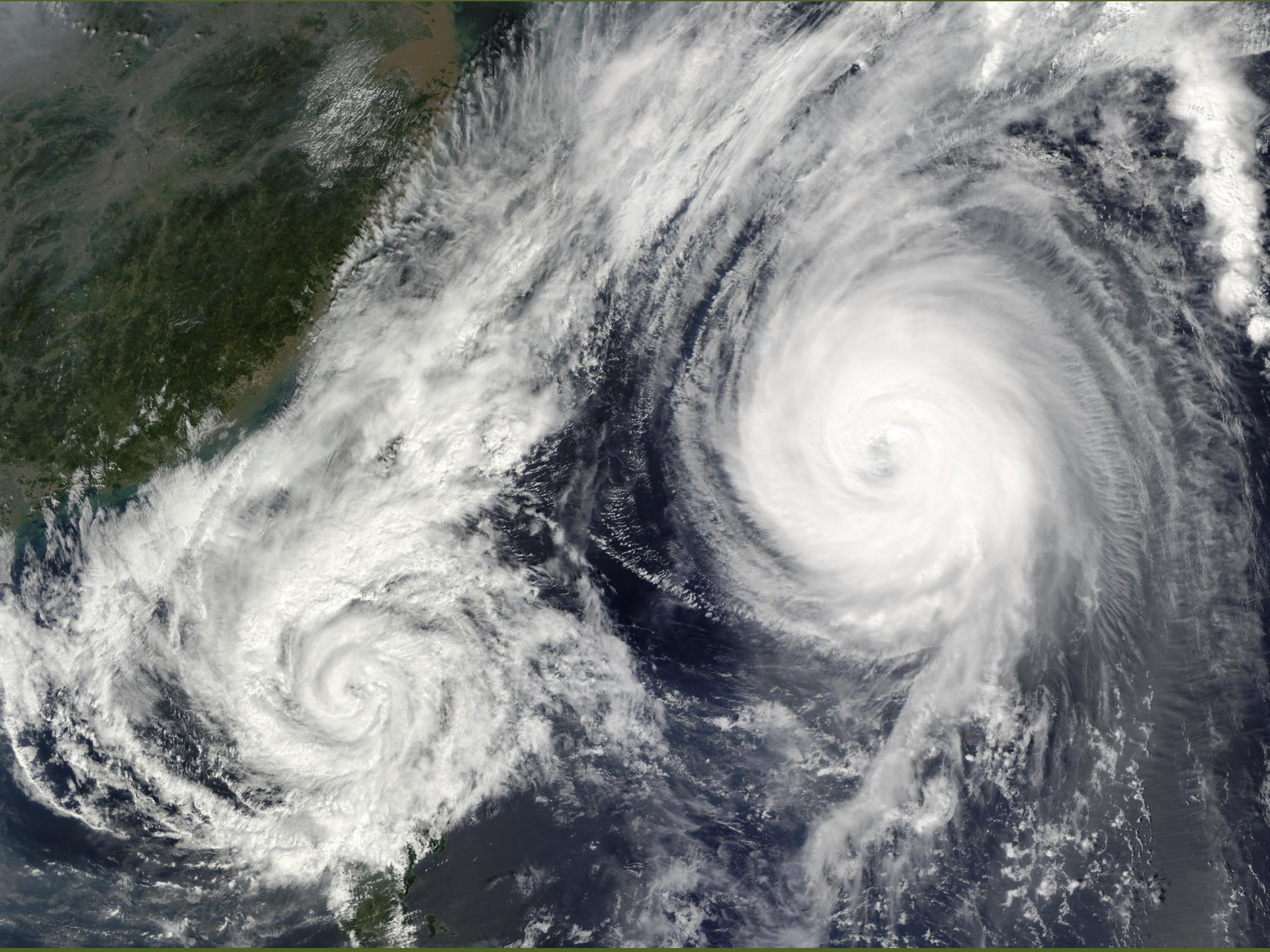
The end of a 150 year drive



the fate of other industries



	Production driven	Capital driven	Regulated market	Demand driven	Solution
butter	X		X		dumping and deregulating
internet		X			cold restructuring
cars	X			X	restructuring/new products
books				X	new business models
planes	X	X			dumping
banks		X		X	restructuring
real estate	X	X	X	X	all of the above





You cannot predict the future, but
you can understand its challenges
and develop solutions

Necessity drives innovation



- The shortage of capital
- The oversupply in real estate stock
- The changing role of government
- The transformations in society
 - Economically
 - Demographically
 - Culturally





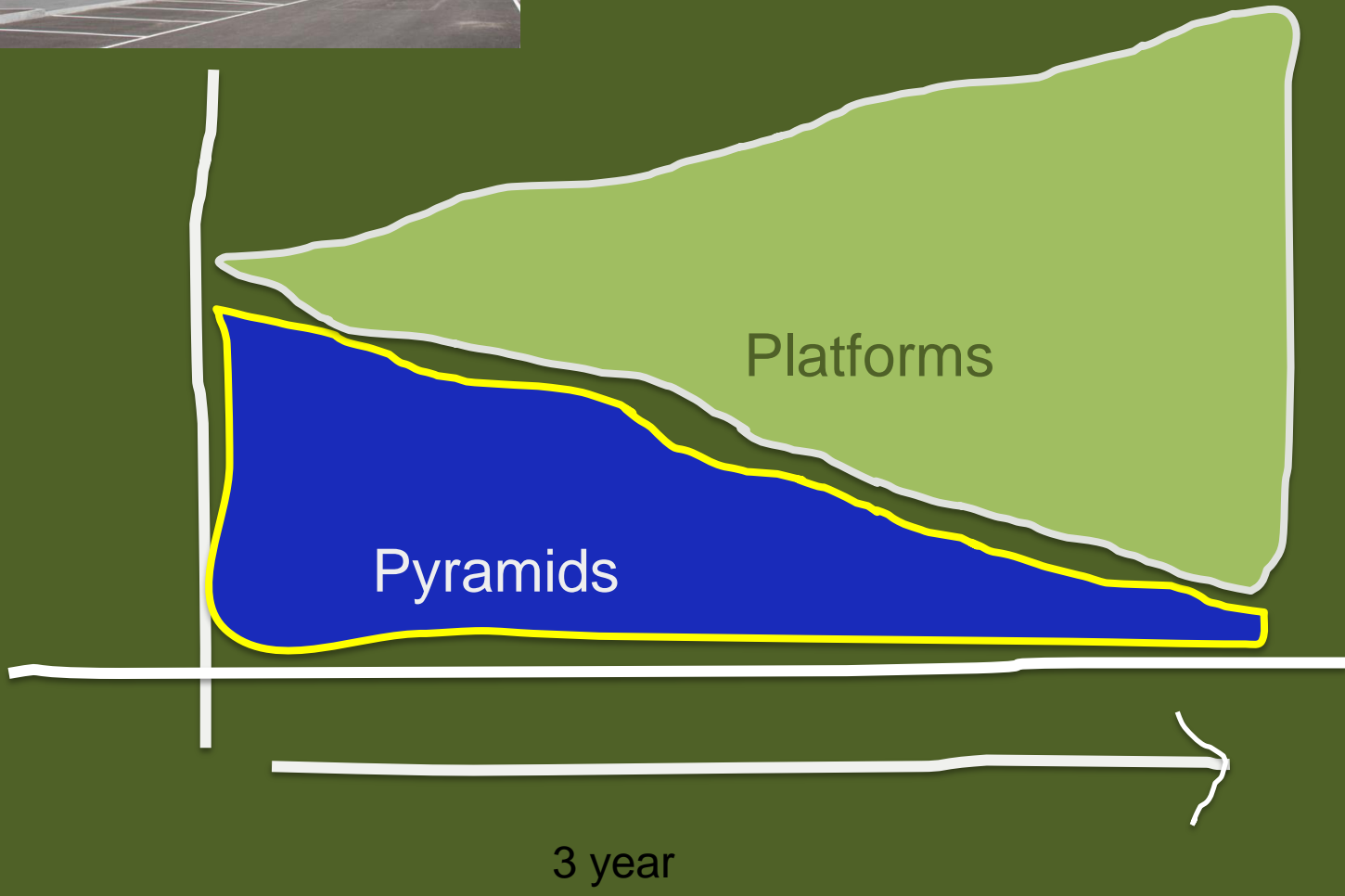
Denial is not a river in Egypt

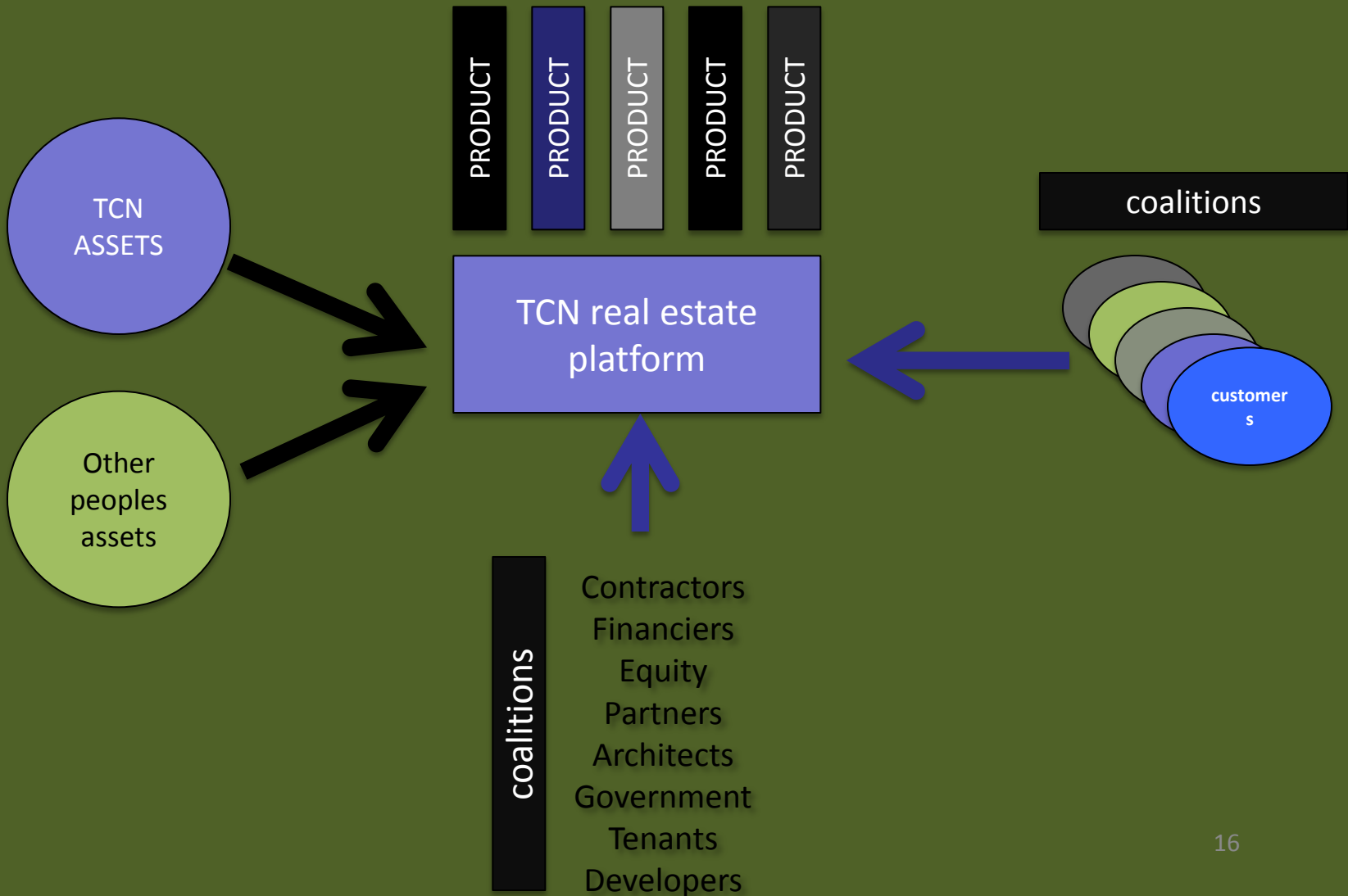
shortage of capital

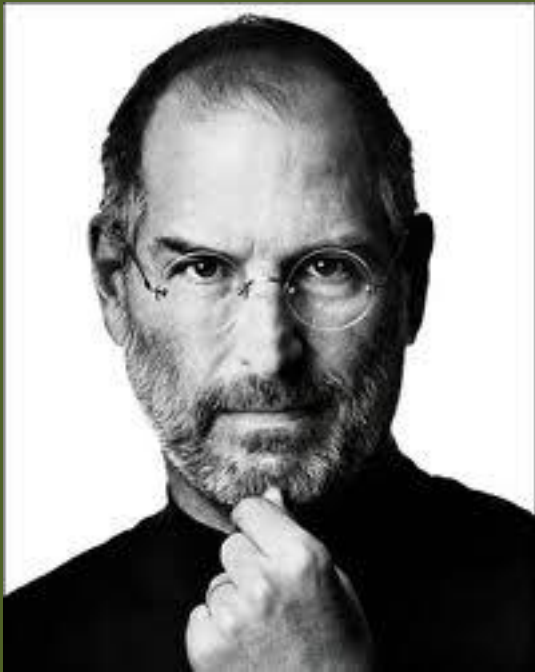


How to get out of the Bermuda triangle of equity?

- Coalition funding, share the pain
- Cash driven, not value driven projects
- Talk to the owners who are no longer in denial, co-develop







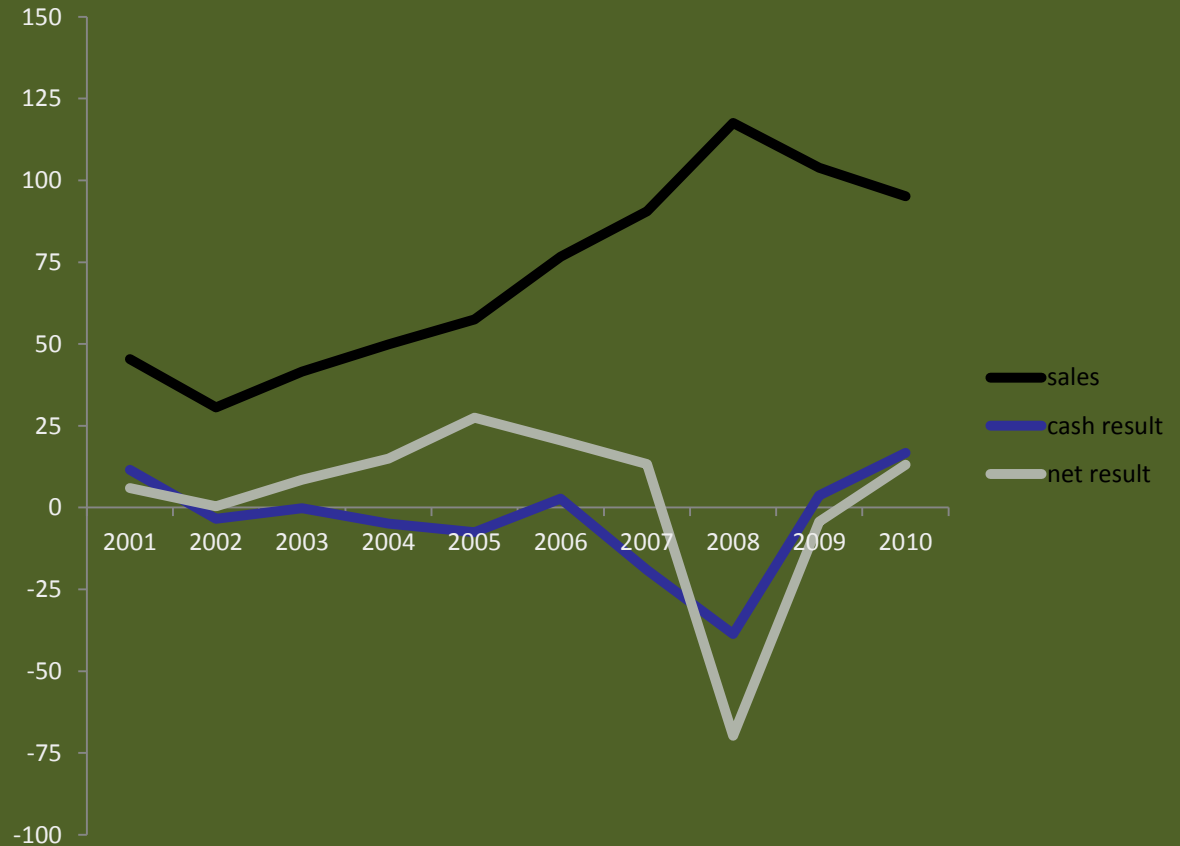
TCN's evolution



Cover your ass(ets)

Garden your assets

Share your assets



Oversupply of real estate



Find the market where you do not have to compete

- Affordable real estate allows you to provide added value and flexibility to your customer
- Be incomparable, offer additional services
- Redevelopment has a shorter development time

spaanse kubus / rotterdam

B2B



Large storage building transformed into a Data hotel and office club

ATOOMCLUB

We now
have lots of
girlfriends






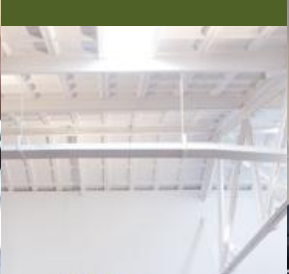
atomclub

Different role of public sector

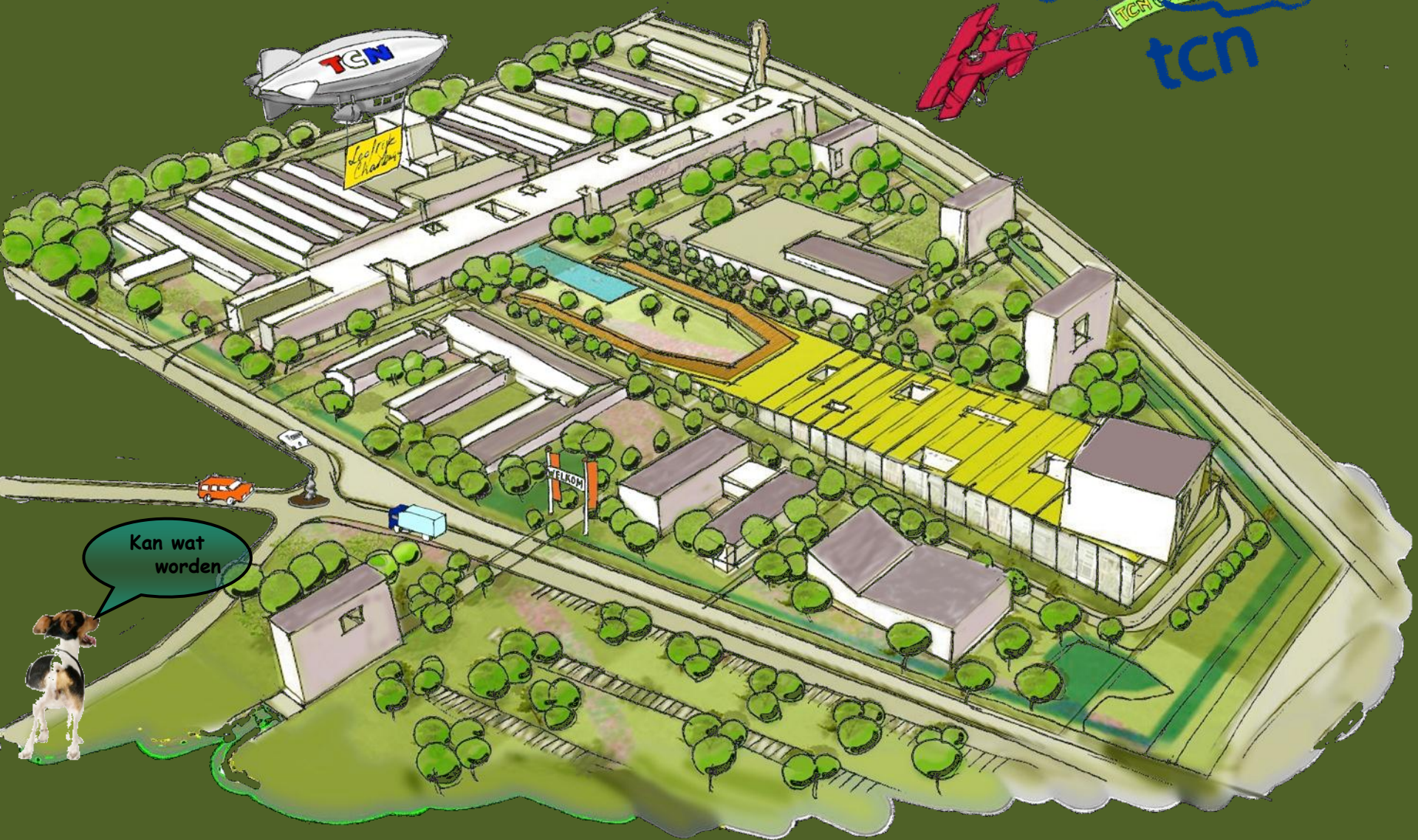
So we have to organize our own projects

- Demand not public policies drives the market
- More location driven development, less function driven development
- Organize your own entitlement process

- 
- 🐾 15 ha, 43.000 m² gebouwen uit 1951+
 - 🐾 ± 700 bewoners
 - 🐾 40.000 m² footprint, dus 27% bebouwd
 - 🐾 Stedelijke omgeving
 - 🐾 Demografisch hart Parkstad
 - 🐾 Nog 3,5 ha uitgeefbaar
 - 🐾 Herstructurering start nu!!



zo kan het er uit gaan zien!



Kan wat worden



TCN @ MLL

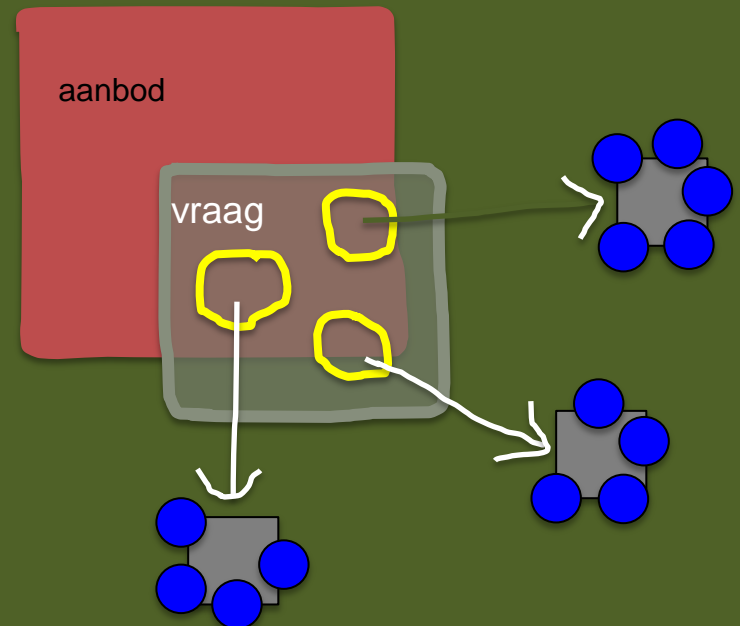
WELKOM

Leefsteden
Phantom

Transformations

There is an oversupply, but there is also new demand

- Demographically
- Economically
- Culturally



Transformations

New working environments

Datacenters

Themed co-creation and development facilities

New housing communities for elderly

New B2B and retail solutions for a digitalized world

Breeding grounds for the creative sector

Transformations

Old economies need new buildings,

New economies need old buildings





Surprising places or the art of urban value creation



ton

