

**Renders becoming
reality in 2025**

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**Factory accommodating
future growth**

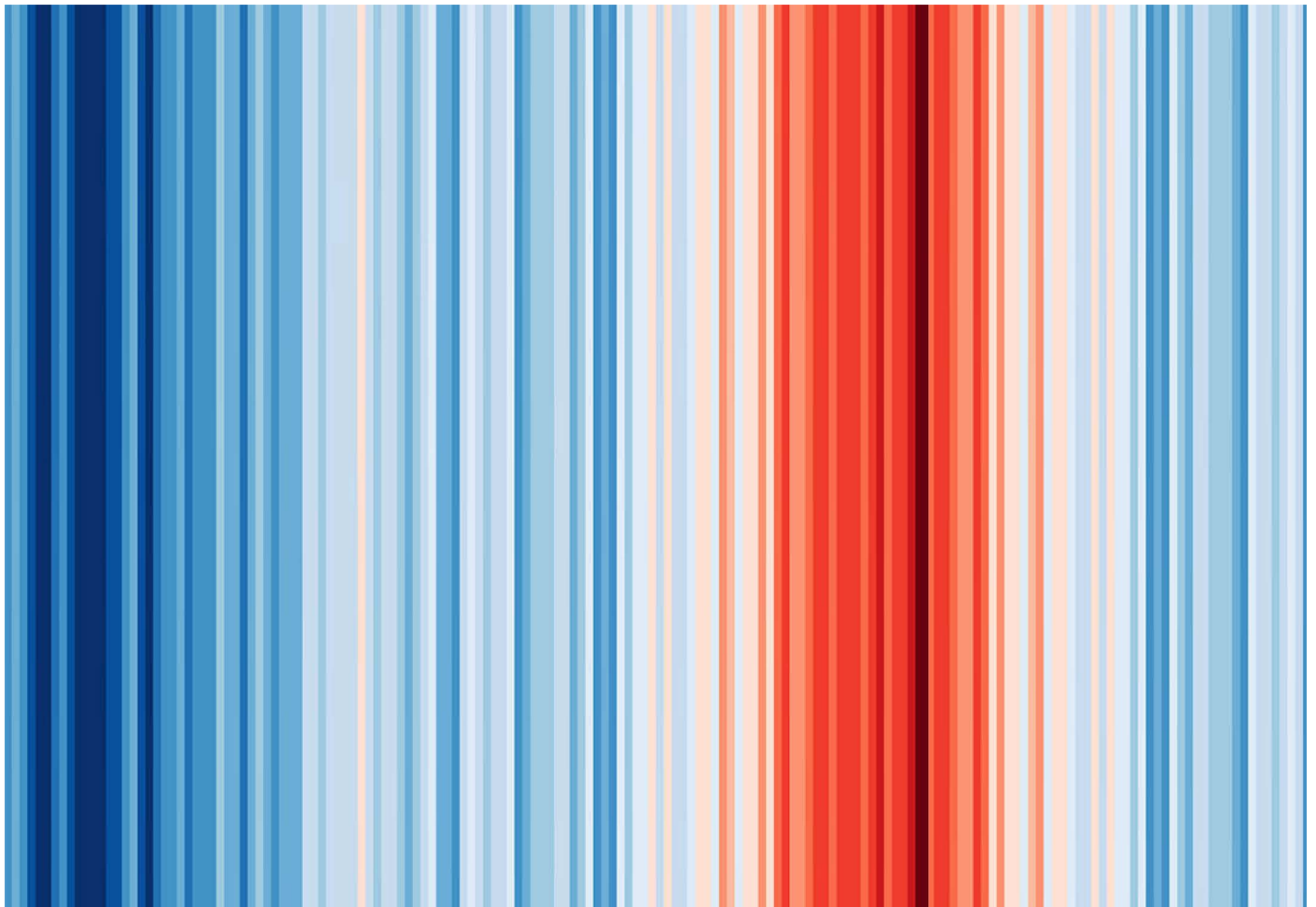
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**PROVADA: Visit our
events or let's meet up**

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June, 2025

GROUP A LATEST STORIES



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Rotterdam and Utrecht**

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Completed projects

From first sketches to final touches — the dust has settled, and the doors are open. What once lived on paper now stands proud in brick, wood and reused materials. Over the past year, we've seen visions turn into places. Spaces to live, to work, to gather. It's quite a thrill, walking through what was once only an idea...

BRUIS Bladel is on!

The transformation of the former bank building at the Market of Bladel is completed! Saturday May 24th BRUIS was festively opened. This cultural center brings more than 45 associations and organizations together under one roof. The transformed building accommodates a theater, library and café, making it the new beating heart of the community.

Central to the design is an atrium that spatially and visually connects the floors of the building. Generous wooden stairs allow visitors to spontaneously meet each other. This public route contributes to interaction, social safety and the feeling of collective use, and visually establishes a connection with the Market.

The building is a showcase of sustainable redevelopment. By preserving and transforming the existing building, significant savings in material use and CO2 emissions were achieved. The structure remained largely intact, and was given sustainable features such as air/water heat pumps, storage and reuse of rainwater and future-proof insulation. Materials from demolished building parts were reused, such as window frames,

brickwork and ductwork. BRUIS is the result of an intensive, iterative design process in close collaboration with all users and stakeholders. Commissioned by the Municipality of Bladel and Den Herd, the design team

of GROUP A, strategic design agency Fabrique and advisors in structural engineering ABT is responsible for the design.

The full report of BRUIS Bladel will follow soon!



The Tornado has landed!

The long-awaited FENIX museum opened its doors in Rotterdam on April 15th 2025. MAD architects' new landmark on Katendrecht celebrates human migration -

past, present, and future - with the spectacular Tornado at its heart. In collaboration with Woodward GROUP A designed the 360 steps and over 10,000 unique timber elements. It's a technical and aesthetic masterpiece made

possible through advanced parametric design. We are proud to be part of this remarkable project!

Photo Fenix Tornado by Iwan Baan



Omroep West: New(s) room

Last year we have been working on a new hybrid working and production environment for Omroep West. An interior concept that facilitates interaction, communication and creativity. Meeting is central to its design. By combining multiple functions in the central spaces, interaction is stimulated. Informal consultation, meeting, brief work and lunch, everything comes together here. Omroep West has recently been completed. We can't wait to share the results of this welcoming meeting place!

Where carbon & architecture converge

CARBONLAB's mission is to reduce the CO2 footprint of our projects. Our gained expertise has resulted in the following new projects focusing specifically on designing future-proof living environments.



Highly sustainable high-rise on the Amsteloever

The Municipality of Amsterdam has selected our team's proposal to redevelop Amstelstation-Amsteloever plots 3 and 4, known as Van der Kunbuurt. The winning plan includes approximately 335 residences, a rooftop garden, community room, public parking garage, and space for hospitality and retail.

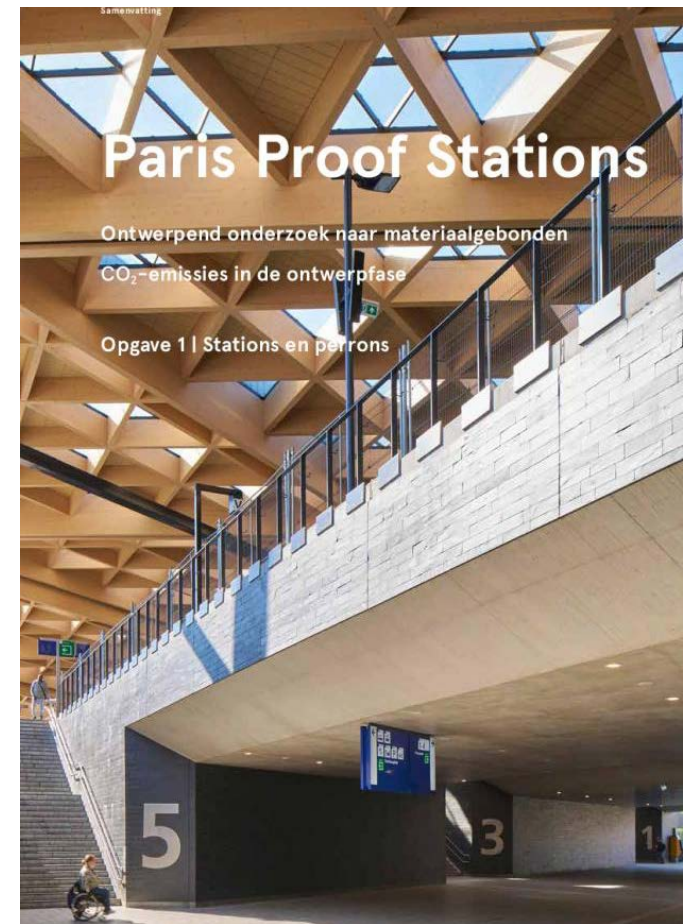
The highly sustainable high-rise will enhance the Amstelstation-Amsteloever neighborhood. The design acknowledges

the distinctive architecture of the Amsterdam School and Amstelstation, ensuring alignment with existing high-rise structures and Amsterdam's architectural tradition.

Amsteloever is more than just a residence; it is a vibrant ecosystem of interaction and connectivity. Designed with spaces to meet, relax, and work, the heart of this community serves as a dynamic hub for both residents and visitors. The elegant passageway and shared rooftop gardens provide perfect venues for cultural, social, and recreational activities, all within the energy of the city.

The team used Paris Proof construction, by means of the lowest possible embodied CO2 emissions (GWP_a), as one of the starting points in the design and development process. In an iterative process, all parties involved determined the best method for each building component to achieve the lowest possible embodied CO2 emissions.

Amsteloever is an ongoing collaboration between VMX architects, Felixx Landscape Architects, GROUP A and Carbonlab commissioned by Ballast Nedam Development.



Building with a carbon budget is the next sustainable leap forward

The publication "Paris Proof Stations design research on material embodied CO2 emissions (GWP_a) in the design phase" has been released. Commissioned by Bureau Spoorbouwmeester, GROUP A's think tank CARBONLAB, together with ProRail and NS Stations (part of Dutch Railways), conducted a comprehensive study based on realized projects.

The study is based on the sustainability ambitions pursued by the parties, in line with the (national) goals from the Climate Act: 55% less CO2 emissions by 2030, 95% less by 2050 – compared to 1990. The design research makes material-related CO2 emissions measurable and provides design tools to enable station developments within the CO2 budget for Paris Proof building.

Our research on platform canopies has led to a basis for design requirements with a CO2 ceiling. This was applied for the first time in the tender for Zwolle Station which was won by Studio Nauta with a circular and biobased design.

Paris Proof Block? Yes we can!

If we want to build and live climate-neutral and regenerative in 2050, we must work proactively towards this right now. GROUP A's think tank CARBONLAB, together with Aveco de Bondt, DGMR, Adviesbureau ABT-Lüning and De Urbanisten, conducted research into what is already possible with today's knowledge. The results are promising. Paris Proof building according to the embodied CO2 budgets of 2030 can be done right now.

Paris Proof Block is an investigation into the technical and architectural potential to realize a complex high-rise and multifunctional building within the DGBC Paris Proof budget for embodied CO2 (GWP_a) of 2030 and 2050. Two concepts of an ambitious Program of Requirements show that we can build Paris Proof today.

Explore the building 'Built to last' designed to last over 300 years and the de- and remountable building system 'Footloose' designed to last at least 150 years on our website.



Densifying with hybrid urban blocks



In the densification of our cities over the past decades, a new urban block has emerged. This block consists of an 'urban layer' with commercial program. On top of this are sturdy residential towers. Mixing housing types along with a lively plinth, innovative mobility amenities and lush green courtyards contribute to resilient neighborhoods.

Lively residential and work district

MEK01 marks the Max Euwe Kwartier on the Kralingse Zoom with a seven-storey base topped by a 70-meter stepped tower. Accommodating 299 apartments with public facilities and roof gardens, MEK01 is part of the first step in the transformation of Brainpark I. The master plan, designed by the municipality of Rotterdam, transforms the former office park into a green multifunctional district. The realization of MEK has started in dec '24.

Three buildings, designed by GROUP A, ZZDP and Stijn van den Boogaard, define the Max Euwe Kwartier with variations in height, volume and material. The mixed use buildings descend towards the promenade, creating a series of roof gardens. The area between the buildings is designed as green public space by OKRA landscape architects. The public plinth and collective mobility facilities, such as shared cars and bicycles, contribute to a comfortable and future proof living environment. Commissioned by Bakkers Hommen.

Rich array of buildings for Merwedekanaalzone in Utrecht



Commissioned by Greystar, we have designed three building blocks with up to 1,273 rental housing units and 171 private homes within the green car-free urban district of Merwede Utrecht. These characteristic city blocks consist of a variety of buildings with lively plinths, innovative mobility facilities and plenty of room for greenery.

The three blocks comprise 38 different buildings that break down the scale of the blocks. By creating a hierarchy between the buildings and allowing the higher facades to recede, a characteristic cityscape is created that is closely related to its surroundings. To enhance the diversity between the buildings, we as coordinating architect have teamed up with Zoetmulder architects and BETA for a number of buildings.

Relatively simple buildings form the basis and are complemented by solid buildings with a strong identity and special buildings which are smaller and more abundant. The use of materials, colors and façade composition give each building a distinct identity while maintaining a consistent urban fabric. The rich palette of facade materials includes brick, natural stone, aluminum, reclaimed plastic, wood, sheet metal and profiled steel plate.

The blocks combine compact, high-quality rental apartments in the social, mid-rent and market segments with a high level of services and amenities. Mixing these housing types with community facilities creates a sustainable mix of students, young professionals, seniors, families and singles. Hospitality, a supermarket, retail and office functions and high-quality mobility facilities in the plinths contribute to liveliness on street level.

The apartments are situated around lush green courtyards designed by Burobol. In addition to their ecological and water-storage function, the courtyard gardens contribute to strengthening the social cohesion between residents and neighbors. One courtyard features a central patio with surrounding collective facilities such as workplaces and sports facilities and bicycle parking while the other block's garden stimulates encounters with a large vegetable garden and greenhouse. A ribbon connects central places in the third block's courtyard.

Greystar invests in a durable relationship with its users by remaining involved as owner and property manager. In the Merwede cooperation agreement, an additional sustainability ambition has been established on top of the sustainability requirements of the building code. The sustainable mix of housing types along with a lively plinth, innovative mobility facilities and a comfortable green environment, create a resilient neighborhood ready for future challenges.

On May 26th, the festive construction kick-off of the Merwedekanaalzone took place, marking an important milestone for the area's development.



How to build in 2030?

The Keilepand's architecture offices joined forces in the research on this question. The results are presented in the ground breaking exhibition on future-proof living environments. After DDW 2025 the exhibition is now on show at the Rotterdam Architectuur Maand 2025.



Towards a future-proof living environment

We are standing at a turning point. While the construction world is dominated by rising rents, climate change and rising costs for building materials, the KeileCollectief took visitors on a quest for a future-proof living environment in the exhibition HOW DO WE WANT TO BUILD M4H 2030 during the summer. The exhibition linked this quest

to the Merwe-Vierhavens (M4H) in Rotterdam. This mixed-use port area is on the eve of a transition to a cultural residential-work district, in which collectivity as the basis for circularity is central. How do we realize a sustainable and circular built environment ready for future challenges? From this perspective design studios De Urbanisten, CITYFÖRSTER, Happel Cornelisse Verhoeven, GROUP A's Carbonlab and studioADAMS each examined a

specific aspect within the built environment. These studies of landscape, urbanism, architecture and materials are evocatively plotted in a timeline ranging from 1900 to 2100. All layers come together in a spectacular 40-meter-long section showing the development of M4H through time.

Want to know more? Request the exhibition publication by sending an email to pr@groupa.nl.



Materials

For the exhibition we focused on the development of material used in construction. From 1900 onwards we investigated a future scenario in the context of M4H. The way we build has changed dramatically over the last 100 years. Our current built environment contains an incredible amount of material and installation systems. Where do these come from? How does it work? And what is the embodied carbon impact?

We look back at the beginning of the 20th century when we used simple locally sourced materials to build and hardly any installations.

We reflect on today's practice where materials are sourced from all over the world as well as extracted and industrially processed in complex composite materials that are difficult to separate, to collect and to recycle.

Looking ahead, we speculate about the possible future of our built environment. Do we choose to build for eternity or to build de- and remountable?

Next up: RAM 2025

After the Dutch Design Week 2025 the exhibition continues to travel! In June 2025 you can visit 'How to Build' during the Rotterdam Architectuur Maand (RAM). From the festival's heart the exhibition takes visitors along in a story about 200 years of building culture. How can we create a future-proof living environment, ready to face the challenges of tomorrow?

RAM, Schiehaven 17, Rotterdam June 2025



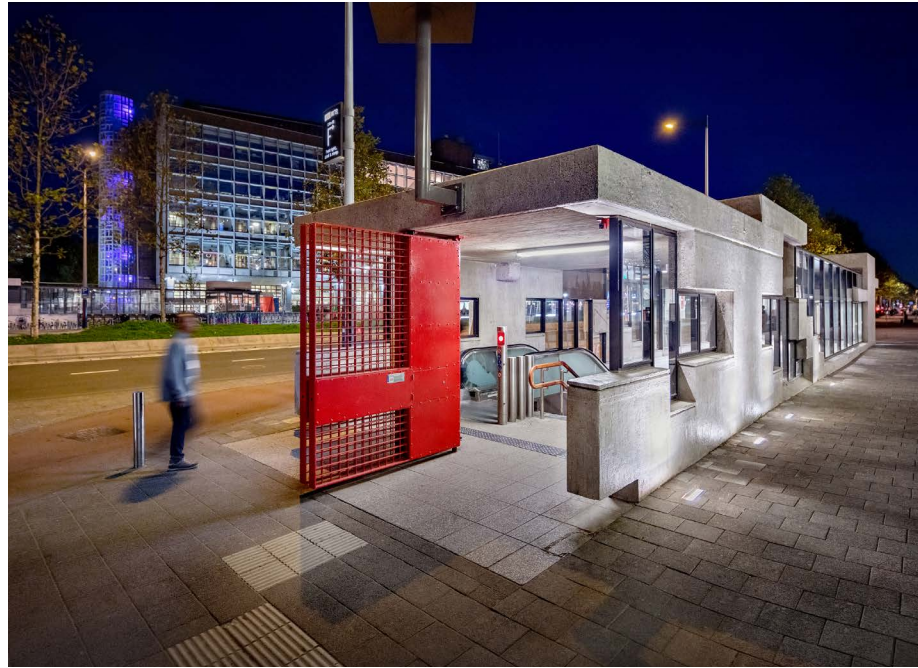
Dutch Design Week

The exhibition travelled to the Koelhuis for the DDW2025. M4H in Rotterdam and the industrial Canal Zone in Eindhoven are both set to become vibrant hubs for living and working. At the heart of these developments lie the Keile District and Koelhuis District, cultural centers driven by a dynamic community of makers and a progressive focus on circularity. How are these areas similar, where do they differ, and how can we create a future-proof living environment, ready to face the challenges of tomorrow? A relation we continue to explore.



The city's underground beacons

Having set the baseline with our award winning Metro Oostlijn Amsterdam we continue working on subways in Europe. We recently won 2nd prize in Hamburg!



Homage to original DNA

The renovation of 16 original Oostlijn stations has been completed back in 2018. The design goes 'back to the base of the original design', but is also 'a vision of the future'. By revealing the original rough looking DNA and adding contrasting refined materials, a future-proof and comfortable metro line has been reborn. We are still working on a number of small but interesting follow-ups to the Oostlijn project, including a Paris Proof noise barrier made fully of moss concrete at one of the stations in Amsterdam South East.

Missing link in Antwerp's public transport

The premetro network of Flemish Transport Company De Lijn in Antwerp, as envisaged in the 1970s and 1980s, is being completed. The tunnel under Kerkstraat and Pothoekstraat will be put into use and four unfinished stations will be completed and provided with entrances.

The design team translates the existing 'concrete hardware' from the 1970s and 1980s into the present. The aim is to realize stations that are inviting, recognizable and socially safe, with a design that does justice to the unique character of the city of Antwerp.



The multidisciplinary team of GROUP A, archipelago and Tractebel is commissioned by the Flemish Transport Company De Lijn for this assignment.

We are currently working hard to support the contractor selection and to finalize the environmental permits. First construction works are expected in 2026.



Preservation of a post-war monument

We won second prize in the Metro Hauptbahnhof Nord Hamburg design competition with a proposal that balances preservation and innovation. We teamed up with Werner Sobek AG and Beersnielsen Lichtontwerpers. First prize went to blrm Architekt*innen & Gottlieb Paludan Architects.

Hauptbahnhof Nord, opened in 1968, features unique shield tunnelling and a circular tunnel design. As a listed building, our proposal respects the functional architecture while "decluttering" and enhancing it with refined materials and lighting. The station, a key transfer hub for Hamburg's metro, will gain a distinct identity, complementing its connection to the city's architectural landscape.

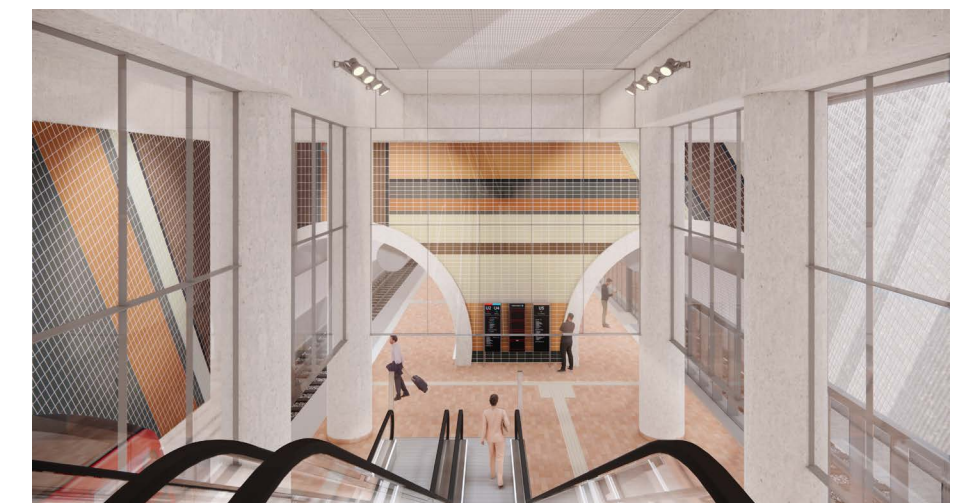
The expansion of the station, which includes the new U5 line, requires adjustments to

accommodate modern safety and accessibility standards. In our proposal we seek to preserve station's original 'DNA', focusing on its distinctive circular geometry and modular tile patterns. New materials and lighting enhance this design while maintaining its historical significance.

The station's architecture reflects the post-war era's belief in technical progress and is considered an important part of Hamburg's history. The design integrates contemporary

features while preserving its core architectural elements. Sustainable practices are emphasized, with the use of ceramic cladding and recycled materials, such as glass and silt from shipping lanes, reducing the station's carbon footprint.

The entrances will be designed with transparency and social security in mind. These design elements aim to enhance the station's identity and connection to its surroundings, while maintaining environmental responsibility.



Compact factory for a sustainable future

With a hempcrete plinth facade and a distinctive silhouette, the factory complex stands out in its surroundings. The new logistics center is the first phase of the factory that will eventually bring all functions together under one roof in a comfortable work landscape at Nieuw Reijerwaard in Ridderkerk.



Quooker Factory

The 9-plus-acre plot offers Quooker plenty of opportunities to accommodate future growth in multiple phases. The new logistics center is the first phase of the factory complex. This phase consists of a fully automated 30-meter-high high bay warehouse at the heart of the building with various logistics functions on two levels. The next phases will eventually unite all functions: production, offices, service and showroom.

The design is based on a multi-year vision for a compact building (three layers of industry) with a defined silhouette and a welcoming entrance, which on the inside is designed as a working landscape. The core of the building for future construction phases will be green: an atrium with living plants and trees will provide a pleasant living environment and strong connection between the departments. The building will also have roof gardens, for use by employees.

The sculptural silhouette of the factory complex, an interpretation of industrial shed roofs, establishes a recognizable building that stands out in its surroundings. The shed roofs allow daylight to enter and provide additional volume to the underlying functions. Layering of the roofs and building mass add a level of refinement, resulting in a building with an emphasis on human scale despite its substantial size.

Sustainable work landscape

The wish to build energy-neutral, climate-adaptive and nature-inclusive is the guiding principle in the building's design. Stacking the production over several floors creates a compact and energy-efficient building that requires less land and shell. The use of biobased materials, such as the plinth facade made of hempcrete, contributes to an ecologically responsible factory complex and a pleasant working environment.

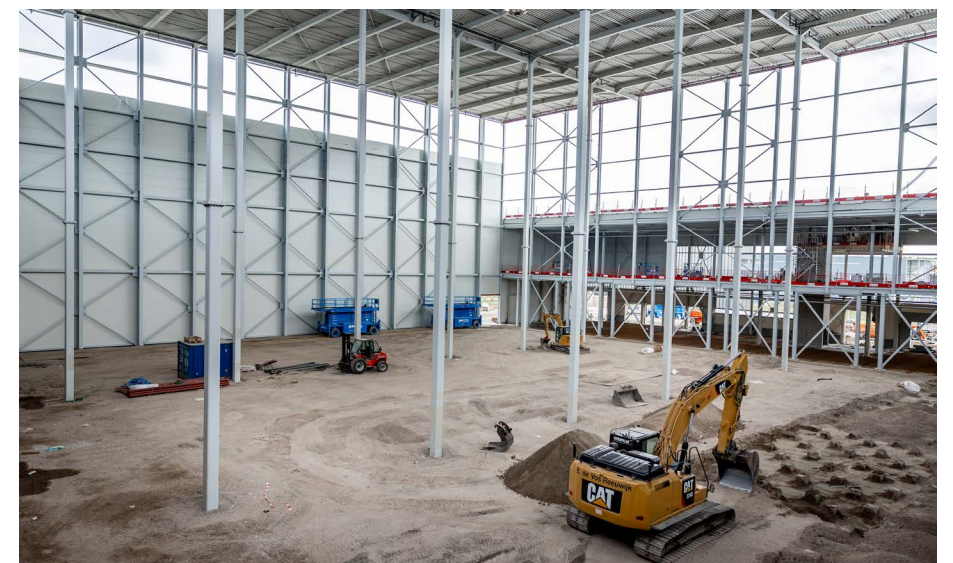


Graduating in the basement

For his graduation project, Tom Boom went underground at GROUP A, experimenting with ramming techniques and compression methods for hempcrete construction in the basement of the Keilepand. The result? Over 100 unique test samples and the foundation for a new production method for this biobased building technique. On 13 May, Tom shared his findings together with Folkert van Hagen during the event 'M4H in the Making: the learning-working community' at the Keilepand.

Open at Dag van de Bouw

The construction of Quooker's sustainable logistics center is in full swing. Curious to experience the 30 meter high logistics warehouse? Visit Quooker's construction site at Nieuw Reijerwaard in Ridderkerk during Dag van de Bouw 2025. Saturday June 21st Folkert van Hagen will tell you more about the design of this innovative and sustainable factory complex. Discover how sustainability, technology and innovation come together.



Transformations

New life for old buildings: honoring heritage while reducing CO2 emissions. With Smederij NDSM, Gortercomplex, Caballero Factory, Keilepand and - very recently - Cultural Center Bladel we have a rich expertise in transformations. The construction of Ferro Offices is in full swing and is expected to be completed this year.



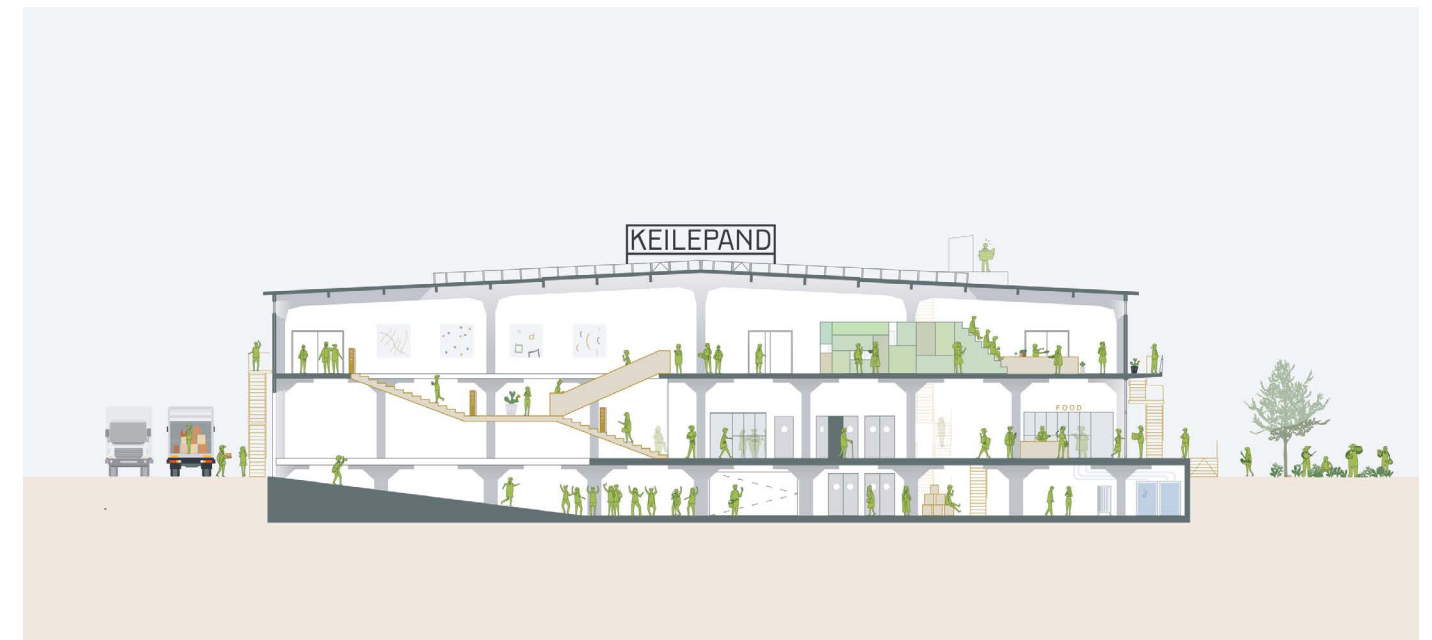
Sustainable showcase for M4H

On the former Ferro-site at the Galileipark in M4H Rotterdam the transformation of the Ferro office building has started. The design transforms the Ferro office into a sustainable collective building that, with the reuse of the existing shell, a mainly biobased facade, energy label A++++ and solar panels on the roof, does justice to the sustainability ambitions of the intended developments in the area.

The building is a redevelopment of the former 1969 Ferro office commissioned by Port of Rotterdam. Reuse of the shell is central to its design. This reduced CO2 emissions by an estimated 75% compared to complete new construction. By using the carrying capacity of the shell, an extra floor has been added to the existing volume. The facade on the south side was set back to create outdoor space and naturally regulate the incidence of daylight and sunlight. With the wooden facade and vegetation on the balconies, the building

offers a warm contrast to its industrial surroundings.

A spacious collective area forms the heart of the multi-tenant office with business unit where meeting is encouraged. Opening the building from the inside creates a void that brings daylight deep into the building and accentuates the entrance. Here, a sculptural staircase connects the flexible office floors. The entrance area provides room for programming with a wooden grandstand staircase and coffee & lunch bar.



Breeding ground for a sustainable city

The Keilepand has been transformed by GROUP A in collaboration with studioADAMS from a pre-war fruit and vegetable shed into an activity-based building where similar-minded entrepreneurs give meaning to a sustainable future.

The Keilepand is located in the Rotterdam Makers District of Merwe-Vierhavens (M4H) Rotterdam. The municipality of Rotterdam will develop this inner harbor area into a lively

area for living and working, with space for creative and innovative businesses.

The transformation of the Keilepand has enabled new activities in the former 1922 warehouse. The Keilepand is now a multifunctional building located next to urban farm the Voedseltuin in the Makersdistrict with workshops, offices, catering and an event and exhibition space of 1100 m².

The Keilepand is the culmination of the enthusiasm and drive of GROUP A and studioADAMS to combine architectural tools

with the knowledge and skills of others. This collective approach to transformation goes beyond the Keilepand and is now deployed for sustainable urban development.

With activities such as exhibitions, lectures and debates, the KeileCollectief promotes and encourages meeting, knowledge exchange and unexpected collaborations between M4H's stakeholders.

For the full program visit KeileCollectief.nl

Open to the public

Visit the Ferro Offices during the Dag van de Bouw 2025! On Saturday June 21st Dura Vermeer Bouw Heyma opens up the construction site to the public. You are welcome between 10 hrs and 13 hrs at the Benjamin Franklinstraat 25 in Rotterdam. At 12:30 hrs Maarten van Bremen will tell you more about the design in a special tour.



Carbon Stories

Carbon Stories catalyzes the dialogue about the possibilities and impossibilities of a climate-positive built environment. The perspectives of the designer, financier, developer, builder, resident, consultant and material supplier are addressed. In a series of thematic debates, Carbon Stories explores what (system)changes, exchanges and collaborations are necessary to accelerate and scale this transition.

A Tale of Dutch Cities

12.06.2025 | Keilepand

Dutch cities are taking steps toward Paris Proof construction. In recent years, municipalities have launched various policies and experiments to make this happen. What works, what doesn't, and what are opportunities or constraints? Time to discuss insights with *Tom van Haaren* (Municipality of Rotterdam), *Rob Bogaarts* (Building Balance) and *Robbert Groeneveld* (Woonstad).

Carbon Quiz 2025

17.04.2025 | Keilepand

A diverse group of professionals from the building sector - from designers to developers - came together for an informal, educational and surprisingly funny evening about CO2 reduction. After a crash course GWPa the battle for the prestigious Carbon Quiz 2025 trophy started! Congrats to Team Skaal who took the chalkhemp trophy home. With judges *Sanne van der Burgh* (MVRDV) and *Willem van Genugten*.

EU Taxonomy, how does it affect you?

27.02.2025 | Keilepand

European Green Deal, ESG,

CSRD, ESRS, SFDR, SMEs, ETS I, ETS II, CBAM, GWP, GHG Protocol.... Are you still there? *Dr. Ir. Michael Peeters* (TU-Delft) unravels the complexity of the EU Taxonomy in an inspiring crash course during the 15th Carbon Stories edition. The panel discussion with *Dennis Franken* (Stebru), *Elise van Herwaarden* (INREV) and *Karmijn van den Berg* (Municipality of Rotterdam) shows what this means in practice.

The value of carbon

27.11.2024 | Keilepand

Systemic interventions are essential to accelerate the

transition towards a built environment that stores carbon. What is the potential impact of assigning monetary value to construction stored carbon? The 14th Carbon Stories edition explores this question in a debate with *Sacha Brons* (Climate Cleanup), *Nina van der Giessen* (Rabobank) and *Onno Dwars* (Ballast Nedam Development).

Learning from Paris

01.10.2024 | Nieuwe Instituut

What can we learn from Paris regarding their shift to biobased building over the recent decade? This question is the focus of this special edition of the Carbon



Stories series in the occasion of Nature of Hope IABR 2024. Key French architects discuss the ongoing material transition in Greater Paris, the role of legislation, and the incentives that have facilitated this shift.

Transition!

From theory to practice

11.09.2024 | Keilepand

Set in the exhibition 'HOW TO BUILD IN 2030' this edition discusses past, present and future. How do we achieve a truly sustainable construction practice? What are the challenges? How can we accelerate? *Jan Rotmans* (Erasmus University Rotterdam), *Sam van Hooff* (Dura Vermeer Bouw Heyma), *Margot Holländer* (MOR Studio) and *Sacha Brons* (Climate Cleanup) share their views on transition.

We need to talk about installations!

20.06.2024 | Keilepand

Installations are a blind spot in the world of embodied carbon. Can we get a grip on this? Can these emissions be reduced? Do we need all these installations? *Bas Hasselaar* (DGMR), *Jacco Paauw* (ABT-Lüning), *Carla Rongen* (Aveco de Bondt) and *Willem van Genugten* (Carbonlab) share their views on these questions based on two design variations for a Paris Proof and Climate Positive building for Rotterdam.

Did you know most Carbon Stories are available online? Watch previous editions on: <https://www.youtube.com/@groupalive>

New Partner!

From 2025 on the debate series teams up with the Klimaat Academie Rotterdam! This new partnership means an even stronger connection with all links in the Rotterdam construction chain in the dialogue about a climate-positive built environment.

Carbon Stories is a collaboration between GROUP A | Carbonlab, KeileCollectief, IABR and Klimaat Academie Rotterdam.

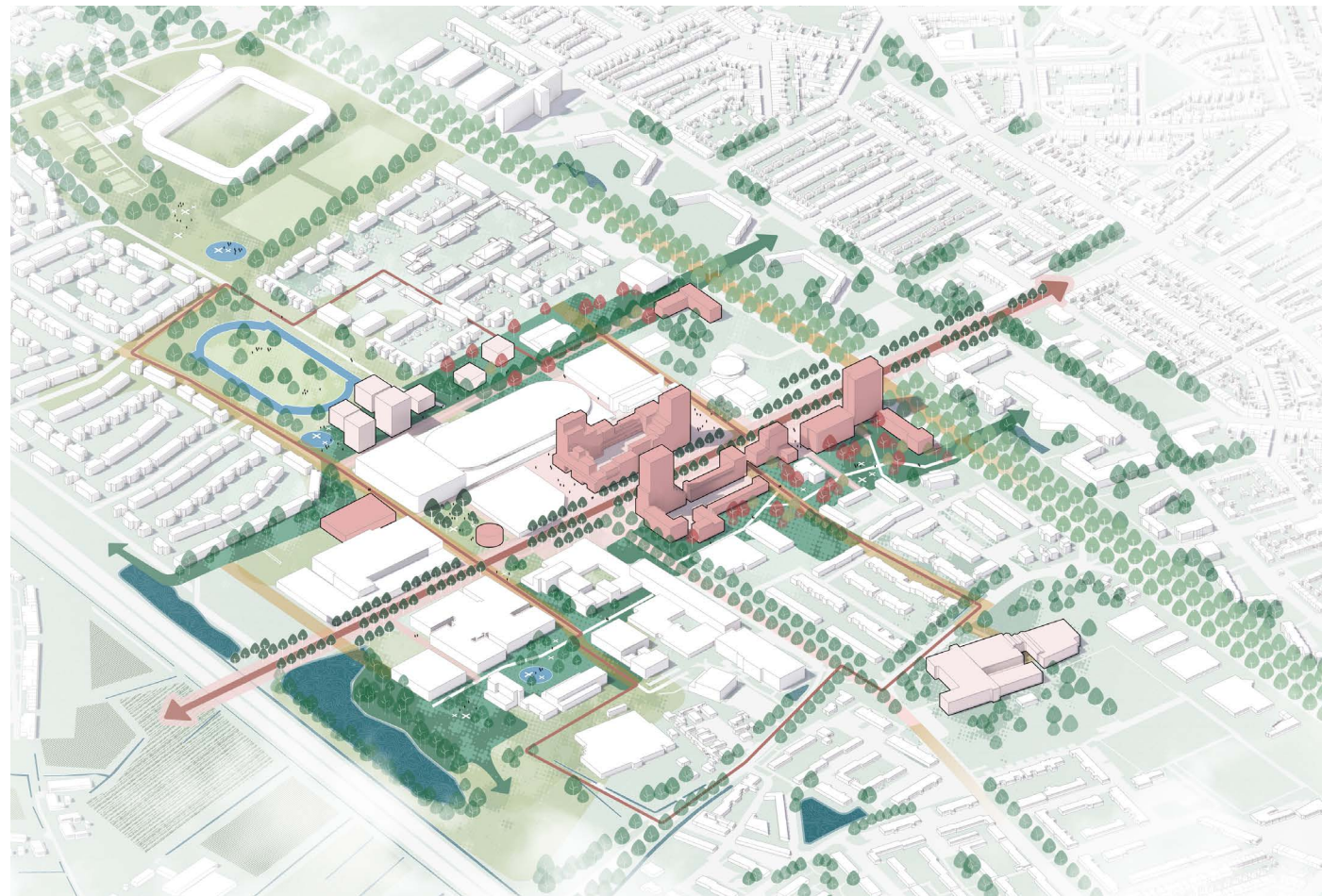
Mark these dates in your calendar:

25.09.2025 House Europe
27.11.2025 Election Debate

Sign up for our newsletter via: <https://groupa.nl/projects/carbon-stories/>

Urban planning

Transforming low-density areas with lots of surrounding parking space into high-density areas combining living, working and leisure? Leave that up to GROUP A. While architecture is our core business we get most excited when we can intertwine architecture with urban planning and interior design. This is how we design environments in which people live, work and reside comfortably in balance with the ecosystem.

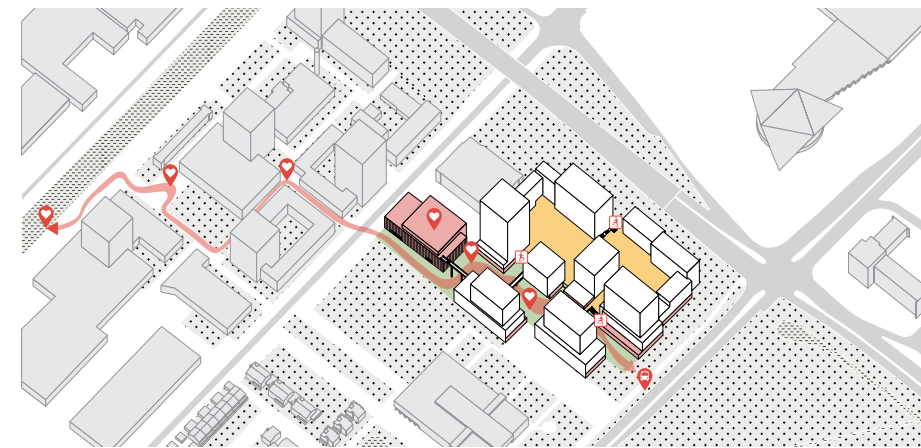


Stappegoor

Stappegoor located south of Tilburg's city centre, will be developed into an area for living, working, studying, sports and leisure. In our vision, new or improved public spaces will become important anchor points in the urban fabric. Adding height accents at strategic locations with building blocks, will improve orientation and act as

beacons in the neighbourhood. By stringing the public spaces together with connections specifically for pedestrians and cyclists, improves the livability of the neighbourhood, and understanding of the district. The diversity of functions offers a fantastic opportunity to create an actual center for Stappegoor. In short, a 'new', lively and green urban district, where it's pleasant to stay both during the day and

in the evening. In march 2024 Tilburg City Council has adopted the 4 design principles for the Heart of Stappegoor. In addition, the council wants to invest additionally to realize the high ambitions for a future proof living environment. We are currently in the last phase to finalize the urban plan. We are looking forward to working together with all stakeholders on the next steps.



HUGO

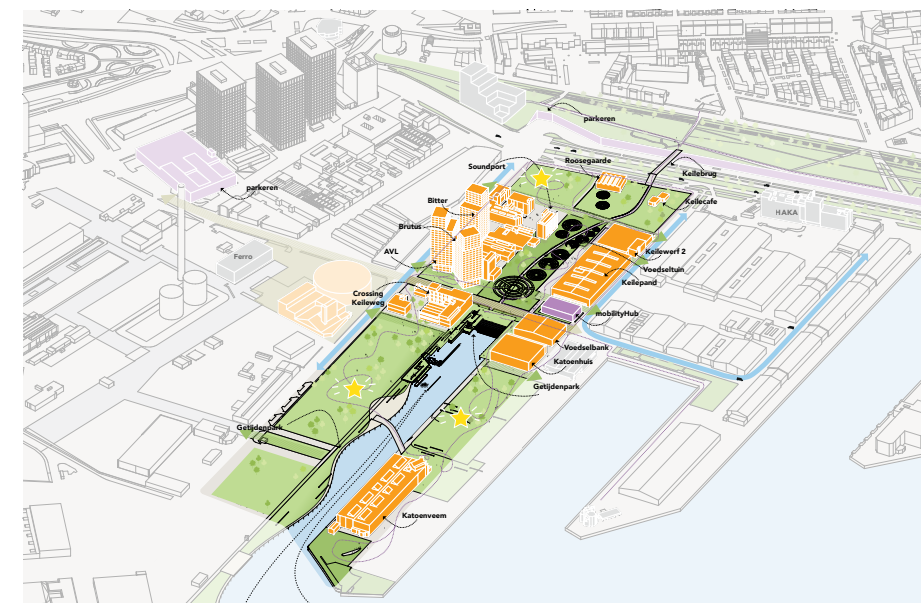
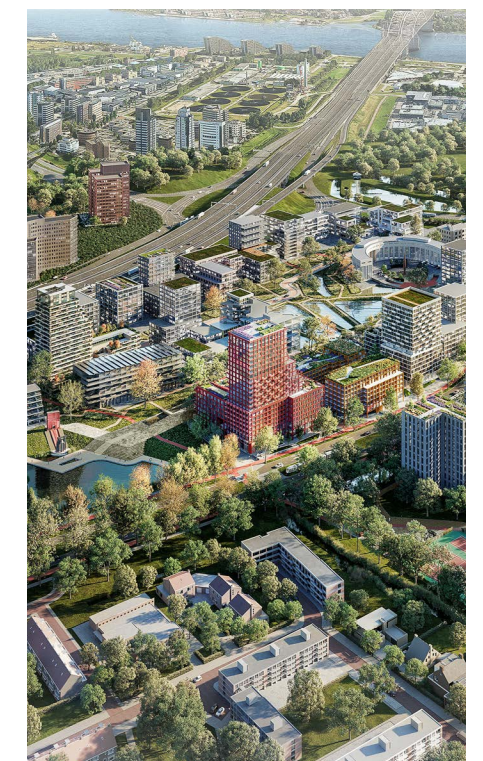
Eindhoven's Koelhuis District and the Nefken site are about to transform into a vibrant cultural district from industrial area to a permanent home for the creative and tech communities. Our plan for HUGO helps to unite all stakeholders with solid principles inspired by Campina's former Koelhuis.

DOX Mahler

DOX Mahler sets the tone for Tilburg North. It will be a great place to live among the trees of the Mahlerstraat. It will be a place for everyone. For young and old. Regardless of whether you have a modest or a larger wallet. Tilburg Noord is a special and diverse neighborhood that is going to change. The municipality of Tilburg wants about 5,000 new houses in North. This transformation goes hand in hand with improvements such as more greenery, better accessibility and space for everyone to live safely and healthy. DOX Mahler is a development by Onorthodox and Piqet Development, with the municipality of Tilburg.

Brainpark

Brainpark Rotterdam is set to become a completely new city district oriented around the park and new promenade with in time about 3500 apartments. Residential buildings with modern facilities while keeping enough square meters for offices and amenities like catering, sports, care and groceries. The centrally located park with ponds and surrounding landscape will play an important role for recreation and social encounters as the connecting green heart of Brainpark. Our plan brings connects the subway with the Erasmus Campus with the newly to be realized promenade.



Keilekwartier cooperation

A very special project we are working on is the Keilekwartier in M4H Rotterdam. Convinced by the idea that the current creative industry forms the basis for the creation of an urban fabric that is connected to the city, keyplayers organized themselves in a cooperation. It gives identity and also provides a good basis for the future incorporation of housing. A projects that is very close to our hearts in its collective approach and set in our direct working environment.

Lowering the threshold

Lectures, serious games and quizzes. In order to meet the Paris Agreement we need to join forces and share knowledge across the entire construction sector. Jump on the bandwagon and let's do this together!



Collaboration as key to success

In the serious game Climate Positive M4H, participants gain insights about the means to facilitate climate-positive environments. The game makes tangible how emission, compensation and storage

resources (such as nature, building, mobility) relate to each other and what has much, and what has little effect. Great to see how this game triggers discussion about climate-positive environments!

Participants of the game will collectively aim to score as many points as possible for living

quality - based on the 8 principles from the Spatial Framework M4H -, to emit as little CO2 as possible and to store CO2 where possible.

The serious game continues to work as a very effective tool to get grip on the effects of certain measures and to have a well informed discussion on building climate positive environments.

Inspiration sessions

Set in the exhibition 'How to build' we hosted many inspiration sessions on how to reduce CO2 emissions in our built environment. Ranging from architecture students and policymakers from Baltimore, Rotterdam and Amsterdam to Paris Proof sessions for institutional investors and the Dutch team of an international leading engineering company.



Lectures

Bringing the public up to speed on their carbon knowledge: scope of the problem, built environment as part of the solution, anticipating legislation, systemic transitions, carbon calculation methods. We shared our research up to now in various compositions and approaches. From sharing lessons learnt during FuckUp Night at the Nieuwe Instituut to more specific lectures for the Municipality of Baltimore, Bartlett School and Ecobuild Brussel.

Carbon Quiz

The built environment accounts for about 40 percent of global CO2 emissions. What is the situation exactly? How can we achieve a climate-positive built environment? In our Carbon quiz you will discover how much you know about the possibilities and impossibilities of CO2-negative building. Gaining knowledge over drinks. Can you think of a better combination? Stay tuned for the next edition!

Coming up: Paris

This fall Willem van Genugten will give a lecture at the Modular, Mass Timber & Net-Zero Summit in Paris. Europe's construction sector is at a pivotal crossroads, responsible for nearly 40% of the continent's total energy consumption and over 36% of greenhouse gas emissions, according to the European Commission. With the climate crisis intensifying and the EU Green Deal mandating climate neutrality by 2050, the push for net-zero construction has moved from ambition to obligation.

In cities like Paris, Amsterdam, and Stockholm, the landscape is shifting rapidly—projects such as Stockholm Wood City, Haut in Amsterdam, and Sara Kulturhus in Sweden are setting new global benchmarks in carbon-neutral building through timber innovation, circular design, and smart technology integration. Meanwhile, the revision of the Energy Performance of Buildings Directive (EPBD), approved in 2024, is reshaping the regulatory landscape by requiring all new buildings in the EU to be zero-emission by 2030. Time to accelerate! - 8 & 9 October 2025



Environmental legislation

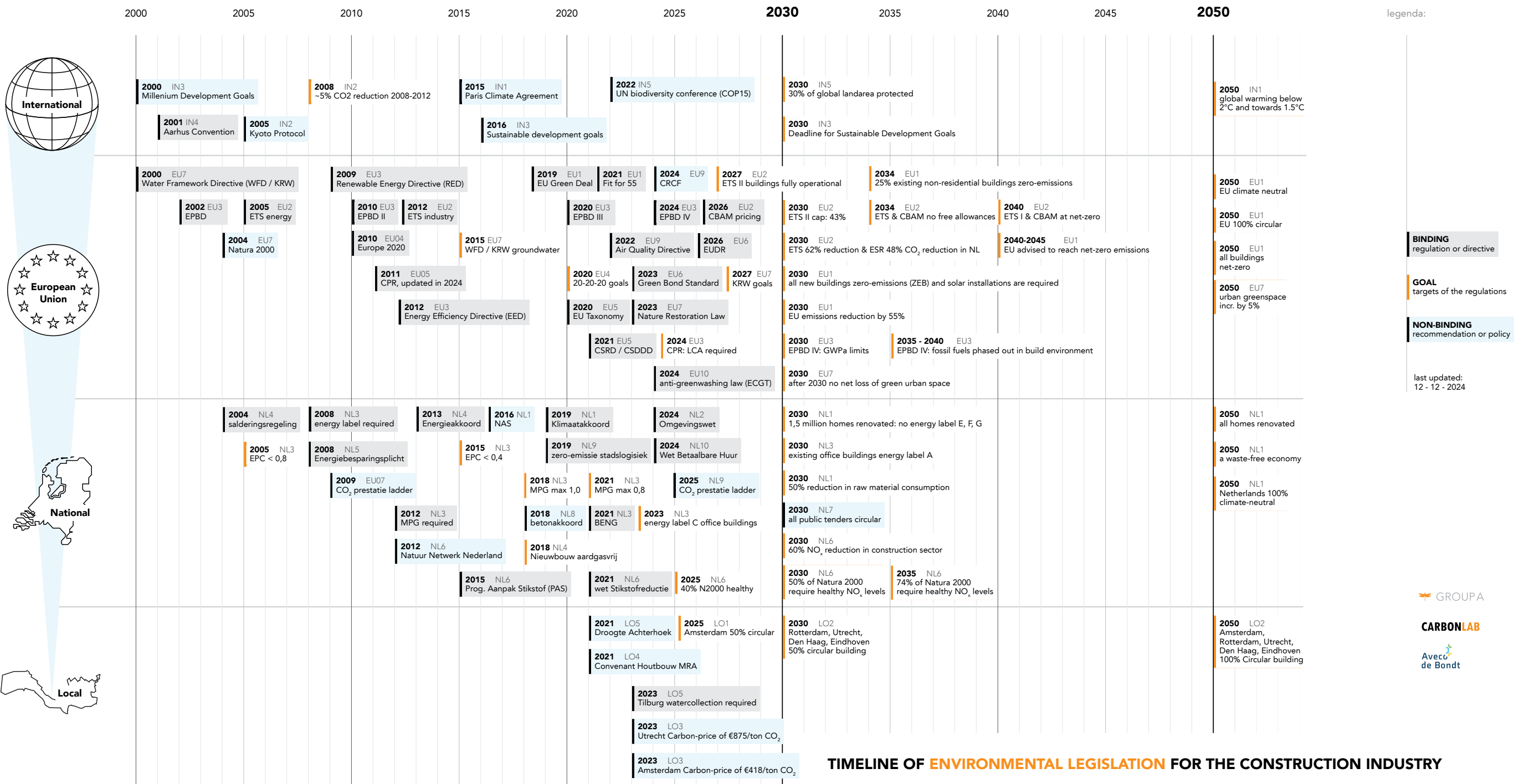
Climate-positive built environment, is that possible? And how to have a conversation about it? Based on potentially polarizing opinions and preferences or based on mutually shared knowledge and objective principles? To explore what all the disciplines that make up the built environment have in common, CARBONLAB mapped environmental laws and regulations for the construction industry from 2000 to 2050.

Because the creation of the built environment often spans several years, and sometimes even decades, we have mapped both existing and upcoming regulations and incentives. Both on a global scale, European scale, Dutch scale and local scale.

The timeline provides a factual overview of all the factors we have to comply with in planning and building our environment. A good basis for structuring the dialogue between the various disciplines on integrating sustainability and CO2 storage

into the environment. This instrumental overview serves its purpose as several parties are now using it in their projects and processes. We encourage everyone to use the overview internally and externally mentioning all contributing

parties. This overview is the current state of our research and therefore may be incomplete and in need of improvement. Download the most recent version on our [website](#).



TIMELINE OF ENVIRONMENTAL LEGISLATION FOR THE CONSTRUCTION INDUSTRY

Lessons learnt, lessons shared

Interviews, articles, conferences, podcasts, round tables. We enjoyed being out there and continue this in 2025!



"In city design, urban planning and architecture come together"

- Adam Visser

Podcast on carbon neutral high-rise?

How can we have more people living in the city? Are towers an option for this? And how does that work if sustainability is the starting point? How much weight should it carry? RTM XL stopped by the Keilepand and talked about this with Harm Tilman, Folkert van Hagen and Willem van Genugten who, with CarbonLab, are investigating how we can build without CO2 emissions, the prerequisite for fulfilling the Paris Agreement.

Listen to the podcast via spotify: <http://www.rtm-xl.nl/2024/05/rtm-xl-podcast-aflevering-38-verticale-steden/>

Making city in M4H

"Remember, as a property owner and developer, you have to organize a lot. You have to unite as a group, make investments, operate and maintain the property. The municipality won't do that for you."

- Folkert van Hagen in gebiedsontwikkeling.nu

City makers are a familiar phenomenon in the Netherlands. They are spatially and socially oriented professionals who dedicate themselves, outside the core activities of their company, to the development of their environment. Several interviews with partner Folkert van Hagen were dedicated to this topic. He co-initiated the KeileCollectief and Keile Kwartier Cooperation together with other cultural partners in the M4H area. On the occasion of Placemaking Week Europe in the Keilepand Folkert was interviewed by Archined and Gebiedsontwikkeling.nu. What are the lessons learnt?



"Unfortunately, lighting quality cannot be solved with quantity. The balanced use of artificial light in combination with daylight provides quality and can only be achieved by thinking carefully about it; in other words, by design."

- Maarten van Bremen during Future Lighting 2024



"The upside of focusing on CO2 reduction is unlimited"

- Willem van Genugten in The Architect

On reducing our CO2 footprint

Several interviews with Carbonlab's driver Willem van Genugten were published last year. Editors of de Architect, VG Visie and Houtblad were curious about our inspiring colleague and asked him about his motivation, vision and Carbonlab's methods. Encouraging knowledge exchange, we also participated in Architectenweb's open call for insight into the embodied CO2 emissions of projects. This offered a valuable overview.

"You only have an alibi to build if reducing the embodied carbon is an ambitious core part of your project"

- Willem van Genugten in VG Visie



Now available online!

To celebrate our 25th anniversary, back in 2021, documentary filmmakers Onur Can Tepe and Marcel IJzerman invited GROUP A for a series of round table conversations. In the film Group Affairs, the architectural firm GROUP A explores the past

and future of their practice by inviting peers, clients, colleagues and friends to a roundtable discussion. Unexpected questions create a unique dynamic in this remarkable format. They reveal the fragilities of being an architect today, and question GROUP A's social, cultural and sustainable position

in society: a cinematic portrait of a group of architects united by their profound optimism.

GROUP AFFAIRS is now available online via architecture film platform Shelter Stream.

Stream via: <https://watch.shelter.stream/group-affairs>



About GROUP A

We are GROUP A. An office for architecture, interior design and urban design located in the Keilepand Rotterdam. Founded back in 1996 by partners Maarten van Bremen, Folkert van Hagen and Adam Visser, we are now a solid team of twenty designers and five staff members. Our work has been rewarded with various prizes, including the Frame Award, IF Award and Green Building Award.

In the past twenty-five years we have realized a wide range of projects. From offices to housing and from mobility to transformations. In our work, urban planning, architecture and interior design are inextricably linked. This allows us to design environments in which people live, work and reside comfortably in balance with the ecosystem.

In our work we feel responsible for the entire process, from design to completion. Optimism and pragmatism, with attention for the social process, characterize the way we do this. With a committed and ambitious team we design smart and distinctive solutions by overseeing the whole scope, zooming in on details and keeping the user in mind at all times.

Follow us

Website groupa.nl
 LinkedIn linkedin.com/company/group-a-architects
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 Youtube youtube.com/@groupalive

Credits

Blueroom (Source: showyourstripes by Ed Hawkins)
 De Urbanisten
 DigiDaan
 Easyfairs
 Frank Hanswijk
 Fred Ernst
 GROUP A

Havenbedrijf
 Iwan Baan (Fenix Tornado)
 Jacqueline Fuijkschot
 Frank Hanswijk
 Margarita Kouvatso
 Nabor Fotografie
 PF Visual
 Quooker

Rene Wouters
 Ronald Tilleman
 Sabine van der Vooren
 Studio Wavy
 Wax
 Will Boase
 YuconVR
 ZesxZes

CARBONLAB

A GROUP A INITIATIVE

About Carbonlab

Carbonlab, a think tank of GROUP A, explores the possibilities of climate-positive design at all scales and in all design phases. We investigate the implications for the construction industry of laws and regulations to combat climate change. We calculate the CO2 emissions of projects, from urban planning models to testing material choices. Each study yields answers and follow-up questions. This is how we develop our knowledge at a rapid pace.

We also drive an interdisciplinary dialogue through which we contribute to developing a common ground within the construction sector. By means of the Carbon Stories series of debates in which we explore the CO2 issue in the building sector in depth, as well as through workshops with architects, cost experts, engineers and software developers. In this way we learn from each other and accelerate the transition to a climate-positive built environment.

Carbonlab is the breeding ground for practical implementation in ongoing and new GROUP A projects. By combining research and practice, we stimulate the transition of the built environment involving all disciplines in the building sector.

PROVADA 2025

This year at PROVADA, we're taking a different approach. Rather than being at a fixed stand, you'll find us at various events throughout the fair – or simply in the hallways. Would you like to meet up? We'd love that. Just reach out and we'll gladly schedule a time to connect. See you at PROVADA!



Paris Proof 2030, how?

Presentation and drinks

Tuesday, June 17, 15:00–15:30

JAJO, stand 12-51

Can we meet the 2030' ambitions today? JAJO together with Woody Builders, DGMR and GROUP A will present the case study Massive Timber Office Concept.

This future-proof office concept shows how a timber building system, bio-based materials and smart design come together in a Paris Proof building. Not an abstract vision, but a practical system that is applicable today.

Speakers:

- **Job Kuijpers – Woody Builders**
- **Bas Hasselaar – DGMR**
- **Willem van Genugten – GROUP A | Carbonlab**



Building with courage: Timber, High-rise & Reuse

Presentation and drinks

Wednesday, June 18, 16:00

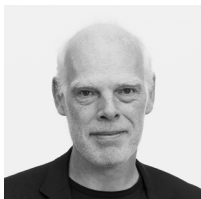
Ballast Nedam Development, Stand 12-29

Ballast Nedam Development together with VMX Architects and GROUP A will present the unique design for an innovative high-rise project.

With a strong focus on reuse, CO2 reduction and exploring carbon credits, Amsteloevers shows how architecture, sustainability and courage come together on the banks of the Amstel river.

Speakers:

- **Don Murphy - VMX Architects**
- **Willem van Genugten & Maarten Lever - GROUP A**
- **Robbert Rogge - Ballast Nedam Development**



Curious?

Can't join these events but would you like to meet up during PROVADA? Please contact us at pr@groupa.nl.

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Are you not at PROVADA this year, but curious about what GROUP A and Carbonlab are doing?

Make an appointment and visit us at the Keilepand.

