



CURRICULUM VITAE

RUBEN LENTZ

Date of birth / 17 mei 1988

Place of birth / Gouda

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Ruben Lentz (b. 1988) studied Architecture and Urbanism at the Delft University of Technology where he developed himself as a strategic, urban thinker and designer. During his studies he was active as an intern at a Dutch real estate firm and an Argentine foundation dedicated to improving conditions in slums. Also, he set up a design studio called Pact11 that focused on own initiatives and assignments in the redevelopment of commercial real estate. Since 2015 he has been active at BLOC, where he joined as a partner in 2018.

Ruben works mostly as concept developer and is responsible for both the project itself as the process beneath it. Examples are concepts for radically greener cities, innovative business models for large scale renovations and the smart integration of mobility, energy and food systems into the urban fabric.

As a design thinker Ruben builds value cases for a future proof city. He does so by applying his broadly developed, creative toolset.

Professional track record

- 2015 – now** **Concept developer and partner**
BLOC bv
BLOC is a creative developer. We work on radical concepts on the cutting edge of energy, tourism, living and working.
- 2019 – now** **Guest lecturer**
Delft University of Technology
The world is changing rapidly and so is the urban environment. Therefore, we need to rethink the way we build our cities and the economic models behind their development. The Delft University of Technology and BLOC are partnering up to discover new value chains in the built environment and work on healthier, cleaner, happier and smarter cities.
- 2011 - 2016** **Founder**
Pact11
Pact was a inspiring creative startup with a focus on smart solution for the redevelopment of the built environment. It started its own projects and worked on assignments from large real estate owners and government bodies. Ruben was founder of the practice and active in the acquisition of projects, research and design.
- 2012** **Intern**
Playspace Foundation
The Playspace Foundation is a Dutch-Argentine collaboration that works based on the thinking of Aldo van Eyck. It involves the improvement of the public space and therefore the social infrastructure of informal settlements (slums). Ruben was active in the spatial design of a large square, the setup of a social media campaign and other activities.
- 2011 - 2012** **Founder**
1liter
Non-profit initiative 1liter connected the possibility of ordering tap water (instead of mineral water) in the hospitality sector with fundraising for water projects in Africa.
- 2010** **Intern**
Nieuwholland
Ruben worked as an all-round intern for this real estate consultancy firm, which is mostly active in the field of retail. He did multiple renovation assignments for shops in the Rotterdam city centre.

Education and language skills

Education

2017	Designing for Change, online course at IDEO U
2006 – 2014	Bachelor Bouwkunde, Master Urbanism at the Delft University of Technology
2000 – 2006	Gymnasium, Coornhert Gymnasium, Gouda

Languages

Dutch (mother tongue), English (professional proficiency), French, German, Spanish

Projects (selection)

2021 – current	Circular Culture Cluster Berlijnplein The centre of one of the largest residential areas will be developed into an open and fully circular cultural hotspot in co-creation with end-users and residents.
2022 – current	Dutch Timber Sprint Week Together with Holland Houtland, BLOC introduced Built By Nature to the Dutch built environment, focused on timber and biobased building. We analyzed the Dutch building market in several sprint sessions, performed a gap analysis, and distinguished challenges and opportunities. This resulted in concrete actions for Built By Nature to accelerate building with timber and biobased materials in the Netherlands.
2020 – current	ZeroCarbonFund BLOC has set up the ZeroCarbonFund, with financial support from Laudes. By taking advantage of the positive effect wood has on the climate, we can build large-scale financial incentives to use wood in houses, offices, and other buildings.
2019 - now	Green Heartbeat of Brewing (HEINEKEN) The HEINEKEN office in Zoeterwoude will be transformed in a sustainable way into an extremely green and lively working environment. BLOC has developed the concept and is leading the development of the project (including the possible establishment of a HEINEKEN Campus).
2019 - now	Design sprint Apeldoorn Apeldoorn is the 11th most populated city in the Netherlands. However, the municipality is struggling with vacant office buildings and attracting tourists. The municipality recently adopted a vision to develop the city center. BLOC is currently working together with the municipality and stakeholders to determine the best way to implement the goals described in the vision.

- 2015 - 2019** **CO2 Smart Grid**
 Reducing our CO₂-emissions is a major challenge for the Dutch society. We should make great strides towards a much lower emissions of this greenhouse gas. But what if we see this challenge as a great opportunity? With more than twenty-six parties (waste furnaces, governments, steel plants, NGO's and horticulture clusters) BLOC is working on a movement to realize the world's first CO₂ Smart Grid in the Netherlands. This way we continue to build a future-proof Dutch economy.
- 2018** **Kuijpers 2.0**
 Technical provider Kuijpers is a company with a family tradition and therefore strongly interested in its value proposition on the long term. We helped them with acquiring a new position in the radical improvement of the commercial real estate market.
- 2018** **Quick and clean transport system over the IJsselmeer**
 The IJsselmeer (the largest sweet water lake in western Europe) offers a lot of opportunities for transporting tourists between the cities on the waterfront. We propose a smart, user-centered system that operates with emissions. BLOC finished a feasibility study and is now talking with local partners to organise the first test runs.
- 2015 – 2016** **Development investment programme Haringvliet**
 “Natuurherstel Haringvliet” (Nature Restoration Haringvliet) is a special partnership headed by the Wereldnatuurfonds (World Nature Fund). It is a unique nature reserve and tourist attraction, home to eagles, sturgeon, porpoises and white-beaked dolphins. BLOC is developing a tourist-recreational approach and a business case study for the water connection that would make Haringvliet also accessible from Rotterdam.
- 2015 – 2017** **Development Dutch Windwheel**
 Supporting position in the development of this unique, future icon of Rotterdam and the Netherlands. An architectural landmark, the most innovative windmill in the world, an unprecedented attraction with global allure and THE showcase for Dutch clean technology.
- 2014 – 2015** **Design and development monument railway overpaas in Delft**
 Following our successful lobbying to preserve part of a railway overpass, which was demolished as a result of the Spoorzone project, we are involved in the design and construction of a monument there.
- 2014 – 2014** **Study redevelopment and renovation office in Haarlem (± 8000 m²)**
 Commissioned by DTZ Zadelhoff and NS Stations, performed a thorough research into the potential and challenges of a major renovation of an office building in order

to reintroduce it onto the market. Made extensive use of innovative solutions regarding process and technology in line with the characteristics of the property.

2014 – 2014

Study redevelopment monument to hotel in Utrecht (± 30.000 m²)

In collaboration with Ideal Projects, worked on a bid proposal for a prominent hotel chain to establish itself as the main tenant in a massive and much talked-about monument in Utrecht.

Publications

- 2017 “Bouw Ocap-leiding uit tot smartgrid voor CO2”
Cobouw, januari 2017
- 2016 Westelijk Handelsterrein zet de toon: Eerste circulaire Rijksmonument
Monumentaal Magazine, december 2016
- 2015 Crisisgeneratie bouwkundestudent, grijp je kans!
BOSS Magazine, maart 2015
- 2014 Start-ups: “Voor ons is de crisis een gegeven, we weten niet beter”
Coverstory, de Architect, oktober 2014
- 2014 Monument in opkomst, ludieke ideeën voor een laatste stukje spoorviaduct
Algemeen Dagblad, mei 2014