



CURRICULUM VITAE

IR.

RUBEN LENTZ

Date of Birth / May 17, 1988

Place of Birth / Gouda

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Ruben Lentz (b. 1988) studied urban planning at Delft University of Technology and was active as a founder of the design studio Pact11 and as a designer at a Rotterdam real estate agency and an Argentine foundation dedicated to improving conditions in slums. He has worked by BLOC since 2015.

Ruben works as a concept developer at BLOC: he takes care of both the content development and the process of projects. Think of new urban design concepts for the radical greening of cities, accelerating the use of CO2 as a raw material and a feasibility study for clean and fast transport over the IJsselmeer. He does this by actively building cross-overs between different disciplines and ambitious parties.

Ruben gets projects off the ground with a social vision, entrepreneurial spirit and a creative toolset.

Work Experience

- 2015 – now** **Concept Developer**
BLOC bv
BLOC develops regional collaboration and organizes regional development. We ensure smart collaboration between governments, investors, businesses, marketing organizations, social organizations and residents. We supervise them until investments and results are inevitable.
- 2011 – now** **Founder and Partner**
Pact11
Pact11 was a sensational creative start-up that mainly focuses on smart solutions for real estate redevelopment. We do this on the basis of self-initiated projects as well as those commissioned by real estate owners and/or government bodies. I am involved as a founding partner, and have done acquisition, research and design work.
- 2012 – 2012** **Intern**
Playspace Foundation
The Playspace Foundation is a Dutch-Argentine cooperation, which improves the public space and thus the social infrastructure of slums based on the ideas of Aldo van Eyck. Here, I collaborated on the urban design of a large square, setting up a social media campaign and other activities.
- 2010 – 2010** **Intern**
Nieuw Holland
I worked as a designer and general employee for this relatively young real estate consulting firm, which focuses mainly on retail. Worked among other activities on renovation contracts for stores in the inner city of Rotterdam.
- 2010 – 2014** **Technical staff in large-scale renovation**
Commissioned by a private party to participate in a major renovation of their 17th-century canalside house.
- 2003 – 2010** **Various positions (mainly chauffeuring and hospitality work)**

Education and Language Skills

Degrees

- 2006 – 2014 Bachelor's in engineering and master's in Urbanism, Technical University of Delft
- 2000 – 2006 Gymnasium (pre-university high-school education, including ancient languages), Coornhert Gymnasium, Delft

Languages Dutch (mother tongue), English (professional level), French, German, and Spanish

Projects

2018 – present

PixelCity Bangalore

Urban issues require concrete solutions. Often the complexity of urban water, energy, heat and food issues can be disentangled with practical questions. How do I provide my family with healthy food? How do I keep my house warm or cold? How do I get clean drinking water? These questions are addressed by PixelCity's pixels. Together, the pixels form a spatial toolbox, which can be used in several places. This replicable urban design concept tackles social problems with a service-driven area development. With a quantifiable positive influence on the ecosystem in which it is located. Whether it concerns social, economic or ecological aspects. This is also linked to the financing model. In this way, the Dutch urban planning and technology world can turn its teeth into urban challenges of tomorrow. Starting in one of the most challenging cities in that area: Bangalore in India. BLOC is the initiator and core partner of this initiative.

2017– present

Fast and clean across the IJsselmeer

The IJsselmeer offers many opportunities for the optimised transportation of tourists and holiday-makers between the cities and buildings on the former Zuiderzee coast. To fulfil this aim, we are thinking of an over-water transport system that functions quickly and cleanly and is therefore ready for the future. BLOC is currently working on a feasibility study in preparation for the first test trips.

2016 – now

Bright Park

Together with a group of the most inspiring contributors we know, BLOC is working on a modular, movable park. This park will filter large quantities of air and water and will offer an escape from the 'big smoke'. So, it's just like a park? Yeah, except 100 times more effective thanks to its use of futuristic technologies! We developed an action plan for Eindhoven and are currently working with enthusiastic partners to get started.

2016 – present

Westelijk Handelsterrein

A national monument in the middle of the chic Scheepvaartkwartier (shipping district); a group of catering entrepreneurs, ambitious property owners and a city in motion. BLOC is combining these elements in a contemporary concept for the revitalisation of the complex where our café is also located. BLOC has developed a circular service model for the building, which is revolutionary in the field of cultural heritage.

2016 – present

Feasibility Study CO2 Smart Grid

Reducing our CO2 emissions is a major challenge for Dutch society and the Dutch economy. We have to take major steps towards reducing this greenhouse gas. But what if, instead of seeing it as a challenge, we think of it as a unique opportunity? With more than 26 partners (waste incinerators, public authorities, steel factories, NGOs and the horticulture sector), BLOC is working on the creation of the world's first CO2 Smart Grid. With these sorts of initiatives, we are helping to build a future-proof Dutch economy. We have already signed a letter of intent and are now working hard on the feasibility study.

2015 – 2016

Haringvliet Development investment programme

“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 – present

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.

2015 – 2016

Redevelopment Havenkerk in Schiedam

The Havenkerk (Port Church) occupies a central place in a much-needed development in Schiedam centre. For the municipality, the owner of the historic church that has fallen into disuse, it is a challenge to activate this church and make it function independently in the long run.

2014 – 2015

Design and development monument for railway overpass 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 for repurposing and renovation of office building 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 to repurpose monument as 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

- 2015** **Crisisgeneratie bouwkundestudent, grijp je kans!**
Crisis generation engineering student, this is your chance!
BOSS Magazine, March 2015
- 2014** **Start-ups: “Voor ons is de crisis een gegeven, we weten niet beter”**
Start-ups: “For us, the crisis is a given, we don’t know any better”
Cover story, de Architect, October 2014
- 2014** **Monument in opkomst, ludieke ideeën voor een laatste stukje spoorviaduct**
Emerging monument, playful ideas for a last section of railway overpass
Algemeen Dagblad, May 2014