



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 applies modern insights from international urban planning, and combines them with a strategic vision of regional development. He does this on multiple levels with both regional issues and urban problems. As a freelancer, he worked for a diverse range of clients: individuals, public institutions and companies like DTZ Zadelhoff and NS Stations (Dutch railway stations). These were design, analysis and development tasks, focused on large monuments, office buildings and public spaces in inner-city Amsterdam, Utrecht and Haarlem and elsewhere. He was also active in several supporting activities, such as promotional campaigns and graphic design.

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 is 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

2016 – now

BLOC.park

Along with a collection of the most inspiring parties we deal with, BLOC is working on a modular, movable park that purifies large amounts of air and water and offers a pleasant escape from busy city life. So, like any park then? By applying the techniques of tomorrow, up to a hundred times more effective!

2016 – now

New concept Western Trade Area

A listed building in the middle of the chic Scheepvaartkwartier (Shipping Quarter), a large group of hospitality businesses, ambitious building owners and a city in movement. BLOC combines these elements and is working on a contemporary concept for revitalization of the complex, in which our café is also located.

2016 – now

Position paper CO2 smart grid

CO2 is a major challenge for the Dutch society. We should be making great strides towards much lower emissions of this greenhouse gas. But what if we see this challenge as a great opportunity? With more than twenty parties, BLOC is working on a movement to realise the world's first CO2 smart grid in the West of the Netherlands and so continue futureproofing the Dutch economy.

2015 – now

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 – now

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 – now

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 – now** **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