

ALPHA

On the edge of the city center

with spectacular views over
the seaports of Amsterdam

1 campus development
3 office towers connected by a plinth
More than 45,000 sq.m.

ALPHA AMSTERDAM





—ALPHA—

KEY HIGHLIGHTS

- An Office Campus with a total floor area of more than 45,000 sq.m. (estimated GLA)
- BREEAM Excellent + Well certified
- Flexible floor layouts ranging from 800 sq.m. to 1,500 sq.m. (estimated GLA)
- Unobstructed view over the harbor of Amsterdam
- Choice in level of completion
- In the heart of the new Haven-Stad district

NOW OR NEVER!

Every now and then, a unique opportunity arises in a metropolis like Amsterdam. Alpha is that opportunity. Three towers have been designed with a flexible layout, and the available space ranges from 800 to 1500 sq.m per floor, which enables you to create your own unique workspace in the old industrial area of the Amsterdam seaports.

In the soon to be transformed Haven-Stad district, an amalgamation of rich history, outstanding location and new ambitions comes together. In the heart of the seaports, on the edge of the city center of Amsterdam, Alpha will become an anchor for Haven-Stad. Alpha will comprise more than 45,000 sq.m. of floor space in total.

Alpha is a project by All-in Real Estate and designed by MVSA Architects. DRS Makelaars and JLL will assist the owner, All-In Real Estate, in the development and rental of Alpha. Completion is expected in 2021.

location



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AMSTERDAM

COSMOPOLITAN CAPITAL

Amsterdam is the capital of the Netherlands. With 855,000 inhabitants and 180 nationalities, it is one of the most diverse and cosmopolitan cities in the world. The city with more bicycles than inhabitants has 1,281 bridges over 165 canals, 40 parks, 6 windmills, 75 museums, 55 theaters and 2,500 houseboats.

INTERNATIONAL CHARACTER

The international focus and urge to discover is what made Amsterdam the most important port in the world during the Golden Age. This can still be felt in every street and in every neighborhood. More than 90% of Amsterdam residents speak English. This international character and the exceptionally favorable business climate for companies makes the city an attractive location for (multi)nationals.

**IN A METROPOLIS SUCH AS AMSTERDAM,
SPACE IS A SCARCITY. IN ALPHA, A UNIQUE
OPPORTUNITY OF NO LESS THAN 45,000 SQ.M.
OF TOTAL FLOOR SPACE IS EMERGING. WILL YOU
TAKE UP THIS OPPORTUNITY?**

—ALPHA—

HISTORY OF THE AMSTERDAM SEAPORTS

THE GOLDEN AGE

Alpha is centrally located in the ports of Amsterdam, a stone's throw from the city center and with an unprecedented rich history. In 1275, Amsterdam received a toll privilege from the Dutch Count Floris V., which was the beginning of the turbulent development of Amsterdam and its seaports. Amsterdam grew into the largest city harbor in Europe. Around 1600, Amsterdam was at the peak of its hegemony. This period of prosperity and affluence is still known today as the golden age.





TRANSFORMATIONS

Alpha is located in the harbor area which has long been on the border of major transformations, but itself remained relatively untouched. It lies between the eastern and western seaport areas, adjacent to the city center and the previously developed Houthaven and the Sloterdijk district. At the end of the 19th century, the eastern dock area was at the forefront of trade, whereas the western docks flourished in the post-second world war period.

The eastern area of the harbor has since been transformed into a residential area. The continuous growth and development of the metropolis of Amsterdam means there is greater demand for living and working space. The port area next to Alpha (Houthavens) has also recently been transformed. The emphasis has shifted from pure industry to living, working and recreation. Thanks to the new Haven-Stad plan, it is now time to develop the area around Alpha.

THE HISTORIC HARBOR AREA IS ENRICHED WITH MODERN ARCHITECTURE



**THE EMPHASIS HAS SHIFTED
FROM PURE INDUSTRY TO LIVING,
WORKING AND RECREATION**

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HAVEN-STAD PLAN

A NEW DISTRICT

Alpha is located on the Neptune harbor, in the center of the Amsterdam Haven-Stad plan. Haven-Stad is an ambitious project for a new district. It is being developed as an integral plan for a new mixed urban environment. The entire site covers 650 hectares, which is comparable to the adjacent Amsterdam city center. The current stretches of water, rugged harbor basins, numerous shipyards, parks and festival grounds give Haven-Stad an open, metropolitan atmosphere. This makes it particularly attractive for (inter)national living, working and recreation.

Great contrasts can be seen in Haven-Stad. In the southern part, called Sloterdijk, the transformation from office buildings to a mixed living and working area has already begun. Considerable attention is being paid to green elements and recreational opportunities. At the top of the region, north of Alpha, the industrial ports are still fully operational. This part is relatively unknown to the general public and will be gradually transformed over time. The surrounding areas are known for their sports grounds, city parks, festival locations, party venues, office buildings and large retail facilities such as hardware stores. In the midst of all this, lies Alpha in an oasis of tranquility on a surprisingly unspoilt plot.



ALPHA: A FIGUREHEAD

The raw contrasts of Haven-Stad and the dynamics of the transformation formed the inspiration for the Alpha Campus. Alpha is the first large-scale development to put its stamp on the area. The three office towers with sloping, dynamic facades offer extraordinary views and spectacular vistas from all directions. The nautical element is also unmistakable in the architecture. The peak of the Alpha building towers over the ports like a figurehead. Alpha literally brings the harbor and city together. Both in terms of location and architecture.

ALPHA LITERALLY BRINGS THE HARBOR AND CITY TOGETHER. BOTH IN TERMS OF LOCATION AND ARCHITECTURE

—ALPHA—

FUTURE HAVEN-STAD

HAVEN-STAD IS
A UNIQUE BOOST
TO AMSTERDAM

SECOND LIFE-CYCLE

Haven-Stad is an ambitious plan. Never before have we seen such a large-scale infringement on the urban environment around the center of Amsterdam. With its size, quality and diversity, this new district will become a gem to the city of Amsterdam over the next few decades. Logistically it is a dream. Sloterdijk station is just around the corner from Alpha and the city center of Amsterdam is only a 10-minute cycle ride.

Within a few minutes, you can drive to Schiphol Airport and the main highways, because this is where the A10 (ring road) and the A5 meet. An additional logistical bonus is the location on the IJ river, where the water connects directly into the historic canals of Amsterdam.

The development of Haven-Stad requires a careful and gradual transformation from industry and working to living, working and recreation.

In this process, space has been consciously planned for natural developments, with appropriate insights and purposes. This also applies to the Alpha campus. Alpha is now geared towards working and recreation, but can be expanded to include living space in the future. Alpha is to be built sustainably on the basis of a second life-cycle.

ALPHA

A CATALYST FOR FURTHER DEVELOPMENT OF THE CITY DISTRICT

The entire Haven-Stad plan includes around 50,000 to 60,000 homes and a total community of 120,000 to 130,000 commuters. Alpha and the adjacent, still to be developed, 600-room hotel are the first large-scale transformations in this plan. Both buildings were designed by the same architect, and function as a catalyst for further development of the city district. Alpha is an anchor for Haven-Stad. In view of the various plans and activities, the transformation will become visible throughout Haven-Stad within the next 6 years. Alpha will already be up and running by then.

ALPHA IS THE ANCHOR OF HAVEN-STAD





PORT CITY HUB

To facilitate business and mobility in and around Alpha, a second anchor is being developed for Haven-Stad: Port City Hub, a super deluxe hotel accommodating 600 rooms. Port City Hub will be a central service point for all (international) movements in Haven-Stad.

PORT CITY HUB WILL BE A CENTRAL SERVICE POINT FOR ALL (INTERNATIONAL) MOVEMENTS IN HAVEN-STAD

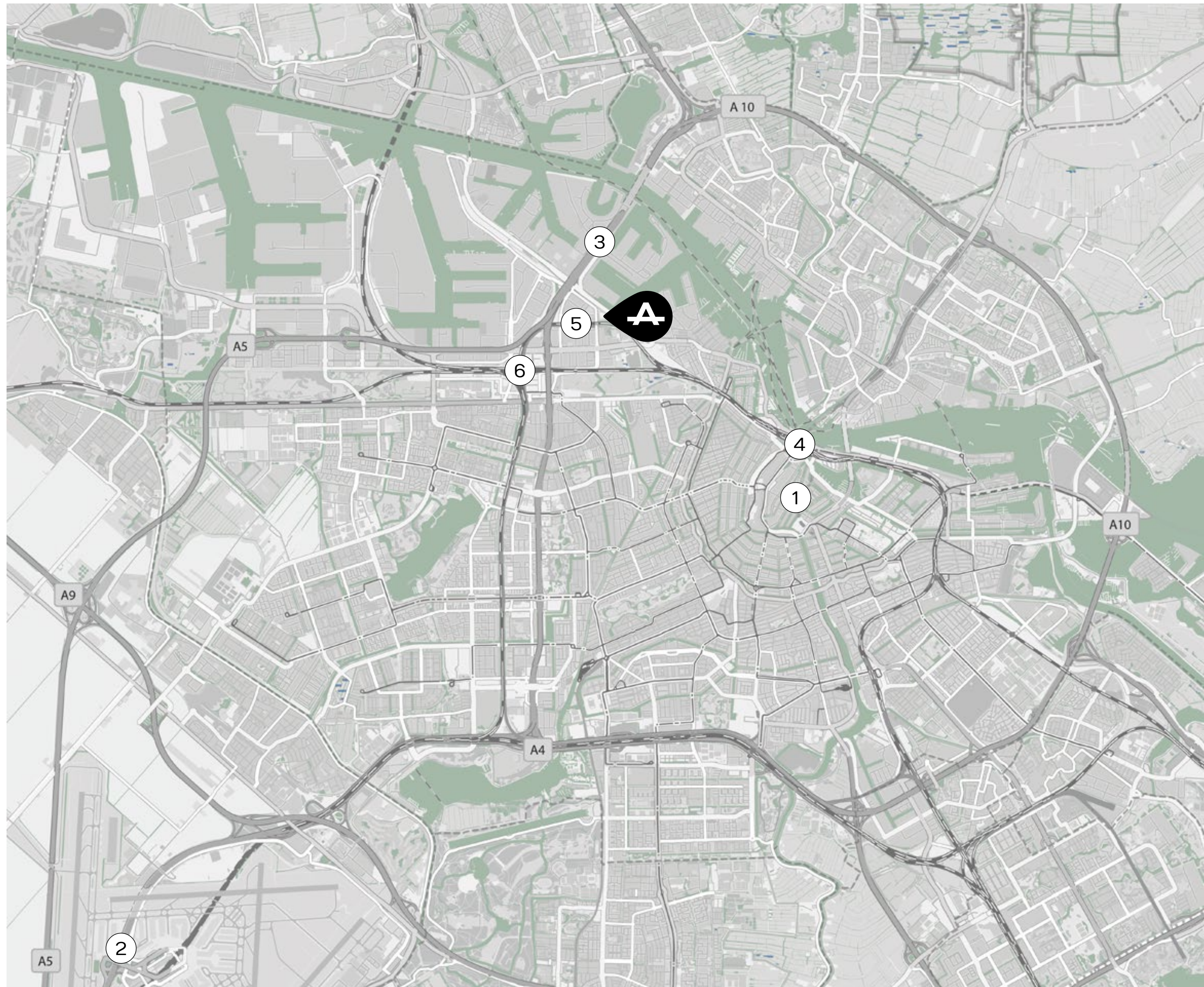
The hotel combines business and leisure with optional facilities such as a sky bar, swimming pool, restaurant, meeting rooms, library, games room and a small cinema. In addition to the standard hotel rooms, there will also be apartments for long stay use. This allows business people the opportunity to reside in Amsterdam for a longer period of time with the conveniences of an apartment and the services of the hotel. Port City Hub provides the ideal mix between the vibrant city and the industrial port.

—ALPHA—

A LOGISTICAL DREAM ON THE EDGE OF THE CITY CENTER

Click on locations below to highlight routes on the map

A FROM ALPHA TO



—ALPHA—

ACCESSIBILITY

Click on the cities below to highlight location on the map

FROM ALPHA TO



— vision



ALPHA: AN ANCHOR IN THE NEW HAVEN-STAD DISTRICT

The vision and ambition of Alpha has been clearly illustrated by its architectural gesture. The concept is to shape the building volumes while emphasizing the movement of surrounding infrastructure and flows.

These three office towers sit on a shared plinth that creates a unified campus atmosphere, providing high quality open space for people to chat, enjoy a walk, and even to work outside the office on the sunny terraces.

ALPHA

STATELY LANDMARK

ONE CONCEPT

Alpha was designed with a wink to the nautical past of the Amsterdam ports. Standing on the elevated deck, you can view the water and the harbors. This is also the place where people can meet and enjoy the weather on sunny days. The three towers rise up dynamically from the deck with the highest one towering above the others like a stately landmark. Various treasures can also be found hidden underneath the deck.

DYNAMIC FACADES

The dynamic design of Alpha hardly betrays its immense size of more than 47,000 sq.m. If you pass Alpha in a car or train, you will witness each tower changing shape from every angle. Stepped facades and tilting corners give each tower an eye-catching shape which suggests continuous movement and fluidity. These dynamic views give the towers and the overall look continuously surprising twists and turns. Alpha challenges passers-by and users to discover new visions and perspectives in a playful manner. Alpha connects people and companies, stimulates contact and interaction. And best of all: this extraordinary building can also become your daily workplace.



ROBERTO MEIJER

Architect

The buildings where we live, work, learn and relax profoundly impact our health, well-being and productivity.

We plan, build and design seamless environments that add functional and emotional value for those who use them, enrich their surroundings, promote sustainability and help companies to succeed.

Our goal is always to mix this pragmatism with architectural poetry, to create a building that people love to use.



the building



ALPHA

INSIDE

OPEN AND FLEXIBLE WORKSPACE

The dynamic volume change of the three office towers is the core essence of this design concept. The stepped inner facades allow for constant communication across each other, providing sufficient daylight for every corner of the office space, and simultaneously embracing the fantastic harbor views. The movement embodied in the angled glazing adds a special quality to the inner facades of the campus, affording space for terraces and greenery- we refer to this as 'soft cuts' of the campus.

Meanwhile, the stepped volume offers unlimited possibilities, the potential to create custom designs with a floor area ranging from 800 to 1500 sq.m., and the flexibility to adapt to various work concepts.

Sustainability is of paramount importance: the building has a BREEAM Excellent level of completion and a WELL certificate.



**ALPHA:
CONNECTS
PEOPLE AND
COMPANIES,
HISTORY AND
AMBITION**





ALPHA IS A MULTI-TENANT OFFICE BUILDING

DYNAMIC, INSIDE AND OUT

As a tenant of one of the towers, you will be able to experience the dynamics of Alpha and its surroundings. Spectacular views over the harbor and an optimal connection with the other towers through the glazed inner facades with greenery and outdoor spaces. Alpha offers it all.

Every floor in every tower can be customized to specific work concepts and wishes.

The location of Alpha has a lot to offer. A desirable destination will only work if the buildings are situated in a place that reflects and responds to emerging new working trends. The location must be accepting of transformation and capable of evolving towards a foreseeable future.

Being part of Harbor City Vision, Alpha will offer the most tremendous views throughout all the buildings above the skyline, and will allow users to experience the transformation of Amsterdam's industrial harbor zone.

CAMPUS

Alpha is multi-tenant, a campus with three towers where companies can easily connect and inspire one other. Alpha has ample open space for additional facilities such as daycare center, gym and restaurants. Needless to say a general reception area, elevators and car park are already incorporated into the design, as well as typical Dutch facilities like a parking area for bicycles and electric charging points. Tenants and users of Alpha will be able to use these facilities partly free of charge and partly at a cost.

**ALPHA:
PIONEERING IN
THE DYNAMICS
OF AN INDUSTRIAL
AND COSMOPOLITAN
ENVIRONMENT**



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A DYNAMIC PLACE

ACTIVE PLINTH

The plinth's base provides a contrast against the light and airy facades of the towers. Pedestrians can engage with the building at the lower level through the introduction of vertical bifold doors, and also through the inviting wooden decks along the water. There are three strips of stairs that pull people up to the entry level of the campus, where they can engage in the activities provided both indoors and outdoors.

The building consists of 70% office space and 30% floor area for creative industries. This 30% is largely hidden under the raised deck. This vast space can be used as a warehouse or storage. Car park space and bike storage for the entire building are also ingeniously hidden away under this deck. These joint car parking and bicycle storage facilities are enclosed by various business spaces and a restaurant. These boutique-like spaces give the building's plinth a lively character.

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THE DECK IS A DYNAMIC PLACE, WHERE INTERACTION IS ENCOURAGED AND USERS CAN RELAX ON SUNNY DAYS

EACH TOWER HAS ITS OWN IDENTITY

The roof of the plinth at the same time functions as the entry level of the campus, where a fully glazed layer offers transparent entrance lobbies to each office tower, and an inviting campus atmosphere generated by dynamic programs. Here, tenants and visitors alike can engage in the activities provided both indoors and out.

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TOWER 1 is the largest of the three towers with a total surface area of **17,590 sq.m.**, spread over floors ranging from 1,100 sq.m. to 1,500 sq.m. This tower has a height of 64 meters.

TOWER 2 is unique with an atrium on both sides, a total surface area of **11,550 sq.m.**, a total height of 35 meters and floors ranging from 1040 sq.m. to 1,350 sq.m.

TOWER 3 is the smallest tower with a total surface area of **8,630 sq.m.**, a total height of 35 meters and floors ranging from 1080 sq.m. to 1,230 sq.m. It is the only tower with an entrance to the original ground level as well as to the raised deck.

THE PLINTH (ground floor, first floor and second floor) has a total surface area of **10,213 sq.m.**



ALPHA:
WORK IN
A CREATIVE
ENVIRONMENT

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STACKING PLAN



Click on the floors on the right to highlight floors in facade view

TOWER 3

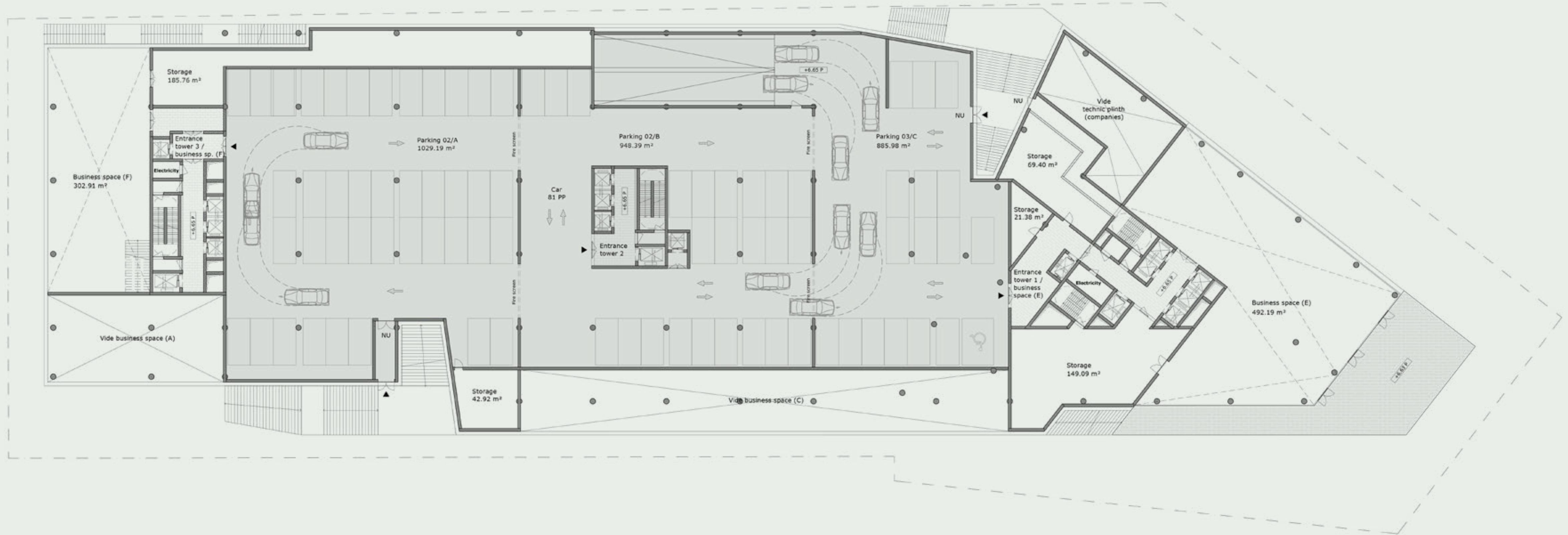
TOWER 2

TOWER 1

LEGEND:

- Office space
- Floor area for creative industries

FLOOR PLANS



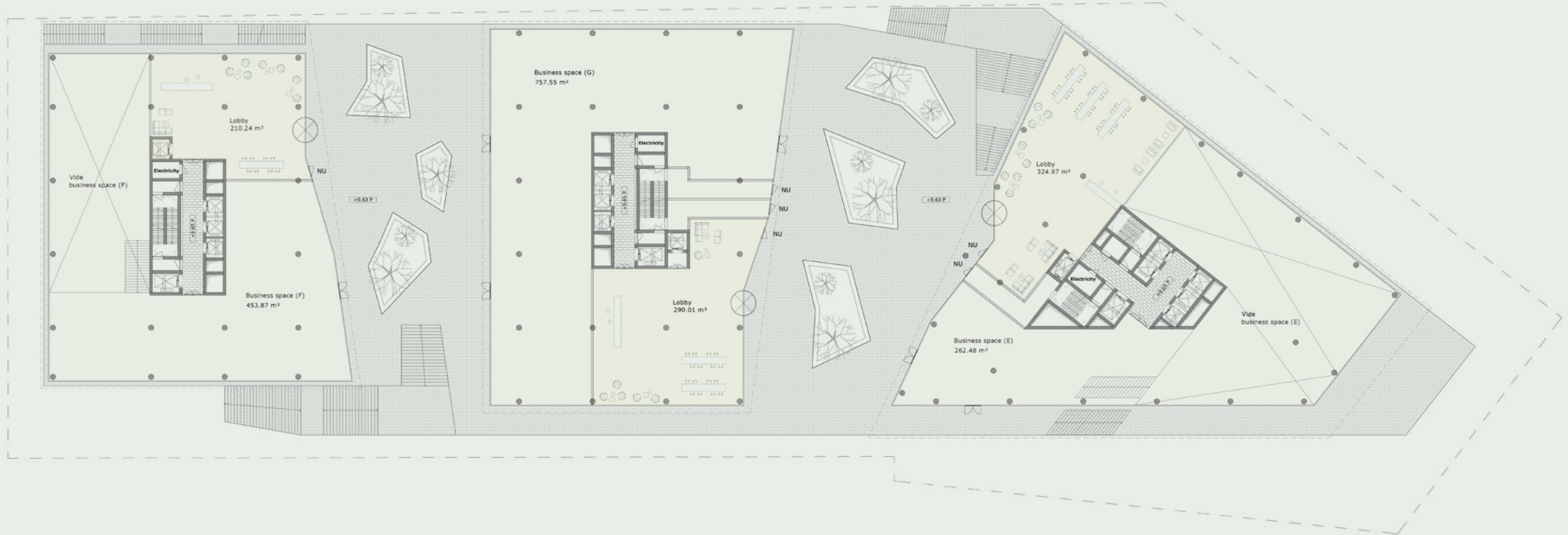
SECOND FLOOR (PLINTH)

FLOOR PLANS

TOWER 3

TOWER 2

TOWER 1



THIRD FLOOR

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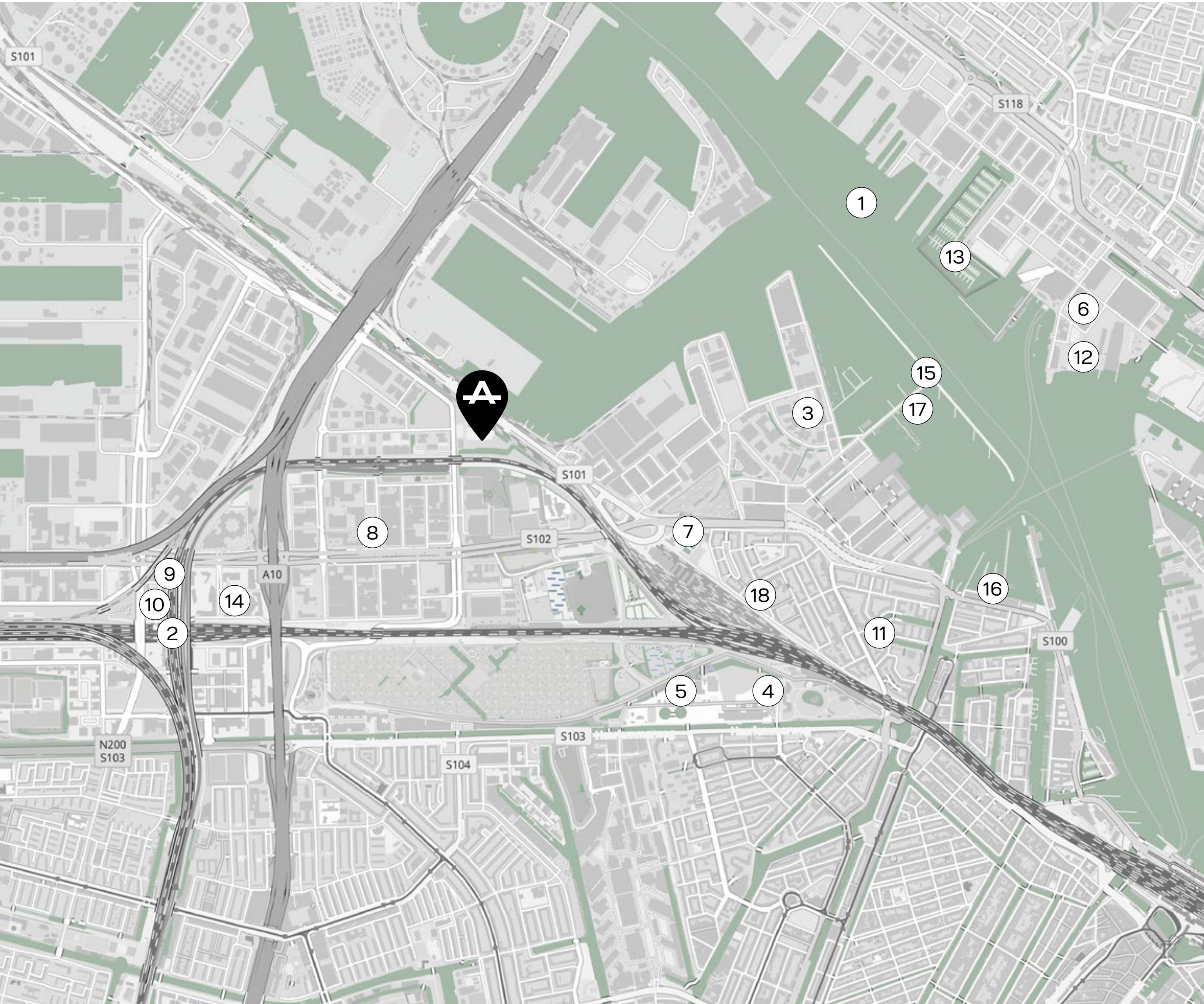
TECHNICAL DETAILS

STANDARD FACILITIES PER FLOOR

- Mechanical ventilation & optimal cooling installation through ATES concept
- LED lighting
- Pantry
- Sanitation
- Leveled floors (with customized finish)
- (Integrated) electricity
- Data and telephone cabling and/or facilities

The standard facilities available per floor depend on the rented space and the agreed level of delivery. The floors of approximately 1,000 sq.m. have a flexible layout to cater for any interior design needs. Floors can also be combined through the use of voids, creating closed sections over several floors within the towers. In consultation, it is also possible to opt for prefab plus delivery or a turnkey installation package.





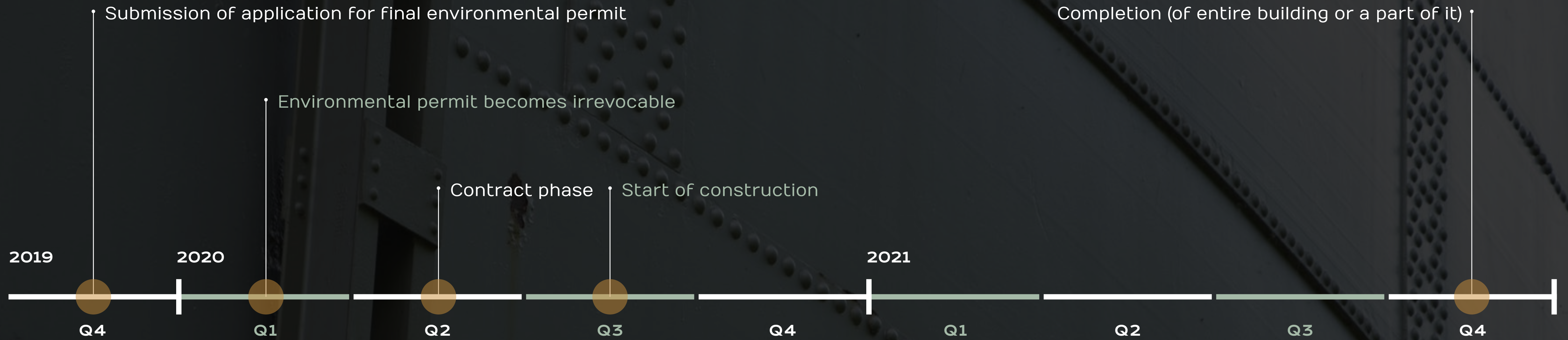
ALPHA

AMENITIES

Click on amenities below to highlight amenities on the map

—ALPHA—

TIMELINE



This is a target timeline.

ALPHA



PLEASE ASK ABOUT THE POSSIBILITIES

Alpha is a unique opportunity, that doesn't come along often. You can rent one, two or three towers or even a part of a tower. You are free to design the floors to your own taste and connect floors internally. This is how we offer space for any desired work concept.

Would you like to know more about what Alpha has to offer?
Then please contact one of our advisers.



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