



CURRICULUM VITAE

RUBEN LENTZ

Birth date / 17 mei 1988

Birth place / Gouda, the Netherlands

Telephone / 0031 (0) 6 55 177 628

E-mail / ruben@bloc.nl

Web / www.bloc.nl

At BLOC, Ruben is mainly committed to the creative side of the company and active as concept developer. His role is to listen carefully to a broad and diverse group of stakeholders and understand what moves them, as for example in the co-creation process of a large cultural building in Utrecht. With his background as an urban designer and planner, he translates the values people want in their living environment into a valuable concept. And with his broad experience in complex processes, he ensures that those concepts are materialised with a smart approach, as for instance with the concept development of the campus for Heineken. He works on projects with societal relevant themes such as fighting inequality in the city, bio-based building materials and the co-creation of better working and living environments.

Ruben Lentz (1988) studied Urbanism at the Delft University of Technology where he developed himself as a strategic, urban thinker and designer. He did internships at a Rotterdam real estate developer and an Argentinian foundation that designs and develops public space in informal settlements. During his bachelor, he set up the design studio Pact11, which distinguished itself with high-profile projects for DTZ Zadelhoff, among others. Ruben has been working at BLOC since 2015, as a partner since 2018.

Work experience

- 2015 – now** **Conceptontwikkelaar en partner**
BLOC bv
BLOC is a creative consultancy and develops bold and inspiring solutions for the next generation of our cities in a rapid, agile and iterative way. Buildings, environments, mobility: clever, clean and cutting-edge. Right here, right now.
- 2019 – now** **Guest lecturer, for instance elective entrepreneurship**
Delft University of Technology
Delft University of Technology is one of the world's leading universities, also in the field of architecture. Ruben is active here as a guest lecturer, helping ambitious master students with the first steps in entrepreneurship, teaching them to think from broad value creation.
- 2011 - 2016** **Founding partner**
Pact11
Pact11 was a high-profile creative startup focused primarily on smart solutions for real estate redevelopment. Pact11 worked both on self-initiated projects and on commission by property owners and/or government agencies. Ruben was involved as founder and partner, handling acquisition, research and design work.
- 2012** **Intern**
Playspace Foundation
The Playspace Foundation is a Dutch-Argentine collaboration, based on the ideas of Aldo van Eyck, which improves the public space and thus the social infrastructure of informal settlements. At Playspace, Ruben collaborated on the urban design of a large square, the creation of a social media campaign and other work.
- 2011** **Founder**
1liter
The non-profit initiative 1liter coupled making tap water available in the hospitality industry (as an alternative to spring water) with raising money for water projects in Africa.
- 2010** **Intern**
Nieuwholland
Active as a designer and general employee for this young real estate consultancy firm, which focuses primarily on retail. Among other things, worked on renovation assignments for stores in downtown Rotterdam.

Education

Schooling

2006 – 2014 Bachelor Bouwkunde, Master Urbanism at the Delft University of Technology
2000 – 2006 Gymnasium, Coornhert Gymnasium, Gouda

Languages Dutch (native), English (professional proficiency), French, German, Spanish

Projects (selection)

- 2022 - now** **Design sprint programme fundamental education Almere**
Almere faces great challenges as well as opportunities: this young city has 200,000 inhabitants and has high ambitions for sustainability, sports and the further development of the city. For this it wants to use its educational ecosystem and its real estate to play a broader and stronger role in the neighbourhood and in people's lives. We are carrying out a sprint program to effectively convert policy and opportunities into smart spatial interventions.
- 2021 - now** **Circulair Cultuurcluster Berlijnplein**
The Circular Culture Cluster Berlijnplein will be the new cultural heart of Leidsche Rijn, a city district in Utrecht with 70,000 inhabitants. Extraordinary is that - besides the circular concept - the project is designed and developed in thorough co-creation. We do this with the already existing tenants, the neighborhood and, for example, local youth groups. BLOC was commissioned to building and implementing this co-creation program, which is unique in the world in terms of its scope and depth.
- 2020 - 2022** **ZeroCarbonFund**
Building with biobased materials such as wood, flax and hemp offers an incredible opportunity to make the built environment a carbon sink. After all, it stores carbon, while the cement and steel you avoid using has a large carbon footprint. Using our high-profile project The Dutch Mountains - one of the largest hybrid wooden towers in the world - we initiated an approach to cash in on these climate benefits financially as well under the title ZeroCarbonFund, inspiring many parties.
- 2021 - 2022** **Marineterrein living lab**
For the Marineterrein (Naval Terrain) in Amsterdam, BLOC wrote several visions for living and working. For the latter, we also put the former Commandants' Residence as a co-working place, where we came up with specific sustainability measures in co-creation with the tenants.

- 2019 - 2021** **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 - 2022** **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** **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 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 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

- 2022 “Reimagining tourism’s role: Travel Beyond in the Netherlands”
Podcast Destination Think / NBTC, mei 2023
- 2021 “Ruben Lentz: nieuwe link tussen bosbouw en houtbouw”
Het Houtblad, juni 2021
- 2021 “World Changing Ideas: ZeroCarbonFund”
FastCompany Magazine
- 2020 “Houtbouw helpt ons naar een duurzame toekomst: interview Floris Alkemade en Ruben Lentz”
Future of Mobility en Vastgoed, bijlage Financieel Dagblad, december 2020
- 2016 Westelijk Handelsterrein zet de toon: Eerste circulaire Rijksmonument
Monumentaal Magazine, december 2016
- 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