



# ING HOOFDKANTOOR AMSTERDAM ZO

## AMSTERDAM

Groundbreaking on new HQ begins with first tree

5 July 2017

It's taken some time to demolish the old buildings and clear off the site of ING's future new global headquarters in Amsterdam. Now, construction is starting—and the moment isn't going unnoticed. The new headquarters will be open and transparent, linked to the surrounding ING buildings, supporting collaboration and flexible working.

Dutch culture usually marks this moment by ceremoniously driving the first pole into the ground. This time ING is celebrating by planting the first tree on the campus that will surround the building, emphasising the intended high sustainability levels of the new head office and areas around it.

"Society is changing, which means our clients are changing—and ING is changing right along with them," said CEO Ralph Hamers.

"This all means that we need a different work environment, one that fits ING's identity and strategy. It's not just about a new building, but a campus that's open, inspiring and informal, encouraging flexible working and collaboration, and integrating with the community around it."

### A place to meet and be inspired

The five-floor building will be open and transparent, with lots of glass, and placed at the back of the lot, leaving space for lots of green. The design will allow employees to cluster together in teams, fostering creativity, flexibility and innovation.

ING will create a campus environment, linking together the five ING offices on the Bijlmerdreef, including the Retail Netherlands headquarters. The buildings Financial Plaza and the Treasury Centre will be renovated to be more easily accessible and better suited to flexible working.

There will be a park and pavilion in front of the global headquarters. The park will be a common space, easily accessible to employees and locals – a place to meet, feel energised and be inspired. The public pavilion in the middle will form the beating heart of the campus area, also in the evening and weekends.

The campus won't be a closed enclave—it'll be right in the midst of the community in the Amsterdam Southeast area where ING has been based for the past 30 years. We've helped develop the area, and are now collaborating with the city of Amsterdam to make the Bijlmerdreef a sustainable, vibrant and pedestrian-friendly area.

The new ING head office will be constructed by a consortium of OVG Real Estate and G&S Vastgoed. The landscape architect is karres+brands and the building is being designed by Benthem Crouwel Architects, who were involved with designing the Ziggo Dome and the Rotterdam train station.

---

#### KLANT

ING

---

#### CATEGORIE

WERKEN

---

#### REALISATIE

2019

---

#### DISCIPLINES

GEBIEDSONTWIKKELING  
PROJECTMANAGEMENT