



value BY DESIGN

Get ready for an **exclusive event** at one of Amsterdam's most forward-thinking developments: **Tripolis Park**, where bold architecture meets human-centered design, and spaces are reimagined to **create lasting value** for people, purpose, and place.

REAL STORIES

Join a curated group of senior CRE leaders from top-tier global brands for this invitation-only event: no vendors, just peers

Expect an afternoon of inspiration, bold ideas, and real impact

Explore a case study in heritage-driven innovation, set against the stunning backdrop of a revitalised modernist icon

Enjoy lunch to start, good company, and a stunning boat transfer to the Hotel Okura as a perfect wrap-up!

OF DESIGN, TRANSITION & SOCIAL IMPACT



Gijs Rikken,
MVRDV

Revitalising Tripolis

Discover how this iconic complex was reimagined for the 21st century.

Learn how design storytelling, sustainability, and bold architecture brought stakeholders together to create one of **Europe's most striking office campuses.**



Christiaan de Roode,
Sunday RE

Place Shifters

Hear the behind-the-scenes story of De Brauw's move from "The Rock" to Tripolis.

Why trade a South Axis landmark for something new? Because sometimes, **sustainability, culture, and long-term vision matter more** than prestige.



Jorick Beijer,
Blossity

Creating Social Impact

Driving social impact in our cities: how can we transform CRE into meaningful environments to promote **talent retention, brand presence, and value?**

And what is the potential of Tripolis Park as an activated place?

Monday 8th September, Tripolis Park, Amsterdam (15 mins from Schiphol Airport)

12:30 Start - welcome drinks & lunch

17:00 End - boat transfer to the Hotel Okura

RSVP: mirelle.smith@code-advisory.com

