

MARKTHAL ROTTERDAM – ROTTERDAM, THE NETHERLANDS

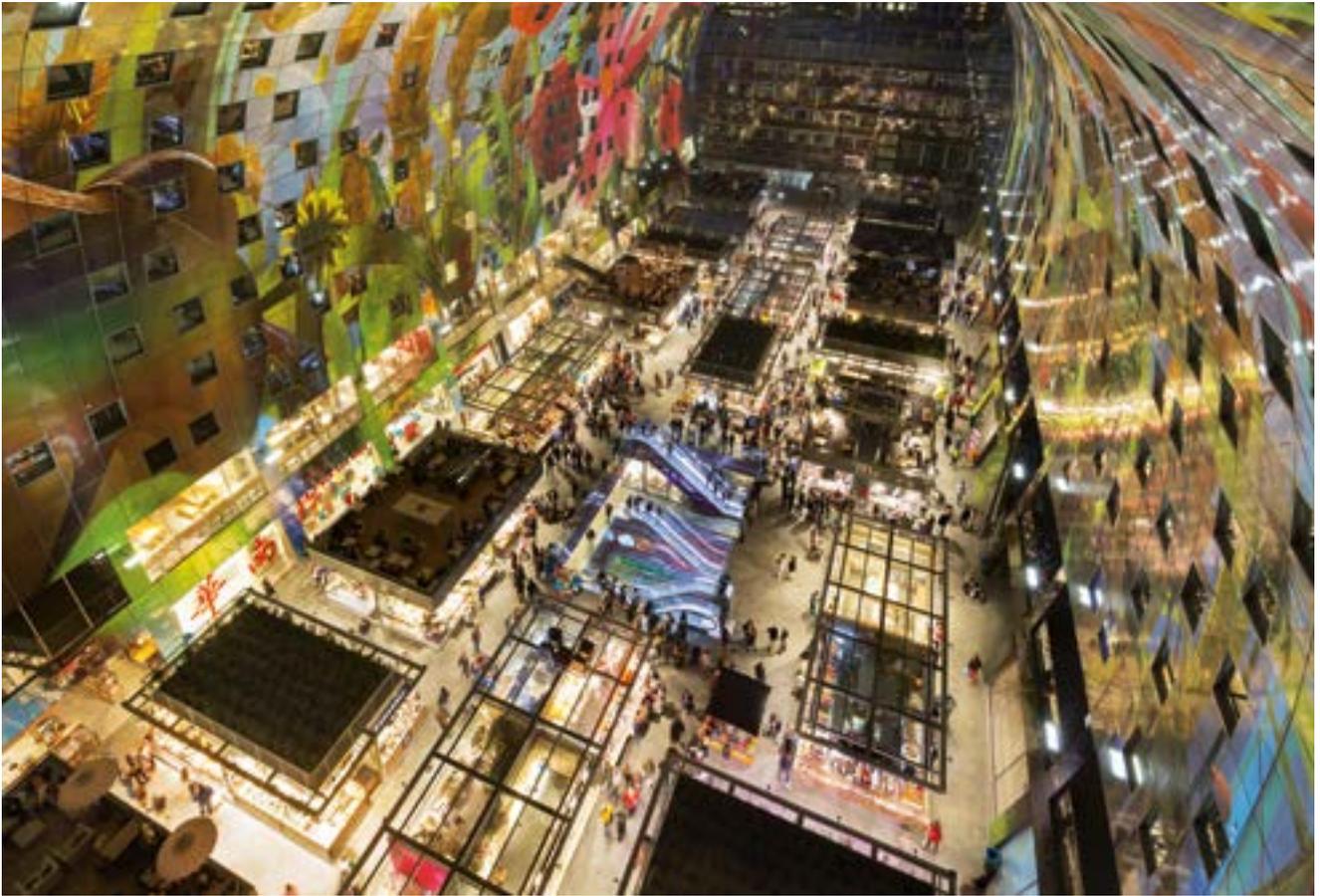
Architecture with life

Seven million visitors are expected to enter the spectacular arch of Rotterdam's new indoor food market annually. A steady stream of fresh produce meanwhile is transported from the dispatch center located on the lower ground floor.





A mesmerizing array of sights and fragrances unfolds at the entrance to Markthal Rotterdam, the first indoor food market in the Netherlands. The horseshoe-shaped food empire lies in the Soho of Rotterdam, a hotspot for hip bars and boutiques. Under a futuristic dome decorated with 3D images of food, visitors can go one-stop shopping for fresh organic produce from more than 100 stalls, or grab a bite at any of the dozens of specialty eateries.



The project is a hybrid of new urban planning. Under the same roof one will find a cooking school, gourmet boutiques, a supermarket, and apartments. Rotterdam is the first city in the world to offer residential space above a market, with over 200 apartments housed in the arch itself. The car park is the largest in downtown Rotterdam, with underground parking space for 1,200 vehicles. Spacious elevators and escalators smoothly transport shoppers straight from the basement to the market hall, providing an unhurried start to their shopping day.

Seeing is believing

The market's logistical hub lies on the lower ground floor, with ultra-modern refrigeration, storage and preparation areas contained in a dispatch center served by six KONE freight elevators that transport products up to the hall in a matter of minutes. KONE elevators and escalators play a critical role moving both people and goods quickly and smoothly.

"We are proud to have been involved in this unique visual landmark for Rotterdam. The building has a very unique shape and volume which has received a great deal of media attention worldwide," says **Thomas de Gruijter**, KONE Sales Manager for Major Projects.

Demonstrating the added value of KONE solutions was a key factor to winning the prestigious contract. "We invited the developer on a sightseeing tour of our recent major projects in Rotterdam. Provast's decision was easy after seeing our solutions in the city's newest skyscrapers: the Maastoren, Montevideo and New Orleans," adds de Gruijter.

Critical timing

Working on such a complex multifunctional building in the busy heart of Rotterdam was a challenge, especially with numerous teams working on site simultaneously, notes KONE Project Manager **Raymond Jansen**. An extensive logistical plan was required to make sure that all material arrived on site just in time.

"We worked with two different constructors during the build, one handling the construction from below ground to floor level, as the subterranean levels are constructed from special underwater concrete. We faced challenges getting our materials into the shafts because of the very narrow corridors in the basement, but there were no problems that couldn't be solved quickly," concludes Jansen.

SUMMARY

Challenge

- To win a coveted contract for one of Rotterdam's widely publicized architectural landmarks
- To deliver elevators and escalators serving seven million customers annually, keeping visitor traffic separate from goods
- To carry out installation under challenging conditions, working with numerous specialized teams in narrow pit cut-outs

Solution

- KONE demonstrated its competence by taking the customer on a personalized tour of its major projects in Rotterdam
- All KONE solutions are based on detailed capacity calculations, with KONE providing early-stage input
- Attentive project management guaranteed that installation was completed quickly and efficiently

FAST FACTS

Markthal Rotterdam

- Completed: 2014
- Floors: 15
- Total sales space: 12,000 sqm
- Total floor area: 95,000 sqm
- Flow: 7 million people annually
- Building owner: several
- Developer: Provast
- Architect: Winy Maas
- Contractor: J.P van Eesteren

KONE Solutions

- 17 KONE MonoSpace® Special elevators
- 8 KONE freight elevators
- 10 KONE TravelMaster™ 110 escalators
- 17 operators for sliding doors
- KONE Care™ Maintenance Service