HOLTERBERGDISTRICT



AI TECH CAMPUS

AMSTERDAM

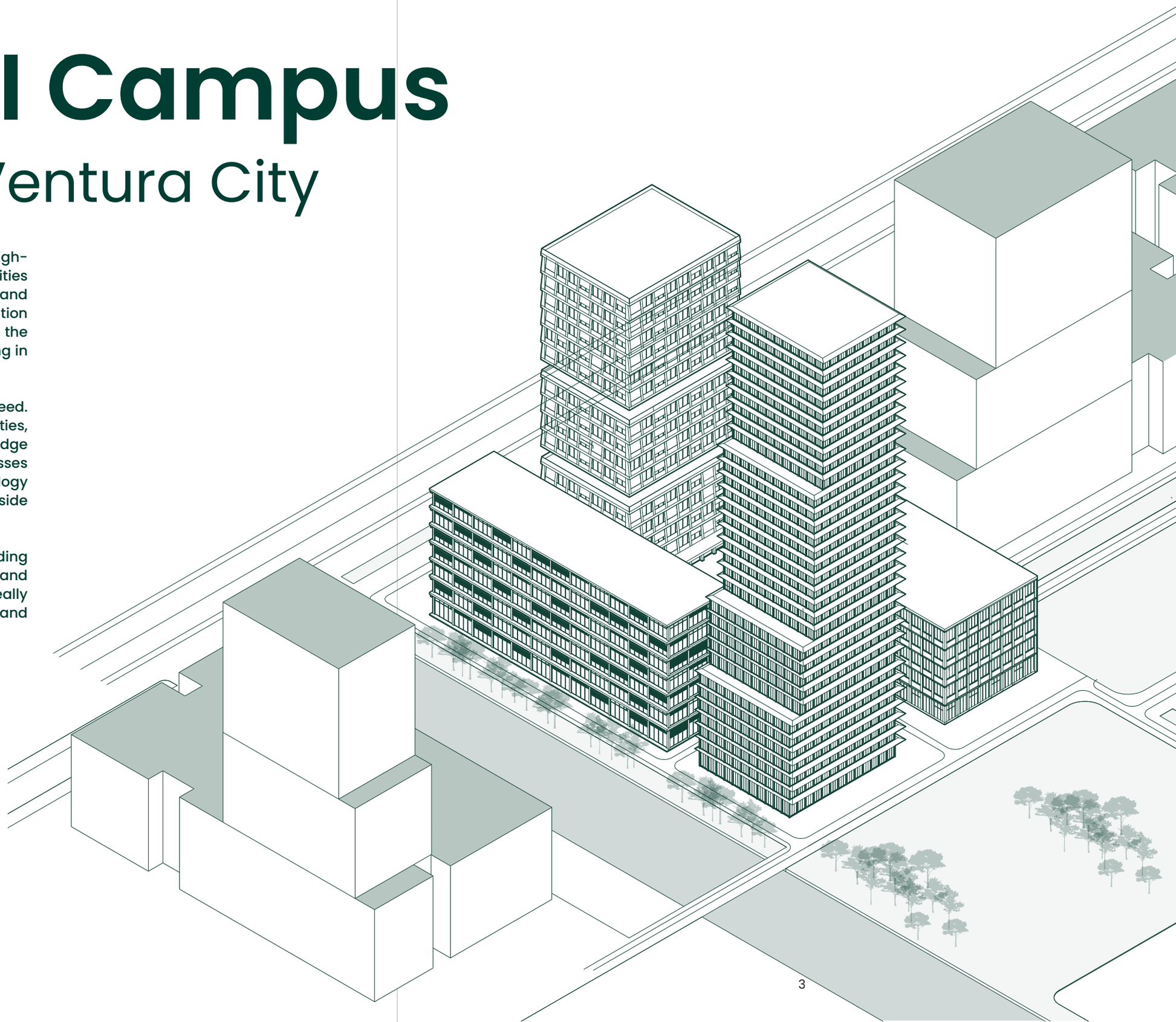
AMS-AI Campus

and Ventura City

The rise of AI, machine learning, and high-performance computing (HPC) presents cities with a new challenge: creating both physical and digital space where technological innovation can thrive. Amsterdam aims to remain at the forefront—and achieving that requires investing in a strong AI ecosystem.

The AI Campus in Ventura City meets that need. Universities require cutting-edge AI facilities, governments seek strategic hubs for knowledge sharing and sustainability, and businesses demand places where talent and technology converge. The campus offers all of that—alongside residential amenities.

With its close proximity to AMS-IX, a leading European data center, as well as universities and healthcare institutions, the campus is ideally positioned to support research, development, and commercial growth.



HOLTERBERGDISTRICT



01

FIRST AI CAMPUS

IN THE NETHERLANDS

AI Campus
and Ventura City

Start AI Campus

The first phase of the campus development is already underway. Leading tech companies, such as Asperitas—known for its innovative chip cooling solutions for data centers—have already established themselves in the Startwell building.

Startups and scale-ups can already set up in Ventura City and seize the unique opportunity to grow alongside the campus as early adopters. By joining at this early stage, it's possible to shape tailor-made facilities and even contribute to the future design of the ecosystem.

Become a Founding Partner of the AI Campus

Organizations that join now have the opportunity to be involved as founding partners in the rollout of the AI Campus. This comes with strategic advantages:

- Help shape the business climate of Amsterdam
- Be part of a network of influential stakeholders
- Gain access to shared R&D facilities, venture capital networks, and talent pools

Much like in Silicon Valley, it's all about cross-pollination: entrepreneurs learning from each other, challenging one another, and investing in each other's success.



A unique place
to work and live



Fully equipped office spaces

The AI Campus features state-of-the-art, fully equipped office spaces, with Startwell as the original anchor.



New green public space

The green heart of the development provides high quality parks to boost health and wellbeing.



Local amenities

Amsterdam Southeast is bursting with lively and exciting amenities, like the Bijlmer Bios.



High Quality façades

All buildings feature high-quality façades, in full accordance with the Image Quality Plan developed by the renowned architectural firm Herzog & de Meuron.



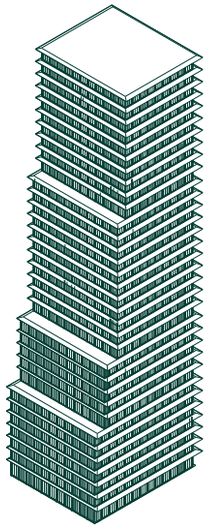
Perfectly connected to public transportation

The AI Campus is within 10 minutes walking from the Bijlmer ArenA Station.



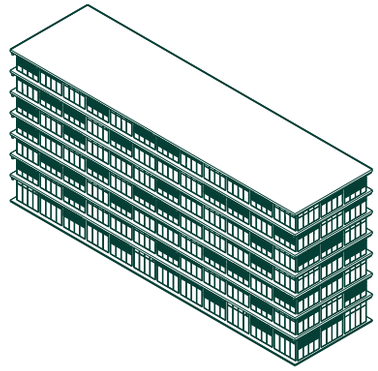
Facility for high computing power

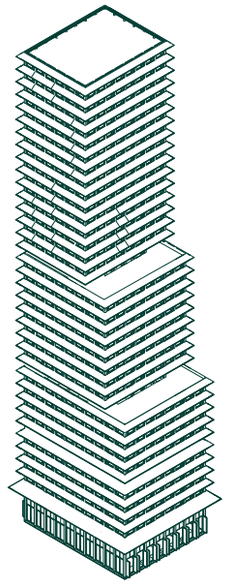
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DATA AND TECH LABS

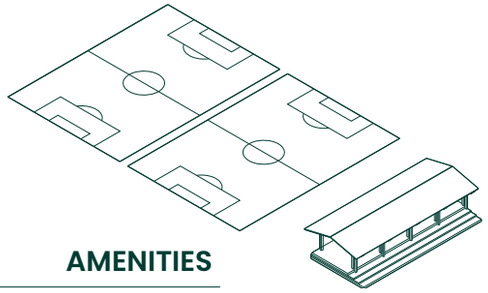
AUDITORIUM AND EDUCATION CENTER





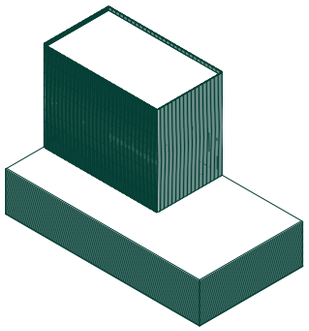
SHORT STAY AND STARTER HOUSING

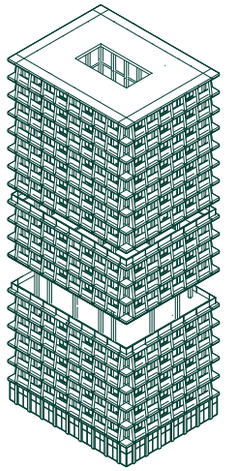




AMENITIES

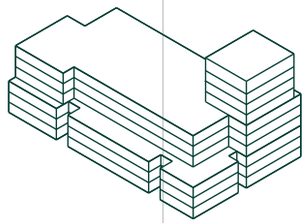
HPC

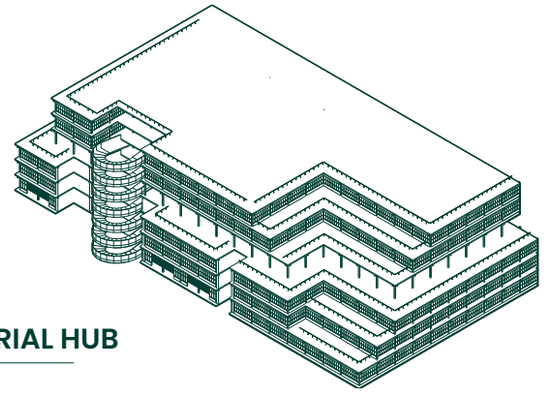




START UP INCUBATOR

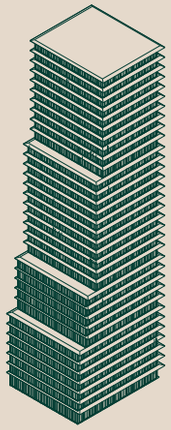
MOBILITY HUB





INDUSTRIAL HUB

DATA and TECH LABS





ROBOTIC LABS - high-tech workspaces to design, test and build intelligent machines



AUDITORIUM - a 500 seat auditorium to host lectures or presentations.



DATA SCIENCE AND AI LABS - research facilities for development of computationtal methods

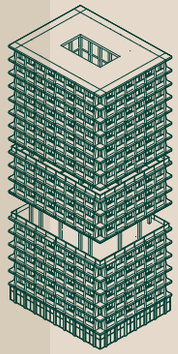


EDUCATIONAL SPACES - flexible spaces to take changing spatial demands into account



COMMUNAL HEART - center of AI Campus where all gather to exchange ideas

START UP INCUBATOR





EVENT SPACE - large scale event space to host congresses



HIGH QUALITY DESK SPACES - modern working spaces for small to large teams



FLEXIBLE WORKING SPACES - office spaces for AI start ups and scale ups



CO-WORKING SPACES - office units for AI startups and R&D teams

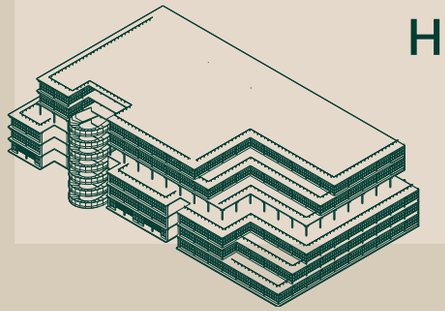


MEETING ROOMS - high quality meeting rooms for collaboration



PRODUCTION SPACES - workshops for the design and creation of new materials

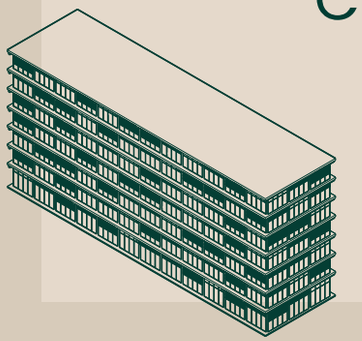
INDUSTRIAL HUB





WORKSHOPS AND ATELIERS - testing grounds for experimenting

EDUCATION CENTER

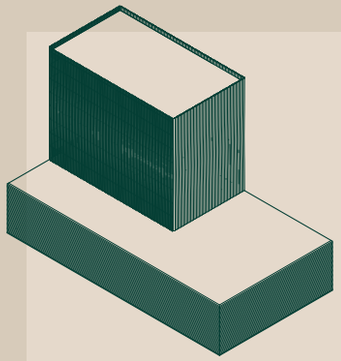




RESEARCH CENTERS - quiet space for research



LIBRARY AND STUDY HALL - quiet space for research and studying



HPC



ON-SITE HPC FACILITY - powers local research for universities and hospitals



100% POWERED BY RENEWABLE ENERGY - exceptionally low PUE value (<1.2)

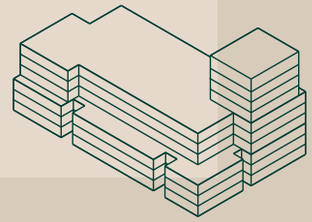


60-100 MW IT POWER - locally stored data under European regulations



PARKING AND SHARED MOBILITY HUB - enables sustainable and effecient connectivity

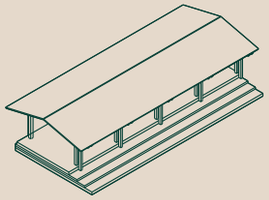
MOBILITY HUB





PARK LANDSCAPING

AMENITIES





GYM FACILITIES



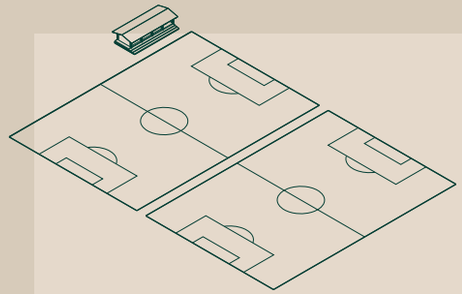
FOOD AND DRINK



CAFE’S AND RESTAURANTS



GREEN ZONES



FACILITIES



PADEL COURTS



CLIMBING GYM



FOOD COURTS



SPORT PARKS



TENNIS COURTS

AMS AI CAMPUS



02 THE

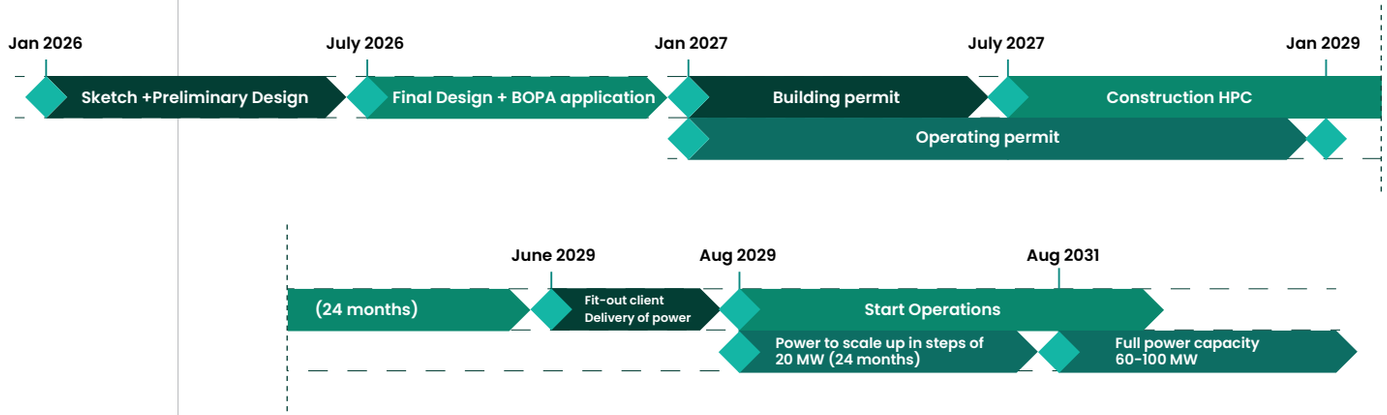
HIGH PERFORMANCE COMPUTING FACILITY

60 - 100 MW

The HPC consists of three components: a 'supercomputer' for AI applications, locally stored data under European regulations, and a center of expertise with top-tier AI specialists.

- Optimal and innovative cooling techniques are employed, enabling an exceptionally low PUE value (<1.2) and a sustainable computing infrastructure. Whenever new innovations in cooling technologies arise, they are implemented.
- The generated residual heat is used to warm homes and (logistics) buildings.
- The HPC operates on 100% renewable energy, which is used as efficiently as possible.
- The facility complies with international and European standards for safety and privacy.
- The facility is integrated into the surrounding environment and in collaboration with the local community, to ensure a pleasant and livable environment.

POWERED BY GREEN ENERGY





HPC

and Ventura City



HOLTERBERGDISTRICT



AREA AREA

03

AREA AREA

Centrum

Zuidas

Schiphol

Holterbergdistrict

Centrum Zuidoost

Mobility

EXCEPTIONALLY CONNECTED

The area has outstanding access to public transportation, making it one of the most connected locations in the city.

Situated just a 5-minute walk from Amsterdam's Bijlmer ArenA Station—a major hub for train, metro, and bus lines—the area offers seamless connections to the city center, Schiphol Airport, and beyond.

Whether commuting from nearby neighborhoods or traveling internationally, employees, visitors, and residents benefit from quick, efficient, and sustainable transit options right at their doorstep.

connected to Zuidas, Schiphol and the City Center



THE DEVELOPMENT



04 VENTURA CITY

Ventura City

sustainable living, smart future

A MIXED USE REDEVELOPMENT

The Holterberg District will be a neighborhood where living and working are seamlessly integrated within the AI Campus. The campus creates an attractive environment for knowledge workers and tech-related industries.

The ecosystem will include offices, laboratories, knowledge institutions, residential spaces, and a high-performance computing (HPC) facility.

The urban design of the Holterberg District—a 108-hectare area—is informed by an urban analysis of Amsterdam's city center and the distinctive characteristics of Amsterdam Southeast.

From the analysis of central Amsterdam, the principle of clearly defined streets has been adopted, where buildings frame streets and public spaces in a way that contributes to a legible and cohesive urban structure.

Amsterdam Southeast, on the other hand, highlights the importance of openness and porosity in public space, characterized by individual buildings of varying heights and a heterogeneous urban layout.



Holterberg District

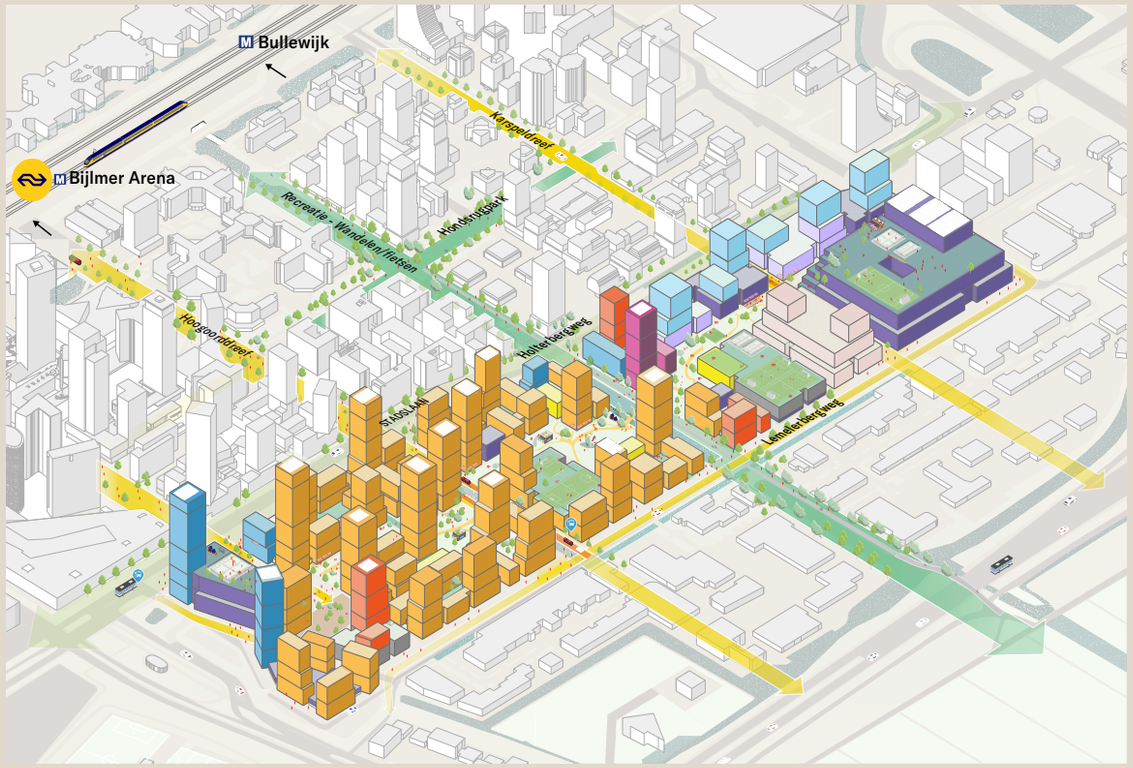
The Holterberg District is undergoing a transformation over the coming years from an industrial area into a high-density, urban mixed-use neighborhood combining work and living.

The area will feature a high concentration of housing, amenities, offices, labs, and commercial spaces. The AI campus will serve as the connecting element between these various components.

Responsible and sustainable artificial intelligence (AI) will act as a central theme throughout the district, fostering connectivity and creating a future-proof ecosystem.

As a result, the Holterberg District will become a leading new urban neighborhood, with a strong focus on entrepreneurship in all its forms. Once fully developed, the Holterberg District will include 1.4 million square meters of gross floor area, comprising 8,000 housing units.





Developing the AI Campus

The transformation of the Holterberg District into an AI Campus is part of a comprehensive, multi-year plan.

- The vertical layering of commercial spaces creates opportunities for new developments.
- The created available space allows for green, public amenities and the introduction of new functions.
- These new functions—such as the HPC (High Performance Computing facility) and the AI Campus attract high-powered tech companies, laboratories, and research centers - turning the area into a breeding ground for knowledge and innovation.
- The re-naturalized surroundings and the development of the AI Campus together create a sustainable ecosystem for living, working, and creating.

AI CAMPUS

HOLTERBERGDISTIRCT

JUNE 2025

VenturaCity

www.venturacity.nl

5.1, 2, e @venturacity.nl