



PRESS RELEASE

Thursday 9th October 2025

MASTERPLAN REVEALED FOR TRANSFORMATION OF ABN AMRO HQ COMPLEX INTO A “VILLAGE FOR ZUIDAS”

- Zudo will transform a formerly closed corporate campus into a “village for Zuidas”: a vibrant, mixed-use neighbourhood, with 207,500 sqm of highly sustainable offices, homes, retail, culture and neighbourhood amenities.
- Designed for longevity and wellbeing, the scheme targets BREEAM Excellent and WELL certifications, as well as the reuse of materials from the existing ABN AMRO buildings to embed circularity into the site’s DNA.
- Across the site, lush biodiverse landscaping, plus green roofs and terraces, create over 5,500 sqm of green space, bringing ecological benefit and supporting wellbeing across a climate adaptive public realm

Amsterdam, 9 October 2025 – Victory Group (“Victory”) today unveils the first details of Zudo – a bold vision to transform the former ABN AMRO headquarters into a vibrant, mixed-use neighbourhood at the heart of Zuidas.

Located directly opposite Zuid Station, the site occupies a pivotal position within Amsterdam’s Zuidas district. In a transformational shift for the area, the previously impenetrable site will be opened up to create a generous, publicly accessible green space. The development is designed to foster a vibrant, inclusive village for Zuidas and beyond the existing volumes the new area delivered will be made up of approximately 60% workspace and 40% residential and amenity space: this marks a total transformation of an almost exclusively office site into a genuinely mixed-use village with a public park at its heart.

The 207,500 sqm masterplan includes:

- The redevelopment of the existing ABN AMRO HQ
- A total of 165,000 sqm of office space, targeting a diverse tenant mix
- Over 300 new homes to be delivered. These have been designed in line with the Netherlands’ social housing, mid-rent and free-market regulations
- 19,000 sqm of neighbourhood amenities including retail, culture and public amenities
- 7,000 sqm of climate-adaptive public realm, covering 40% of the site’s ground area, incorporating 100 new trees as part of 40,000 new plants to create a village square under an ever-changing canopy – building biodiversity and vibrancy
- Outstanding mobility, with one of the Netherlands’ largest privately owned bike parking facilities being created, offering 5,200 spaces, alongside a reduction in car parking spaces



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This pivotal scheme redefines the fundamentals of a traditional business district, delivering a truly mixed-use neighbourhood for all our stakeholders and marking a transformative shift in the use of the Zuidas. The plans create a village for Zuidas with a DNA that blends public and private spaces, prioritises community-focused design, and introduces a permeable, human-scale environment that evolves with future generations of the city.

Working with development partner LMTD, Victory is putting forward a sustainable transformation of the business complex into a dynamic urban district. Designed by 3XN/GXN, the international architecture practice behind Amsterdam's Muziekgebouw aan 't IJ, the masterplan comprises seven buildings set within a biodiverse landscape of planted greenery, alongside additional landscape-led public realm designed by Dutch landscape architect B+B, covering over 5,500 sqm, including accessible roof spaces, and creating spaces for people to dwell and enjoy.

The approved masterplan marks the culmination of extensive collaboration between Victory and the Municipality of Amsterdam, following Victory's acquisition of the site via a sale-and-leaseback from ABN AMRO in December 2021. The process to adjust the Omgevingsplan is ongoing, and Victory and the Municipality of Amsterdam welcome local residents to upcoming participation events to share their thoughts on this new village for Zuidas.

Erik Moresco, Founder and Managing Partner at Victory Group, commented:

"Zudo is the result of years of close collaboration and shared ambition. At Victory, we believe in investing with intent, not just in buildings, but in places that can evolve with the city and serve the people who live and work there. This masterplan reflects that philosophy: a balanced mix of workspace, homes, and public amenities, designed with sustainability and long-term value in mind. We have been investing proudly in Amsterdam since 2013, and we look forward to contributing to the next chapter of Zuidas, creating a neighbourhood that is open, green, and connected."

Stig Vesterager Gothelf, Senior Partner at 3XN, said:

"At Zudo, we want to open boundaries, create green breathing spaces, and invite people in. This project transforms an isolated complex into the open, green heart of the Zuidas - turning what felt like a fortress into a new public forum that connects people and strengthens the city's livability, community, and wellbeing."

The announcement follows the start of construction on Mahler 1 – a landmark 15-storey building at Gustav Mahlerplein, located on the former site of the sustainably dismantled Circl pavilion. Originally designed as a showcase for circular deconstruction, Circl was dismantled in 2025, with its structural elements and materials preserved off-site for reuse. With construction recently started this building is already 60% leased to tenants including ABN AMRO and CBRE.



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Victory has a proven track record for the transformation and repositioning of urban masterplan complexes, with current projects Europe-wide including the iconic Grand Hotel Geneva in Switzerland and 105 Jermyn Street in London. Zudo marks Victory's second major development in Zuidas, following the successful transformation of the Atrium, and over 40 buildings owned in the Netherlands during the firm's lifespan.

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Notes to editors

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About Victory Group

Victory is a leading investment firm focused on real estate and hotel investments throughout Western Europe. We seek to deliver long-term value for our stakeholders through engaged, hands-on management of carefully selected investments. Victory has become the benchmark for delivering sustainable, forward-thinking and people-focused real estate transformations.

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