CREATIVE CONNECTION ROTTERDAM
a focal point for creative business in the center of Rotterdam

Rotterdam is known as a creative city, and successful projects as the van Nelle factory, the Maassilos and the Groothandelsgebouw are there to prove this. The city is rightfully proud of this reputation. But unfortunately, these centers for creative business are not so visible in the city itself.

The Creative Connection uses the program of the Stadswinkel as the perfect stepping stone to introduce a center for creative business right in the middle of Rotterdam - connecting the various businesses not only with each other, but also with the city and its inhabitants.