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Caribis BV



West End development
(Otrobanda)



CBCS – 4 December 2024

WEST END

Invest in Willemstad 2024

Sprekers:

Danny Willems - Caribis BV

Stephanie van Heijningen

Albus Properties B.V.



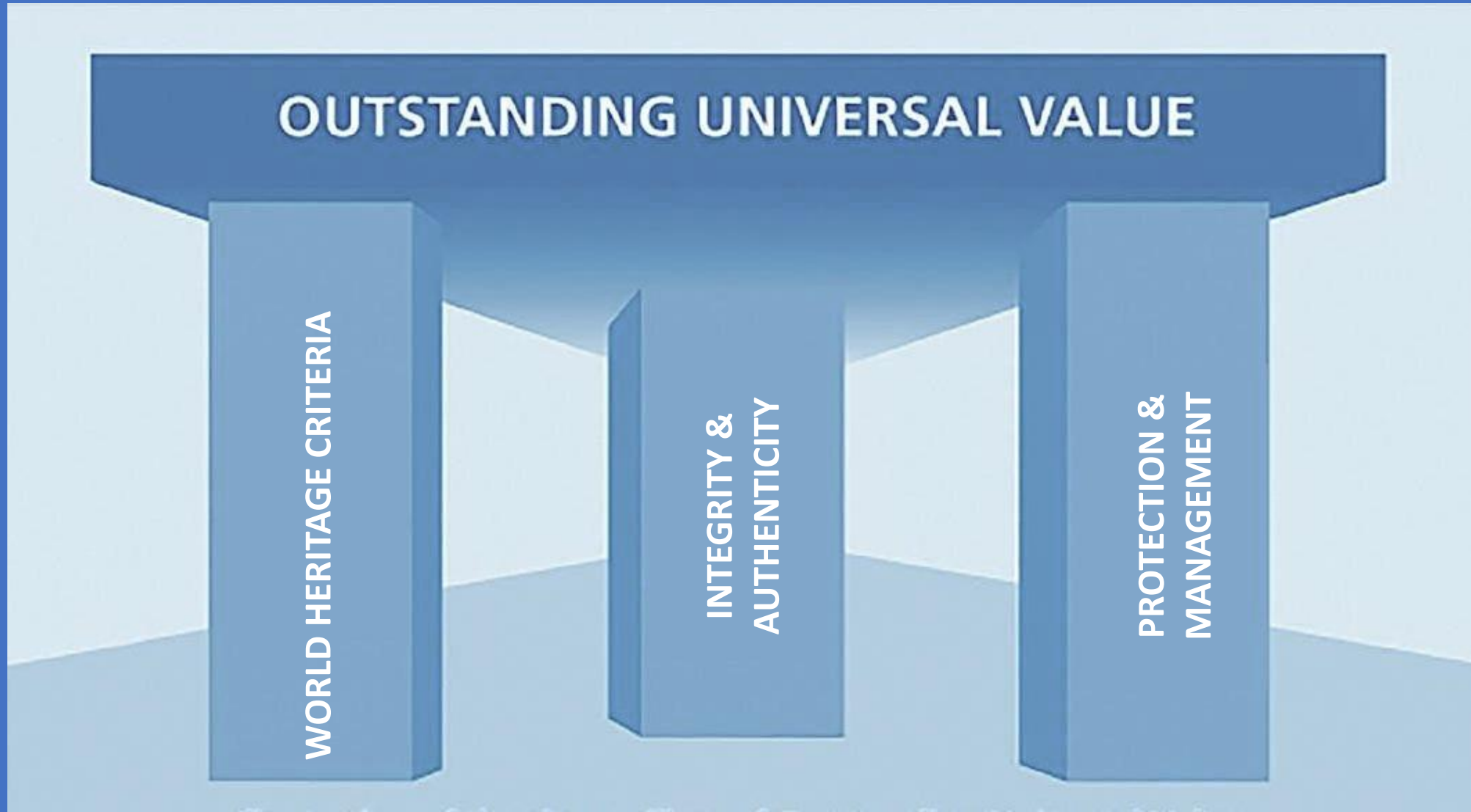
West End

Project

- Albus Properties:
Erkent de historische waarde van het oude West End en omgeving.
- Taak Caribis B.V.:
Invulling van het gebouw (*concept development*)
- S.C. van Heijningen:
Onderzoek erfgoed onderdeel

Willemstad UNESCO Werelderfgoed

Waar ontwikkelaars rekening mee moeten houden:



Willemstad: Otrobanda

The Historic Area of Willemstad is a colonial ensemble in the Caribbean, which illustrates the **organic growth of a multicultural community** over three centuries.

- Criterium II

The southern section developed as a working-class neighbourhood with craft workshops and dwellings on a maze of small alleys. At the present time, **Otrobanda largely retains its function as a lively dwelling area of working-class people**. Bredestraat retains its function as a shopping street for the local people. The waterfront strip between the former Rifwater and the sea has developed into an office, **recreation and entertainment area**.

- ICAW, 1996, Nomination of the Historic Area of Willemstad, Inner City and Harbour for the World Heritage List



Casus West End

Aanpak

Stap 1: Identificeren associaties, kernkwaliteiten en behoeften

Stap 2: Ontwikkelen van het ideale concept

Stap 3: Ontwikkelen van een haalbaar concept

1. Identificeren associaties, kernkwaliteiten en behoeften

West End Theater

Facts

- Completed in 1941 by Dutch architect Pieter van Stuivenberg
- A sparkling example of the (American) Art Deco trend on Curaçao
- The building (partly) became an official monument in 1997 and was demolished in 2000 due to poor maintenance
- During the 40 years of its existence, this theater, held 1100 seats.
- Started losing its popularity in the early 1980's when video stores started to emerge, and officially closed its doors in 1983
- The movie projectors used at West End are the only intact vintage projectors on the island, one of which was donated to N.A.A.M.



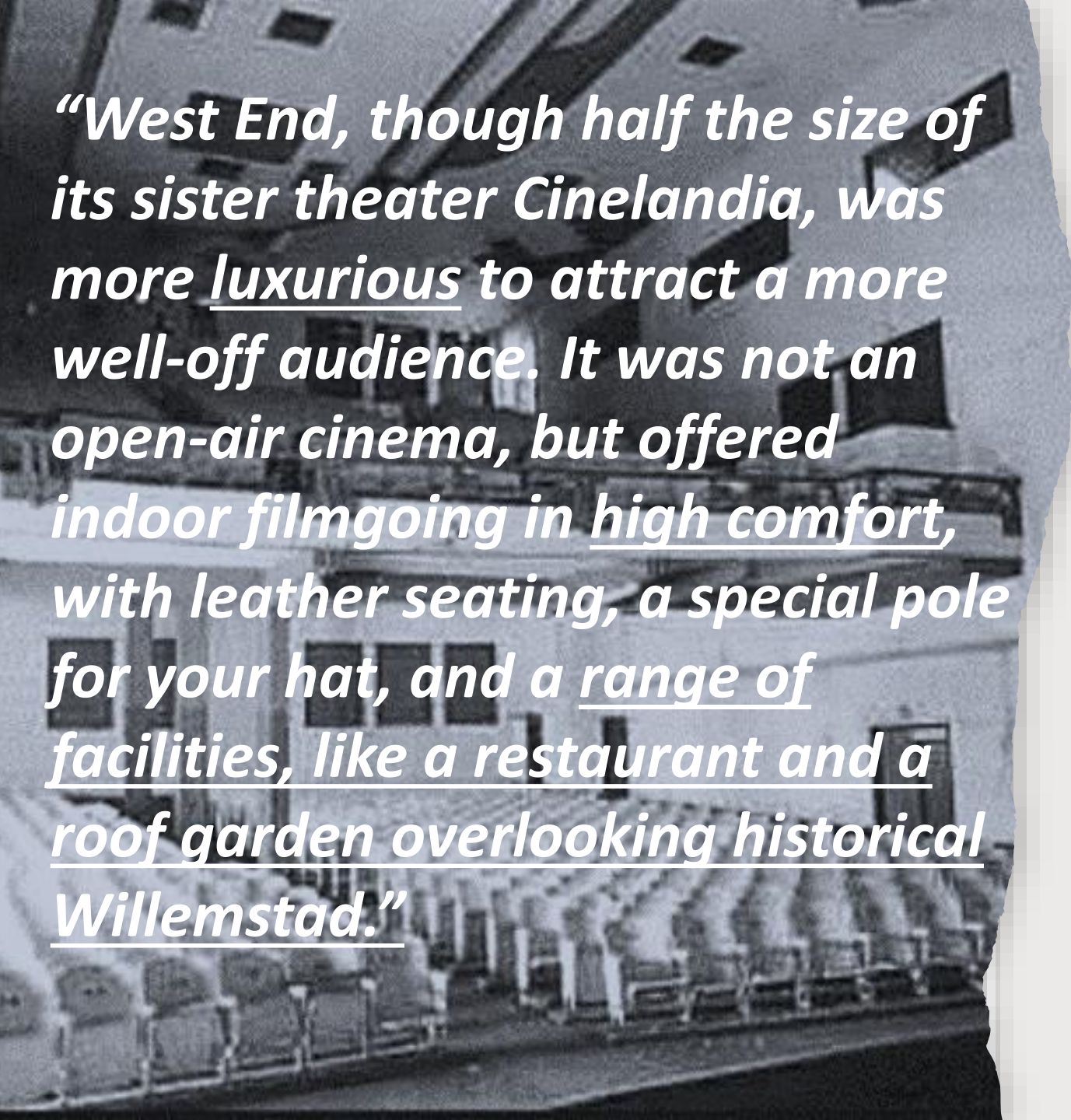


*“What I love about Brionplein,
is that it kept it’s original
function –it’s still the place to
meet up.”*

– Otrobanda resident, 37, young professional
(journalist)

1. Identificeren associaties, kernkwaliteiten en behoeften

- ❖ Luxe, moderne uitstraling/identiteit
- ❖ Ontmoetingspunt
- ❖ Brug tussen lokaal, regionaal en internationaal
- ❖ Alle leeftijden



“West End, though half the size of its sister theater Cinelandia, was more luxurious to attract a more well-off audience. It was not an open-air cinema, but offered indoor filmgoing in high comfort, with leather seating, a special pole for your hat, and a range of facilities, like a restaurant and a roof garden overlooking historical Willemstad.”

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"There are many practical ideas for making use of the space where West End used to be. The souvenir stands could for example be moved there, or one could turn it into a public park [...] Not a shopping mall or anything like that. Also, the building should not be higher than the surrounding buildings on Molenplein. [It's all about] balance, balance. Tourism can't mean that the city has to lose its identity."

– Harry Moen, musician and proud
Otrobandista.

1. Identificeren associaties, kernkwaliteiten en behoeften

- ❖ Geen mall
- ❖ Betaalbaar maar goed en gezond eten
- ❖ Restaurant van hoge kwaliteit
- ❖ Kunst en cultuur (museum e.d.)
- ❖ Avondleven (nightlife venues)

2. Ontwikkelen van het ideale concept



The most recent masterplans for Otrobanda focus greatly on the importance of building social cohesion, **inclusivity**, **creativity**, and neighborhood involvement. Furthermore, the reports suggest **clustering HORECA** to **stimulate collaboration** and efficient use of the area and as a result raise the livability and attractiveness of the area.



Sfeerbeelden & impressie outlets







Voorbeeld outlet:

- "MANGEL"
- A Museum of Flavors

Geïnspireerd door de oude suikermolen op
het Molenplein





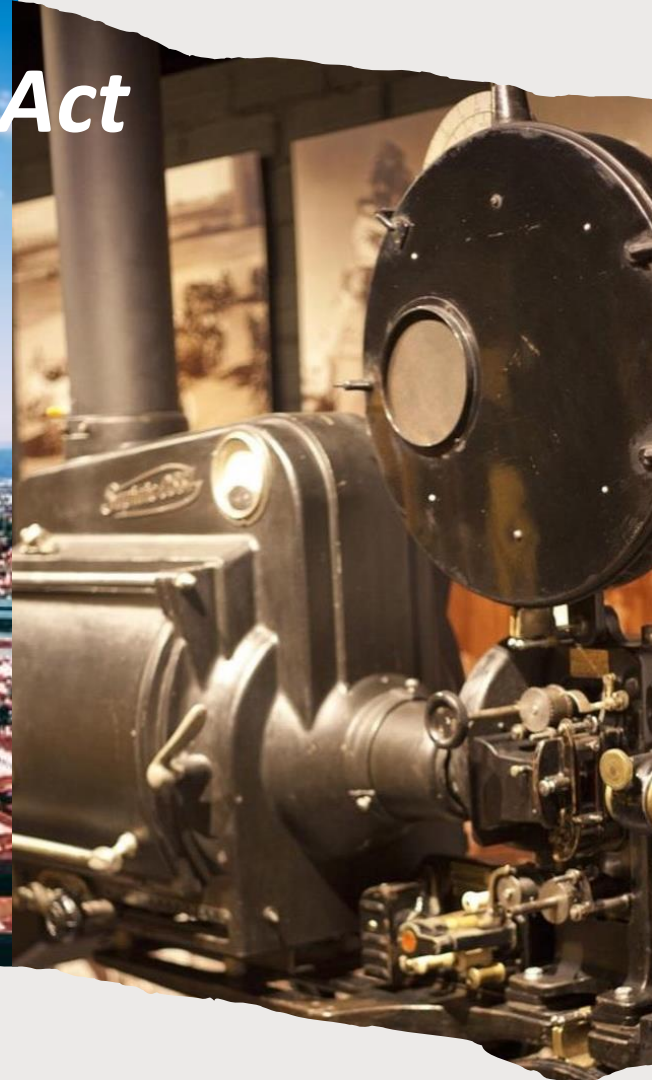
Voorbeeld outlet:

"FORNU"

Taste the Culture

Geïnspireerd door lokale *comfort foods* met een moderne twist

Extras: *Heritage as the Main Act*



- ❖ QR codes/plakkaten info oud West End
- ❖ Uitzicht Handelskade met periscoop
- ❖ VR Handelskade vroeger
- ❖ Art Deco Stijl gebouw-verlichting

3. Haalbaarheid concept

Economische / financiële haalbaarheid (ROI) $\leftrightarrow$ in lijn met sociaal-culturele associaties, waarden en behoeften:

- Moderne en luxe identiteit
- Ontmoetingspunt
- Brug tussen lokaal, regional en internationaal
- Alle leeftijden
- Ode aan cultuur & historie

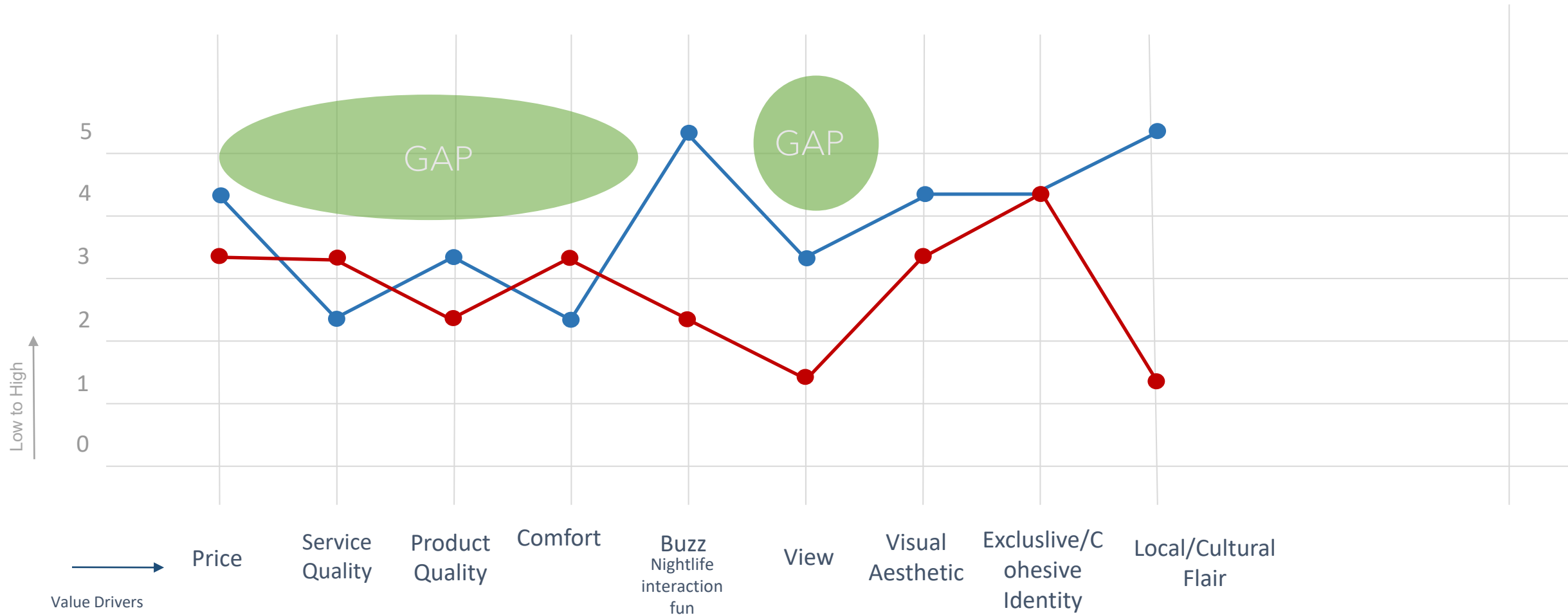
3. Haalbaarheid concept

Hulpmiddelen

- Markt (trend) analyse: Macro & Micro
- Concurrentie & aanbod analyse
- SWOT analyse
- BOS Canvas (Gap analysis)
- Financiële analyse

BOS Canvas

Comparing direct competitors on what drives value for customers, uncovering untapped business potential (gaps)



*"Exceptional quality and value is what we are known for
- the West Indies at its very best.*

*This isn't high-end, this is **West End.**"*

Outlet Composition



Money Makers (MM)

- Food (rev. sharing)
- Bar
- Events



Experience Enhancers (EH)

- Cultural & historic flair
- Entertainment (live music)
- Workshops + Presentations



Traffic Generators (TG)

- TO
- Meeting point city walks
- Partnerships hotels
- Allure



Outlet Supporters (OS)

- Security
- Restrooms
- Accessibility

The **main target** will be local & international buzz and cultural seekers. Crowds will be attracted through continuous events and pop ups. Most outlets will offer high moving products that are popular amongst (trendy and mid- to high end) locals & internationals

"The whole is greater than the sum of its parts."

Each outlet must compliment each other, while having a strong, unique concept.

They add value to the fundamental identity of the property, creating a coherent experience throughout.

Each outlet falls in into one of four categories, in which the right balance induces maximum effect in terms of the location's popularity and potential ROI.



CARIBIS

Realisatie

RFP – screenen en selecteren van exploitanten

Huidige invulling:

- Rooftop evenementen
 - ‘Rooftop’ bar en restaurants (international en lokaal) verdieping 1 & 2
 - Café en ijssalon (BG)
 - Juwelierzaak (BG)
 - Culturele en lokale flora & fauna ervaring (BG)
 - Kiosks (BG)
-
- QR codes/plakaten met historische informatie
 - VR van handelskade over je jaren heen