



EUROMAST ROTTERDAM

**New Experience:
The Rise of Rotterdam**

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ROTTERDAM, ECLECTIC AND INTERNATIONAL

Rotterdam is a city with a character of its own: young, bold, entrepreneurial, cosmopolitan, future-focused, and constantly evolving. It is the largest port city in Europe and is known for its eclectic and groundbreaking architecture— an international metropolis with undeniable cool factor.

Since the bombing in 1940, which destroyed much of the city center, the people of Rotterdam have been rebuilding their city with boldness and a spirit of experimentation. From Europe's first skyscraper to the Erasmus Bridge, the Markthal, the Depot, De Rotterdam, and the brand-new Fenix Museum — the city continues to reinvent itself. And through it all winds the River Maas, with container ships passing through on their way to elsewhere.

That's why you have to see Rotterdam from above. Only then can you truly grasp the city's boldness, diversity, and grand scale.

THE EUROMAST ICON AND ATTRACTION

Since 1960, the Euromast has been an internationally recognized symbol of Rotterdam. Standing proudly at 185 meters tall, it rises above Het Park and defines the city's skyline. But the Euromast is more than just an icon — it's a vibrant and multifaceted attraction where you can experience the city from every dimension.

Visitors can enjoy a panoramic viewing platform, a restaurant open from early morning until late at night, modern suites high above the city, and the spectacular Euroscoop: a rotating glass elevator that takes you to the highest point in Rotterdam, complete with a glass floor and breathtaking views.

For true daredevils, there's the option to abseil from great heights, an experience you won't soon forget. The Euromast also offers ample space for business meetings, events, and team activities. It's a place where height, views, and immersive experiences come together.

COLOURFUL ROTTERDAM: A CITY FULL OF STORIES

A visit to the Euromast is a step into the story of *Colourful Rotterdam*. Through a series of sensory chapters, visitors experience how Rotterdam is brought to life — by its people, architecture, landscape, and daring spirit.

Since July 2025, the Euromast offers a brand-new experience: *The Rise of Rotterdam*. Even before taking the elevator up, visitors enter the story of the city through an interactive and immersive journey that shifts their perspective on Rotterdam.

Only after *The Rise of Rotterdam* do you step into the elevator, and when you arrive at the platform or the Euroscoop, you'll see the skyline through different eyes. Before you stretches a panorama rich with stories. What you see, you now understand. And what you've come to understand, you now see differently.

ABOUT EUROMAST

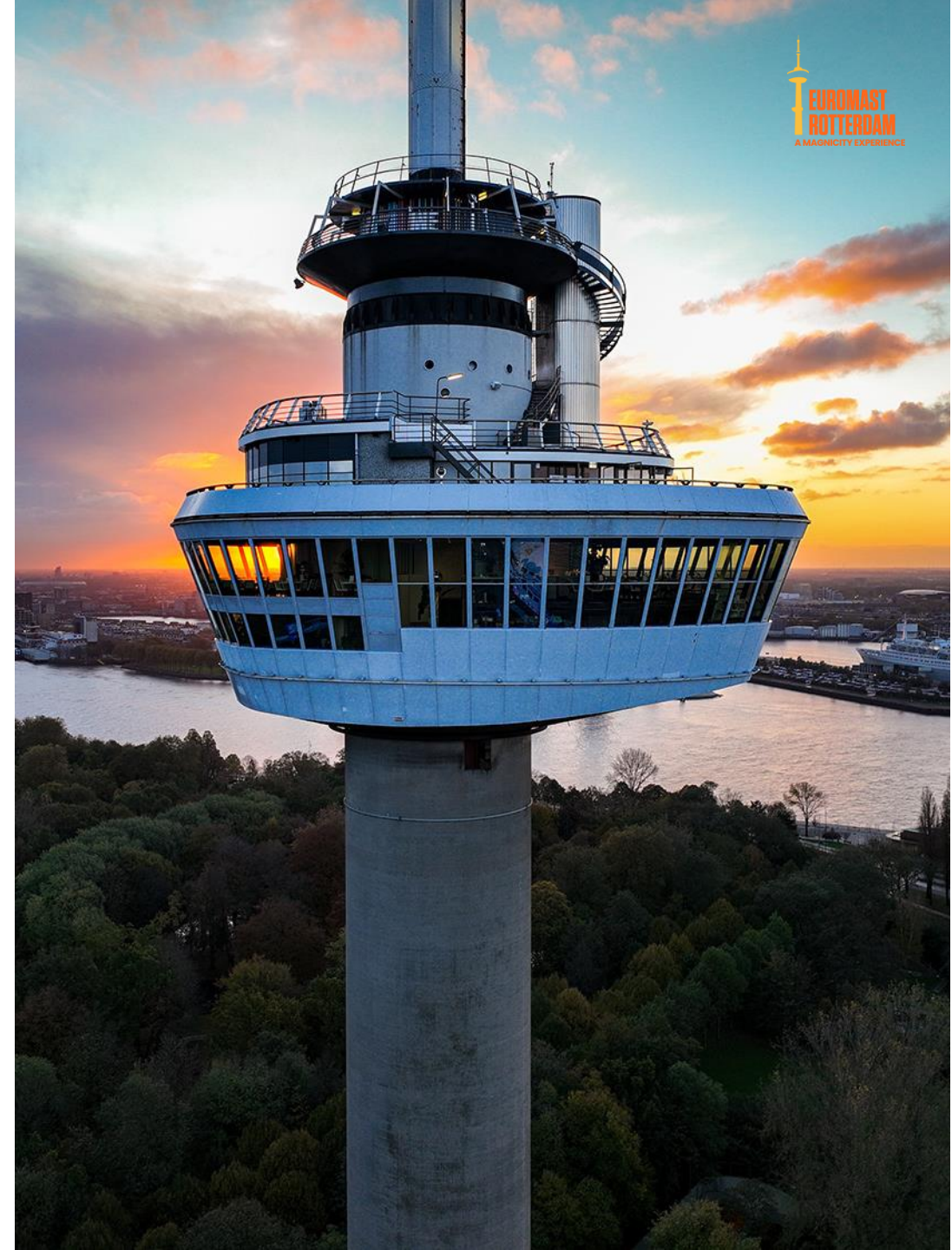
The construction of the Euromast didn't begin with concrete and steel, but with a vision – a vision shared by those who believed Rotterdam could look beyond the horizon. Inspired by the mast of a ship, the tower became a symbol of unity, resilience, and collaboration. The name “Euromast” reflects both Rotterdam’s role as a European trade hub and its deep maritime roots.

In 1960, the Euromast was built for the Floriade, right in the heart of Het Park and alongside the River Maas, where container ships and water taxis come and go. While the city was still deeply engaged in post-war reconstruction, the tower symbolized a hopeful future. Architect Huig Maaskant designed the viewing platform and restaurant in the shape of a crow's nest atop a ship's mast. Originally 107 meters tall, the tower was extended in 1970 with an 85-meter addition: the Space Tower.

Every day, an average of 1,100 visitors buy a ticket to the top—amounting to around 400,000 visitors per year. From the viewing platform, they can spot many of Rotterdam's other icons: the Erasmus Bridge, the Willemshuis, Hotel New York, the SS Rotterdam, the Markthal, and the Depot. On clear days, you can even see as far as The Hague. Those who want to go higher can take the Euroscop, a rotating glass elevator that spirals up the mast and into the clouds—with Het Park clearly visible beneath their feet through the glass floor. In the evening, visitors are treated to a city glittering with lights.

In 2010, the Euromast was designated a national monument (Rijksmonument), making it the tallest one in the Netherlands. Since 2020, it has been part of **Magnicity**, a French company that develops and manages high-altitude experiences around the world. Today, the Euromast is not just a viewing tower—it's a vibrant destination with a restaurant, luxury suites, the Euroscop, and even abseiling. A beacon of transformation and a living icon in a city that constantly reinvents itself.

It's a place where past, perspective, and future converge—for locals, tourists, and anyone who wants to experience Rotterdam's ever-changing face up close.



THE RISE OF ROTTERDAM

The brand-new experience **The Rise of Rotterdam** takes visitors into the story of Rotterdam and the Euromast—even before they head to the top. This immersive attraction stimulates all the senses, informs, and inspires. The new experience consists of two parts:

In **Rotterdam Risen from the Water**, visitors travel back in time to where Rotterdam once began. They literally become part of the story. Suddenly, they find themselves in a wild, swampy landscape: the Rotterdam of 1270, before the city even existed. They experience what it must have felt like to live here eight hundred years ago. The water of the River Rotte laps at their feet. To survive, a dam must be built. Visitors are asked to help and work together to reclaim the land. By collaborating with others, they lay the foundation for a thriving city. The projections on the walls and floor, the immersive soundscapes, and interactive elements make the experience intense and vividly real.

“We wanted to create an experience that adds meaning to your visit—something that doesn’t just make you look at Rotterdam, but truly feel it. And that, afterward, makes you see the city through a different lens.”

Leonie Staat, General Manager Euromast

The journey then continues to **A Colourful Panorama**. In this second space, visitors are transported at lightning speed to the Rotterdam of today: international, diverse, and architecturally daring. Through light, color, skyline, and shifting perspectives, the way you see the city is quite literally transformed. In the Rotterdam of 1960, the city is in full bloom—both literally and figuratively—as the Floriade takes place. This event marks the beginning of the Euromast. Visitors watch the tower rise against a backdrop of a flourishing port and increasingly modern ships and buildings. Skyscrapers soar into the sky, and the city begins to take on its iconic architectural character. Rotterdam evolves into the vibrant, colorful metropolis it is today—international and multicultural. The visuals and soundscapes make the energy of the city almost tangible. When visitors can feel the heartbeat of the city in their own chest, they’re ready. Ready to go up!



ROTTERDAM RISEN FROM THE WATER



A COLOURFUL PANORAMA



MAGNICITY: "At Magnicity, we believe that every city has an incredible story to tell. This new immersive journey at Euromast brings Rotterdam's powerful history to life in a way that is deeply locally rooted and truly awe-amazing. From the warm welcome our teams offer to the highly elevating views that inspire wonder, we create experiences that reveal the real soul of each city – and make every visit unforgettable." – Alexia Vettier, CEO, Magnicity

Euromast: "A visit to the Euromast has always been a special experience. You buy your ticket, step into the elevator, and suddenly all of Rotterdam lies at your feet. That moment is always impressive. But we thought—what if we could make that feeling even more meaningful? What if, before you even go up, you already feel something of the story behind the city? So that you don't just look, but truly see."

THE CREATORS OF THE RISE OF ROTTERDAM IN THEIR OWN WORDS.

Northernlight: "The goal was to engage visitors more deeply and provide greater context—not just about the Euromast itself, but also about the city. Ideally in a way that is surprising, narrative-driven, immersive, and interactive. Something that fits the spirit of our time"

Woodwork: "We started this project with the intention of giving visitors a truly immersive experience—one that engages all of their senses. To achieve that, we chose a poetic approach, offering an abstracted version of reality."

Yipp: "Rotterdam, Risen from the Water is a work of art in itself," says Wouter Verbiest, founder of YIPP. "It offers an experience that is both highly aesthetic and memorable, while also being informative."

THE MAKERS OF THE RISE OF ROTTERDAM

THE WORD: NORTHERNLIGHT

The *Rise of Rotterdam* was developed by creative agency NorthernLight. By starting with the story of the city and working with the right parties, they created a magical experience on the first floor of De Euromast that visitors will remember for a long time.

What did the Euromast ask you to do?

Peter Slavenburg, founder of NorthernLight: “The goal was to better engage visitors and provide more context, not just about the Euromast itself, but also about the city. Ideally in a way that’s surprising, immersive, interactive, and storytelling-driven. Something that feels right for our time.”

How did you approach it?

Peter: “We know the Euromast well. In 2022, we developed the Euroscope experience, which focused the visitor’s gaze on the city’s vibrant diversity: Colourful Rotterdam. Now, we had the opportunity to complete that narrative by encouraging visitors to see the city through that same lens from the moment they enter. Two stories emerged: the origin story of Rotterdam, and the city’s recent evolution into the international, cultural *melting pot* it is today—with all the potential that can be felt in Rotterdam.”

How do you convey those stories?

Andrea Veldkamp, senior project manager: “We didn’t just want to tell stories—we wanted to make visitors truly part of them, so they could actually feel them. That’s how the idea was born to create two multimedia spaces that would transport visitors to another time. With Woodwork as our audiovisual partner and YIPP handling the interactive software, we developed an experience that fully immerses visitors in both the past and present of the city.”

What do visitors experience?

Andrea: “The first room transports you to another place and time, you suddenly are there. You learn about the origins of Rotterdam and are asked to help reclaim the land. To do that, you need to work together with other visitors. Once that’s done, you enter the second room, where the energy is much higher. It gets you pumped up for the real experience: going up and seeing the city. You step into the elevator feeling inspired. And once you’re at the top, you see the city with new eyes. You understand what you’re looking at. The experience becomes richer and more layered. That’s exactly what Magnicity, the group that owns the Euromast, aims to do: offer a new perspective.”

You wanted it to be a social experience. Why?

Peter: “Rotterdam is a city that’s all about ‘we’: no talk, just action—everyone rolling up their sleeves together. That’s how the city was born, by building a dam together. This experience isn’t something you go through alone, or just to share with your Instagram followers. You’re part of a group, and you’re asked to work together. We wanted to spark something with that. A sense of unity. Of standing together, hand in hand. That’s what it’s about.”

w: www.northernlight.nl

THE CREATORS OF THE RISE OF ROTTERDAM IN THEIR OWN WORDS: WOODWORK

Marvin Koppejan and Nina Fabel of Woodwork are visual storytellers. With their team, they've created *The Rise of Rotterdam* as an experience that feels both dreamlike and strikingly real.

"We embarked on the project with the desire to give visitors a truly immersive experience. This means that all their senses are engaged. We chose a poetic approach, with an abstracted version of reality.

The film begins in the clouds. When they dissolve, a typically Dutch landscape appears. The atmosphere is mystical and a bit mysterious. At the same time, what you see had to be realistic. We asked historians what the houses looked like in 1270, exactly how marshy the ground must have been and what the dam that started Rotterdam must have looked like.

We chose to have a Rotterdam voice tell the story of the city's origins. The images provide the atmosphere, Tato Wesselo's voice brings the facts.

As a visitor, you fly over the landscape, as it were. You see the water getting more and more turbulent and then suddenly there is that big wave of water washing over your feet and you have to get to work. We wanted the interactive experience to be impressive, but also fun for small children and the elderly. That worked out well.

As the doors open to the next room, you step into the recent history of Rotterdam. Here, too, it is as if you were there, at the moment the Euromast was built in 1960. Around you, you see Rotterdam growing into the vibrant, colorful metropolis it is today.

All the landmarks you see, from Erasmus Bridge to the Depot and the Market Hall, we 3D modeled with our own hands and gave them a place in the skyline with some creative freedom. Quite a job, but that way we kept control over the end result and could also let cars drive around and boats sail.

While we were designing, we heard that the space would feature a pillar. What seemed like a problem for a moment, we turned into an opportunity, by transforming the pillar into a Euromast, complete with crow's nest. As a visitor, you stand next to it, as if you've stepped into a maquette.

We deliberately chose to combine many styles, techniques and disciplines. Because that's how Rotterdam is: diverse, eclectic and full of energy."

w: www.woodwork.nl

THE CREATORS OF THE RISE OF ROTTERDAM IN THEIR OWN WORDS: YIPP

Using innovative techniques, design and production studio YIPP transformed Rotterdam Risen from the Water into an interactive experience that fully immerses the visitor.

“Rotterdam, Risen from the Water is a work of art in itself,” says Wouter Verbiest, founder of YIPP. “It offers an experience that is highly aesthetic and memorable, but also informative. We were asked to make the presentation interactive. With the most cutting-edge multimedia techniques, we created a wave so powerful and threatening that visitors instinctively jump back. When you’re asked to help as a visitor, you physically experience what it was like to help build what would one day become Rotterdam. We call this a ‘mindset show’: the interactive experience puts you in the right state of mind for what’s to come when you take the elevator up. By deliberately delaying that ascent, we build anticipation. And once you’re truly ready—then you go up.”

w: www.yipp.nl



LEONIE STAAT: MARKET & STRATEGY

With The Rise of Rotterdam, the Euromast takes an important step in its positioning. With this new experience on the ground floor, we aim to touch visitors at their core and enrich their overall experience of the Euromast.

“A visit to the Euromast has always been a special experience. You buy your ticket, step into the elevator, and suddenly all of Rotterdam lies at your feet. That moment never fails to impress. But we thought—what if we could make that feeling even more powerful? What if, before you even go up, you could already feel part of the story behind the city? So that you don’t just look, but truly see. Together with NorthernLight, Woodwork, and YIPP, we brought that vision to life. The Rise of Rotterdam is an experience that takes you through the city’s origins—impressive, educational, and above all, something that moves you. For the young, the old, and everyone in between.”

The arrival of this experience marks a new direction. The tower is no longer just a viewing point—it’s a place where you experience the city from multiple perspectives. Thanks to a combination of storytelling, smart technology, and sensory engagement, every visit becomes more meaningful.

The *Rise of Rotterdam* is included in the ticket and adds an extra dimension to the visit. “We believe it’s important to move with the times, to keep investing in quality while remaining accessible to a wide audience eager to discover Rotterdam.”



LEONIE STAAT IS GENERAL MANAGER VAN DE EUROMAST

OVER MAGNICITY

Magnicity is a French company that manages high-altitude tourist destinations around the world. These locations are found on the upper floors of spectacular skyscrapers and historic landmarks. The company was founded in 1974 as M56 Group, beginning with an observation deck on the 56th floor of Paris's Tour Montparnasse. In 2020, the company rebranded as Magnicity. With the slogan *Taking you higher*, Magnicity reinforces its mission to expand cities—for everyone. Today, the company operates in five iconic cities: Paris, Berlin, Rotterdam, Warsaw, and Chicago, and is actively expanding. Its goal is to become the global market leader in urban leisure and tourism experiences.

A sensory-stimulating experience

In addition to breathtaking views, Magnicity offers visitors a fully immersive experience. Through thrilling attractions, virtual reality, interactive displays, exhibitions, and events, guests can experience the city in all its dimensions—from its history and culture to its contemporary lifestyle. The restaurants and bars at these locations are an essential part of the overall experience.

Magnicity in Rotterdam

Op 18 december 2024 opende Magnicity de deuren van een nieuwe locatie in Rotterdam: Celest. Een uniek uitkijkpunt met bar en restaurant op de 57^e en 58^e verdieping van de moderne woontoren De Zalmhaven. Het is een plek die bezoekers in staat stelt Rotterdam op een meeslepende manier te beleven. Celest neemt bezoekers mee op een avontuurlijke, culinaire reis. Vanaf 190 meter hoogte, in een mooie setting genieten zij van hun lunch, diner of cocktail, warme gastvrijheid en een magistraal uitzicht. Het is de tweede locatie van Magnicity in Rotterdam, sinds 2020 is het Franse bedrijf beheerder van de Euromast.

Impact

Through its activities, Magnicity aims to have a positive impact on the vibrancy and appeal of cities—and in turn, on the economy. At the same time, it is committed to keeping its environmental footprint as low as possible. To maintain a balance between people, planet, and profit, decisions regarding materials, sourcing of goods and products, and energy and water use are made with great care.

MAGNICITY



"At Magnicity, we believe that every city has an incredible story to tell. This new immersive journey at Euromast brings Rotterdam's powerful history to life in a way that is deeply locally rooted and truly awe-amazing. From the warm welcome our teams offer to the highly elevating views that inspire wonder, we create experiences that reveal the real soul of each city – and make every visit unforgettable." – Alexia Vettier, CEO, Magnicity

FACTS & FIGURES

General Information

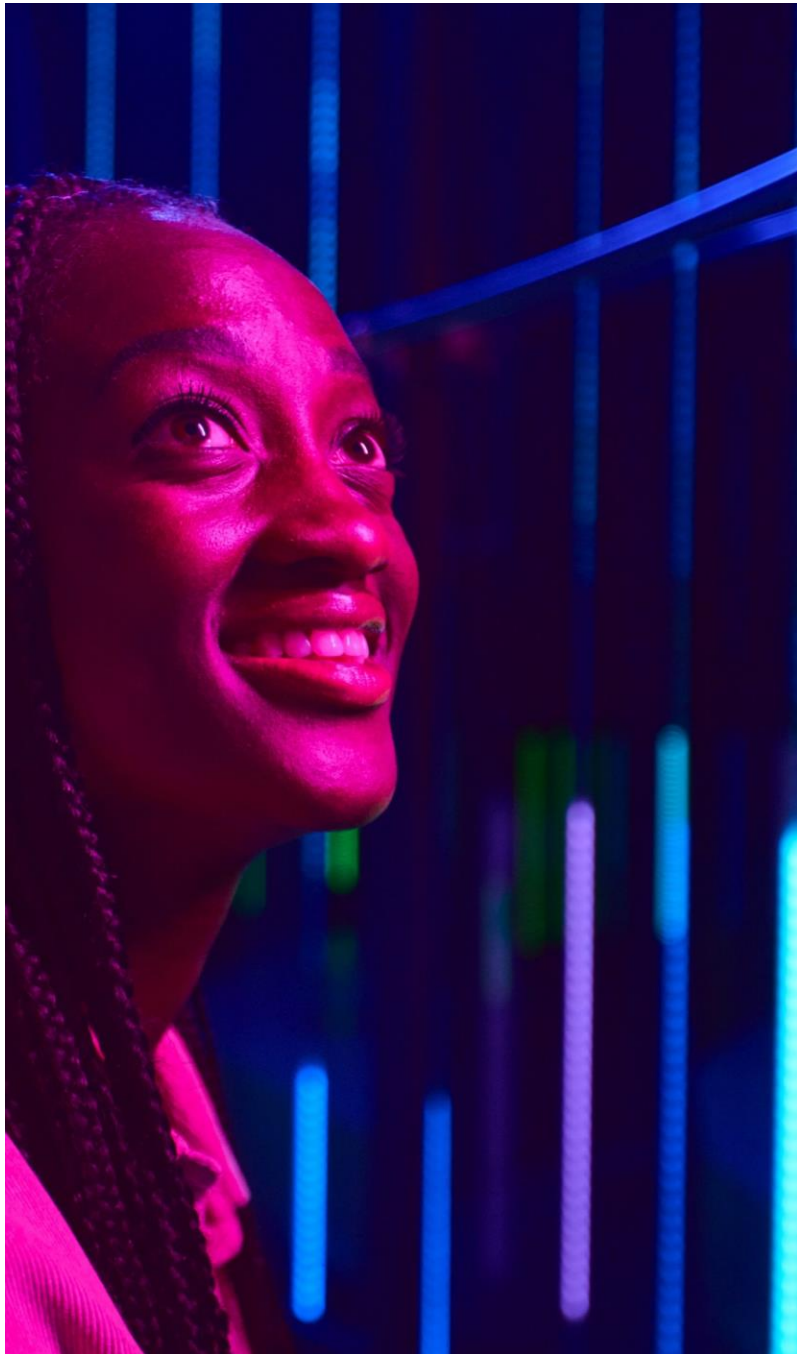
- Height: 185 meters
- Viewing platform at 100 meters
- 360-degree panoramic view
- Brasserie at 100 meters with 160 seats
- Modern hotel suites with 2 bedrooms, 85% occupancy rate
- 400,000 visitors per year
- 60% of visitors take the Euroscop
- The Euroscop reaches a height of 185 meters
- In 2022, the Euroscop was upgraded with a light show, music, and storytelling
- In 2023, a glass floor was added to the attraction
- The Euromast has 598 steps
- Visitors can use the Magnicity App to identify surrounding buildings
- Tickets are available online and via ticket machines at the Euromast entrance
- The Rise of Rotterdam experience lasts approximately 7 minutes in total

History

- Built in 1960 in honor of the Floriade
- Designed by architect Huig Maaskant
- Inspired by the form and structure of ship masts
- Located in Het Park, alongside the River Maas
- Initially constructed at a height of 107 meters
- The crow's nest was built on the ground and lifted into place in just five days
- In 1970, an additional 85 meters was added: the Space Tower
- Since 2020, the Euromast has been part of the French group Magnicity, which manages observation towers around the world

Building

- The tower has a diameter of 9 meters with a wall thickness of 30 centimeters
- The foundation alone weighs 2 million kilograms
- The crow's nest, made of steel and glass, weighs 240,000 kilograms







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