
Befimmo partners with Standard International and announces the opening of The Standard, Brussels

A new iconic hotel will open its doors in 2025 in ZIN

Brussels, 26 July 2021 - Standard International, the leading hospitality company responsible for iconic hotels across the globe, from New York and Miami, to London and the Maldives, today added Brussels to its growing list of destinations. ZIN, Befimmo's ongoing redevelopment project of the World Trade Center towers 1 & 2 in Brussels' Northern Quarter, will welcome The Standard in 2025.



Widely recognized as a pioneer in the lifestyle hotel sector for revolutionizing the concept of innovative, immersive hospitality, The Standard is renowned for its successful placemaking, exemplified by The Standard, High Line, in New York's Meatpacking District and more recently the award winning, The Standard, London in King's Cross.

ZIN is a multipurpose project combining various functions in an innovative way. Housing, working and leisure are accommodated into one building, integrated into the existing urban ecosystem. ZIN is a real reference, a new way of making a city.



“This property is a perfect step for The Standard in Europe,” said Standard International CEO, Amar Lalvani. “Once again, we will be completely and unexpectedly reinventing a property and transforming a neighborhood. We can’t wait to surprise people and show them just how intriguing Brussels is and why we love it.”

The Standard, Brussels will have 180 rooms, 20 branded apartments and will feature a lush ground floor greenhouse and a spectacular rooftop, with bars and

restaurants created for visitors and locals alike tapping into the city’s deep cultural community.

“We are extremely proud to welcome The Standard in ZIN. This iconic brand fits perfectly within the vision we have for ZIN and will amplify the redynamisation of the Brussels North Quarter. Thanks to the mix of functions (offices, hotel, apartments and shared spaces), we will create a building where there will always be life, 24/7, with different users occupying the spaces at different times.” said Jean-Philip Vroninks, CEO of Befimmo.

This new project represents another landmark property as part of The Standard’s expanding global footprint. The Standard recently announced The Standard, Fitzroy in Melbourne and will launch The Standard, Hua Hin in November and The Standard, Bangkok Mahanakhon early next year. With additional exciting new projects to be announced soon.



About Befimmo

Befimmo is a real-estate investor and operator and a Belgian Real-Estate Investment Trust (SIR-GVV). Focused on office buildings, meeting centres and coworking spaces, our high-quality portfolio is located in Brussels, the main Belgian towns and cities, and the Grand Duchy of Luxembourg. It is worth about €2.7 billion and comprises 63 office buildings and 7 coworking spaces;

Befimmo aims to create environments where people can work, meet, share and live. We are a facilitator of enterprises, entrepreneurs, and their teams. In partnership with our specialised subsidiary Silversquare, we operate coworking spaces and are jointly developing a Belux network of flexible workspaces. Our goal is to become a one-stop-shop that offers organisations, businesses, entrepreneurs and their teams different office combinations fully in line with their needs and provides the full range of solutions for tomorrow's hybrid work environment.

As an organisation that is human and responsible, we offer inspiring spaces and related services and facilities, in sustainable buildings. Our three commitments - 'Provide and Rethink Workspaces', 'Transform Cities' and 'Be Responsible' - form the basis of the integrated CSR ambitions summarised in our 2030 Action Plan.

About Standard International (The Standard Hotels):

Created in 1999, The Standard hotels are known for their taste-making clientele, their pioneering design, and their unrelenting un-standard-ness. With 7 hotels in New York, Los Angeles, Miami, most recently London and the Maldives, and the upcoming The Standard, Hua Hin and the Asia flagship, The Standard, Bangkok Mahanakhon slated to open in early 2022, the goal of every Standard project—be it a hotel, a rooftop discothèque, or a magazine—is to defy conventions, up the aesthetic stakes, and deliver an experience that can

only be had at The Standard. The Standard's irreverent and playful sensibility, combined with a careful consideration of design, detail and service, have established its reputation as a pioneer of hospitality, travel, dining, nightlife, and beyond. www.standardhotels.com @thestandard

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The Standard