



## *Humanitas in practice*

**Prof.dr. H.M. Becker**  
CEO Humanitas Foundation  
Rotterdam • The Netherlands

# humanitas



## Before: 'matchboxes' on the outskirts





## En route to something more daring and more urban



**1964**  
**Jan Meertensflat**



**1971**  
**Molenwiek**



**1972**  
**Humanitaskliniek**



**1975**  
**Herman Visserhuis**



**1975**  
**Prinsenwiek**



**1978**  
**De Leeuwenhoek**



**1981**  
**Bertus Bliekhuis**



**1981**  
**De Steenplaat**



## En route to 'age-proof' dwellings



**1982**  
**Oosterwiek**



**1983**  
**IJsselburgh**



**1985**  
**De Evenaar**



**1986**  
**De Carnissedreef**



**1988**  
**Jan van der Ploeg**



**1988**  
**Nancy Zeelenbergflat**



**1989**  
**Hannie Dekhuijzen**



**1989**  
**De Wetering**



## Versatile living in 'age-proof' dwellings



**1996**

**Gerrit Spronkersflat**



**1996**

**Humanitas-Bergweg**



**1997**

**Brinktoren**



**1998**

**Schiebroekse Parkflat**



**1999**

**Gerard Goosenflat**



**2000**

**Duynstaete**



**2000**

**Putselaan**



**2002**

**Aveling**



## Versatile living in 'age-proof' dwellings



**2002**  
**Marthalaan**



**2004**  
**Aert van Nes**



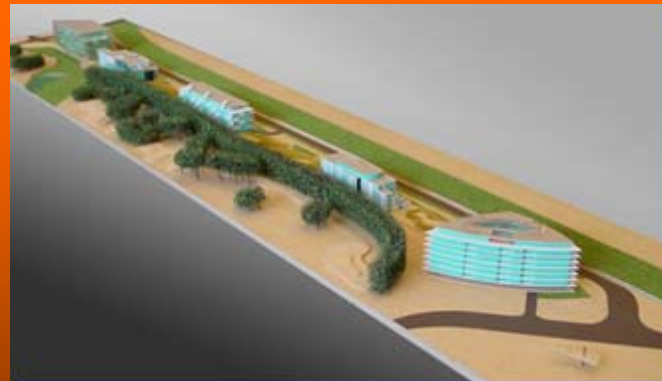
**2004**  
**Witte de With**



**2005**  
**Het Bourgondische Hof**



## Plans for the near future



## Temples of culture instead of 'islands of misery'



*Reminiscence museums*



*Breeding ground of art*



*Top restaurants*

*Populated and partly run by independent elderly with and without disabilities*



## **The elderly want to**

- **remain independent**
- **manage their own lives**
- **participate in society**

## **They want to avoid**

- **being forced into moving house**
- **frequently changing care and treatment-intakes**
- **seeing different carers all the time**



## The Humanitas Philosophy

### Humanitas' four basic values

- **Autonomy**
- **Use it or lose it**
- **The yes-culture**
- **The extended family approach**

humanitas



## Ingredients for human happiness

- **‘Apartments for Life’**
- **Non-hierarchical, service-oriented organization**
  - **An activating and inviting environment**
    - **Exciting and vibrant atmosphere**
- **Diminishing boundaries between staff en client**
- **Services: Public Relations, Technical Facilities, Planning, Education and training, Catering (incl. restaurants and bars)**



## The Ingredients

**The yes-culture,  
luxurious and sociable**





## The Ingredients

**Make it  
entertaining!**





## The Ingredients

### Art





## The Ingredients

### Murals





## The Ingredients

### Accessibility





## The Ingredients

### Bars and restaurants





## The Ingredients

### Pets



# Achieving Quality in an Ageing Community

Benevolent Society

June 2008



stichting humanitas

*Uitvinders van de ja-cultuur  
en levensloopbestendig wonen*



## The Ingredients

### Internet corners





## The Ingredients

### Reminiscence museums





## The Future

- **The latest technical novelties (made to measure per dwelling)**
- **Hospital functions in the Apartments for Life through mobile doctors, nurses, specialists and dentists**
- **Adaptation of accommodation for communal households and/or immigrant and other minority groups (e.g. homosexuals)**
- **Even more interaction with the neighbourhood (leisure centres)**
- **Telemedicine and E-health**