

next floor



Innovation changes our view of the future and brings us the unexpected. *Next Floor* explores how we apply innovative technologies to shape new ideas.



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Schindler news from North America and beyond

Cover photo: The Cleveland Clinic Lou Ruvo Center for Brain Health, Las Vegas.

Photo above: Schindler products and services are designed to provide energy-efficient and eco-friendly options to architects, contractors, building owners and managers.

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The art of the possible



To innovate takes inspiration, imagination and creativity combined with dogged persistence. At Schindler, we ask: “How can we make this better?” “What if?” “Could we?” Our brand values — reliable, moving, trailblazing — lead us to innovative answers to the challenges of today’s mobility issues. For example, our new Schindler 3300 machine room-less elevator offers a novel solution to the combined challenges of space limitations and energy-efficiency goals for low- to mid-rise buildings.

Existing buildings equipped with destination dispatching can benefit from higher lease and occupancy rates, as well as improved tenant satisfaction and loyalty. Schindler’s innovative Destination Interface technology quickly and easily brings advanced Schindler ID® destination dispatching to older, fully occupied buildings. It yields an immediate improvement in elevator performance, allowing your tenants to get to their floors quicker than ever before. With Destination Interface, elevators can be removed from service for modernization without disrupting service to your building, tenants and visitors.

Leadership through service is a core value at Schindler, and we’re using advanced technology to offer our customers the most innovative maintenance delivery system in the industry. Our Service Excellence program combines nine separate service protocols and capabilities into a single, integrated platform that offers building owners and managers more efficient preventive maintenance while increasing equipment reliability.

There is another element needed for innovation, and that’s the passion of the innovator. Like all endeavors, innovation is the result of the efforts of people. For Schindler, it is a collective passion to innovate new products and services to help take your building to the next level and support your efforts to capture an advantage in the highly competitive commercial buildings market. It is a never-ending process and is, for us, the application of the art of the possible.



Jakob Züger
Chief Executive Officer, Americas



The Southbank Bridge, or “Purple People Bridge,” provides convenient pedestrian access to Newport on the Levee from downtown Cincinnati.

Celebrating its 10th anniversary, Newport on the Levee is a lifestyle center located on the Ohio River levee in Newport, Ky. with a great view of the Cincinnati skyline just across the river. Considered the most popular attraction in Greater Cincinnati/Northern Kentucky, the Levee calls itself ...

A World Away From the Everyday

Here visitors will discover a variety of retailers, lots of eateries, a 20-theater movie multiplex, a boutique bowling alley, and live music, art festivals and other events. The three-floor Newport Aquarium anchors the center with some 11,000 creatures in 150 exhibits, including a popular penguin colony. Newport on the Levee draws nearly 3 million people a year, with the Aquarium alone accounting for a million of them.

A Penguin Palooza

One of the more notable attractions is the new Penguin Palooza exhibit at the Newport Aquarium. The Aquarium’s cold penguin colony is one of the country’s most diverse collections of these fascinating birds. For two years, the Aquarium worked to modernize its facilities in order to house the birds and added a variety of species, creating distinct environments for each. Special interactive shows are conducted on a regular basis. The exhibit is kept at 34 degrees and features an 8,000-gallon salt-water tank in which the penguins can swim. It also snows inside the exhibit — thanks to an artificial snow machine — during the penguins’ winter.



The Newport Aquarium penguin exhibit includes Rockhopper, King, Gentoo and Chinstrap penguins. Photo credit: Newport Aquarium.



It's cool outside, too

Every Thursday evening from mid-June until early August, a concert is held in the plaza just outside the Aquarium. The musical menus range from cool jazz to rock to country, and the concerts are free to the public. When not enjoying the music, Levee visitors can browse the many retail offerings, including a bookstore, wireless phone company, and apparel shops for both men and women, complemented by a host of fast-food venues, cocktail lounges and fine restaurants. There's a comedy club for those who need to exercise their funny bone and a 20-theater movie complex for those whose tastes turn to film. ►

Acrylic underwater tunnels give Newport Aquarium visitors a unique perspective for observing sharks peacefully swimming with a variety of colorful reef fish and sea turtles.
Photo credit: Newport Aquarium.



Photos, left and right: Visitors enjoy live music in front of the Newport Aquarium.
Photo credit: Jim Craycroft.



Photos above and right: Outdoor festivals at Newport on the Levee provide a wide variety of family-oriented entertainment.
Photo credit: Jim Craycroft.

► This year, Newport on the Levee conducted its first Arts Fest, an art show with a street-fair flavor celebrating local artists and their unique handcrafted art. Everyone from painters to photographers, candle makers, jewelry artists, potters, woodworkers and makers of tapestries was encouraged to showcase and sell their art. The Levee also hosted a Sidewalk Chalk Art Contest in conjunction with the Arts Fest with prizes awarded to both children and adults.

For those who make food a priority, Newport on the Levee also conducts periodic progressive dinner parties. For a reduced fee, patrons get to sample a variety of cuisines ... Asian, Irish, Tuscan, hearty seafood and home-style grilling. There's even a Wine Walk where those who participate can sample fabulous wines from different venues with all proceeds going to a charitable cause.

Keeping it exciting

While most of us might consider Newport on the Levee's attractions sufficient to keep our pulse elevated, there's still more. A gourmet coffee shop is available for the perfect espresso, smoothie or latte. There's also a pizzeria, an ice cream parlor, and even a diner for that late-night burger and fries. Later in the year, there's Scuba Santa Claus, who arrives underwater at the Aquarium, and a winter light festival that puts everyone in a holiday spirit.

Newport on the Levee is a nonstop lifestyle center that keeps drawing millions of visitors to its numerous attractions and venues. In addition to its internationally recognized Newport Aquarium, it also boasts world-class commercial space with more than 6,000 square feet of meeting, conference and ballroom facilities that are attracting both business and community events. It's no wonder Newport on the Levee has been named the most popular attraction in Greater Cincinnati/Northern Kentucky.



Schindler on the Levee

Earning trust

Schindler Service Technicians Wesley Lowe and Don Schenelle perform the preventive maintenance on the nine elevators and two escalators at Newport on the Levee. Schindler Remote Monitoring™ (SRM) monitors this equipment 24/7, and if a problem is detected, the system alerts Schindler as well as Jim Craycroft, Newport on the Levee's customer experience manager. Wesley or Don can take prompt action to help avert an incident before it actually occurs. It's a process that has proven itself to Jim Craycroft over the last 10 years.

Behind all the hustle and bustle of nearly 3 million visitors a year, property managers like Jim Craycroft can rely on Schindler Service, free to focus on their business operations and confident that Schindler has their customer mobility needs well in hand.

There when it counts

The Newport Aquarium, another Schindler customer at Newport on the Levee, was planning a gala reopening of its spectacular penguin exhibit. "Most people ride the two escalators through our exhibits," said Chuck Reed, the Aquarium's director of engineering and facilities. "However, we had closed the up escalator for a few days prior to the event because we were working in that area. Visitors were diverted to one of our four hydraulic elevators. The day before the reopening, we had 1,500 visitors, and the elevator was running nonstop. This extreme

duty cycle overloaded a circuit board, shutting the elevator down," said Reed. With the "Penguin Palooza" scheduled for the following day, Schindler's service team swung into action and made the repair before the first guests, including the governor of Kentucky, arrived for the event.

"Our guests saw nothing unusual," said Reed. "Schindler got the job done, and operations proceeded normally."

Instilling confidence

Stories like the Penguin Palooza repair are an example of Schindler's Service Excellence. Whether performing regularly scheduled preventive maintenance or responding to customer issues, Schindler teams are highly trained and have the most advanced technology to stop trouble in its tracks. As Jim Craycroft told us, "I'm confident that there's nothing these Schindler service people can't handle. They're simply the best." ■

Top photo, left to right: Don Schenelle, Schindler service technician; Jim Craycroft, Newport on the Levee's customer experience manager; Kathy Schibi, Schindler sales representative; and Wesley Lowe, Schindler service technician. Bottom photo: Wesley Lowe and Don Schenelle service an elevator at the Newport Aquarium penguin exhibit.





A vibrant Chinatown, a 10-day rodeo festival, a traditional Little Italy section, an international film festival, an Expo Latino and a Greek festival are just a few of the reasons why Calgary in Canada's western province of Alberta is such a popular tourist destination.

Calgary under glass

With a population of more than 1 million, Calgary is Canada's third-largest city, situated about 50 miles east of the Canadian Rockies. Because of its proximity to the mountains of western Canada, the popularity of the Calgary Stampede rodeo, and its reputation as the "Nashville of the North" in terms of country and western music, Calgary's multicultural diversity is sometimes overshadowed by a romanticized "Old West" characterization. But Calgary is also a bustling, cosmopolitan city offering a wide range of cultural attractions and a growing economy.



The Stephen Avenue pedestrian mall on the south side of the CORE is home to the landmark steel "Trees" sculpture designed to reduce wind gusts between the buildings.

A center for commerce and more

The heart of Calgary's commercial district is called the CORE. It includes a shopping mall spanning three blocks that connects major office towers with more than 150 retailers. Originally developed in 1977 and known as TD Square, the expanded luxury complex has been renamed the CORE Shopping Centre and serves more than 250,000 pedestrians who travel through the district each week.



A spectacular feature of the CORE Shopping Centre is a massive skylight, the largest point-supported glass skylight in the world, which connects upscale retailers on four levels with multiple office towers. Through novel architectural design and construction, the gigantic skylight, which is three city blocks in length, is suspended under structural arches by special spider fasteners that secure the four corners of each glass panel to the arches. Halcrow Yolles provided both structural engineering and glass design services for this remarkable skylight. ►

► The twin 30-story TD Home Tower and Dome Tower are parts of the CORE that offer a shopping experience with a distinctly urban accent. Schindler brought distinctive urban mobility to the CORE and now maintains 16 escalators and three elevators in the mall complex. Installing elevators and escalators in a mall that was in full operation during its expansion presented a challenge that was ably met by Schindler’s innovative logistics and hoisting strategy. ■



Schindler escalators at the CORE conveniently move passengers between the second and third levels while providing excellent views of the skylight.



Schindler escalators move passengers inside and outside the famous Harry Rosen men’s store.

CORE Fast Facts

Original development	1977 (as TD Square)
Expansion begun	2009
Completion	Fall 2010
Skylight	1,740 glass sections, 90 feet wide, 656 feet long; 95 arches suspend the glass sections
Parking	6,000+
Food facilities	Seat 900 patrons
Retail floor area	600,000 square feet
Retail stores	170
Pedestrian traffic	250,000 weekly
Schindler equipment	16 escalators, 3 elevators

Green to the CORE

Can a mall go green? The CORE has. The combined efforts of shoppers and retailers in reducing the use of foam cups and paper waste as well as adopting biodegradable bags and recycling practices have produced significant results:

Saved	2,780 trees, 1,151,783 gallons of water and 327 barrels of oil
Prevented	9,812 pounds of air pollutants
Conserved	670,841 kilowatt-hours of electricity and 491 cubic yards of landfill space



Lakeshore Icon

680 North Lake Shore Drive in Chicago is an elegant 29-story art-deco-style building nestled in the crescent of modern skyscrapers that border the outer harbor of Lake Michigan. Constructed in 1926, it was the largest building in the world when it was completed. Its lovely structure is still visible from many parts of the city, especially in the evening when its brightly illuminated blue pyramid stands as a beacon to a bygone era in the city's architectural past. ►



The lobbies of 680 N. Lake Shore Drive reflect the classic art deco style that characterizes the building's architectural heritage.

Originally designed by noted Chicago architect Henry Raeder, it was known as the American Furniture Mart. Reaching a height of 474 feet, 680 N. Lake Shore Drive occupies the entire block between Lake Shore Drive and McClurg Court. Construction of the building was completed in two phases, with the eastern portion completed in 1923, and the western, which includes the tower, in 1926. More than 50 years later, it was converted from its initial use as a furniture mart to condominium and commercial space. It remains a Class A mixed-use building consisting of 160 separate residential units, about 65,000 square feet of retail space and approximately 420,000 square feet of office space. Its distinguished address, unparalleled amenities and its proximity to Northwestern Memorial Hospital make it perfectly suited for medical and professional businesses of all types.

Aging gracefully

Today, 680 N. Lake Shore Drive contributes its charm to Chicago's upscale and refined Streeterville neighborhood, giving constant testimony to the fact that classic building design

and architecture can reside harmoniously with today's soaring skyscrapers. Naturally, a building constructed in 1926 requires updating, and between 1979 and 1985 it was completely renovated. In 2009, the decision was made to modernize the six elevators in the East Erie Street lobby. Dating back to the late 1950s, these elevators were serving tenants predominantly made up of medical offices and some businesses.

Enter technology

The idea of taking elevators out of service at 680 N. Lake Shore Drive with the resulting inconvenience to tenants and visitors was a serious hurdle that had to be overcome. The building management firm, Golub & Company, called in leading elevator companies and asked for bids. Schindler's bid stood out because it was the only one that recommended a phased modernization that interfaced advanced destination-dispatch technology with the existing elevator controllers, and offered an immediate improvement in efficiency. In fact, one of the competing elevator firms cautioned the building manager that this was not possible.



According to Tim Conway, Golub's general manager, "As promised, Schindler ID® destination-dispatch controllers were interfaced with the existing controllers, and this was accomplished over a weekend without

any disruption in service. This approach delivered an immediate improvement in efficiency so that when each elevator was sequentially removed from service for mechanical and cosmetic modernization, we were able to maintain a high level of quality service for our tenants. We were pleased to find that after Schindler ID was installed, the five elevators in service proved to be more efficient than when all six elevators had been in operation. And now that all six of the elevators have been modernized, our efficiency has been improved by 20 to 25 percent. Schindler kept every one of the promises it made, and we couldn't be more pleased with the outcome." ■



Photo left: A visitor accesses a Schindler ID terminal. Photo right: A technician inspects the new Schindler ID controllers in the machine room. With the controllers, fixtures and cars all upgraded, 680 N. Lake Shore Drive has the most efficient elevator system in its long history.

When we think “innovation,” new products, processes and inventions spring to mind. But innovation can also mean launching products proven in one market into another where the result is a dramatic improvement in value, performance and owner benefits.



Taking the Elevator Out of the Box

The Schindler 3300

Until recently, when building owners planned to build a low-rise building, the choice was limited to a hydraulic elevator. The smoother performance, better ride and oil-free system delivered by machine room-less (MRL) traction elevators were reserved for larger buildings. And even when traction elevators were introduced for low-rise buildings not long ago, they were essentially less sophisticated versions of their high-rise cousins.

The Schindler 3300 turns that idea on its head. Not only is this elevator designed specifically for low- to mid-rise commercial and residential buildings, it adds many features and options previously unheard of in

its market. The Schindler 3300 offers a smart system and added space coupled with sophisticated design options and a smoother ride.

Eco-friendly

The Schindler 3300's smart engineering means the elevator is naturally more eco-friendly than its predecessors. The drive is a gearless machine design that saves energy and avoids power loss. LED lights in the car panel and floor indicators also save energy, as does the standby mode for car doors, lights and fan. With the Schindler 3300, owners may be able to experience energy savings of up to 60 percent compared with a traditional hydraulic elevator. ►

Smart and spacious

The Schindler 3300 is providing owners and managers with more usable space. Equally impressive is the fact that the Schindler 3300 does all this while providing more interior cab room — up to 5 percent more than the average MRL cab.

Drive system

The Schindler 3300 saves space with control distributed throughout the system. The smaller hoist machine and inverter can fit neatly into the top of a hydraulic-sized hoistway, eliminating the need for a machine room. The system is precise so cab and landing floor line up very accurately to ensure that passengers get in and out safely.

Suspension Traction Media (STM)

Schindler's breakthrough Suspension Traction Media (STM) replaces conventional steel cables. STM is stronger, weighs less, requires less space, runs quieter and is more flexible, allowing the use of a smaller machine and a drive system.

Inspection and test panel

In the Schindler 3300, the inspection and test panel is built directly into a standard doorframe at the top landing. This highly functional solution simplifies elevator installation, provides practical handling and saves space.

Doors

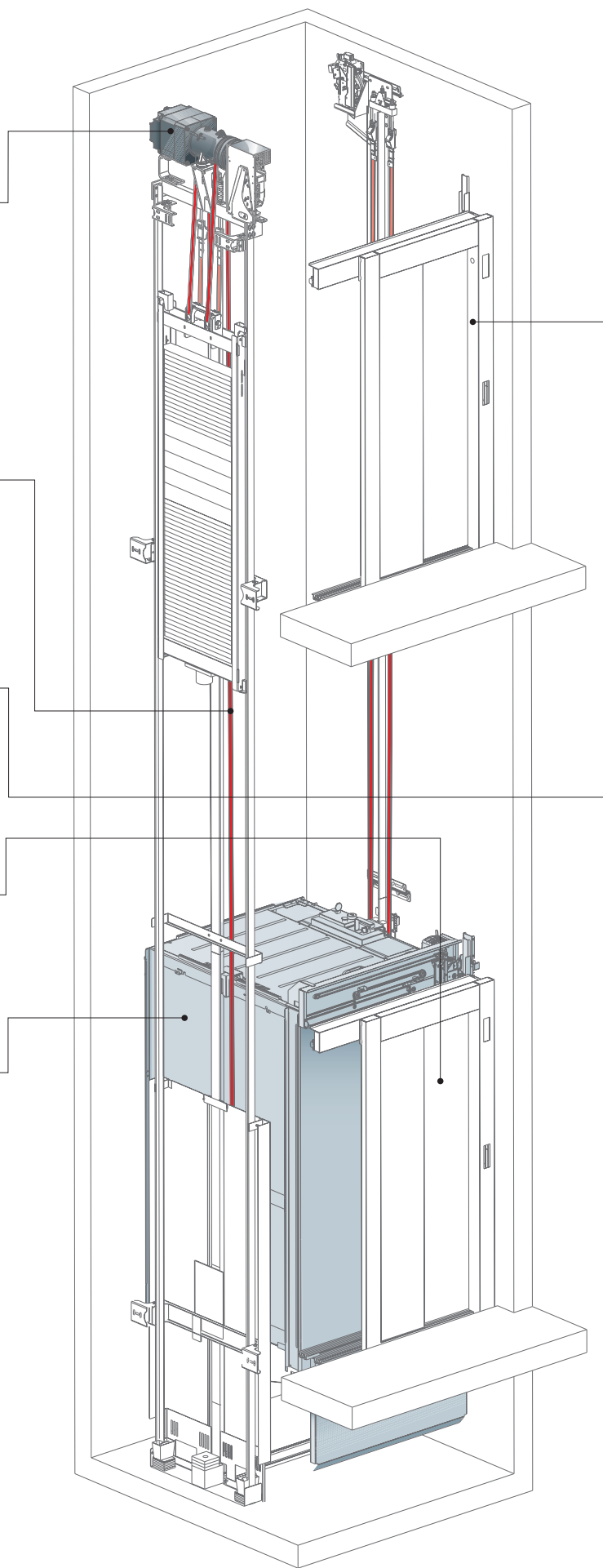
Doors are equipped with a frequency-controlled drive for fast and reliable operations. Two-speed side-opening doors open to the left or right, and single-speed center-opening doors are available.

Cab

Technology does not take up much space in the Schindler 3300. This is an obvious benefit that allows hydraulic elevator-sized shafts to be utilized while providing a larger cab interior. ►



With control distributed throughout the system and the inspection/test panel located in the doorjamb, the Schindler 3300 needs no machine room or control closet.





The Schindler 3300 is intelligently engineered to maximize interior cab space.

► Sophisticated and smooth

Conceptualized by an Italian designer, the Schindler 3300 is impressive yet understated and offers a range of options to suit just about any style or building decor. Aesthetic choices include walls in stainless steel and a variety of colorful finishes, elegant curved handrails and sleek, tempered-glass fixtures.

The sophisticated look of the cab complements the exceptionally smooth and quiet ride delivered from the traction machine and innovative STM. And Schindler matches the smooth ride with a smooth ordering and fulfillment process. Lead times are quicker, and the submittals process is simple. With thousands of installations throughout Europe and the rest of the world, the Schindler 3300 truly is a proven product.

A new approach

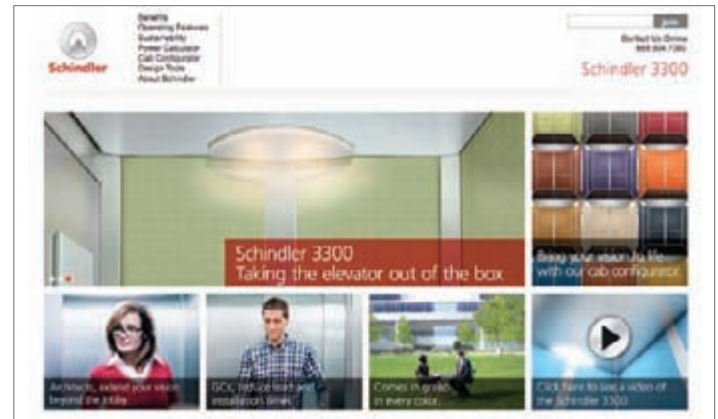
The Schindler 3300 represents more than a newly engineered elevator. It is a significant and affordable solution for low- and mid-rise commercial and residential buildings. Owners and managers of these buildings can now bring elegant and eco-friendly mobility to their properties in the form of an MRL traction elevator designed just for them. Now that's outside the box. ■

Conceptualized by an Italian designer, the Schindler 3300's sophisticated cab design is impressive yet understated.



The Schindler 3300 Virtual Showroom

www.schindler3300na.com



The Schindler 3300 Virtual Showroom offers one-stop shopping and features videos and interactive tools for architects, building owners and more.

E-tools

The showroom provides online access to three-dimensional Building Information Modeling (BIM) and links to drawings and specifications for the Schindler 3300 elevator.

Cab configurator

With this tool, you can explore the Schindler 3300 aesthetic design options. While it takes just seconds to design an elevator, the 1,600 different combinations of features are sure to hold designers' interest.



Power and performance calculator

Many companies claim their products are green. The Schindler 3300 Power Calculator proves it. Log on to the Schindler 3300 Virtual Showroom to use one of the most detailed, informative power calculators in the industry. Input your exact building specifications to view both power and performance statistics.

Animated technical video



Using technology similar to that of the latest animated movies, Schindler takes visitors on a tour of all the innovative features that set the Schindler 3300 apart from other low-rise MRLs. You've never viewed an elevator from this perspective before.

No ordinary building: the Cleveland Clinic Lou Ruvo Center for Brain Health.

Nevada's gambling and entertainment mecca now boasts a new and highly distinctive building dedicated to a noble cause: the Cleveland Clinic Lou Ruvo Center for Brain Health.



Las Vegas State of Mind

Las Vegas is an architectural phantasmagoria where huge casino hotels deploy spectacular themed designs to compete for the attention of the estimated 37 million visitors who flock to the city each year. Las Vegas Boulevard is the only street in the world where you can encounter a stylized Egyptian pyramid and scaled-down versions of the Empire State Building and the Eiffel Tower.

Beyond entertainment

Las Vegas has a serious side, too. On its northern outskirts sits a stunning new Frank Gehry-designed building with a far-reaching mission. The Cleveland Clinic Lou Ruvo Center for Brain Health performs cutting-edge research on cognitive disorders such as Alzheimer's and Parkinson's, and offers state-of-the-art treatment for sufferers.



Its striking, thought-provoking exterior is a comment on the work done within. One wing of the building sports a swooping shell of curved stainless steel plates with multiple window-like openings. Inside this metal-clad wing are soaring spaces that include community space and an events center. The other side is a construct of irregularly stacked stucco boxes; this area houses the research and treatment facilities. Together, the two wings seem to embody the hemispherical structure of the brain: one side creative, the other analytical.



Public spaces inside the swooping metal shell are bright and airy, perfect for community and fundraising events.

Waste not

The Cleveland Clinic Lou Ruvo Center for Brain Health exhibits the same thoughtful approach in relation to its environment. Las Vegas is situated in the desert, so the building employs innovative designs to conserve energy and water.

Skylights and windows are outfitted with triple-pane glass and motorized blinds to control solar heat transfer. LED lighting and automatic shutoff of air conditioning when the building is idle reduce power consumption. The curved metal exterior shades the outdoor plaza, and drought-resistant plantings do not need much water to survive.

Photo left: The building employs innovative designs to conserve energy and water. Photo below: Schindler elevators fit right into the modern elegance of the reception area.



Elevated aspirations

The Cleveland Clinic Lou Ruvo Center for Brain Health's conservationism extends to its three elevators, especially the two Schindler 400A® elevators in the main lobby. The four-level Schindler 400As are machine room-less, which translates to reduced space requirements. Their permanent magnet motors power a smooth, quiet traction drive for up to 40 percent lower energy consumption. Aesthetically speaking, their sleek, modern stainless steel interior has been melded into the overall look of the building with the addition of Douglas fir veneer panels.

A Schindler 330A™ two-level hydraulic elevator transports passengers between the first and second floors of the Lou Ruvo Center for Brain Health's community space.

Las Vegas businessman Larry Ruvo conceived of the Lou Ruvo Center as a tribute to his father, who died of Alzheimer's. He created a charity, Keep Memory Alive, which teamed with the internationally renowned Cleveland Clinic to build an institution to help patients while pursuing a cure for brain afflictions. It's only fitting that the center be housed in a building that expands the boundaries of architecture in the unique city it calls home. ■

Center of Learning



Photos left, top and bottom: From the outside, EPFL's Rolex Learning Center seems to float above the ground in undulating waves that harmonize with the surrounding landscape.

In just 40 years, Switzerland's École Polytechnique Fédérale de Lausanne (EPFL) has transformed itself from a small technical college into an elite multidisciplinary university. Now it boasts an architectural landmark worthy of a world-class institution: the new Rolex Learning Center, designed by renowned architects Kazuyo Sejima and Ryue Nishizawa of the Japanese firm SANAA. The firm won the project over 180 competing architects.

Occupying nearly 400,000 square feet, EPFL's Rolex Learning Center somehow does not appear so massive from street level. Its strikingly fluid exterior catches the eye with an undulating structure that seems to reflect the organic flow of the surrounding Swiss landscape. This impression carries through to the bright, airy interior, with a floor that gently rises and falls in hills and valleys.

The stunning new Rolex Learning Center at the École Polytechnique Fédérale de Lausanne, one of Europe's best universities, makes a bold statement about cross-disciplinary innovation. Its progressive architecture also succeeds on environmental grounds.



Photo above, left: Study areas overlook a tranquil Zen-style rock garden. Photo above: The center's fluid form suggests motion and progress.

Sejima and Nishizawa conceived the center as a kind of park where people gather to communicate. To foster better interaction among people, they minimized barriers to give it a more human, less linear organization. The slopes of the floor act as wall-free divisions between work areas, such as the four large open study sites that accommodate a total of 860 students.

The idea of a university

Patrick Aebischer, EPFL's president, says the new building embodies one of the primary goals of a modern university: tearing down walls.

"The Rolex Learning Center represents the ideal university of the future, one that knows no barriers between disciplines," Aebischer explained during the building's February 22, 2010, inauguration. "We want to show that we do not live in an ivory tower, and that our scientific work and research contribute to the advancement of our society."

It's a philosophy that is paying dividends in terms of growth and reputation. Founded as a private school in 1853, the university did not become one of Switzerland's two Federal Institutes of Technology until 1969. At that time, it had only 1,400 students and 55 faculty members.

By 2010, EPFL boasted more than 7,000 students, 4,000 researchers and 245 professors from 107 countries around the world, and its reputation rivaled that of its sister Federal Institute, Eidgenössische Technische Hochschule Zurich. The Zurich institute has long been famous for its achievements, counting 21 Nobel Prize winners among its students and professors, including Albert Einstein. Last year, however, *Times Higher Education* ranked EPFL as the best engineering school in Europe, and other surveys consistently list it among the top 25 universities in the world. ►

Photo below: Ten workgroup “bubbles” provide meeting and seminar space. Photo below, right: Resource centers and work spaces are organically integrated into the bright, airy interior.



► EPFL’s decision to build the Rolex Learning Center demonstrates its determination to continue its recent success. The showcase architecture of the center is home to deep, cutting-edge resources that support all of EPFL’s academic and research programs. Its library of more than 500,000 printed volumes constitutes one of the largest collections of scientific books in Europe. An advanced multimedia library provides access to more than 10,000 online journals plus 17,000 e-books. There are 10 “bubbles” for seminars, work groups and meetings. For once, the term “learning center” sounds like an understatement.

Heart of the campus

Standing in glorious contrast to modular buildings from the 1970s that once characterized the EPFL campus, the Rolex Learning Center is at the heart of the university. Equipped with a 600-seat multipurpose hall, a cafe and bar, a food court, and an 80-seat restaurant, it serves as a cultural center, open to the general public as well as students, faculty and staff. Like most of the buildings on campus, it uses Schindler products to provide mobility to everyone who works or visits. Schindler elevators connect the library to an underground parking area.

Energy-efficient construction

Seen from a distance, the whole structure appears to float above the ground. Its apparent buoyancy rests on a complex support scheme featuring 11 arches that support the building’s two steel, wood and concrete shells. The arches range from 98 to 295 feet long, and are anchored by 70 underground pre-stressed cables. In essence, the Rolex Learning Center is built on bridges.

In spite of its size and its 89,000 square feet of glass facade, the center is highly energy efficient. During the day, its interior is mostly lit by daylight to save power. Carefully controlled natural ventilation systems also reduce energy use. High-quality double-glazed windows are used throughout, as is ceiling and floor insulation, to control thermal transfer to the outside.

These energy conservation measures won it the highly coveted Minergie environmental label, indicating compliance with stringent Swiss standards for low-energy-consumption structures. In fact, in an interview with *Information Immobilière*, EPFL Vice President Professor Francis-Luc Perret noted that “despite the fluidity typical of Sejima’s architecture, and despite its fourteen glass patios, the energy balance of the Rolex Learning Center will be 20 percent better than the Minergie standard.”

From every angle, the Rolex Learning Center is a breakthrough. ■

Four open study sites provide an ideal learning environment.



Photo above: Visitors can relax in the center's cafe and bar.
Photo left: Schindler elevators match the center's modern look.



It rises an impressive 590 feet above the lake. It covers just 3.8 miles. Native Americans fished here as early as A.D. 900 and believed it to be the home of the "Great Spirit." It's Mackinac (pronounced MAK-in-aw) Island, and it is a U.S. National Historic Landmark and popular resort. Part of the state of Michigan, Mackinac Island is located on Lake Huron and boasts a year-round population of about 520 residents and on any given summer day about 15,000 tourists.



Horse-Drawn High Tech



Colorful history

Mackinac Island's importance became established during the Great Lakes Fur Trade beginning in the 17th century, and later its strategic geographic location gave rise to the establishment of a fort built by the British during the American Revolutionary War. Two battles were fought here during the War of 1812.

Island residents, keenly aware of their historical surroundings, have preserved local architectural styles such as Victorian, Federalist and Colonial and even a handful of French-designed log homes.

This tiny island is also home to more than 600 horses during the summer months. Motorized vehicles have been banned since 1898, when local carriage drivers complained that automobiles startled their horses. This ban continues to the present, with exceptions only for emergency vehicles as well as snowmobiles in the winter.

While Europeans began their exploration of Mackinac Island in the 1700s, vacationers began their visits here not long after, making it one of Michigan's most popular tourist attractions.

After years of planning, construction and preservation, the new Richard & Jane Manoogian Mackinac Art Museum opened on July 2, 2010, to the delight of residents and visitors alike. This state-of-the-art museum features works that span more than 200 years of history. Located in what was originally known as the Indian Dormitory, it is found in the center of the island near historic Fort Mackinac, the governor's summer residence and the Mackinac Island State Park Visitor's Center.

Through the use of audiovisual and hands-on techniques, museum visitors can fully immerse themselves in the varied art of the island that includes Native American fine and decorative art as well as present-day paintings by island residents. There is also the Kid's Art Studio, an arts and crafts room complete with an art educator.

Catching a lift

As part of its construction project, the museum selected a Schindler 330A™ hydraulic elevator to meet ADA visitor access requirements. However, since no cars or trucks are allowed on the island, a somewhat unsophisticated mode of transportation played a role in the delivery of the Schindler elevator. Conveyed from the Schindler manufacturing facility by truck, the elevator was loaded onto a ferry and delivered to the island, where it was off-loaded onto a horse-drawn carriage for transport to its final destination at the art museum. It seems a bit unusual that these forms of mobility, each reflecting distinct periods in time, would come together in one place. But here on Mackinac Island, the role of Schindler technology is to bring us closer to the past. ■

Photo below, top: The Schindler 330A™ elevator arrives by ferry at Mackinac Island and is about to be offloaded.
Photo below, middle: Loaded onto the horse-drawn cart, sections of the elevator are transported to the art museum.



Photo left: Successfully installed, the Schindler 330A elevator begins its service at the Manoogian Mackinac Art Museum, where high technology and colonial history come together in perfect harmony.

next news



SCHINDLER PARTNERS WITH SOLAR IMPULSE

Schindler is providing support to Solar Impulse, the zero-fuel airplane aiming to fly around the world propelled only by solar energy. This partnership is an important commitment in Schindler's ongoing investment in new technology for clean and sustainable mobility. In 2010, the Solar Impulse prototype HB-SIA became the first and only airplane ever to fly day and night (26 hours) without any fuel. On May 13, 2011, it made its first international flight. The flight (12 hours, 59 minutes) originated from Payerne aerodrome in Switzerland and was successfully completed at Brussels Airport (Zaventem). It has since flown to Paris successfully and is scheduled for even more challenging flights as the project continues.

Schindler recognizes Solar Impulse as an inspiring "clean" project, as it sends an extremely powerful message to a global audience. Indeed, only pioneering spirit will challenge society's common assumptions and behavior. Solar Impulse opens a path for civilization to gradually shed its dependency on fossil energy.

"Solar Impulse is an excellent example of innovative sustainability and grass-roots entrepreneurship," said Alfred N. Schindler, chairman and CEO of the Schindler Group, at the press conference while announcing the partnership. "This project is not only about saving and conserving energy, it's all about working smarter instead of working harder. While staying in the air — day after day — Solar Impulse moves us beyond the idea of conventional belt-tightening: It proves convincingly that one can tap into a virtually unlimited supply of solar energy. Solar Impulse is a unique platform where creativity meets audacity,

technological expertise meets perseverance, vision meets discipline and, finally, where action converts a dream into reality."

André Borschberg, co-founder and CEO of Solar Impulse, sees Schindler's participation as an excellent opportunity for know-how exchange and further development. "With the success of the first prototype, we acquired much experience. Our technology choices were clearly validated. However, to accomplish the around-the-world flight, we need to go even further in terms of technology and reliability, and we look forward to benefiting from Schindler's expertise."

Bertrand Piccard, initiator and chairman of Solar Impulse, welcomes Schindler's involvement as an important illustration of how forward-looking companies are approaching sustainable development. "This is not simply a new partner of Solar Impulse, it is the proof that global companies are increasingly understanding the enormous potential of cleantech in industrial and economic development, and in the creation of jobs."

With Schindler coming on board at the outset of the construction of the second prototype HB-SIB, the project is on an excellent path to meet its challenge of flying around the world in 2014 with no fuel.

Top, left photo, left to right: Alfred N. Schindler, chairman and CEO of the Schindler Group; André Borschberg, co-founder and CEO of Solar Impulse; Bertrand Piccard, initiator and chairman of Solar Impulse.



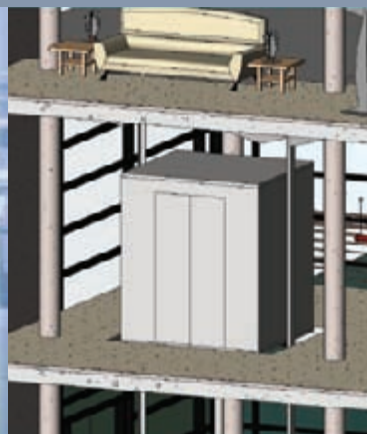
ACCESS FOR ALL AWARD

In May 2011, the Schindler Award 2012, an architecture competition that challenges young architects to place "Access for All" at the center of their design philosophy, opened to students and schools of architecture in Europe. The Schindler Award recognizes urban designs that are characterized by inclusiveness and barrier-free mobility for people of all ages and capabilities. Architecture students are challenged to think beyond form, light and materials and to focus on the needs of the people who will eventually inhabit the structures and spaces that they design. For more information about the competition, visit www.schindleraward.com.



SCHINDLER ENTERS CHINESE JOINT VENTURE

Present in China since the early 1980s, Schindler has established a new joint venture with Chinese elevator company Xuchang Xiji Elevator Co. Ltd. As part of the agreement, the Schindler Group will initially acquire a 46 percent equity stake in Xuchang Xiji Elevator Co. Ltd. with options to purchase the remaining shares. The agreement is subject to approval by the relevant authorities. The joint venture, to be named XJ-Schindler (Xuchang) Co. Ltd., will strengthen Schindler's position in the residential and affordable housing segments, the fastest-growing housing markets in China.



SCHINDLER'S EXTENSIVE BIM OFFERING

Architects, specifiers, general contractors and others in the building design and construction industry in the U.S. and Canada can now easily access three-dimensional, real-time, dynamic BIM models of all Schindler products. With BIM, users can create 3-D "to scale" elevator and escalator models that can be viewed from any angle, helping to identify any issues with the interface to the building or other building systems early on in the design phase. Visit the Architects & Contractors section of www.us.schindler.com.



SCHINDLER MOVES 1 BILLION PEOPLE

Schindler is the largest supplier of escalators and the second-largest manufacturer of elevators worldwide. But Schindler means much more than making elevators and escalators. In 100 countries on five continents, Schindler equipment moves 1 billion people every single day — an accomplishment in which we take great pride. We believe that a society that wants to evolve must always be on the move. Our passion is therefore moving people, emotions and goods. We move the future with innovative mobility solutions. Schindler will continue to keep pace with the world's ever-expanding urban mobility needs.



Comes in green. In every color.

The Schindler 3300 machine room-less elevator is setting a new standard for energy efficiency in low- to mid-rise buildings. It offers benefits for architects, contractors, building owners and, of course, elevator passengers.

- Machine room-less traction design saves building space
- Economical use of energy lowers operating expenses
- Easy to order with accelerated lead times and quick installation
- Distinctive aesthetic options can be mixed and matched 1,600 different ways
- Spacious cab and smooth, quiet operation ensure a superior passenger experience.

To bring your vision to life, visit the Schindler 3300 Virtual Showroom.

www.schindler3300na.com



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