

Hearst Tower

New York, NY



Another Schindler Success



Schindler

Continuing a tradition of “firsts”

Throughout its 120 years, Hearst Corporation has built a proud reputation of launching many firsts, from its groundbreaking newspaper and magazine journalism brands to innovations in its cutting-edge media business. With the opening of the Hearst Tower, its landmark world headquarters in Manhattan, the tradition continues.

The 46-story glass and steel tower, rising from the preserved landmark six-story art-deco base structure, was cited as New York City’s first occupied “green” office tower, and first Gold Status building by the U.S. Green Building Council under the Leadership in Energy and Environmental Design (LEED) rating system.

The tower’s groundbreaking green design and technology and the LEED designation underscore Hearst’s commitment to constructing a headquarters that placed as much emphasis on meeting some of the highest standards of environmental quality and occupant health as it did standards for safety and technological excellence. The innovative diagonal grid structure required 2,000 tons less steel than would have been required with a conventional frame. Requiring 20 percent less steel — 90 percent of which is recycled — it is also more efficient than a conventional tower. The geometric strength of the triangle shape makes the building better able to withstand forces from tremors, wind and gravity.

The new headquarters completes Hearst Corporation founder William Randolph Hearst’s vision for a world-class tower at the site as well as the establishment of a thriving media, communications and cultural center in the Columbus Circle area. The tower has been cited for numerous awards for its innovative design. Central to the building’s design, functionality and technological sophistication is another first: the tower represents the first installation in North America of the Schindler 7000™ high-rise elevator system.

Making a strong statement for design and functionality

Hearst Corporation sought to have every aspect of the building consistent with its objectives for efficiency, innovative design and technological excellence. This required significant planning and working closely with all key players, including the architects, developer, construction manager and the Schindler elevator and escalator team.



Brian Schwagerl, vice president of real estate and facility planning for Hearst Corporation, explains “Technology, used correctly, can be both energy efficient and employee enhancing by providing them with the best tools available so they can produce their very best product. We believe we have the best technology that money can buy.”

The style and design of the elevators and escalators worked architecturally with the tower’s design to complement the open layout that emphasizes increased communication and collaboration among Hearst employees. The main lobby is a vast internal plaza — an ‘urban living room’ — that occupies the entire shell of the historic base. This dramatic space, surrounded by the original windowed masonry walls, creates a bold entrance that echoes the tone and texture of the 1920s exterior to evoke a sense of the civic realm.

Bruce Phillips, managing director for Tishman Speyer, the developer and property management firm, said, “Schindler worked closely with Foster and Partners, the architects of Hearst Tower. Foster had very exacting standards for the highest visual and aesthetic quality. Schindler personnel were very responsive to adapt their installation to that vision.”



Photo above, top left: The completed Hearst Tower with the 42-story expansion atop the original structure. Photo credit: Michael Ficeto/Hearst Corporation. Photo above, top right: One of the dramatic escalator lobbies inside the Hearst Tower. Photo above, bottom: Brian Schwagerl, vice president of real estate and facility planning, Hearst Corporation. Photo credit: Michael Ficeto/Hearst Corporation.

A series of diagonal escalators are center stage, set between a cascading fall of chilled water connecting the street level to the grand internal plaza, with elevated mezzanine levels used for meetings, exhibitions and special functions. The two-story-high “Icefall” — a collaboration of Foster and Partners with glass specialist Jamie Carpenter and Jim Garland of Fluidity — uses collected rainwater to cool the atrium in summer and humidify it in wintertime.

Hearst employees and visitors are welcomed into the elevator lobby with a rich 40-by-70 foot mural set against the elegant gray stone of the elevator core, a piece called “Riverlines,” done with mud from the Hudson River, by artist Richard Long.

Schindler delivers a state-of-the-art solution

Hearst’s needs were demanding: the headquarters building serves a bustling media center where 2,000 employees need to collaborate, resulting in heavy interfloor traffic.

The functionality of the elevator and escalator technology needed to carry on the building’s themes. “Our requirements for a smart elevator system were for energy efficiency, design, desirability and functionality. Schindler hit the mark on all of those. We were surprised to learn that elevators can be sexy,” Schwagerl said.

The Schindler 7000™ product line provided the perfect solution with its premium ride quality, top performance, excellent reliability and sensational design. With Schindler's Miconic 10® destination-dispatch system, the tower's 15 Schindler 7000™ series high-speed elevators efficiently transport employees among the floors, with a high-tech system fitting for their environment and operation. "The Miconic 10 is a tool of communication for a company focused on communication. It was a great fit for Hearst," Schwagerl said.

Some features that make the Miconic 10® system unique and efficient include:

- Advance knowledge of passengers' destinations before they even reach the elevator, providing real-time data for advance planning of traffic
- Reduced passenger journey times
- Elimination of crowding during heavy traffic, avoiding competition by passengers for the first available car
- Assurance of a dedicated service for people with special needs — while still providing the most efficient trip
- An interface with other building systems, such as security, to create an integrated operating environment.

The transition to the new system was seamless for Hearst employees. Schwagerl said, "There was really no learning curve. If anything, our employees were delighted with the fresh approach of the destination-dispatch system."

A smooth ride

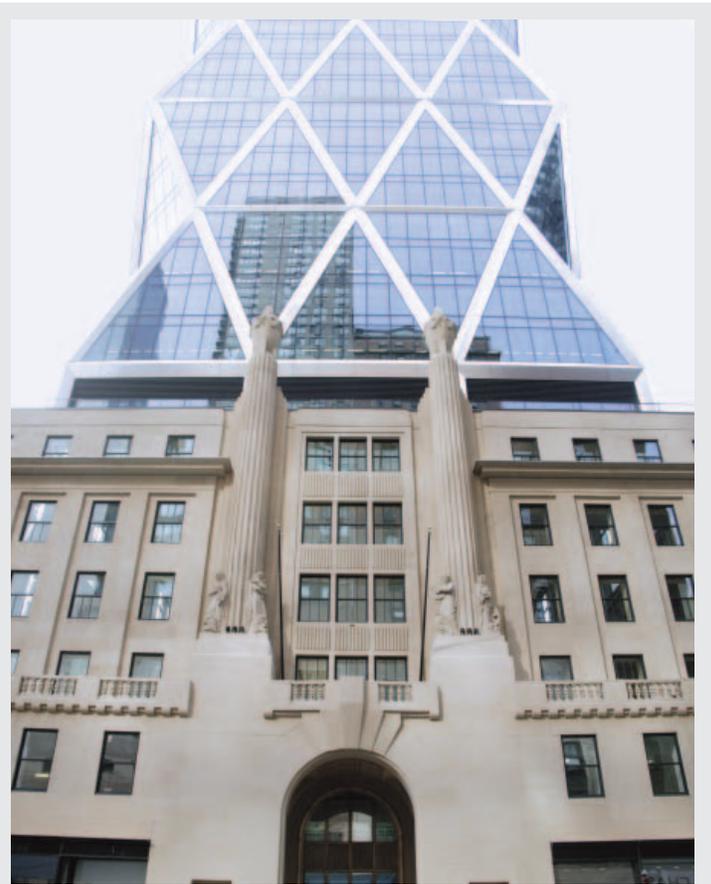
From concept to completion, Schindler provided a smooth, state-of-the-art installation in the Hearst Tower. Tom Farrell, senior managing director of Tishman Speyer, said, "With Schindler as a finalist in a bidding process, and our long history with Schindler in New York City and around the globe, we knew they were the right choice for this high-profile project."

"Schindler's service was outstanding. We had a direct dialogue with Schindler's top management throughout the process. Schindler fully supports its products," Schwagerl added.

For further information, including location of the Schindler office nearest you, please visit:

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Facts and Figures

Customer Facts

- New installation for a high-profile, high-rise tower in Manhattan
- \$500 million project
- Structure size: 46-story, 597-foot glass and steel tower
- World headquarters of a large, diversified media company.

Schindler Solutions

- 15 Schindler 7000™ series high-speed elevators
- 3 Schindler 9300® escalators
- 4 hydraulic elevators
- 2 Schindler 7000 series high-speed service elevators.

Key Players

- Owner: Hearst Corporation
- Developer and property manager: Tishman Speyer
- Design architects: Foster and Partners
- Executive architect: Adamson Associates
- Vertical transportation consultants: Van Deusen & Associates
- Construction manager: Turner Construction.

Key Successes

- Schindler product design and functionality complemented the landmark building's aesthetics.
- Hearst selected Schindler 7000™ series with the Miconic 10® destination-based system because of its ability to handle heavy interfloor traffic in a busy media center.
- "Outstanding" service and collaboration among all key players.
- Energy savings with Power Factor 1 (PF1) power converters.