THE Crystal

Exploring how we can create a better future for our cities

Visit London’s newest landmark and visitor experience
Opening Summer 2012 | thecrystal.org
“Siemens is establishing the Crystal in order to help find solutions for making the world’s cities more sustainable. It will serve as a centre for dialogue, learning and discovery.”

Roland Busch
CEO, Infrastructure & Cities Sector, Siemens AG
Why Sustainable Cities Matter

Cities are already home to more than half of humanity, accounting for about 80% of the world’s economic output, but also the majority of global greenhouse gas emissions.

The vast majority of people move to cities in pursuit of work, adventure and a better quality of life. But in order to ensure a secure future for generations to come, cities also need to balance their overall environmental impact, making better use of finite resources. Getting this balance right is what a sustainable city embodies.

The good news is that much of the cutting-edge technologies required for this vision of the future are already available. And every individual can make a contribution through his or her individual behaviour, helped along by good governance that lays the basis for all this to happen.
The Crystal is a sustainable cities initiative by Siemens which explores how we can create a better future for our cities.

It is home to the world’s largest exhibition focused on urban sustainability, bringing together city decision makers and the public. As a world-class centre for dialogue, discovery and learning, it reveals the challenges that cities face, and the ways we can reduce their environmental impact using sustainable technology.

Based in Royal Victoria Docks, the centre of London’s new Green Enterprise District, the Crystal is a natural home for thought leadership on urban sustainability. It provides a global knowledge hub that helps a diverse range of audiences learn and understand how we can all work to build better cities for ourselves and for future generations.

Experts on urban sustainability will be available to exchange ideas, while a high-level conference programme will foster dialogue between stakeholders.
Who is the Crystal for?

The Crystal is for everyone who cares about creating a better future for our cities.

It inspires a dialogue about a shared sustainable future: how we live in cities, how we struggle with them, how we can make them more attractive, and what we want from them for the generations that will follow us. The Crystal brings together mayors, city decision-makers, politicians, urban planners, architects and infrastructure experts as well as the local community, international visitors and educational groups, from school children to post-graduate students.
A Unique Exhibition

At the heart of the Crystal is an immersive exhibition in which visitors can discover and learn about the global trends and pressures affecting cities and urban life today.

A vital, sensory, inspirational space, it is designed not just to communicate key facts but stimulate exploration and discovery. What does the future look like? How can our cities cope with issues ranging from global warming to demographic change? What can we do to make a greener future?

Free to enter, the exhibition seeks not only to educate and inform, but also to change the way we think about our urban lives.

Capable of catering for both groups and individuals, the experience can be tailored to meet specific needs or areas of interest, whether in terms of particular city themes, or else the wide-ranging technologies that underpin these. Central to the experience is the desire to illustrate how all visitors, young or old, can make a real and personal contribution to sustainable living. An online virtual tour will extend the experience.

The exhibition’s zones explore a range of issues including water, transport, city design and management, energy, environment, buildings and lighting, safety and security and healthcare. Numerous case studies from cities around the world showcase innovative ideas that others can learn from. A final gallery, ‘Future Life’, invites visitors to imagine how their city might look in 2050.

Naturally, the Crystal will be one of the world’s greenest buildings, with exemplary BREEAM and LEED accreditation. As such, the exhibition demonstrates first hand for visitors the remarkable systems and technologies that are employed to reduce its carbon footprint and ensure its environmental credentials over the long term.

A Global Dialogue on Urban Sustainability

The Crystal aims to promote independent dialogue and collaboration as key components of urban innovation and the creation of successful, sustainable cities.

The Crystal will host a range of international conferences, using its dynamic environment to help stimulate global thought leadership on urban sustainability. Urbanization and infrastructure experts will work on urban sustainability projects. This is important, as cities are uniquely placed to learn from the successes and setbacks of others, sharing both innovations and ideas that can help others reshape their futures for the better. Such dialogue and collaboration is especially crucial for city leaders and urban decision makers, in order to incorporate leading technological expertise in their planning at an early stage.
The Crystal

An Iconic Green Building

The Crystal has been designed to be one of the most sustainable buildings in the world.

It will achieve top scores of the most stringent environmental international standards for sustainable design and construction such as LEED and BREEAM.

Designed as an ‘all electric’ building, the Crystal demonstrates innovative technologies by generating its own energy from solar and wind power and ground source heat pumps. Inside, it showcases existing technologies that support sustainable urban living and profiles Siemens’ Environmental Portfolio – the largest and most comprehensive in the world.

The building incorporates rainwater harvesting, solar heating and an innovative building management system that automates and manages energy, building operations and infrastructure for greater efficiency and comfort. The design of the building, including its glass opacity, provides insulation and takes energy efficiency to a new level. It also features a charging station for electric cars.

Dynamic Architecture and Design

Designed by Wilkinson Eyre Architects, the concept for the building draws inspiration from nature with its crystalline geometry.

Based on two parallelogram forms with multiple triangular facets, the Crystal’s waterside location on the Royal Dock provides a striking visual contrast with the surrounding skyline. A palette of reflective materials on the facets catches light to create a dynamic composition on the waterfront.

Pringle Brandon, the lead consultant and architect for the interiors, has transformed the building’s geometry into fascinating internal spaces, including an exhibition hall with multifaceted zones, as well as an auditorium, conference facilities, meeting rooms and office space.
A World Class Facility

A unique conference space available for meeting, entertaining and educating.

The Crystal is a breathtaking, inspiring and iconic new construction that uses light, space and scale to create a special place for stimulating ideas, solutions and actions. Its conference centre offers a state-of-the-art 270-seat auditorium with large cinema screen, top-quality broadcast facilities and Wi-Fi, all available for hire for external events, conferences and meetings.

The building’s panoramic views of the London skyline and historic Royal Victoria Dock provide a compelling and memorable venue for businesses, public institutions, green enthusiasts, educators and the public.

The waterfront café is a welcoming place to enjoy good food and relaxed conversation in a family friendly environment. The café serves imaginative, freshly prepared snacks and meals, with the aim to source locally from the city food markets and England’s fertile South East.

The Crystal shop offers original and bespoke souvenirs and gifts, created and sourced especially for the project. It will also include a community garden.
The Idea Behind the Crystal

The concept of the Crystal was driven by a vision of a multi-faceted urban world. Its crystalline shape represents the many facets of sustainability and the complexity of urban life.

For London, the Crystal has an historical and cultural reference, drawing inspiration from the Crystal Palace, which in 1851 dazzled visitors at London’s Great Exhibition showcasing innovation and the latest technology from the Industrial Revolution. It was housed in a magnificent structure of shimmering glass and iron – an engineering marvel of its time. Today the Crystal takes that iconic name to a new level, symbolising the dawn of a new, sustainable, age.
The Crystal is a landmark building situated in London’s Green Enterprise District. It serves as a focal point for local urban redevelopment projects and underpins the strong partnership between Siemens and London. The District is expected to generate up to 6,000 new jobs and develop new low carbon skills. Siemens’ £30 million investment in this iconic building and knowledge hub is intended to blaze a trail for further investment in the area.

“Nowhere else in the UK is undergoing transformation on the scale of Newham. London is moving east and there is huge potential here for investment, growth and greater prosperity. I am delighted Siemens has recognised this. A new visitor attraction will put the Royal Docks on the national and international stage as a place for supporting new technology and innovation.”

Sir Robin Wales
Mayor Newham
The Crystal

“Siemens is at the heart of providing sustainable solutions from renewable energy generation to low carbon transport and urban infrastructure. I hope the Crystal will act as a catalyst for wider community involvement in the debate about how we best address the challenge of climate change in our cities.”

Andreas J Goss
Chief Executive, Siemens plc, & Cluster North West Europe

Solutions for Sustainable Cities

Technology is key to making cities fit for the future.

Siemens is committed to developing sustainable solutions for cities. The company recently founded a new Infrastructure & Cities Sector that brings together its wide-ranging competencies for urban areas from around the world. The Sector’s global ‘Centre of Competence Cities’ will be located in the Crystal and will support a dedicated team of City Account Managers.

In order to ensure that Siemens can help cities identify and understand new urban challenges and workable solutions, the company initiates extensive and on-going research into cities, such as the Green City Index.

Siemens technologies for sustainable cities include renewable energy, smart buildings, intelligent lighting, electric car infrastructure and smart grid applications, systems for safety and security, healthcare, as well as waste and water treatment.
Benchmarking City Performance

How are major global cities performing with respect to urban environmental sustainability? And what lessons and ideas can be taken from these cities and shared elsewhere?

The Green City Index, a unique worldwide research project conducted by the Economist Intelligence Unit and sponsored by Siemens, provides both quantifiable answers and insights into best practices from the world’s leading cities. This exchange of ideas and innovations—whether on policies, technologies, or other innovations—is a crucial component of what the Crystal aims to facilitate for city leaders and urban decision makers.

The index assesses and compares more than 100 cities worldwide in terms of their environmental performance across nine key categories: CO2 emissions, energy, land use, buildings, transport, water, waste, air quality and environmental governance. The index fosters a greater understanding of urban environmental sustainability through numerous case studies, along with many more that are further detailed and showcased within the exhibition.

www.siemens.com/greencityindex
How To Find Us

The Crystal, Western Gateway, London, E16 1AD

The Crystal is on the waterfront at the western end of the Royal Victoria Docks in East London on the former site of the Royal Victoria Docks Watersports Centre.

It is well served by public transport, under a mile from ExCel, less than two miles from the 2012 Olympic Park; three miles from Canary Wharf and six miles from the City of London.

By Underground and Docklands Light Railway (DLR)
The nearest station to the Crystal is Royal Victoria Station (Zone 3) on the Docklands Light Railway (DLR), only a three minute walk away from the Crystal.

The nearest interchange with London Underground tube lines is via the Jubilee Line at Canning Town (U1).

From Central London, take the eastbound Jubilee Line and change onto the DLR at Canning Town taking the Beckton line. Royal Victoria Station is the first stop. Alternatively, several London Underground lines also connect to the DLR at Bank and Tower Gateway.

From DLR On Foot (three minute walk)
To reach the Crystal from the DLR, turn right out of Royal Victoria Station onto Seagull Lane, as you pass the Pumping Station you come to a small roundabout. You will see the Crystal straight ahead of you.

The Crystal is a 10 minute walk from Custom House DLR/rail station and the western entrance of the ExCel conference complex.

By Bus
See TFL bus links running closest to Royal Victoria Station.
TFL Journey Planner: http://journeyplanner.tfl.gov.uk

By Car
The Crystal is just off Silvertown Way (A1011) at its junction with Lower Lea Crossing (A1020). It is outside the London Congestion Zone but inside London’s Low Emission Zone. Access to the Crystal is from the roundabout on Tidal Basin Road.

Parking
The Royal Victoria Car Park (L2) is located behind the Crowne Plaza Hotel on Western Gateway and offers 750 parking spaces a five minute walk away.

By Air
The Crystal is within five minutes by taxi of London City Airport which serves over 30 destinations across the UK, Europe and the USA, with connections to the rest of the world through major European hubs.

Cable Car
From 2012, you will be able to reach the Crystal direct by Cable Car from the Greenwich peninsular.
Chorus Lux (the paper used throughout this brochure) is manufactured to the highest technical and environmental standards. All Chorus paper and board is FSC certified.

More than 80% of the total energy consumption of the mill comes from renewable sources - mostly biomass. The mill which makes Chorus sources 90% of its pulp fibre from within a 200km radius of the mill, further reducing the carbon footprint for production.

All inks used are vegetable based and the gloss coating is water based. Over 99% of the dry waste associated with this brochure has been recycled.

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