Siemens celebrates “Topping Out” ceremony for city development center
"The Crystal" brings together expert know-how and visitor experience under one roof.

The Siemens centre for urban sustainability, a knowledge hub, an education and exhibition facility, is currently under construction in London. Today, the company held the topping-out ceremony for the new building, an event attended by the Mayor of London Boris Johnson. Outstanding in both its architectural and environmental features, Siemens is investing around 30 million pounds in the building, to be known in future as "The Crystal". It will serve as a conference and research center, and host interactive exhibitions showcasing infrastructure solutions that promise a higher quality of life in city environments. On completion in summer 2012, the center will be open to experts and any other visitors interested in learning what the city of the future may look like.

Located in the Royal Victoria Docks, the crystalline geometry of the "The Crystal" and its reflecting facade will make the building a further highlight in London's city skyline. The use of green technology makes the building an outstanding example of energy-efficient construction: It will be powered completely by renewable energy and use rainwater harvesting. The building will feature outstanding energy efficiency in accordance with the stringent international LEED and BREEAM standards.

Boris Johnson, Mayor of London says: “In the same way the wharves and warehouses of East London led the capital's global dominance of the industrial age, so I want this area to be economically vibrant in the 21st century. As part of this vision, we are working to attract the best new high tech industries and environmental businesses to the capital bringing investment and jobs to Londoners. Siemens' Crystal is a perfect platform to help kick-start this regeneration demonstrating the type of dynamic partnership I want London to forge with global innovators in order to create the best big city in the world."
Roland Busch, member of the Managing Board of Siemens AG and CEO of the Infrastructure & Cities Sector: "Siemens has bundled its expertise and solutions portfolio for cities in the new Sector to enable us to concentrate more exclusively on this growth market. In dialog with the responsible authorities, we aim to develop solutions to cope with the massive growth of cities and make them livable centers of business and culture. The Crystal will play a vital role in these endeavors. I look forward to the opening of the center in summer 2012 and to being able to really push ahead with implementing our plans."

With this education and exhibition facility, Siemens plans to foster the exchange of ideas about global urban development on a number of levels: Architects, city planners, municipal authorities, school children, students and other visitors will come together with infrastructure and technology experts from Siemens and scientific institutions who are working on developing urban centers. A unique interactive exhibition covering almost 2,000 square meters will showcase the city infrastructure of the future and show the possibilities for enhancing sustainability in mobility, building technologies, healthcare and in the supply of energy and water. A conference zone, complete with a large cinema screen, will accommodate around 270 delegates, and there will also be a restaurant and café. The competence center in London will act as the base from which Siemens technology experts will operate. These experts are also the principal contacts for global city development projects in Siemens Infrastructure & Cities Sector. The company plans to set up two further competence centers in Asia and the USA.

Every second, the number of people living in cities grows by about two. Within one week, that growth amounts to the entire population of Munich.

Further links: www.thecrystal.org
More information: www.siemens.com/press/thecrystal

The Siemens Infrastructure & Cities Sector (Munich, Germany), with approximately 87,000 employees, offers sustainable technologies for metropolitan areas and their infrastructures. Its offerings include integrated mobility solutions, building and security technology, power distribution, smart grid applications, and low- and medium-voltage products. The Sector comprises the Divisions Rail Systems, Mobility and Logistics, Low and Medium Voltage, Smart Grid, Building Technologies, and Osram AG. For more information, visit http://www.siemens.com/infrastructure-cities