

Press release

14 noviembre 2008

**Hearst Tower wins the 2008 International Highrise Award**

Hearst Tower in New York was honoured with the prestigious International Highrise Award today at a ceremony attended by Norman Foster in the Frankfurt Paulskirche. The jury praised the project for defying the traditional stacking or the repeated extension of the same floor plate, citing Hearst Tower as a prototype for future high-rise developments.

Completed in 2006, the 46-storey Hearst headquarters floats above an existing six-storey Art Deco building and has a progressive environmental strategy the tower was the first occupied commercial building in New York City to achieve a LEED (Leadership in Energy and Environmental Design) gold rating.

Lord Foster said:

I am thrilled that Hearst Tower has been honoured with this prestigious award. It is a mark of an enlightened client and a great city that the tower literally sparkles on the New York skyline today. It represents the realisation of William Randolph Hearst's original plan for a tower in Manhattan and it has been a privilege to revive this dream with a sustainable new home for the Hearst Corporation.

Notes to editors:

The International Highrise Award, established in 2003, is bestowed every two years. It is administered by the Deutsches Architekturmuseum (DAM) in Frankfurt and financed by DekaBank. Previous winners are Jean Nouvel's Torre Agbar in Barcelona and De Hoftoren by Kohn Pedersen Fox.

The international jury for this year's award was chaired by Alejandro Zaera Polo of Foreign Office Architects, London and included: author, Layla Dawson; Suzanne Stephens, Deputy Director of the Architectural Record; Felix Semmelroth, Cultural Mayor of the City of Frankfurt; Mr. Franz Lucien Mörsdorf, Managing director of Deka Immobilien Investment and Peter Cachola Schmal, Director of the Deutsches Architekturmuseum.

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