

Press release

14 enero 2015

Camera drone film released to mark tenth anniversary of Hearst Tower

Watch the video here

Hearst Corporation today released an exclusive video commemorating the upcoming 10th anniversary of the topping out of Hearst Tower, the first building commissioned post September 11 and one of New York City's most celebrated buildings. Hosted by Lord Foster, the camera drone video tour provides a unique, never-before-seen perspective on the architecture, people and inner-workings of Hearst's 57th Street world headquarters.

"We're incredibly proud of this spectacular, sustainable landmark that Lord Foster created for Hearst, and are excited for the world to see it in such a thrilling new way," said Steven R. Swartz, president & CEO of Hearst Corporation. "10 years later, the Hearst Tower remains a symbol not only of this great city, but everything that Hearst, its people and its businesses stand for."

The 46-storey tower topped out on 11 February 2005 and opened in 2006. In 2012, it earned a Platinum LEED Rating for Existing Buildings, becoming the first building to receive both Gold and Platinum certifications.

The state-of-the-art aerial camera drone was fitted with film-quality pro video cameras. The cameras sweep up the Icefall cascade in the atrium, before capturing interior and exterior views of the architecture and scenes from the editorial floors of *O*, *The Oprah Magazine*, *Popular Mechanics* and *Good Housekeeping's* Research Institute.

Lord Foster said:

"This anniversary brings back many memories about the inception of Hearst Tower. Walking into the building a decade later, you immediately note the flourishing sense of community, and it takes me back to the very earliest days of the project. Our initial concept to transform the six-story base of the International Magazine Building into Hearst's town square, a modern-day piazza, has been realised."

For further information
please contact Katy Harris at
Foster + Partners,
T +44 (0)20 7738 0455
F +44 (0)20 7738 1107
E press@fosterandpartners.com