

Hearst Tower

New York City
300 West 57th
Street

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Project: Buildings
ENVS 662-660



Hearst Corporation – What is it?

Hearst Corporation is one of the nation's largest communications companies.

- ❑ 200 global magazines
- ❑ 12 daily newspapers
- ❑ 28 television stations
- ❑ Controlling interest in Lifetime, A&E, The History Channel and ESPN

We're growing.....

In 2000, the company's Board approved construction of a new global headquarters.

- Make it stand out.
- Preserve the Hearst landmark.
- The "greenest" building in New York.
- A user friendly place to work.

Based on these criteria, they decided to build the new structure *within* the old one.

Before and After (2001 & 2006)....



Interior and Exterior....



View from the inside – original building on bottom, new building on top.



View from the outside of the diagonal grids. Each is 4 stories tall.

The result....

- ❑ First building to receive the Gold LEED certification status in New York City.
- ❑ 85% of the original building was recycled into the new one.
- ❑ The “diagrid” frame used 20% less steel (2,000 tons) than a conventional frame.
- ❑ 90% of the steel used was from recycled materials.
- ❑ Rainwater is stored in a 14,000 gallon tank – used to humidify and water plants.

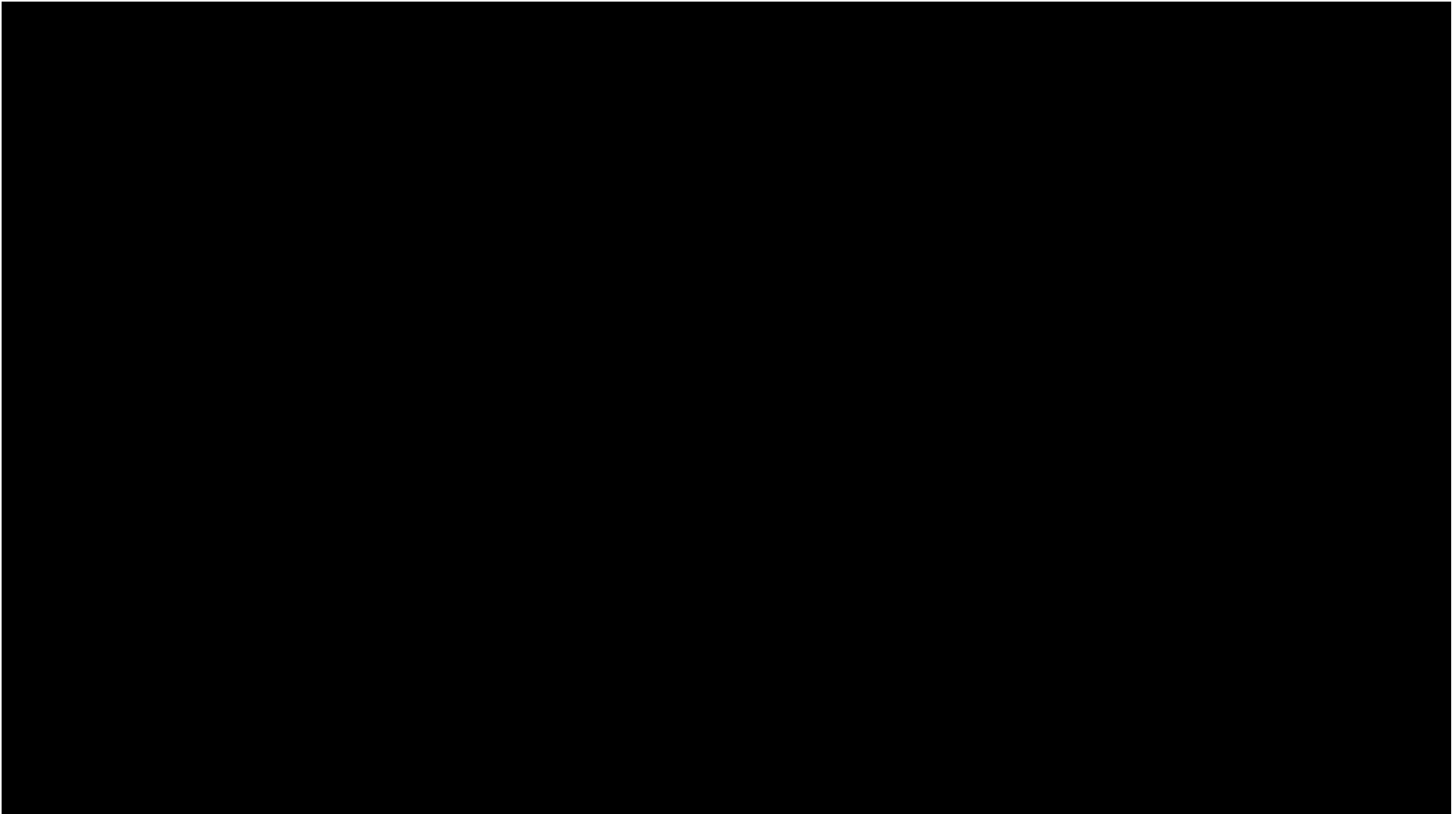
The result...continued

- ❑ Limestone atrium embedded with tubing that uses rainwater to heat & cool.
- ❑ Icefall – cools in summer, humidifies in winter.
- ❑ “Low-E” windows let in light, but not heat.
- ❑ Motion sensors turn off lights and computers when employees leave.
- ❑ Lights are automatically adjusted based on the amount of natural light available.

The result....continued

- ❑ Instead of recycled air, outside air is used for 75% of the year.
- ❑ Building is completely wireless.
- ❑ Few internal walls maximize light from windows.
- ❑ All furniture is formaldehyde free.
- ❑ Low vapor paint and low toxicity sealants.
- ❑ Building uses 22% less energy than a comparable building.

Hearst Tower - Video



Source: Hearst Corporation

The Ugly Shade of Green....

Since its completion, the Tower has consistently been nominated the “Ugliest Building in New York City”. Neighbors also complain that the “green” building leaves the lights on all night – even on weekends. Even with its environmentally friendly design, there is something to be said for good aesthetics.

