



The International Highrise Award 2008  
Internationaler Hochhaus Preis 2008

**PRESS RELEASE**

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**„Hearst Tower“ wins International Highrise Award 2008**

Lord Norman Foster receives prize in Frankfurt's Paulskirche

New York's Hearst Headquarters Tower designed by Foster + Partners has won the International Highrise Award 2008, which is worth EUR 50,000. The award was bestowed on Lord Norman Foster during a festive ceremony in Frankfurt's Paulskirche. Dr. h.c. Petra Roth, Lady Mayoress of the City of Frankfurt/Main, and Dr. Matthias Danne, DekaBank Board member responsible for real estate, together gave renowned London architect the world's most important architectural prize of its kind.

The 182m high edifice (Project designer: Foster + Partners, London; Architect of record (shell + core): Adamson Associates, Toronto; Fit out: Gensler, New York) creates a new emphatic highlight in the midst of New York's skyline. Resting on a plinth that is a historical building, the transparent highrise stands out for its very expressive shape. The jury, chaired by London-based architect Alejandro Zaera-Polo, was of the opinion that "its load-bearing triangular steel structure creates storeys of different sizes and could be a model for new proto-types." Together with its sustainable structure (the Hearst Tower is the first highrise in New York City to be certified as meeting the LEED Gold standard) it is setting "a new standard for office buildings in the metropolis of skyscrapers."

The highrise, which was commissioned in 2006, was developed by the Hearst Corporation, New York. The media corporation uses the new headquarters at its old established location as its editorial center. Gilbert C. Maurer, a member of the Board of Directors, took receipt of the prize on behalf of the Hearst Corporation.



## **Highrises as a response to global challenges**

In her speech, Dr. h.c. Petra Roth stressed the importance of the joint initiative by DekaBank and the City of Frankfurt/Main for the city. She emphasized that with the International Highrise Award (IHA) the city champions a planning concept that it has been “advancing for over 50 years now and the results of which include a breathtaking skyline that is quite unique in Germany.” Dr. Matthias Danne stated that property investors are increasingly fans of buildings that deliver trailblazing solutions: “The Hearst Tower shows that cost-effectiveness and sustainability are not mutually exclusive, but actually co-determinates.” And Peter Cachola Schmal, Director of Deutsches Architekturmuseum and a member of the IHA Jury 2008, underscored the fact that “today it is not only spectacular shapes and new record heights that ensure high-rises worldwide attract attention.” Instead, he continued, the issue is “to what extent a highrise offers a specific solution to the given situation.”

In his festive address, Barry Bergdoll Ph.D., Chief Curator of the MoMA's Architecture and Design Dept. explored how highrises will in future develop. The expert in architecture gave an outlook on a future in which more strongly than hitherto the focus will be on responding to the problems of urban density and the major energy-related challenges.

## **Exhibition showcases other highrise projects, too**

In addition to this year's winner, the jury specially commended four other finalists, and also bestowed an special sustainability award. Commendations went to the 116-meter-high Missing Matrix Building (Seoul) designed by Mass Studies, the 121-meter-high residential tower Newton Suites by WOHA and two other media highrises, the 319-meter-high New York Times Building (New York) by Renzo Piano Building Workshop and the 159-meter-high Television Cultural Centre (Beijing) created by OMA - Office for Metropolitan Architecture. For the first time, the jury bestowed an award in special recognition of urban, energy and social sustainability. It went to the WestendDuo (Frankfurt/Main) designed by Frankfurt-based architects KSP Engel und Zimmermann.

The International Highrise Prize 2008 exhibition, which will run at Deutsches Architekturmuseum from November 16, 2008 through January 4, 2009 showcases the broad spectrum of prize-winning and nominated projects.



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### **Dance choreography premieres at the festive ceremony**

The premiere of contemporary dance piece “Emergence” by Paris-based choreographer Prue Lang and Frankfurt performance and media curator Talal Al-Muhanna set the stage for the event at Frankfurt’s Paulskirche. The piece for three dancers describes the constant emergence of expressive shapes and was inspired by the sculptural diversity of contemporary highrise architecture.

### ***City of Frankfurt/Main International Highrise Award***

*The International Highrise Award (IHA), which is worth EUR 50,000, is bestowed by the City of Frankfurt/Main. It is initiated, curated and organized in cooperation with two partners, namely Deutsches Architekturmuseum DAM and DekaBank, which also finances the IHA. The IHA is bestowed every two years by a jury made up of international experts for a building that stands out for its special aesthetic appeal, future-oriented design, urban sensitivity, sustainability, innovative technology, and cost efficiency. The IHA goes to both the planners and the developers. This year, architect Lord Norman Foster received the award statuette created by renowned international artist Thomas Demand, and the developer was awarded the money. The International Highrise Award was bestowed for the third time in 2008.*

### **Your contact**

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