

## **Siemens opens the Crystal to the public on Saturday 29<sup>th</sup> September**

*The Crystal hosts the world's largest exhibition on the future of cities*

**London, 26 September 2012 – the Crystal - a Sustainable Cities Initiative by Siemens, will open to the public as part of the Newham Waterfront Festival on Saturday 29<sup>th</sup> September.**

The uniquely shaped, glass-clad structure is London's newest landmark and encompasses an area of more than 6,300 square metres. Inside is the world's largest exhibition on the future of cities covering 2,000 square metres. The high-tech exhibition is fully interactive with two immersive film theatres and more than 50 screens with a host of games and experiences that help visitors explore the cities of the future. Highlights include a Tesla coil in the 'Go Electric' area where visitors can 'create electricity' by moving their bodies. Another exhibit in the 'Creating Cities' space allows visitors to be the Mayor of a city and working with other 'city experts' you can make decisions on how your city looks and works. Electric cars, an electric motorbike and bicycle are featured in the transport section and the exhibition concludes with 'Future Life' a vision of what cities might look like in 2050 on a 10 metre film screen.

The exhibition has been designed in conjunction with the UK national curriculum and the content was mapped to Key Stage 3 (age eleven to fourteen) and upwards. The Crystal is a science-based attraction showcasing the best in the

world's technological advances and welcomes visits from school and college groups from around the UK and abroad.

The Crystal sits on land in the Royal Docks area formerly owned by the Mayor's regeneration agency which forms part of the Mayor's ambitious regeneration plans in East London. **The Mayor of London, Boris Johnson**, said: 'The futuristic Crystal is a fantastic new landmark for London which has breathed new life into the historic Royal Docks. Siemens' £30 million investment is a great boost to our ambitious plans to redevelop swathes of former industrial land in order to bring jobs to the capital. It continues the rebirth of East London witnessed by the world this summer and I am determined to ensure this regeneration continues apace.'

**Roland Aurich, CEO Siemens plc and North West Europe** said: "Siemens is walking the talk and has built the Crystal, one of the world's most sustainable buildings. The Crystal hosts an interactive exhibition that explores how cities can become more sustainable, making the technology interesting, inspiring and tangible for the next generation. The Crystal is a great place to visit as well as a place for the local community to meet and relax."

As well as a visitor attraction, the Crystal is also a conference centre and global technology and innovation centre. It holds a conference centre with 270 seat auditorium, and in the first week of operation has already successfully hosted two major international conferences, bringing together international urban planners and exploring visions for urban development and smart cities. There is also a café at the Crystal which offers excellent food and service, seats 72 and looks onto The Royal Victoria Dock.

Siemens' investment in the Crystal highlights the company's commitment to London and the UK, where Siemens has been established for nearly 170 years. The Crystal is a flagship project for the regeneration of East London and

represents a major contribution by Siemens to the Mayor of London's vision for London as a powerhouse of the green economy and a catalyst to create jobs and drive growth.

Entrance to the Crystal exhibition is free of charge on Saturday 29<sup>th</sup> September and for the introductory period. The exhibition will be open from Tuesdays to Saturdays from 10am to 5pm. Fees for corporate hire will be available from the website at: [www.thecrystal.org](http://www.thecrystal.org)

The Newham Waterfront Festival is sponsored by Siemens and takes place alongside the Royal Victoria Dock from 2pm to 9pm on Saturday 29<sup>th</sup> September. There is a whole host of activities for the family to enjoy. Highlights include a performance by the Bootleg Beatles on the music stage.

More details about the Newham Waterfront Festival are available here: [www.newham.com/live/summer/newham\\_london\\_waterfront\\_festival](http://www.newham.com/live/summer/newham_london_waterfront_festival)

Further information and photos of the Crystal are available online at: [www.siemens.com/press/thecrystal](http://www.siemens.com/press/thecrystal)  
[www.thecrystal.org](http://www.thecrystal.org)

**ENDS**

**Notes to editors:**

**About Siemens in the UK**

Siemens was established in the United Kingdom 169 years ago and now employs 12,972 people in the UK. Last year's revenues were £4.4 billion\*. As a leading global engineering and technology services company, Siemens provides innovative solutions to help tackle the world's major challenges, across the key sectors of energy, industry, infrastructure & cities and healthcare. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey. The company's global headquarters is in Munich, Germany. For more information, visit [www.siemens.co.uk](http://www.siemens.co.uk)

*Data includes intercompany revenue. Data may not be comparable with revenue reported in annual or interim reports.*

**For more information contact:**

Anne Keogh  
Siemens plc  
Tel: +44 (0)1276 696312  
Mobile: +44 (0)7808 823545  
Email: [anne.keogh@siemens.com](mailto:anne.keogh@siemens.com)

Or

Briar Keen  
MSL London  
Tel: +44 (0)20 7878 3225  
Mobile: +44 (0)7507400075  
Email: [briar.keen@mslgroup.com](mailto:briar.keen@mslgroup.com)