

Date: 16 July 2009
On behalf of: Heron International

HERON TOWER

Heron Tower Time Capsule Ceremony

At a ceremony today, Gerald Ronson, Chief Executive of Heron International, the developer of Heron Tower, together with Mats Williamson, UK President of its construction partner, Skanska, and Lee Polisano, President of Kohn Pedersen Fox International (KPF), placed the Heron Tower Time Capsule in the foundations of what will be the City of London's tallest tower.

The timing of the burial of the Time Capsule marked the last opportunity prior to the foundations being sealed and is in line with feng shui principles to place a tortoiseshell in the foundations of the building.

The construction of Heron Tower, which is located on an island site in Bishopsgate, is currently at the 24th floor and is on track for completion in 2011. It is a multi-occupied building which will provide world class office space, setting the standards for offices of the future. Its design is both visionary and environmentally focused. At 202 metres (663 feet) in height with a 30 metre mast, the 46 storey tower will be, on completion, the tallest tower in the City of London.

The Heron Tower Time Capsule contains a number of items of significance to Heron Tower. Each is sealed inside a special air tight case to prevent corrosion. They include:

- A tortoiseshell (ethically sourced)
- Heron International brochure
- Signed drawings of Heron Tower by the architect, Leo Polisano
- Planning permission for the Heron Tower
- A copy of the Evening Standard dated 18 June 2008 (containing an interview with Gerald Ronson entitled 'My London tower is the only one that'll be built')
- A copy of the Financial Times dated 16 July 2009
- DVD of the artist's impression of the site on completion
- Ordinance survey map of the Bishopsgate area for 2009
- Photographs of the site prior to demolition

Commenting on the Ceremony, Gerald Ronson said:

"Heron Tower is positioned at the heart of the City and will be one of the world's finest workspaces. Today's ceremony symbolises our commitment to creating world class office space incorporating visionary design and, as always, a strong focus on detail and consideration for the environment."

Commenting on the Ceremony, Lee Polisano said:

“Great cities are shaped in part by great buildings and the Heron Tower will undoubtedly have an important role in shaping the future of the City of London. Heron Tower’s architecture, its contribution to the public realm and its internal organization have all been specifically influenced by its extraordinary island site and the need for this special building type within the City.”

Commenting on the Ceremony, Mats Williamson said:

“We are delighted to be working with Heron to create the next iconic building for London which will be a memorable landmark for many years to come. Having been on site now for 24 months we are up to level 24, so we are more than halfway to the top.”

- Ends -

[Publication quality photographs of the event are available via Redleaf and a video of the speeches and ceremony will be made available on YouTube from 17 July 2009. Full transcripts of the speeches appear below.](#)

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Notes to Editors:

- Gerald Ronson recently launched his autobiography, *Leading from the Front – My Story* which is co-authored by Jeffrey Robinson. Videos of Gerald Ronson in conversation with Jeffrey Robinson are available on YouTube, MySpace and Facebook.
- Further information on Heron Tower is available at: <http://www.herontower.com/>
- Further information on Skanska is available at: <http://www.skanska.co.uk>
- Further information on KPF is available at: <http://www.kpf.com>

Speeches:

Gerald Ronson:

Today's event symbolises our commitment to ensuring that no element is overlooked in the creation of the world's finest workplace.

Heron Tower is at the very heart of the City of London. And today we are standing above the very centre of the foundations of what will soon be the tallest office building in the City.

It will have taken Heron International 12 years from the acquisition of this prime island site in 1999 to the opening of the doors of its triple-height Atrium in 2011. But I am confident that we will have created a design blueprint for the future of the City workplace with a sense of destination and an energised atmosphere, supported by new levels of service.

We have undertaken research into the heart of tenants' requirements and expectations on a global basis. As part of this, we have also consulted with a feng shui expert to ensure that our building offers tenants from around the world a successful working environment.

Contained in the Heron Tower Time Capsule that we will be lowering into the ground today, is a tortoiseshell which I am assured died of natural causes! In case you are wondering why a tortoiseshell, it is because, in feng shui theory, the tortoise, dragon, phoenix and tiger form four kinds of energy that surround a building. The tortoise represents a strong back, protection and security. For this reason, a tortoiseshell is commonly placed into the foundations of a building that incorporates feng shui principles. It is believed to help keep it safe and is considered an auspicious symbol in places such as Hong Kong, Singapore and parts of China. I can only presume that the reason the dragon, phoenix and tiger are commonly ignored is because they are considerably more difficult to source!

Taking this global approach is essential. Despite the significant ongoing economic turmoil, we must never forget that London is one of the greatest and most influential cities in the world. It is a major centre of political power, world trade, communication and finance. To retain and support our position, we must continue to be able to offer the highest standards in working environments.

In KPF and Skanska, we have chosen the highest quality partners to help us deliver our vision both in terms of construction and architecture. The Heron Tower is focused on human needs to generate a positive and energised working atmosphere.

Lee Polisano:

Great cities are shaped in part by great buildings and the Heron Tower will undoubtedly have an important role in shaping the future of the City of London.

Heron Tower's architecture, its contribution to the public realm and its internal organization have all been specifically influenced by its extraordinary island site and the need for this special building type within the City.

In fact, Heron Tower is a building that could exist only in a city like London and only exist on this particular site.

This was a rare opportunity for us to create a building that will be seen on London's skyline from all directions. This is reflected in the attention given to the building's high quality design and façade detail.

This project enhances the local environment, creates a new public space on Houndsditch, widens pavements and represents a building that is welcoming to the public with its shops and cafes and its spectacular roof top restaurant that offers unprecedented skyline views over London.

When we first sat to discuss this building, innovation in the design was important to Gerald.

The innovative concept for Heron Tower is a response – based on extensive research by both Heron and ourselves – to what was assessed as a requirement for more high quality office space in the City, and a belief that a well designed building such as this will contribute to the overall prestige of the City.

The building is actually conceived of as 12 smaller buildings that have been stacked on top of each other, each sharing a vertical north lit atrium. This concept of creating "villages" in the sky allows us to offer flexible and adaptable office space of the highest level specification with a range of floorplates suitable for space planning for a wide variety of occupiers. In effect, the building can operate as a single building or as 12 independent buildings.

Heron Tower is an exemplar of sustainable design; its layered facades, energy efficient mechanical systems, use of natural daylight in the workspace and its photovoltaic facade will all contribute to making it a sustainable and environmentally responsible high rise building, one that will lead the way for a new generation of buildings.

The creation of a building like Heron Tower requires great passion and commitment and for this I would like to thank our entire team of professionals and in particular my partner Fred Pilbrow and his team. Their passion and commitment are clearly evident here.

Great buildings also require a patron with vision and leadership and for these I am particular grateful to Gerald Ronson whose vision for this building truly is exceptional.

Mats Williamson:

It's great to be here on such a memorable day. We have been working together with Heron for a number of years on this project and I can safely say we have built up an excellent relationship. We are delighted to be working with Heron to create the next iconic building for London which will be a memorable landmark for many years to come.

Having been on site now for 24 months we are up to level 24, so we are more than halfway to the top.

The whole team, including our Client and the designers are working hard and are on course to meet the completion date in 2011. There are a number of critical milestones to achieve before then, however I am confident that this team has the experience and expertise to overcome the challenges ahead. I look forward to seeing you all again in the future and once again I would like to say thank you to Heron for being such a great client and partner.

Gerald Ronson:

It now gives me great pleasure to invite my partners to help me lower this Heron Tower Time Capsule into the ground prior to sealing over the foundations of our 46-storey development.

The Heron Tower Time Capsule contains a number of items of significance to Heron Tower. Each is sealed inside a special air tight bag to prevent corrosion. They include:

- A tortoiseshell
- Our Heron Tower brochure
- Signed drawings of Heron Tower by the architect, Lee Polisano
- Planning permission for the Heron Tower
- A copy of the Evening Standard dated 18 June 2008 (containing an interview with Gerald Ronson entitled 'My London tower is the only one that'll be built')
- A copy of the Financial Times dated 16 July 2009
- A CD Rom and DVD of how the Heron Tower will look on completion
- Current ordinance survey map of the Bishopsgate area
- Photographs of the site prior to demolition

The Time Capsule has a plaque on it that reads:

"This time capsule is being placed in the ground on Thursday 16th July 2009 by Mr Gerald M Ronson, Chief Executive of Heron International, Mats Williamson, President of Skanska, and Mr Lee Polisano, President of Kohn Pedersen Fox International, London during the construction of The Heron Tower."

We will also be erecting a plaque stating that the time capsule has been placed in this location.