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Hearst Tower

One of the best-known building structures in North America is the Hearst Tower located at 57th Street and 8th Ave in Manhattan, New York City, which is near Central Park. This building was designed by an architect named Norman Foster. The Hearst Tower was completed on April 30, 2006, and placed on top of the antique building called “International Magazine Building”, which was originally designed by Joseph Urban and George B. Post & Sons. The International Magazine Building was completed in 1928, and the inside of the building was designed in an art-deco style. Stone cladding and flat roof features were added to the original building. This building is a six-story base, and it cost two million dollars to build it. The founder of Hearst Corporation, William Randolph Hearst, considered placing the building here because he thought his building would stand out among the other buildings and be in a media hub on Columbus Circle in the 1920s. Although Columbus Circle did not become the media hub as expected, the place was still a busy area which was beneficial for the International Magazine Building. In 1946, a plan was made by George B. Post & Sons to add another 9 stories, but it was never built. The International Magazine Building stood out with some of its specially designed exterior features. One design features are the columns on the front corners and entrance of the original building displaying a pair of statues at the base of each column to represent Music and Art, Comedy and Tragedy, Printing and Science, and Sport and Industry. What makes this building unique are the matching sculptures that are decorated at the top of each column that

stand higher than the rest of the building to be easily seen. Outside the fifth-story windows of the International Magazine Building, there are a lot of miniature columns that look like a balcony because of the decorative elements on a frieze. The Landmark Preservation Commission dedicated the building as a Landmark Site in 1988. This building shows the values of the people at that time because the style of the building is similar to many other buildings. Still, the Hearst Tower has some beauty in its building structure because of the aesthetics and functions that make the building famous.

Forming the committee for the architecture of what was to be the Hearst Tower was introduced in 1999, and Sir Norman Foster was selected by the committee in 2001 to design the Hearst Tower. Foster is a British architect, and he graduated from Yale University with a Master's degree. He was the founder of Foster + Partners in 1967 and had multiple project offices in more than 20 countries. His company created many famous buildings all over the world, including the Beijing Airport, which is one of the most famous buildings in the world. Compared to the International Magazine Building, the Hearst Tower is more modernized. The building of the Hearst Tower is made of steel and glass. This building is also designed to form triangles throughout the exterior. Creating this building was less expensive because the triangle shape brings down the amount of steel needed to build the building. The Diagrid Style was used by using steel with diagonal lines around the building. This type of style reduces the structural steel in the steel frame. The frame of this building is diagonal that intersects concrete or wooden beams utilized in the construction of the building and roof, but metal was used in this building. Another example of the Diagrid Style that was designed by Foster is in London, UK is known as "The Gherkin". The astonishing view of the city looking from the inside is very impressive

because most of these buildings are made of glass. The architecture of the Hearst Tower in the structure gives the building very impressive aesthetics.

The Hearst Tower was designed also for function because the steel and glass give a modern look and a high-tech feeling to people looking in or outside the building. This building contains a lot of elevators, stairs, and even a grand escalator. This escalator that moves through the waterfall is very functional because it allows the employees to move more easily throughout the building while enjoying the beautiful waterfall. The Hearst Tower is used for business purposes. A lot of published magazines come from this building including Seventeen, Good Housekeeping, and Cosmopolitan. The Hearst Tower also features a lot of facilities like a broadcasting studio, an App Lab for smart-phone and tablet research, a 168-seat theater for people who want to relax in their free time, research labs and test kitchens for Good Housekeeping, and many other elements. The building is so unique that Hearst Tower earned a Platinum LEED Rating for Existing Buildings and was the first one to receive both Gold and Platinum certifications in 2012. Foster's company has also won several awards and competitions for its work in the last four decades. Also, the building provides a professional digital photo studio, Studio D, a fitness facility and wellness center, the sleek CAFE57, and meeting and dining rooms on the 44th floor with beautiful views of New York City. The building is lit up 24/7 with LED, which makes the building look like a faceted jewel at night because of the different angles of the glass and reflected lights. The first green and most environmentally friendly office in New York City has been announced as the Hearst Tower, which has been recognized as a "real pioneer in environmental sustainability".

Additionally, it ranks among the top 10% of all American structures in terms of energy efficiency. This is because more than half of the steel used to construct the structure was recycled

and the building's roof collects rainwater for internal use, reducing the quantity of water released into the city's sewage system by 25%. The water used in the Icefall helps to cool or humidify the building while the rainwater collected is recycled in the three-story atrium of the structure. Along with the green elements, the waterfall also creates a calm environment inside the structure, which may be beneficial in the fast-paced environment of the printing industry. Light sensors are another component of the structure that is used to regulate the amount of artificial light based on how much natural light is available on each floor. Overall, the Hearst Building is functional for the people and energy efficient for the environment.

I find the Hearst Tower interesting since it combines features of both old and current architectural styles. The old International Magazine Building might have easily been demolished when the skyscraper section was being built, but they chose not to demolish it, which only adds to the building's attractiveness. I also appreciate how environmentally friendly and green-friendly this building is. I am happy that I had the chance to learn about and write about a building that utilizes many green methods because preserving the environment can help us in the future, especially a building that has a significant influence on the city. The building's new-age design, which I find interesting, also demonstrates how morals and culture have evolved. I am also amazed that the original building, which is the International Magazine Building, is still on its ground after adding the new building which is the Hearst Tower on top. This shows how Foster designed the building, and it is different from other great buildings which makes him one of the greatest architects in the world. Norman Foster made sure his clients were satisfied even down to the details with his quality designs. This building is not just known for its look, but it also has a purpose that helps us in everyday life. Both the functionality and the aesthetic of the building show the importance of every element of the Hearst Tower. I am hopeful to one day get

to see the building in person because it is awe-inspiring for many but especially for a future architect.

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INTERNATIONAL MAGAZINE BUILDING



HEARST TOWER