



SEARCH

AV Industry



Looking for an exciting high-tech career with strong earnings potential?
AV Career FAQ

-
- [AV Markets and Galleries](#)
-
- [AV Week](#)
-
- [Tech Library](#)
- [InfoComm Publications](#)
- [The InfoComm About AV Presentation](#)
- [Dashboard for Controls](#)
-
- [Market Research](#)
-
- [AV Jobs](#)
-
- [Industry Links](#)
-
- [News](#)
- [Press Room](#)
- [AV Industry News](#)
- [InfoComm Executive Updates](#)
- [Bi-Weekly Updates](#)
- [News Archive](#)

[AV Industry InfoComm 07 Show News 2007 ARCHI-TECH AV Awards Winners Announced at InfoComm 07](#)

2007 ARCHI-TECH AV Awards - Grand Prize Winner - Best Over \$1 Million Project

Hearst Tower Project

Architects: Foster and Partners/ Gensler & Associates Architects

AV System Integrators: Real Time Services

Design Consultants: CMS Innovative Consultants

The Hearst Tower, with its distinctive triangular frame, opened in New York City October 9 as the city's first Gold LEED®-certified building. The 46-story, 856,000-square-foot Midtown structure is defined by vertical and horizontal energy-saving, diamond-shaped bands of bright stainless steel.

Because of the unique design architecture, the AV technology presented issues in the entire building that required very close synergy between all disciplines - lighting, IT, interior design, and MEP.

As an example, the top floor - the 44th - has views of the Manhattan skyline and adjacent Central Park that presented ambient light and display issues. All spaces were bordered by full floor-to-ceiling (30 ft.) windows at 44 floors above New York. Solar studies and lighting studies were used to determine the ideal placement of screens and the effect of sun/ambient daylight on images. A tremendous effort was taken to design and install custom diagonal shade systems unlike any other. AV display walls were designed that provide quality images in a very hostile environment.



Hearst Tower Project - VC Room



Hearst Tower Project - Screening Room



Hearst Tower Project - Boardroom



Hearst Tower Project - Media Lab



Hearst Tower Project - MPR



Hearst Tower Project - Custom Details