

## MEDIA RELEASE

**Schindler City Center  
Four-Story Urban Mobility Experience**

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The new Visitor Center at the company's headquarters in Ebikon/Lucerne is a paean to Schindler's global significance, and its regional roots. The "Schindler City Center" comprises eight large-scale media installations (as well as smaller exhibits), spanning four floors and a total of 2000m<sup>2</sup>. Realized by iart (in close cooperation with architects, Burkhardt+Partner), the new Visitor Center brings together a vision of Schindler's expertise and fields of activity in one showcase.

Since the building is glazed on three sides, the escalators and lifts that run through it are readily visible from the outside. They not only transport visitors, but also play a central role in the scenography: from these vantage points, the Schindler Campus and surrounding landscape, unfold cinematically. This is precisely the experience one inhabits at the Schindler City Center and its various exhibits: a kinetic ballet of people and technology. You move yourself, and the world moves around you: a model for the mobility of the future.

The first experience is the escalator ride up to the Visitor Center: You float past luminous city backdrops, milled into the white Corian walls. On the second floor, you find yourself overlooking a huge scale model of the city, built from 600 luminous acrylic glass structures. Tablets outfitted with augmented reality, are the key to digitally expanding these buildings. Next, you enter the cinema, an immersive 9x9 meter cube. A 270 degree surround film is projected, its protagonists move through the virtual Schindler City. It ends when the wall opens in the exact spot where the elevator doors of the film had previously opened. Following this, outside the Cube, some thirty soaring towers of the Cityscape perform a dynamic mosaic as diverse images and content on screens rise and fall.

On the third floor, a free-floating ring of 24 screens is located. The razor-sharp image is visible on the inside. Once a film has been selected, the circle lowers and one can enjoy a surround cinema experience.

At the top, we discover a spacious installation consisting of 49 LED panels which hang freely. They are concentrically arranged around an interactive media table. The panels' transparency allows for the experience of a blending of the virtual image, and the physical landscape behind it.

**iart:** a Basel-based studio for media architecture realizes projects that bridge media, art, and technology with a focus on interaction in space.

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