

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK
Herausgeber: Federation of Swiss Societies in the United Kingdom
Band: - (1965)
Heft: 1487

Artikel: Swiss centre London
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DOI: <https://doi.org/10.5169/seals-695636>

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SWISS CENTRE LONDON

There is hardly a subject which has given rise to speculation in the Swiss community as much as the Swiss Centre in London. Now the time has arrived when it is no longer a project. It has taken shape, and the building is there for all to see — 170 feet high — between Piccadilly Circus and Leicester Square in the very heart of London.

There is a hoarding still on part of the site. In huge letters, the passer-by may read "SWISS CENTRE". The white cross on the red background emphasises the helvetic character of the enterprise.

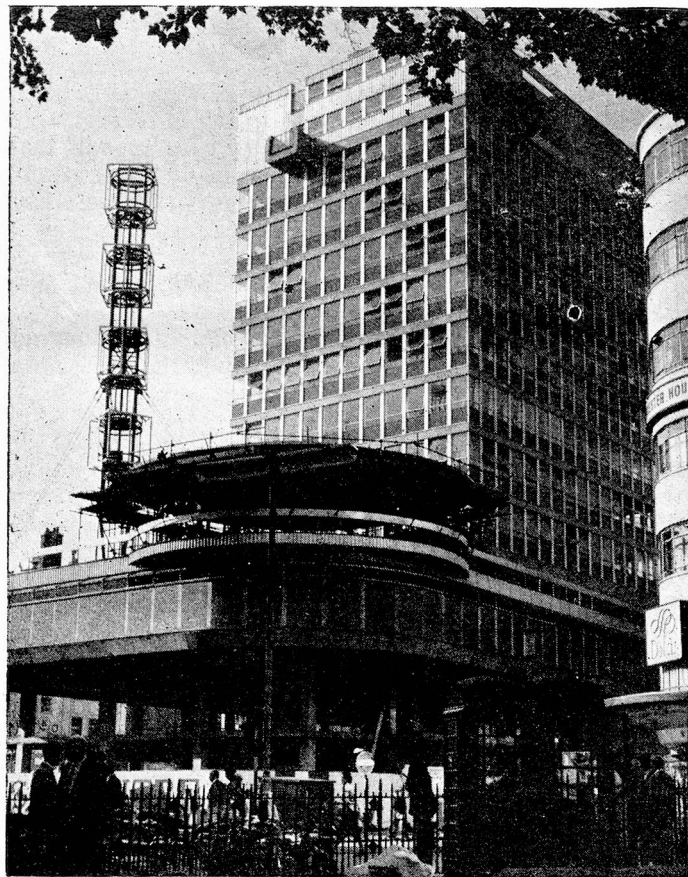
Apart from the Swiss Bank Corporation West End Branch, the Swiss National Tourist Office and Swissair, several Swiss firms will have office accommodation in the Swiss Centre, and no doubt, others will follow suit in order to be part of this unique establishment. It is to be a window for Switzerland, and, if completed as visualised, it will be the focal point of Swiss activities in London.

The advantages of an address in the heart of the metropolis are obvious. Office accommodation is well planned. I was struck by the feeling of light, air and space high above the traffic — the block is fourteen storeys high. Venetian blinds and modern lighting, central heating and sound-absorbing ceilings will ensure comfort.

Apart from some of the offices, the building is in various stages of construction. In parts, drilling and cementing are still going on. Some of the walls are bare concrete with gaping holes and channels. Elsewhere, cables and wires are already concealed and floors lino-tiled. Lifts are working, yet somewhere I had to climb a ladder on my inspection tour!

But there is progress everywhere and I am looking forward to giving you more information in a fortnight's time.

MM



The Swiss Bank Corporation, the Swiss National Tourist Office and Swissair are collaborating in the establishment in London of a

SWISS CENTRE

The building at present under construction for this purpose is situated at Leicester Square, in the immediate neighbourhood of Piccadilly Circus and will include shops, a Swiss restaurant, exhibition facilities and accommodation for cultural and business meetings as well as the offices of numerous Swiss companies.

Office space will be available as from November, 1965. All enquiries with regard to the leasing of shops and offices should be addressed to the

SWISS CENTRE LTD., 40 COLEMAN STREET, LONDON E.C.2