

London, U.K.



Visible Quality

Elevator design flexible enough to harmonise with any architectural theme

Daiwa Group's brief for its European headquarters at 88 Wood Street, London, posed many difficulties for Richard Rogers Partnership*.

"Daiwa wanted not only a magnificent piece of architecture, but a fully operational building suitable for a major securities house." Aside from reliability, comfort and safety, the architects chose Mitsubishi for their design flexibility. To complement the building's maximum transparency, the brief demanded "not only fully glazed elevator enclosures and staircases, but also fully glazed elevator cars... We were worried about how to maintain the appearance of lightness and transparency in the cars, so we came up with the idea of asking Mitsubishi to design a glazed floor which could be illuminated from below. Psychologically, passengers feel they are in an entirely glass container." This required a revolutionary collaborative design by architect and engineering team. "There were so many requirements which pushed the design of the elevator car itself beyond the normal constraints that Mitsubishi would have accepted."

The result is full satisfaction for client, architect and passengers. "I'm very proud we used Mitsubishi. These elevators are probably the most advanced in the UK. We believe this will be one of the most visited buildings in London for the next decade. When you come, try standing a 20 pence coin on its edge in the elevator."

*Mr. George Taylor,
Development Consultant,
88 Wood Street*

*Richard Rogers Partnership, the award-winning London architect's office headed by Lord Rogers.

Glass Elevators for a See-Through Building

Right in the heart of the City of London at London Wall, the 88 Wood Street development rises in three linked steps to 17 storeys.

"88 Wood Street has been designed to create a light, pleasant and flexible working environment, incorporating the latest advances in technology and energy conservation. The key to this building is its transparency, allowing a startling level of legibility of its technology and constituent parts. The vertical movement of people animates the building, creating a dynamic impact on the immediate surroundings..." Lord Rogers, Architect.



The skeletal elevator cars required many innovations in design and technology.



Glass and steel elevators provide movement and accent in the exposed service cores.



The remarkable main entrance to the almost transparent 88 Wood Street building.

Mitsubishi excelled itself once again by incorporating high levels of comfort, safety and efficiency within the futuristic design. Ride quality is typically less than 3 gal and in-car noise level better than 48 dBA, thus ensuring a smooth, quiet and steady ride. Double MBS and USDS sensors monitor the doors and hallways for complete boarding safety, while making obsolete the sensor cushions within the elevator doors. Further enhancing safety are specially designed drop-down roof platforms for cleaning operatives. The technological marvel that is the PM gearless motor improves efficiency, saves power and increases ride comfort.



The PM gearless motor offers energy savings and smooth performance.

- Saving energy and space
- High-efficiency transport mechanism
- Environment-conscious industrial waste treatment

EFFICIENCY

COMFORT

- Comfortable, quiet ride
- Smooth door operation
- Welfare-awareness / Universal design

SAFETY

- Riding and boarding safety
- Safety in emergencies
- High reliability
- Safe service spots

Number One for Quality

**Quality
in Motion**

ELEVATORS AND ESCALATORS

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