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## SWISSAIR NEWS

### New Head Office Building at Balsberg

#### Background and Planning

In line with the extraordinary growth of air transport since the end of the Second World War, Swissair has constantly had to adapt its organisation to new requirements. Together with the steady build-up of the aircraft fleet and the network went an increase in staff, which in turn brought about a need for more space. The accommodation available in the former Head Office building at Hirschengraben in the centre of Zurich proved inadequate as early as 1954/55. Subsequently more and more sections had to be housed elsewhere; this enforced decentralisation finally had the result that in 1958/59, the company was renting more than twenty different premises in Zurich itself, at Oerlikon and at Kloten. Since offices with similar tasks could not always be located together and organised as a single unit, working processes were slowed down or made less efficient. For economic and organisational reasons Swissair had since 1956/57 been looking for a suitable site for a new Head Office building in the vicinity of Zurich Airport. An advantageous site of 57,000 sq. metres and favourable accessibility was found on the south-west spur of the Balsberg, bordering the national highway N 1b (Zurich Airport), the Schaffhausen road (Glattbrugg-Kloten) and the railway line Zurich-Kloten. In June 1961, the Swissair management commissioned the contractors Karl Steiner (Zurich) to prepare the designs.

So as to establish the size of the facilities needed the company first analysed its own working system. For this purpose the entire administration was broken down into very small units or operating sections and these were then assembled into large operating units according to their dependence upon one another. The location of these units in the new building in relation to each other was governed by their common working interests, the intensity of flow and turnover of goods, equipment requirements, the volume and nature of external visitors and the company's management structure.

Extrapolating statistics covering past developments and allowing for further rationalisation, the likely personnel strength was established for 1970 and plans were based on the corresponding space requirements for staff and equipments. The results of both sets of calculations were compared and correlated. Starting with a personnel strength of 1,650 in the Head Office building in 1970 and based on the space requirements of the various sections and the room needed for machinery, operating equipment, records, stores garages, foods handling, conference and interview rooms, the resulting requirement for office space was about 16,000 sq. metres and for equipment about 5,600 sq. metres.

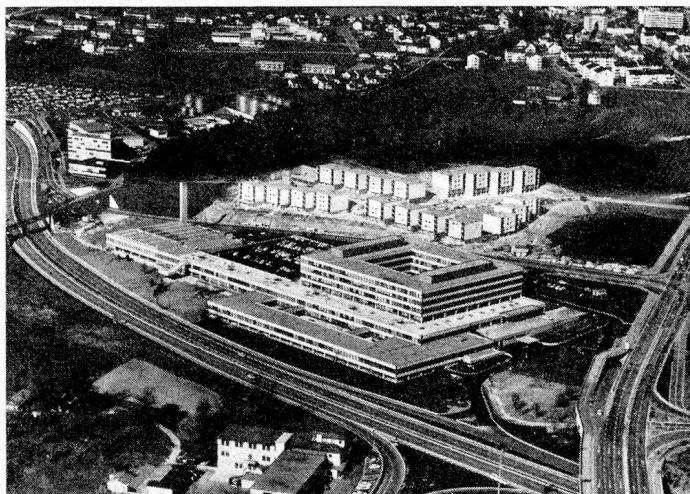
Provision was also made for a staff restaurant where 1,200 persons could take their meals based on self-service, but incorporating a waitress-service section up to a maximum of 10%. The plans further comprised parking space for 670 vehicles, corresponding to 45% of all employees present at any one time using their own transport. Finally, allowance had also to be made for air raid shelters.

Expansion in air transport is not going to stop in 1970 and plans for considerable extension opportunities were therefore incorporated from the start. The designs provide for the possible enlargement of office space by half to about 2,500 working places without major disruptions. More car parking space and larger Kitchens for the staff restaurant can also be provided.

The advance design with approximate cost estimates was approved by Swissair's Board of Directors in July 1962. Plans were submitted for local authority approval in April 1963, completing the design stage. Approval was granted in December of the same year. The first premises were occupied in September 1966; the move into the new building was complete on 20th February 1967, uniting Swissair's administrative headquarters under one roof for the first time since 1947.

#### The Building

The new Swiss Headquarters has cost 47 million Swiss francs. The main building comprises a lower ground floor, lower and upper terrace floors, ground floor and three upper storeys. In addition there are a connecting tract, the restaurant building, including the heating and air conditioning plant. All sections using heavy equipment and handling goods in volume are housed on the three lower floors. The main office block, measuring 79.20 metres x 64.80 metres stands on the upper terrace floor and encloses a courtyard 36 metres square. Four intersections connect the office block with the terrace floor. A two-storey connecting tract, 64.80 metres long, links the administration building with the restaurant block which measures 57.60 x 43.20 metres.



(By courtesy of "Swissair".)

The main entrance opens into a spacious entrance hall from which two sets of lifts and staircases lead to the three upper floors and the upper terrace floor. All floors can also be reached from the car park on the lower ground floor via two more lifts and stairs.

The offices are subdivided partly by light structural walls and partly by prefabricated movable wooden partitions.

Conventional air conditioning has been installed to maintain the required temperatures, especially to eliminate excess heat in the reservations rooms, computer hall, kitchens and dining rooms. The building also has oil-fired central heating.

For organisational and constructional reasons the small working units are located around the courtyard and the open-plan, medium-sized offices around the outside.

The staff dining room seats 420. In addition there is an executive restaurant seating 50 and catering also for visitors.

Each floor has a rest room in which staff can take refreshments twice daily during breaks.

\* \* \*

In June, a new travel office was opened by Swissair in the Credit Bank building at the Bahnhofstrasse in Zurich.

The fifth DC-9 machine ("Ticino") arrived at Kloten on 27th June.

Swissair and Scandinavian Airlines System (SAS) have agreed on the principles of a new ten-year agreement of technical co-operation.

According to the understanding, Swissair will overhaul the Pratt and Whitney JT8D-9 engines of SAS's DC-9 fleet and SAS will overhaul the airframes of Swissair's DC-8s. The Swiss carrier has four DC-8s in operation and six ultra long-range DC-8-62 fan jets on order. SAS has a total of 22 DC-9s on order in medium, short-range and all-cargo versions.

Furthermore, the two partners will perform certain other technical services, including engineering work, for each other. The agreement is in line with the functional workshop reorganisation recently announced by SAS. Economical as well as practical benefits are expected by both carriers as a result of the continued co-operation.

\* \* \*

The Swissair Annual Report for 1966 is an interesting document containing news and information, as well as a number of tables and excellent photographs. It is available from Swissair, Swiss Centre, 10 Wardour Street, London W.1.

### HIGHLY SUCCESSFUL SWISS TEXTILES

From a total number of 36 Swiss exhibitors showing their Spring/Summer 1968 collections at the recently held INTERSTOFF, Trade Fair for Clothing Textiles in Frankfurt/Main, 95% were very satisfied with the result of the business effected during the four days of the fair.

The high percentage of successful Swiss exhibitors at the largest fabric trade fair in the world is proof of outstanding Swiss merchandise. For at a time like this when uneasiness among the fashion trade is felt generally throughout Europe, brought about partly by the economic situation and partly by the uncertainty of next season's fashions, only outstanding qualities and designs stand a chance to make the grade, whilst average goods are likely to fall by the wayside.

Switzerland, for a small country, produces each season enormous fabric collections aimed to cater for different tastes throughout different countries all over the world.

All the exhibitors at the Frankfurt Fair — manufacturers of cottons, wools, blends, silks and embroideries for which the Swiss are renowned the world over, are represented in Great Britain. Because of the originality of design and quality of material, Swiss Textiles are much appreciated in this country, and considerable quantities are being imported every year. All leading stores in the big towns stock Swiss fabrics. It is worth asking for them.

G.S.

### LAST MINUTE NEWS

The Swiss electorate rejected the Socialist Initiative "against land speculation" by 297,080 against 192,998. All the Cantons opposed it convincingly, except Geneva which showed only a very small majority against.

("Basler Nachrichten.")

Schneider, W. B. Sigerist (Territet, Vaud), J. Stingelin, W. Wagner, H. E. Widtman.

We are most grateful for their kind and welcome support.

### COLONY NEWS (Continued)

The OPEN MEETING of the London Group of the Nouvelle Société Helvétique to be held on 20th July, has been cancelled. It is hoped that members and friends will attend the 1st August Celebration at Wimbledon instead.

### EMBASSY RECEPTION

The Swiss Ambassador gave a Reception on Monday, 26th June, at the residence in Upper Brook Street. It was to welcome the Swiss delegates and representatives of foreign advertising concerns with agencies in Switzerland, who attended the World Congress of the International Advertising Association. 2,140 delegates and guests met in London from 27th to 29th June.

### ALMANACH — PESTALOZZI — KALENDER

We have been asked by the Secretariat for the Swiss Abroad, 26 Alpenstrasse, 3000 Berne, to draw readers' attention to the annual publication of the *Almanach Pestalozzi* 1968. The price has not changed, and again the Swiss abroad will be able to enjoy a rebate. The German or French editions cost Fr.4.10 (instead of Fr.5.80) and the Italian version Fr.2.10 (instead of Fr.2.90). Postage will be additional. Payment should be made in Swiss francs, and where this is not possible, the Consulate or Embassy will be able to advise you.

Orders should be placed not later than 15th September.

### GRAND SWISS HOLIDAY COMPETITION

#### Second Section

On 23rd June, the draw from the correct entries in the second section of the Swiss National Tourist Office's Grand Swiss Holiday Competition was made at Dunston (Northumberland). It was combined with the North East Swiss Festival, when the "Union Instrumentale de Fribourg" visited several towns and gave concerts. There were fifty-five musicians, and their performances included folklore music, yodelling, flag throwing, etc.

The 71 winning cards in the competition were drawn in the presence of a notary-public and members of the Press, and the first prize — a month's holiday in Switzerland including travel by Swissair — went to Mrs. L. Tomlinson, 15 Smallmead, Horley, Surrey. All prize winners have been notified.

The correct answer: TESSIN or MENDRISIOTTO.

### ACKNOWLEDGMENT

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Miss B. A. Bujard, Miss H. J. Gerster, Mrs. L. S. Haussauer, Mrs. R. Hions (Binningen, BI), Mrs. L. L. Jaggard, Mrs. M. Lugrin, Mrs. L. Renou, Mrs. E. West, Monsieur R. Zellweger, Rev. E. Pfeiffer and Messrs. C. A. Aeschmann, S. Alberti, A. Baenziger, E. P. Banderet, V. L. Bataillard, G. Bonetti, J. J. Boos, K.S.G., W. O. Bosshardt, R. Boudry, A. Burgisser, H. Clottu, H. Furger (Zurich), M. Gédet, E. Huber, J. J. Huber, K. Jung, E. Luterbacher, J. Manzoni, P. Moll, P. Muller, E. A. Nussle, J. H. Oltramare, C. Perraudin, L. Portmann, A. de Quervain, A. de Rahm, H. Rast, W. Renz, H. Reymond, P. Savoie, E. Schaerer, F. Schillig, J. Schmid, M. Schneebeli, J. E.