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PROPOSED SWISS CENTRE IN LONDON



*Photo of model by
courtesy of Swiss
Bank Corporation.*

The London Office of the Swiss Bank Corporation has entered into a contract for the construction of a building in London in the immediate neighbourhood of Piccadilly Circus. Part of the ground floor of the new building will be occupied by the Bank's West End Branch, and it is hoped that they will be joined by the London Offices of both the Swiss National Tourist Office and also Swissair; if enough interest is shown, it is proposed to make the whole building a Swiss Centre to serve as a "shop window" in the heart of London for Swiss trade and industry.

The new building will be at the corner of Leicester Square opposite the Automobile Association, on a site bounded by New Coventry Street, Wardour Street, Lisle Street and Leicester Street. The Bank's London Architects, Messrs. David du R. Aberdeen & Partners, have prepared a design for the building which will provide about 110,150 square feet (10,250 square metres), of usable floor area and construction work will be started immediately.

It is intended that the Centre should comprise shops

for the display and sale of Swiss products such as watches, chemicals, precision machinery and instruments, textiles, wine, foodstuffs, etc., together with an information bureau for all questions concerning business with Switzerland, a first-class Swiss restaurant, exhibition rooms, display cases, conference rooms and a small private cinema for Swiss travel and feature films. Offices will also be available on the upper floors for Swiss firms.

The Swiss Bank Corporation wish to make the Centre as representative as possible and applications are invited from trade associations, individual manufacturers and business concerns in Switzerland who are interested in the sale or display of their products in Britain or in renting office space in the Centre.

All communications with regard to the proposed Centre should be addressed to:

Swiss Bank Corporation,
99 Gresham Street,
London E.C.2.

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