

GOOGLE BUYS BELL LABS BUILDING

—Pledges To Save The Planet And Turn A Profit

Google, the Internet search-engine giant, today announced plans to buy the historic building owned by Bell Labs in Holmdel NJ. Sergey Brin, cofounder of Google explained “We have wanted to expand our East-coast presence for some time now. The opportunity to acquire an architectural heirloom designed by a world-renowned architect to encourage innovation is very exciting to us. Bell Labs innovations are at the core of the Internet, and we are proud to be able to continue development here.”

Google, founded in 1997, employs nearly 20,000 people at its Mountain View California headquarters. Google has been identified several times as Fortune Magazine’s #1 Best Place to Work. They have locations in New York, and they see this Holmdel location as providing more space in a campus setting designed for innovation. In addition the location provides access to many talented former Bell Labs employees, a quiet suburban setting preferred by many, and proximity to Princeton University, Columbia University, Einstein Alley, and many other important intellectual centers.

The company’s unofficial slogan is “Don’t be evil”. One expression of this slogan is Google.org, their charitable arm. Its present mission is helping with global poverty, energy, and the environment. With acquisition of the Holmdel building this mission will expand to become the Center for Sustainable Technology Investment. Here world leaders in sustainable technologies, such as solar power and sustainable agriculture will gather to solve the greatest problems facing the world, as they identify long-term, pro-social investments for Google. Larry Page, cofounder of Google says “Studies show the potential for thermal solar power in Algeria alone is four times the world’s energy consumption. Imagine the remarkable implications of developing that potential. Reliance on fossil fuels can end, African countries can enjoy a new revenue source, pollution will be substantially cut, and global warming trends can be reversed. In addition, the smart investor stands to make billions of dollars. Google wants to be part of this bright future. We have the vision, the resources, the attitude, and the will to make this happen.”

Eero Saarinen, who also designed the Gateway Arch in St. Louis, designed the main building at the former Bell Labs site. The building was erected between 1959 and 1962 and was expanded in 1966 and 1985. It occupies a 472-acre site on Crawford’s Corner Road.

World-renowned landscape architect Sasaki, Walker and Associates designed the landscaping surrounding the mid-century modern building.

According to information from Preservation New Jersey, the site in Holmdel is eligible for placement on the National Register of Historic Places and already appears on the organization’s list of Top Ten Endangered Historic Sites in New Jersey. The site was vacated by Lucent in July 2007 and has been on the market ever since.