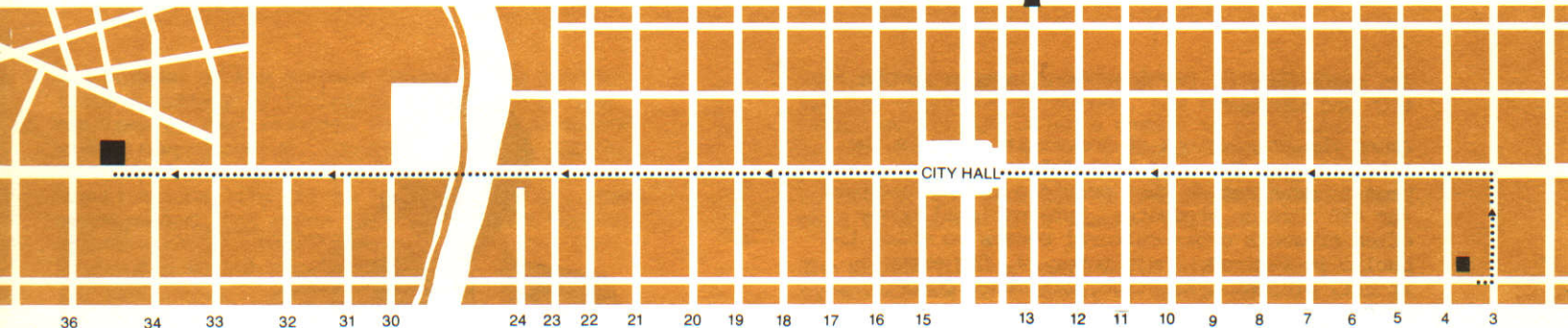


# The Cross-Town Express



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## University City and the University City Science Center— Exciting Places in Which to Work

With ISI's move to the University City Science Center close at hand, now's a good time for employees to learn about the Science Center and the surrounding environment of University City.

Some of us may regret leaving the excitement and bustle that our downtown location presently provides. But those who are familiar with the University City area will tell you that it is as pleasant and dynamic a place to work in as anywhere else in the city.

### University City— Philadelphia's "Left Bank"

University City is truly a city apart, a self-contained area that envies nothing that downtown Philadelphia might have. This part of town combines the old and the new, with modern office buildings rising amid residential neighborhoods of stately old brownstone townhouses. University City's trees and wide streets, along with its cosmopolitan cultural life, have prompted Philadelphia magazine to compare it to Paris' Left Bank.

University City has no hard and fast boundaries. It begins on the west bank of the Schuylkill River and extends westward to perhaps 44th Street. Its north-south boundaries run from a few blocks north of Market Street down to about Woodland Avenue. One reason why University City's geography is so ambiguous is that people who live just beyond its

fringes are beginning to identify themselves as residents of the area—a sure sign of University City's vitality and rising prestige.

### Conveniently Located

The area is easily accessible by public and private transportation. The Market Street El, along with several bus and trolley lines, connect University City to all parts of the city. Nearby 30th Street Station links it to the suburbs and the whole east coast. Less than 30 minutes away is Philadelphia International Airport. Those who drive find that on the east-west thoroughfares of Chestnut and Walnut Streets, traffic moves steadily, even at the height of the rush hour. And they are pleased by the ample parking available in private and public lots in the area.

### A Rich Diversity

The campuses of the University of Pennsylvania, Drexel University, and the Philadelphia College of Pharmacy and Science form the core of University City. These institutions attract a wide spectrum of large and small businesses into the area. They also attract people from all over the world who come to University City to work and to study.

This mixture of organizations and people results in an exhilarating ambience with an international flavor. The numerous restaurants of University City, for example, run the gamut from Middle Eastern to Greek to East Indian food. Or one can simply settle on a hoagie or a pizza for lunch. While you're on your lunch break, you'll want to check out the numerous specialty shops in the area. The move to University City puts you close to book stores, record stores, drug stores, and many other kinds of stores that sell everything from sporting goods to medical instruments.

University City also has ten museums, galleries, and permanent exhibits that are open to the public. There are movie theatres and a branch of the Free Library. A number of locations present the performing arts. You can attend a ballet at the Annenberg Center, 3680 Walnut Street, or you



can catch some of the best jazz in town at Dino's, 46th and Walnut.

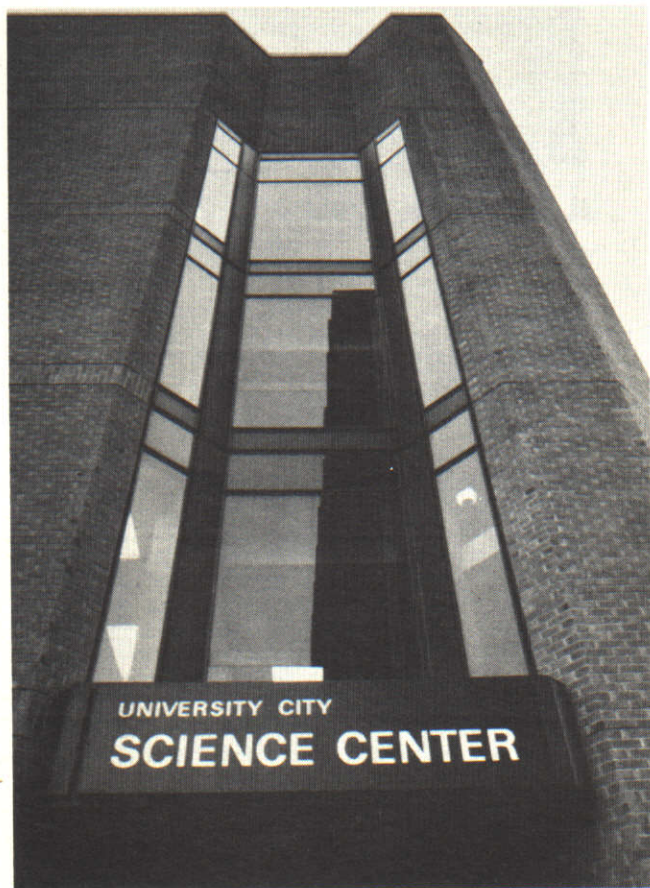
Among the attractions of University City is the International House of Philadelphia, a non-profit organization that provides living quarters for 450 foreign students. International House often presents cross-cultural events to which the public is invited. On October 14, for example, it will present a Scottish folk music concert. By the time ISI moves to University City, International House will present some of the world's finest films every Wednesday, Thursday, and Friday.

## **The Science Center: A Concentration of Technical Skill**

Within this refreshing part of town is ISI's new home, the University City Science Center. The Science Center, a non-profit corporation, occupies a 16-acre tract along Market Street from 34th to 39th Streets. Twenty-eight universities, colleges, hospitals, and medical schools own the Science Center. These joint owners, or member institutions, include Penn and Drexel, which hold the bulk of the stock.



Randall Whaley, President, University City Science Center, at Groundbreaking Ceremony for ISI Building



3508 Science Center



Monell Chemical Senses Center, 3500 Science Center



Founders' Plaza and Walkway



The purpose of the Science Center is to concentrate a variety of technical skills within its confines so that research problems can be solved with a comprehensive, inter-disciplinary approach. To fulfill this goal, the Science Center invites organizations like ISI to locate within it. Each organization that comes into the Science Center brings with it a particular expertise that enhances the talent pool.

To date, about 60 companies, research organizations, and government agencies have moved to the Science Center. For these resident organizations, the Science Center provides either rental offices, or, as is the case with ISI, helps make available land on which a company can erect its own building.

## A Cooperative Approach

Perhaps the strongest inducement for a company to become a resident organization is the Science Center's own 125-member staff of scientists and administrators. Since 1965, this multi-talented group has brought \$36 million in research contracts into the Science Center. At the present time, the Science Center staff performs

most of this research themselves. But whenever special expertise is needed, the resident organizations are given a chance to participate in the research. As the Science Center grows and attracts more work, the number of joint efforts should increase—including some which may need to draw on ISI's special skills.

The Science Center staff works with resident organizations in a number of other ways. Recently, one of the smaller resident organizations won a large government contract. The company was too small to handle all of the work, so it sub-contracted a piece of it to the Science Center staff. The staff also encourages resident organizations to enter upon joint ventures among themselves. It does this by providing frequent opportunities for these organizations to come together to exchange ideas. For example, those staff members who are responsible for managing the Science Center throw a party on the first Friday of every month, and all Science Center personnel are invited.

The Science Center staff also provides a number of services for the resident organizations, including access to the Center's conference facilities,



ISI Building, 3501 Science Center



printing and audio-visual equipment, and the facilities of Penn and Drexel for professional activities and recreation.

## Steady Growth

The Science Center began in 1965 with just a single building and ten employees. Its corporate revenues that year amounted to \$39,996. In 1980 the Science Center and its resident organizations will provide employment for 5,000 people, and corporate revenues will rise to \$6,000,000. The residents of the Science Center now include such organizations as the Executive Communications Center of Bell Telephone, the regional headquarters of the Otis Elevator Company, and Monell Chemical Senses Center. The regional office for the U.S. Department of Health, Education, and Welfare is also located in the Science Center. And there is more growth to come. When the Center is fully completed, it will represent an investment of \$240 million in new buildings and facilities. Eventually, the Science Center and its resident organizations will employ about 20,000 people.

In early 1980, the Science Center will begin construction of the World Forum for Science and

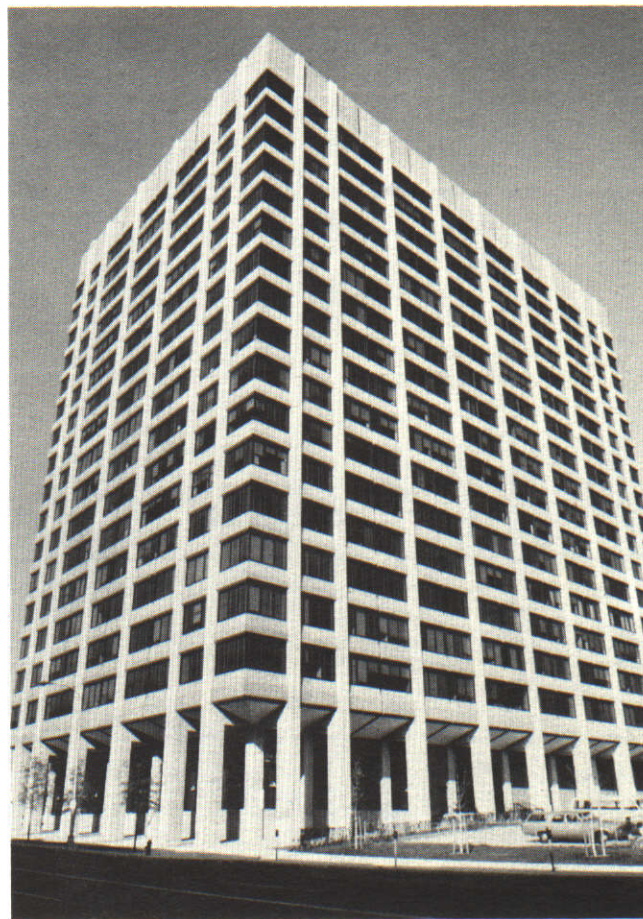
Human Affairs, a self-contained conference center. The World Forum will include hotel accommodations and parking space for 600 cars. This ultra-modern facility represents a capital investment of \$21 million. When completed, it will draw visitors from all over the world, giving ISI an opportunity to make new friends within the international scientific community.

## A Benefit to the Public

At a time when industry and jobs are leaving the older cities of the northeast for other regions of the country, the growth of the Science Center is putting Philadelphians to work and generating tax dollars for the city. Before the Science Center began operating in 1965, the land on which it now sits provided just \$105,660 in real estate taxes. This year, the Center will generate \$800,000 for the city. When finally completed, the Science Center will provide \$8,892,000 annually to the city in real estate taxes. ISI's new location in the Science Center will prove beneficial to the company, its employees, and to the community at large.



3624 Science Center



3535 Science Center (a next-door neighbor)