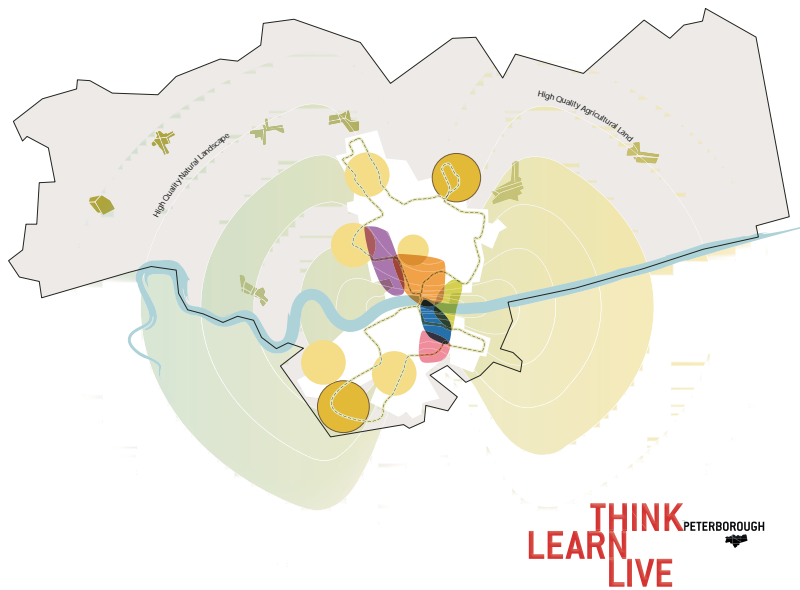


## The big picture (continued)

### The GreenPix – Zero Energy Media Wall

project involves wrapping an existing building on Xicui Road in West Beijing with what will be the world's largest permanent media wall installation. It is unique in integrating photovoltaic (PV) cells and LED lighting together on such a large scale. The media wall that we are creating with architects Simone Giostra & Partners will become an iconic landmark in this area of the city. We believe this is the first time that glass-laminated PV transparent modules and LED lighting systems have been integrated together in this way. This combination is also a showcase of emerging sustainability technologies. The system is essentially self-sustaining, with the energy output from the PVs exceeding that consumed by the lighting system. The design process was truly international, with team member locations spanning 13 time zones.



Peterborough city centre, in the UK, is in urgent need of regeneration. A multidisciplinary Arup team was commissioned by Opportunity Peterborough and Peterborough City Council to prepare an **Integrated Growth Study** to produce an overarching framework for regeneration and growth up to 2021. The study shows how plan preparation can be driven by sustainability while being methodologically transparent, robust, detailed, deliverable, and rooted in community consultation. Deliverable strategies for the comprehensive range of topics involved in fostering successful growth include 20,650 homes and 80 hectares of employment land, provision of social and community infrastructure, protected and enhanced environmental features, and phased programmes to deliver £140m in utility investment and £80m in bus network and transport infrastructure. The groundbreaking Sustainability Charter for Peterborough, which we developed, links the proposals into one overarching mechanism, sets out the key drivers for growth, and creates a monitoring system of unprecedented depth to measure and drive change. Our vision is in the process of being adopted as the official vision for the future of Peterborough.



The global economy's underlying supply chains can be kinked, distressed, diverted or even ruptured by events that are often unforeseen. These changes can result in a loss of efficiency, supply and business. The Arup solution, according to **Graham Bolton**, a director of our management consulting business, is to "take a step back and take some time to identify the future challenges facing a business. Of course you have to look at the big picture but you must also be able to focus on what is most important." Arup provides smart tools for **rethinking logistics** and analysing all the factors affecting the global supply chain, enabling companies to measure their progress and plan ahead.