

**SIEMENS**

*Ingenuity for life*

# Siemens Historical Institute

Managing the present, shaping the future –  
with our own history as a foundation

[siemens.com/shi](https://www.siemens.com/shi)



**“There is powerful  
magic in the  
words ‘I want,’  
if it is meant  
in earnest and if  
there’s conviction  
behind them!”**

**Werner von Siemens**  
1816–1892



Siemens

Welcome to the

## Siemens Historical Institute!

The only way to master the present and shape the future is to know one's own past – that's the understanding behind our work. As part of a communications team that operates worldwide, we have the task of documenting the diverse history of our technology company, founded in Berlin in 1847, as well as researching that history and making it accessible to a broad target audience.

Werner von Siemens endowed his company with a fundamental attitude: "There is powerful magic in the words 'I want,' if it is meant in earnest and if there's conviction behind them! Of course, one may not dread impediments and diversions and may never lose sight of the objective for a single moment."

In accordance with this, the Siemens Historical Institute bridges the gap between the history of Siemens and its present and future. We focus on the continuity in our history and we openly and transparently point out discontinuities and disruptions. By continuously examining aspects of our history through new and different lines of questioning and communicating them clearly, we deliver answers from our history, offer orientation, and create identity – for our employees as well as for our customers, scholars, the media, and the general public. And that is why the intensive dialogue with these target groups is particularly important to us.

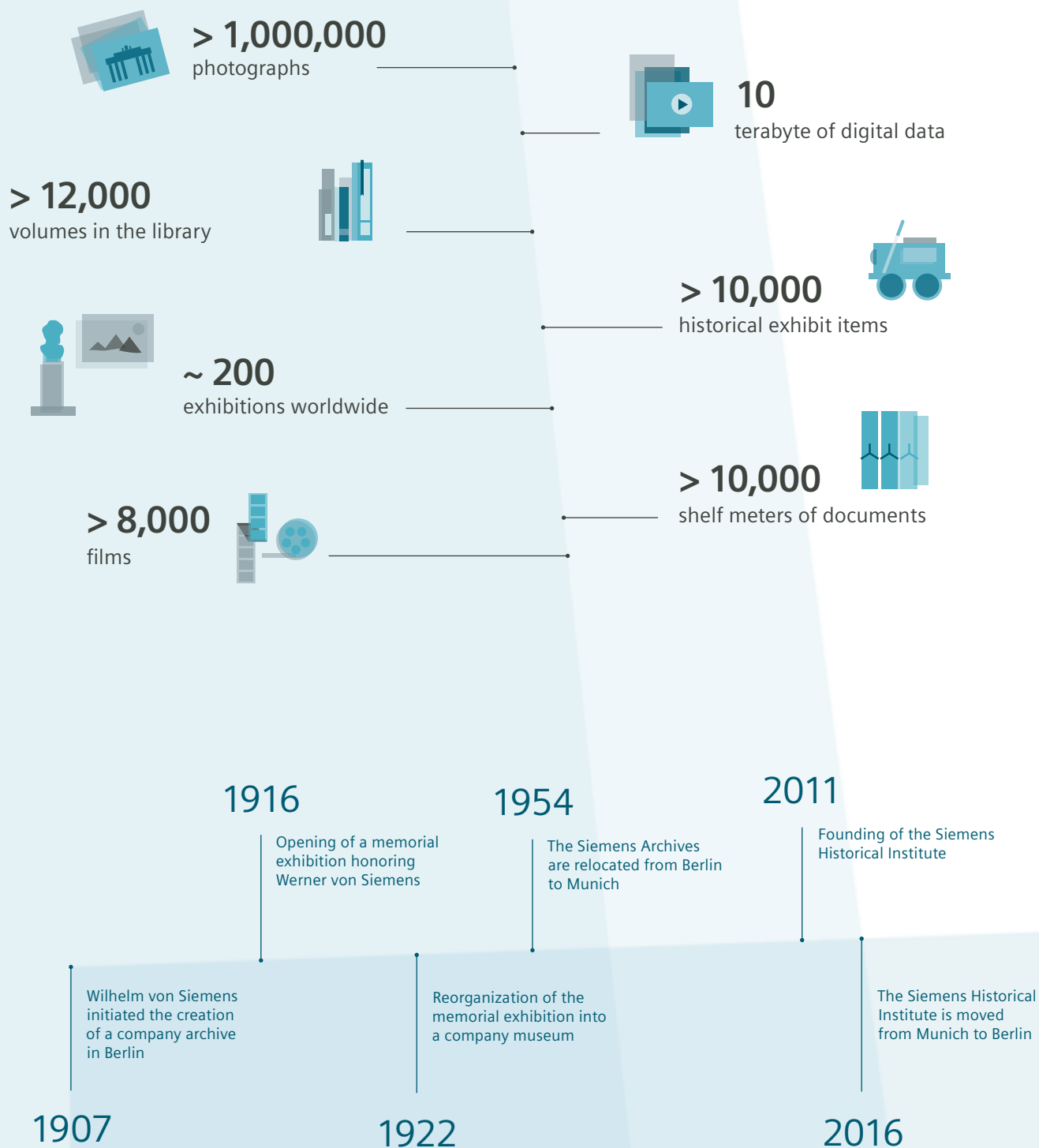
Our tradition and heritage are a source of inspiration for the present and for the future. They have led customers throughout the world to associate the Siemens name with such features as innovative, committed to quality and customers, international, crisis-tested, adaptable, and responsible. The interaction of these characteristics has made Siemens the company that it is today. And with these as the foundation, Siemens is ideally positioned to also successfully shape the future and to actualize that which is important.

In these pages we'd like to invite you to get to know the Siemens Historical Institute better. We hope you'll enjoy reading this brochure.

**Dr. Johannes von Karczewski**

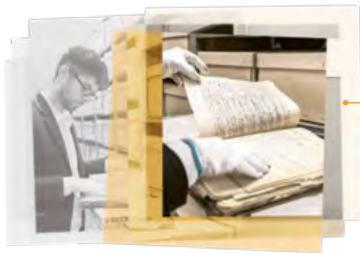
Head of Siemens Historical Institute

## Facts and figures at a glance



# Our tasks and our goals

As part of a communications team that operates worldwide, we help position Siemens as a thought leader by bridging the gap between the past, the present and the future. We work with well-known partners from academia and practical research to present the company's economic, technical, and social development, portraying it consistently with the highest scholarly standards. In this way we provide answers from history, offer orientation and create identity. Our work concentrates on three general areas of activity:



## Archives

We reinforce the company's memory by safeguarding, revealing, and analyzing historically and legally relevant information.

## Communications

We are keeping the history of Siemens alive and vivid by telling our story using a variety of different media.



## Exhibitions

We conceive and produce exhibits on historical and current topics thus connecting the past, present, and future.



For your academic research project our archives provides you with around 10 kilometers of written documents, 12,000 books, 1 million photos, 8,000 films, and more than 10,000 historical exhibit items.



# Our archives

The source and foundation  
of our success

Siemens maintains one of the largest, most renowned corporate archives in the world. Founded in 1907, we are the memory of Siemens. We have the task of documenting and disseminating knowledge about the history and development of this technology company. We safeguard, lay open, and analyze valuable written documents, photos, films, and products from the history of Siemens AG and its predecessor companies.



Photography brings history to life – there are roughly 1 million historical images in our continuously expanding collections.

#### Our archives

**“Our tradition and heritage are a source of inspiration for the future.”**

**Nathalie von Siemens, great-great granddaughter of company founder Werner von Siemens**

Our extensive holdings and collections emphasize documents from the Supervisory Board, Managing Board, and central corporate units. These sources are the foundation for all our historical work. Without them, it would be impossible to trace the main events, processes, and contexts for the company as a whole. Legal questions are just one of the many reasons why it's so important to reconstruct historical developments reliably.

#### **Contacts for all questions about the history of Siemens**

As experts in technical, business, and social-history topics related to the company, we view ourselves as contacts for

all questions about the history of Siemens. We support the company's communications and sales activities and help researchers and journalists in gathering information.

The Siemens Historical Institute currently holds about 10,000 meters of shelf space filled with written sources—including business correspondence, minutes of meetings, and company reports, price lists, brochures, printed matter, employee and customer magazines, drawings, maps, and much more. These are joined by an increasing number of documents like circulars and press releases that reach us exclusively in digital format.

## Impressive examples from our history

Since 2007, we've also digitally archived complete Siemens websites. The collection of stored information and documents has now reached more than 10 terabytes. Our constantly growing collections include about a million historical pictures, including 150,000 precious glass slides as well as recordings of various speeches by Siemens representatives. About 8,000 industrial, business, and promotional films illustrate the history of electrical engineering and electronics from the 1930s to the present.

Our collection of exhibits currently holds more than 10,000 historical objects. That gives us a well-filled treasury of Siemens technology, starting with reconstructions of the pointer telegraph of 1847 and the first Siemens electric car from 1905 – the “Electric Viktoria” – as well as the legendary first Siemens radio of 1924, and extending all the way to the first Siemens PC. The extraordinary collection is rounded out with impressive examples of products in energy and drive technology, and of course also signposts from our past as a leading provider of radio technology and telecommunications products, including mobile telephones. ←

### CONTACT FOR ARCHIVES

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## The pointer telegraph – symbol and expression for the power of innovation that has characterized Siemens since its beginnings

From the very beginning, Siemens has been defined by its power of innovation. It begins with the decisive development and commercialization of the pointer telegraph, and the resulting revolutionary acceleration of communications technology. The invention of the dynamo machine followed shortly thereafter and laid the cornerstone for electrical engineering. It continues to be seen today in innovations like MindSphere, an operating system for the Internet of Things.

From the very start, the company has focused its attention on key technologies and turned them into market-ready products. Over the years, the key players in this story combined scientific curiosity with entrepreneurial action to turn Siemens into a major corporation that sets standards in many fields and masters the entire value chain of electrification in a way that few others can. During this time, one special aspect of Siemens has been the company's ability not only to change itself, but also to shape the world around it.

# Our communications

Keeping the history of  
Siemens alive and vivid

Siemens has a long, successful history that serves as the focus for the Siemens Historical Institute's publications and projects. We make sure that Siemens' history stays alive and vivid, within the economic, political, social, and technological setting of each era.





Our library offers more than 12,000 volumes—a rich source of knowledge, which we are continually expanding with publications about the history of Siemens.



Our actual show demonstrates how the Siemens Historical Institute lives up to its goal of presenting the Siemens history using a broad range of media.

#### Our communications

**“The work of the Siemens Historical Institute is a stroke of luck for corporate history research.”**

Prof. Dr. Johannes Bähr,  
Johann Wolfgang Goethe University,  
Frankfurt am Main, “Werner von  
Siemens” biographer

Topics are as diverse as history of Siemens itself. They include biographies, presentations of specific questions of corporate and technological history, general discussions, and complete chronicles of operations in particular countries. Depending on the topic and audience, the results of research appear in books, articles, or lectures, as well as digital products. We conceive and produce projects with outside scholars, archives and museums, creative agencies, authors, and journalists to suit each topic, medium, and audience.

#### Company history – presented in a modern way

A few concrete examples will show how that works. In 2011, the Siemens Historical Institute first published the company founder’s autobiography as an iPad app, telling his story in eight exciting, intriguingly formatted episodes. The app attracted attention to the electrical pioneer’s life and work from new audiences worldwide, and

won several awards, including a Bronze Lion in June 2012 at the Cannes Lions International Festival of Creativity. A year later, we produced an audio book on how Siemens brothers Werner, William, and Carl laid the transatlantic cable. The exciting adventure centered on the dramatic cable-laying events of 1874/75, placing the listener on board the cable steamer “Faraday,” experiencing events as they happened.

Concurrently with these two multimedia projects, Berlin historian Dr. Martin Lutz was preparing a biography of the youngest of the three Siemens brothers. The widely read book was published by Munich’s C.H. Beck Verlag early in 2013 under the title “Carl von Siemens 1829–1906: A Life Between Family and World Firm.” In 2014, Deutscher Kunstverlag published the highly regarded photo book “Age of Electricity” focusing on photos from the pioneering era of heavy-current technology.

It includes impressive photos of the process of building various power plants, railways, industrial installations, and telephone facilities and supplying them with electrical equipment—highlighting how Siemens helped electrify infrastructure and everyday life worldwide from the 1880s to the early 1930s.

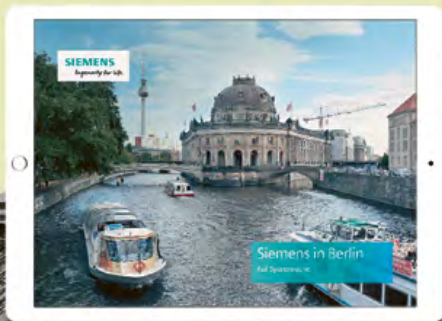
In 2016—just in time for Werner von Siemens' 200th birthday—C.H. Beck Verlag published the company founder's long-expected scholarly biography by Prof. Dr. Johannes Bähr. The birthday year was a communications festival in all regards. A major ceremony in Berlin, a web feature, social media appearances and lectures—practically every medium offered something that presented the occasion's honoree and the story of the founding of Siemens to a broad public.

### New website, new biographies

Many other projects are under way at present. For the company's 170th birthday, we took our Siemens History website online with new content, a new design, and new insights into various aspects of the Siemens story. In 2018, with a new edition of the "Siemens Entrepreneurs," the complete history of the technology company, from 1847 to 2018, will be explored in the form of individual biographies. In 2019, the portrayal of the founding generation of Siemens will be completed with a biography of Sir William Siemens, carrying us a major step toward the next important milestone in 2022: the 175th anniversary of Siemens. ←

### CONTACT FOR COMMUNICATIONS

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### "Berlin app" project

To celebrate the 100th anniversary of the switch-gear plant in Siemensstadt, the Siemens Historical Institute has released the "Siemens in Berlin" app. Experience the history of one of Berlin's oldest production facilities, from its origins all the way to today. But the app offers far more: It brings to life a total of 10 historical Siemens sites, some of which are still standing today in the company's founding city—from Werner von Siemens' villa in Charlottenburg to the world's first trolley bus on its test run in Halensee on today's Kurfürstendamm. Start from the Television Tower on Alexanderplatz and take a tour of major Siemens locations in Berlin.



"Siemens – Ingenuity for life" – the title of the exhibition in the new Munich company headquarters is both content and program.



# Our exhibitions

Experience the  
past, present,  
and future first-hand

Conceiving and producing exhibits on historical and current topics, thereby positioning Siemens as a thought leader – that is the final area of our work.



Carefully selected exhibits at “The Spine” in the Munich headquarters building bring Siemens’ long history of shaping technology to life.

#### Our exhibitions

**“He who performs best will always take first place, and I always prefer advertising by performance to advertising by words.”**

**Werner von Siemens in a letter to Eduard Rau, January 18, 1876**

Siemens appears in historical and current-events exhibitions, showrooms, and experiential environments all over the world. We support the company’s communications activities by either developing exhibitions on our own initiative or cooperating with other departments in conceiving and producing similar projects.

In addition, we are responsible for the showroom “Ingenuity for life” at Siemens headquarters in Munich. Representatives from politics and business, customers, employees, and the interested public have the opportunity to experience Siemens in an entertaining way – through the past, the present, and future.

#### Long tradition

The Siemens Historical Institute also furnishes historical items for exhibitions on the history of technology and culture. That enables us to make Siemens a presence anywhere museums or exhibitions address the history and development of electrical engineering and electronics. We have a long tradition in such work: The exhibit at Siemens headquarters in Munich, the successor to the SiemensForum, looks back on a history of 100 years, making it the oldest company museum in Germany. ←

#### CONTACT FOR EXHIBITIONS

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Siemens exhibition in Shanghai: Experience the history of Siemens while learning first-hand how the company is shaping the future in the areas of sustainable energy, intelligent infrastructure and the future of manufacturing.



Exhibition "Werner von Siemens – 200 Years of Inspiration:" Take a look at the company founder in all his facets.



SiemensForum Munich: experience milestones of Siemens history.

## Exhibitions worldwide

We produce and support exhibitions on diverse topics, worldwide, for anniversaries, trade fairs, and events. Here you can see a few examples from the last years that show how we are making the past, present, and future of Siemens tangible:

2007

Showroom SiemensForum Beijing

2008

Exhibition Media Summit London

2009

Special exhibition  
"Vision CO<sub>2</sub>-free Munich"

2011

Showroom SiemensForum Shanghai

2011

Exhibition MedMuseum Erlangen

2012

Exhibition Foyer Headquarters Munich

2013

Event 170 Years Siemens U.K.

2015

Event 120 Years Siemens Spain

2015

App Siemens exhibits at  
Deutsches Museum Munich

2016

Foyer Middle East Headquarters Abu Dhabi

2016

Exhibition "Werner von Siemens –  
200 Years of Inspiration" Berlin

# What we offer – what you can find

Whether you're a Siemens employee, a journalist, a researcher, or an interested customer – the Siemens Historical Institute offers you ways to learn about the history of Siemens, and thus about a company that has played an impressive role in the technological development of Germany, Europe, and the world over the past 170 years.

How does Siemens differ from other companies? What's special and unique about this company that dates back to 1847? What are its values and guiding principles? Our work provides answers to these questions and thus adds significant value for our most important target audiences:

## Customers

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Customers are looking for partners whose histories offer persuasive arguments. In an era of constant change, innovativeness, a commitment to quality and customers, internationality, crisis-tested strength, adaptability, and a powerful sense of responsibility are cornerstones of customer loyalty. Illustrating these features throughout a company's history builds trust and enhances competitiveness.

## Employees

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Conveying our history builds a sense of identity and esteem. That gives rise to a feeling of community that makes us distinctive and unique. Positioning one's self within the continuity of the history of Siemens builds ties to the company, heightens one's own understanding of what we do, and creates a sense of pride.

## Media

The media want a fast source of information about Siemens and its past. We deliver that, with the right focus, with precise preparation, and with a sound foundation of knowledge – and “just in time.” Maintaining a steady, intensive exchange with journalists, media representatives, and multipliers gets our company heard emphatically in a fast-paced age.

## Products and services:

### → Documents, photos, films, and exhibits

We provide around 10 kilometers of written documents, 12,000 books, 1 million photographs, 8,000 films, and more than 10,000 historical exhibits for scholarly research.

### → Information, fact checking, lectures, and articles

We supply data, facts, and background information, thus making sure that Siemens history stays alive and vivid – with the right focus, with precise preparation, and bases soundly on knowledge.

### → Scholarship

Are you working at a project on business, economic, or social history or the history of technology? Our experts will be happy to support you with help and advice.

### → Siemens History Site

Are you interested in the history of our company, the pioneering technology, or the people behind the story? Find out more at [siemens.com/history](https://www.siemens.com/history).

### → Legal certainty

Our extensive holdings of legal documents and records from the Siemens history can help clarify facts in legal disputes.

### → Loans

Would you like to borrow exhibit items about the history of Siemens for your own exhibition? Please contact us directly.

### → Consulting

Do you require consultation about a topic relating to the history of Siemens? Please feel free to contact us anytime. We will be pleased to help you.

## The public

Stories draw an audience. We tell our story authentically and bring our history to life – whether in digital or analog form, through websites, social media, books, or lectures.

Establishing and maintaining a dialogue is possible only for thought leaders who know and respect their own past.

## Scholarship

Scholarship promotes progress. Our work provides stimuli, initiates research, and permits a knowledgeable, critical analysis of the company's eventful history. Maintaining a dialogue with scholarship provides new insights and discoveries, and sharpens the focus on the future.

**“Our  
responsibility  
for the future  
is founded on  
our past.”**

**Joe Kaeser**  
President and CEO,  
Siemens AG




### **Questions? Comments?**

#### **We'd be happy to hear from you.**

Here's how you can reach the team  
at the Siemens Historical Institute:


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 [siemens.com/history](https://www.siemens.com/history)

### **More information**

For additional current information,  
as well as directions, visit:

 [siemens.com/shi](https://www.siemens.com/shi)

Please give us some advance notice before  
visiting our archive so we can prepare for your  
work in the best possible way.

### **Concept and design**

Siemens Historical Institute in cooperation  
with hw.design, Munich

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