



project file

**Journey Through Time
Museum Installation**

Standard Chartered Bank
1 Alderbury Square
London EC2

Journey Through Time

A walk in the history of Standard Chartered

Celebrate more than 150 years of our history around the world.

Travel from the Bank's beginnings in the middle of the 19th Century to the present day and along the way see how our history relates to world events.

Get a flavour of our background and development through the narratives and many displays that surround you. Enjoy the treasures that symbolise the rich culture of our communities.

Gain an appreciation of Standard Chartered's heritage and understand how our values have defined the culture of this great organisation. Join us as we build for the future. Enjoy...

- 1853 - 1900 Building the Foundation
- 1900 - 1969 Developing the Business
- 1969 Standard Chartered is Born
- Beyond 2000 Standard Chartered in the 21st Century

Pioneer tents, Salisbury, Rhodesia (Zimbabwe)

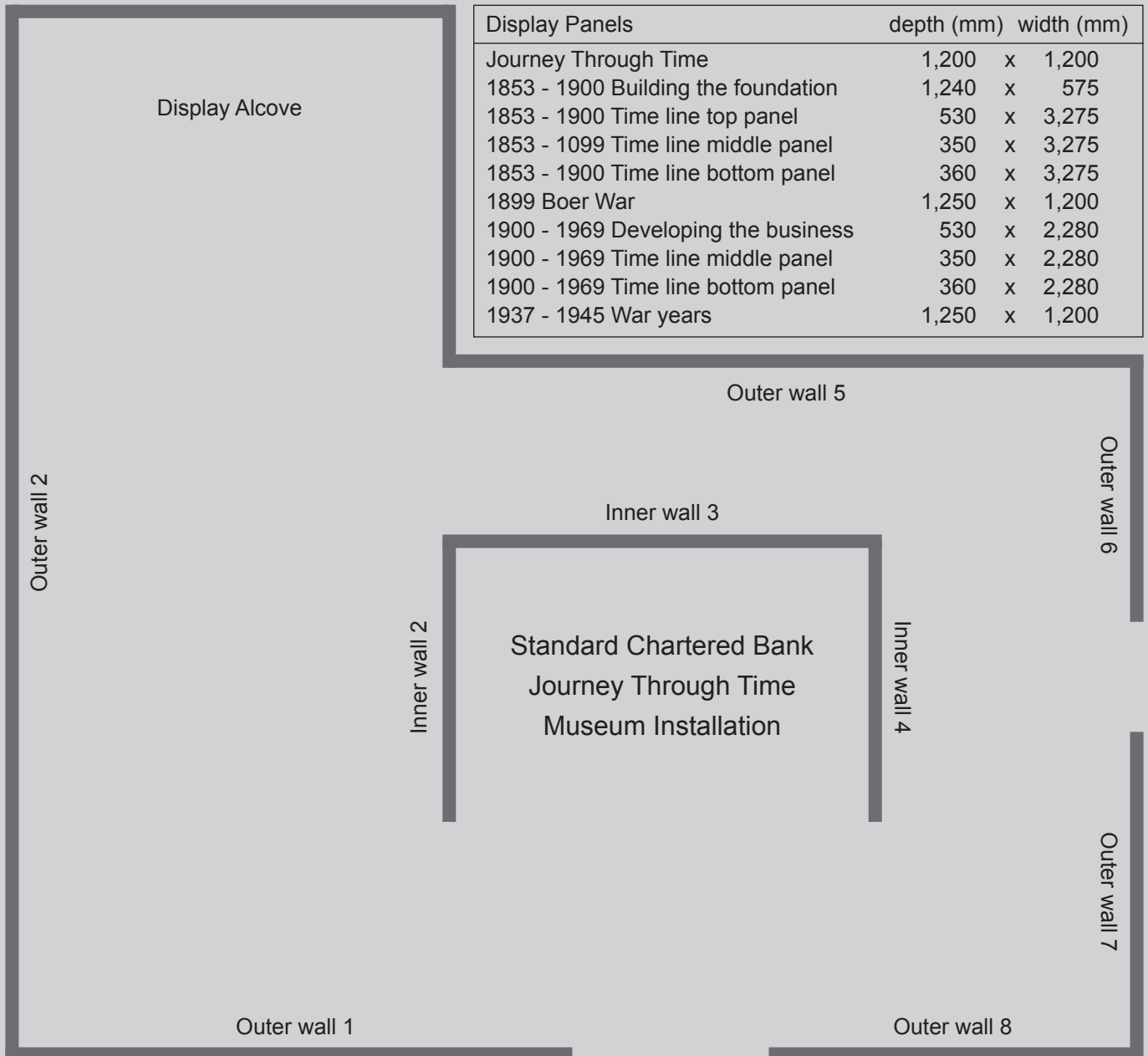
1853 - 1900 Building the Foundation

Standard Chartered is the resulting success of pioneering perseverance by the founders of the Standard Bank of British South Africa, John Paterson and the Chartered Bank of India, Australia and China, James Wilson.

John Paterson

James Wilson

STANDARD BANK CHARTERED BANK 1853
Bank received its Royal Charter



The Standard Bank of British South Africa

John Paterson, a successful merchant who had emigrated to South Africa, established the Standard Bank in 1862. This action created what is now the oldest bank in Africa south of the Sahara, whose first branch opened its doors in Port Elizabeth in 1863.

Standard Bank expanded from this first branch in 1862 to 15 branches by 1864. Between 1864 and 1870, South Africa suffered drought and the collapse in its main export, wool. With the discovery of diamonds in 1867 and the resulting improvement in

the economy, Standard Bank's growth resumed and by 1869 it was operating 17 branches.

1877 saw the Bank operating 34 branches including its first within the Transvaal in Pretoria, the capital. This was also the year gold was discovered in South Africa and, once again, the Bank played a leading role in the development of that industry.

The Bank's growing wealth during the 19th Century was built upon links with these newly-discovered

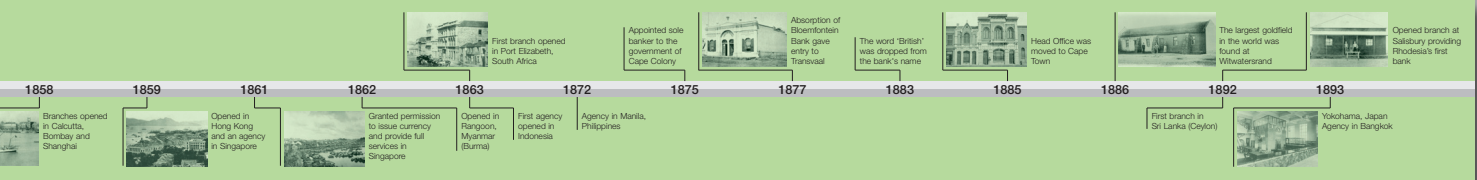
diamond and gold fields and as a result its fortunes were closely connected with developing South Africa states.

By the 1890s, Standard Bank was a success in South Africa and counted the influential Government of the Transvaal among its prestigious client list.

Steady growth through to the middle of the 1930s saw expansion outside the Cape and Transvaal. One focus was the newly-formed state of Rhodesia,

named after Cecil Rhodes, one of the Bank's noted customers. By 1896 Cape Banknotes, issued by Standard Bank had become legal tender in Rhodesia.

The late 1890s were difficult times in South Africa. National disturbances and fluctuating fortunes combined with political tensions between the British and the Boers of the Transvaal, ultimately led to war in 1899. This impacted significantly on the Bank and it was not until the end of the Boer War in 1902 that the Bank was able to resume business.



The Chartered Bank of India, Australia and China

James Wilson, a hat-manufacturer and astute businessman was the driving force behind the Chartered Bank. He also founded the Economist.

In 1842, China opened its ports to foreign merchants and in 1858 Japan emerged from isolation to re-establish contact with the West. These two events provide a rich market for entrepreneurs and the Chartered Bank was one of the first to provide banking services in the Far East.

Despite its name, the Chartered Bank was never granted permission to carry out banking in Australia. It received its Royal Charter in December 1853 and subsequently opened for business in Calcutta in 1858. The 1858 Shanghai branch opening makes Standard Chartered Bank the oldest foreign bank in China.

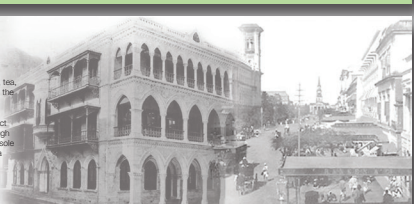
The Suez Canal opening in 1869 stimulated a rapid growth in trade between East and West. The

Chartered Bank did much to further commerce, particularly in the Indian tea trade and by the 1890s was recognised in the community as an important institution worthy of respect.

By the 1890s Hong Kong had become the third port, after London and Liverpool, in the British Empire and the commercial centre for the Far East. In 1895 the Bank's branches in Hong Kong and Shanghai were firmly established and held in high esteem by the

Eastern mercantile community. By the late 19th Century the Bank was supporting trade in cotton, tea, sugar, coffee, tobacco and, maybe surprisingly to the modern view, opium.

Despite fluctuating fortunes due to variable product demand from the West, the Bank flourished through steady management. By 1894 the Bank was the sole survivor of the old Chartered East India and China Banks. It was in a sound position to face the challenges of the new century.



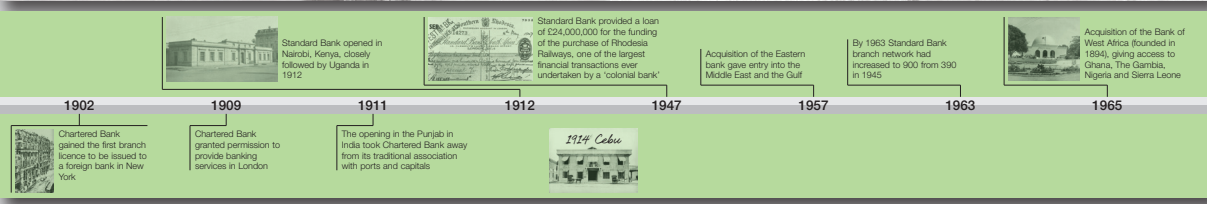
INSTALLATION - OUTER WALL ONE



INSTALLATION - OUTER WALL TWO

1900 - 1969 Developing the Business

In the first 50 years both the Standard and Chartered banks continued to grow in importance and expand their operational territories. Neither bank was immune to some of the tumultuous events of this part of the 20th Century.



1969 Standard Chartered is Born

1969 is the founding year of Standard Chartered Bank, a result of the merger of the Standard and Chartered banks.



On the same year of the merger in 1969 the world also witnessed a number of significant events, including the first moon landing, the first flight by Concorde, the first Woodstock and the introduction of the 50 pence coin.

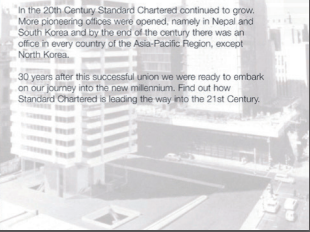


It was clear by the 1960s that smaller banks were unlikely to survive in the modern banking world. The Standard and Chartered banks looked to be an ideal partnership for a merger - two banks of a similar size, operating in relatively limited geographic markets, little country overlap. The Standard Bank provided a domestic banking system in the territories in which it operated, whereas the Chartered Bank was an exchange bank, with its main focus on the financing of trade. An accumulation of all these reasons strengthened the appeal of a merger.

The new company was initially called the Standard and Chartered Banking Group, Limited and was listed on the London Stock Exchange on 31 January 1970. The two halves operated separately for a number of years due to the enmity of the banks in uniting them.

In the 20th Century Standard Chartered continued to grow. More pioneering offices were opened, mainly in Nepal and South Korea and by the end of the century there was an office in every country of the Asia-Pacific Region, except North Korea.

30 years after this successful union we were ready to embark on our journey into the new millennium. Find out how Standard Chartered is leading the way into the 21st Century.



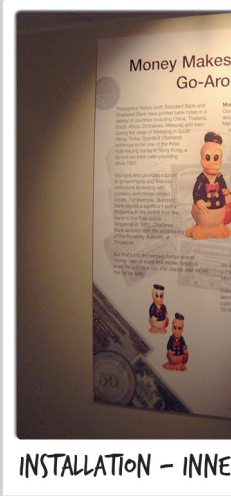
INSTALLATION - OUTER WALL FIVE



INSTALLATION - DISPLAY ALCOVE



INSTALLATION - INNER WALL TWO



INSTALLATION - INNER

Gold

In early 1871, a digger presented slabs of gold to the Standard Bank at Kimberley, one of the first indicators of the presence of gold in the Transvaal. Further finds in 1873 led to the establishment of the Pilgrim's Rest mining camp and after careful evaluation of the prospects for the Bank, a branch was opened nearby at Lydenburg in 1877.

More valuable fields were identified over the next few years, with the Bank continuing to support them but the best was yet to come.

In February 1886, 61 ounces of gold were sent into the Standard Bank branch in Pretoria. Although only a small amount, this represented a milestone in the history of gold mining, as it had been obtained through a new method of dry extraction.

Later that year in September, Witwatersrand, the world's greatest goldfield, was discovered and opened to the public. Again Standard Bank took advantage of this opportunity and, in October of that year, was the first to set up business on the field, in a tent. The resulting business was so good that it soon led to the Bank's first branch in Johannesburg.

Between 1886 and 1895 the Transvaal was the world's second largest producer of gold and by 1895 one quarter of the world's gold was being produced in South Africa. Over half of this gold output passed through the Standard Bank on its way to London. The Bank used a special gold wagon, pulled by 8 white horses to take the gold from its branch in Johannesburg to the station. This must have been an impressive sight.

Witwatersrand Gold Facts

- 1 million tonnes of Rand ore yields about 12.1 tonnes of gold
- To produce one single fine ounce (=31.104g), 3.35 tonnes of ore, 5,440 litres of water, 572 kilowatt hours electricity, 12 cubic metres of compressed air, lots of dynamite and tonnes of chemicals are used
- The Western Deep Level Mine, with its shafts of depths to 3,900 metres, is one of the deepest in the world
- Temperature within the mine rises by 1 degree every 33 metres descended
- Air is cooled down to 32 degrees, but the workers have to cope with almost 100 percent humidity

1898, First Gold, Geelong mine, Rhodesia

The Gold Wagon

Diamonds

1867 marked the discovery of diamonds in South Africa, including the 'Star of South Africa', a 47.89 carat diamond, in 1869. Thousands of people from around the world flocked to the region, hoping to 'make their fortune'. With them they brought goods and money, opening up a new banking opportunity for the Standard Bank which established its first Kimberley Mining Branch in 1870. Situated on the Rand fields, it provided easy access to funds for the 10,000 diggers who operated there.

However by 1874 the fields had been overworked and the prospect of finding diamonds had deteriorated. Many of the diamond companies that were established during the boom went out of business. One of the two surviving companies was DeBeers which is still established today and has close links with the Standard Bank.

Over time, new fields opened up, particularly at Kimberley. A branch which opened there in May 1877 became the main bank for the miners.

Over the next 20 years business continued and remained secure despite the continuous fluctuations of the diamond trade. The largest single deposit made during this time was in September 1883, by DeBeers. It was for the sum of £5,338,650, which is still a considerable amount today. Standard Chartered continues to enjoy a close relationship with DeBeers.

Perhaps the most exciting event in this association between the diamond industry and the Standard Bank came in 1905 with the discovery of the Oullin Diamond. At over 3,000 carats, it was the largest diamond ever found. This was displayed at the Johannesburg branch before being sent to London, where it was cut into 9 pieces, which now form part of the British Crown Jewels. The largest of the 9 is the 'Star of Africa', weighing 630.2 carats, which is still the largest cut diamond in the world.

1874 De Beers deposit slip

Plan showing the relative positions of all 'lodgings' in Kimberley Mine

1897 Kimberley, South Africa



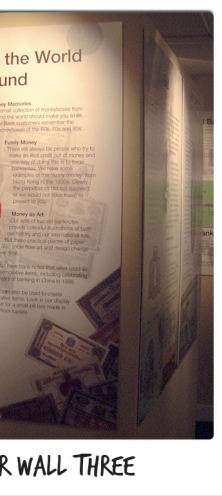
INSTALLATION - OUTER WALL SIX

Display Panels	depth (mm)	width (mm)
1969 SCB is born	1,250	x 1,150
Gold	1,250	x 925
Diamond	1,250	x 925
Money makes the world go around	1,250	x 890
Leading the way	440	x 1,500
Our runners	1,570	x 1,100
Marathon runner and sash (cut out)	1,830	x 1,200

Leading The Way Standard Chartered International Marathons

In 1997, Standard Chartered sponsored Hong Kong's first Standard Chartered Marathon - a cross-border race from Hong Kong to Shenzhen, China. This inaugural route was chosen to symbolise the return of Hong Kong to mainland China rule on 1 July 1997. Over 1,000 runners participated. By 2004, the Marathon had become an international success, with more than 24,000 participants.

The Bank has also introduced the challenge of marathon running to Singapore (2002), followed by Nairobi, Kenya (2003) and Mumbai, India (2004). In 2005, Dubai, UAE will be added onto the circuit. These events have fostered closer ties between the Bank and our communities. They also reflect our commitment to make a difference in the communities in which we operate.



OUTER WALL THREE



...rilled that staff from around the world
...terred staff members competing in the
...runners their success represents
...two of our proud achievers.

Another remarkable runner is
Wong Kin Kan who has been
blind since birth. Guided by
the support and training from a
few employees and friend
Alan Boulanger, a keen runner,
Wong participated in the 10km
section of 2003 race. He had
been disappointed not to
participate in 2002, due to an
accident whilst training. Alan
participated in the full race, so
Wong was supported on the
day by Ruth Nadezer, another
colleague.



Both finished and, despite
exhaustion, were exhilarated
by their success.

They are an inspiration
to us all.

Kenyan runner **Thomas Muposi Kaman,**
winner of the 2004 Standard Chartered
Hong Kong Marathon



Our Runners

We do not just sponsor the race but are thrilled that staff from around the world also participate, with 1,200 Standard Chartered staff members competing in the 2004 Hong Kong event! For many of these runners their success represents a great personal achievement. Read about two of our proud achievers.

Axon Rukadza from Zimbabwe has a particularly impressive record. In 2000 he was the Best Male Staff Marathon Runner (coming 45th in the race overall) and in 2003 he was the first staff member to finish.



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Life size runner and finishing tape digitally printed onto 1mm Foamex PVC, laminated onto 3mm aluminium, CNC cut to shape, with strut on reverse and floor fittings.

Standard Chartered in the 21st Century

Our brand is at the heart of everything we do. It represents what we stand for and what we believe in.

Not many companies survive 150 years. Fewer still have such a rich and varied history. Standard Chartered is an institution unique in our heritage and ambition for the future. In 2002, a new brand identity was introduced to symbolise the Bank's partnership and commitment with our stakeholders - our people, customers, shareholders, regulators and the communities we operate in. Meet and talk to the remarkable people who make up our staff all over the globe. Experience the energy and momentum of a Bank that is leading the way in Asia, Africa and the Middle East. Share our ambition and belief in making a difference in our world today.



Standard Chartered

The old logo above has been improved to further support Standard Chartered's aspiration to become the World's Best International Bank, leading the way in Asia, Africa and the Middle East.



Values

The values of the Bank have influenced our evolution and determined our current success. How will our values serve us in the years ahead? They define us and inspire us. They make it possible for Standard Chartered to become the World's Best International Bank.

Responsive

We are good on our word. We are accessible whenever and wherever you need us. Not only do we strive to deliver solutions, we also aim to exceed your expectations.

Trustworthy

We respect you, and the life you live. By understanding your needs and tailoring the right financial solutions for you, we earn your trust.

Creative

Creative thinkers are not limited by convention. They allow their minds to soar beyond predictable solutions. That's how we approach each challenge posed to us, which is why we base our products and services on ideas that are innovative, perceptive and instinctive.

International

We understand the balance between global and local. You trust us to be established and internationally networked, while at the same time sensitive to your individual needs. Our strong network across cultures helps us to build stronger relationships based on ideas, not formulae.

Courageous

A commitment to being there for you, our key stakeholders, in good times and bad. We help you achieve your aspirations by guiding you towards the right choice, not just the easy one.



INSTALLATION - INNER WALL FOUR



INSTALLATION - INNER WALL FOUR

Leading the Way in Asia, Africa and the Middle East



Today Standard Chartered employs over 30,000 people in more than 500 locations and over 50 countries in the Asia Pacific region, South Asia, the Middle East, Africa, the United Kingdom and the Americas.

We are one of the world's most international banks, with a management team comprising 70 nationalities.

The Bank is a specialist in Asia, Africa and the Middle East - markets that will almost

certainly dominate the global economy in the coming decades.

We are an institution aware of our own past, certain of our own character and sure of our future.

We have made a real commitment to our people, shareholders, customers, regulators and the communities we operate in - and we will deliver.

strategic intent	The World's Best International Bank <i>Leading the Way in Asia, Africa and the Middle East</i>				
brand promise	The Right Partner				
values	Responsive, Trustworthy, Creative, International, Courageous				
approach	Participation Focusing on attractive, growing markets where we can leverage our customer relationships and expertise	Competitive Positioning Combining global capacity, deep local knowledge and creativity to outperform our competitors	Management Discipline Balancing the pursuit of growth with firm control of costs and risks		
commitment to stakeholders	Customers Passionate about our customers' success, delighting them with the quality of our service	Our people Helping our people to grow, enabling individuals to make a difference and teams to win	Communities Trusted and caring, dedicated to making a difference	Investors A distinctive investment delivering outstanding performance and superior returns	Regulators Exemplary governance and ethics wherever we are

Making a difference in our communities Seeing is Believing



Seeing is Believing was launched in 2003, to cure blindness around the world.

There are over 45 million blind people in the world today, with a vast majority living in the countries that are home to Standard Chartered. However, 50% of these cases (36 million people) are either avoidable or curable. Standard Chartered has already cured 56,000.

In 2003, the Bank set an ambitious target to raise money to restore the sight of 28,000 people - the number of employees in the Bank.

As it only takes US\$25 to cure a person, the Bank had to raise US\$700,000. By the end of the year, we exceeded all expectations and raised over US\$1.4 million... enough to restore the sight of 56,000 people. The Bank also donated a

fully-equipped operating theatre in Bangladesh and a children's ward at the Islamic Eye Hospital in Dhaka. The operating theatre will support 8,000 cataract operations a year.

The Bank has also funded the training of 6,600 government primary healthcare workers to be able to identify treatable blindness. In celebration of our 150th Anniversary in 2003, our

staff in Bangladesh worked one day to restore sight to 150 children.

But with your help, we can achieve even more

- Saving one person's sight is an incredible story
- Letting 56,000 people see again is 56,000 amazing stories
- Just imagine if we could save a million people from going or being blind... imagine a million wonderful stories...

From 2004 to 2006, the Bank aims to restore sight to 1,000,000 people. Join us in making a difference in our world!

Living with HIV

If you think HIV has little to do with you, think again

- There are an estimated 40 million people in the world living with HIV today
- AIDS-related illnesses have already killed more people than those who died in World War II
- Around 14,000 new infections take place every day, and only a handful of countries have falling infection rates
- By 2010, UNAIDS predicts that India will have the largest population of infected people (20-25 million) followed by China (10-20 million)



Living with HIV is a Standard Chartered initiative to help people learn about HIV. In 2003, the Bank educated all 28,000 of our staff around the world on HIV. Workshops were conducted by 150 courageous HIV Champions (staff volunteers). The award-winning peer education programme won us the Global Business Coalition award on HIV/AIDS for Business Excellence in the workplace.

Standard Chartered has also revised our HIV policy. We now seek to provide access to voluntary counselling and testing, as well as anti-retroviral therapy. The Bank continues to lead the way in HIV/AIDS by increasing our involvement in the three areas: the workplace, community and through leadership. Speak to our HIV Ambassadors today.



INSTALLATION - OUTER WALL SEVEN/EIGHT

Display Panels	depth (mm)	width (mm)
Standard Chartered in 21st century	440 x	1,900
Values	1,110 x	1,900
Leading the way	928 x	1,660
Making a difference in our communities	440 x	2,500
Living with HIV	660 x	1,065

