Have you ever wondered what's behind the *cover*?

The Maag Areal reveals a recurring process of a diverse industrial area being transformed into an arguably too well-designed and conventionally planned through mixed-use development. People do not appear in public spaces, in-between spaces for creativity vanish and yet the simultaneously existing mixture of old industrial halls, new buildings, cultural offerings and gastronomy still offer alternative spaces. Is individuality and self-expression replaced by reflective glass facades and cold surfaces? Does the imperfection and the dynamism of people and spaces get lost?

Concurrently, mass media has a seductive yet oppressive influence over our individual and collective identities as it offers an unlimited supply of images. Are we a blanc canvas we project onto? If we keep (re)shaping, are our roles nevertheless determined by social norms? The (in)visible transition from one archetype into another highlights the uncertainty of our cultural ideals and personal values. Architecture has become the stage for human performances.

Today, we arrived at a point of self-staging that the artist Cindy Sherman initially started exploring in 1970's and continues until recent day. She explores the conception of role models and their nature of representation by deconstructing cultural ideals and appropriation. Applying her method onto the Maag Areal, you can uncover the many narratives that lie behind it.

Livia Cerfeda Oscar Jobin Natalie Klak Greta Kochhäuser

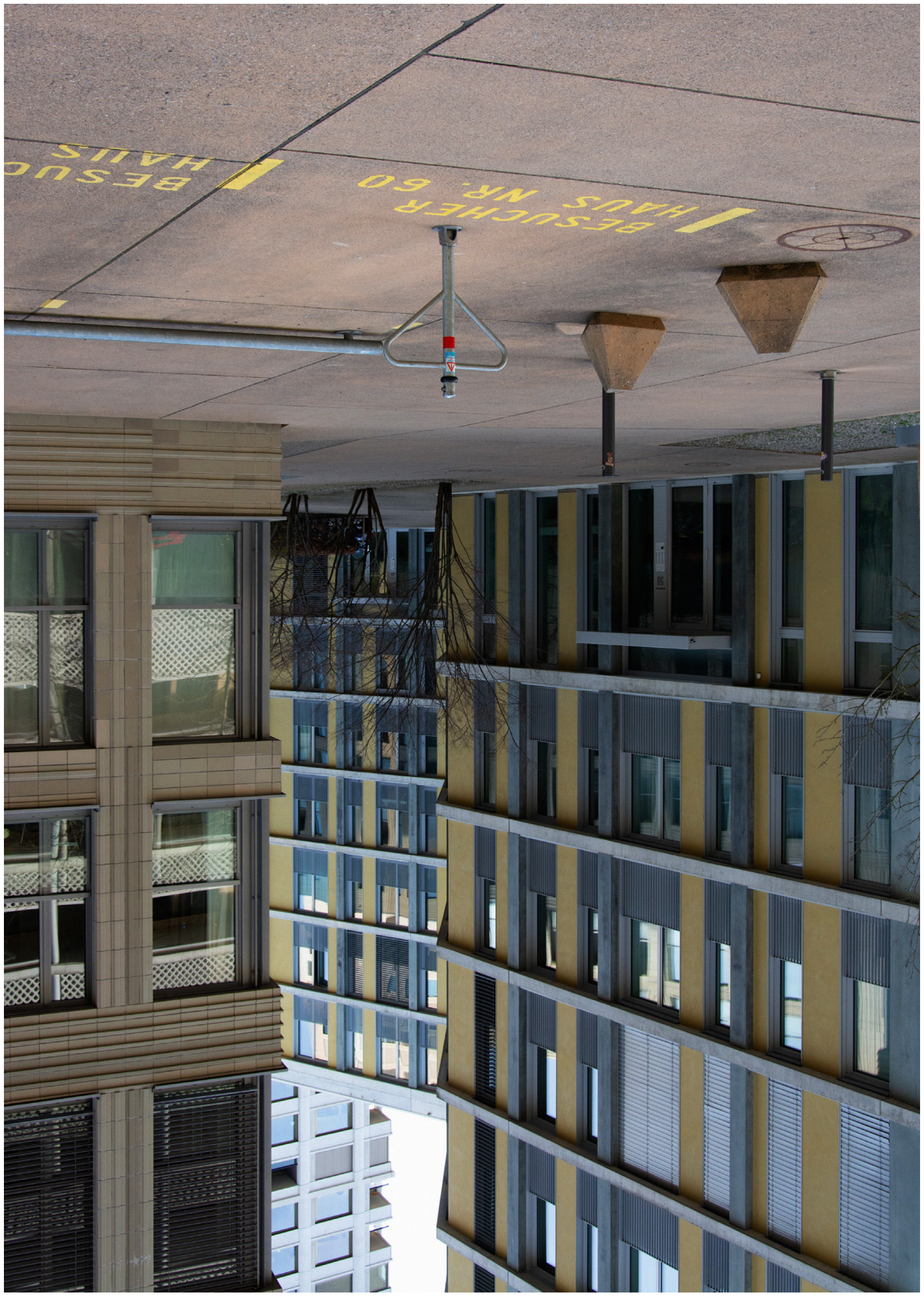
urban, concrete, glazed
yet attractive, pretty
open square

modern and commercial
and functional, futuristic

I would love to be
invisible and fly like
spider man,
that would be cool.

Also, I'd like to jump forth
and back in time,
preciously for one minute
because that's enough.

It is attractive, lively and diverse.


BESUCHER
HAUS NR. 60
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HAUS

So windy, it is horrible!
Massive.

I am really scared to end up at Wall Street because it is not at all freedom. Freedom means to me that one day my dedication will finally blossom so that my opposing thinking can be effective.

When I walk down the street
I look up and think

tacky, cold, not appealing -
business district!

It is Zurich's biggest building which everyone knows but the entrance is disappointing and honestly I'm forced to call it my second home.

It would be nice to get rid of our current economic system - capitalism! I am for a fairer world and society. Sorry, I am very critical of society.

I would want to go back to the basic and simple things in life because in the abundance of our lives we have lost contact with the ground.

The top floor is crazy!

People inside are hard working and suffer from a lack of greenery. The buidling embodies pretentious Swiss architecture and its modernity is aesthetically very pleasing.

I felt such a deep relief that all I wanted is to be able to make people happy around me.

Less plastic!

Literally, no idea. It is obviously an enormous glas tower with a good view over the city

however it blocks off the sun at my favourite spot.

I am more or less satisfied, but realistically I am not able to change anything. Even if I would want to, I could not , that’s just reality! To be honest I’m not involved in politics and I can’t see any issues in the city.

Divide money
more equally!
Less egoism!

FFS
2
2

Being free means

it will fulfil me with a lot of happiness and contentedness.

to stay 29 forever!

In our current
time everything
randomly is worth diving into even if
it seems like
nothing special.

What is more exciting and diverse?

money
health
bankers

LOUDS

WE ARE NOT 6..
...WE ARE 7.

It is build stupidly and so windy! But it is exciting, diverse, Zurich-like and I like the mix of new and old.*

* My job is similar to the area.
I'm always on the move and stressed.

Let's eliminate journalism so people can finally do their job without any back-flashes or scandals. Eliminate democracy! But on second guess, politics is shit, I've been fired recently.

I am about to enter the Prime Tower to sell my company.
It feels like slave trading!

I would like to kill Trump but my friend thinks the opposite.