

The Worth of Things: Catalogue of Spatial Elements

Red Curtain, Rohstofflager Club
Steel Window, ZHdK
Column, The Factory, Andy Warhol

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Acknowledgement

We wanted to thank the Caruso Team, who have been a great guidance and made this Catalogue possible by offering critical discussion and guidelines for the task.

Introduction

This is a catalogue of spatial elements found in Zurich, (or maybe even elsewhere?), collected and put together as a guideline.

The Catalogue is inspired by the Catalogue „Found - objects on the street“. Found featured a collection of objects that people in Zurich placed on the street for other people to take. Earlier, the exact objects have been rearranged and put together into installations on three different locations in the city of Zurich - Hauptbahnhof, Seefeld, and the Toni Areal.



01 Found on Bäckerstrasse 62, Zurich



Zurich 8 April 2020



OBJECTS THROUGH TIME



NOBLE & PRIVATE COLLECTIONS

02 Catalogue 'Found Objects through Time'

*Unless indicated, all prices listed below are an estimate



PROPERTY FROM AN IMPORTANT PRIVATE COLLECTION

1

A JAPANESE CAN (1880-1954)

repurposed to an ashtray

signed 'Beans' (on the reverse)
fin-glazed earthenware can
9.98 in. (9.8 cm.) diameter
Found circa 2020 on Morgartenstrasse 41

€20,000-30,000

US\$27,000-39,000

€24,000-35,000

PROVENANCE:

Private collection, Switzerland, by whom acquired from the above in the 2020s;
sale Found at the above street by the present owner.

This type of can, of which examples are rare, was probably modeled after a silver prototype. It was known as a willkomm beaker and was traditionally offered to guests in the 16th, 17th and 18th centuries as part of the welcome ceremony. For a similar example in the white, given to Herzog Johann Friedrich von Schwarzburg-Rudolstadt by Carl Siegmund Graf von Nimptsch (director of the Meissen porcelain factory from 1763) in 1749, see Ulrich Pietsch et al., Triumph of the Blue Swords, Staatliche Kunstsammlungen, Dresden, Exhibition Catalogue, 2010, p.308, cat. no. 329.

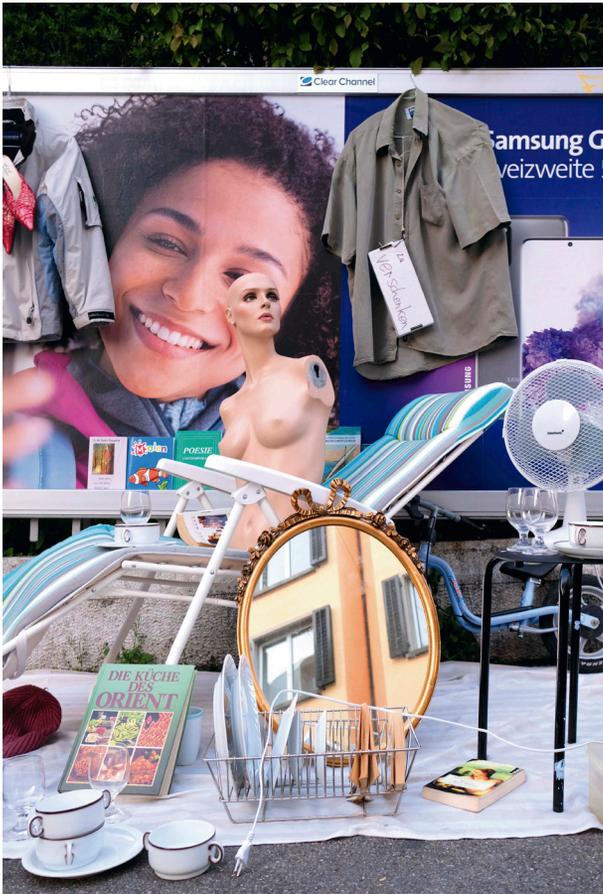
4

In addition to the hammer price, a Buyer's Premium (plus VAT) is payable. Other taxes and/or an Artist Resale Royalty fee are also payable if the lot has a tax or A symbol. Check Section D of the Conditions of Sale at the back of this catalogue.

03 Catalogue Page



04 Intervention in Bahnhofstrasse



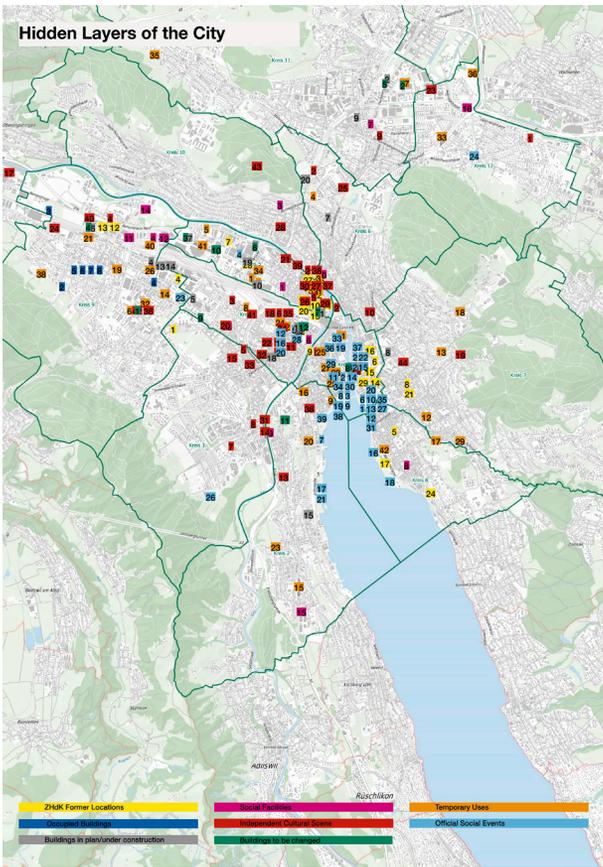
05 Intervention in Seefeld



06 Intervention at the Toni Areal

A lot of research and work has been put into this catalogue, precisely collecting places all over the city, which then would be translated into a map, called „hidden layers of the city“. Hidden layers includes a variety of places like squatting houses and off spaces, where the authors were looking for some kind of value.

After the hidden layers led them to some aberrations and back, the final destination is now this catalogue : „the worth of things: catalogue of spatial elements“, which features a variety of elements that might have been selected for reasons of special worth, or maybe also not . There is no price or other type of worth included, but it is rather here for you to ask yourself: *What is it worth?*

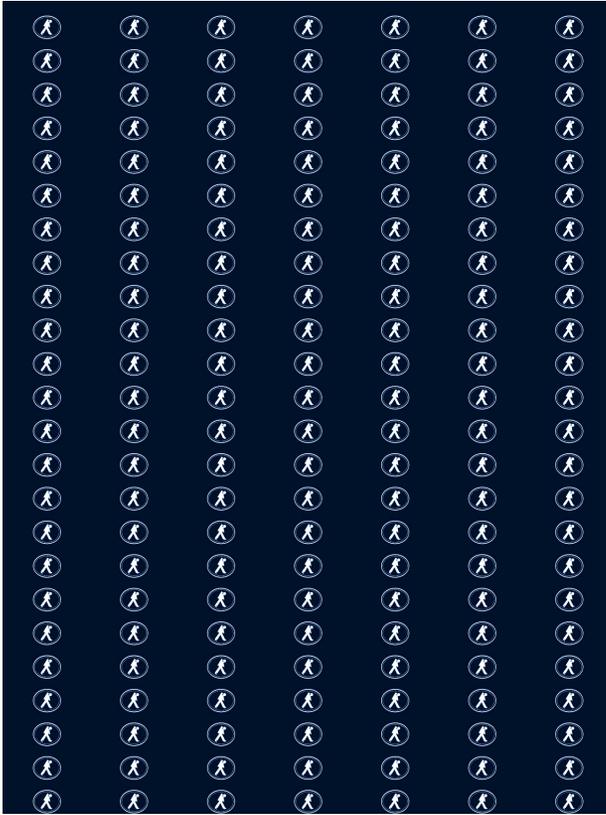


07 'Hidden Layers of the City' Map

Catalogue

Joghurt Wallpaper

with Toni Joghurt logotype



PROVENANCE

The Toni Joghurt success story began with the Senn Toni B., who stood for quality in dairy products as early as 1947. Toni is a cult today: because it is not a trend, it is joghurt.

But now there is another slight exception. As students from the Zurich University of the Arts were allowed to design a new label for Toni, in another competition they now had to design an exclusive Toni wallpaper. A collaboration that fits into the glass like yogurt: The design has its origin exactly where Toni was at home for years: on the Toni site in the middle of Zurich.

Formerly a dairy factory, today a worldwide renowned campus. The wallpaper brings back a piece of the old into the new, but in its retro design also fits with any space like kitchen or the living room.

The print has been created on a bold navy textured paper with a statement white print, which is inspired by the famous Toni Logo.

INSPIRATION



COLOURS



24
toni blue

02
titan white

02

Stucco

02 painted Black and White



PROVENANCE

Inspired by what used to be one of Zurich's hippest clubs, the famous „Rohstofflager“, the black and white stucco is bringing an industrial flair to every room. The raw design combines edgy chic with exclusively mixed colours, creating a strong statement for a modern look.

COLOURS



03
eggshell white



01
ivory black



Tiled Opening

with yellow tape



COLOURS



06
glossy white

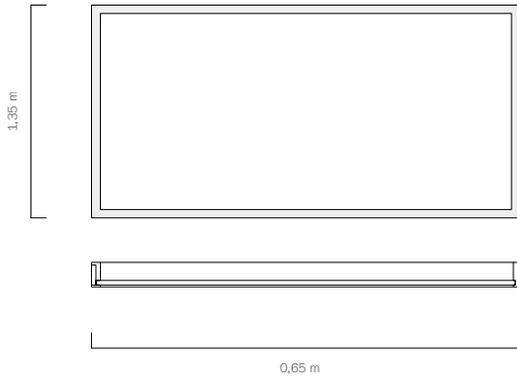


12
pale pink

Steel Window Frame

for looking into adjacent Rooms

DIMENSIONS



PROVENANCE

It might be the most eye-catching feature of ZhdK, designed by star architects EM2N: The steel window frame. The main and secondary motifs of the architectural interventions unfold from the spirit of penetration and contextualization. A rich repertoire of insights, outlooks and glimpses, for example, which does not stop at seminar rooms, studios and practice

rooms, will provide insights into everyday activities - although not only appreciated by everyone. It also opens perspective views of aesthetic power. The character of an industrial production facility is kept to emphasize the roughness of the material, the rationality of the construction and the sobriety of an aesthetic that does not want to be one in this new production facility of

the arts.

Kitchen Furniture



PROVENANCE

The original kitchen of the old Toni Dairy Factory, with its unmistakable industrial flair and shiny surfaces.

Tableware

found on the streets



DESCRIPTION

Private collection, Switzerland, by whom acquired from the above in the 2020s; sale. Found on Steinstrasse 50 by the present owner. It is signed "thuringia" on the reverse, the seal of its authentic origin from one of the most renowned porcelain purveyors.

PROVENANCE

With our modern eyes, it is perhaps almost impossible to appreciate just how extraordinary Italian porcelain was as a material for 17th or early 18th century Europeans. To compete with imports from Asia and supply the high demand, 17th century European potters produced what has come to be known as delftware (after Delft in the Netherlands, which had such a great number of potteries producing 'Delfse Porceleyne'). The potters in the Continent and Britain coated their coarse earthenware with a white tin glaze, and when this was decorated with cobalt blue slip it created the illusion of the exotic blue and white Asian porcelains which were so highly prized by the monarchs and

aristocracies of Europe.

Dinner Table

by Martha Rosler



PROVENANCE

Martha Rosler, "A Gourmet Experience", 1974

Installation part of the exhibition "Martha Rosler: Irrespective", November 2, 2018 – March 3, 2019, The Jewish Museum, New York City

Martha Rosler's installation "A Gourmet Experience", invites us to sit and digest a multimedia assortment of cookbook recipes, pages from travel magazines, juxtapositions of abundance and starvation, and images and audio of the artist herself. Originally presented in 1974, as Rosler's MFA thesis at University of California San Diego, the piece contains observations and critiques that remain highly relevant today, especially in the internet age.

Viewers are encouraged to sit at the elegantly set table, where food appears only as slide projections on the wall and through recitations of recipes played through speakers. One may also sit and read selections from a small library of

cookbooks and other books about food, with titles such as *The Settlement Cook Book: The Way to a Man's Heart*; *The Complete Book of Oriental Cooking*; and *Cooking Lessons: The Politics of Gender and Food*. The bookcase represents cuisines around the world, cookbooks for the 1950s housewife, and several Jewish cookbooks. The breadth of this collection complements the audio-visual overload of the installation and its cross-cutting commentaries.

Vaulted Ceilings

covered in aluminium foil

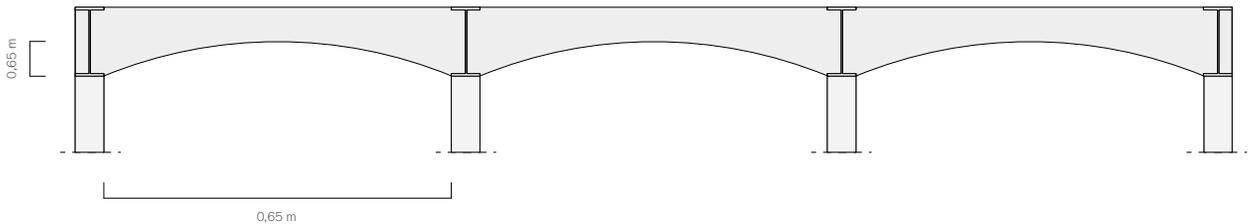
PROVENANCE

The iconic foil ceiling's origin is Andy Warhol's famous Factory, which was not only his studio, but a hangout for collaborators and muses.

In 1963, artist Ray Johnson took Warhol to a "haircutting party" at Billy Name's apartment, decorated with tin foil and silver paint, and Warhol asked him to do the same scheme for his recently leased loft. Silver, fractured mirrors, and tin foil were the basic decorating materials loved by early amphetamine users of the sixties. Name covered the

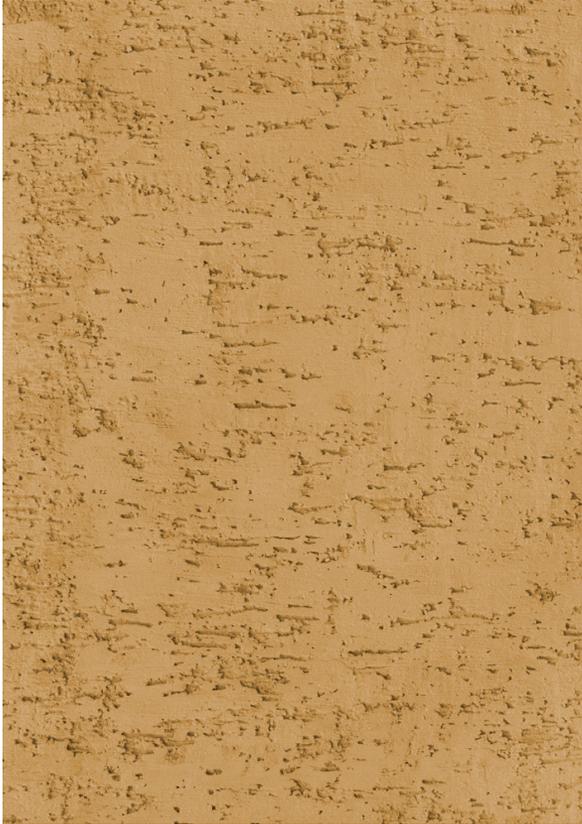
whole factory in silver, even the elevator. Warhol's years at the Factory were known as the Silver Era.

DIMENSIONS



Mustard Plaster Wall

with horizontal structure



PROVENANCE

Everyone in Zurich, who was young and hip in those times, will remember the mustard plaster wall of the facade of Perla Mode, one of the places to be in Zurich's independent art scene. With numerous exhibitions and events, the closing of Perla Mode, being replaced by a new building consisting the famous vegetarian food chain „Hiltl“, was a sad moment for everyone.

The mustard plaster wall combines mustard chic with a plastered wall structure, that brings a laidback and cool atmosphere to any room.



Cacti

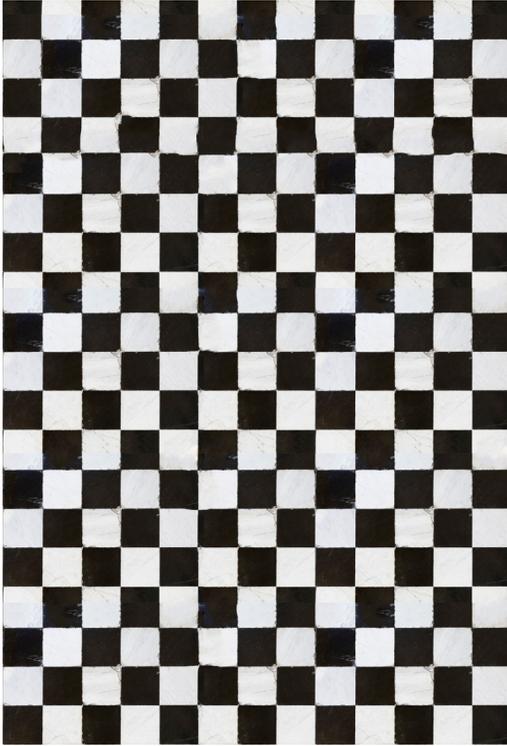
in gigantic pots



PROVENANCE

Found in the iconic radio studio „Megahex“ of Koch Areal, the giant cacti bring a lively, exotic appear to any room. The handcrafted pots are assembled by the squatters themselves and decorated with white stripes. The cacti themselves were exclusively exported from the desert, the only place where they can grow this big.

Chequered Floor



PROVENANCE

The black and white checkered floor has existed in temples since the times of ancient Egypt. More than simply decorative, the mosaic pavement bears a profound esoteric meaning. Today it is one of Freemasonry's most recognizable symbols and is the ritualistic floor of all Masonic lodges. The pavement is the area on which initiations occur and is "emblematic of human life, checkered with good and evil." Eventually the checkerboard patterns esteemed by monarchs would influence flooring designs in more common settings. This flooring design would enjoy a resurgence in the 1920s. many American homes from this period feature black-and-white checkerboard patterns, often in the

kitchen area. It would become a standard feature of the American diner.



12

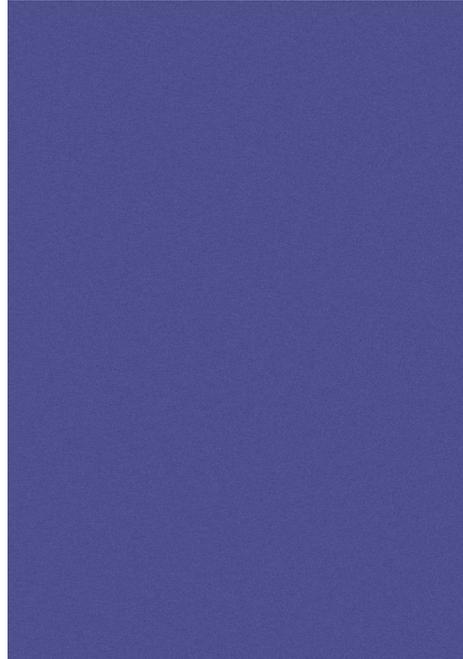
Black Ceiling

with reflection effect



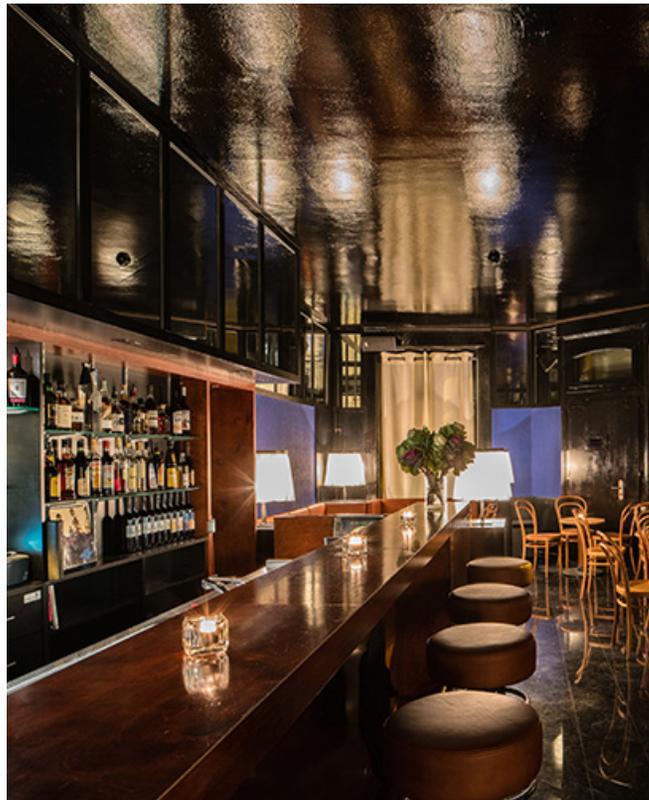
13

Violet Wall



PROVENANCE

This extravagant combination is found in Zurich's „Hotel Bar“, an insider tip for anyone who likes to drink. The shiny black ceiling is reflecting the candlelight perfectly to create an atmospheric setting. The precisely picked colored wall is an eye-catcher, adding a stylish touch, complementing the ceiling in the best way.



Black Curtain

out of bin bag plastic



PROVENANCE

Influenced by the „Rote Fabrik“, one of Zurich hippest places to be, the curtain wall out of bin bags was originally used as a functional piece to darken the club area within the space. But soon the aesthetical potential of the piece became clear, creating an exclusively design curtain wall that radiates casual elegance.

MATERIALS



62
black bin bag

White Curtain

out of fine linen



PROVENANCE

With these white ballet studio curtains, found in the dancing classrooms of ZHdK, any room becomes a castle. But this doesn't mean that they are only suitable for opulent interiors. Even in cool lofts these curtains exude confidence and grace. The metal eyelets not only make it easy to open and close them, but also give them a modern touch.

Giant Lamp

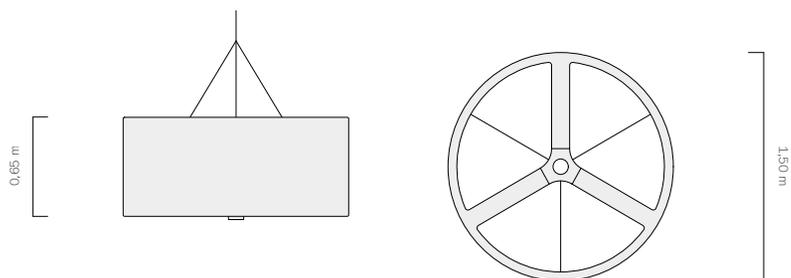
out of fiberglass

PROVENANCE

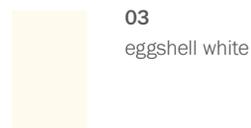
One of the most astonishing features of the „Toni Molkerei“, Zurich's beloved underground techno place of the 2000's, were the giant lamps in the bar area. The Club used to be in the old Toni Joghurt factory as a temporary use, but had to leave as the town decided to built a new campus for the Zurich University of Arts as well as the „Zürcher Hochschule“. The meeting place, which combined music, visual arts, theater and literature closed

its doors forever after countless parties and series such as „Superfly“, „All Killer - No Filler“ or „Grand Slam“, But now the new edition of the Giant Lamp is bringing back a piece of it. Made out of stainless steel combined with thick fabric, the lamp brings an industrial character to any room, combining elegance and edginess.

DIMENSIONS



COLOURS



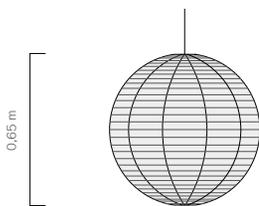
Rohstofflager Club
Main Hall, 2007

Chinese Lamp

out of fiberglass



DIMENSIONS



PROVENANCE

This abstracted chinese balloon lamp has its originis in the chinese lamp which was part of the installation "Nagelhaus" undertaken by Caruso St John and Thomas Demand at the Venice Biennale of 2010. Built as a full façade model with wooden bracing just like a theatre set, the Nail House could be entered, so that people

meeting within the structure (according to Sejima's motto) would be as if actors in the same play. In this case, though, they were largely unaware of the narrative context in which they had been placed .

COLOURS



54
mao red

Japanese Can

repurposed to an ashtray



PROVENANCE

Private collection, Switzerland, by whom acquired from the above in the 2020s; sale. Found at the Morgartenstrasse 41 on an early evening in 2020 by the present owner, left behind on the pavement.

DESCRIPTION

This type of can, of which examples are rare, was probably modelled after a silver prototype. It was known as a ‚willkomm‘ beaker and was traditionally offered to guests in the 16th, 17th and 18th centuries as part of the welcome ceremony. For a similar example in the white, given to Herzog Johann Friedrich von Schwarzburg-Rudolstadt by Carl Siegmund Graf von Nimptsch (director of the Meissen porcelain factory from

Triumph of the Blue Swords, Staatliche Kunstsammlungen, Dresden, Exhibition Catalogue, 2010, p.308, cat. no. 329.’

DIMENSIONS



30

COLOURS



32
millennial pink



21
jaune foncé

Coloured Windows

pink and orange



PROVENANCE

It was the most memorable feature of the Dachkantine: the orange and pink windows, that brought the perfect rave atmosphere to the place. Dachkantine was one of the three clubs, that stayed in the old Toni factory, today the Toni Areal campus, as a temporary use.



32
magenta



21
cadmium orange

Old Column

decorated with manga style drawings



DIMENSIONS



COLOURS



32
prussian blue



21
ivory black

PROVENANCE

This rare column was found in the main hall of the Rohstofflager Club, in the old Toni Joghurt Factory. Its original appearance resulted from several added drawings made with black and prussian blue ink pens depicting classical Japanese manga

motifs as well as faces of young women and a few graffiti squares.

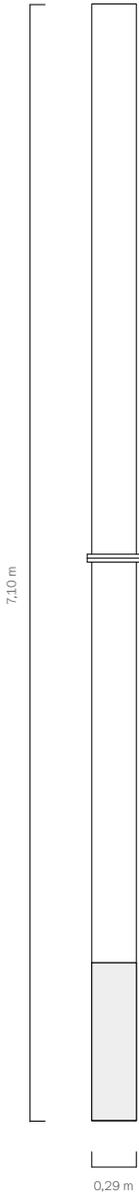
On the top the code "KG23" is clearly readable and refers to the room number the column was situated in. The number got sprayed several times in different positions

in a playful and gracious manner. All the added layers were drawn by hand *in situ*, presumably during the celebration of raves and similar events.

New Column

repainted in black and grey

DIMENSIONS



PROVENANCE

One of the most characteristic elements of the new location of the Zurich University of the Arts at the Toni Areal are the columns from the old Toni Dairy Factory. The idea by the architects firm EM2N was to maintain them in order to preserve the

industrial character from the former factory. They got restored, repainted and they got a new addition: the grey base that refers to the new concrete base on which the whole building sits. For the new students going everyday to the Campus to study, they have

already become an icon of their university building.

Brown Washbasin

painted Black and White



PROVENANCE

Found in the old Toni Factory, the iconic washbasin was originally used to wash your hands.

The strong color scheme, combined with a variety of elements, the piece is an eye-catcher, that can stand for itself.

It can be used whether as a key rack

beside the front door, a spot to put the soap dispenser in the bathroom, as a pedestal for a small collection of objects or as a large installation.

COLOURS



03
eggshell white



12
permanent green



32
burnt umber

Garage Doors

with Graffiti

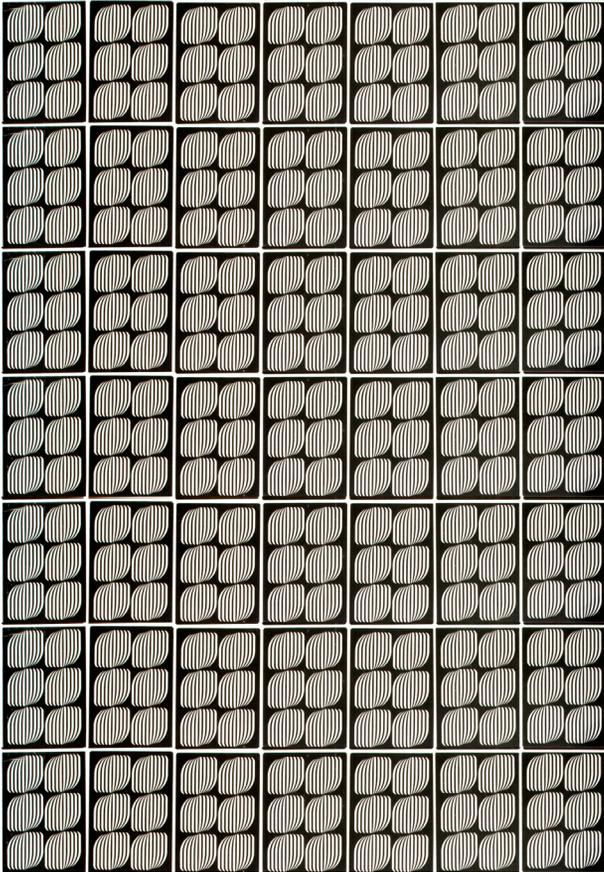


PROVENANCE

The famous graffiti garage door was found on the building of former independent gallery space „perla mode“, which’s original now can be visited in the club „Perle“, a part of the vegetarian „Hilt!“ food chain. The graffiti, which says „style wars - out now“ refers to the iconic film highlighting the budding youth culture coming out of New York City in the 1970s-80s. It focuses upon graffiti artists who started a new art form and were the bane of the city. The documentary also breaks done some of the stereotypes of the movement.

Bathroom Tiles

with psychedelic motifs



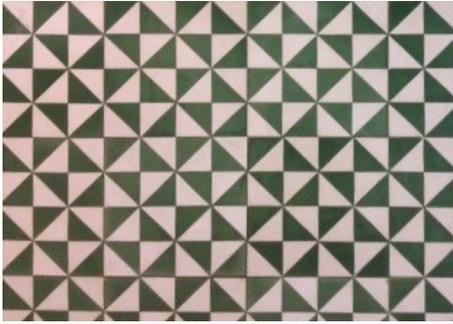
PROVENANCE

These tiles were specifically designed for the toilets of the cultural uses that the Toni Areal hosted between its functioning as a dairy factory and the construction of the ZHdK.

When the old dairy factory got dismantled, a private collector saved several tiles from destruction, which remain one of the few vestiges of the occupation of the Toni Factory, extending from 1997 until the end of 2008.



Mosaic



PROVENANCE

The trademark of Toni Areal's cafeteria for sure is the green and white mosaic. It has been exclusively designed for the place, bringing elegance and retro chic at the same time. The cafeteria can be considered one of EM2N's masterpieces of the Toni areal, with its thought out mosaic color scheme and rememberable pattern.

COLOURS



03
eggshell white



12
allnighter green

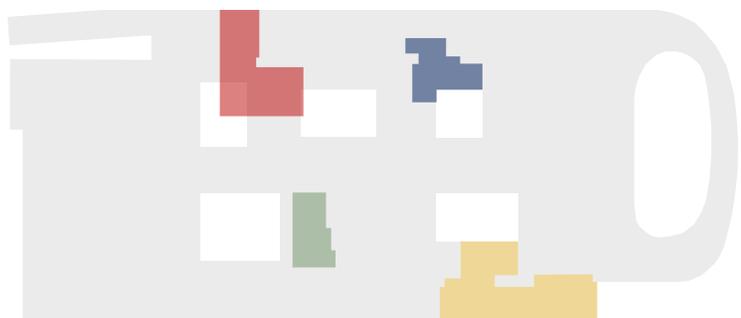
Case Studies



The Toni Areal is experiencing some alteration. As a case study of how to use the catalogue the authors set up four sets of rooms in the Toni Areal, which are supposed to give the students back some freedom.

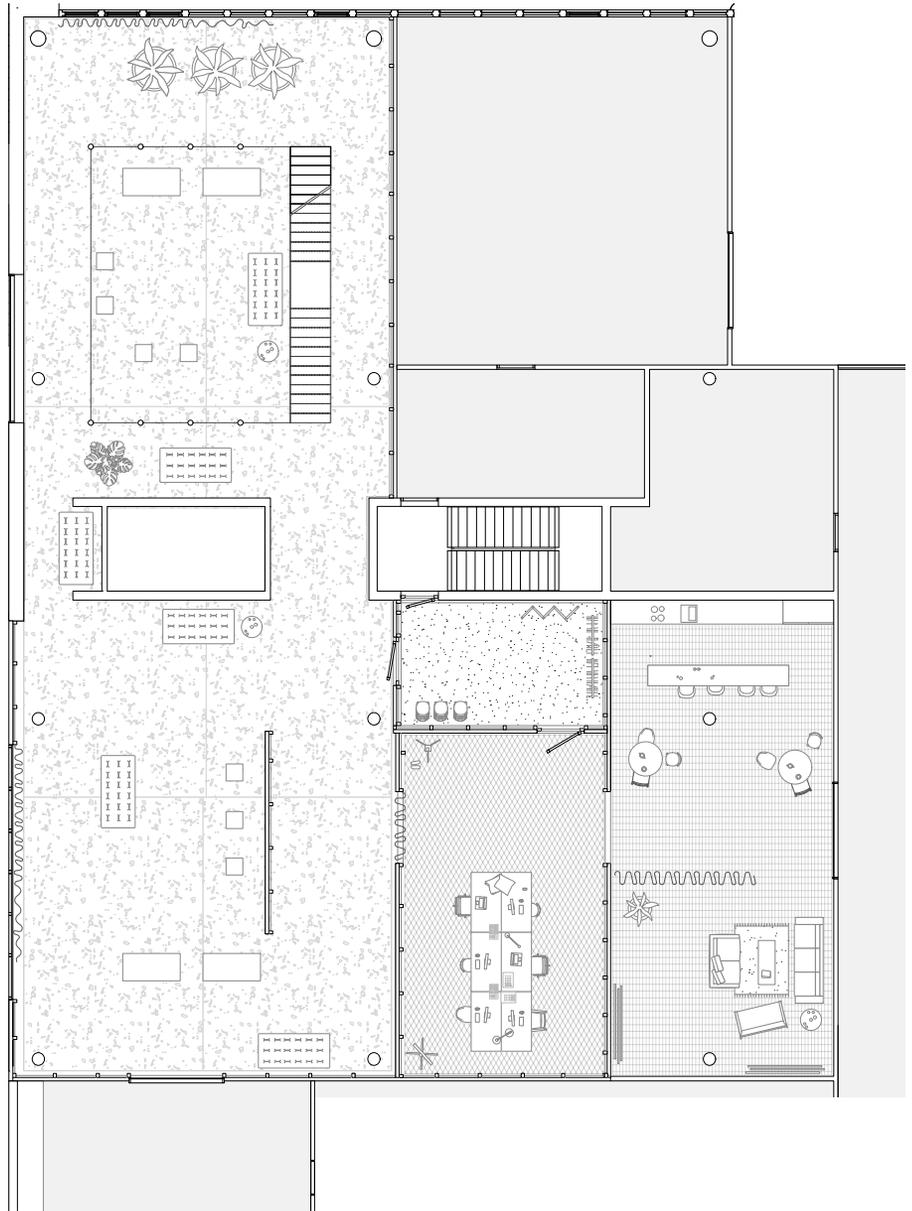
Their functions are inspired by „hidden layers of the city“.

Each room set is accessible through one of toni's fire staircases, making it more of an underground destination, that only the knowledgeable know.





01 Off Space + Radio Studio



The Radio Studio and off-space is a place for either creative exercise or party excesses. It is located right at the 4th level, which has a direct connection to the main entrance space.

The laid back hang out area in the back, which also includes a small kitchen, offers a space to do nothing at all.

Inspired by Koch Areal's iconic radio studio „Megahex“, the new Toni radio station is supposed to give the students back a voice. The big off-space is recreating the creative atmosphere and unrestricted expression of former independent gallery space „perla mode“, also including a rebuilt of the famous Graffiti garage door, whose

original can now be visited in the club „Perle“, a part of the vegetarian „Hilt!“ food chain.



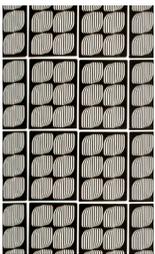
09
mustard plaster wall



10
cacti



23
graffiti door



24
bathroom tiles



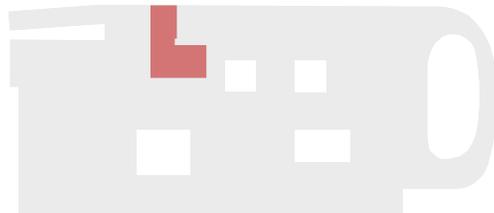
03
white curtain



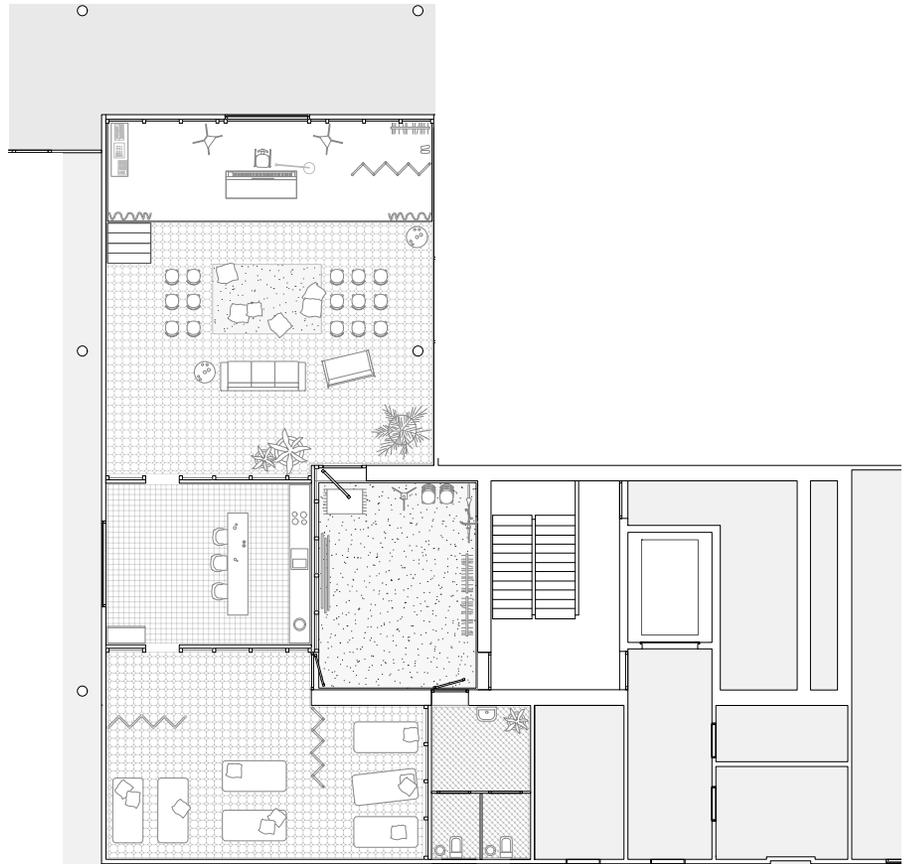
04
eggshell white

Location

4th floor next to the main
entrance hall, currently IT
services



02 Theater / Cinema + Sleeping Space



The theatre and cinema space is a place for unforced creative expression, improvised theatre or cozy movie nights. It is inspired by the Koch areal cinema and the old temporal theatre use of the Toni Factory. Located at the heart of Toni next to the famous kaskade hall and with a window through the official exhibition space,

although not being directly accessible, the cinema and theatre space is setting an accent to the public area.

The space also includes a sleeping room, a room that has been missed by many night shift working art students.



02
stucco



17
chinese lamp



14
bin bag curtains



26
'Kino' sign



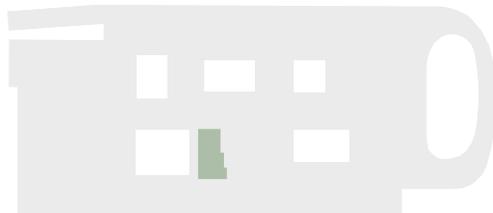
25
mosaic



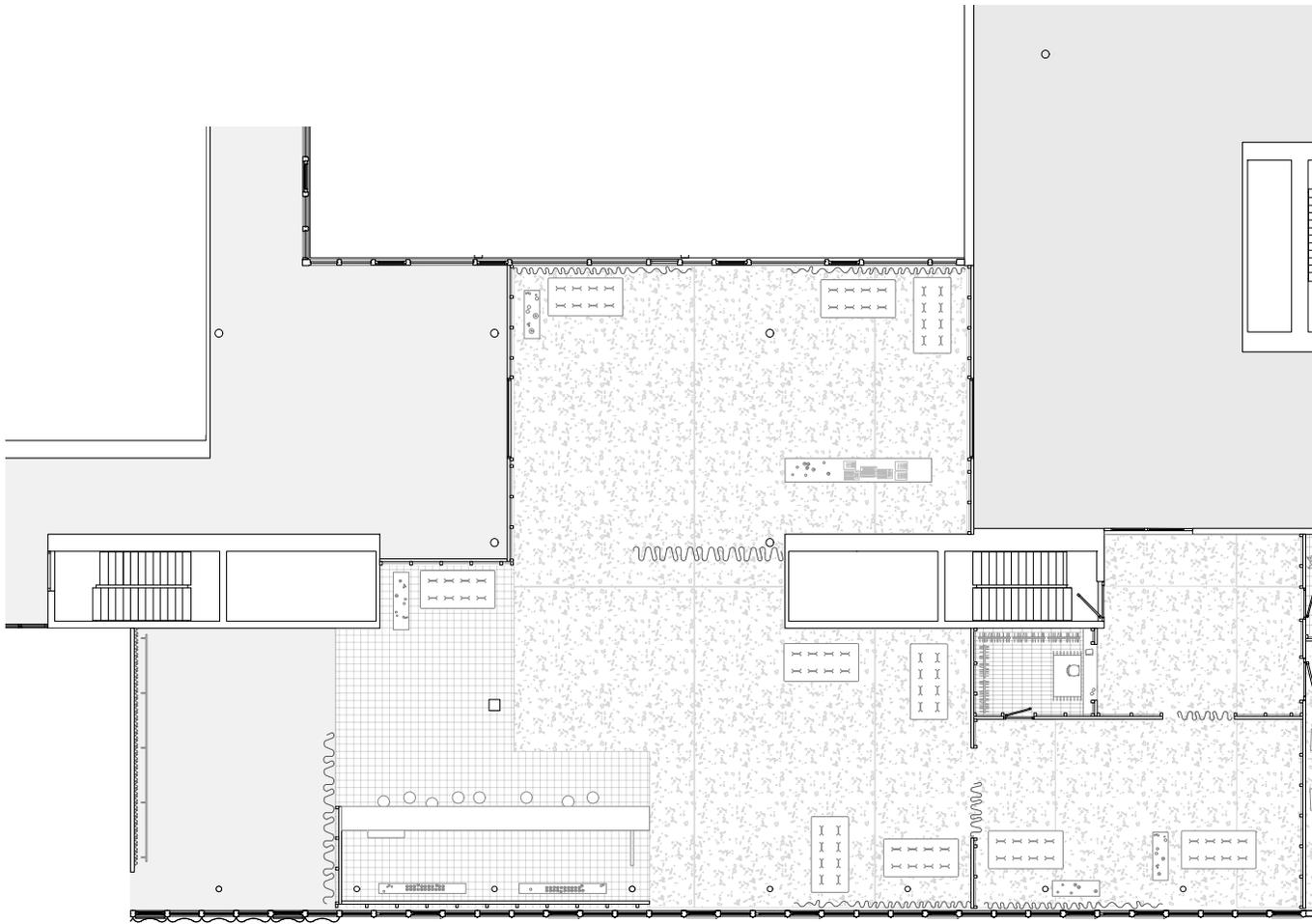
04
steel window frame

Location

6th floor next to the official
exhibition space of the ZHdK



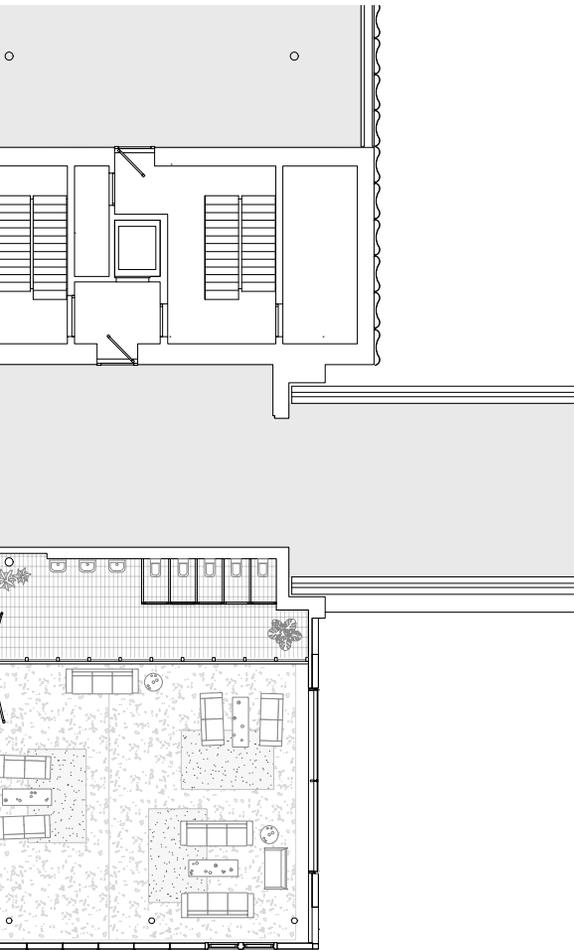
03 Club + Dance Studio



The Toni club is back. Inspired by the three former clubs in the old factory, the new club is bringing back a piece of underground club flair. The choice of location at the 7th floor next to the dancing classrooms is making a perfect match: next to dancing, you dance.

With its orange glass windows, the club

radiates to the outside, breaking the rigidity of the facade. The Bar area, inspired by the „Hotel Bar“, is creating a contrast to Toni Molkerei inspired elements like the column, creating an effortless mix of edgy and elegant.



Location

7th floor, next to the terrace connecting with the ramp, listed as a protected monument and connecting it directly to the street







09
new column



19
orange window



11
checkered floor



12
black ceiling



13
violet wall



04
old column



1
giant lamp



14
bin bag curtains

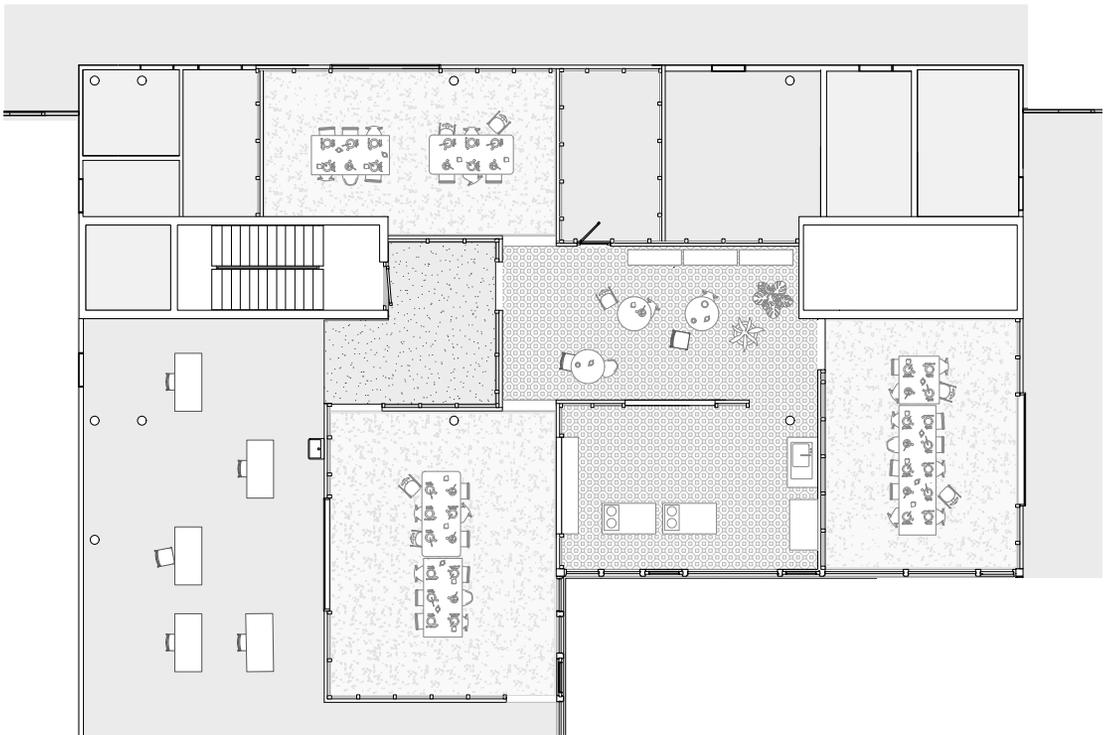


15
white curtains





04 Eating, Cooking + Working Rooms



According to the architects, the Toni Areal has been designed with a small mensa on purpose, for students to go outside and vitalize the area. The exclusive cooking and eating space is giving the students a place to eat, which is inspired by communal living. Located next to the art studios with a direct steel window framed connection,

the enjoyment of eating mixed with the creative energy of the art studios is making a perfect combination, that sets a powerful atmosphere. The industrial kitchen, inspired by the old toni factory, matches with the factory style of the art studios, as well as the toni wall paper of the eating area - giving the place the industrial flair,

that it wants.



08
vaulted ceiling with
aluminium foil



10
brown washbasin



09
mustard plaster wall



04
steel window frame



02
stucco



05
dinner table



06
tableware



01
joghurt wallpaper



03
tiled opening



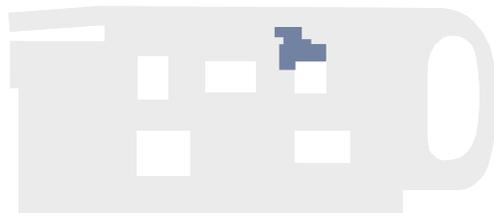
24
kitchen furniture



27
ZHdK studios

Location

7th floor, surrounded by art
studio spaces, ateliers and
teaching rooms







Archive



01 Found Objects, p.5



02 'Found' Catalogue, p.6



03 'Found' Catalogue Page, p.6



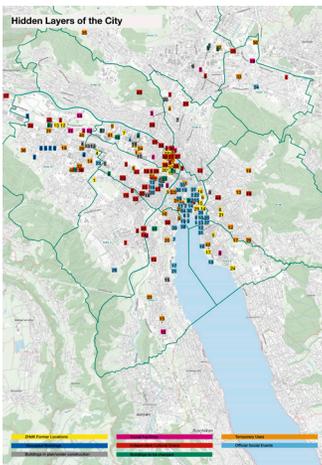
04 Intervention in Bahnhofstrasse, p.7



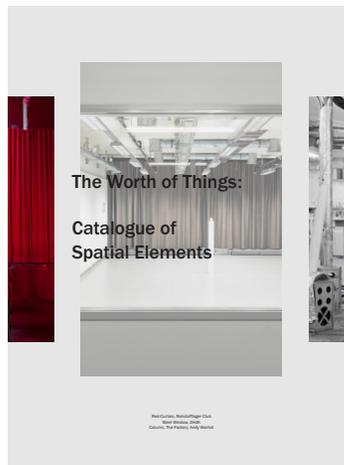
05 Intervention in Seefeld, p.8



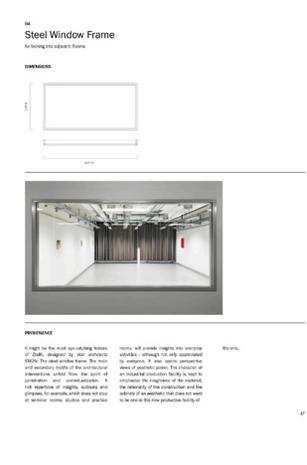
06 Intervention in Toni Areal, p.9



07 Hidden Layers of the City, p.9



08 This very catalogue



09 Page from this catalogue, p. 17

08
Vaulted Ceilings
 covered in aluminum foil

PROVENANCE
 The iconic foil ceiling's origin is Andy Blankens' "Studio + Kitchen," which was not only the studio, but a hangout for collaborators and friends. In 2005, artist Jay Johnson took Blankens to a "transferring party" at Lily Shivers' apartment, decorated with foil and other parts, and Blankens used her to do the same ceiling for his newly leased loft. Silver, historical norms, and so on led to the basic decorating materials used by early entrepreneurs: some of the artists there covered the

whole factory in silver, even the elevator. Blankens' piece at the factory was known as the Silver Era.



10 Page from this catalogue, p. 23



13 Club + Dance Studio



16 Club + Dance Studio

10
Giant Lamp
 out of hangers

PROVENANCE
 One of the most interesting features of the Zero Suburban? Studio, between underground baroque piece of the 2000s, were the giant lamps in the bar area. The Club used to be in the old Tom Aughton factory on a temporary use. But that time he has been decided to built a new space for the Johns University of Arts, as well as the "Zucker Workshop", the meeting place, which contained musical instruments, theater and theater shop.



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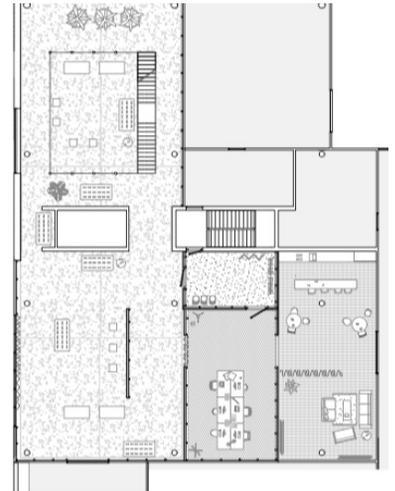
14 Eating, Cooking, Working



17 Bar



12 Theater/Cinema + Sleeping



15 Off-space + Radio Studio



18 Studio + Kitchen

