

# WHOLE MAAG CATALOGUE

*tools and strategies for alternative living ideas*



Spring 2020  
4 CHF

- 1 Manifesto
- 2 *People of Maag Areal*
- 3 The flat: Reconfiguration
- 4 The mentality: Shared assets and values
- 5 The whole: Embrace the communal life
- 6 *Bed-Fashioning*
- 7 The home: Individual oasis
- 8 *Gloriously Repeating*

The catalogue is concerned with the conceptions and definitions of the conventional model of everyday domestic life and architecture in context to contemporary cultural, financial and political administration.

The authors believe in *sharing being a new form of luxury* rather than a compromise. They propose alternative tools and strategies for your home.

By challenging anonymous living behaviours that are indeed determined by architectural attributes of your home, you will start to celebrate the benefits of communal living.

The authors are convinced of their instructions and guarantee benefits. However, they are not liable for failure.

**Use the catalogue to stimulate your alternative thinking. It does not form a universally valid model.**

**Adapt the tools according to *your* personal needs. Domesticity is no longer an artificial construct. It is a representation of *your* identity.**

**Question existing social power relations, family structures and gender roles that architecture implements and claim *your* spaces.**

**Start to reconfigure your home according to your everyday domestic activities up to what household appliances you really need.**

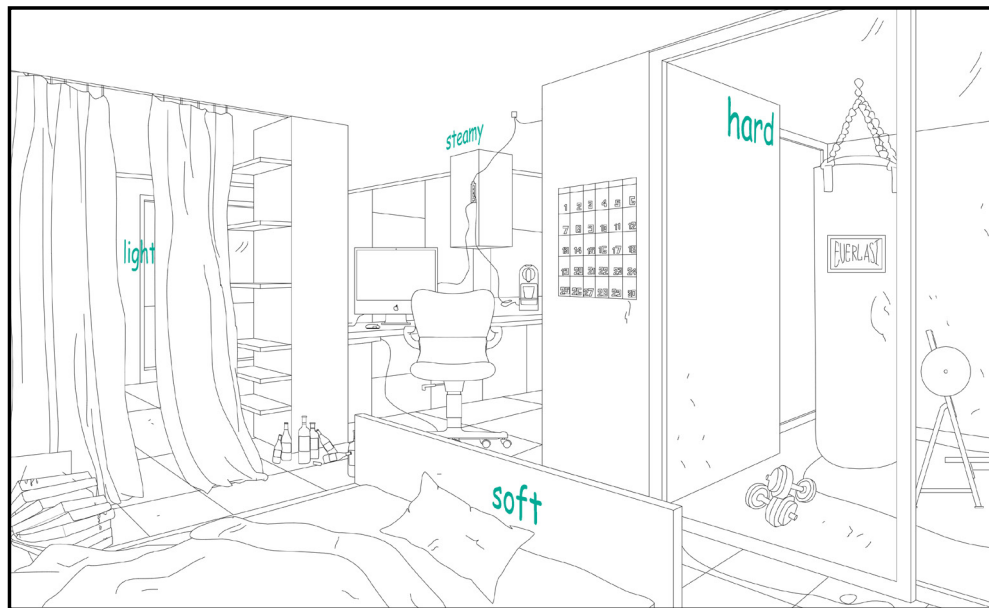


Zölly Tower, Zürich, 2014  
by MeiliPeter  
Site area: 6'819 m<sup>2</sup>  
Gross internal area: 16'710 m<sup>2</sup>  
Height: 77m  
Floors: 24  
Number of flats: 134  
Commercial space: 1  
Condominium ownership: ~ 90%

The 'diverse' flat types in Zölly

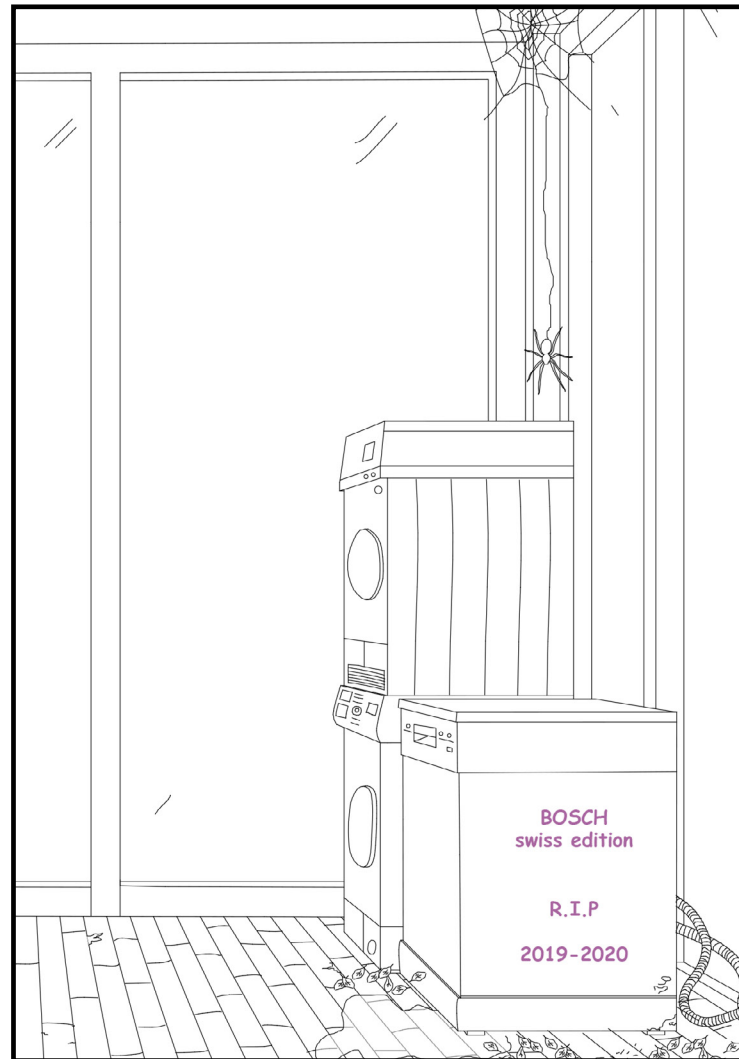


The Zölly Tower is composed of individual flats, communal facilities and technical rooms. It compromises private and anonymous living within a collective existence. A wide range of apartment types promises to create a diverse community, yet all 'luxury' apartments address one target group. This obsession brings no benefits in focus to social and cultural exchange.



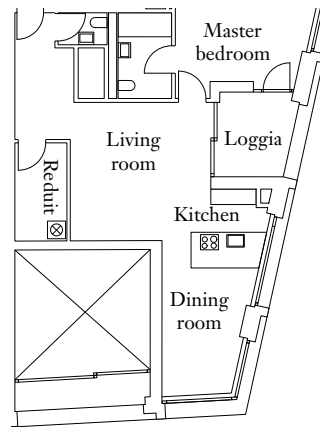
Strategy: Rearrange your flat according to atmospheric qualities

The cemetery



The classical floor plan

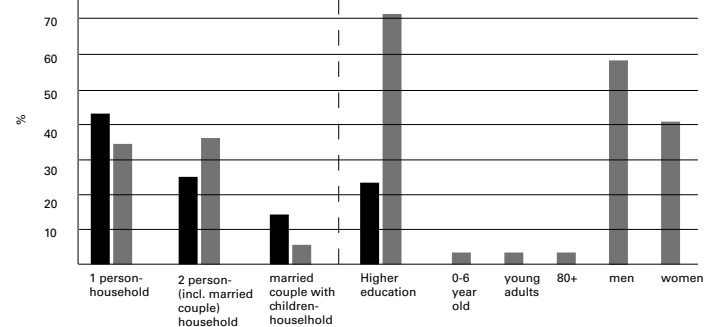
Every apartment consists of variable but a finite number of rooms. Each room has a particular function. It is determined by the architecture, its proportions, light conditions and atmospheric qualities. The room names on floor plans implies gender roles and family structures.



Interior renders with different furniture and styles manipulate you into buying a specific constructed role. A home can be capable to accommodate more than it is determined in a floor plan.



Social demographics in Maag Area



Source: Escher-Wyss: Von der Industriebranche zum Trendquartier, Statistik Stadt Zürich, November 2017

Detach yourself from prescribed conventions

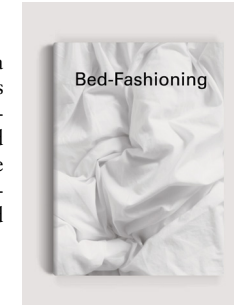
The flat:

Reconfiguration

The bed

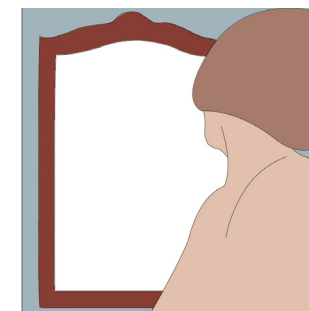
The bed has become the most important object in the home. It is a place for production and reproduction, relaxation and play. Since most activities happen from this piece of furniture one might start to rethink what pieces are really needed in the domestic space.

Domestic objects provoke new attributes and play with existing ones. Recommended as inspiration to be part of the contemporary lifestyle.



Swiss Art Book Award 2020  
Get a free copy [here](#).

In 'Bed-Fashioning' by Livia Cerfeda and Natalie Klak a photographic series presents various settings of a bed illustrating different scenes, characters and contexts. The bed interventions are called 'bed-fashioning' as reconfigurations of the same objects on the bed evoke new meanings and function.



DIY: Change your mind set

Components: a mirror, time, honesty, yourself

Instructions:

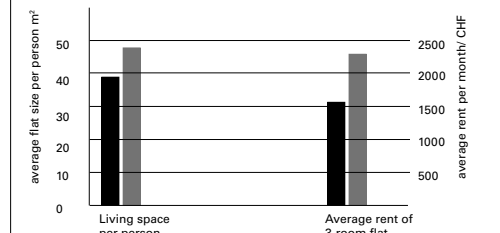
- 1 Stand in front of a mirror and look deep in your eyes.
- 2 Take a deep breath in and out.
- 3 Question your consumer behaviour.

Strategy: Own your spaces



Strategy: Kitchen-drobe

Average living space and rent in Maag Areal



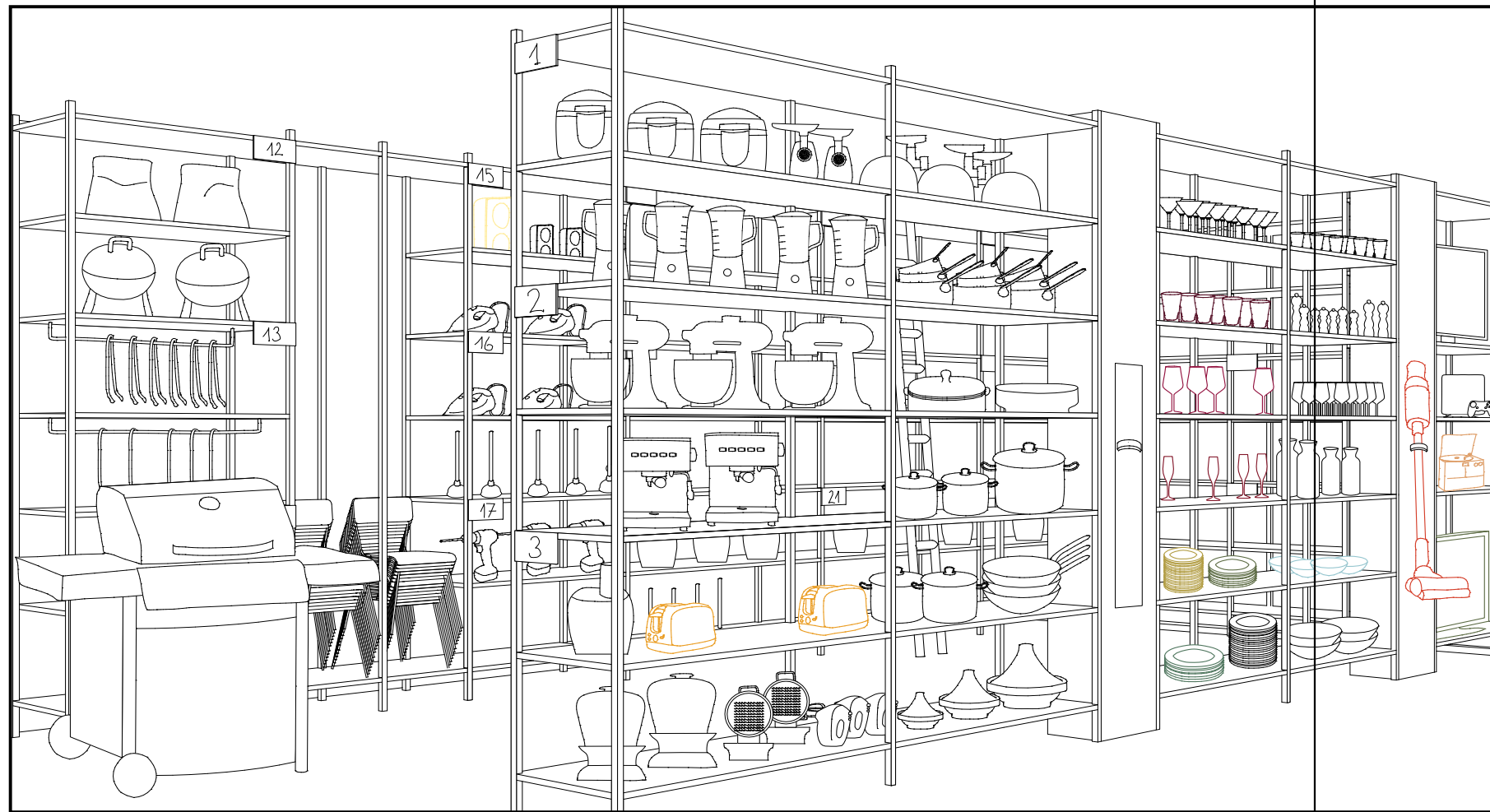
Source: Escher-Wyss: Von der Industriebranche zum Trendquartier, Statistik Stadt Zürich, November 2017

Interior fittings: A luxury?

Instead of imposing perfectly equipped flats which may not even suit to the customers individual style, an alternative approach for architects and planners is to simply provide connections for sanitary and electrical appliances, thus allowing flexibility and individuality according to the inhabitants needs and aesthetics.

Kitchen	CHF 32'000,-
Sanitary appliances	CHF 17'000,-
Washing machine, Tumbler	CHF 2'500,-
Wardrobe fittings	CHF 1'500,-
in total CHF 53'000,-	

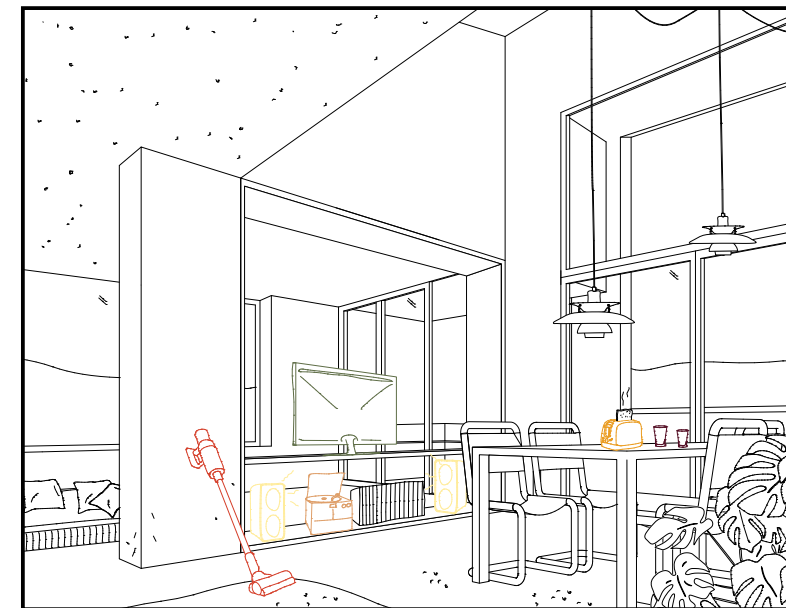
Average cost savings of interior fittings, Zölly Tower, Mobimo



Strategy: The Library of domestic appliances

The mentality:

Shared assets and values



High quality equipment

**SHARING  
IS THE NEW  
LUXURY  
RATHER THAN  
A COMPROMISE**

**Honeywell, I'm Home by John McGuirk**

An entertaining short essay in which the author explains the consequences of smart home technologies on domesticity. This text will force you to reflect on your surrender to consumerism and what and why we are willing to sacrifice privacy for technological progress but what does it really promise?

Link to [article](#).

**Real Foundation by Jack Self**

"Communal storage suggests new ways of sharing personal objects; a transparent structure questions our relationship with everyday domesticity. When we combine resources, the result is more than the sum of the parts."



For further inspiration visit the [website](#).

**Home Economics, British Pavilion 2016**

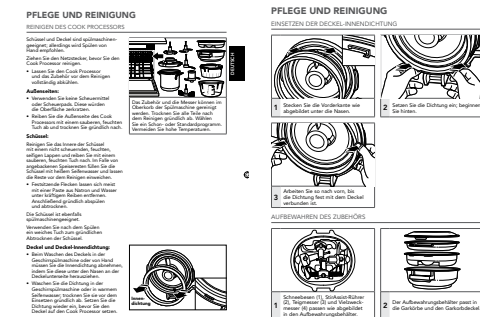
The accompanying book to the exhibition "Home Economics" proposes five new models for domestic life and curated through five periods of time for the British Pavilion of the Venice Biennale in 2016. Each model explores and proposes new alternatives for everyday living.



Link to the [website](#).

**Maintenance and cleaning**

When sharing objects the most important attitude is to take care of the items. Visit following [link](#) to find advice on cleaning products and procedures.



**Alternative shopping  
Bauteilclick.ch**

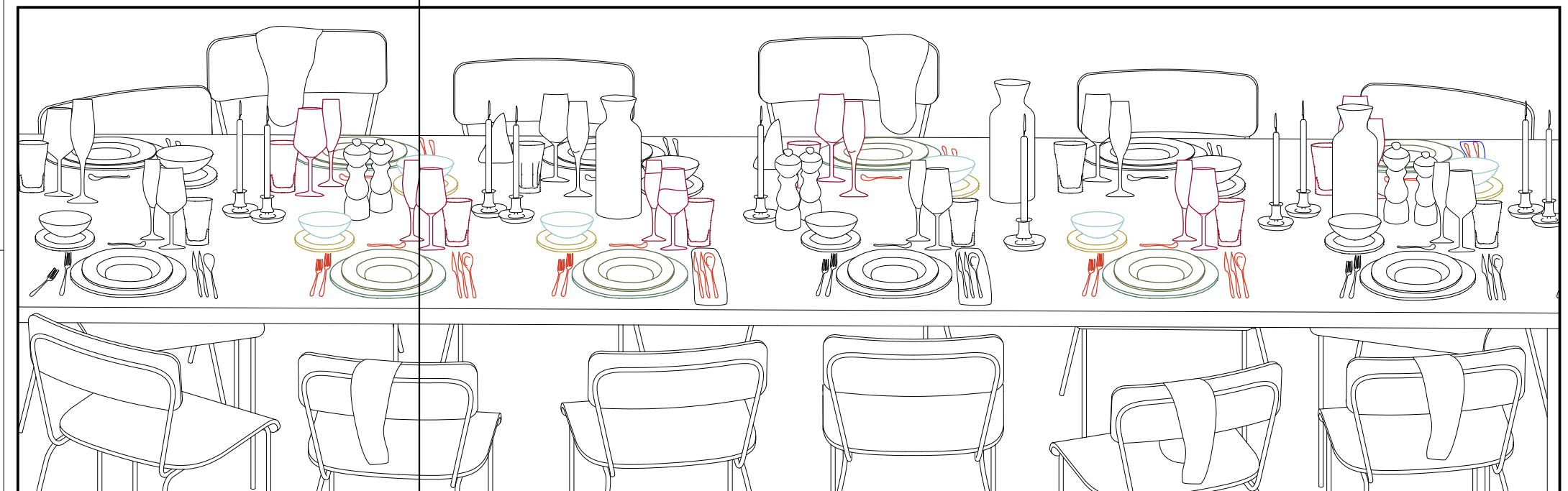
Bauteilclick.ch is a platform for purchase and sale of used components and furniture. It provides an alternative and more economically sustainable model. What one might not need anymore can be someone else's treasure. Share your happiness and make some extra cash.

Link to the [website](#).

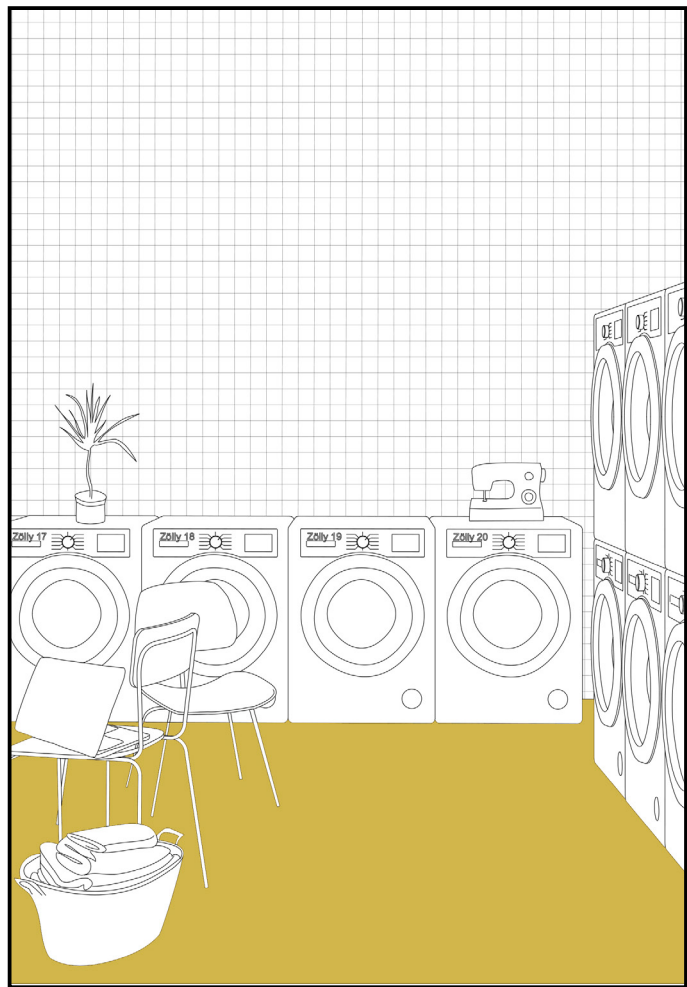
**The practical efficiency of sharing**

We are victims to the market seducing consumers to keep purchasing newer and better domestic appliances. Therefore one accumulates a varied collection of items, yet there is always something missing. To share less frequently used or expensive items is an alternative for a more economically and financially sustainable approach. Further, if costs of more expensive appliances are shared they will become more affordable and everyone will benefit from common resources.

**Become the super host**



Benefit from common resources



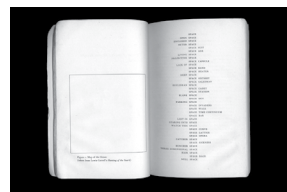
Strategy: Communal Laundrette



Strategy: The lift

This strategy offers the resident a way of not only using the infrastructure in the common way. Instead of using the lift only for access, they can start to transform them with various temporary alternatives. On Fridays, people meet for an after work drink at the "Bar Lift." Or for the more stressed among the residents, the "Massage Lift" can provide the necessary relaxation and for those who prefer to be more playful can jump into the "Twister lift" and enjoy a funny ride.

Species of spaces and other pieces by Georges Perec



The author contemplates about the many ways in which we occupy the spaces around us, their functions, meaning and the familiar items they occupy for everyday life. It is an entertaining and humorous book that varies in form and style and presents a generous selection of Perec's non-fictional writings and puzzles.

Purchase for CHF 13.99 [here](#).

The whole:

Embrace the communal life

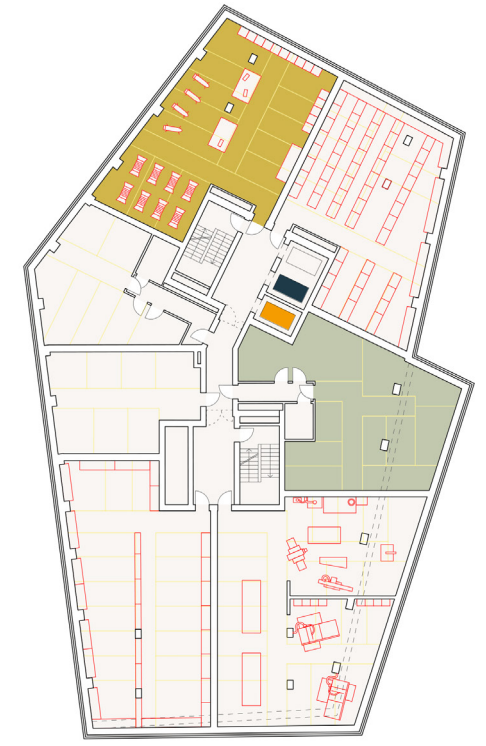
Strategy: Collectively repurpose existing unused spaces

Dear architects and planners. The large areas on the ground floor are not efficient enough. They would be better used if the residents could appropriate them more easily by not having a prescribed programme or function and instead of making them more accessible through adaptable alternatives which can be used temporarily. In this way the community can create further places for coming together and socialising.

Dear architects and planners. Individual storage spaces will no longer be needed. These spaces can be activated to promote communal living across the inhabitants. To balance consumerism and the accumulation of unnecessary 'luxurious' objects one can propose libraries of domestic shared objects, communal laundrettes that function as meeting places, in-house workshops for DIY activities and much more.



Ground floor Zölly: currently used as unsuccessful large commercial spaces and ateliers.

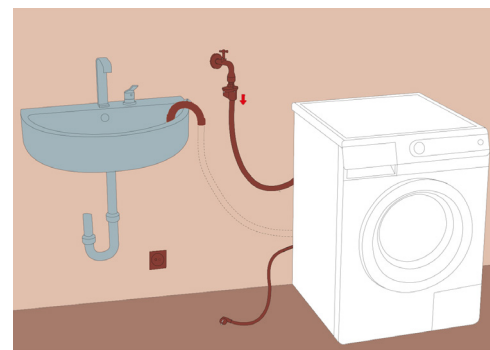


2nd floor Zölly: currently used as private storage spaces in a much higher number than required.

Strategy: Lobby Fleamarket



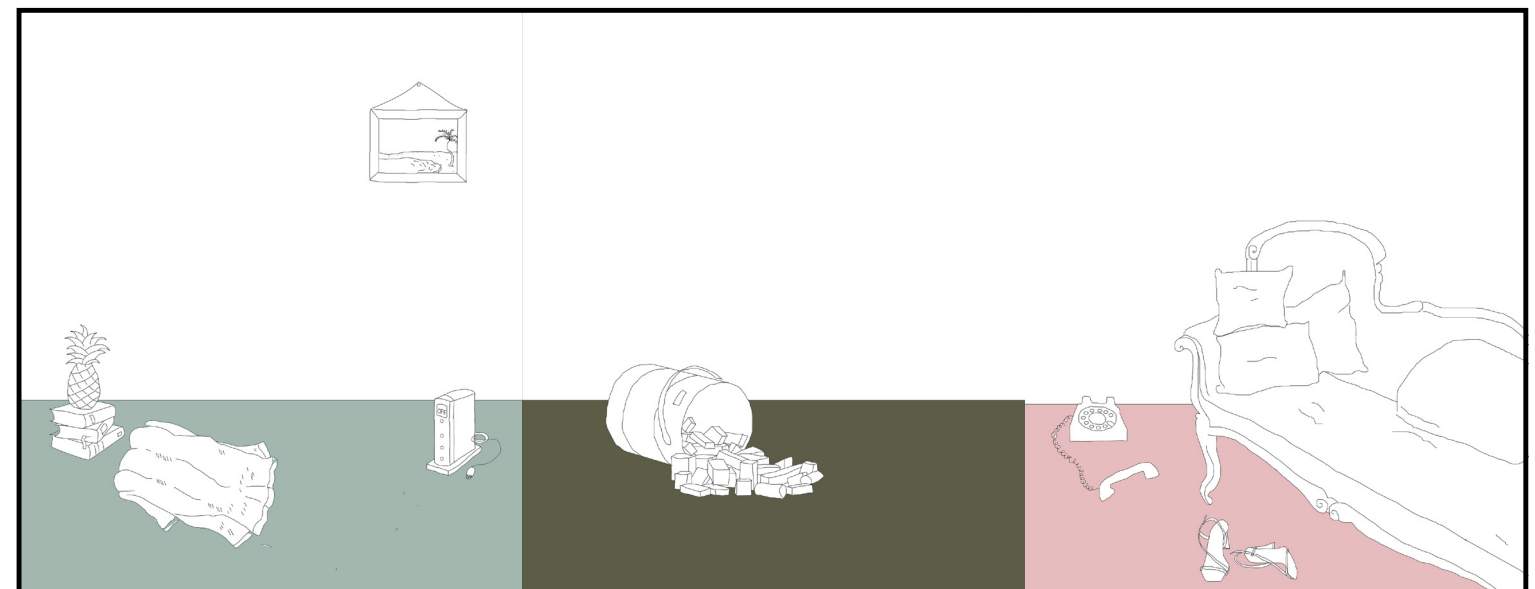
DIY: Dismantle your private washing machine and contribute it for the common good



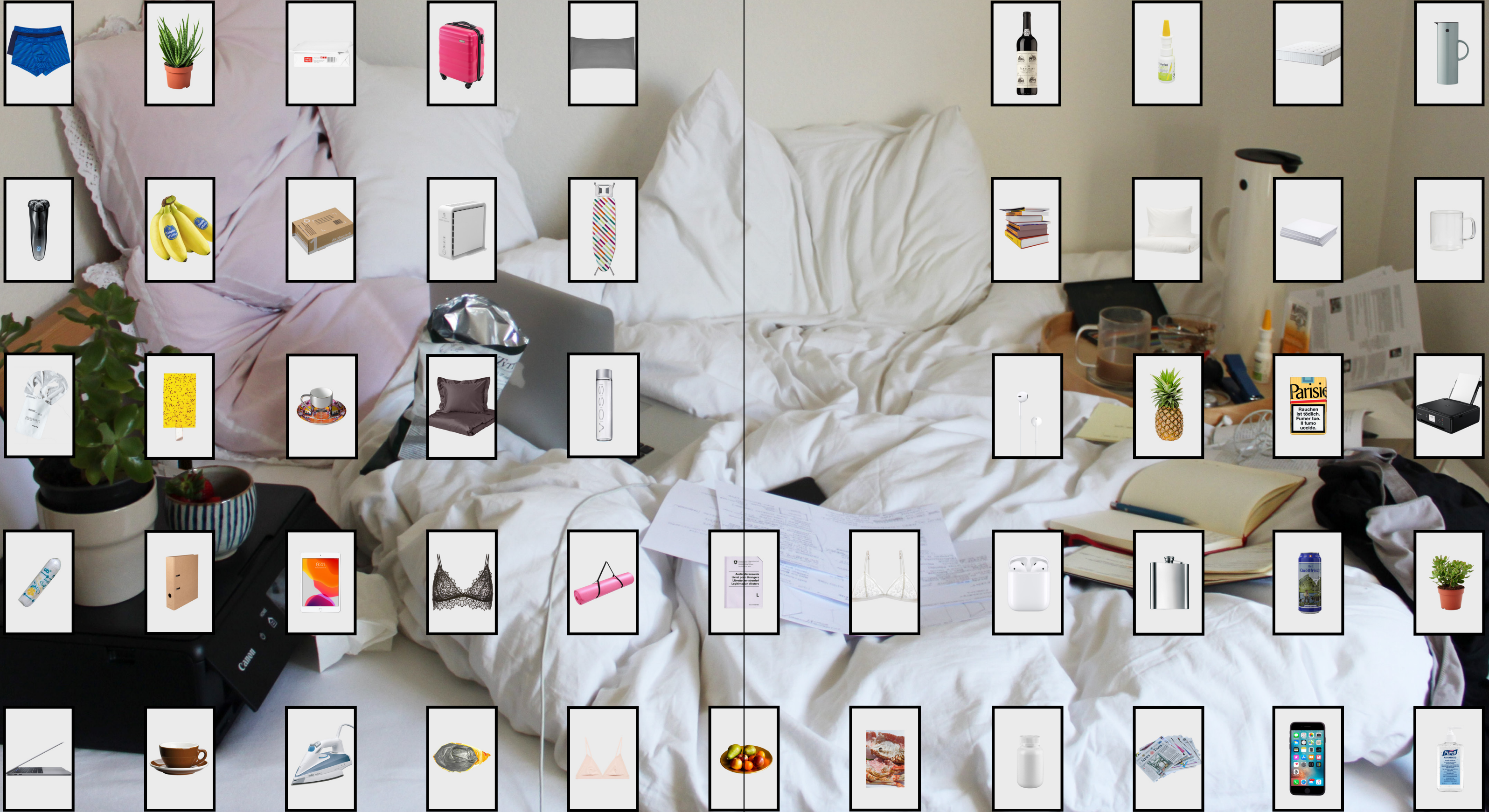
Instructions:

- 1 Unplug the connection cable from the socket.
- 2 Loose the securing of the supply and the drain hose and unscrew both.
- 3 Place the supply and the drain hose for draining into the sink or bathtub.

Strategy: Mise-en-role rooms

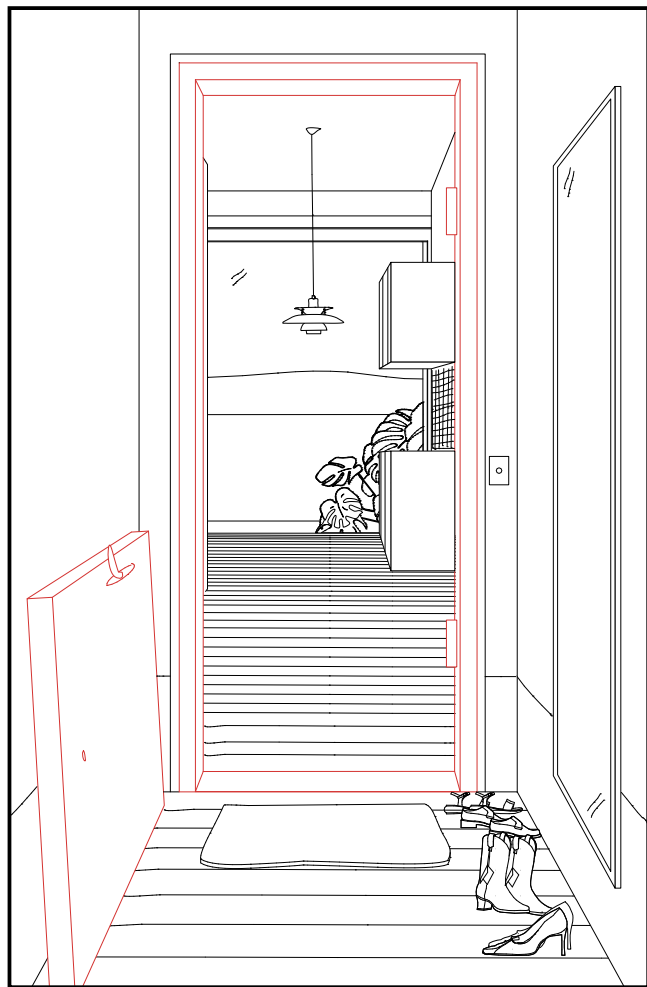


Bed-Fashioning



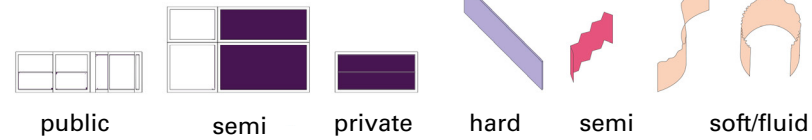
Bed-Fashioning by Livia Cerfeda and Natalie Klak, photograph series plus memory game, 2020





**Tool: The window**

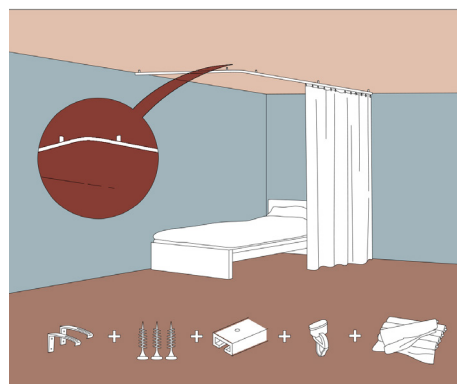
The window is a threshold between privacy and public. In the Zölly Tower the size of the window represents luxury and the status quo, a breathtaking view over the city of Zurich. It should not stop you however from personalising the opening according to your needs. Feel free to intervene with its transparency, cover it or leave it as it is.



**Tool: xeThe wall**

A wall defines a space. However, it doesn't need to be a permanent enclosure. As a tool it offers gradients of enclosure, from private to public. If you don't want to permanently define your space, as it changes over the span of your life, start with a soft and fluid intervention, such as the curtain.

**DIY: Build your own wall**



**Components:**

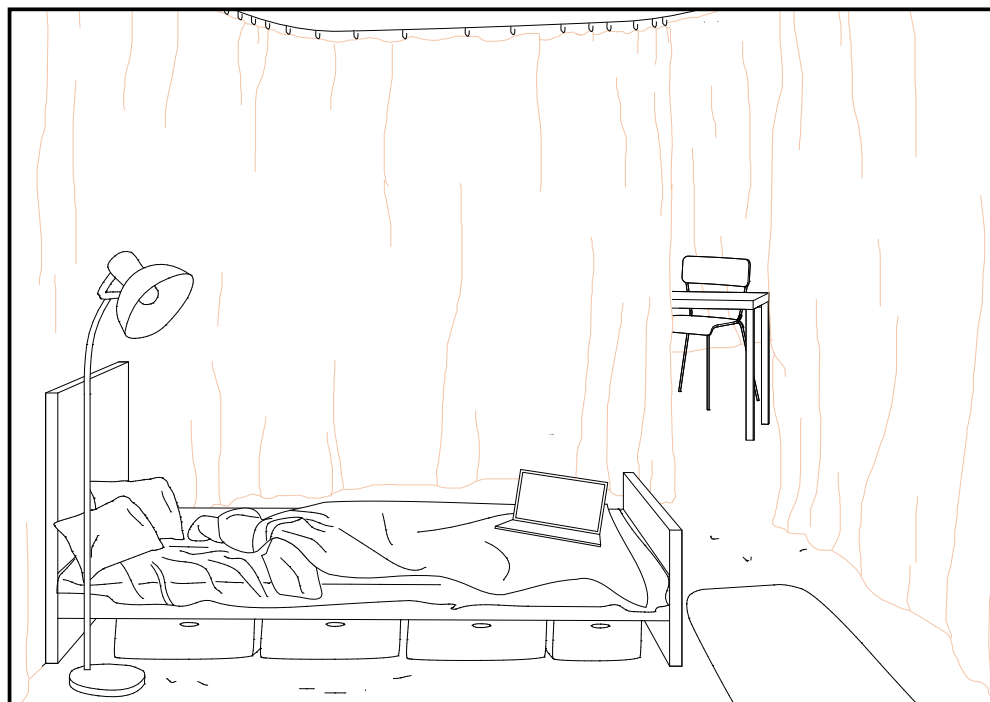
Fittings for wall or ceiling, 3 screws per meter, metal profiles, gliders, curtain textiles

**Instructions:**

- 1 Find your appropriate combination. Start by marking the position of your rail on the ceiling.
- 2 With the help of someone else screw the profiles onto the ceiling. Make sure they are stable.
- 3 Once done, insert gliders into the rail and hang your curtains.

**Tool: The door**

**What does privacy mean?**



**Personalise your living space**

**Post-Poo Drops by Aesop**

Sharing a bathroom can be tricky. However, this botanical bathroom deodoriser that effectively neutralises disagreeable smells with crisp notes of citrus peel and discreet florals, saves marriages and friendships.



100ml CHF 31,-  
Buy [here](#)

**Lo spazio minimo by Bruno Munari**

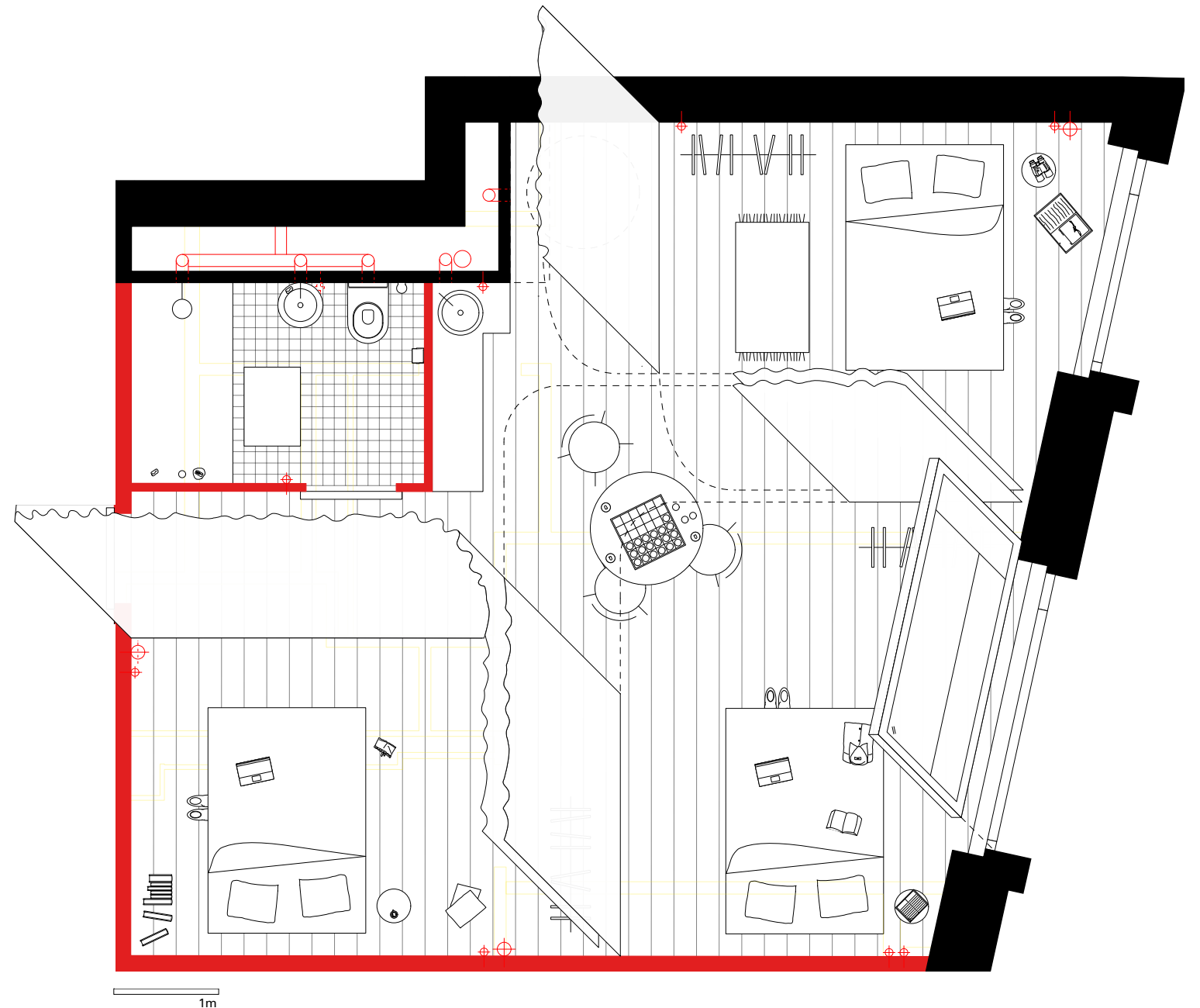
Abitacolo is a habitable module that has been conceived to satisfy all the living requirements of young people in a small space. Abitacolo can be fitted with shelves, baskets and reclinable table. A legendary design for a multifunctional bed.



Frame € 1,655.56  
Buy [here](#)

**The home:**

**Individual oasis**



**The architect's task**

**Electrical and sanitary connections**

This strategy proposes an approach to the home being a shell that offers protection and the most important electrical and sanitary connections for the inhabitant.

**Individual oasis**

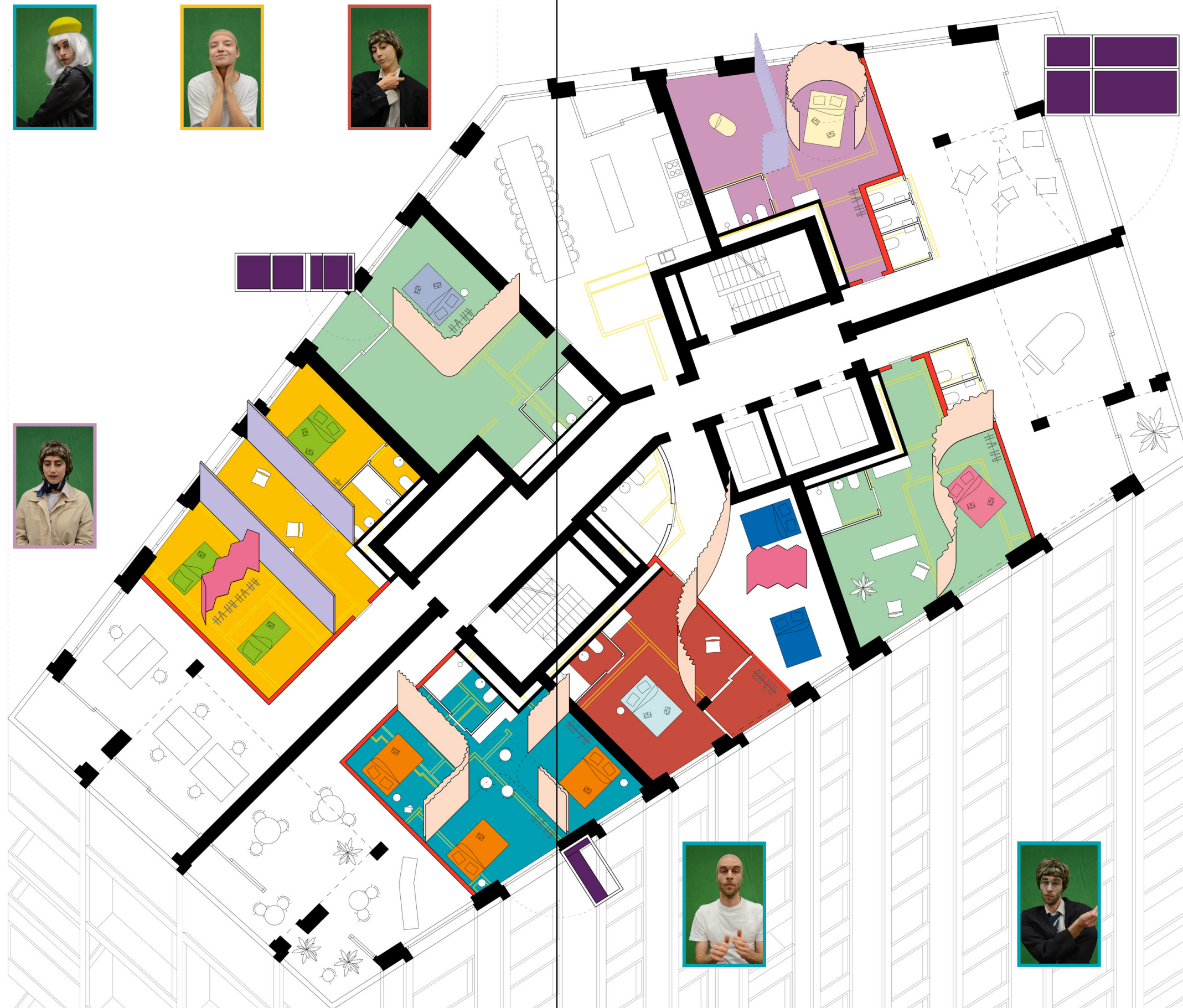
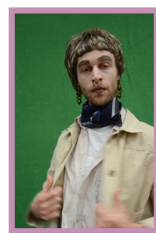
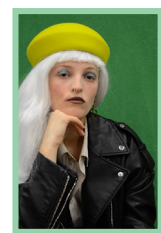
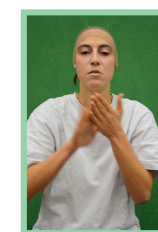
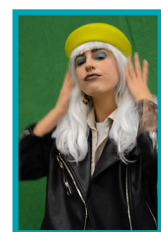
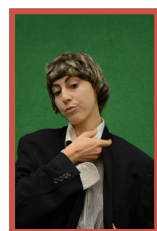
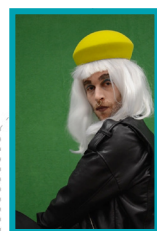
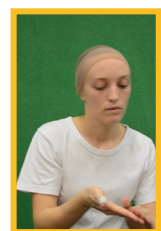
This type of home will be capable to allow the inhabitant to curate and inhabit their personal space according to their needs throughout changing lifestyles and situations. The alternative strategy includes to design shelters for the private activities which are defined by the bed. As the rest of the floor offers living spaces for public activities the individual oasis can be reduced to the most efficient square footage.

**39m<sup>2</sup> per person initiative Zurich**

The average living space in the Maag Areal is significantly higher than in the rest of the city of Zurich. One of the main reasons is the private ownership of the flats which as a result generates a target group. It defines luxurious living in the middle of the city in great style and divides social classes even greater. The city of Zurich proposes an alternative: the 39m<sup>2</sup> living space per person initiative. The message: For the common good.

For more information click [here](#).

Gloriously repeating



Contribute to the next issue.  
Submit your ideas [here](#).



1st edition  
Biannual magazine  
Zürich/ FS 2020  
printed 26/03/20

CHF 4,- / DE € 3,75 / GBP £ 3,40