

Fig 3.2: Vogler, Gertrud
(1990): Zürich/Signatur: So-
zarch_F_5107-Na-14-006-009

Fig 3.3: Vogler, Gertrud
(1990): Zürich/Signatur: So-
zarch_F_5107-Na-14-005-023

Fig 3.4: Vogler, Gertrud
(1990): Zürich/Signatur: So-
zarch_F_5107-Na-14-005-005

Fig 3.5: Vogler, Gertrud
(1982): Zürich/Signatur: So-
zarch_F_5107-Na-07-019-007

Fig 3.6: Voger, Gertrud
(1990): Zürich/Signatur: So-
zarch_F_5107-Na-14-007-020

Fig 3.7: Vogler, Gertrud
(1986): Zürich/Signatur: So-
zarch_F_5107-Na-14-020-027

Fig 3.8: Vogler, Gertrud
(1990): Zürich/Signatur: So-
zarch_F_5107-Na-14-004-004

Fig 3.9: unbekannt/Signatur:
Sozarch_F_Ob-0003-077

Fig 3.10: unbekannt/Signatur:
Sozarch_F_Ob-0003-076

Fig 3.11: unbekannt/Signatur:
Sozarch_F_Ob-0003-078

Fig 3.12: unbekannt/Signatur:
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Fig 3.13: unbekannt/Signatur:
Sozarch_F_5038-Pa-0016

Fig 3.14: unbekannt/Signatur:
Sozarch_F_5038-Pa-0017

Fig 3.15: al-zh.
chzblog/2017/12/24-septem-
ber-swiss-life-deal-hugo-ball-
sanein/

Fig 3.16: Hertel, Tamino
(2024): Swiss Life Brannhof

Fig 3.18: <https://www.kunstbulletin.ch/notebook/kunsthaus-zurich-dada-hier-und-da-da-da-und-dada-uberall>

Fig 3.19: unbekannt/Signatur:
Sozarch_F_Pb-0004-135

Fig.4.1: 1980, Vogler, Ger-
trud: Zürich/Signatur: So-
zarch_F_5107-Na-10-011-009

Fig.4.2: Vogler, Gertrud: Zü-
rich/Signatur: Sozarch_F_5107-
Na-30-053-005

Fig.4.3: Tratsch Fest, 1982,
Vogler, Gertrud: Zürich/
Signatur: Sozarch_F_5107-
Na-19-020-003

Fig.4.4: 1980, Musikvideo,
band Mothers ruin, Swisspunk.
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Fig.4.5: 19
Mothers ru

Fig.4.6: 19
Yello, Dieter
Youtube.co

Fig.4.7: 20
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Fig.4.8: 20
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Fig.4.9: 19
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Fig.4.13: 1
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Fig.4.14: 1
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Fig.4.15: 2
Meier—Ojo
Meier

Fig.4.16: 19
Gertrud: Zü

Bahnhofstrasse -1

Bahnhofstrasse 110

Bahnhofstrasse 75

Bahnhofstrasse 61

Bahnhofstrasse 25

Bahnhofstrasse 21

7

41

63

107

123

159

Preface

Gertrud Vogler captures, but also takes part in the social complexities and movements happening in Zürich from the 1970s until the late 1990s. By that, Voglers Archive of photography serves as a powerful tool for social advocacy, and challenges us as viewers to reflect on our role and responsibilities. She puts us as the spectators in a metaphorical cage, where we are obliged to take part in important, looked over topics.

Voglers Work stands in a strong contrast to the from us observed appropriation of the aesthetic of resistance at the bahnhofstrasse, as her work embodies an honest engagement with social issues and human experiences.

The appropriation of the aesthetic of resistance has more and more become a trend, where genuine struggles and movements of marginalized communities are stripped of their context for the sake of profit or personal gain. This phenomenon, or said appropriation reduces complex social issues to fashion statements or marketing tactics, trivializing the actions of those who fight for justice and equality. By adopting symbols, slogans or styles, individuals and also corporations, not only take the effectiveness of genuine grassroots movements, but also support a cycle of cultural appropriation and exploitation.

We want to move the focus away from the big picture and all-encompassing political movements, to show the personal stories of small actors, events and objects. Resistance is often seen as a single motion instead of its human scale actions and reactions.

This actio-reactio, ambiguity in the meaning of the Bahnhofstrasse and its history can be seen in the combination of Voglers and our own photographs.

In the narrative of resistance, the photographs of Gertrud Vogler serve as a guiding light in this book, weaving together various acts of defiance. These images, always displayed in full frame and in black and white, form the steady backbone of this work. Much like Theaster Gates, we complement Vogler's pictures with contemporary photographs, capturing moments from seemingly unrelated contexts. Shot with a fixed-lens camera, our images strive to emulate Vogler's intimate approach, fostering a sense of connection across time and space. Together, these narratives converge to create a

comprehensive map of resistance along the Bahnhofstrasse, offering an authentic glimpse into its history and ongoing struggles.

Bahnhofsstrasse -1

Platzpromenade 5

Rondell 1

Sihlquai 41

Paradeplatz 8

Bahnhofsstrasse 78

Bahnhofsstrasse 71

„The Platzspitz was hell. But this hell had a system, laws, its own hierarchy of power. And around this hell, the aid industry of the city thrived, along with incorrigible social romantics.“

Roots of resilience

During the drug crisis at Platzspitz in the late 1980s, few, aside from the dealers, consumers and police dared to approach this place. One of those who did was Hermann Schmid. As a groundskeeper, he tirelessly ensured that the park remained as clean as possible. With that he not only cleaned the leftovers from the drug use but also protected the consumers, even from themselves. Through his diligent work, he undoubtedly contributed to preventing the park from further descending into a literal drug swamp. He reappears through different photographs of Platzspitz over and over again. In some, very subtle in the background, in others he is the main focus of the picture.

No matter what, no matter when Hermann Schmid seemed to always be around, caring for the park, the people and its general appearance. Always wearing his onesuit, he works together with the people using the park but also bigger instances like the garbage collection, the police or the city council. Almost like a guide he accompanies and helps these visitors with their work.

Hermann makes the appearance of a very

humble and peaceful man that does not need much in his life to be happy. Caring for others and serving a greater purpose is more than enough for him. Keeping the Platzspitz in its shape as much as possible was probably one of the most difficult jobs in Zürich that was there at the time. Despite the considerable attention given to Platzspitz, it is individuals like Hermann Schmid who had to confront the daily challenges on-site and are often forgotten although they had a crucial role in this rather dark part in the history of Zurich.



Fig.1.1: Hermann Schmid cleaning the Rondell on Platzspitz with a hose. The leftovers of the drugconsumption were only possible to be removed with strong water and airstreams. However, Hermann Schmid alone was not enough to keep the park clean from the daily garbage of up to 3000 people.

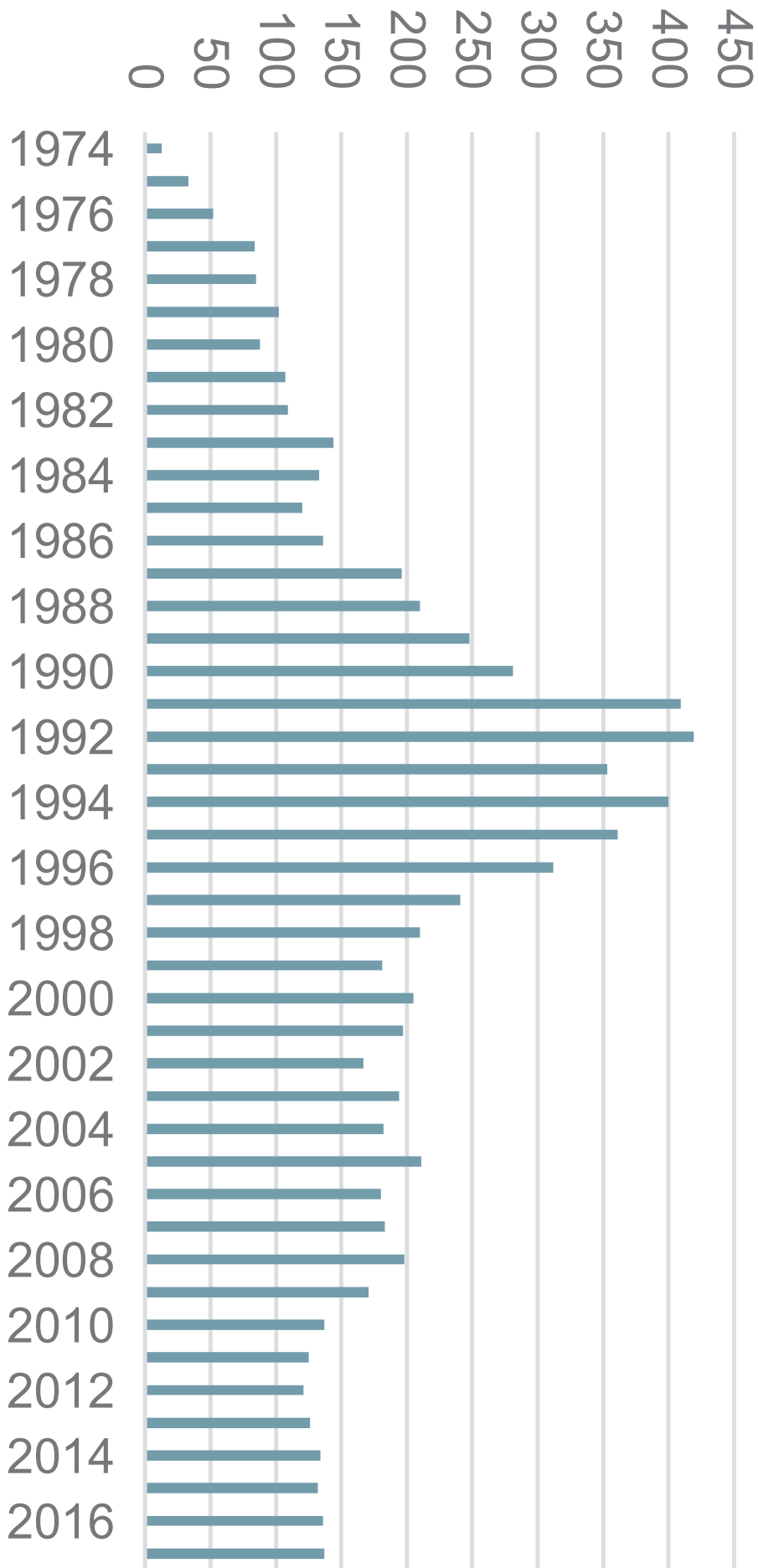


Fig.1.2: Drug mortality in Switzerland throughout the years. (Source BAG BFS)



Fig.1.3: The Rondell at Platzspitz serves as social hub and forms the center of the drugscene



Fig.1.4: Hermann Schmid rinsing the rondell in the morning.

Illusive freedom

When in the 1970s, Heroin slowly started to become popular in Switzerland it was seen as a revolutionary and rebellious drug. Associated with the lifestyle of declining the state and its system and chasing the freedom, it attracted a specific community. Little was known about the downside, danger and the great potential of addiction at the time. Young artists, musicians and open-minded people unrestrained started experimenting with this drug were often already addicted after the first dose. However, also people from different circles like the bank sector came in the beginning to Platzspitz in search for a new high and with that often put their whole career or life at stake.

A lot of them saw themselves never leaving or returned on a daily basis. Driven by their addiction and expelled from every other place in the city, Platzspitz became a meeting point, attracting people from all over Switzerland and even Europe. It is often forgotten that this was the only place for this people to go. Being kicked out from the rest of society, a new community started to form itself. The people had their friends and social life there although they often despised the fact that they would go there again. They were trapped in their addiction and the cycles that come with it. Left alone by the state the last thing left for them was relieving their pain through the drugs. It is however very important to not forget the fact that a lot of the people came from a privileged background and probably never saw themselves ending in a place like Platzspitz.

The smell of blood

The blood must have attracted the rat on that warm summer night in 1991. As a regular visitor to Platzspitz, Alain was not easily frightened, but the horror of this scene penetrated even his heroin-induced haze. The rat, about the size of a small cat, seemed to be attacking the junkie who slumped against a tree downstream from the roundabout in the dark. Normally, the rats fed on the excrement scattered around Platzspitz, but blood seemed to be more enticing. Alain approached the man, but the rat remained undeterred, its nose and sharp teeth already burrowed into the arm just below the needle in the flesh.

Alain kicked the rat, and only then did it release its grip on the man. He then leaned over the unconscious figure, checking for breath and pulse,

attempting to rouse him with a few slaps. Unsuccessful. He heard the rat rustling in the bushes. Eventually, he dragged the man forward into the light of the roundabout, hoping the rat wouldn't venture among the people. Then he went about his business.

Zurich, 1991 – one of the wealthiest cities in the world. The city prides itself on propriety and order. Ice cream vendors at Bellevue cannot install sun protection at their stands without the police showing up to inspect the construction permit. However, on Platzspitz, where once the elite of Zurich strolled, the law is broken hundreds of times every hour. Between 3,000 and 5,000 people gather here daily. They shoot up drugs, loiter, exchange money and substances. In the bushes between the National Museum and the Sihl River, neglected girls sell their bodies for pocket money. Behind improvised market stalls made of banana boxes, vegetable crates, or shopping carts, the so-called „filter fixers“ stand, offering new syringes, spoons, and ascorbic acid. In return, they receive the leftover drugs from the cigarette filters used to draw up the heroin solution. Doctors rush around, resuscitating those who have collapsed and distributing vein ointments. Experts refer to the festering sores that disfigure many addicts as „battlefields.“ Yet, they overlook the fact that the entire scene does resemble a battlefield, as recalled by a police officer who was there daily: „People lay in their own blood and feces like casualties. Those who could still walk simply stepped over them.“ No one who witnessed it could forget the sight or the stench of decay and vomit.

In hindsight, many questions arise: Why did it come to this, and why did the government allow it? What are the political backgrounds of this catastrophe in the heart of Switzerland's most important city, and what does it reveal about the prevailing worldview at the time? Why did authorities permit so many sick and disturbed individuals to publicly self-destruct? How did hard drugs hold the entire city population hostage? And what does this story reveal about Zurich?

(1.1 Michèle Binswanger (2024))



Fig.1.5: The rondell how it stands today. Platzspitz is now an urban park regularly used by the people.

Promoting the drug use?

An objection often heard against safe injection sites is that such facilities promote drug use. What is your stance on this? What lies behind this question? It is often argued that safe injection sites exert a certain allure because drug users can inject more comfortably there and feel less pressure. First and foremost, I must say that we have experienced at Platzspitz that this artificial pressure of suffering does not foster willingness to quit. When all that remains is AIDS, exclusion, threat of punishment, and debt, how can a person even conceive of initiating a change they know they will never achieve? This pressure might work with newcomers. However, one must be cautious not to lump all addicts together. One might need something contrary - a „no.“ But others react to that with resistance. There's no one-size-fits-all solution, which is why we need a variety of facilities. But the idea that everyone must hit rock bottom before they will consider changing is simply untrue at a certain point. Furthermore, I believe that the more hidden or secretive the consumption and trafficking, the more dangerous the consequences. Only with supervised injection facilities is there even a possibility of reaching young newcomers. Who else would do it? Certainly not the dealers. If, for example, you see a very young person coming to such a place to inject, there will definitely be someone there to warn them of the consequences. The chance to redirect people away from drugs only exists if the issue becomes somew-

hat public. What happens in secret is highly perilous, not only for the affected individuals but for the entire population. The establishment of three safe injection sites in the neighborhoods is planned. Many people fear that if this proposal is accepted in Zurich, instead of one drug center as before, three will be created. Are these concerns justified? It's very difficult to predict. I believe it also depends heavily on factors like how present the police will be in these neighborhoods. It's not entirely unlikely that there will be street-level dealing around these centers. However, it will largely depend on how the police intervene in these neighborhoods. Another argument often heard against safe injection sites is that it would be wiser to offer more therapy spots to completely wean people off addiction, rather than providing safe injection sites that only offer survival aid.

(1.2 NZN 1990)



Fig.1.7:

Hermann Schmid cleaning the Park with a leafblower.









Fig.1.9:

„WE LOVE YOU“

„In a hasty move in 1992, the city council closed down the Platzspitz and created the Letten, the most brutal drug scene in Europe. It was a fatal setback on the path to solving the drug.“



Fig.1.10.1



Fig.1.10.2



Fig.1.10.3



Fig.1.10.4



Fig.1.10.5

Fig.1.10: Filmstills from Platzspitz and Letten







Fig.1.12: Empty packagings of syringes laying around just next to a garbage can.



Fig.1.13: A bench at Platzspitz today. It still makes the clean appearance as if Hermann Schmid had just passed by with his hose.



Fig.1.14: A bench at Platzspitz today. It still makes the clean appearance as if Hermann Schmid had just passed by with his hose.

Filterlitische

The so-called „Filterlitische“ were tables on which often other drug addicts provided clean syringes and filters. The heroin was pulled through the filters that the dirt in it got sorted out. But not only was the dirt trapped in the filter but it also soaked itself with the liquid heroin. Collecting those filters you could squeeze a dose out of it again. In a way this was the „taxes“ you had to pay for a clean shot. It was somehow a win win for both parties and a strategy that is not too far from the marketing and business strategies used by the top-bankers at Bahnhofstrasse.

Nicely laid out the „Filterlitische“ became not only a symbol for Platzspitz but also had a very own aesthetic. Decorated with flowers and napkins it almost reminds one of a table prepared for a nice dinner. There is some sad irony in these pictures as

people often skipped dinner to sit on these tables. The drug served as fuel for the body to function and everything else had less priority. By neglecting not only themselves but also their surrounding Hermann Schmid also became their care taker in a sense.

1.3 Michèle Binswanger (2015)



Fig.1.15:
past

Where once were centimeters of trash, excrements and clothes there are now flowers and green grass. The
seems further away than it actually is.



Fig.1.16: A set of public benches fenced in due to a construction site next to it making the benches unaccessible for anyone.







Telokurs

Routers

CREDIT SUISSE

Morning shower

Every morning, with a genuine smile and a love for cleanliness Hermann Schmid transforms the dusty and dirty paths of Platzspitz again into welcoming paths. Confronted with the big amount of leftover thrash and dirt, Hermann choses his daily tools wisely. Going for the big gear, like the leafblowing machine or the water hose, he starts his performance throughout the park. Almost invisible he circles the park, following a strict route that only he can see. The grass starts appearing green and the pathways become walkable again without being afraid of standing on a syringe.

Bypassing the people still sleeping on the benches Hermann Schmid never seemed to lose his patience and untroubled followed his journey until the park was clean.

Not to far from Hermann Schmid another water hose is turned on. Standing on a latter this person starts to wash the fortification of the Crédit Suisse. Passioantely going from top to bottom the person like Hermann Schmid also follows its inner plan. However, his work will in its visibility not appear so much, as it stands already in a very clean context. Located at Paradeplatz a parallel world is situated far away from the problems at platzspitz. Nonetheless in both these worlds, the janitor often acting in the background is a very much needed and underpaid job.

I am wondering what they would have told each other if they ever met. What different challenges they are opposed with in ther journey and how they counteract. Maybe they would find common interest in water as a cleaning gear, its effectiveness and brilliance. What they would say about Platzspitz and Paradeplatz and if the would agree with each other. They both work at places in areas they might not often go too in their freetime. Still they apparently give a lot of love and empathy into what they are doing.



Fig. 1.19:

Shining in bright green color, the park today is equipped with garbage cans in every corner. The park appears spotless and is used by all kind of people



Fig.1.20 In comparison to the dirt and trash Hermann Schmid was confronted with, one could literally eat from the ground today on Platzspitz. Hermann probably would get bored being the janitor under todays circumstances



Fig.1.21: „No Filterlitische = no AIDS prophylaxis - The Filterlis provide the space with fresh syringes until dawn“. Next to it: Hermann Schmid and another man, once again occupied with cleaning the Rondell.



Fig.1.22: A so called „filterlitsch“ decorated with a bouquet of flowers , bringing some color into this dreary scenery.



Fig.1.23: A “filterlitsch” prepared for a clean shot. Creating an attractive layout, made people to chose your table for the next shot, increasing your chance of getting a free dose of heroin.



Fig.1.24: The shopwindow of „En Soie“ just next to Bahnhofsstrasse. It also attracts a specific type of customer with bright colors and seasonal flowers.



1.25.1



1.25.2



1.25.3



1.25.4



1.25.5

Fig.1.25:

Filmstill of the closing of Platzspitz. The people just left Platzspitz and gathered in the streets and entrances next to it. Leaving the problem to the local residents.



Fig.1.26: Nicely ordered medicaments being advertised and proposed to cure almost every of your daily pains.

„Needle Park“

Platzspitz or often referred to as „needle park“ was (and still is) a public park in Zürich. During the 1980s and 1990s it became the epicentre of the heroin epidemic happening at the time. With the government tolerating the space, it rapidly grew and gained international attention.

Due to the exchange of syringes, viruses and diseases were spread. Already in 1982 the HIV virus cases increased continuously. In 1987, the ZIPP-Aids was found to counteract these infections. Providing syringes and condoms Zipp-Aids tried to minimize further infections. This created legal complications as The AIDS epidemic is a public health issue that must be addressed in accordance with the Epidemics Act. This includes the provision of sterile injection materials. However, drug abuse must also be combated under the Narcotics Act. Providing syringes in this context would be counterproductive and could potentially have an encouraging effect. However, in this case the authorities in the end decided to prioritize the AIDS-epidemic and allowed the distribution of fresh material.

The drugscene was shutdown by the police in 1992. But by only closing the gates to Platzspitz the problem was not solved. The people often were in consistance were they needed help but instead were chased away by the police.

1.4 Wiederkehr (2024)



Fig.1.27: A bankomat in the fortification of the Credit Suisse at Paradeplatz stands for a very different form of business and trade than the one practiced on the Platzspitz.



Fig.1.28:

Leftover possessions laying around during the closing of Platzspitz.



Fig.1.29:

The police behind the fences of Platzspitz, after its shutdown in February, 1992.





Bahnhofstrasse 110

Badenerstrasse 8

Limmattstrasse 18-20

Bahnhofstrasse 53



Che Guevara Poster

CHF 30.00 CHF 24.00 incl. VAT (MwSt.)

SALE!

Read more



Cher Poster

CHF 30.00 CHF 24.00 incl. VAT (MwSt.)

SALE!

Add to cart

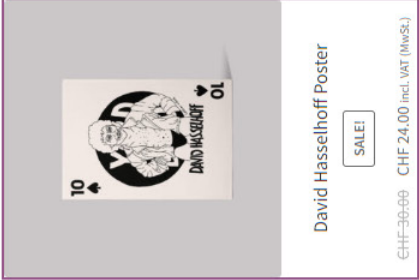


Danny Trejo Poster

CHF 30.00 CHF 24.00 incl. VAT (MwSt.)

SALE!

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David Hasselhoff Poster

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SALE!

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Dolly Parton Poster

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SALE!

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Freddie Mercury Poster

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Frida Kahlo Poster

CHF 30.00 CHF 24.00 incl. VAT (MwSt.)

SALE!

Add to cart



Geisha Poster

CHF 30.00 CHF 24.00 incl. VAT (MwSt.)

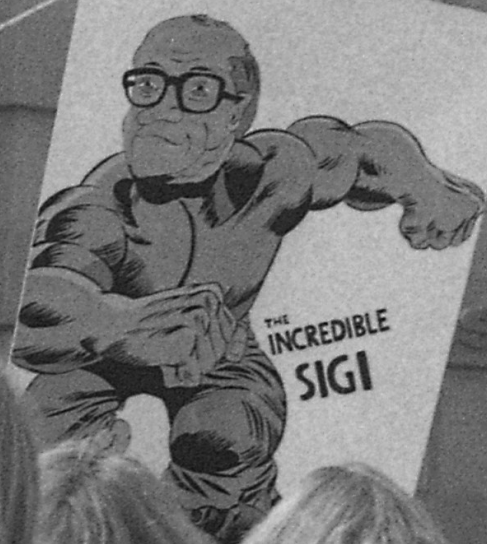
SALE!

Add to cart

Fig.2.1:



Möbel-Pfister



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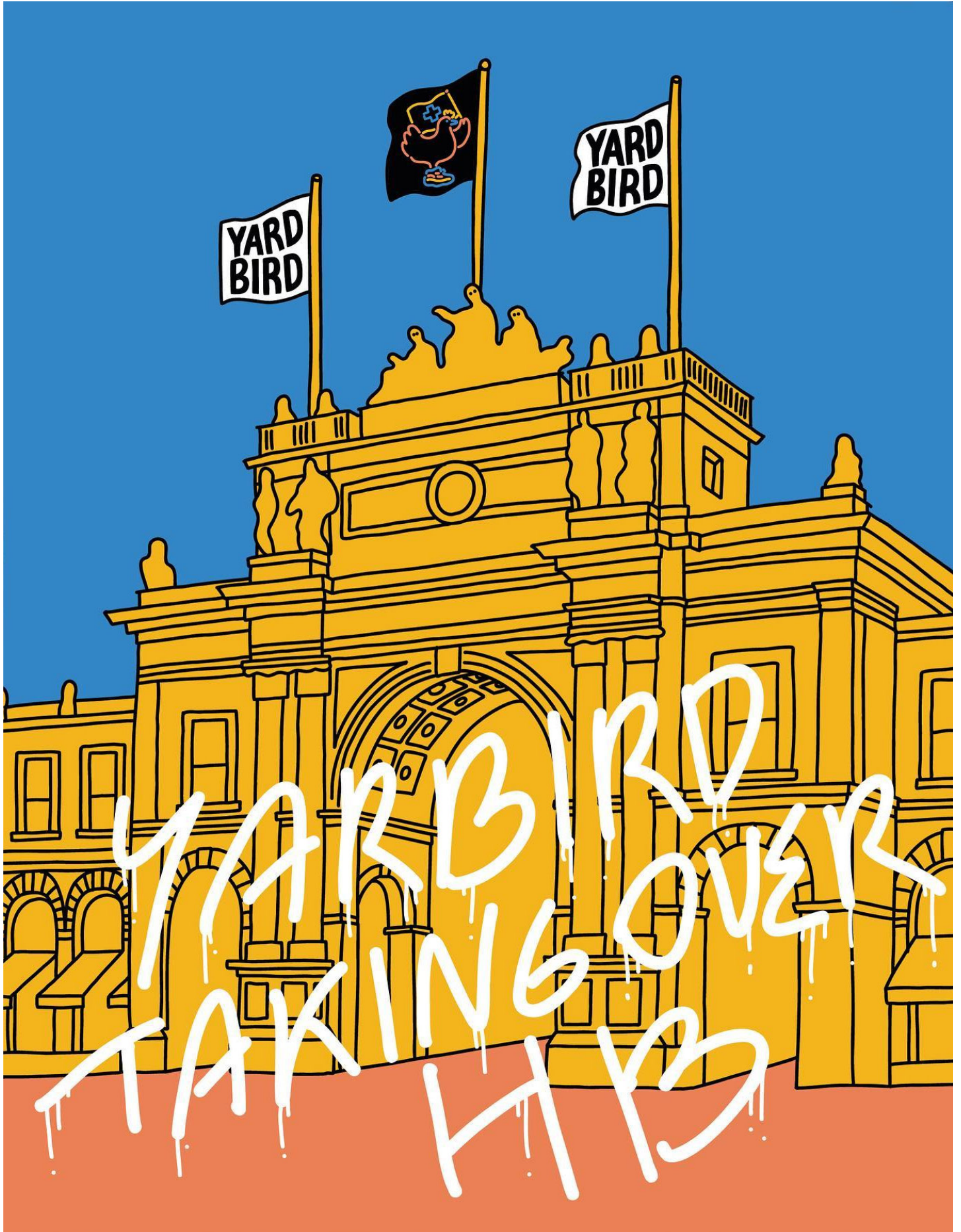


Fig.2.5: Yardbird at Zürich HB: Apropiation of the aesthetics of resistance

The Emperor

Sigmund Widmer was the mayor of Zürich from 1966 to 1982. As part of the LdU, a social liberal party, one would expect him to have an interest in providing spaces for the youth. But in 1980 social liberalism meant granting a 60mio credit to the opera house while denying the AJZ to stay. Liberalism in this case was only economical and not cultural which has also been said about the opera house itself.

Sigmund did not relate to the youth of 1980. The man was used to wearing a bicorn hat like napoleon while receiving a visit from an english officer. Though it did not make him look like the french emperor.

Zürichs youth demanded a room for self-determination, the bourgeoisie wanted the opera and Widmer decided to keep Zürich quiet and clean. The youth met that demand with riots.

The leading figure of Zürich for 16 years stepped down from the office after only two years of chaos. The AJZ was torn down anyways which further outraged the autonomous young people.

Big train station for Lord Mayor

su. After a four-day journey through Switzerland, following numerous receptions and banquets, the Lord Mayor of London, Sir Ian Bowater, and his entourage arrived at the main railway station this afternoon. Previous stops on the journey were Regensburg, Lucerne with a detour to Mount Pilatus and Lausanne, where the guests, whose attire was reminiscent of earlier times, visited the Comptoir Suisse.

The train from Lausanne arrives punctually at the main station at 3.54 pm. Standing ready to receive them are, among others, Mayor Dr Sigmund Widmer and several city councillors, Mayor Wiget, Councillor Mossdorf and, in all modesty, a pikeman or spike bearer who, without a spike, had hurried ahead of the Lord Mayor with Sergeant Footman to make the necessary arrangements for their arrival here in Zurich.

Fourteen red-robed pikemen and musketeers emerge from the train first. They line up on a link, and a dashing command causes rifles and spears to be presented at foot. The main figure of the guests, Sir Lan Bowater, now approaches the reception committee with dignified step. At the Lord Mayor's side in splendid regalia is Lady

Bowater. Wearing a smart blue dress, the visitor is presented with a large bouquet of red roses.

After duly shaking hands, the guests make their way out onto the station square to the sounds of the boys' band and the town band, where nine carriages are waiting. The Lord Mayor and Lady Bowater, as well as the Mayor of Zurich and his wife, take their seats in the foremost carriage, a five-horse carriage decorated with flowers. A little later, magistrates, lords and ladies, Englishmen and Zurich residents, guests and hosts sit in the following carriages. The carriages then set off via Gessneralle and Schützengasse in the direction of Bahnhofstrasse.

The city music plays first, followed by a delegation of guilds, and then the City Marshal follows on a bay horse and not, as tradition and the programme would have wanted, on a grey horse. As is well known, the city administration was unable to find such a horse in Zurich.

Numerous passers-by stand at the roadside along the route, waving to the guests from the city of Thames or greeting them with friendly applause.

The procession leads to the town hall, where a reception is held and Swiss wine of honour is sampled. After a detour to 'das Muraltengut', a banquet in the Zunfthaus zur Meisen will conclude the official visit from Great Britain.

(2.1: NZZ, 1970)



Fig.2.6:

Sigmund Wagner and an english officer



Fig.2.7:

Sigmund Wagner, Lady Bowater and Lord Mayor

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da krieger

GESCHLOSSEN



nd Bullenprügel
Steine Flügel

SEN









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Fig.2.11: Cos at Bahnhofstrasse, located inside the former bulding of the swiss national bank

The Rebel

(Dr.) Isidor Wagner was not only a politician. His CV is a conglomerate of political rebellion and intellectual grandeur, which granted him media coverage for about four years.

1980: Nationalrat Wagner explains that he will candidate for the office of Zentralpräsident for his party Nationale Aktion.

1981: Wagner gets nominated as candidate for the city council.

Hans Zwicky is elected Zentralpräsident, after which Wagner gracefully resigns.

To make it even worse, he gets beaten up in front of the AJZ in Zürich. The suspects stay unknown.

1982:

Two-hour hostage situation at the „Züri-Woche“

Threats from a former NA city council candidate

ty. This morning, Isidor Wagner, a former National Action city councillor candidate, broke into the editorial offices of „ZüriWoche“ on Industrie-strasse in Glattbrugg, took an employee of the company who happened to be there hostage at gunpoint and locked himself in an office with him. Isidor Wagner threatened to shoot the journalist Alfred Messerli, who once again had critical things to say about Isidor Wagner in the latest issue of „Züri-Woche“. After an hour and a half of negotiations over an internal telephone line, the 45-year-old hostage-taker gave up his pointless endeavour and allowed himself to be arrested without resistance. Wagner used a loaded blank-firing pistol as his weapon.

In his article, Alfred Messerli once again accused the former computer expert, politician and current estate agent of conducting dishonest business with an allegedly false doctorate. Even before the city council elections in the spring of 1982, when Isidor Wagner appeared in public as a candidate for city council with a doctorate, Messerli questioned the politician's academic title in a report. Although Isidor Wagner denied that he had obtained the doctorate illegally, he also withdrew his candidature as a city councillor and was apparently never prepared to provide further details about his alleged doctorate.

Isidor Wagner now claims that Messerli destroyed his political career with the articles, is to blame for the breakdown of his marriage and ruined his business with the last prank. Early on Thursday morning, Wagner called several newspaper editors and announced that something was going to happen. Wagner even threatened the operator of the „Züri-Woche“ editorial office that he would shoot Messerli. Shortly before 10 a.m., Isidor Wagner actually appeared in the editorial offices of „ZüriWoche“, stormed into the office of the company director at gunpoint and took an employee who happened to be there hostage. Alfred Messerli, whom Wagner suspected to be in the editorial office, had left the building shortly before. The police, who were immediately alerted, surrounded the building and demanded that Wagner surrender. Only after about an hour and a half of negotiations over an internal telephone line did Wagner give up and allow himself to be arrested without resistance. During the talks, he is said to have demanded a counterstatement to the article. Investigation proceedings have now been initiated against Isidor Wagner for deprivation of liberty, attempted coercion and a number of other offences not yet specified by the police; the investigation is being conducted by the Dielsdorf district attorney's office.

(2.2: NZZ, 1982)

1983: Dr. Wagner is acquitted of the accusations, that his doctor title is illegitimate. He studied at the univeristy of Sussex.

1984: Dr. Wagner is found guilty of deprivation of liberty and sentenced to six months of probation.

AJZ, autonomous youth center

Zürichs youth has been pushed around the city for years, before finding shelter in a building next to the main bus station next to the HB. The building continued the tradition of setting up AJZs in precarious places. First it stood in a river, then it was shoved in a bunker and finally was set up next to the center of movement or rather of moving away. That was the main goal of most of Zürichs political landscape of the 60s, 70s and 80s anyways. Moving the autonomous people away.

A space for alternative music, various marginalised groups, including punks, anarchists, and left wing activists, emits a lot of unwanted sensory perceptions. Including far more than just noise and trash. The fact that there was a Fixerraum, a place for open drug consumption, did not help the AJZ against the social liberal government of the city and even less against the conservatives.

The sponsors, two parishes and Pro Juventute, decided to close the institution down. The users decided against that decision and squatted the premises.

After negotiating with the sponsors the squatters left.

After the closure of the AJZ

By AP correspondent Balz Bruppacher Zurich.

(AP) A fatal shooting in the „Shop-Ville“ station arcade is the preliminary climax of the problems with the hard drug scene in Zurich that have become more acute since the closure of the Autonomous Youth Centre (AJZ). Police and residents unanimously confirm that dealers and fixers have increasingly moved into the neighbouring industrial district since the AJZ experiment was discontinued. The police are trying to alleviate the consequences for businesses and residents by stepping up patrols, but are aware that this „will not solve the problem“, as press spokesman Albert Eigenheer from the Zurich city police told AP on Monday.

(2.3: Walliser Bote, 1982)

Bahnhofstrasse 75

Bürkliplatz 3

Badnerstrasse 2

Spiegelgasse 1













Aussersihler Trauermarsch

ZÜRICH. Mit einem Trauermarsch durch die Zürcher Innenstadt haben am Samstag nachmittag der Verein Pro Karthago und der Verein Pro Stauffacher auf den am Montag beginnenden Abbruch jener Häuser am Stauffacher aufmerksam gemacht, die als «Tor zu Aussersihl» gelten. Im Jahr 1982 war über Abbruch oder Erhaltung der Häuser abgestimmt worden – damals hatte sich nur gerade der Kreis 4 mit dem Quartier Aussersihl für die Erhaltung ausgesprochen.

Rund 500 Demonstrantinnen und Demonstranten marschierten mit schwarzen Fahnen, Trauerkränzen und Särgen durch die Bahnhofstrasse zum Stauffacher, um ihrer Trauer über das Verschwinden der Häuser Ausdruck zu verleihen. Auf dem ganzen Weg wurde Trauermusik gespielt. Verschiedene Redner wiesen darauf hin, dass die Macht des Geldes die Umgestaltung des Stauffacher erzwungen habe. Man beerdige jetzt die Häuser, hiess es, nicht aber den Geist, der darin gelebt habe.

Fig.3.1:

NZN 1990

Funeral Speaker

Niklaus Scherr, dressed in all black, climbs onto an improvised podium, decorated with wreaths of flowers, in front of the houses on Badenerstrasse, the „Gateway to Aussersihl“. In his speech, the funeral speaker regrets the death of the „houses full of stories, with beautiful, large, bright, admittedly somewhat noisy apartments.“ They have to make way for a „faceless, shiny box.“



Fig.3.4:

Funeral wreaths for the fallen houses

Aussersihl Funeral March

ZURICH. With a funeral march through Zurich's city center on Saturday afternoon, the Pro Karthago and Pro Stauffacher associations drew attention to the demolition of the houses on Stauffacher, which are considered the „gateway to Aussersihl“, starting on Monday. In 1982, a vote was held on whether to demolish or preserve the houses - at the time, only District 4 with the Aussersihl quarter has voted in favor of preservation. Around 500 demonstrators marched through Bahnhofstrasse to Stauffacher with black flags, mourning wreaths and coffins to express their grief at the disappearance of the houses. Funeral music was played all the way. Various speakers pointed out that the power of money had forced the redevelopment of Stauffacher. The houses are now being buried, they said, but not the spirit that lived in them.

(3.1: NZN, 1990)

Battle for the Stauffacher

The conflicts surrounding the Stauffacher began in 1979, when Bernese entrepreneur Viktor Kleiner, one of the richest men in Switzerland, put his plan for a five-storey commercial building at the intersection of Badnerstrasse, Kasernenstrasse and Müllerstrasse on the table. As a result, the Pro Stauffacher association was formed to „prevent the city from invading the Aussersihl district“. The houses on Stauffacher represented a barrier between the City, driven by economic interests, and the working-class district of Aussersihl. Theo Ginsbrug's „Rettet den Stauffacher“ initiative calls for a development plan to be established to preserve the existing buildings. However, this initiative was rejected by the municipal council, and the Pro Stauffacher association requested a referendum. „In the vote on July 7, 1982, the proposal recommended for rejection by the city and municipal councils was thrown out by 54,812 votes to 41,589. The building permit was granted by the city in October 1983.“



Fig. 3.5: Demonstrators with posters „Yes to Zurich - yes to Stauffacher!“ in connection with Theo Ginsburg’s initiative.



Fig. 3.6: Announcement of the death of the Stauffacher

Squatting the house at Badenerstrasse 2

The 20 residents of the house at Badenerstrasse 2 on Stauffacher in Zurich, who have a right to live in the property on view, do not want to follow the owners' eviction order. As they explained at a press conference on Monday, 50 more people moved in over the weekend, even though their right of residence expired on Monday. The residents, who are holed up in the house covered with numerous banners, showed up at the window wearing masks and spoke to members of the press on the street via a megaphone.

(3.2: NZZ, 1984)

Das grosse Warten...

Before the single judge in criminal matters at the Zurich District Court on Saturday morning, the judge, the defense lawyer, cantonal police officers and media representatives waited in vain for the appearance of the 12 defendants accused of trespassing in connection with the occupation of the building at Badenerstrasse 2 on Stauffacher. After observing the one-hour waiting period, the hearings were broken off; the verdict will now be determined in absentia. The single judge in criminal matters has to sentence a total of 71 defendants for the same incident; the prosecution is demanding a conditional prison sentence of five days in all cases, minus one day's imprisonment! All the defendants who were arrested on the morning of January 12, 1984 were guilty because they refused to leave the house on Stauffacher despite being asked to do so by an authorized person.

(3.3: NZZ, 1984)

Funeral Speaker Pt. 2

As a member of the youth movement in Zurich, Niklaus Scherr steadily gained influence during the years of rioting in the 1980s. He was at the forefront of the years of conflict surrounding the Stauffacher. Not only as an activist, but also as a local councillor and secretary of the tenants' association. „The occupations were focal points where political processes manifested themselves. That's how I always came up with my topics. What interested me was bottom-up politics.“ He sees himself as a „letter carrier of solidarity, bringing the concerns of young people to the local council“.



Fig 3.7: Squatters wearing masks at Badnerstrasse 2 hang a banner on the railing: „We were denied the right to live here for years.“



Fig. 3.8: Barrier to the demolition site of Badnerstrasse 2, with spray painting: „Rents rise, speculators in the toilet“.

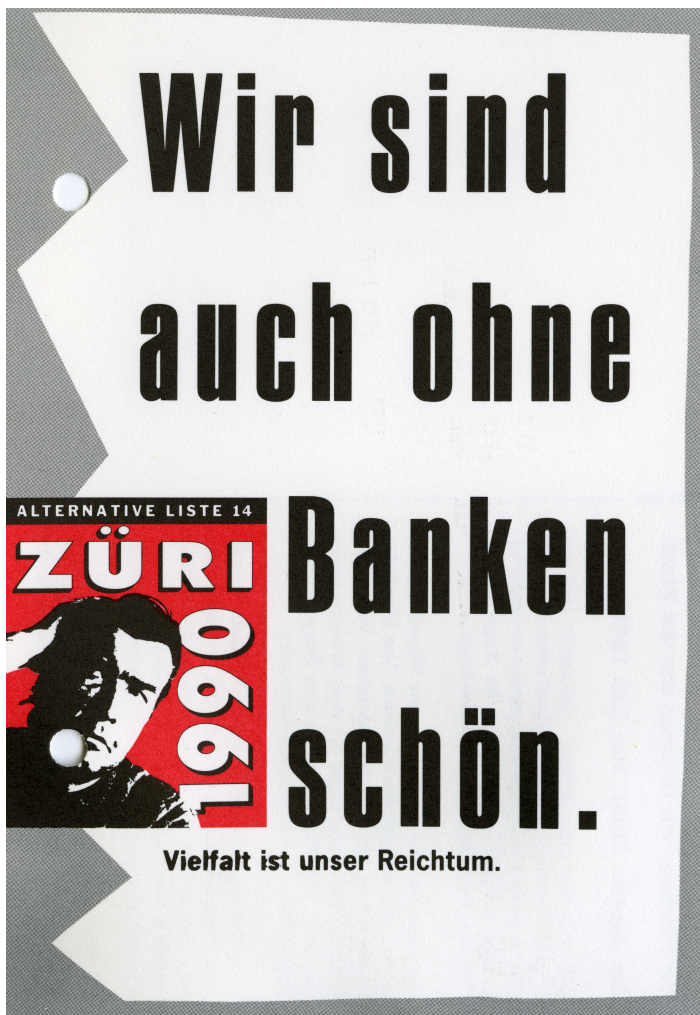


Fig.3.9: Züri 1990 Poster: We are also beautiful without banks.



Fig.3.10: Züri 1990 Poster: Our data is elusive.

How Activists became Politicians

From September 23 to 30, 1989, 30 activists met in Oberrickenbach to hold the „Züri 1990“ discussion week. The list of participants consisted of political activists from previously competing parties POCH, or the PdA and alternative actors from the music and film scene. In March 1990, the group ran in the Zurich municipal elections under the name Alternative Liste and won four seats straight away. One of them was Niklaus Scherr, who had previously been a local councillor under the POCH. He was one of the founding members of the Alternative Liste.

The Alternative Liste fervently hoped to spread beyond the Zurich region and gain entry to Bern. However, its members, such as Niklaus Scherr and Walter Angst, who was described in *Weltwoche* as „the country's undisputed riot monopolist“, always caused offense with their motto „preserve unrest“ and were too radical for Bern



Fig.3.11:

Züri 1990 Poster: We also move without a car.

Vielfalt ist unser Reichtum

«Wir träumen. Nicht von der dörflichen Idylle am Bach, nicht vom heilen Gestern. Wir träumen von der Stadt. Von unserer Stadt. Von Züri 1990.

Unsere Stadt ist offen: Zurigo – città aperta. Hier wird in vielen Sprachen, Dialekten, Hautfarben geliebt und gehasst, gefeiert und gearbeitet, gelitten und gestritten. In unserer Stadt ist kein Raum für Angst vor dem Fremden. Ihre Vielfalt ist unser Reichtum.

Unsere Stadt redet mit vielen Stimmen. Noch ungebrochen die der Kinder, denen sie in Zukunft gehören wird. Kräftiger werdend die der Frauen. Die der Mieter, denen Wohnen not tut. Zu leise die der Ausgestossenen vom Platzspitz, der Fremden, der Alten und Armen.

Wir träumen. Von Entfaltung statt Verwaltung. Von kinder- statt autogerechten Strassen. Von öffentlichen Räumen statt privaten Fernsehstuben. Vom Neuen Wohnen, das wieder enger mit dem Arbeiten zusammenrückt. Vom Tempo Mensch statt Tempo 100. Von weniger Polizei- und mehr Klavierstunden.

Fremd sind uns die Geldwäscher, die unsere Stadt den Meistbietenden verdealen. Fremd sind uns, die vier Räder mit der Freiheit verwechseln. Fremd sind uns Ruh-und-Ordnungs-Männer, die nach Konzentrationslagern für Drogensüchtige rufen. Fremd sind uns, die Kultur mit Sponsoring gleichsetzen. Fremd die Spekulanten, die uns unsere billigen Wohnungen wegnehmen.

Züri 1990 braucht weder Platzspitz-Säuberer noch Auto-Immobilisten. Auch nicht die Prinzipienlosen, die vor lauter Mitte den Weg nicht finden. Unsere Stadt darf nicht länger allein ihre Stadt bleiben. Wir sind keine Komplizen. Aber wollen auch nicht abseits stehen. Wir verlangen den Anteil, der uns zusteht.

Wir mischen uns ein.»

(3.4: AL, 2019)

Nur noch für die Miete schaffen...?

Stella Bogoni worked as a kindergarten teacher in the city of Zurich for 44 years. She grew up in the Seefeld district and lived there all her life - until she had to move out in 2016 due to renovations. Her return was not planned: According to a former neighbor, the renovated apartment now cost more than twice as much.

The insurance group Swiss Life - the company that owns by far the most apartments in the city of Zurich - was responsible for the revaluation at the time. Stella Bogoni found a new home on Allenmoosstrasse in Oerlikon, in a neighborhood that was unfamiliar to her. Only the landlord was a familiar one: once again, the building belonged to Swiss Life, and once again it was managed by the company's own real estate management company Livit. Because the retired kindergarten teacher discovered holes and other defects in the stairwell, she asked the management whether she would definitely have to move out again because of a renovation. „Nothing in the pipeline,” was the reply. So Stella Bogoni said to herself: „This is the last time I'm moving.” But less than four years later, in September 2020, she received a registered letter: the notice of termination. All eight apartment buildings on her estate were being demolished. All Swiss Life tenants had to leave. Stella Bogoni, who had spent her entire life in Zurich, now had to leave the city altogether. She now lives in the canton of Aargau.

(3.5: REFLEKT, 2019)

Tenants' Associations

As a tenant, one hardly stands a chance in such cases, as Stella Bogoni has experienced. The renting of many properties is now in the hands of a few very large players. As an individual, your voice is drowned out and you have to submit to the multi-million dollar administrations. However, in order to be heard as a tenant, the first tenant associations were founded 125 years ago under the motto „together we are strong”. The Schindelhäuser Association, which was formed in 1981 from former residents of the Nordstrassen housing estate in Wipkingen, illustrates the effectiveness of tenants' associations. The estate, which was built in response to the housing shortage after the First World War, was to be demolished to make way for luxury flats. Thanks to the efforts of the members in cooperation with the Swiss Tenants' Association (SMV), the flats were gently renovated and rents hardly rose at all.

In 1996, Niklaus Scherr became Managing Director of the Swiss Tenants' Association, having been employed as Secretary since 1988. The Swiss Tenants' Association was founded in 1915 and, with its 210,000 members, is now the largest tenants' association in Switzerland.



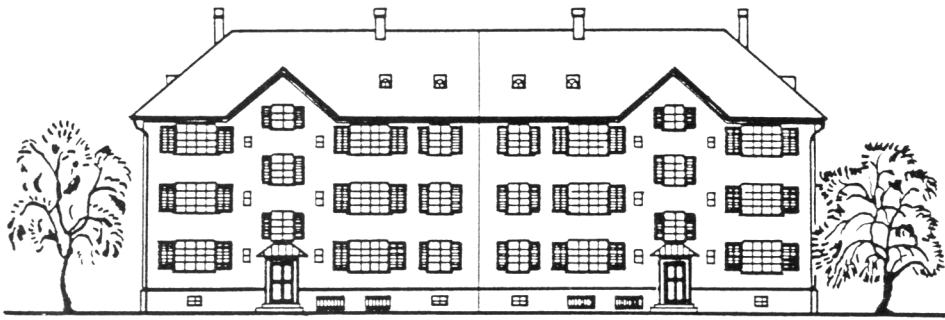
Fig.3.12:

Protest action against the demolition of the Nordstrasse Wohnsiedlung, the Schindelhäuser.

Verein Schindelhäuser

The Schindelhäuser association, which was founded a year ago, does not want to stop at making demands on the city's housing policy, but wants to take constructive action itself. It is proposing to the city that a tenants' co-operative be formed to take over the renovation and management of the so-called shingle houses in Zurich-Wipkingen. According to a report by Pro Renova (Swiss Association for the Renovation of Old Buildings), there is no need to demolish the 150 flats in the Nordstrasse municipal housing estate. As is well known, the city is planning to demolish the shingle houses due to their poor condition. The new building is to be managed by the Strassenbahner building co-operative: The plan is to build flats for upmarket requirements. According to the plans from April last year, a 1.5-room flat will cost CHF 720 and a 4.5-room flat CHF 1,560. The Schindelhäuser association, which is committed to preserving the estate, had an expert report on the estate drawn up by the Swiss Association for the Renovation of Old Buildings Pro Renova. According to this report, which was drawn up using the method for determining renovation costs, the structural condition of the Schindelhäuser certainly justifies renovation. The supporting structures of the houses are not rotten, and a renovation, combined with modernisations in the sanitary, heating and electrical areas, could make the houses „viable“ for 20 to 30 years at a cost of a good 8 million francs. According to Theo Huber, representative of the Schindelhäuser Association, a 3-room flat would then cost a maximum of 500 francs. The estimates of ETHZ professor Werner Jaray, whose expert opinion confirms that of Pro Renova, envisage even cheaper flats. Simple changes to the floor plan - breaking through walls - would make it possible to create larger family flats in which the kitchen of one of the existing flats could be converted into a bathroom. Until now, the shingle houses had no bathrooms.

(3.6: NZZ, 1982)



JEDEM SEIN SCHINDELHAUS !

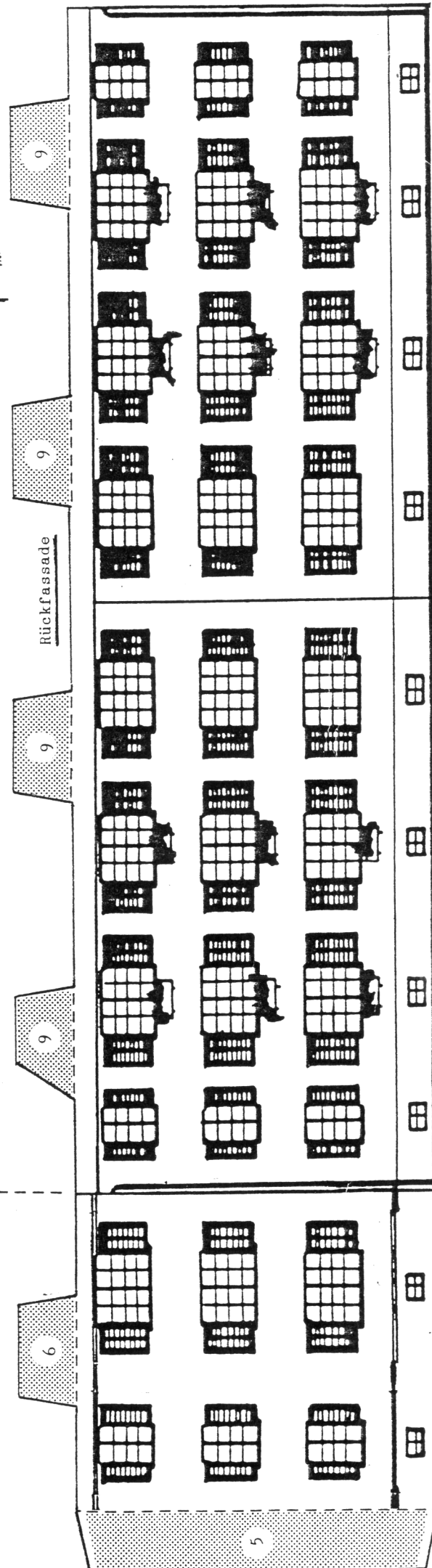
Die städtische Wohnsiedlung an der Nordstrasse, im Quartier "Schindelhäuser" genannt, ist vom Abbruch bedroht. Anstelle der heutigen 150 schönen Altwohnungen (zu 2 und 3 Zimmern) mit günstigem Mietzins soll eine Grossüberbauung mit Luxuswohnungen zu stehen kommen. Dabei sind die Häuser noch keineswegs abbruchreif. Der Schindelhäuser-Verein (1981 aus Bewohnern entstanden) wehrt sich deshalb gegen das städtische Vorhaben, er informiert die Öffentlichkeit über dieses schlechte Beispiel städtischer Wohnbaupolitik. Dieser günstige Wohnraum muss erhalten bleiben!

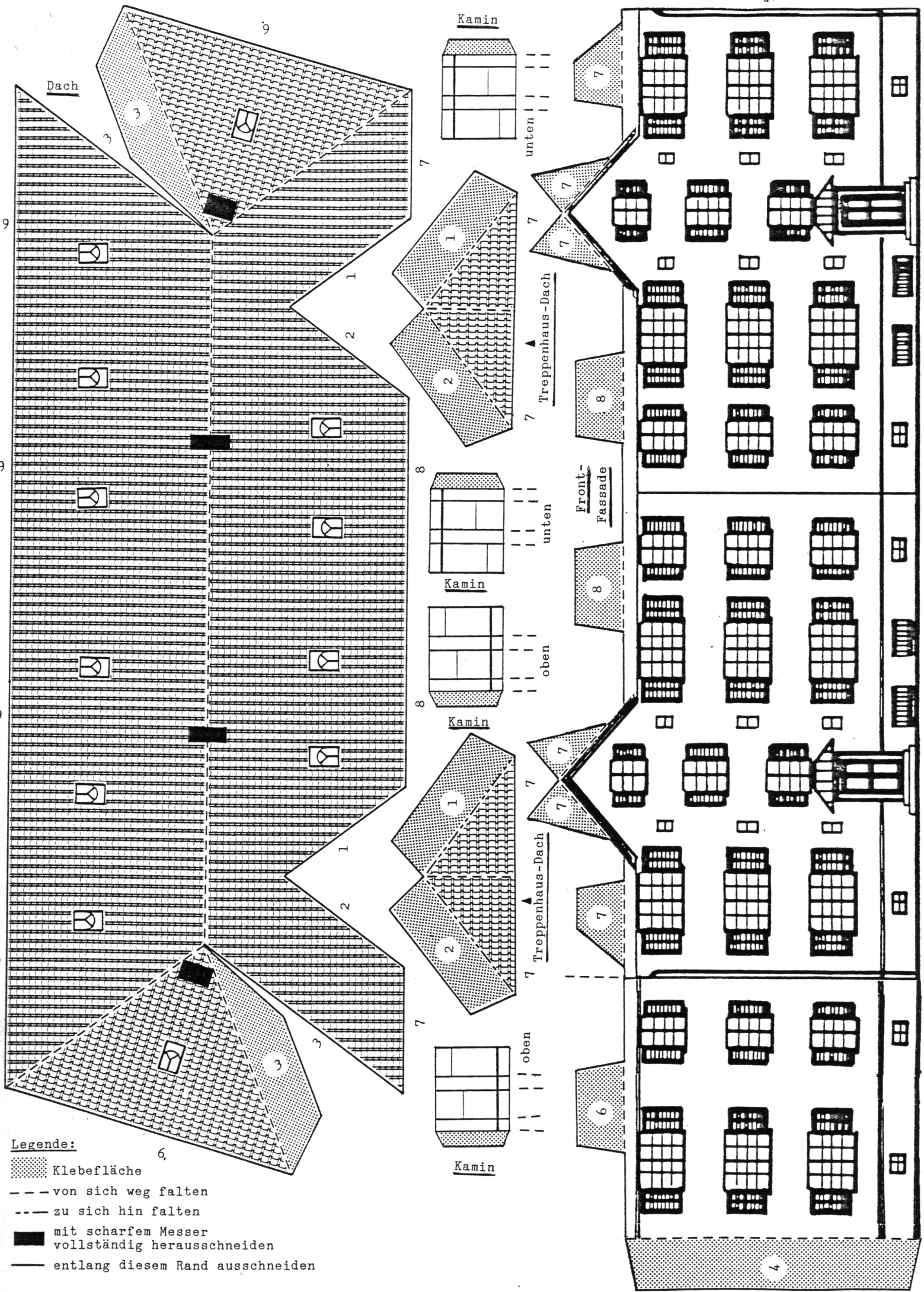
Interessenten steht eine ausführliche Dokumentationsbrochure zur Verfügung, sie ist zu bestellen bei: Schindelhäuser-Verein, Postfach 30, 8037 Zürich. Es kann auch jedermann an den Monatsversammlungen des Vereins teilnehmen, die jeweils am ersten Dienstag des Monats im Café Tintenfisch der Freizeitanlage Wipkingen um 20 Uhr stattfinden.

Wer den Schindelhäuser-Verein unterstützen will, kann dies durch aktive Mitarbeit oder Erwerb der Mitgliedschaft tun (Einzahlen von Fr. 10.- auf PC 80-62385). Wer sich mit diesem Bastelbogen "sein" Schindelhaus kauft, zeichnet damit symbolisch einen Anteilschein der vom Schindelhäuser-Verein geplanten Mietergenossenschaft.

BASTELANLEITUNG

1. Ausschneiden aller Bestandteile entlang den ausgezogenen Rändern; wer sich das Zusammenfügen der Teile nicht richtig vorstellen kann, überträgt die neben den Rändern stehenden Zahlen auf die Rückseite.
2. Entfernen der schwarzen Rechtecke auf dem Dach (Löcher für Kamine) mittels eines scharfen Messers.
3. Falten aller Teile entlang den gestrichelten Linien (vgl. Legende!). Die meisten Klebelappen sollen in einen stumpfen Winkel von ca. 45° zu stehen kommen. Giebelhäuser, Kamine und Fassaden ca. 90° falten. Hilfsmittel für Kamine: Massstabrücken oder Zündholz.
4. Auf der Rückseite des Dachteils mit Bleistift 4mm vom Rand entfernt rundherum eine gerade Linie ziehen (soviel steht das Dach überall über die Fassaden vor).
5. Einkleben der Treppenhäusdächer in das Dach: Dach flach auf den Tisch legen, (vorgefaltete) Treppenhäusdächer in die ausgesparten Ecken legen und auf der Rückseite des Dachs ankleben (Nr. 1 und 2).
6. Dach zusammenfügen durch Kleben der Flächen Nr. 3, wieder auf die Dachrückseite.
7. Fassaden an den Flächen 4 und 5 zusammenkleben.
8. Dach umgekehrt auf den Tisch legen und Fassaden mit den Klebelaschen in der Reihenfolge der Nummerierung (6 bis 9) so am Dach befestigen, dass das Dach überall gleichmässig vorsteht (Hilfslinie siehe oben) und dass die Treppenhäusfassaden gut in ihre Giebelhäuser passen. Immer nur die Klebelaschen einer Nummer aufs mal mit Leim bestreichen und dann ankleben! Zugang zu den Klebelaschen mit dem Finger unter dem Dach hindurch.
9. Zuletzt werden die Kamine (dick ausgezogene Absatzlinie oben!) so tief in die vorbereiteten Löcher im Dach eingesetzt und von unten her mit einem Tropfen Leim fixiert, dass die obere dünn ausgezogene Linie gerade im Dach verschwindet (2 mittlere Kamine), bzw. beide dünn ausgezogenen Linien auf Höhe des Dachs zu liegen kommen (2 äussere Kamine).





Retirement

After 38 years on the Zurich municipal council, Niklaus Scherr announced his retirement in 2017 as the longest-serving member of parliament. He now has more time to devote to his passion for Thai Chi. Nevertheless, he can't keep his hands off politics. In the same year of his resignation, Scherr started „Niggi's Blog“, an online section on the website of his former party. He can't stop fighting the real estate giants and continues to cause a stir as an activist despite his official retirement. In particular, Scherr has his sights set on the Swiss Life pension fund, Switzerland's largest investor. Just as he fought against the investor Kleinert and his Wahrenhaus project in 1981, he continues to do so today.

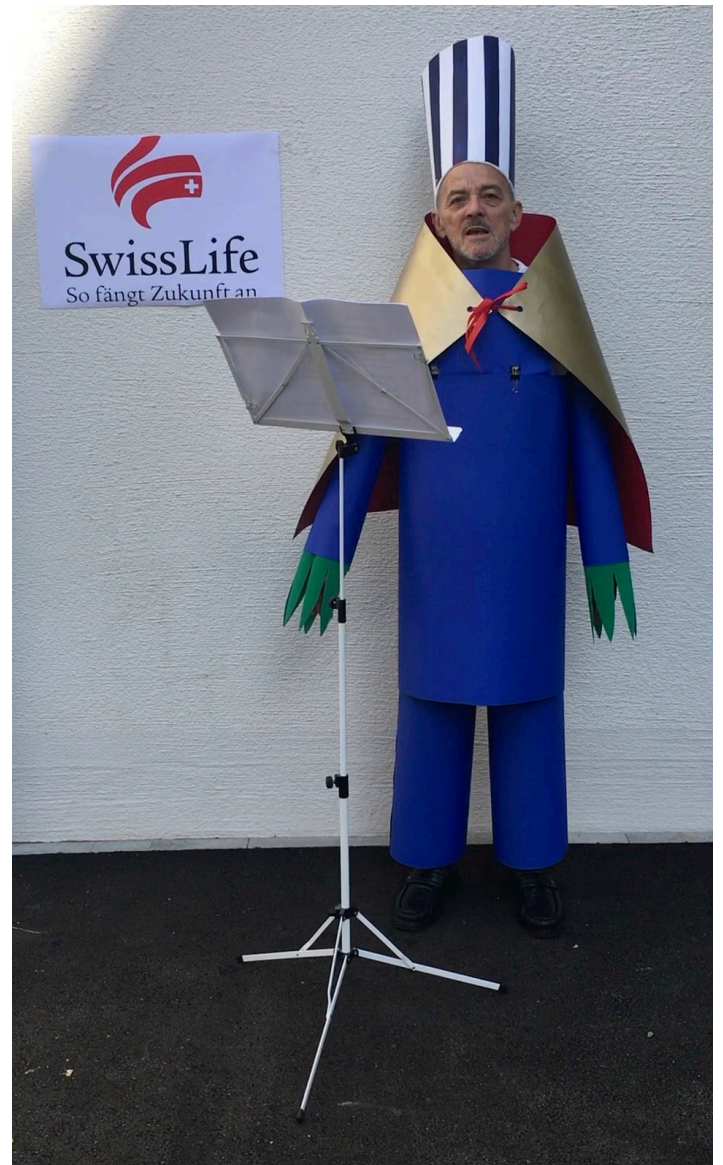


Fig.3.15: Niklaus Scherr dressed as Hugo Ball, protesting Swiss Life

Spiegelgasse 1 was originally acquired by Swiss Life (SL) and its real estate subsidiary Swissville AG. The property, which has now been sold for CHF 12.8 million, changed hands at the turn of the millennium for an estimated 4.5 million to a maximum of 6 million. On November 10, 2010, the municipal council extended the rental agreement with Swissville AG until 2017. Shortly afterwards, on January 18, 2011, Swiss Life transferred the property to the Swiss Life Investment Foundation. The timing was not coincidental: Swiss Life knew that in the city it had a long-term tenant with a maximum rent on the hook and could cash in on the transfer profit. The investment foundation currently manages a real estate portfolio of CHF 2,669 million for the pension funds invested there. It represents a kind of financial perpetuum mobile for Swiss Life:

- *In a first step, Swiss Life outsources a package of its own real estate to the foundation and collects the revaluation gain plus 2% commission;*
- *Swiss Life's real estate department then regularly collects an outrageous management fee from the investment foundation: in 2015/16 - in addition to the regular management fee for the Swiss Life subsidiary Livit - this amounted to almost CHF 16 million or no less than 11.42% of the rental income! The Turidomus real estate investment foundation, which is supported by various pension funds, shows that things can be done quite differently: it makes do with 0.5 - 0.8% of rental income...*

According to the annual report, the investment foundation operates with high gross yields of 4.7 - 4.8%. To achieve this level, the current rents at Rämistrasse 39 would have to be increased by at least a third.

25 years ago, it was still called Rentenanstalt, was a mutual cooperative and was not listed on the stock exchange. And it pursued a pragmatic, rather cautious rental policy. Tempi passati. Today it is called Swiss Life, is listed on the stock exchange and pursues a brisk acquisition and letting policy. In 2014, it acquired 28 properties from Urs Ledermann for CHF 273 million - 19 of them in Seefeld - and is thus continuing to drive the gentrification spiral in District 8. In 2012, it bought the corner property on Helvetiaplatz (Café BANK) from Swiss Prime Site for a record price of CHF 34.5 million.

And after 15 years of hard work, it forced out the small business owner Andys Tierhüusli with a completely exorbitant rent increase. Through its subsidiary Livit AG - number 2 behind Wincasa - Swiss Life manages 150,000 rental properties with a real estate value of CHF 36 billion.

With eight properties - the most recent acquisition being the Franz-Carl-Weber-Haus - Swiss Life is now the largest property owner on Bahnhofstrasse and one of the most aggressive players in the city monopoly. Instead of the Manor department store, Swiss Life wants to locate smaller boutiques and law firms on Bahnhofstrasse that will generate more profit. For the extension of the contract until the final eviction, it is demanding CHF 19 million for the 10,000 square meters of rental space instead of the previous CHF 6 million - more than three times the amount that a retail store can generate in terms of turnover. Following a substantial rent increase in 2013, the directly neighboring Jelmoli is currently paying Swiss Prime Site AG CHF 29 million - albeit for three and a half times the space. That is CHF 788 per m2 per year, slightly more than Manor pays today, but a far cry from the CHF 1,900 that Swiss Life is now demanding.

To justify the Manor rip-off, Swiss Life real estate boss Martin Signer explained unctuously: „Our real estate contains the money of our policyholders, and we have an obligation to them.“ The sad fact is that a large part of the rental income squeezed out of the company's own and managed properties ends up in the pockets of Swiss Life shareholders and not in the accounts of pensioners. Since 2005, Swiss Life has distributed a total of CHF 2 808 million in dividends. All tax-free: from 2005 to 2011, Swiss Life gradually reduced the nominal value of the individual shares through repayments, and from 2012 - thanks to Merz - it distributed the capital contribution reserves.

(3.7: AL, 2017)



Fig. 3.16: Manor becomes Swiss Life Brannhof: with the new name comes a 3-fold increase in rents.

Markus Notter, President of the Opera House Board of Directors - with 80 million in cantonal subsidies behind him - praises the Cabaret Voltaire as the „Eifel Tower of Zurich“. In terms of cultural policy, however, it leads a wallflower existence. It needs operating funds if it is not to be downgraded to a bar operator and Friday bag seller. The city council has requested 150,000 francs per year from the municipal council, regardless of the property swap with Swiss Life, which we will be voting on on September 24. The shabby rag-splitters of the GLP have cut the amount to CHF 101,000 and at the same time - eat bird or die - linked it to the approval of the unacceptable real estate deal. The SP parliamentary group - Dada knows why - agreed to this extortionate combination of cultural policy and speculation, while the AL and the Greens were the only ones to support the city council's proposal.

By 2050, a third of all rental apartments in the city should be non-profit and free from speculation. This was decided by voters in 2011 with an overwhelming majority (76%). The Swiss Life deal fits in like a glove. Seefeld has by far the fewest non-profit apartments and the highest rents. Here, of all places, the city wants to sell off a plot of land in a prime location. To the biggest player in the rental monopoly, Swiss Life. Swiss Life recently acquired 19 Seefeld properties from Urs Ledermann at record prices and is driving gentrification in District 8 with its speculative rental policy.

Instead of allowing Swiss Life to build more luxury lofts, the city could build 15 to 20 affordable apartments itself on Hallenstrasse, where an inoperable parking garage is left to rot. The city council claims: „The investment costs at that time, which have not yet been amortized, stand in the way of the city building a new replacement - for example with low-cost, non-profit apartments.“ It is true: the city council made a bad investment in 2002, but the accumulated CHF 7.8 million loss has long since been written off in the parking garage accounting area. Based on the current book value, 3-room apartments at cost-covering rents of less than CHF 1,500 are therefore possible.

The real estate deal is also bad news for the tenants of the municipal property at Rämistrasse 39, which for over three decades has been home to a well-known traditional business, the eyewear

specialist Iselin with a special department for children, as well as other medical and therapy services for children. After the takeover, the long-standing tenants are threatened with massive rent increases or even eviction if Swiss Life wants to move into more profitable uses such as commercial law firms, etc. Ever since the Manor scandal and the eviction of „Andy's Tierhüüsli“ on Helvetiaplatz, we have known that Swiss Life stands for ruthless profiteering. The housing policy balance sheet is negative all round:

- In addition to six apartments in Enge, the city will receive four completely overpriced old town apartments at Spiegelgasse 1 together with the Cabaret Voltaire with rents of between 2,500 and 5,200;*
- Nothing is being taken away from speculation: according to the municipal council's decision, the apartments are explicitly not to be subject to the cost rent, but will continue to be let at market prices;*
- In return, it is sacrificing an area in Seefeld to speculation, on which it or a non-profit developer can build 15 to 20 affordable 3-room apartments.*

(3.8: AL, 2017)



Fig.3.17: Hugo Ball founded the Dada movement in Cabaret Voltaire

In 1988, when I started working for the Zurich Renters' Association, Schweizerische Lebensversicherungs- und Rentenanstalt - as Swiss Life was then known - was a model landlord. It granted its mortgages a quarter of a percent cheaper than ZKB and calculated the rents accordingly with a ¼% lower mortgage rate. At that time, it was still a mutual cooperative, with surpluses benefiting the policyholders, who were also members of the cooperative.

In the course of the neoliberal wave, Rentenanstalt was converted into a listed public Aktiengesellschaft in 1997, and the 600,000 members of the cooperative were allocated shares. However, this was followed by a rapid concentration of share ownership. Currently, 166,814 shareholders are still registered and 0.73% of them control almost two thirds of all shares. The largest blocks of shares are held by the US investment manager BlackRock (5.3%) and the UBS funds (3.09%). Today, Swiss Life is one of the most aggressive players on the real estate scene, both in terms of its purchasing and rental policy. Four years ago, the purchase of an SRF property in Seebach for CHF 81 million (CHF 12,700 per m²) made headlines; the City of Zurich had dropped out of the bidding process at CHF 40 million. Swiss Life was the undisputed top dog for a long time, but with the merger of UBS and CS it had to relinquish this top position. Its Swiss real estate holdings have a balance sheet value of CHF 35.1 billion and comprise 38,500 apartments, including around 5,000 in the city of Zurich alone, and numerous commercial properties.

The properties managed by Asset Management are added to the company's own portfolio. In 2009, 2011 and 2017, Swiss Life established three real estate investment foundations for pension funds and, in 2015, the „Swiss Properties“ real estate fund, which is reserved for pension funds and large investors. With this business model - which is also practiced by other insurance groups such as AXA and Zurich or Swiss Prime Site AG - it benefits twice over. As a large proportion of the fund and foundation properties originate from Swiss Life's portfolio, Swiss Life makes an initial profit from the sale. It then collects - in addition to the ordinary management costs - generous management fees that are linked as a percentage to the market value of the properties and thus to the level of rents. These management fees account for between 12% and

21% of the rental income, bringing Swiss Life around CHF 50 million in 2022.

Swiss Life wants to increase rents in 21,000 apartments - more than half of its portfolio - this year. This will put an additional CHF 30-40 million in its coffers - welcome ammunition for the next dividend increase. CEO Patrick Frost denies this. The „lion's share“ of the additional income will benefit policyholders, with „less than 10 percent“ going to shareholders.

Despite all assurances, a good portion of the real estate profits flows into the constantly rising dividends. The fact is that Swiss Life has pursued an extremely aggressive profit distribution policy over the past 20 years and continues to do so. After a dip lasting several years in the wake of the financial crisis, it has steadily increased the dividend from CHF 4.50 to CHF 30 per share since 2012. For the financial years 2004 to 2022, Swiss Life distributed a total of CHF 6,900 million in dividends, more than half of which were tax-free. From 2004 to 2010, it gradually reduced the par value of its shares from CHF 50 to CHF 5.10 and paid out the reduction amount - around CHF 1.5 billion - as a tax-free dividend - a tax avoidance formula developed in the 1990s by „shareholder value pope“ Martin Ebner. Thanks to Federal Councillor Merz and the 2008 Corporate Tax Reform II, this was followed by the tax-free distribution of the existing capital contribution reserves from 2011 to 2018 - another CHF 2 billion!

Small shareholder Ernst Joss, Alternative Liste local councillor from Dietikon and former employee of Rentenanstalt, was no longer prepared to put up with this constant redistribution from tenants to capital owners. At the Annual General Meeting on April 28, 2023, he proposed waiving the proposed dividend increase from CHF 25 to CHF 30 per share and using the funds freed up for targeted rent reductions. The CHF 150 million could be used to reduce all Swiss Life rents in Switzerland by an eighth or half by a quarter. Chairman of the Board of Directors Rolf Dörig countered sec: „That's very socially minded. But we are no longer a cooperative.“ Ernst Joss received applause from those present, but his motion was defeated by 12.4 million votes to 11,624.

(3.9: AL, 2023)

25. NOVEMBER 2012

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Fig.3.18:

Immo Haie

Firma	Adresse	Parzelle	Erwerbsdatum	Notariatskreis
Swiss Life	Uraniastrasse 12	AA1112	26.06.19	Altstadt
Swiss Life	St. Annagasse 9	AA1176	18.12.18	Altstadt
Swiss Life	Sihlstrasse 1	AA1218	20.07.16	Altstadt
Swiss Life	Bahnhofstrasse 67	AA1218	20.07.16	Altstadt
Swiss Life	Löwenstrasse 55	AA1293	12.11.26	Altstadt
Swiss Life	Löwenstrasse 57	AA1293	12.11.26	Altstadt
Swiss Life	Bahnhofstrasse 75	AA1367	29.01.52	Altstadt
Swiss Life	Lintheschergasse 2	AA1367	29.01.52	Altstadt
Swiss Life	Bahnhofstrasse 100	AA1397	25.11.15	Altstadt
Swiss Life	Bahnhofstrasse 79	AA1449	31.03.67	Altstadt
Swiss Life	Lintheschergasse 8	AA1449	31.03.67	Altstadt
Swiss Life	Löwenstrasse 2	AA1454	12.10.43	Altstadt
Swiss Life	Uraniastrasse 40	AA1454	12.10.43	Altstadt
Swiss Life	Bahnhofplatz 14	AA1471	30.06.42	Altstadt
Swiss Life	Bahnhofplatz 14a	AA1471	30.06.42	Altstadt
Swiss Life	Bahnhofstrasse 98	AA1528	25.11.15	Altstadt
Swiss Life	Talstrasse 80	AA1574	16.07.13	Altstadt
Swiss Life	Pelikanstrasse 37	AA1584	29.11.10	Altstadt
Swiss Life	Talstrasse 64	AA1584	29.11.10	Altstadt
Swiss Life	Talstrasse 62a	AA1584	29.11.10	Altstadt
Swiss Life	Talstrasse 82	AA1594	16.07.13	Altstadt
Swiss Life	Talstrasse 39	AA1630	15.07.19	Altstadt
Swiss Life	Talstrasse 59	AA1694	20.07.16	Altstadt
Swiss Life	Pelikanstrasse 8	AA1749	26.09.13	Altstadt
Swiss Life	Pelikanstrasse 6	AA1749	26.09.13	Altstadt
Swiss Life	Werdmühlestrasse 4	AA1750	26.06.19	Altstadt
Swiss Life	Uraniastrasse 4	AA1750	26.06.19	Altstadt
Swiss Life	Schützengasse 12	AA1781	18.12.42	Altstadt
Swiss Life	Bahnhofstrasse 104	AA1781	18.12.42	Altstadt
Swiss Life	Brandschenkestrasse 5	AA1801	26.09.13	Altstadt
Swiss Life	Stockerstrasse 64	AA1801	26.09.13	Altstadt
Swiss Life	Untere Zäune 1	AA2137	24.04.1867	Altstadt
Swiss Life	Untere Zäune 1a	AA2137	24.04.1867	Altstadt
Swiss Life	Limmatquai 1	AA2912	15.12.10	Altstadt
Swiss Life	Bellevueplatz 5	AA2912	15.12.10	Altstadt
Swiss Life	Theaterstrasse 18	AA3381	30.11.20	Altstadt
Swiss Life	Stadelhoferstrasse 41	AA3381	30.11.20	Altstadt
Swiss Life	Rämistrasse 6	AA3479	01.02.19	Altstadt
Swiss Life	Freieckgasse 9	AA3479	01.02.19	Altstadt
Swiss Life	Rämistrasse 8	AA3479	01.02.19	Altstadt
Swiss Life	Freieckgasse 11	AA3479	01.02.19	Altstadt
Swiss Life	Lintheschergasse 13	AA476	18.12.18	Altstadt
Swiss Life	Augustinergasse 20	AA5314	31.08.18	Altstadt

Firma	Adresse	Parzelle	Erwerbsdatum	Notariatskreis
Swiss Life	Widdergasse 10	AA5315	31.08.18	Altstadt
Swiss Life	Rennweg 11	AA5324	11.11.15	Altstadt
Swiss Life	Augustinergasse 29	AA5440	20.07.16	Altstadt
Swiss Life	Bahnhofstrasse 48	AA5440	20.07.16	Altstadt
Swiss Life	Augustinergasse 15	AA5781	31.08.18	Altstadt
Swiss Life	Münzplatz 6	AA5781	31.08.18	Altstadt
Swiss Life	Pfalzgasse 3	AA5810	21.12.18	Altstadt
Swiss Life	Bahnhofstrasse 62	AA5882	19.05.16	Altstadt
Swiss Life	Rennweg 43	AA5882	19.05.16	Altstadt
Swiss Life	Augustinerhof 1	AA5904	31.08.18	Altstadt
Swiss Life	Limmatquai 94	AA6917	09.12.05	Altstadt
Swiss Life	Niederdorfstrasse 25	AA6917	09.12.05	Altstadt
Swiss Life	Waisenhausstrasse 15	AA732	30.11.18	Altstadt
Swiss Life	Bahnhofplatz 4	AA732	30.11.18	Altstadt
Swiss Life	Bahnhofstrasse 13	AA8089	25.07.13	Altstadt
Swiss Life	Bahnhofstrasse 17	AA8089	25.07.13	Altstadt
Swiss Life	Börsenstrasse 14	AA8094	10.07.42	Altstadt
Swiss Life	Börsenstrasse 16	AA8094	10.07.42	Altstadt
Swiss Life	Juchstrasse 6	AL8715	20.07.16	Altstetten
Swiss Life	Bändliweg 18	AL8715	20.07.16	Altstetten
Swiss Life	Bändliweg 20	AL8715	20.07.16	Altstetten
Swiss Life	Juchstrasse 6a	AL8715	20.07.16	Altstetten
Swiss Life	Triemlistrasse 155	AR4041	11.11.15	Altstetten
Swiss Life	Triemlistrasse 153	AR4041	11.11.15	Altstetten
Swiss Life	Schöntalstrasse 20	AU11	14.10.36	Aussersihl
Swiss Life	Knüslistrasse 5	AU3985	12.07.17	Aussersihl
Swiss Life	Stauffacherquai 56	AU4164	01.06.17	Aussersihl
Swiss Life	Pflanzschulstrasse 51	AU4248	11.11.15	Aussersihl
Swiss Life	Elsastrasse 18	AU4387	04.10.48	Aussersihl
Swiss Life	Werdstrasse 101	AU4672	18.02.08	Aussersihl
Swiss Life	Werdstrasse 101a	AU4672	18.02.08	Aussersihl
Swiss Life	Werdstrasse 99	AU4673	18.02.08	Aussersihl
Swiss Life	Morgartenstrasse 41	AU4674	18.02.08	Aussersihl
Swiss Life	Morgartenstrasse 39	AU4676	18.02.08	Aussersihl
Swiss Life	Verena-Conzett-Strasse 33	AU4692	12.07.17	Aussersihl
Swiss Life	Morgartenstrasse 37	AU4695	18.02.08	Aussersihl
Swiss Life	Morgartenstrasse 35	AU4696	18.02.08	Aussersihl
Swiss Life	Verena-Conzett-Strasse 2	AU4697	18.02.08	Aussersihl
Swiss Life	Verena-Conzett-Strasse 4	AU4698	18.02.08	Aussersihl
Swiss Life	Verena-Conzett-Strasse 6	AU4699	18.02.08	Aussersihl
Swiss Life	Werdgartengasse 4	AU4699	18.02.08	Aussersihl
Swiss Life	Verena-Conzett-Strasse 8	AU4699	18.02.08	Aussersihl
Swiss Life	Stauffacherstrasse 27	AU503	01.10.13	Assersihl

Firma	Adresse	Parzelle	Erwerbsdatum	Notariatskreis
Swiss Life	Elsastrasse 20	AU5269	11.11.49	Aussersihl
Swiss Life	Molkenstrasse 15	AU5348	04.12.12	Aussersihl
Swiss Life	Stauffacherstrasse 94	AU5348	04.12.12	Aussersihl
Swiss Life	Molkenstrasse 17	AU5348	04.12.12	Aussersihl
Swiss Life	Stauffacherstrasse 96	AU5348	04.12.12	Aussersihl
Swiss Life	Badenerstrasse 170	AU6525	11.07.13	Aussersihl
Swiss Life	Badenerstrasse 172	AU6526	11.07.13	Aussersihl
Swiss Life	Pflanzschulstrasse 2	AU6526	11.07.13	Aussersihl
Swiss Life	Freischützgasse 10	AU6554	20.07.16	Aussersihl
Swiss Life	Badenerstrasse 47	AU6586	01.10.13	Aussersihl
Swiss Life	Werdstrasse 6	AU6592	01.10.99	Aussersihl
Swiss Life	Werdstrasse 8	AU6592	01.10.99	Aussersihl
Swiss Life	Badenerstrasse 15	AU6592	01.10.99	Aussersihl
Swiss Life	Badenerstrasse 9	AU6592	01.10.99	Aussersihl
Swiss Life	Werdgartengasse 3	AU6810	18.02.08	Aussersihl
Swiss Life	Kanzleistrasse 227	AU7059	20.02.47	Aussersihl
Swiss Life	Köchlistrasse 18	AU719	28.12.11	Aussersihl
Swiss Life	Neugasse 41	IQ2214	28.03.19	Aussersihl
Swiss Life	Röntgenstrasse 72	IQ2564	18.12.18	Aussersihl
Swiss Life	Fabrikstrasse 32	IQ2569	21.05.15	Aussersihl
Swiss Life	Röntgenstrasse 6	IQ3998	19.12.35	Aussersihl
Swiss Life	Röntgenstrasse 4	IQ3999	19.12.35	Aussersihl
Swiss Life	Hardturmstrasse 124a	IQ6720	31.01.07	Aussersihl
Swiss Life	Hardturmstrasse 124	IQ6725	31.01.07	Aussersihl
Swiss Life	Heinrichstrasse 251	IQ6776	14.01.00	Aussersihl
Swiss Life	Heinrichstrasse 253	IQ6776	14.01.00	Aussersihl
Swiss Life	Heinrichstrasse 241	IQ6776	14.01.00	Aussersihl
Swiss Life	Heinrichstrasse 243	IQ6776	14.01.00	Aussersihl
Swiss Life	Heinrichstrasse 245	IQ6776	14.01.00	Aussersihl
Swiss Life	Heinrichstrasse 247	IQ6776	14.01.00	Aussersihl
Swiss Life	Heinrichstrasse 239	IQ6776	14.01.00	Aussersihl
Swiss Life	Heinrichstrasse 237	IQ6776	14.01.00	Aussersihl
Swiss Life	Heinrichstrasse 235	IQ6776	14.01.00	Aussersihl
Swiss Life	Heinrichstrasse 257	IQ6776	14.01.00	Aussersihl
Swiss Life	Heinrichstrasse 249	IQ6776	14.01.00	Aussersihl
Swiss Life	Heinrichstrasse 255	IQ6776	14.01.00	Aussersihl
Swiss Life	Turbinenstrasse 31	IQ6939	12.05.10	Aussersihl
Swiss Life	Turbinenstrasse 35	IQ6939	12.05.10	Aussersihl
Swiss Life	Turbinenstrasse 37	IQ6939	12.05.10	Aussersihl
Swiss Life	Turbinenstrasse 39	IQ6939	12.05.10	Aussersihl
Swiss Life	Turbinenstrasse 41	IQ6939	12.05.10	Aussersihl
Swiss Life	Turbinenstrasse 31a	IQ6939	12.05.10	Aussersihl
Swiss Life	Turbinenstrasse 33	IQ9639	12.05.10	Aussersihl

Firma	Adresse	Parzelle	Erwerbsdatum	Notariatskreis
Swiss Life	Turbinenstrasse 22	IQ6982	01.12.15	Aussersihl
Swiss Life	Turbinenstrasse 24	IQ6982	01.12.15	Aussersihl
Swiss Life	Turbinenstrasse 26	IQ6982	01.12.15	Aussersihl
Swiss Life	Turbinenstrasse 30	IQ6982	01.12.15	Aussersihl
Swiss Life	Turbinenstrasse 32	IQ6982	01.12.15	Aussersihl
Swiss Life	Turbinenstrasse 34	IQ6982	01.12.15	Aussersihl
Swiss Life	Turbinenstrasse 28	IQ6982	01.12.15	Aussersihl
Swiss Life	Technoparkstrasse 1	IQ7024	19.12.96	Aussersihl
Swiss Life	Seestrasse 47		28.12.20	Enge
Swiss Life	Seestrasse 341		24.07.17	Enge
Swiss Life	Seestrasse 345		24.07.17	Enge
Swiss Life	Breitingenstrasse 16		28.12.20	Enge
Swiss Life	Lavaterstrasse 45		08.04.20	Enge
Swiss Life	Lavaterstrasse 76		24.07.17	Enge
Swiss Life	Gartenstasse 6		28.12.20	Enge
Swiss Life	Gartenstasse 23		24.07.17	Enge
Swiss Life	Stockerstrasse 54		28.12.20	Enge
Swiss Life	Kilchbergstrasse 170		28.12.20	Enge
Swiss Life	Kilchbergstrasse 174		28.12.20	Enge
Swiss Life	Kilchbergstrasse 178		28.12.20	Enge
Swiss Life	Genferstrasse 3		25.1.1897	Enge
Swiss Life	Genferstrasse 11		15.07.11	Enge
Swiss Life	General-Guisan-Quai 20		21.10.50	Enge
Swiss Life	General-Guisan-Quai 22		21.10.50	Enge
Swiss Life	General-Guisan-Quai 38		25.1.1897	Enge
Swiss Life	General-Guisan-Quai 40		04.04.39	Enge
Swiss Life	General-Wille-Strasse 4		1897	Enge
Swiss Life	General-Wille-Strasse 7		1929	Enge
Swiss Life	General-Wille-Strasse 8		2017	Enge
Swiss Life	General-Wille-Strasse 12		1939	Enge
Swiss Life	Jenatschstrasse 4		1897	Enge
Swiss Life	Jenatschstrasse 6		1897	Enge
Swiss Life	Genferstrasse 1		1897	Enge
Swiss Life	Genferstrasse 38		2017	Enge
Swiss Life	Splügenstrasse 5		1997	Enge
Swiss Life	Seestrasse 5		2020	Enge
Swiss Life	Seestrasse 11		2020	Enge
Swiss Life	Seestrasse 17		2020	Enge
Swiss Life	Seestrasse 19		2020	Enge
Swiss Life	Seestrasse 25		1971	Enge
Swiss Life	Seestrasse 27		1971	Enge
Swiss Life	Seestrasse 65		2020	Enge
Swiss Life	Seestrasse 314		09.07.05	Enge

Firma	Adresse	Parzelle	Erwerbsdatum	Notariatskreis
Swiss Life	Alfred-Escher-Strasse 11		2020	Enge
Swiss Life	Alfred-Escher-Strasse 25		1987	Enge
Swiss Life	Alfred-Escher-Strasse 27		1987	Enge
Swiss Life	Alfred-Escher-Strasse 34		1993	Enge
Swiss Life	Alfred-Escher-Strasse 35		1929	Enge
Swiss Life	Alfred-Escher-Strasse 36		1979	Enge
Swiss Life	Alfred-Escher-Strasse 39		1929	Enge
Swiss Life	Almendstrasse 24		2017	Enge
Swiss Life	Almendstrasse 140b		2017	Enge
Swiss Life	Almendstrasse 140c		2017	Enge
Swiss Life	Almendstrasse 142		2017	Enge
Swiss Life	Almendstrasse 152		2017	Enge
Swiss Life	Almendstrasse 154		2017	Enge
Swiss Life	Almendstrasse 156		2017	Enge
Swiss Life	Almendstrasse 158		2017	Enge
Swiss Life	Albisstrasse 31		2011	Enge
Swiss Life	Albisstrasse 33		2011	Enge
Swiss Life	Albisstrasse 35		2011	Enge
Swiss Life	Albisstrasse 37		2011	Enge
Swiss Life	Albisstrasse 39		2011	Enge
Swiss Life	Albisstrasse 41		2011	Enge
Swiss Life	Albisstrasse 174		1956	Enge
Swiss Life	Lavaterstrasse 40		1941	Enge
Swiss Life	Lavaterstrasse 51		1941	Enge
Swiss Life	Rieterstrasse 37		1952	Enge
Swiss Life	Rieterstrasse 67		2015	Enge
Swiss Life	Breitingerstrasse 4		1929	Enge
Swiss Life	Jenatschstrasse 1		2017	Enge
Swiss Life	Schulhausstrasse 36		1948	Enge
Swiss Life	Gotthardstrasse 56		2020	Enge
Swiss Life	Gotthardstrasse 66		2020	Enge
Swiss Life	Leimbachstrasse 28		2013	Enge
Swiss Life	Leimbachstrasse 28a		2013	Enge
Swiss Life	Leimbachstrasse 30		2013	Enge
Swiss Life	Leimbachstrasse 32		1951	Enge
Swiss Life	Leimbachstrasse 34		1951	Enge
Swiss Life	Klebestrasse 5		1980	Enge
Swiss Life	Klebestrasse 15		1980	Enge
Swiss Life	Klebestrasse 17		1980	Enge
Swiss Life	Klebestrasse 19		1980	Enge
Swiss Life	Freigutstrasse 3		1996	Enge
Swiss Life	Bleicherweg 30		1971	Enge
Swiss Life	Bleicherweg 33		2017	Enge

Firma	Adresse	Parzelle	Erwerbsdatum	Notariatskreis
Swiss Life	Bleicherweg 72		1996	Enge
Swiss Life	Bleicherweg 74		1996	Enge
Swiss Life	Dreikönigstrasse 36		2017	Enge
Swiss Life	Dreikönigstrasse 37		2013	Enge
Swiss Life	Beethovenstrasse 1		1950	Enge
Swiss Life	Beethovenstrasse 3		1950	Enge
Swiss Life	Beethovenstrasse 5		1950	Enge
Swiss Life	Beethovenstrasse 7		1950	Enge
Swiss Life	Beethovenstrasse 7a		1950	Enge
Swiss Life	Besenrainstrasse 35		1933	Enge
Swiss Life	Morgentalstrasse 28		1933	Enge
Swiss Life	Morgentalstrasse 30		1933	Enge
Swiss Life	Maneggplatz 6		2014	Enge
Swiss Life	Maneggplatz 14		2014	Enge
Swiss Life	Maneggplatz 40		2014	Enge
Swiss Life	Maneggplatz 44		2014	Enge
Swiss Life	Maneggplatz 48		2014	Enge
Swiss Life	Maneggstrasse 59		2014	Enge
Swiss Life	Stockerstrasse 4		1950	Enge
Swiss Life	Stockerstrasse 6		1950	Enge
Swiss Life	Stockerstrasse 8		1950	Enge
Swiss Life	Grossackerstrasse 65a		1990	Enge
Swiss Life	Grossackerstrasse 67a		1990	Enge
Swiss Life	Grossackerstrasse 73		1990	Enge
Swiss Life	Grossackerstrasse 75		1990	Enge
Swiss Life	Grossackerstrasse 77		1990	Enge
Swiss Life	Grossackerstrasse 79		1990	Enge
Swiss Life	Grossackerstrasse 81		1990	Enge
Swiss Life	Grossackerstrasse 83		1990	Enge
Swiss Life	Steinhaldenstrasse 63		1943	Enge
Swiss Life	Steinhaldenstrasse 65		1943	Enge
Swiss Life	Steinhaldenstrasse 67		1943	Enge
Swiss Life	Steinhaldenstrasse 67a		1943	Enge
Swiss Life	Steinhaldenstrasse 67b		1943	Enge
Swiss Life	Steinhaldenstrasse 67c		1943	Enge
Swiss Life	Steinhaldenstrasse 67d		1943	Enge
Swiss Life	Steinhaldenstrasse 67e		1943	Enge
Swiss Life	Steinhaldenstrasse 67f		1943	Enge
Swiss Life	Steinhaldenstrasse 67g		1943	Enge
Swiss Life	Steinhaldenstrasse 67h		1943	Enge
Swiss Life	Steinhaldenstrasse 67i		1943	Enge
Swiss Life	Steinhaldenstrasse 69		1943	Enge
Swiss Life	Spindelstrasse 5		2017	Enge

Firma	Adresse	Parzelle	Erwerbsdatum	Notariatskreis
Swiss Life	Spindelstrasse 7		2017	Enge
Swiss Life	Spindelstrasse 9		2017	Enge
Swiss Life	Spindelstrasse 11		2017	Enge
Swiss Life	Spindelstrasse 13		2017	Enge
Swiss Life	Spindelstrasse 15		2017	Enge
Swiss Life	Spindelstrasse 17		2017	Enge
Swiss Life	Spindelstrasse 19		2017	Enge
Swiss Life	Spindelstrasse 21		2017	Enge
Swiss Life	Spindelstrasse 69		2017	Enge
Swiss Life	Scheideggstrasse 4		1943	Enge
Swiss Life	Scheideggstrasse 18		1943	Enge
Swiss Life	Scheideggstrasse 22		1943	Enge
Swiss Life	Tuchmacherstrasse 34		2014	Enge
Swiss Life	Tuchmacherstrasse 36		2014	Enge
Swiss Life	Tuchmacherstrasse 38		2014	Enge
Swiss Life	Tuchmacherstrasse 40		2014	Enge
Swiss Life	Tuchmacherstrasse 42		2014	Enge
Swiss Life	Mutschellenstasse 47		1952	Enge
Swiss Life	Tessinerplatz 7		2004	Enge
Swiss Life	Gladbachstrasse 59	FL1619	20.12.18	Fluntern
Swiss Life	Gladbachstrasse 61	FL1619	20.12.18	Fluntern
Swiss Life	Gladbachstrasse 41	FL1814	23.06.33	Fluntern
Swiss Life	Spyristrasse 20	FL1815	23.06.33	Fluntern
Swiss Life	Toblerstrasse 6	FL1816	23.06.33	Fluntern
Swiss Life	Toblerstrasse 10	FL1817	23.06.33	Fluntern
Swiss Life	Spyristrasse 24	FL1820	23.06.33	Fluntern
Swiss Life	Spyristrasse 30	FL1821	27.05.68	Fluntern
Swiss Life	Toblerstrasse 7	FL1822	23.06.33	Fluntern
Swiss Life	Hadlaubstrasse 2	FL1960	23.06.33	Fluntern
Swiss Life	Im Schilf 3	FL1999	23.06.33	Fluntern
Swiss Life	Im Schilf 10	FL2003	22.04.49	Fluntern
Swiss Life	Hinterbergstrasse 41	FL2091	23.06.33	Fluntern
Swiss Life	Hadlaubstrasse 34	FL2272	25.09.50	Fluntern
Swiss Life	Toblerstrasse 37	FL3495	23.06.33	Fluntern
Swiss Life	Toblerstrasse 39	FL3496	23.06.33	Fluntern
Swiss Life	Huttenstrasse 60	OB2241	30.01.81	Fluntern
Swiss Life	Ottikerstrasse 31	OB2999	17.03.14	Fluntern
Swiss Life	Ottikerstrasse 29	OB2999	17.03.14	Fluntern
Swiss Life	Limmattalstrasse 186	HG4433	01.10.20	Höngg
Swiss Life	Regensdorferstrasse 3a	HG4433	01.10.20	Höngg
Swiss Life	Hardeggsstrasse 11	HG5931	07.07.20	Höngg
Swiss Life	Hardeggsstrasse 11a	HG5931	07.07.20	Höngg
Swiss Life	Hardeggsstrasse 15	HG5932	07.07.20	Höngg

Firma	Adresse	Parzelle	Erwerbsdatum	Notariatskreis
Swiss Life	Hardeggstrasse 15a	HG5932	07.07.20	Höngg
Swiss Life	Hohenklingenallee 3	HG7840	01.11.18	Höngg
Swiss Life	Hohenklingenstrasse 45	HG7840	01.11.18	Höngg
Swiss Life	Hohenklingenstrasse 47	HG7840	01.11.18	Höngg
Swiss Life	Limmattalstrasse 200	HG7884	01.10.20	Höngg
Swiss Life	Limmattalstrasse 200a	HG7884	01.10.20	Höngg
Swiss Life	Dorfbachweg 1a	HG7884	01.10.20	Höngg
Swiss Life	Limmattalstrasse 198	HG7884	01.10.20	Höngg
Swiss Life	Dorfbachweg 1	HG7884	01.10.20	Höngg
Swiss Life	Regensdorferstrasse 5	HG7886	01.10.20	Höngg
Swiss Life	Regensdorferstrasse 9	HG7886	01.10.20	Höngg
Swiss Life	Dorfbachweg 7	HG8201	01.10.20	Höngg
Swiss Life	Schärrergasse 2	HG8201	01.10.20	Höngg
Swiss Life	Limmattalstrasse 202	HG8201	01.10.20	Höngg
Swiss Life	Dorfbachweg 5	HG8201	01.10.20	Höngg
Swiss Life	Limmattalstrasse 204	HG8201	01.10.20	Höngg
Swiss Life	Sempacherstrasse 47	HI2631	15.08.46	Hottingen
Swiss Life	Hofackerstrasse 62	HI2712	13.01.50	Hottingen
Swiss Life	Sempacherstrasse 49	HI3426	23.06.33	Hottingen
Swiss Life	Sempacherstrasse 51	HI3427	23.06.33	Hottingen
Swiss Life	Sempacherstrasse 33	HI4129	06.06.17	Hottingen
Swiss Life	Biberlinstrasse 6	HI4601	06.06.17	Hottingen
Swiss Life	Biberlinstrasse 8	HI4601	06.06.17	Hottingen
Swiss Life	Biberlinstrasse 8a	HI4601	06.06.17	Hottingen
Swiss Life	Hofstrasse 114	HO2829	16.11.98	Hottingen
Swiss Life	Hofstrasse 116	HO2830	16.11.98	Hottingen
Swiss Life	Klosbachstrasse 6	HO2961	18.03.14	Hottingen
Swiss Life	Rütistrasse 2	HO4342	20.12.18	Hottingen
Swiss Life	Römerhofplatz 5	HO4342	20.12.18	Hottingen
Swiss Life	Römerhofplatz 6	HO4342	20.12.18	Hottingen
Swiss Life	Witikonerstrasse 449	WI2433	08.04.20	Hottingen
Swiss Life	Buchzelgstrasse 8	WI2933	11.12.20	Hottingen
Swiss Life	Witikonerstrasse 297	WI3025	11.12.20	Hottingen
Swiss Life	Witikonerstrasse 299a	WI3025	11.12.20	Hottingen
Swiss Life	Buchzelgstrasse 20a	WI3025	11.12.20	Hottingen
Swiss Life	Witikonerstrasse 299	WI3025	11.12.20	Hottingen
Swiss Life	Witikonerstrasse 295	WI3025	11.12.20	Hottingen
Swiss Life	Witikonerstrasse 285	WI3025	11.12.20	Hottingen
Swiss Life	Witikonerstrasse 289	WI3025	11.12.20	Hottingen
Swiss Life	Witikonerstrasse 279	WI3025	11.12.20	Hottingen
Swiss Life	Witikonerstrasse 293	WI3025	11.12.20	Hottingen
Swiss Life	Witikonerstrasse 297a	WI3025	11.12.20	Hottingen
Swiss Life	Buchzelgweg 2	WI3602	21.12.83	Hottingen

Firma	Adresse	Parzelle	Erwerbsdatum	Notariatskreis
Swiss Life	Buchzelgweg 1	WI3602	21.12.83	Hottingen
Swiss Life	Buchzelgweg 3	WI3602	21.12.83	Hottingen
Swiss Life	Buchzelgweg 4	WI3602	21.12.83	Hottingen
Swiss Life	Buchzelgstrasse 17	WI3602	21.12.83	Hottingen
Swiss Life	Riedenhaldenstrasse 20	AF2831	12.06.53	Oerlikon
Swiss Life	Riedenhaldenstrasse 18	AF2831	12.06.53	Oerlikon
Swiss Life	Riedenhaldenstrasse 22	AF2831	12.06.53	Oerlikon
Swiss Life	Regulastrasse 59	AF2977	19.11.54	Oerlikon
Swiss Life	Regulastrasse 61	AF2978	19.11.54	Oerlikon
Swiss Life	Regulastrasse 65	AF2979	19.11.54	Oerlikon
Swiss Life	Regulastrasse 67	AF2980	19.11.54	Oerlikon
Swiss Life	Regulastrasse 69	AF2981	19.11.54	Oerlikon
Swiss Life	Regulastrasse 72	AF2984	19.11.54	Oerlikon
Swiss Life	Regulastrasse 74	AF2985	19.11.54	Oerlikon
Swiss Life	Schauenbergstrasse 27	AF2986	19.11.54	Oerlikon
Swiss Life	Schauenbergstrasse 29	AF2987	19.11.54	Oerlikon
Swiss Life	Schauenbergstrasse 31	AF2996	19.11.54	Oerlikon
Swiss Life	Schauenbergstrasse 33	AF2997	19.11.54	Oerlikon
Swiss Life	Schauenbergstrasse 35	AF2998	19.11.54	Oerlikon
Swiss Life	Bergacker 9	AF3001	19.11.54	Oerlikon
Swiss Life	Bergacker 11	AF3002	19.11.54	Oerlikon
Swiss Life	Bergacker 15	AF3004	19.11.54	Oerlikon
Swiss Life	Bergacker 17	AF3005	19.11.54	Oerlikon
Swiss Life	Bergacker 21	AF3007	19.11.54	Oerlikon
Swiss Life	Bergacker 23	AF3008	19.11.54	Oerlikon
Swiss Life	Bergacker 8	AF3018	19.11.54	Oerlikon
Swiss Life	Bergacker 10	AF3019	19.11.54	Oerlikon
Swiss Life	Bergacker 14	AF3023	19.11.54	Oerlikon
Swiss Life	Bergacker 18	AF3026	19.11.54	Oerlikon
Swiss Life	Bergacker 4	AF3262	19.11.54	Oerlikon
Swiss Life	Bergacker 20	AF3264	19.11.54	Oerlikon
Swiss Life	Bergacker 22	AF3265	19.11.54	Oerlikon
Swiss Life	Bergacker 24	AF3266	19.11.54	Oerlikon
Swiss Life	Riedenhaldenstrasse 52	AF3658	12.07.17	Oerlikon
Swiss Life	Riedenhaldenstrasse 54	AF3659	12.07.17	Oerlikon
Swiss Life	Riedenhaldenstrasse 68	AF3660	01.06.17	Oerlikon
Swiss Life	Riedenhaldenstrasse 70	AF3661	01.06.17	Oerlikon
Swiss Life	Riedenhaldenstrasse 78	AF3662	01.06.17	Oerlikon
Swiss Life	Riedenhaldenstrasse 80	AF3663	01.06.17	Oerlikon
Swiss Life	Bächlerstrasse 19	AF3800	01.11.18	Oerlikon
Swiss Life	Bächlerstrasse 21	AF3800	01.11.18	Oerlikon
Swiss Life	Bächlerstrasse 19a	AF3800	01.11.18	Oerlikon
Swiss Life	Schauenbergstrasse 49	AF4280	19.11.54	Oerlikon

Firma	Adresse	Parzelle	Erwerbsdatum	Notariatskreis
Swiss Life	Schauenbergstrasse 49a	AF4280	19.11.54	Oerlikon
Swiss Life	Schauenbergstrasse 53	AF4283	19.11.54	Oerlikon
Swiss Life	Schauenbergstrasse 51	AF4285	19.11.54	Oerlikon
Swiss Life	Bergacker 12	AF4286	19.11.54	Oerlikon
Swiss Life	Bergacker 16	AF4287	19.11.54	Oerlikon
Swiss Life	Glaubtenstrasse 11	AF5347	12.12.16	Oerlikon
Swiss Life	Glaubtenstrasse 15	AF5347	12.12.16	Oerlikon
Swiss Life	Glaubtenstrasse 15a	AF5347	12.12.16	Oerlikon
Swiss Life	Schaffhauserstrasse 359	OE1794	07.07.20	Oerlikon
Swiss Life	Viktoriastrasse 29	OE2657	07.04.20	Oerlikon
Swiss Life	Probusweg 5	OE2942	01.11.18	Oerlikon
Swiss Life	Birchstrasse 121	OE2964	09.07.45	Oerlikon
Swiss Life	Birchstrasse 123	OE2965	09.07.45	Oerlikon
Swiss Life	Regensbergstrasse 185	OE2967	09.07.45	Oerlikon
Swiss Life	Regensbergstrasse 187	OE2968	09.07.45	Oerlikon
Swiss Life	Berninaplatz 3	OE3797	08.01.49	Oerlikon
Swiss Life	Tramstrasse 11	OE4874	01.06.17	Oerlikon
Swiss Life	Tramstrasse 15	OE4953	01.06.17	Oerlikon
Swiss Life	Tramstrasse 17	OE4954	01.06.17	Oerlikon
Swiss Life	Tramstrasse 19	OE4955	01.06.17	Oerlikon
Swiss Life	Affolternstrasse 161	OE5186	01.11.18	Oerlikon
Swiss Life	Affolternstrasse 159	OE5186	01.11.18	Oerlikon
Swiss Life	Affolternstrasse 159a	OE5186	01.11.18	Oerlikon
Swiss Life	Berninastrasse 21	OE5339	01.11.18	Oerlikon
Swiss Life	Birchstrasse 125	OE5833	09.07.45	Oerlikon
Swiss Life	Schaffhauserstrasse 358	OE5976	30.11.20	Oerlikon
Swiss Life	Wallisellenstrasse 3	OE5976	30.11.20	Oerlikon
Swiss Life	Wallisellenstrasse 1	OE5976	30.11.20	Oerlikon
Swiss Life	Lamprechtweg 3	OE6123	30.06.10	Oerlikon
Swiss Life	Brown-Boveri-Strasse 2	OE6123	30.06.10	Oerlikon
Swiss Life	Birchstrasse 183	OE6123	30.06.10	Oerlikon
Swiss Life	Binzmühlestrasse 130	OE6123	30.06.10	Oerlikon
Swiss Life	Brown-Boveri-Strasse 2a	OE6123	30.06.10	Oerlikon
Swiss Life	Binzmühlestrasse 132	OE6123	30.06.10	Oerlikon
Swiss Life	Lamprechtweg 1a	OE6123	30.06.10	Oerlikon
Swiss Life	Binzmühlestrasse 180	OE6364	30.06.10	Oerlikon
Swiss Life	Eisfeldstrasse 16	SE4242	01.06.17	Oerlikon
Swiss Life	Eisfeldstrasse 16a	SE4242	01.06.17	Oerlikon
Swiss Life	Caspar-Wüst-Strasse 44	SE4641	11.11.15	Oerlikon
Swiss Life	Köschenrütistrasse 8a	SE5419	01.11.18	Oerlikon
Swiss Life	Köschenrütistrasse 8	SE5419	01.11.18	Oerlikon
Swiss Life	Birchstrasse 417	SE5436	01.11.18	Oerlikon
Swiss Life	Birchstrasse 419	SE5436	01.11.18	Oerlikon

Firma	Adresse	Parzelle	Erwerbsdatum	Notariatskreis
Swiss Life	Buhnrain 5	SE5538	01.09.76	Oerlikon
Swiss Life	Buhnrain 5a	SE5538	01.09.76	Oerlikon
Swiss Life	Allmannstrasse 5	SE6126	02.11.10	Oerlikon
Swiss Life	Binzmühlestrasse 14	SE6126	02.11.10	Oerlikon
Swiss Life	Allmannstrasse 4	SE6126	02.11.10	Oerlikon
Swiss Life	Leutschenbachstrasse 58a	SE6209	27.04.09	Oerlikon
Swiss Life	Leutschenbachstrasse 50b	SE6209	27.04.09	Oerlikon
Swiss Life	Leutschenbachstrasse 50a	SE6209	27.04.09	Oerlikon
Swiss Life	Leutschenbachstrasse 52	SE6209	27.04.09	Oerlikon
Swiss Life	Leutschenbachstrasse 54	SE6209	27.04.09	Oerlikon
Swiss Life	Leutschenbachstrasse 56	SE6209	27.04.09	Oerlikon
Swiss Life	Leutschenbachstrasse 58	SE6209	27.04.09	Oerlikon
Swiss Life	Leutschenbachstrasse 50	SE6209	27.04.09	Oerlikon
Swiss Life	Katzenbachstrasse 221	SE6593	29.02.16	Oerlikon
Swiss Life	Katzenbachstrasse 223	SE6593	29.02.16	Oerlikon
Swiss Life	Katzenbachstrasse 227	SE6593	29.02.16	Oerlikon
Swiss Life	Katzenbachstrasse 229	SE6593	29.02.16	Oerlikon
Swiss Life	Katzenbachstrasse 231	SE6593	29.02.16	Oerlikon
Swiss Life	Katzenbachstrasse 225	SE6593	29.02.16	Oerlikon
Swiss Life	Hertensteinstrasse 21	SE6595	29.02.16	Oerlikon
Swiss Life	Schaffhauserstrasse 550	SE6604	09.02.10	Oerlikon
Swiss Life	Arianenstrasse 14	SE6604	09.02.10	Oerlikon
Swiss Life	Arianenstrasse 14a	SE6604	09.02.10	Oerlikon
Swiss Life	Schaffhauserstrasse 550b	SE6604	09.02.10	Oerlikon
Swiss Life	Unterwerkstrasse 27	SE6605	09.02.10	Oerlikon
Swiss Life	Unterwerkstrasse 25	SE6605	09.02.10	Oerlikon
Swiss Life	Dübendorfstrasse 183	SW3278	19.12.51	Oerlikon
Swiss Life	Altwiesenstrasse 154	SW3283	19.12.51	Oerlikon
Swiss Life	Dübendorfstrasse 181	SW3536	19.12.51	Oerlikon
Swiss Life	Altwiesenstrasse 152	SW3546	19.12.51	Oerlikon
Swiss Life	Altwiesenstrasse 142	SW3683	18.12.52	Oerlikon
Swiss Life	Altwiesenstrasse 144	SW3684	20.03.08	Oerlikon
Swiss Life	Dübendorfstrasse 163	SW3696	18.12.52	Oerlikon
Swiss Life	Dübendorfstrasse 165	SW3697	18.12.52	Oerlikon
Swiss Life	Dübendorfstrasse 169	SW3699	10.01.14	Oerlikon
Swiss Life	Dübendorfstrasse 171	SW3700	10.01.14	Oerlikon
Swiss Life	Paulstrasse 2	RI1408	12.09.18	Riesbach
Swiss Life	Utoquai 37	RI145	03.11.15	Riesbach
Swiss Life	Utoquai 39	RI146	03.11.15	Riesbach
Swiss Life	Seefeldstrasse 184	RI1840	17.03.14	Riesbach
Swiss Life	Falkenstrasse 14	RI2605	18.05.46	Riesbach
Swiss Life	Seefeldstrasse 2	RI2605	18.05.46	Riesbach
Swiss Life	Seefeldstrasse 4	RI2606	18.05.46	Riesbach

Firma	Adresse	Parzelle	Erwerbsdatum	Notariatskreis
Swiss Life	Seefeldstrasse 4a	RI2606	18.05.46	Riesbach
Swiss Life	Mühlebachstrasse 76	RI270	17.03.48	Riesbach
Swiss Life	Mühlebachstrasse 76a	RI270	17.03.48	Riesbach
Swiss Life	Forchstrasse 22	RI3561	11.08.44	Riesbach
Swiss Life	Forchstrasse 24	RI3562	11.08.44	Riesbach
Swiss Life	Dufourstrasse 123	RI3566	21.05.15	Riesbach
Swiss Life	Zollikerstrasse 252	RI3600	17.03.14	Riesbach
Swiss Life	Florastrasse 28	RI3684	17.03.14	Riesbach
Swiss Life	Seefeldstrasse 287	RI3776	30.06.03	Riesbach
Swiss Life	Dufourstrasse 110	RI3877	17.03.14	Riesbach
Swiss Life	Florastrasse 30	RI3926	17.03.14	Riesbach
Swiss Life	Mühlebachstrasse 48	RI4129	07.12.16	Riesbach
Swiss Life	Kreuzstrasse 46	RI4129	07.12.16	Riesbach
Swiss Life	Akazienstrasse 7	RI4129	07.12.16	Riesbach
Swiss Life	Mühlebachstrasse 50	RI4129	07.12.16	Riesbach
Swiss Life	Florastrasse 17	RI4268	12.10.16	Riesbach
Swiss Life	Arosastrasse 16	RI4387	11.04.14	Riesbach
Swiss Life	Werkgasse 3	RI4502	01.08.68	Riesbach
Swiss Life	Dufourstrasse 43	RI4503	01.08.68	Riesbach
Swiss Life	Kreuzstrasse 24	RI4503	01.08.68	Riesbach
Swiss Life	Reinhardstrasse 19	RI4836	13.12.12	Riesbach
Swiss Life	Mühlebachstrasse 54	RI4836	13.12.12	Riesbach
Swiss Life	Mühlebachstrasse 52	RI4836	13.12.12	Riesbach
Swiss Life	Falkenstrasse 30	RI4839	26.07.11	Riesbach
Swiss Life	Mühlebachstrasse 2	RI4839	26.07.11	Riesbach
Swiss Life	Dufourstrasse 28	RI4898	03.11.15	Riesbach
Swiss Life	Seefeldstrasse 214	RI4985	25.06.09	Riesbach
Swiss Life	Florastrasse 38	RI5042	01.06.17	Riesbach
Swiss Life	Bellerivestrasse 203	RI5048	26.11.14	Riesbach
Swiss Life	Bellerivestrasse 201	RI5048	26.11.14	Riesbach
Swiss Life	Wiesenstrasse 10	RI5121	11.11.15	Riesbach
Swiss Life	Wiesenstrasse 8	RI5121	11.11.15	Riesbach
Swiss Life	Flühgasse 8	RI5354	13.07.00	Riesbach
Swiss Life	Seefeldstrasse 277a	RI5354	13.07.00	Riesbach
Swiss Life	Seefeldstrasse 279a	RI5354	13.07.00	Riesbach
Swiss Life	Seefeldstrasse 283a	RI5354	13.07.00	Riesbach
Swiss Life	Seefeldstrasse 283	RI5354	13.07.00	Riesbach
Swiss Life	Seefeldstrasse 279	RI5354	13.07.00	Riesbach
Swiss Life	Seefeldstrasse 275	RI5354	13.07.00	Riesbach
Swiss Life	Seefeldstrasse 281	RI5354	13.07.00	Riesbach
Swiss Life	Seefeldstrasse 281a	RI5354	13.07.00	Riesbach
Swiss Life	Seefeldstrasse 277	RI5354	13.07.00	Riesbach
Swiss Life	Dufourstrasse 49	RI5395	02.09.08	Riesbach

Firma	Adresse	Parzelle	Erwerbsdatum	Notariatskreis
Swiss Life	Südstrasse 3	RI5450	01.06.17	Riesbach
Swiss Life	Alderstrasse 31	RI825	17.03.14	Riesbach
Swiss Life	Säntisstrasse 5	RI923	17.03.14	Riesbach
Swiss Life	Säntisstrasse 3	RI924	17.03.14	Riesbach
Swiss Life	Säntisstrasse 6	RI930	17.03.14	Riesbach
Swiss Life	Säntisstrasse 15	RI958	17.03.14	Riesbach
Swiss Life	Fröhlichstrasse 36	RI965	17.03.14	Riesbach
Swiss Life	Langmauerstrasse 105	UN1522	04.06.49	Unterstrass
Swiss Life	Kinkelstrasse 26	UN2714	12.08.46	Unterstrass
Swiss Life	Weinbergstrasse 118	UN2716	08.12.48	Unterstrass
Swiss Life	Kinkelstrasse 20	UN2716	08.12.48	Unterstrass
Swiss Life	Weinbergstrasse 101	UN276	17.03.14	Unterstrass
Swiss Life	Hotzestrasse 65	UN2805	22.07.16	Unterstrass
Swiss Life	Hotzestrasse 61	UN2805	22.07.16	Unterstrass
Swiss Life	Kronenstrasse 39	UN3184	20.08.08	Unterstrass
Swiss Life	Schaffhauserstrasse 30	UN3543	06.06.17	Unterstrass
Swiss Life	Stampfenbachstrasse 59	UN386	09.07.40	Unterstrass
Swiss Life	Walchestrasse 22	UN386	09.07.40	Unterstrass
Swiss Life	Stampfenbachstrasse 57	UN387	09.07.40	Unterstrass
Swiss Life	Walchestrasse 20	UN387	09.07.40	Unterstrass
Swiss Life	Schaffhauserstrasse 11	UN4630	02.11.15	Unterstrass
Swiss Life	Schaffhauserstrasse 9	UN4630	02.11.15	Unterstrass
Swiss Life	Rötelstrasse 104	UN4943	06.06.17	Unterstrass
Swiss Life	Landenbergstrasse 17	WP1227	21.05.15	Unterstrass
Swiss Life	Landenbergstrasse 19	WP1227	21.05.15	Unterstrass
Swiss Life	Nordstrasse 323	WP3552	12.07.17	Unterstrass
Swiss Life	Nordstrasse 325	WP3553	12.07.17	Unterstrass
Swiss Life	Nordstrasse 327	WP3554	12.07.17	Unterstrass
Swiss Life	Zurlindenstrasse 193	WD1162	17.03.14	Wiedikon
Swiss Life	Bremgartnerstrasse 48	WD4648	16.05.47	Wiedikon
Swiss Life	Friesenbergstrasse 90	WD5014	16.07.48	Wiedikon
Swiss Life	Binzstrasse 29	WD5090	29.04.53	Wiedikon
Swiss Life	Binzstrasse 23	WD5091	29.04.53	Wiedikon
Swiss Life	Binzstrasse 21	WD5091	29.04.53	Wiedikon
Swiss Life	Gotthelfstrasse 48	WD5148	14.01.49	Wiedikon
Swiss Life	Gotthelfstrasse 50	WD5149	14.01.49	Wiedikon
Swiss Life	Gotthelfstrasse 52	WD5150	14.01.49	Wiedikon
Swiss Life	Gotthelfstrasse 52a	WD5150	14.01.49	Wiedikon
Swiss Life	Gotthelfstrasse 54	WD5151	14.01.49	Wiedikon
Swiss Life	Schlossgasse 3	WD5152	14.01.49	Wiedikon
Swiss Life	Schlossgasse 5	WD5153	14.01.49	Wiedikon
Swiss Life	Schlossgasse 7	WD5154	14.01.49	Wiedikon
Swiss Life	Schlossgasse 9	WD5155	14.01.49	Wiedikon

Firma	Adresse	Parzelle	Erwerbsdatum	Notariatskreis
Swiss Life	Schlossgasse 11	WD5156	14.01.49	Wiedikon
Swiss Life	Gerhardstrasse 5	WD527	20.07.16	Wiedikon
Swiss Life	Weststrasse 50	WD527	20.07.16	Wiedikon
Swiss Life	Badenerstrasse 361	WD5423	28.12.20	Wiedikon
Swiss Life	Badenerstrasse 367	WD5426	28.12.20	Wiedikon
Swiss Life	Schlossgasse 14	WD6463	28.12.20	Wiedikon
Swiss Life	Räffelstrasse 28	WD8114	11.04.03	Wiedikon
Swiss Life	Räffelstrasse 30	WD8114	11.04.03	Wiedikon
Swiss Life	Zelgstrasse 43	WD8127	01.06.17	Wiedikon
Swiss Life	Zelgstrasse 41	WD8128	01.06.17	Wiedikon
Swiss Life	Frauentalweg 100	WD8583	06.03.51	Wiedikon
Swiss Life	Frauentalweg 102	WD8583	06.03.51	Wiedikon
Swiss Life	Frauentalweg 106	WD8583	06.03.51	Wiedikon
Swiss Life	Frauentalweg 108	WD8583	06.03.51	Wiedikon
Swiss Life	Frauentalweg 110	WD8583	06.03.51	Wiedikon
Swiss Life	Frauentalweg 112	WD8583	06.03.51	Wiedikon
Swiss Life	Frauentalweg 102a	WD8583	06.03.51	Wiedikon
Swiss Life	Frauentalweg 100a	WD8583	06.03.51	Wiedikon
Swiss Life	Frauentalweg 104	WD8583	06.03.51	Wiedikon
Swiss Life	Frauentalweg 100b	WD8583	06.03.51	Wiedikon
Swiss Life	Räffelstrasse 10	WD8884	10.06.97	Wiedikon
Swiss Life	Räffelstrasse 12	WD8886	01.12.98	Wiedikon
Swiss Life	Räffelstrasse 16	WD8888	31.05.99	Wiedikon
Swiss Life	Räffelstrasse 20	WD8888	31.05.99	Wiedikon
Swiss Life	Räffelstrasse 22	WD8888	31.05.99	Wiedikon
Swiss Life	Räffelstrasse 24	WD8889	13.12.99	Wiedikon
Swiss Life	Räffelstrasse 26	WD8889	13.12.99	Wiedikon
Swiss Life	Binzring 10	WD8916	25.08.98	Wiedikon
Swiss Life	Grubenstrasse 49	WD8916	25.08.98	Wiedikon
Swiss Life	Binzring 2	WD8916	25.08.98	Wiedikon
Swiss Life	Grubenstrasse 51	WD8916	25.08.98	Wiedikon
Swiss Life	Staffelstrasse 5	WD8987	29.02.16	Wiedikon
Swiss Life	Manessestrasse 190	WD8987	29.02.16	Wiedikon
Swiss Life	Rüdigerstrasse 4	WD8987	29.02.16	Wiedikon
Swiss Life	Staffelstrasse 3	WD8987	29.02.16	Wiedikon



TISSOT



Besonders günstige Einzel-Stühle!

Koueno

ZETT

UHREN

auch im Einzelverkauf
Abendverkauf
Montag-Donnerstag
Freitag bis 20 Uhr



Fig.3.19:

Die Tat 1950

TH

Können Sie in einigen kurzen Sätzen beschreiben wer Sie sind und welcher Tätigkeit Sie im Leben nachgehen?

UM

Ueli Müller, geboren am 04.05.1946, zuerst kaufmännische Lehre im elterlichen Geschäft, dann Ökonomie-Studium an der Uni Zürich mit Abschluss lic.oec.pupl. Nach dem Tod meines Vaters 1970, habe ich mit meinem Bruder Hansruedi Müller, das elterliche Geschäft, die Hans Müller Schirmfabrik, die damals eine Einzelfirma war, übernommen. Die Firma Schirmfabrik Müller & Co. führten wir bis 2012 und beendigten die geschäftliche Tätigkeit durch Liquidation. Sie ist zwar noch im Handelsregister aufgeführt, aber sie ist nicht mehr aktiv. Heute - seit Liquidation - bin ich Quasi-Rentner.

TH

Seit wann haben Sie ein Geschäft an der Zürcher Bahnhofstrasse? Wie kam es dazu?

UM

Das ist eine längere Geschichte. Eigentlich eine schöne Erinnerung, weshalb ich sie Ihnen nicht vorenthalten will:

Mein Vater, Hans Müller, war in Basel aufgewachsen und hatte 6 Geschwister. Dessen Vater hatte eine kleine Schirmmanufaktur mit zwei Näherinnen, einem Schirmmacher und einem Ausläufer in Basel an der Freiestrasse.

Nach seinem Tode bot diese Manufaktur kein Auskommen mehr für die 7 Kinder. So ergriffen alle von ihnen verschiedene Berufe, ausser mein Vater, welcher der Schirmmacherei treu blieb. Er wanderte nach Frankreich aus, heiratete dort die schwarzhaarige Tochter eines Schirmfabrikanten und reiste dort als Handelsreisender herum, wo er auf Märkten die Schirme seines Schwiegervaters verkaufte. Eines Tages traf er eine Zigeunerin, die ihm die Zukunft aus der Hand zu lesen anbot. Er lehnte ab, weil er sich nicht leisten könne, doch die Zigeunerin las im gratis aus der Hand: »Du wirst«, prophezeite sie ihm, »eine braunhaarige Frau heiraten und ihr werdet zwei blonde Söhne haben. Von dann an, wird es dir gut gehen.« Mein Vater nahm dies zur Kenntnis und dachte nicht weiter darüber nach.

Doch seine damalige Ehe hielt nicht sehr lange. Anfang der 30er Jahre, die Wirtschaft lief nicht gut, kam er zurück in die Schweiz. Eine Stelle bei einer Schweizer Schirmfabrik, es gab damals mindestens 6, fand er nicht, denn keiner wollte „einen aus der Konkurrenz durchfüttern“.

Es blieb ihm nichts anderes, als selbst anzufangen und er gründete eine kleine Schirmfabrik - an der Müllerstrasse in

Zürich. Er war viel in Sachen Schirmverkäufen unterwegs, hatte einen Hund, welchen er oft „hüten“ liess von der Frau Bertha Stähli, welche ein kleines Tabak-Geschäft namens Tabak-Nägeli beim Stauffacherquai führte. Die beiden verliebten, heirateten und hatten 2 Söhne. PS: Meine Mutter war braunhaarig und mein Bruder (1943) und ich (1946) waren strohblond!!

Eines Tages im Jahr 1939 sah meine Mutter in der Zeitung ein Inserat: Ladengeschäft an der Bahnhofstrasse zu vermieten. Das Geschäft befand sich an der Bahnhofstrasse 61 und dass dort ein Ladengeschäft frei wurde, hatte folgenden Grund.

Der Hausbesitzer Emil Kofmehl hatte im Erdgeschoss sein grosses Schmuck- und Uhrengeschäft. Direkt angrenzend hatte er ein Lokal an die Pelz AG vermietet. Da die Wirtschaftslage schlecht war, verkleinerte er sein Schmuck- und Uhrengeschäft und zwischen dem und der Pelz AG entstand ein kleines Ladengeschäft, welches er nun zur Vermietung anbot.

Beim Bewerbungsgespräch mit Emil Kofmehl, fragte dieser meine Eltern, welche Sicherheiten sie den bieten könnten. Meine Mutter antwortete spontan: Wir können ihnen keine Sicherheiten bieten, aber wir sind fleissige und rechtschaffene Leute! Scheinbar überzeugte dies den Hausbesitzer Kofmehl - und meine Eltern hatten ab 1939 ein eigenes Schirmgeschäft an der Bahnhofstrasse.

TH

Worin lagen die Vor-und Nachteile an der teuersten Straße Zürichs ein Geschäft zu betreiben?

UM

Die Bahnhofstrasse war wohl immer eine Einkaufsstrasse für Gut- und Besser-Bemittelte, aber meine Eltern hatten nicht das zwingende Ziel an der Bahnhofstrasse ein Geschäft zu betreiben - sie wären wohl mit jeder passablen Alternative zufrieden gewesen. Aber eben: dass sie überhaupt ein Geschäft an der Bahnhofstrasse mieten konnten, war ein absoluter Glücksfall. Wenn man von Nachteilen sprechen will, dann höchstens deswegen, weil Schirme halt nicht einen absoluten Luxusartikel darstellen. Zudem war das Ansinnen meiner Eltern eher, bezahlbare und qualitativ einwandfreie Artikel zu verkaufen. Die Schirme und anderen Artikel, welche meine Eltern an der Bahnhofstrasse verkauften, waren nie die teuersten. Zudem war mein Vater immer darauf bedacht, preiswert zu bleiben. Das musste er auch, weil er zum Schirm-Hauptlieferant der MIGROS wurde. Diese wurde

früher gemieden und boykottiert, was auch mein Vater zu spüren bekam.

TH

Hatten Sie mehrere Standorte in Zürich? Wo befand sich Ihr Geschäft vor dem Einzug in die Liegenschaft an der Bahnhofstrasse 61?

UM

Nein, meine Eltern hatten kein anderes Geschäft in Zürich. Aus Liebe und Verbundenheit zu seiner Heimatstadt Basel, hatte mein Vater noch in Basel - im gleichen Haus seines elterlichen Geschäfts, an der Freiestrasse - eine Filiale eröffnet, jedoch später als das Geschäft in Zürich. Dieses wurde auch früher wieder geschlossen, ca. 1965.

TH

Inwieweit hat sich die Kosten/Ertrags-Rechnung an diesem Standort ausgezahlt? Wie haben sich die Mietkosten im Laufe der Zeit verändert?

UM

Ein Geschäft an der Bahnhofstrasse hatten meine Eltern nicht als Prestige Objekt. Die Marge für Schirme, Taschen, Gehstöcke, etc. war nie riesig und nicht vergleichbar mit den angebotenen Luxus-Artikeln der Läden in der Nachbarschaft. Wie etwa Uhren und Schmuck von Emil Kofmehl, Pelzen der Pelz AG, hochpreisige Schreibartikeln von Landolt-Arbenz oder auch Spielzeug von Franz Carl Weber der sich vis-à-vis befand.

Die Mietkosten waren absolut moderat!! Emil Kofmehl, als Vermieter, war während Jahren ein toller Vermieter. Lachen Sie nicht, Herr Hertel, aber die letzte Monats-Miete für den Laden, samt Hinter-Räumen und grossem Keller, war im letzten Jahr vor Schliessung des Geschäfts 1972 gerade mal CHF 1'250.00. OK, das ist gut 50 Jahre her, aber für diesen Betrag mietet man an der Bahnhofstrasse nicht einmal mehr einen einzigen Quadratmeter.

TH

Welche Produkte haben Sie verkauft? Wie hat sich das Sortiment über die Jahre angepasst?

UM

Natürlich Schirme, Schirme und nochmals Schirme aus eigener Produktion. Ergänzt wurde das Sortiment vor allem durch Damen-Handtaschen, Geldbörsen und Portemonnaies, Gehstöcke und Seidentücher. Da mein Vater einen Schirm-Produktions-Betrieb hatte, kam ein besonderer Artikel dazu, welchen wir selbst herstellten: Effekten-Taschen. Diese müssen Sie sich wie folgt vorstellen:

Baumwoll-Taschen mit Umhänge-Band. Diese trug man auf dem Körper unter dem Hemd, Bluse oder der Bekleidung. Diese wurden vor allem von jener Käuferschaft erworben, welche in den Kriegszeiten das Land verlassen wollten oder ins Ausland flüchten mussten. Sie dienten der Mitführung von Schmuck, Diamanten, Gold oder Bargeld. Dieser Artikel war in jenen traurigen Zeiten mehr gefragt als Schirme und Taschen.

TH

Wer war ihre Kundschaft? Hat sich Ihre Zielgruppe mit den Jahren verändert?

UM

Schirm-Müller an der Bahnhofstrasse war, sogar international, bekannt für preiswerte Regenschirme. Die Kundschaft stammte somit aus allen Bevölkerungsschichten, eben jenen, die nicht ausschliesslich an der Bahnhofstrasse einkauf-ten. Dies blieb so - bis zur Schliessung des Geschäfts 1972.

TH

Haben Sie in dem Geschäft neben dem Verkauf auch Schirme gefertigt oder repariert?

UM

Natürlich haben wir Schirme repariert, was durch den Produktions-Betrieb meines Vaters ja auch möglich - und erwartet wurde. Aber auch hier: Damals lohnte es sich noch, einen defekten Schirm reparieren zu lassen. Möchten Sie dies heute tun, so werden Sie ausgelacht.

TH

Gab es einen weiteren Schirmladen im näheren Umfeld oder hatten Sie ein „Monopol“ in der Altstadt?

UM

Nein, ein Monopol hatten wir nie. Neidische Konkurrenten gab es natürlich einige - schon wegen der Geschäftslage an der Bahnhofstrasse!! Weitere Schirmgeschäfte waren Lättsch am Rennweg, der seinen Laden früher schliessen musste als wir und Bosshard am Limmatquai, die etwas später den Laden dicht gemacht haben.

TH

War Werbung nötig, um auf Ihre Produkte aufmerksam zu machen?

UM

Die Werbung, welche unser Geschäft betrieb, beschränkte sich auf kleine Inserate in Tages Zeitungen und Wochenblättern. Ob diese etwas brachten, wurde nie erfasst. Vermutlich nein, und mehrheitlich lebten wir von Mund-zu-Mund-Propaganda und Laufkundschaft.

TH

Was führte zur Schliessung des Geschäfts anfangs der 70er Jahre?

UM

Auch dies ist eine längere Geschichte, aber völlig verständlich: In den 70er Jahren hatte die Bahnhofstrasse ein Umbau-Boom erfasst. Alle Geschäfte renovierten und vergrösserten ihre Läden oder erstellten zum Teil Neubauten. So zum Beispiel Bucherer, Meister, Gobelin, Beyer, Kurz, Les Ambassadeurs etc.

Für unseren Vermieter Kofmehl mit seinem Juweliergeschäft entstand dadurch ein Anpassungsdruck, da sich die Konkurrenz teilweise aktiv, ja sogar überaktiv ins Rampenlicht drängte. Dies war noch vor der Zeit, als jede Uhrenmarke ihren eigenen „Flagship-Store“ präsentieren wollte. Heute haben IWC, Piaget, Swatch, Van Cleef & Appells, Cartier alle ihren eigenen Store.

Diese Tendenz zwang unseren Vermieter zur Anpassung. Hatte er vor mehr als 30 Jahren sein Geschäft aus wirtschaftlichen Gründen verkleinert, so sah er sich nun gezwungen, ebenfalls aus wirtschaftlichen Gründen, sein Geschäft wieder zu vergrössern und stärker im Bahnhofstrassen-Umfeld aufzutreten. Hinzu kam, dass Kofmehl ganz einfach seine Produkte, Schmuck und Uhren, als Luxus-Artikel anbot und das Geschäft neben ihm, die Pelz AG, ebenfalls Luxus-Artikel anbot. Was sollte er also tun? Es war nur verständlich, dass er wieder unseren Laden opferte, denn zwischen Schmuck/Uhren und Pelzen waren Schirme nicht so toll angesiedelt in diesem Luxus-Segment!! Ergo erhielten wir die Kündigung und Kofmehl vergrösserte wieder sein Geschäft. Dafür mussten wir Verständnis haben. Für meine Mutter, welche das Schirmgeschäft führte, war es ein Schlag und sie weinte.

Für meinen Vater, Vollblut-Geschäftsmann, war es eine Erleichterung, den das Schirm-Fachgeschäft rentierte seit Jahren nicht mehr so doll!!

**NUR EINIGE BEISPIELE
BESONDERS PREISWERTER TASCHEN**

DIESE UND VIELE ANDERE HUBSCHE MODELLE ZEIGEN WIR IHNEN IN VERSCHIEDENEN FARBEN UND AUSFUHRUNGEN. SIE SIND ALLE WASSERBESTÄNDIG UND FARBECHT.



The advertisement features four detailed illustrations of handbags, each with a price tag. The bags are arranged in a 2x2 grid. The top-left bag is priced at 24.-, the top-right at 28.50, the bottom-left at 25.50, and the bottom-right at 27.-. Each bag has a unique design, including different handle styles and body shapes, all rendered in a dark, textured material.

SCHIRM-MÜLLER
DAS FACHGESCHÄFT FÜR GUTE SCHIRME
SCHIRM-MÜLLER
FÜHRT AUCH LEDERWAREN
BAHNHOFSTRASSE 61

Fig.3.20:

Die Tat 1947

TH

Can you describe in a few short sentences who you are and what you do in your life?

UM

Ueli Müller, born 04.05.1946, first a commercial apprenticeship in my parents' business, then studied economics at the University of Zurich, graduating as lic.oec.pupl. After the death of my father in 1970, I took over my parents' business, Hans Müller Schirmfabrik, which was then a sole proprietorship, together with my brother Hansruedi Müller. We ran Schirmfabrik Müller & Co. until 2012 and ended the business by liquidating it. Although it is still listed in the commercial register, it is no longer active. Today - since liquidation - I am a quasi-retiree.

TH

How long have you had the store on Zurich's Bahnhofstrasse? How did it come about?

UM

This is a longer story. It's actually a nice memory, which is why I don't want to withhold it from you:

My father, Hans Müller, grew up in Basel and had 6 siblings. His father had a small umbrella factory with two seamstresses and one umbrella maker in Basel on Freiestrasse.

After his death, this factory no longer provided a livelihood for the 7 children. So all of them took up different professions, except my father, who remained faithful to the umbrella-making business. He emigrated to France, where he married the black-haired daughter of an umbrella manufacturer and travelled around as a travelling salesman, selling his father-in-law's umbrellas at markets. One day he met a gypsy woman who offered to read his fortune. He refused because he couldn't afford it, but the gypsy read his palm for free: „You will marry a brown-haired woman and you will have two blond sons," she prophesied. „From then on, you'll be fine." My father took note of this and didn't give it a second thought.

But his marriage at the time did not last very long. At the beginning of the 1930s, when the economy was not doing well, he returned to Switzerland. He couldn't find a job at a Swiss umbrella factory - there were at least six at the time - because nobody wanted to „feed someone from the competition".

He had no choice but to start his own business and founded a small umbrella factory on Müllerstrasse in Zurich.

He travelled a lot selling umbrellas and had a dog, which he often had „looked after“ by his wife Bertha Stähli, who ran a small tobacco shop called Tabak-Nägeli on Stauffacherquai. The two fell in love, got married and had two sons. PS: My mother was brown-haired and my brother (1943) and I (1946) were straw-blond!!!

One day in 1939, my mother saw an advert in the newspaper: shop to let on Bahnhofstrasse. The shop was located at Bahnhofstrasse 61 and there was a reason why a shop had become vacant.

The owner of the house, Emil Kofmehl, had his large jewellery and watch shop on the ground floor. Directly adjacent, he had rented a shop to Pelz AG. As the economic situation was poor, he reduced the size of his jewellery and watch shop and a small shop was created between it and Pelz AG, which he now offered for rent.

During the job interview with Emil Kofmehl, he asked my parents what security they could offer. My mother replied spontaneously: „We can't offer you any guarantees, but we are hard-working and honest people!“ Apparently this convinced the owner of the house, Kofmehl, and my parents had their own umbrella shop in Bahnhofstrasse from 1939.

TH

What were the advantages and disadvantages of running a business on Zurich's most expensive street?

UM

Bahnhofstrasse was always a shopping street for the well-off and better-off, but my parents didn't necessarily want to run a shop on Bahnhofstrasse - they would have been happy with any reasonable alternative. But the fact that they were able to rent a shop on Bahnhofstrasse at all was an absolute stroke of luck. If you want to talk about disadvantages, then at most because umbrellas are not an absolute luxury item. What's more, my parents wanted to sell affordable items of impeccable quality. The umbrellas and other items that my parents sold on Bahnhofstrasse were never the most expensive. What's more, my father was always keen to keep his prices low. He had to, because he became the main supplier of umbrellas to MIGROS. This used to be shunned and boycotted, which my father also felt the effects of.

TH

Did you have several locations in Zurich? Where was your shop before you moved into the property at Bahnhofstrasse 61?

UM

No, my parents didn't have another shop in Zurich. Out of love and attachment to his home town of Basel, my father had opened a branch in Basel - in the same building as his parents' shop on Freiestrasse - but later than the shop in Zurich. The shop was also closed earlier, around 1965.

TH

To what extent has the cost/income calculation paid off at this location? How have the rental costs changed over time?

UM

My parents didn't have a shop on Bahnhofstrasse as a prestige property. The margin for umbrellas, bags, walking sticks, etc. was never huge and not comparable with the luxury items on offer in the shops in the neighbourhood. Such as watches and jewellery from Emil Kopfmehl, furs from Pelz AG, high-priced stationery from Landolt-Arbenz and also toys from Franz Carl Weber, which was located opposite. The rental costs were absolutely moderate! Emil Kofmehl, as landlord, was a great landlord for years. Don't laugh, Mr Hertel, but the last monthly rent for the shop, including the back rooms and large cellar, was just CHF 1,250.00 in the last year before the shop closed in 1972. OK, that was a good 50 years ago, but you can't even rent a single square metre on Bahnhofstrasse for that amount any more.

TH

What products have you sold? How has the assortment adapted over the years?

UM

Umbrellas, umbrellas and more umbrellas from our own production. The range was supplemented above all by ladies' handbags, purses and wallets, walking sticks and silk scarves. As my father had an umbrella production business, we added a special item that we made ourselves: Effect bags. You can imagine them as follows: Cotton bags with a shoulder strap. These were worn on the body under a shirt, blouse or clothing. They were mainly bought by those who wanted to leave the country during the war or had to flee abroad. They were used to carry jewellery, diamonds, gold or cash. These items were in greater demand than umbrellas and bags in those sad times.

TH

Who was your clientele? Has the customer base changed over the years?

UM

Schirm-Müller on Bahnhofstrasse was known, even internationally, for its inexpensive umbrellas. The clientele therefore came from all walks of life, including those who did not shop exclusively on Bahnhofstrasse. This remained the case until the shop closed in 1972.

TH

Did you also manufacture or repair umbrellas in the shop in addition to selling them?

UM

Of course we repaired umbrellas, which was possible - and expected - thanks to my father's production business. But here too, back then, it was still worth having a defective umbrella repaired. If you wanted to do this today, you would be laughed at.

TH

Was there another umbrella shop in the neighbourhood or did you have a „monopoly“ in the old town?

UM

No, we never had a monopoly. Of course, there were a few envious competitors - if only because of the shop's location on Bahnhofstrasse!

Other umbrella shops were Lätsch on Rennweg, which had to close its shop earlier than us, and Bosshard on Limmatquai, which closed a little later.

TH

Was advertising necessary to draw attention to your products?

UM

Advertising for our business was limited to small adverts in daily newspapers and weeklies. Whether these were any good was never recorded. Probably not, and for the most part we lived from word of mouth and walk-in customers.

TH

What led to the closure of the shop at the beginning of the 1970s?

UM

This is also a longer story, but completely understandable: In the 1970s, Bahnhofstrasse was gripped by a remodelling boom. All the shops renovated and enlarged their shops or, in some cases, built new ones. For example Bucherer, Meister, Gobelin, Beyer, Kurz, Les Ambassadeurs etc.

For our landlord, Kofmehl, with its jewellery shop, this created pressure to adapt, as the competition sometimes actively, even overactively, pushed itself into the spotlight. This was before the time when every watch brand wanted to present its own „flagship store“. Today, IWC, Piaget, Swatch, Van Cleef & Appells and Cartier all have their own stores.

This trend forced our landlord to adapt. Having downsized his business more than 30 years ago for economic reasons, he was now forced, also for economic reasons, to expand his business again and to make a stronger presence in the Bahnhofstrasse neighbourhood. In addition, Kofmehl was simply offering its products, jewellery and watches, as luxury items and the shop next to it, Pelz AG, also offered luxury items. So what was he supposed to do? It was only understandable that he sacrificed our shop, because between jewellery, watches and furs, umbrellas were not so well placed in this luxury segment! So we were given the cancellation notice and Kofmehl expanded its business again. We had to understand that. For my mother, who ran the umbrella business, it was a blow and she cried. For my father, a full-blooded businessman, it was a relief, as the umbrella shop hadn't been so profitable for years!

Bahnhofstrasse 25

Platzspitz

Wasserwerkstrasse 21

Winterthur

Seestrasse 395

Almend

Brunau

Oetenbachgasse 13

Bahnhofstrasse 1

Strehlgasse 26

Bahnhofstrasse 42

Bahnhofstrasse 75













Jugendbewegungen

On the evening of May 30, 1980, several hundred young people gathered in front of the Zurich Opera House in protest against the city of Zurich's cultural policy. The city government had recently approved a loan of 60 million francs for the renovation of the opera house, but rejected young people's demands for alternative cultural activities. In the course of the demonstration, which was joined later in the evening by visitors to a Bob Marley concert, the protest turned into violent clashes: The demonstrators threw boards, paint bags and eggs at the police, who responded with the use of rubber bullets and tear gas. Riots then continued around Bellevue into the early hours of the morning. The so-called opera house riot marked the beginning of a two-year period of conflict, which was characterized by street protests that repeatedly degenerated into violence, but also new forms of cultural and political manifestations around the Autonomous Youth Center (AJZ).

Just one day after the clashes at the opera

house, there were new riots. On June 4, 1980, a „plenary meeting“ of the youth movement took place in the Volkshaus Zurich with a representative of the city government. Two days later, the cantonal director of education Alfred Gilgen, who was to become a hate figure of the youth movement, banned the screening of a short film about the opera house riots made by the ethnology department of the University of Zurich. Over the course of June, there were various demonstrations and further general assemblies. These were mass events lasting several hours, sometimes with up to 3,000 participants, and took place in the Rote Fabrik, the Volkshaus, Platzspitz-park or in the marquee in front of the opera house.

On June 20, several exponents of the youth movement were arrested as „ringleaders“. A week later, however, the AJZ opened on Limmatstrasse behind the main railway station, where the Sihl-quai car park is located today, under the auspices of the Social Democratic Party of the City of Zurich. In the following two months, there were repeated serious clashes between the youth movement and the police in the city center. At the beginning of September, the AJZ was closed after a police raid in which drugs and weapons were seized, which led to riots on Bahnhofstrasse. On September 20, the Movement and representatives of the „Neue Linke“ party demonstrated peacefully for the AJZ at a large rally, but in the months that followed there were renewed riots and arson attacks that caused millions in damages. On December 12, a woman set herself on fire at Bellevue and died a few days later. During the „Christmas demo“ on December 24, 1980, an attempt to storm the closed AJZ failed.

Various demonstrations, actions and general assemblies of the youth movement also took place in spring 1981. After serious riots in the city center on March 7 and a temporary occupation of the AJZ two weeks later, the center was reopened on April 3, 1981. On May 1st, agitators disrupted the Labor Day celebrations and on May 30th, the anniversary of the opera house riot, there was an „anniversary demonstration“ with riots. In response to several police raids, various demonstrations and damage to property occurred during the summer of 1981. Due to the increasingly chaotic situation, the AJZ working groups requested the temporary closure of the AJZ at a general meeting on October 12, 1981. The center was only reopened on 24 December, but its operations increasingly fell apart.



Fig 4.4: A concert by the band „mothers ruin“ in 1980, Musikfestwochen Winterthur. The front singer Silvia Holenstein is creating a tension between the üpublic and the band by kneeling and expressive gestures.



Fig 4.5

The municipal elections at the beginning of March 1982 then brought a shift to the right. The annoyance of many voters at the ongoing riots played into the international conservative-neoliberal trend, the manifestations of which included Thatcherism in the UK, Reaganomics in the USA and Helmut Kohl's „intellectual-moral turnaround“ in the Federal Republic of Germany. In the local council, the Social Democratic Party and the National Association of Independents lost a massive number of seats and the bourgeois parties were able to win an absolute majority for the first time since the early 1920s. The electorate thus punished the two parties whose exponents were particularly prominent in connection with the youth riots. Emilie Lieberherr, the SP, was the city's head of social affairs and was the sponsor of the AJZ. The LdU included Sigmund Widmer, the mayor responsible for cultural policy, Hans Frick, the municipal police chief, and Alfred Gilgen, the cantonal director of education. The city council elections also resulted in a middle-class majority. In place of the resigning Sigmund Widmer, who had denied the cultural character of rock music as recently as 1978, the liberal Thomas Wagner was elected mayor. The SP, previously represented in the nine-member city council with four seats, was kicked out of government for the first time in the 20th century. Three of its previous city councillors, including Emilie Lieberherr, were not re-elected by the SP due to differences in their dealings with the youth movement, but won re-election with the support of the trade union cartel, while the official SP candidates were unsuccessful. Ten days after the elections, the AJZ sponsors terminated the contract with the city. On the same day, the city council had the site cleared and on March 23, 1982, the building behind the main train station was demolished.

(Edited and translated from the Sozialarchiv, 2024)

Züri Brännt

Der Sound war der Jugendbewegung immer schon einen Schritt voraus. «Züri brännt», der Song der Punkband TNT, der zur Hymne der Jugend wurde, erschien schon 1979. Man könnte auch behaupten: Zürich brannte damals, weil viele Junge für ihre Stadt brannten. Nur wollten sie ein anderes Zürich, keine «alte Wichserstadt». Der Sound war das Vehikel, das die Wut der Jugend auf die Strassen brachte. Diese Protestmusik hatte eine Durchschlagskraft, wie sie in der Schweizer Geschichte einmalig ist.

Gegen die „arschlochige“ Kommerzwelt

Die Musik war der Motor der Jugendbewegung. In der Musikszene brodelte es schon lang. Und es gehörte zum guten Ton, dass schon der Name einer Band klarmachte: Hey, wir sind Bürgerschrecke und geben einen Scheiss auf eure «arschlochige» Kommerzwelt.

So nannten sich die Bands Sperma, TNT, Bucks, Der Böse Bub Eugen oder Needles. War also alles wütender Punk, hingeschleudert von schroffen Gitarren? Einen einheitlichen Sound zur Jugendbewegung gab es nicht. Zu vielfältig war die Szene. Für die Revolution lief alles Mögliche: von Punk über Synthiepop zu Jazz und Reggae.

„Plastik statt Jute“

Ironie war wichtig. Überhaupt der Humor. Das international erfolgreiche Frauentrio Liliput sangen «Yours is mine, and mine belongs to me» - eine Spitze gegen den innig beschworenen Gemeinschaftsgeist der frühen Achtzigerjahre. Forderten die Hippies «Jute statt Plastik», machten die Punks daraus «Plastik statt Jute».

Aber erst recht geistreich war, als sich die Band Hertz in selbstgenähten Jutekleidern am Monsterkonzert zur legendären Ausstellung «Saus & Braus» präsentierte.

Der Humor war auch eine indirekte Spitze gegen den todernsten und dogmatischen Politflügel der Szene. Da wurden auch mal rabiat Musikerinnen von der Bühne gezerrt, wenn diese geschminkt auftraten. Denn besonders für feministische Aktivistinnen war Schminke ein Affront. Zwar wollten die Bands auch die Welt verbessern, und viele der Künstler wurden durch die Polizeigewalt erst politisiert. Aber auch sie wussten: Es geht besser mit Fun. Und es war auch der Fun, der das letzte Wort haben sollte. Denn es waren die kulturellen Forderungen, die schliesslich von der Stadt eingelöst wurden: die Rote Fabrik als Kulturzentrum, oder die Schaffung des Popkredits.

(4.1:SRF, 24.5.2020)



Fig 4.6:

Filmstil of the music video „the race“ by Yello aka. Dieter Meier and Boris Blank

TNT

The band TNT, short for „The Neon Tigers“, came together like a mighty storm from the mountains. But their passion for rock music was not their only driving force. They were also on a mission to fuel the youth movement and set Zurich on fire - in the truest sense of the word!

While others might have just thrown cigarette butts into the streets, TNT threw their unmistakable punk anthems into the air.

Their song „Züri brennt“ became the anthem par excellence of the Zurich youth movement, but unfortunately, as the at the time 14 year old Sara Schär, which is today a black belt karate teacher said in an interview, they were limited to these 45 seconds for the rest of their career.

Sara Schär, Vocals / Dani Grässle, Gitarre / Smudi (André) Gross, Bass / Gianni Luder, Drums 1. occupation / Phil Rust, Drums, 2. occupation / Tommy Wydler (Hertz), Drums, shortly / Beat Schlatter, Drums, shortly / Tommy Bickel, Git, interim-occupation



Fig 4.7: Album Cover of TNTs „Züri brennt“



Fig 4.8: The singer Sara Schär is today a blackbelt karate teacher

F.D.P.

F.D.P. (1978-83) met with tears (gas) in their eyes and played always and everywhere, even when they couldn't or no longer could. Later they turned to multimedia projects (film and theater).

Babsi Kollapsi, Bass / Hiestand Uese, Drums / PAT, Gitarre / Estefano Manuel Mäder, voice

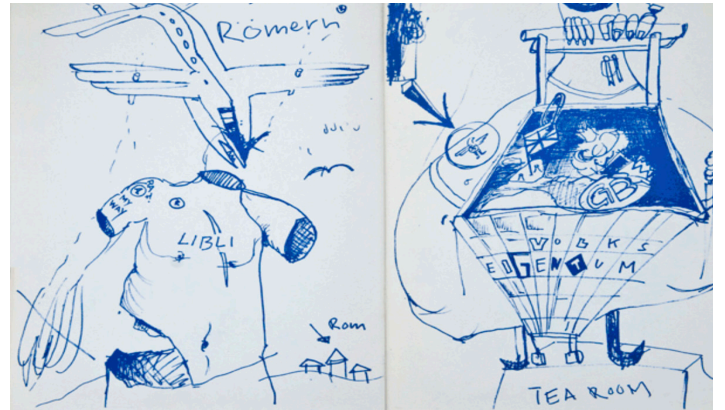


Fig 4.9: sketches of the thoughts and songs by the band

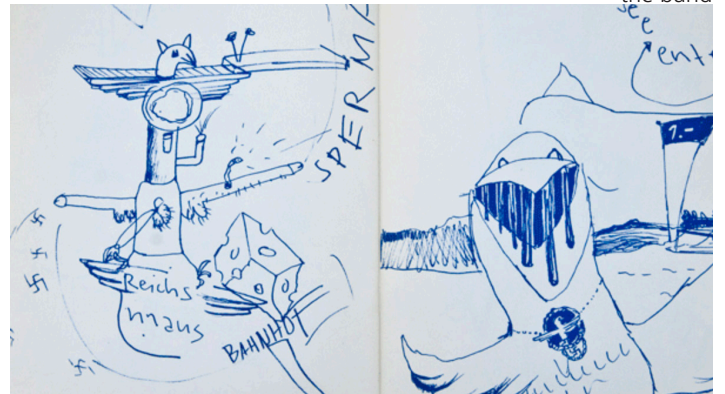


Fig 4.10:

Mother's Ruins

It all began in a dusty garage, where four music-crazy whirlwinds decided to conquer the world - or at least shake up the neighborhood! With guitars that screamed louder than a cow in the meadow and drum rhythms wilder than a ravine fall, „Mother's Ruin“ set out to conquer the hearts of young people.

Among other things, the band plays outside on the „Platzspitz“ on June 14 during a major demonstration at the start of the Zurich youth riots

Silvia Holenstein, Vocals / Markus Engelberger, Guitar, Vocals / Reto Ressegatti, Guitar / Freddy Stählin, Bass / Marcel Dubach, Drums



Fig 4.11:

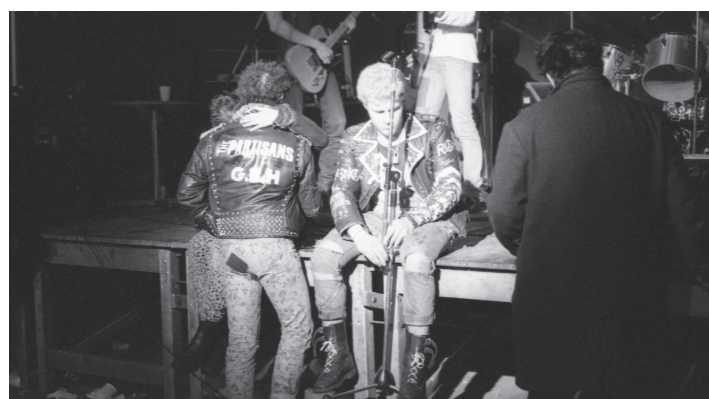


Fig 4.12: „Punks“ sitting on the stage of a concert by MR

Sperma

Sperma (1977-80) were so young back then that they still are today. Real punks: cheeky, snotty and unpretentious, they learned to play on stage. Where have they gone?

Peter Sängler, vocals / Päde Komplex, guitar / Tommy Bickel, bass / Turi Meier, drums / Gabi Carosello, guitar / Leibi Leibundgut, sax / Adolf B. Schlatter, drums

(4.2: Definitiv Magazin, 2024)



Fig 4.13:



Fig 4.14: An openair where a lot of the mentioned bands played at

Oh Yeah
Oh Yeah
Oh Yeah

The moon beautiful

The sun, even more beautiful, ah ha ha
(Bow bow) Oh Yeah (Chick chicka chicka)
/Doo, bow bow) Oh Yeah (Chick chicka chicka)
(Bow bow) Oh Yeah (Chick chicka chicka)

(Doo, bow bow, chick chicka chicka)
(Doo, bow bow, chick chicka chicka)
(Bow bow, chick chicka chicka)
(Doo, bow bow, chick chicka chicka)

Such a good time, a really good time
(Bow bow, chick chicka chicka)
(Bow bow, chick chicka chicka)
(Doo, bow bow, chick chicka chicka)
(Doo, bow bow, chick chicka chicka)
(Doo, bow bow, chick chicka chicka)
(Doo, bow bow, chick chicka chicka)

(Bow bow) Beautiful (chick chicka chicka)
(Bow bow) Oh yeah (chick chicka chicka)
(Doo, bow bow) Oh yeah (chick chicka chicka)

(Bow bow, chick chicka chicka)
(Doo, bow bow, chick chicka chicka)
(Bow bow, chick chicka chicka)
(Doo, bow bow, chick chicka chicka)

***Such a good time, a really good time
(Bow bow, chick chicka chicka)
(Doo, bow bow, chick chicka chicka)
Aaaah***

***(Bow bow, chick chicka chicka)
(Doo, bow bow, chick chicka chicka)
(Bow bow, chick chicka chicka)
(Chicka chicka)
(Chicka chicka)
(Chick chicka chicka)
(Doo, bow bow, chick chicka chicka)
(Doo, bow bow)***

***The moon, beautiful
(Bow bow, chick chicka chicka) The sun, even more beautiful
Oh yeah
(Bow bow) Oh yeah
Oh yeah
Oh yeah
(Bow bow, chick chicka chicka)
(Doo, bow bow, chick chicka chicka)
(Bow bow, chick chicka chicka)***

(4.3: Lyrics „Oh Yeah“ by Yello, Dieter Meier and Boris Blank, Genius Magazine)

Ojo de Agua

(Der Name spricht für sich. Mutig, natürlich und nachhaltig: Dies ist Wein in seiner reinsten Form. PURO wird aus biozertifizierten Trauben gekeltert, die von unserem Weinberg in Agrelo, Mendozas führender Weinregion, stammen.)

MALBEC GRAPE SELECTION

Eine selektive Auswahl aller Essenzen welche die Rebsorte Malbec zu bieten hat - nur für diejenigen, die wissen, wie man es entdeckt.

Moderne und ausdrucksstarke Cuvée aus Malbec, der berühmten argentinischen Rebsorte.

CORTE D'ORO

Unser Golden Blend, eine Assemblage aus den edelsten Trauben Mendozas

Eine besondere Assemblage aus unseren hochwertigen Trauben. Ausgeprägte Komplexität und Eleganz, die zu einem zweiten und dritten Glas einlädt.

CORTE

Andersartig, eigenständig, tiefgründig: Ein Rebell mit einer Mission

Eine einzigartige Cuvée auf Merlot-Basis - wenn Sie auf der Suche nach einem weichen und schüchternen Wein sind, ist dieser hier nichts für Sie.

MALBEC

100% reiner Bio-Malbec

Das ist es, worum es bei einem Malbec geht. Ein volles, offenes, helles Bouquet, mit einer Vielfalt an frischen, beerenartigen Fruchtaromen im Mund. Am Gaumen robust. Ein angenehmer und fruchtiger Malbec.

(4.4: official wine description, 2024)



Fig 4.15: Dieter Meiers farm „ojo de agua“ in Papa Humead, Patagonia, Argentina, where he produces meat from Black Angus and Hereford Cows, as well as Wine from his own grapes.









Fig 4.17: Dieter Meier in the musicvideo „the race“ from 1988

Dieter Meier

Dieter Meier is a swiss artist which is most known for being part of the band Yello. In 1980 he was part of a naked protest in the midst of Zürich, which was not at all out of the ordinary for this man. He was a self-proclaimed individual anarchist since the 1970s and pursued multiple ventures of memorable nature: Such as handing out receipts, for one dollar to passers-by in New York, for telling him yes or no.

Nowadays his meat can still be seen at the Paradeplatz selling different cuts in the premium price segment, because anarchism does not exclude the trade of goods for money and Meier fully embraced this epiphany of economic freedom. This made him find interest in meat, turntables, tourist transportation and restaurants or rather the money they can generate.



Fig 4.18:

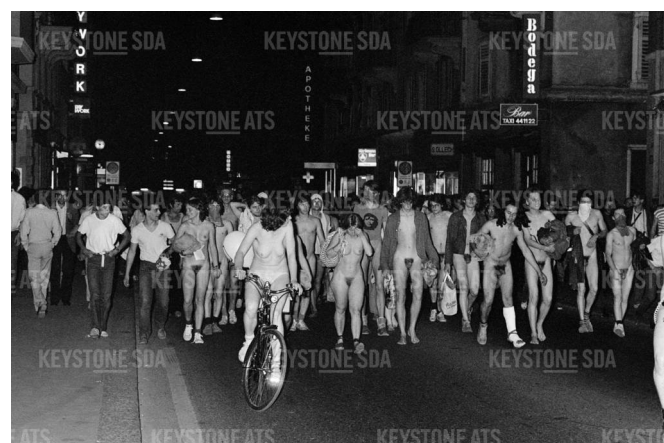


Fig 4.19: A naked demonstration in 1980, that Dieter Meier also took part in



Fig 4.20:





Fig 4.21:



Fig 4.22: Jugendbewegung, Demo Klaus Rattay, 1981



Fig 4.23:



Fig 4.24:



Fig 4.25:





Bahnhofstrasse 21

Bahnhofquai 16

Molkenstrasse 15

Bahnhoftrasse 76



Fig.5.1: Barricade at the entrance of Zürichs main station



Fig.5.2: Barricade at Shop-Ville in the main station









NEHMEN
SIE
PLATZ
MADAM

Nehmen
Sie
Platz,
Monsieur







Fig.5.6:

„Thank you for 30 years on Bahnhofstrasse“

Frauen im Laufgitter - Women in the Playpen

When Iris von Roten got stopped by the police, she probably did not expect to spend the following hours in Jail. And it was not her fault, not to expect that, as she had not committed a crime. Yet the police officers of 1940s Zürich did not know why a woman would walk alone outside after dark. So they decided to put her in jail to further investigate these mysterious circumstances. It did not help that von Roten was a lawyer, she had to come with the officers and wait in a cell, until a man would come and get her.

In 1958 she released her book „Frauen im Laufgitter“. She addresses different aspects of women's roles in society. The challenges women face when trying to pursue their own interests and ambitions in a male-dominated world. Motherhood, education, employment and marriage.

The playpen became a symbol in the feminist movement, underlining the demand for self-determination.

Brunner-effect

The women's strike of 1991 was the biggest strike in Switzerland since 1918. Nonetheless when the official candidate of the Bundesratswahl of 1993 for the SP was Christiane Brunner, the federal council decided to elect a man instead. Who then stepped down from the office, as this decision sparked outrage, leading to protests whose participants were mainly women. This caused a solidification by Swiss women, which has never been seen before, creating a wave of women being elected the following three years. Though that wave subsided quickly thereafter.

Friend Dreifuss to help Brunner into office

Social Democratic parliamentary group decides on double candidacy to succeed Federal Councillor Rene Felber - Matthey will not stand for election

tuolekl. Francis Matthey will refrain from accepting his election to the Federal Council tomorrow. Christiane Brunner is to become a Federal Councillor after all with the help of her friend, trade union secretary Ruth Dreifuss. The SP parliamentary group voted 30:4 in favour of a dual candidacy yes-

terday. SP parliamentary group leader Ursula Mauch appeared more relaxed in front of the media in the afternoon than she had for a long time: „Everything will be fine on Wednesday“ she said and announced that the SP was still committed to Christiane Brunner's candidature for the Federal Council. In order to achieve this goal, the parliamentary group had decided on a dual candidature with Ruth Dreifuss, Secretary of the Swiss Federation of Trade Unions. With this „sign of openness“, the SP wanted to ensure „that a Social Democrat from French-speaking Switzerland“ would definitely be elected to the Federal Council, said Ursula Mauch.

The decision in favour of a double candidacy was made after several hours of discussion with 30:4 votes in favour and seven abstentions. The extended party executive of the SP had decided unanimously at the weekend in Zurich to stick with Brunner's candidature. However, it had only voted 50:40 in favour of a single candidate.

Christiane Brunner expressed her satisfaction that she was standing for election „together with a friend, fellow trade unionist and feminist“. She is very close to Ruth Dreifuss both politically and personally and has been campaigning with her for the rights of women and labour for years, said Smuv President Brunner.

The newly appointed candidate Ruth Dreifuss called on Parliament to vote for Christiane Brunner: „She is the best candidate.“ She had made herself available at the request of the SP and her friend Brunner, said Dreifuss.

She has represented the same political demands as Christiane Brunner for 15 years. She admitted that she is still little known in the Federal Parliament and expressed her willingness to be interviewed by the centre-right parliamentary groups. Corresponding interest has already been expressed. For SP President Peter Bodenmann, Ruth Dreifuss is politically further to the left than Christiane Brunner.

(5.1: Der Bund, 1993)

Appendix

Artists Biography

Gertrud Vogler was born in 1936 in the canton of Valais as Gertrud Brüll and later lived in Zurich after her family had gone through several relocations. Her life was marked by early losses, as her husband passed away early on, leaving her to care for their two sons alone. Nevertheless, she found space for her passion, photography, and began to develop herself autodidactically in this field.

Her entry into photojournalism came shortly after the founding of the weekly newspaper WOZ in 1981. Here, she found her vocation and quickly became a chronicler of social movements. Her photographs not only documented the political and social events but also reflected her closeness to the people she reported on. This closeness and empathy were reflected in her images, making her an indispensable part of the team. Particularly well-known are Vogler's works that captured the drug scenes in Zurich in the 1980s and 1990s, such as the pictures from Platzspitz and Letten. However, her interest was not only in the obvious focal points but also in the marginalized groups and social problems of society. She documented the situation of outsiders, the women's movement, urban development, and youth movements with the same dedication and intensity.

Gertrud Vogler not only engaged locally but also traveled internationally to document social movements. Her visit to Lebanon in 1996, where she accompanied former small-time dealers from Letten, is an

example of her commitment and her ability to gain profound insights through her closeness to people.

After retiring from professional life in 2003, Gertrud Vogler continued to pursue her passion for photography. She left behind an extensive negative archive with over 250,000 images, providing a unique insight into the social movements of the late 20th century. Her legacy lives on in her works, which continue to be appreciated and studied even after her death in 2018, keeping alive the history and struggles of the past.

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Fig. E.1: Page 11 Advertisements Column 1 [ADVERTISEMENT] Neue Zürcher Zeitung 10 April 1981

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Fig. E.10: Second-hand catalog
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Reading Inspiration

Theaster Gates: Black Chapel
Editor: Walther Koenig; Bilingual Edition (9. November 2021)

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