



**CLASH**

**Owners of the Maag Areal:**

Coop Holdings, Coop real estate holdings

Maag Holdings AG, stockcorporation based in Zurich

Mobimo Holding AG, one of the five largest real estate holdings in Switzerland, assets 3 Mnd. CHF

Swiss Prime Site, largest real estate company in Switzerland, assets 11 Mnd. CHF

Weli Furrer, leader for removals and transports in Switzerland, turnover 24 Mio CHF

Wincasa, leading integral real estate service provider, investment assets 66 Mnd. CHF

**Tenants of the Maag Areal:**

Asses + Perform AG, executive consultant

Bouygues E&S FM Schweiz AG, building technology & management, turnover 1,3 Mnd. CHF

Citibank (Switzerland) AG, business of a universal bank

Clouds Gastro AG, chic european restaurant with panoramic city views

Deutsche Bank (Schweiz AG), largest credit institution in Germany, assets 69 Mnd. CHF

Ernst & Young AG, largest private financial service provider in the world, turnover 34,8 Mnd. CHF

Galerie Eva Presenhuber, gallery for contemporary art

Galerie Peter Kilchmann, gallery for contemporary art

GAM, internationally active wealth management company, assets 135.7 Mnd. CHF

Guido Schilling Partners AG, leading executive search company in Switzerland

Homburger AG, leading Law firm in Switzerland

Humanis AG, leading executive search company in Switzerland

Hotel Rivington and Sons, one of the best cocktailbars in Zurich

Jones Lang LaSalle AG, worldwide leading company in real estate consulting, assets 60 Mnd. \$

Korn Ferry International, largest executive search firm in the world, turnover 1.9 Mnd. \$

Netcentric AG, digital service provider for the world's greatest brands

Nexxiot AG, spin-off from ETH Zurich for tracking devices

Oracle Software (Schweiz) GmbH, cloud structures for corporate processes

Repower AG, international energy supply company, 2.09 Mnd. CHF

Swiss Prime Site, largest real estate company in Switzerland, assets 11 Mnd. CHF

**Firms Involved in the Maag Areal:**

Dienert Dienert Architekten, leading architectural practice in Switzerland

Gigon Guyer Architekten, leading architectural practice in Switzerland

Losinger Marazzi, leading construction contractor in Switzerland, turnover 800 Mio. CHF

Melli Peter Architekten, leading architectural practice in Switzerland

**Subsidiaries:**

Bouygues Construction, Europe's fifth largest construction company, turnover 35,5 Mnd. €

Bouygues E&S FM Schweiz AG, building technology, building management, turnover 1,3 Mnd. CHF

Bouygues Immobilier, real estate development company in France

Bouygues Telecom, third largest mobile operator in France

Colas, World leader in transport infrastructure construction

Losinger Marazzi, leading construction contractor in Switzerland, turnover 800 Mio. CHF

TF1 Group, largest private television broadcaster in Europe, turnover 2.3 Mnd €

**Citigroup**

Aéreo Mexico, largest Mexican Airline

Citibank (Switzerland) AG

Metalmark Capital

**Coop**

Alvi-Shop

Bell Food

Betty Bossi

Christ

Coop Holdings

Coop Bau + Hobby

Coop Mineraloel AG

Fust, Interdiscount

Selgro

The Body Shop Switzerland

Transgourmet Holding

Credit Suisse

Siemens

Winterthur Group

Swiss Prime Site

Immoverts AG

Jelmoli

Maag Property Company

Retail Immobilien AG

SPS Beteiligungen Alpha AG

SPS Beteiligungen Gamma AG

SPS Immobilien Ltd.

Tertianum AG, Wincasa, leading integral real estate service provider, investment assets 66 Mnd. CHF

WGDM Papiillon AG

Firma raumuerlich

Cafe Lang

Campo

Hotel Rivington and Sons

La Stanza

Silosio

FLSmith, leading supplier for mining / cement industry

FLSmith Maag Gear, global leader in high-quality heavy-duty gear units

Maag Holding AG

Maag Real Estate Holding

Maag Group, leader in heavy-duty gear units

Maag Zahnrad AG, internationally known gear factory

Humanis AG

Residence Gottaz Senior SA

Knecht Holding, active in passenger and freight transport, sales 375 Mio CHF

Bollhalder

Car Rouge

Eurobus

Geriberz

Pneukran

Regionalbus

Lenzburg, Weli

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Hay Group Holdings

Miller Heiman Group

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CC Management SA

Dual Real Estate Investment SA

FM Service & Dienstleistungs AG

Immobilien-gesellschaft Fadmatt

JJM Holding SA

LO Holding Lausanne-Ouchy S.A

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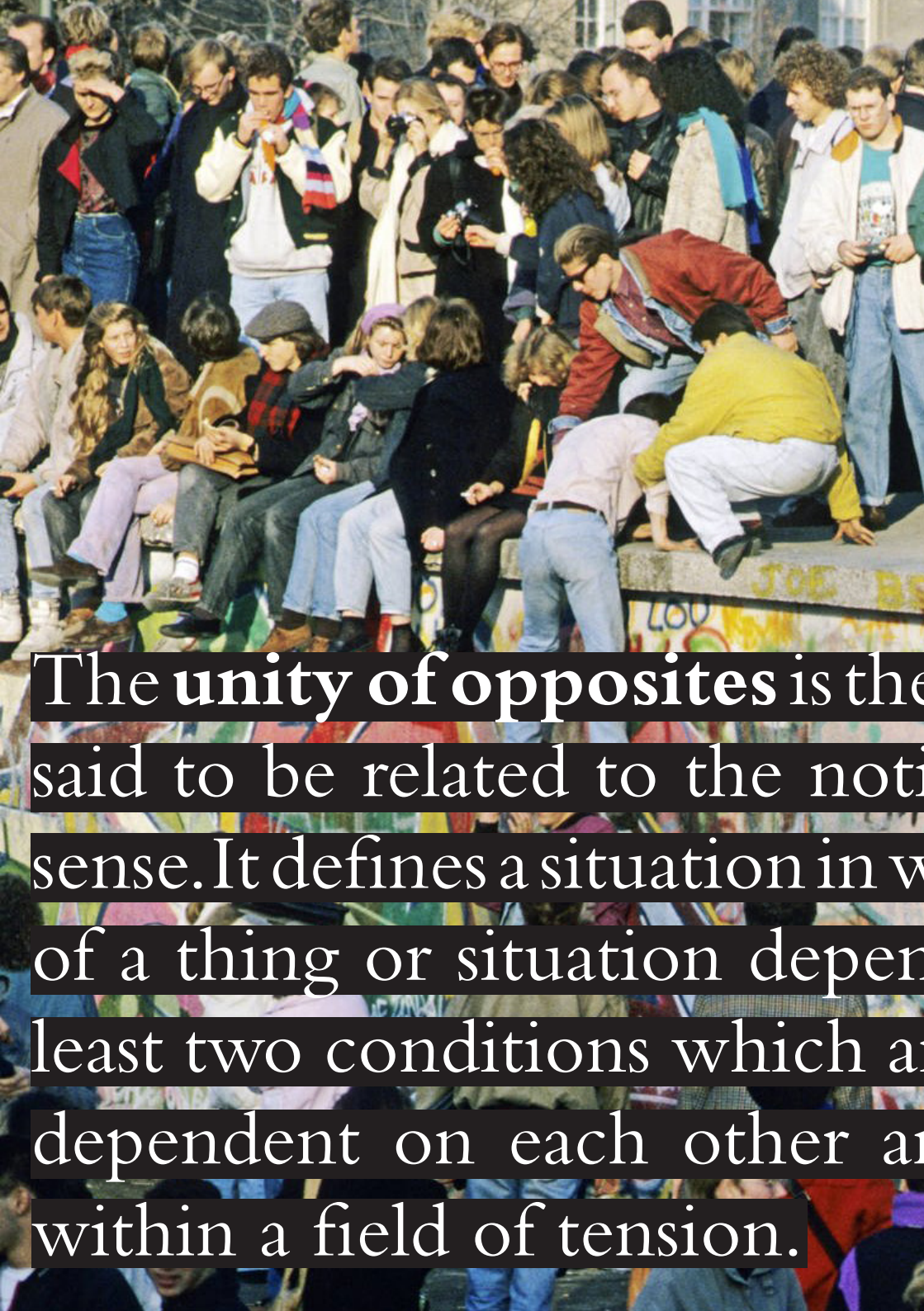
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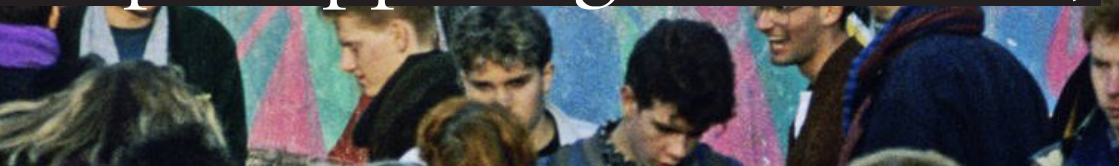
On the site of Maag Areal in Zurich one finds himself in the middle of a representation of power structures. An urban complex, owned by the company Swiss Prime Site, the biggest real estate firm of Switzerland, the shiny glass buildings rented out to mostly bankers, headhunters, lawyers and consultants. Power is finding its expression through the network of the firms and through architecture itself.



The **unity of opposites** is the  
said to be related to the noti  
sense. It defines a situation in w  
of a thing or situation dependen  
least two conditions which are  
dependent on each other and  
within a field of tension.



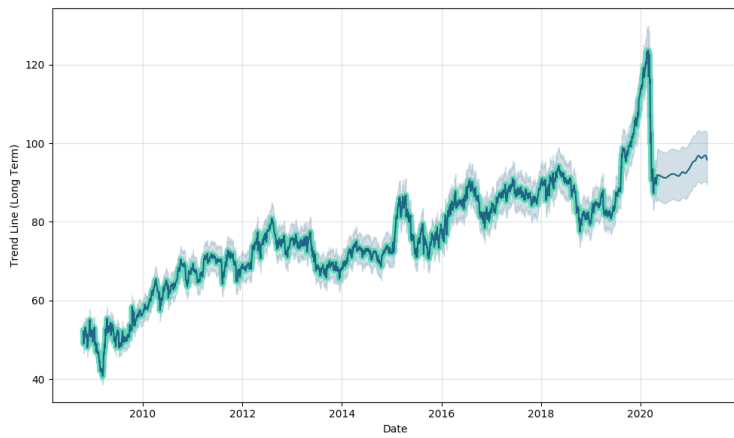
the central category of dialectics,  
a notion of non-duality in a deep  
sense in which the existence or identity  
of things depends on the co-existence of at  
least two things which are  
opposite to each other, yet  
interdependent and presupposing each other,



# Steak vs. Stock



Swiss Beef Entrecôte  
10,35 CHF / 100g

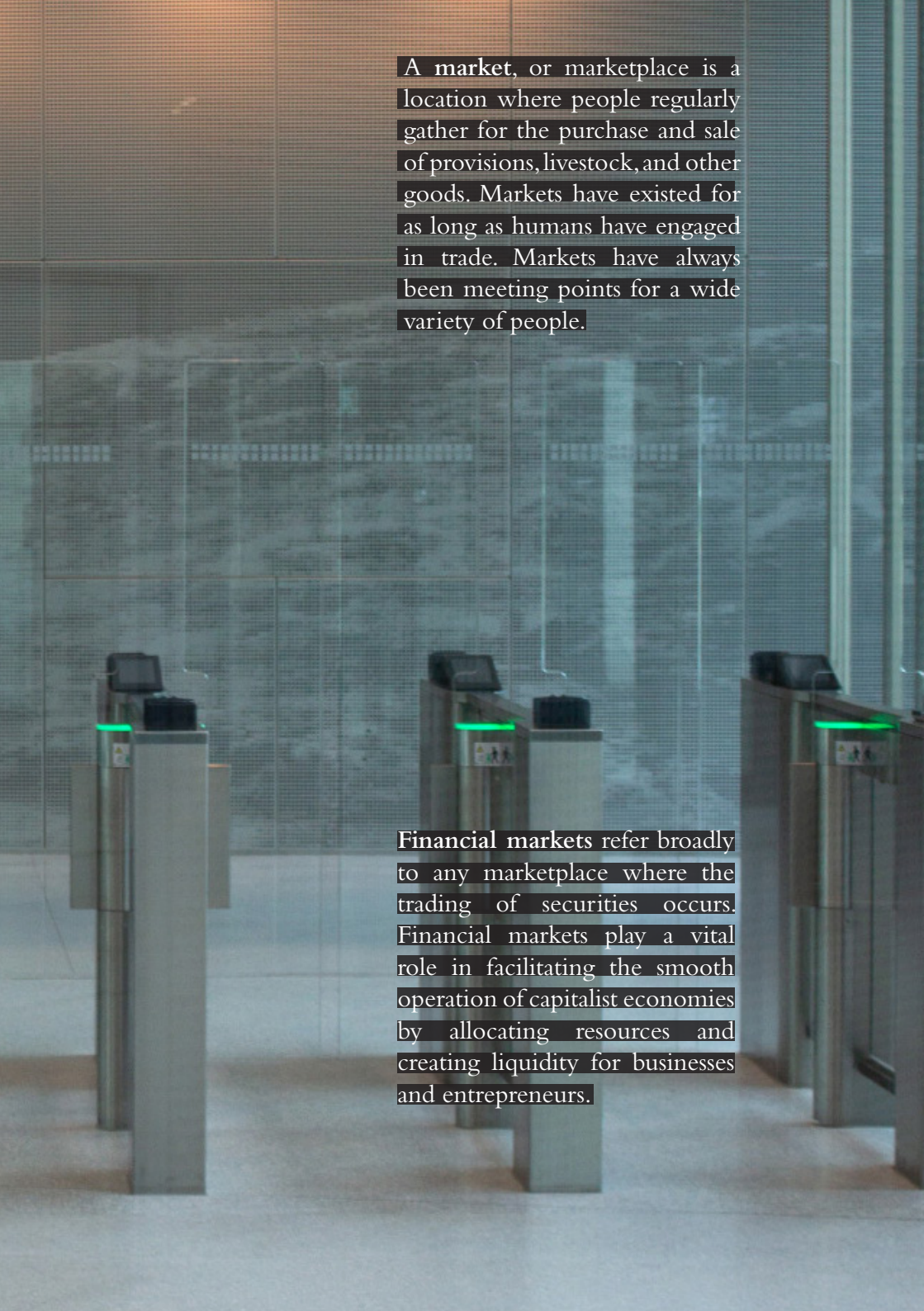


Swiss Prime Site Stock  
91,90 CHF (30.04.2020)



PLEASE PLACE YOUR BAGGAGE ON THE BELT AND PRESS THE GREEN LIGHT TO START THE SCANNING PROCESS



A modern transit station with three turnstiles in the foreground and a large glass wall in the background. The turnstiles are silver with black tops and green lights. The glass wall has a grid pattern and reflects the station's interior.

A market, or marketplace is a location where people regularly gather for the purchase and sale of provisions, livestock, and other goods. Markets have existed for as long as humans have engaged in trade. Markets have always been meeting points for a wide variety of people.

**Financial markets** refer broadly to any marketplace where the trading of securities occurs. Financial markets play a vital role in facilitating the smooth operation of capitalist economies by allocating resources and creating liquidity for businesses and entrepreneurs.

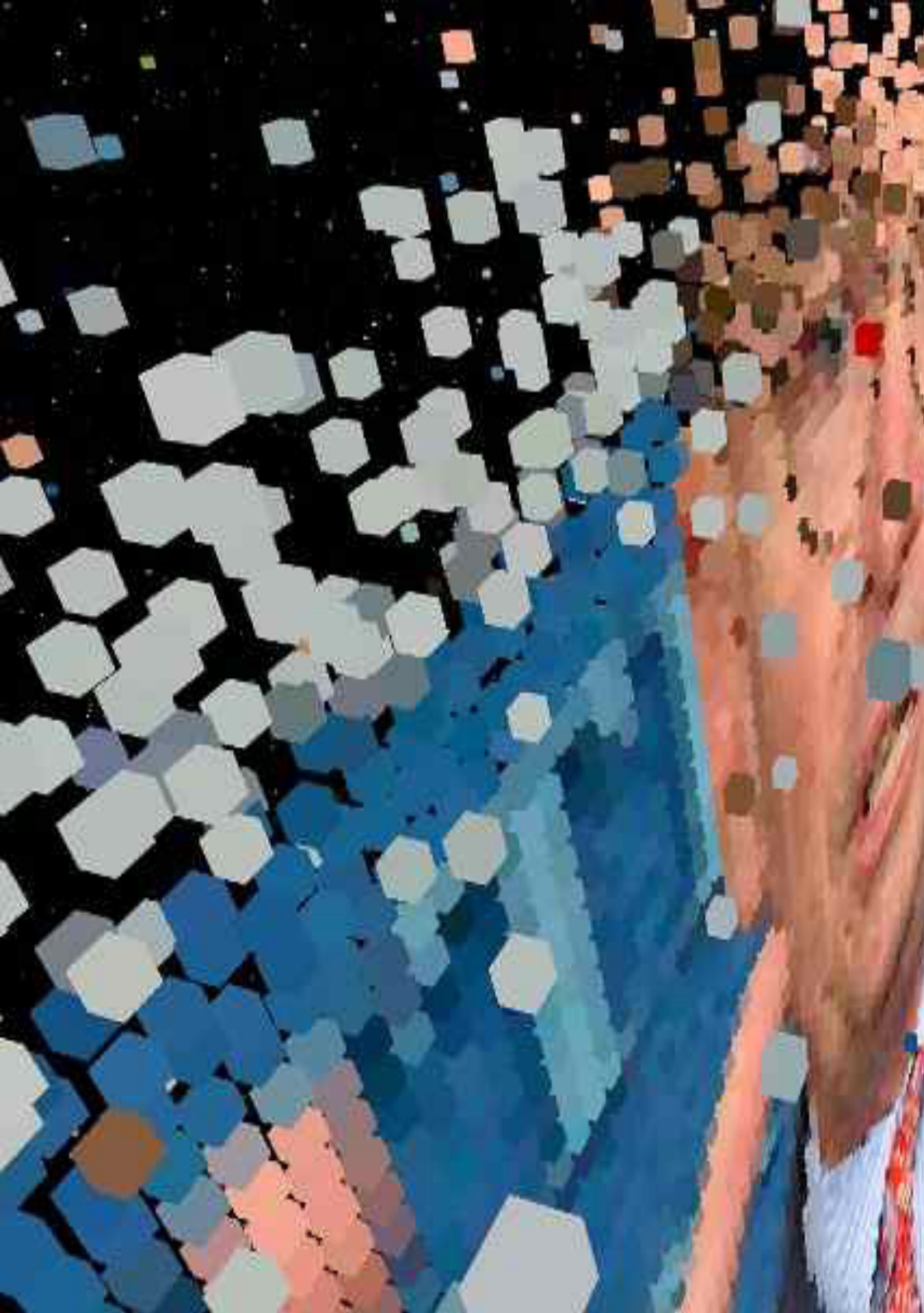
The **butcher** typically works under piecework wage. His salary is regulated by the amount of pieces produced per day. Therefore he is confronted with the incentive to slaughter as many cows per hour as possible, resulting in overwork and a decrease of quality.

The investment **banker** commonly works under bonus wage. Additionally to his monthly income, he is payed for outstanding performances. This motivates him to finish as many deals per day as possible.



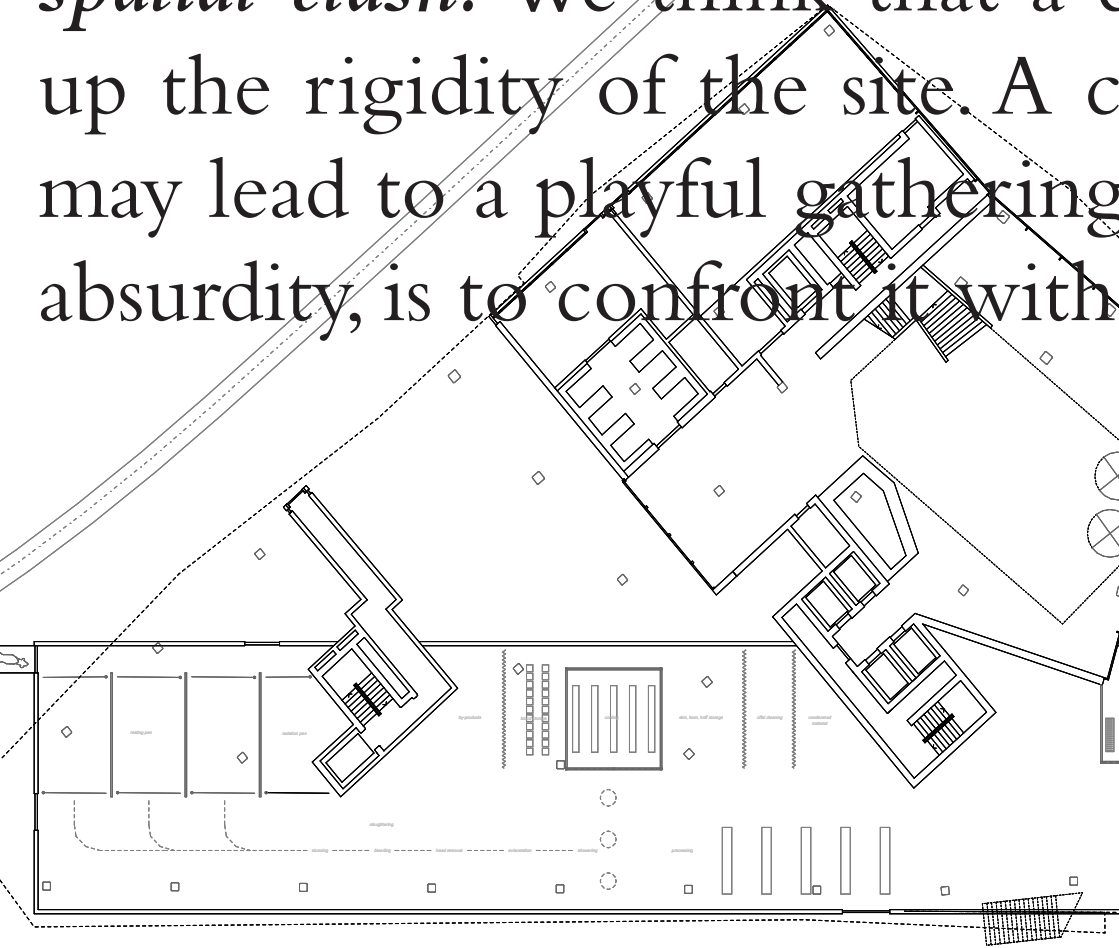
A growing proportion of society rejects agricultural production in its present form. There is a controversial debate, especially about the conditions under which farm animals are kept and slaughtered. Aspects of economy and ecology, animal and environmental protection, ethics and a conscious consumption of meat play an important role. People increasingly lost touch with farm animals and the awareness of what they eat and where the meat actually comes from. Conflicts between these aspects must be negotiated in public discourse. Meat production happens behind closed doors and in order to change that, it must be seen.





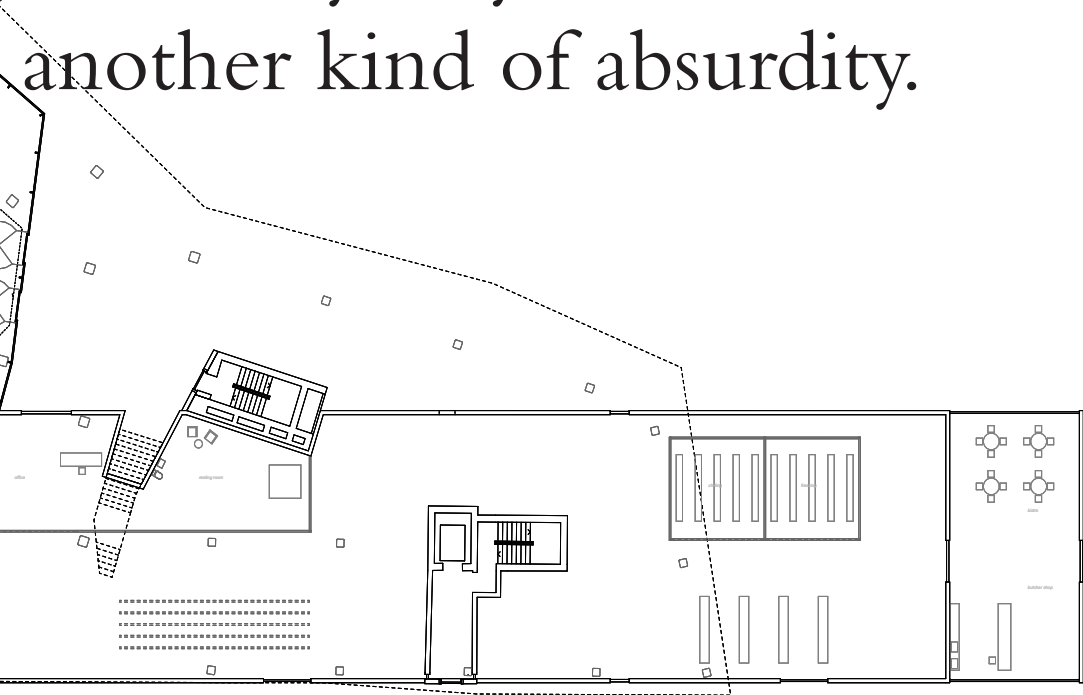


There will always be profit oriented  
to attack the finance sector, but  
What we want to create is a clash  
*spatial clash*. We think that a clash  
up the rigidity of the site. A clash  
may lead to a playful gathering  
absurdity, is to confront it with






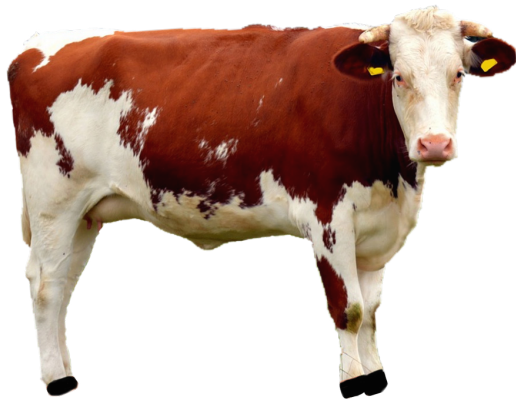
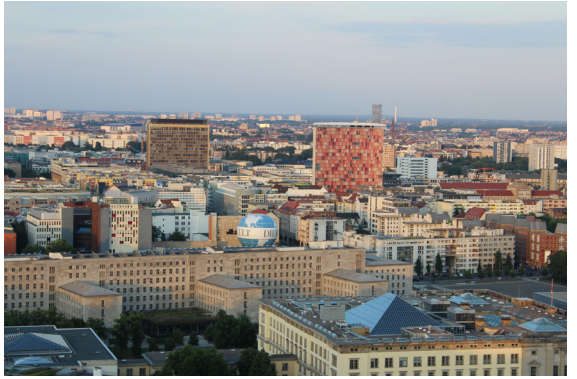
nted planning. It is not our wish  
at to give it a proper neighbor.  
ash. *A programmatic, social and*  
clash is the only way to loosen  
onflict between extremes, that  
g. The only way to demonstrate  
another kind of absurdity.





The background of the page is a photograph of a blue sky with falling green leaves and red cherries. The leaves are scattered across the sky, and the cherries are in various positions, some appearing to be in motion. The overall scene is dynamic and colorful.

In the moment a clash happens, particles are exchanged. It creates an opportunity to achieve a field of tension among two conditions, while each is staying original. The process of clash can be seen similar to a pixelated image, where the two conditions exchange their pixels and get more and more intertwined. The clash wants to be seen.



Clash is a way to loosen up rigidity. A conflict between extremes, that may lead to a playful gathering. The best method to demonstrate absurdity, is to confront it with another kind of absurdity.

We are living in a self-service society. Migros on Seidengasse in Zurich was converted to the self-service concept on 15 March 1948. It was thus the first self-service shop in Switzerland. Gottlieb Duttweiler oriented himself to the American model implemented by the King-Kullen chain. In the first two weeks, sales increased by 30%.









The Berlin Wall fell on November 9 1989. The consequence was a clash of two political, economical and social systems. Until today, this contrast is what makes Berlin unique.



Switzerland has rural  
and financial equity. It  
is a country of clashing  
between extremes- the  
picturesque and the  
rational.



