

# MANIFESTO

TEXTILHUS

PART I

# **DIPLOMA**

## **THEME B**

**SOLANGE PICCARD**

### **1. THE OFFICE SPACE IS DEAD**

THE NEED OF RECONVERSION

### **2. A SUSTAINABLE INDUSTRIALISATION**

FROM OFFICES TO INDUSTRIES

### **3. THE FUTURE OF SELLING**

RETAIL HAS CHANGED

### **4. THE ECONOMY OF EXPERIENCE**

AN EXPERIENCE TO SHARE ON SOCIAL MEDIA

### **5. GREEN AS A TREND**

AN APPEALING IMAGE AROUND WASTE

### **6. WHAT PRODUCT**

ONE WITH A VARIETY OF STYLES AND IDEALS

### **7. THE SWISS DILEMMA**

IS 100% SWISS MADE LOCAL FASHION POSSIBLE?

### **8. PROMOTING TRANSPARENCY**

WHAT? WHO? WHY? WHERE? HOW?

### **9. ZURI WASTE STAY IN ZURI**

### **10. BIBLIOGRAPHY**

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**THE OFFICE SPACE  
IS DEAD**

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THE NEED OF RECONVERSION

# 1. THE OFFICE SPACE IS DEAD



**Büro**  
Thurgauerstrasse 101, 8152  
Glattpark(Opfikon)  
Miete CHF/Monat  
443.-



**Büro**  
Thurgauerstrasse 101, 8152  
Glattpark(Opfikon)  
Miete  
auf Anfrage



**Büro**  
Thurgauerstrasse 119, 8152  
Glattpark(Opfikon)  
Miete CHF/m<sup>2</sup>/Jahr  
200.-



**Büro**  
Thurgauerstrasse 117, 8152  
Glattpark(Opfikon)  
Miete CHF/Monat  
800.-



**Büro**  
Thurgauerstrasse 105, 8152  
Glattpark(Opfikon)  
Miete CHF/m<sup>2</sup>/Jahr  
250.-



**Büro**  
Thurgauerstrasse 106, 8152  
Glattpark(Opfikon)  
Miete  
auf Anfrage



**Büro**  
Thurgauerstrasse 117, 8152  
Glattpark(Opfikon)  
Miete CHF/Monat  
1'250.-



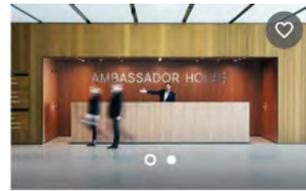
**Büro**  
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Glattpark(Opfikon)  
Miete CHF/m<sup>2</sup>/Jahr  
280.-



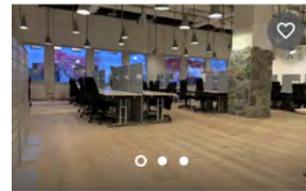
**Büro**  
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Glattpark(Opfikon)  
Miete  
auf Anfrage



**Büro**  
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Glattpark(Opfikon)  
Miete CHF/m<sup>2</sup>/Jahr  
250.-

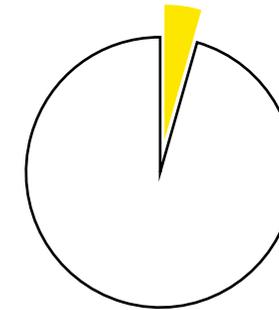


**Büro**  
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Glattpark(Opfikon)  
Miete CHF/m<sup>2</sup>/Jahr  
330.-

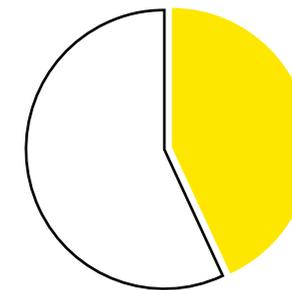


**Büro**  
Thurgauerstrasse 117, 8152  
Glattpark(Opfikon)  
Miete CHF/Monat  
5'650.-

# 1. THE OFFICE SPACE IS DEAD



**ZURICH**  
4.6 % OF VACANT OFFICE SPACES



**OPFIKON**  
43,2 % OF VACANT OFFICE SPACES

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# A SUSTAINABLE INDUSTRIALIZATION

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FROM OFFICES TO INDUSTRIES

## 2. A SUSTAINABLE INDUSTRIALIZATION

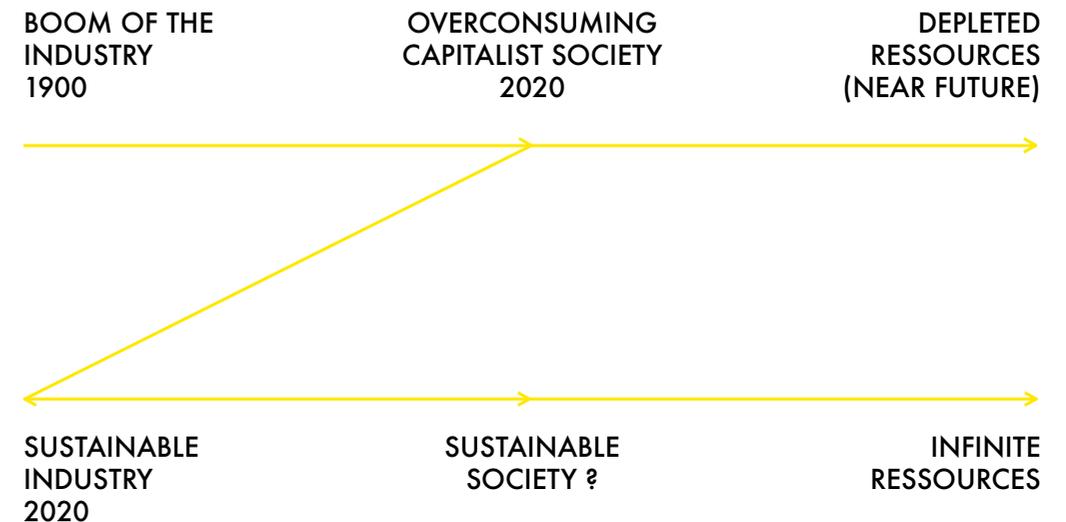
To give an identity to the district, the vacant spaces could be transformed into local production factories. The boom of the industry in the 19th century led to our today capitalistic society. What if we went back to the roots of industrialisation and reorient towards a sustainable local industry? it could then lead us to a sustainable society.

But if there is a local production happening on Thurgauerstrasse,

HOW IS IT BEING SOLD?

What is the future of selling today?

## 2. A SUSTAINABLE INDUSTRIALIZATION



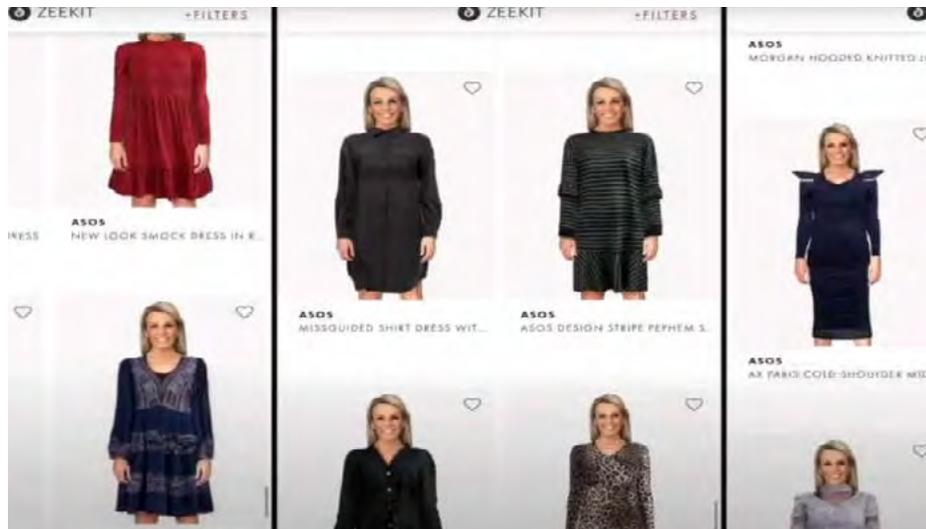
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# THE FUTURE OF SELLING

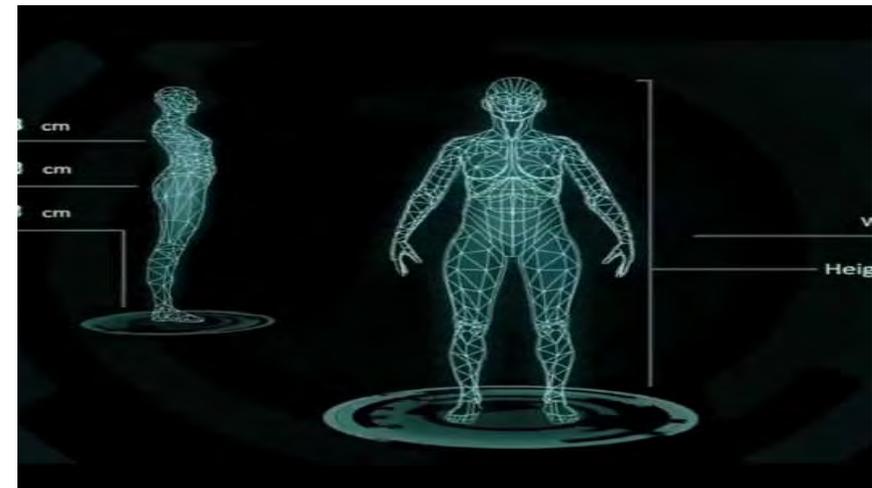
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RETAIL IS ~~CHANGING~~ HAS CHANGED

### 3. THE FUTURE OF SELLING



### 3. THE FUTURE OF SELLING



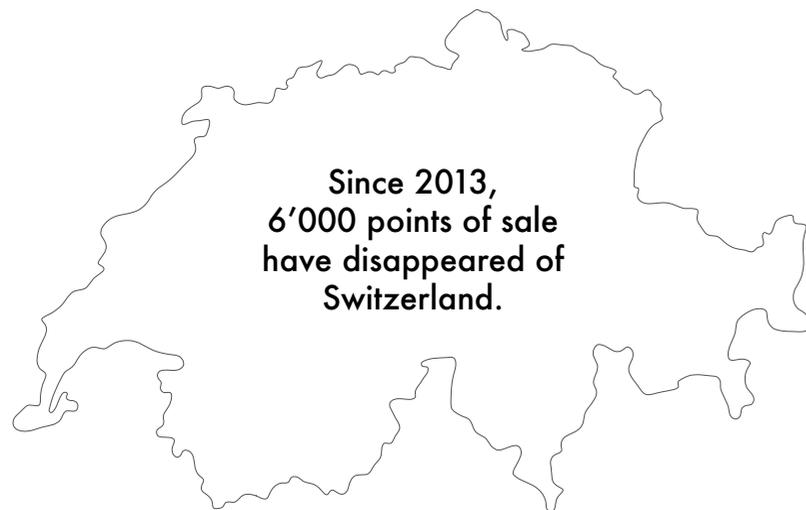
### 3. THE FUTURE OF SELLING



### 3. THE FUTURE OF SELLING



### 3. THE FUTURE OF SELLING



### 3. THE FUTURE OF SELLING

## HOW TO SELL LOCAL TODAY ?

WILL PHYSICAL STORES STILL EXIST?

WHAT PRODUCT ?FOR A SUSTAINABLE FUTURE?

CAN LOCAL PRODUCTS BE PROFITABLE EVEN WHEN  
AVOIDING MASS CONSUMPTION PRINCIPLES?

4

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# THE ECONOMY OF EXPERIENCE

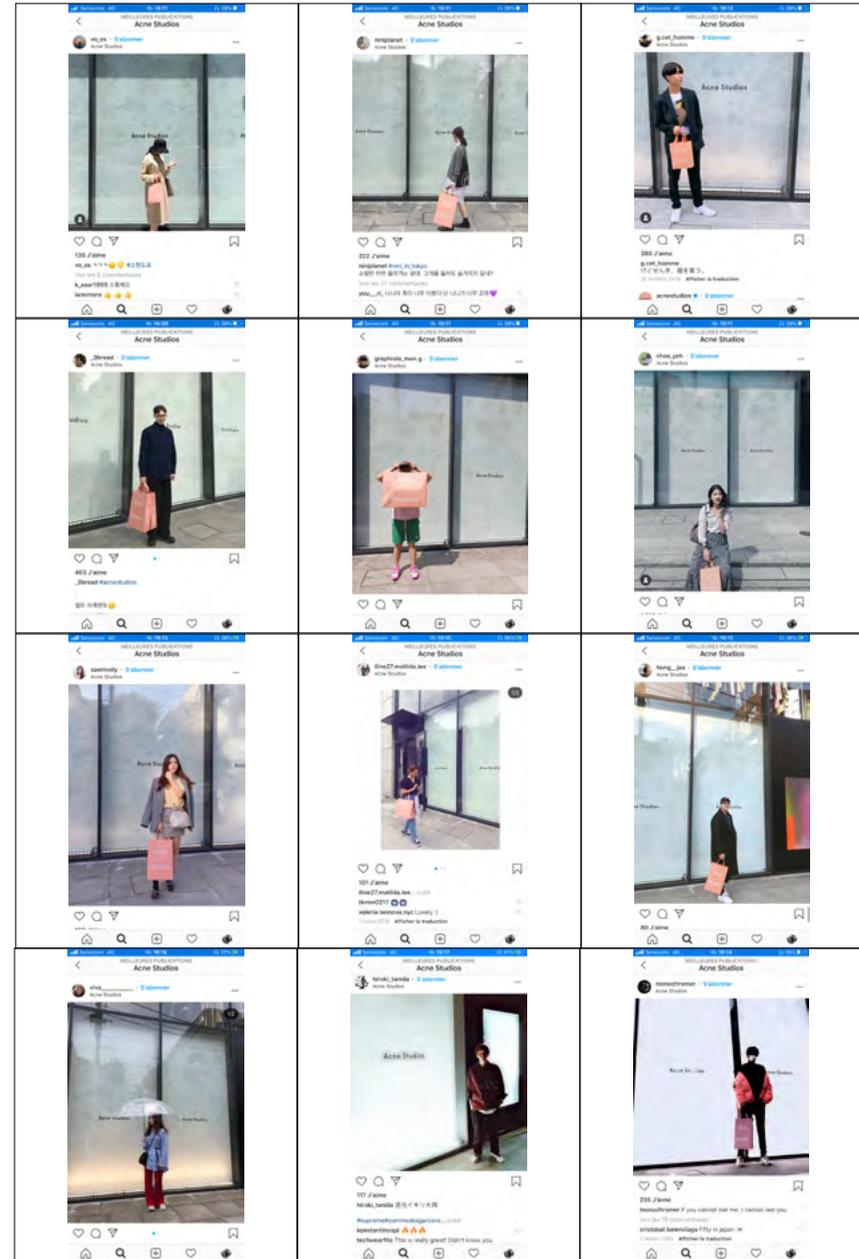
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OUT NOT TO BUY PRODUCTS BUT TO HAVE AN EXPERIENCE  
...TO SHARE ON SOCIAL MEDIA

# 4. THE ECONOMY OF EXPERIENCE



# 4. THE ECONOMY OF EXPERIENCE



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Mass culture is susceptible to change,  
as long as there is a compelling image or  
aesthetic that accompanies it.

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**GREEN AS  
A TREND**

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A APPEALING IMAGE AROUND WASTE

5. GREEN AS A TREND



5. GREEN AS A TREND



## 5. GREEN AS A TREND



## 5. GREEN AS A TREND

**UPCYCLING  
OR  
GREEN WASHING ?**

## 5. GREEN AS A TREND

### THE INDUSTRIAL PALLET THEORY

The industrial pallet used to be an item people in need would retrieve to make beds, tables, etc. It then became fashionable and IKEA produced thousands of them for sale. The industrial pallet went from a countercultural upcycling symbol to a symbol of recuperation by capitalism.

HOW TO PREVENT THAT ?



## 5. GREEN AS A TREND



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# WHAT PRODUCT

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ONE WITH A VARIETY OF STYLES AND IDEALS

## 6. WHAT PRODUCT?



TELLS YOU WHAT TO WATCH



TELLS YOU WHAT TO LISTEN TO



TELLS YOU HOW TO DRESS



TELLS YOU WHAT LIFESTYLE TO HAVE



TELLS YOU WHO TO BE FRIENDS WITH



TELLS YOU WHERE TO EAT



TELLS YOU WHERE TO SLEEP

## 6. WHAT PRODUCT?

### WHAT PRODUCT?

ONE WITH A VARIETY OF  
STYLES AND IDEALS

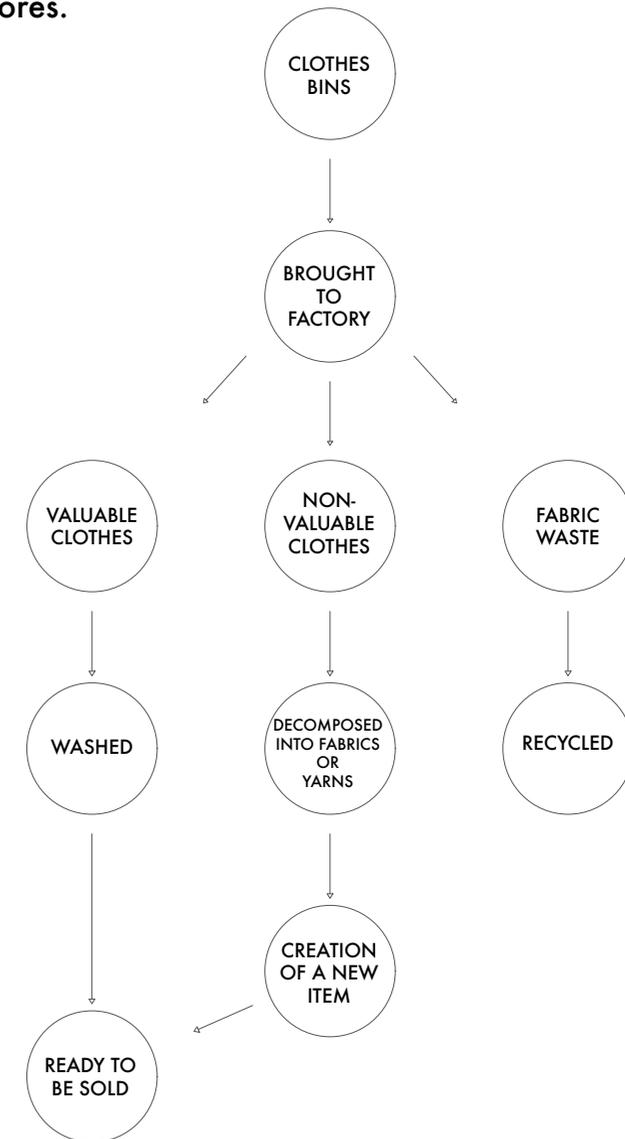
## 6. WHAT PRODUCT?



## 6. WHAT PRODUCT?

### RECYCLING TEXTILE INDUSTRY

The project is a recycling textile industry and store on Thurgauerstrasse. Unwanted clothes are be retrieved, sorted, washed, for some sold as they were, for some repaired, for some upcycled into a completely new item and then sold in situ on Thurgauerstrasse or in pop up stores.



## 6. WHAT PRODUCT?



## 6. WHAT PRODUCT?



NO CONDITION

NO BRAND IMAGE

NO CORPORATE IDENTITY

UNIQUE

LOCAL

TRENDY (because recycled)

REGENERATED

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# THE SWISS MADE DILEMMA

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IS SWISS MADE LOCAL FASHION POSSIBLE?

## 7. THE SWISS MADE DILEMMA

IS 100% SWISS MADE LOCAL FASHION POSSIBLE NOWADAYS?

### THE RESPONSE OF SWISS DESIGNERS

'It's hard to find the right material. Switzerland is very innovative, but not everything is available. I would like to do everything here, but it is hard to find people who can sew and who are willing to make time for the smaller labels. The bigger factories might go abroad.'

Adrien Reber

'I cannot afford to have it done in Switzerland. Then my T-shirts would retail for 400-500chf.'

Sandro Marzo

'I was lucky to find some big customers when I started. You need lots of cash in hand.'

Marco Steiner

'If only the costs were to be taken into account, society would no longer be in Switzerland. But we want to be a Made in Switzerland brand, our workshops are in Mendrisio, all collections are developed in St. Gallen and Zurich and more than 50% of the entire company is still based in Switzerland. We have never thought of moving our workshops.'

Albert Kriemler

Due to expensive materials and labor costs, products 100% made in Switzerland are only possible for high value items.

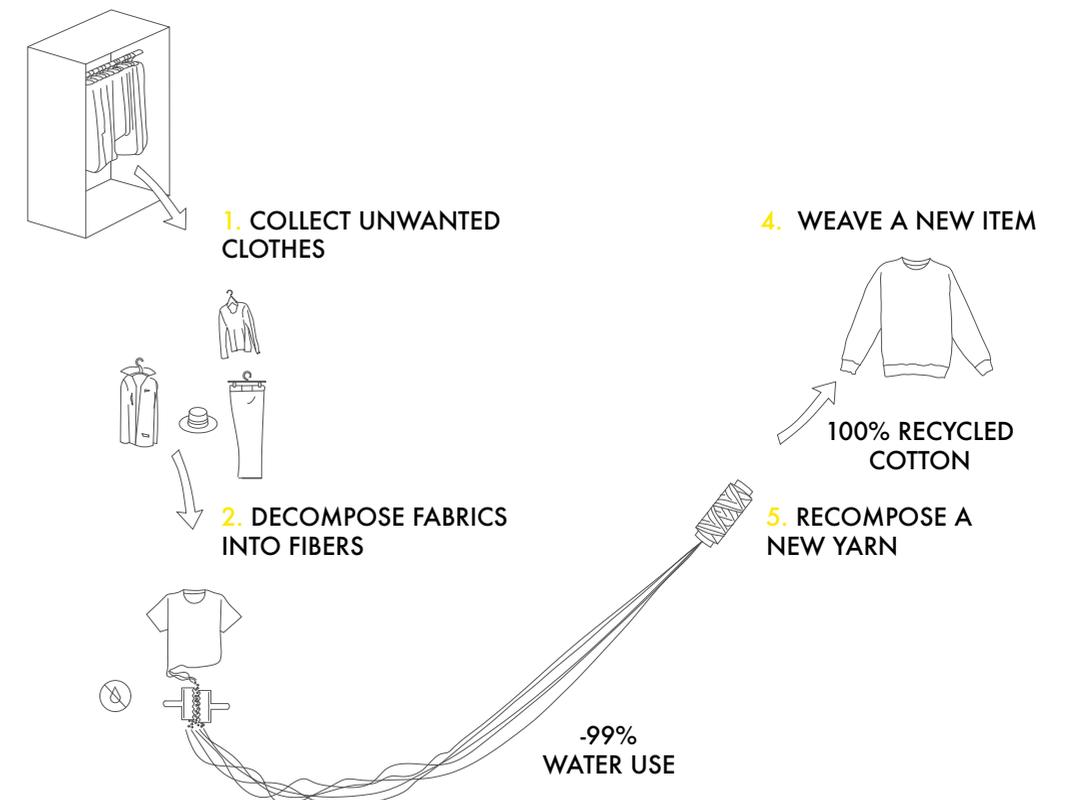
WASTE AS RAW MATERIAL

## 7. THE SWISS MADE DILEMMA

PRODUCTION OF A 100% COTTON PULLOVER



PRODUCTION OF A 100% RECYCLED COTTON PULLOVER



RAW MATERIAL IS FREE OF CHARGE

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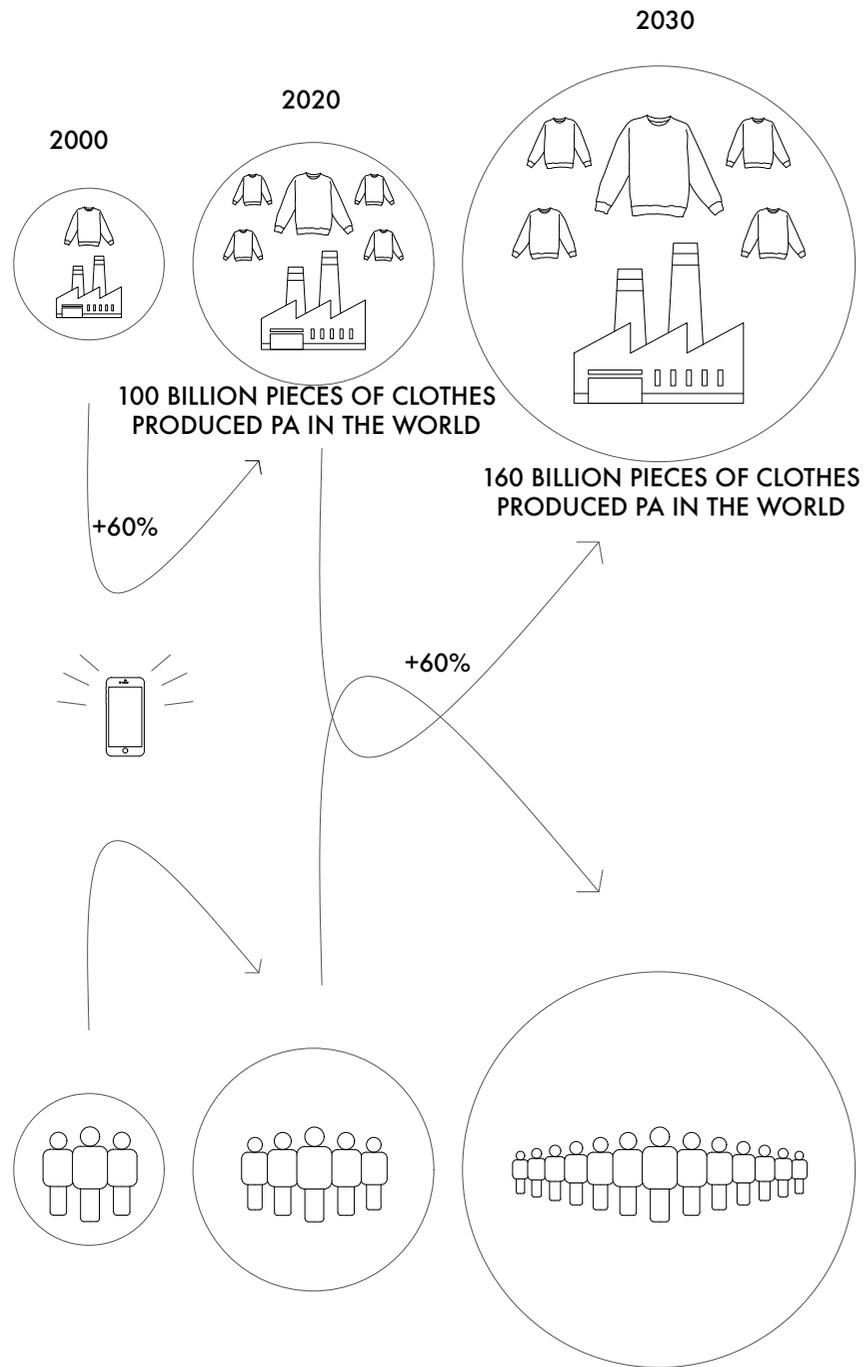
# PROMOTING TRANSPARENCY

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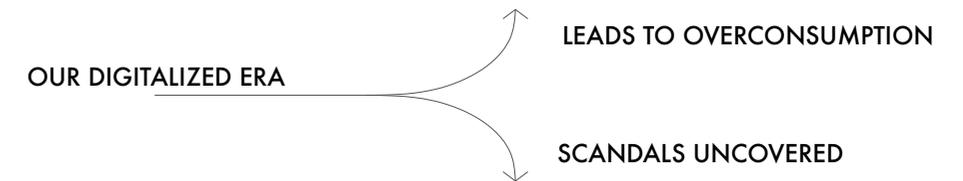
WHAT? WHERE? HOW? BY WHOM?

## 8. PROMOTING TRANSPARENCY

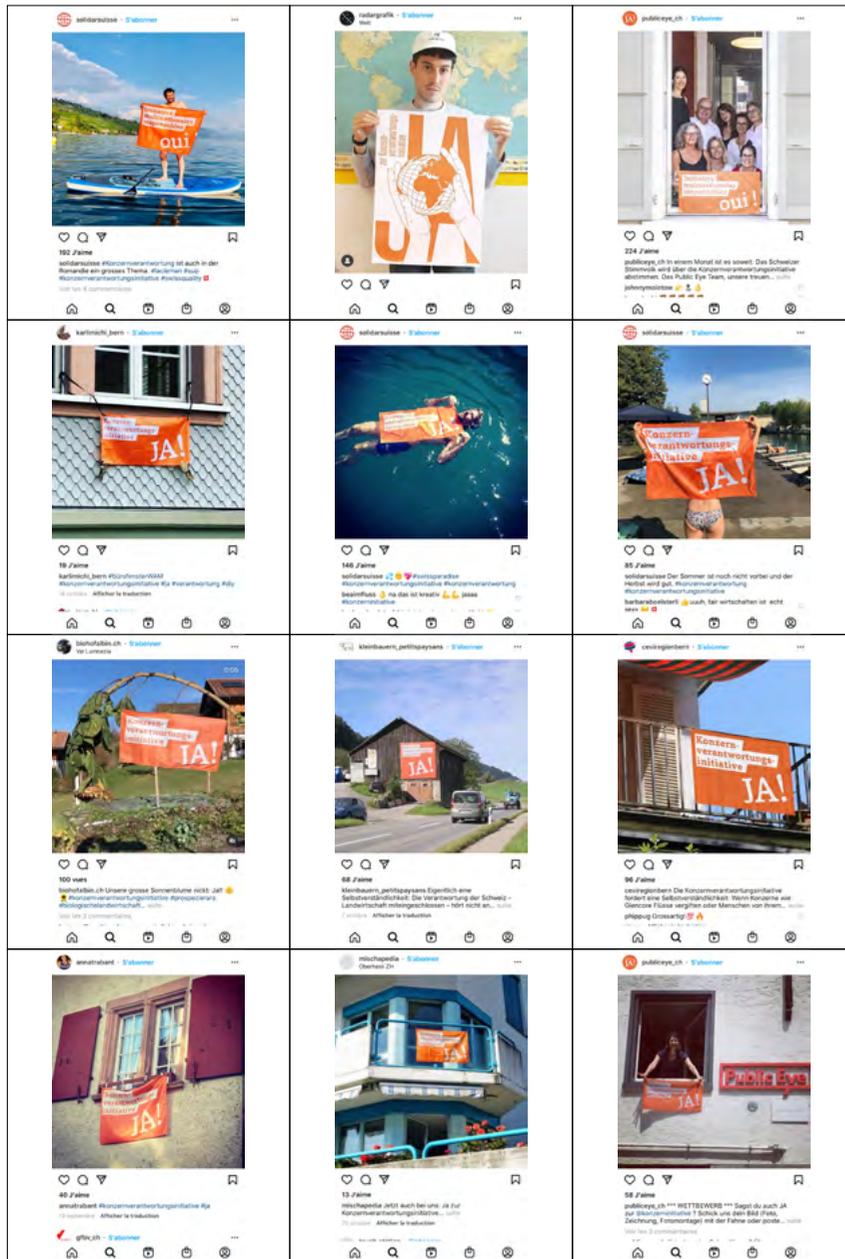
CLOTHES PRODUCTION



## 8. PROMOTING TRANSPARENCY

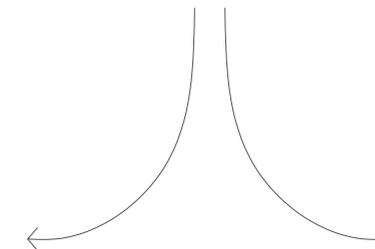


## 8. PROMOTING TRANSPARENCY



## 8. PROMOTING TRANSPARENCY

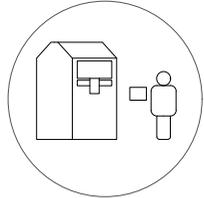
WHERE ARE THE ITEMS SOLD?



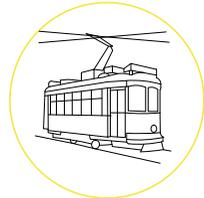
## 8. PROMOTING TRANSPARENCY



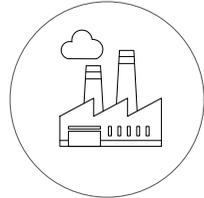
WASTING FABRICS



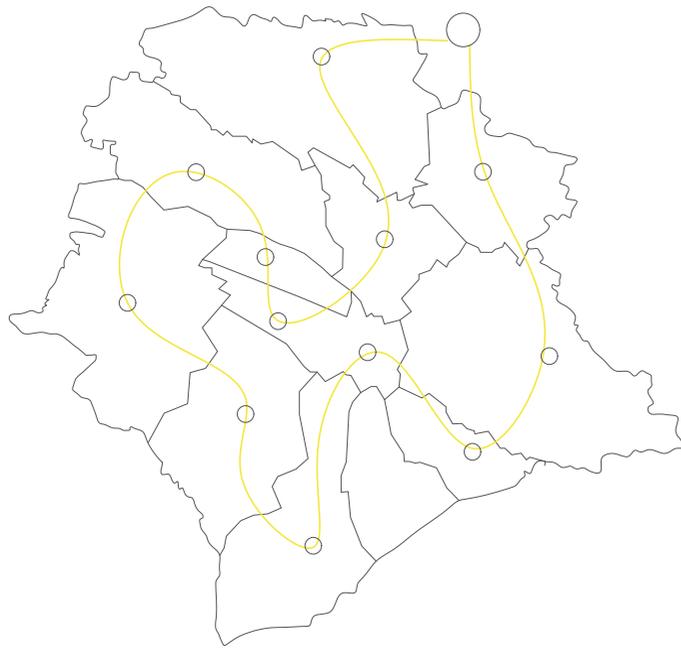
COLLECTING FROM CLOTHES BOX



TRANSPORTING ITEMS TO FACTORY



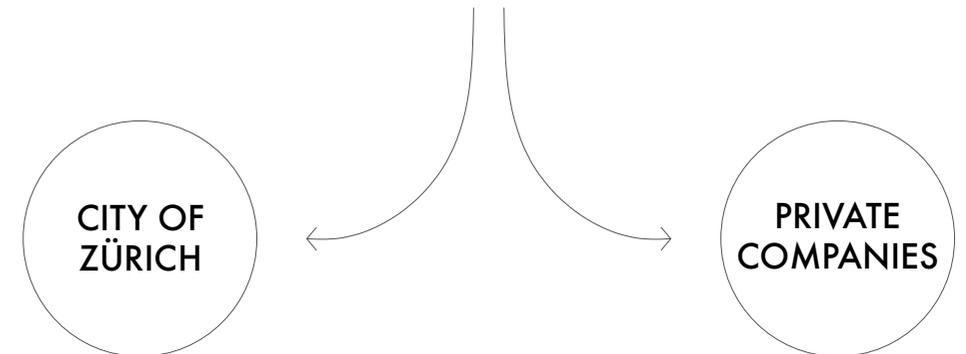
PRODUCING



## 8. PROMOTING TRANSPARENCY



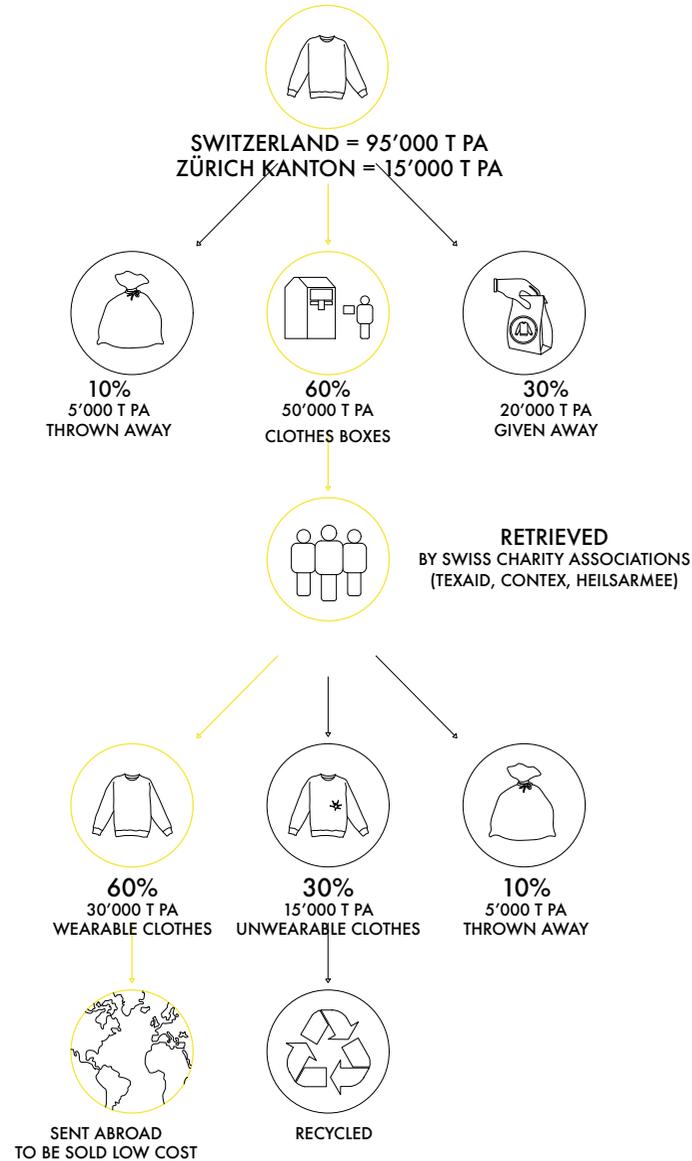
CO-OWNERSHIP



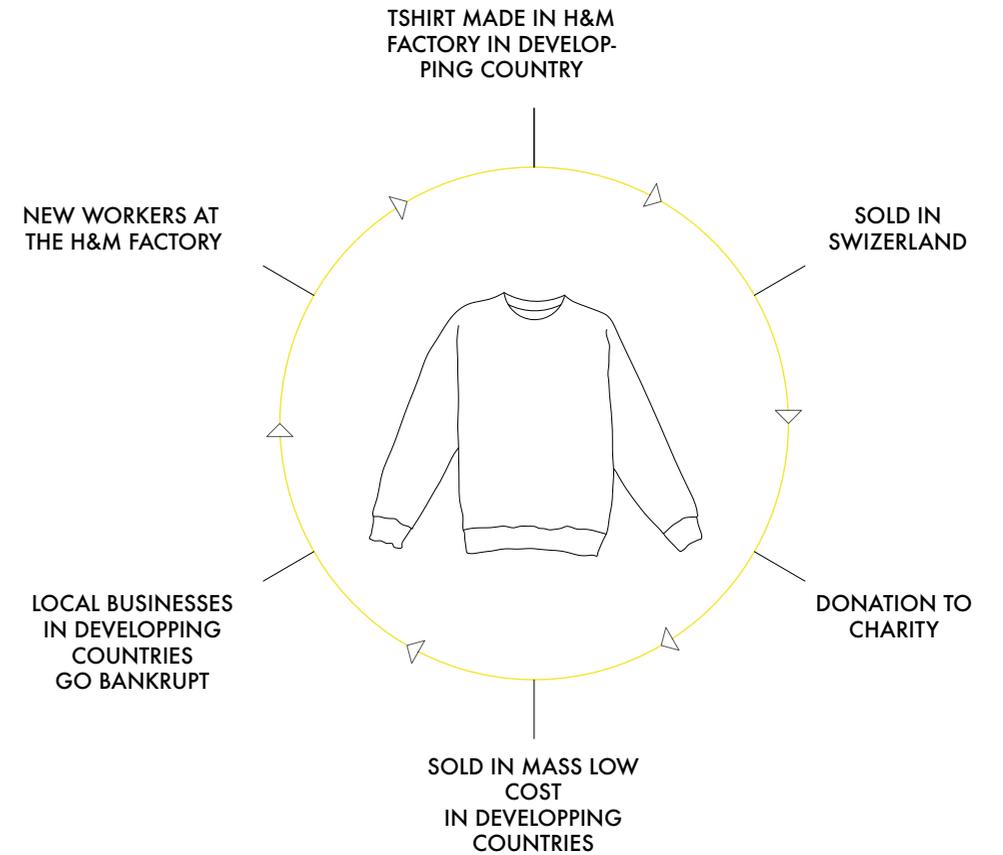
# ZURI WASTE STAYS IN ZURI

## 9. ZURI WASTE STAYS IN ZURI

ONE PERSON IN SWITZERLAND WASTE  
AROUND 10 KG OF CLOTHES PER YEAR



## 9. ZURI WASTE STAYS IN ZURI



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P.26: Esquire Network: Clean house with Nancy Nash

P.29: Waste<Less denim collection, Levi's, 2019

p.30: the industrial pallet theory:

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Fashion industry explores 'made in Switzerland' dilemmas - Swissinfo.ch - 11th November 2014 - Susan Misicka



ZURI WASTE STAYS IN ZURI

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