

Zurich West

Regeneration from industry to modern district!

Area Overview



Transitional Use

Maag Event Hall

1913 Mister Max Maag started a business with gear wheels. His company was known for high quality and precision. 1968 he expanded building a factory hall. In the ninety's the company shrank and they got back to their original business. Even though the Maag Holding AG moved away from Zurich in 2004. From now on, the big Factory hall became the Maag Event Hall. This place fits 3000 people in case of events. On the entire area there are 6 different halls for various events.

Frau Gerolds Garden

The place at the Geroldstreet is just beside the railway tracks. It was used until the beginning of 2012 by the engineering office of the city of Zurich as a work space for machinery. From summer 2012 on, the place got another meaning for people, who are living and working around this area. For five years they can use this place as urban garden (Mrs. Gerolds Garden). It's characterized by small shops, art and colorful events, a kitchen with fresh food and a vegetable garden. In 2017 this garden will be broken down and the new convention center "Kongresshaus" of Zurich will be built there.

Freitag Tower

This tower also will give his place to the convention center. The tower is built with 17 containers, which stand one on top of the other. It hosts a flagship store of the label Freitag, which sells individual bags made of recycled truck tarps.

Residential Use

Löwenbräu Area

The löwenbräu-company was one of many beer brewery's in Zurich. It was founded in 1897. In 1984 Löwenbräu was taken over by Hürlimann. There was much competition pressure at this time. In 1988 the Company closed down. After the closing, the buildings were used as art gallery. In 2004 the owner of the area changed again and decided to re-use the area with additional apartments and offices. At the moment, the buildings get expanded with some new floors on top of the old buildings, which are protected by law. This interaction of old and new is one of the top selling arguments. The art gallery will stay in the old parts of the buildings.

Mobimo Tower

The Mobimo Tower is situated near the iconic Prime Tower. A very exclusive, luxury hotel of the Mariotte group uses the first 15 floors. On the upper floors, there are some high price apartments. The residents of the apartments can use some services from the hotel, like cleaning, dining or using the spa, too. This means, that the apartments are some of the most exclusive ones in Zurich.

Viaduct Arches Conversion

In a Railway viaduct of 1894 that was previously been occupied by small shops and craft stores which were meanwhile restored and supplemented with new stores from the neighbourhood. This new shopping passage is a big enrichment of an industrial monument.

Workspace - Prime Tower



The relocation of industry to new locations creates space for urban expansions. This space originates from the Maag gear factory and was turned into a 126-meter skyscraper-project called Prime Tower.

The Prime Tower has successful prospects, because it's located at a prime location directly next to the Hardbrücke railway-station. It includes space for 2'000 jobs, two bars and a restaurant on the top.

Soccer Stadium

Because of a very bad state of construction of the soccer stadium in the Hardturm, the stadium had to be destructed in 2008. After several delays, the residents of Zurich can vote in autumn 2013, whether or not the stadium in the Hardturm will be rebuilt. Since 2011 the area can be used as a recreation area for children and adults who are living in the neighbourhood. It is used for skating, gardening and many other activities. Even a small circus will find its place there.

Conclusion

Zurich West is one of the hippest areas in Zurich due to its various temporary used places. In times of transformation and many construction sites, temporarily used places make the area more lively and worth to go!