## Lifestyle Catalogue



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source images: Göhner Wohnen, Wachstumseuphorie und Plattenbau, hier + jetzt Verlag für Kultur und Geschichte, Baden, 2013

"The warm and distinguished BW wood mosaic parquet is laid in all rooms and in the forecourt. This oak parquet is sealed. it is particularly easy and effortless to maintain.

Great attention has been paid to the kitchen: its practical layout makes housework easier and saves many a tiring step. The clean box wall brings storage and crockery cupboards, a waste bin compartment as well as the refrigerator with freezer compartment."



,,The modern kitchen - hygienic, practical, labor-saving keeps all the tools and items needed every day within easy reach. Everything can be hygienically supplied under lock and key, and protected from cooking steam & grease precipitation."



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"The accessible roof terraces gained by stepping down the buildings allow for the creation of a larger number of attractive attic apartments with roof gardens.

These are connected to the living room by a wide glass door and provide - especially on the higher floors - an unobstructed view over the roofs of the neighborhood to the city, across to the Üetli and into the greenery.

The terrace balustrades consist mainly of large plant troughs, which, richly planted, create a garden in front of the living room.

A canopy protects from rain and from too glaring interior light."



,, The arrangement of the individual buildings and the new architectural concept, with the building heights sloping in steps towards the south and north, will add a significant accent to the cityscape of zurich. This stepping of the buildings results in numerous attic apartments with generous roof terraces, whose plantings convey the impression of "hanging" gardens.

The lively, loosening greenery will pleasantly contrast the contours of the building fronts and, in addition to the idiosyncratic architectural design, will be characteristic of the special nature of this development. "



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"The bathroom and the separate WC are covered with colored mosaic tiles. They make friendly and easy to clean."



"The green areas and plantings are given special attention in the langgrüt, also in harmony with the gardens of the attic floors, because their overall appearance should be to the advantage of living in the green. Trees and shrubs screen against the streets and paths and provide dosed shade for the playgrounds and the seating areas grouped around them."

## **GÖHNER LIFESTYLE**

-perfectly prefabricated flats, rational life -architecture generates ,,carefree" life -hygienic, practical, worksaving & fast to clean -scheme of the housewife & the working man -rationalization of housework -finished food-products came onto the market -people are guided by architecture

## TODAY'S LIFESTYLE

-continuous individualization

-turn away from all-in solutions from classic apartments

-different values & wishes create different flats

-architecture can & should generate diversity

-technology

-emerging movement for sustainable food production

-promotion of active contributions to the collective life

