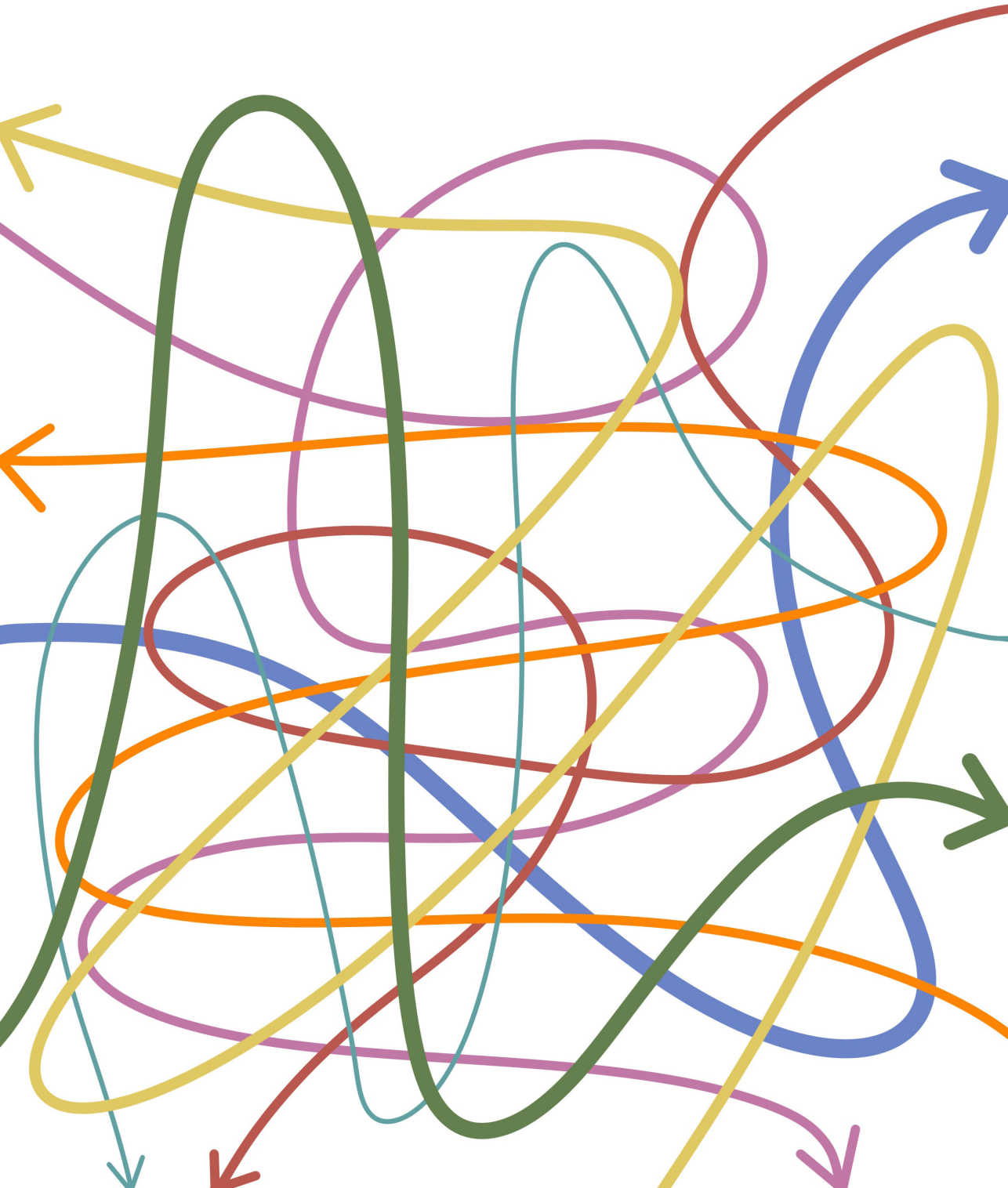
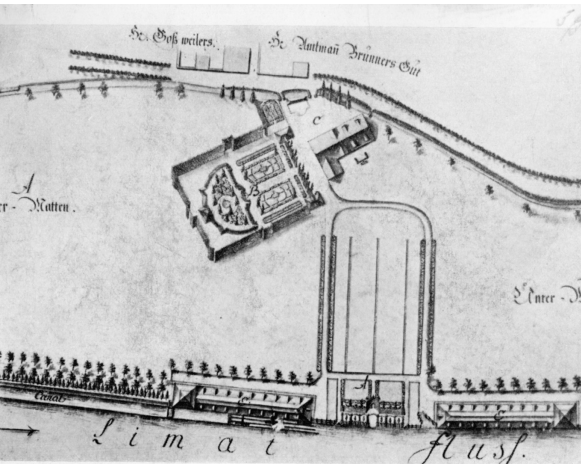


# Unraveling Swissmill





# Forgotten history - Kattundruck



Floorplan ca. 1800 - the company employs around 500 people



View Unterer Letten 1860 - Wipkingen between farming and industrialisation



Schoolbuilding Sihlquai 332 - sole remaining building of the Kattundruckerei

**Calico printing** is the term used for printing on a simple cotton fabric. The technique stems from India and was brought to Europe in the 18th century. Being an industrialised product it meant that cheap colourful cloth was **now affordable for more socio-economic classes**. The hand made craftship in India was replaced by the industrialised European product. The technique itself was first learned by Armenian craftsmen that distributed it all over the continent.

The Esslinger cloth factories employed around **500 people** during its heyday. Due to the **financial crisis of 1837** the company had to declare bankruptcy and finally **closed its doors in 1843**.

"Watts Steam Engine" enters the market

1769

1770

The ban on manufactures outside the city was lifted."

the peak of the transatlantic slave trade is reached

~1785

1780

opening of the "Esslinger Kattundruckerei"

1800

heyday of calico printing in Switzerland

global financial crisis - famine, inflation

1837

1837

bankrupty Esslinger Kattundruckerei

1843

factory closes its doors

The industrial characteristics of Wipkingen started to form earlier than expected. The **Calico Printing** or Indian Cloth industry flourished there, starting in the late 18th century. Counting nine companies, the biggest one being the **Esslinger Tuchfabrik** which is the predecessor to today's **Swiss Mill** premises.

In a lot of countries the Calico Cloth was rather controversial because of the dissolution of the visible order of status. Though not in Switzerland. It was considered a welcome source of income and Switzerland became one of the **leading countries for its fabrication and distribution globally**. But the commercial success also had a dark side. Swiss calico prints also served as trading goods in the **international slave trade**.

Wipkingen 1850 - map by J. Wild



Swiss calico print - Textilmuseum St. Gallen



2004 Wpkingerpark - for a short period of time Kattunpark





# The Maggi Family - failure and success



But due to industrialisation, the mill is already facing strong competition with cheap flour from Hungary and Germany. Despite this development, **Eugen still decides to buy the city mill in 1894**. He continues to modernise, renovate and expand. (E.g. Bühler in 1899 installs a Vierwalzenstuhl) Even so the mill's revenues still do not cover the costs of modernisation and production. In particular the mill cannot compete with the cheap flour from Germany. The mill is in financial trouble also due to personal financial speculations of Eugen. **He sells the Mill in 1912 to the Mühlengenossenschaft MSK** and continued to **act as managing director**. Sadly he didn't recuperate from the restructuring. In **1913 he and his wife died completely unexpected**. The cause of death was **suicide** with illuminating gas. His brother Julius, despite building a successful global business, died in 1912 because of a stroke.

View Unterer Letten 1890 - The City Mill

Historical watercolor 1912 - The City Mill

Advertisement 1895 - Maggi Spice

global financial crisis  
- famine, inflation

**1837**

In 1843 after the bankruptcy of the Esslinger calico factory, different **parts of the complex were sold**. A **first mill is being established** next to the already existing grain storage. Then in 1873 the mill is **bought by the city of Zurich**.

The name Maggi today is known because of Julius Maggi. The inventor of the Maggi-Tütensuppe and Maggi-Würze. The family though is also entangled in the history of the Swiss Mill. His father Micheal Maggie, an immigrant from Italy, **married in 1839 Sophie Esslinger**, a descendant of the cloth factory family. Sophie brings a three old son into the marriage. **Eugen Maggi**. Julius and Eugen manage from 1869 on, the acquired Hammermühle in Kempthal. Here **Julius will develop the Leguminosenmehle** for the instant soup and also invent in 1886 the Maggi Spice.

In **1874 the city mill is leased by the Maggi family**. Micheal and later on Eugen start to renovate and innovate. The very first chilled cast iron rollers in Switzerland are installed, transforming it into one of the **most modern mills on the continent**.

**1839**

Sophie Esslinger  
⚭  
Micheal Maggi

5 children  
Eugen Maggi  
adopted

Julius Maggi  
youngest

**1843**

factory grounds are sold to in small parts to the highest bidder

**1850**

first mill is installed there

**1873**

City of Zurich buys the then named "City Mill"

**1874**

Micheal Maggi and Eugen Maggi lease the Mill from the city

**1886**

Invention of the Maggi Spice

**1894**

Eugen Maggi buys the mill

**1912**

Eugen Maggi sells the Mill to the MSK  
+  
Julius Maggi

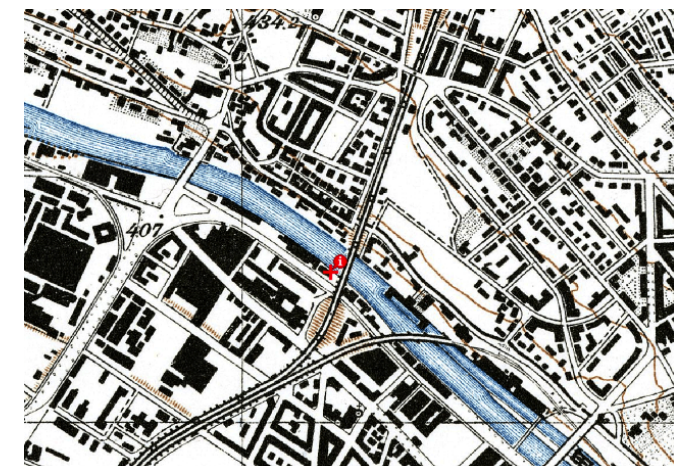
**1913**

Eugen Maggi is appointed CEO of the Coop Mill  
+  
Eugen Maggi

Wipkingen 1880 - map by Siegfried

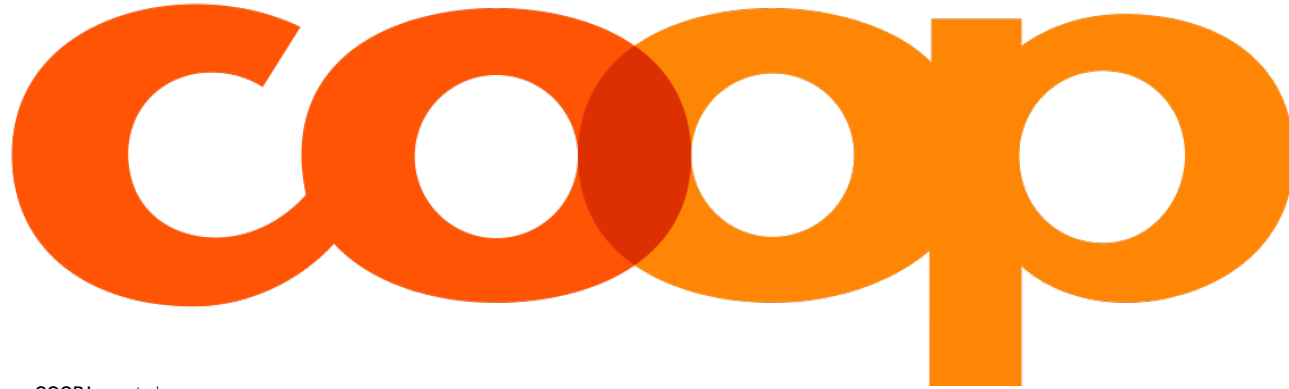


Wipkingen 1930 - map by Siegfried





# The Chocolate War - Founding COOP



COOP Logo- today

Until now the VSK doesn't have a branding. But **in 1914 the chocolate cartel** called Schokoladenring tried to boycott the cooperations and tried to impose its conditions on the chocolate trade. Due to this the **VSK decided to enter the name COOP into the trademark register**. This was done to identify products manufactured by the company itself and as a symbol of unity for the consumer associations at that time. The **brands Ringfrei and COOP** were introduced and the chocolate war was won.

1960 the **official COOP Logo is implemented** and in 1965 a sales plan for the whole of Switzerland is established and a bit later on the number of cooperatives in the Federation is reduced from 400 to roughly 30.

2001 the regional Coop cooperatives merge into one business which marked the step towards today's company.

global financial crisis  
- famine, inflation

1837

establishment of "consumer cooperatives" all over Europe

1850

1890

in Switzerland founding of the consumer cooperative "VSK"

1912

"MSK" is founded and they buy the City Mill

chocolate cartel  
"der Ring" controls the Swiss market

1914

COOP trade Mark is entered into the trade Mark Register

1915

City Mill is officially called COOP Mill

1960

official COOP brand logo is introduced

2001

regional coop companies merge into one COOP group

The spread of industrialisation, a massive growth in population, a grain price inflation and famine in the mid-19th century brought **radical changes in consumer habits**. In many European countries around 1850 this situation led to the **establishment of "consumer cooperatives"** selling food to their members at **reduced prices**.

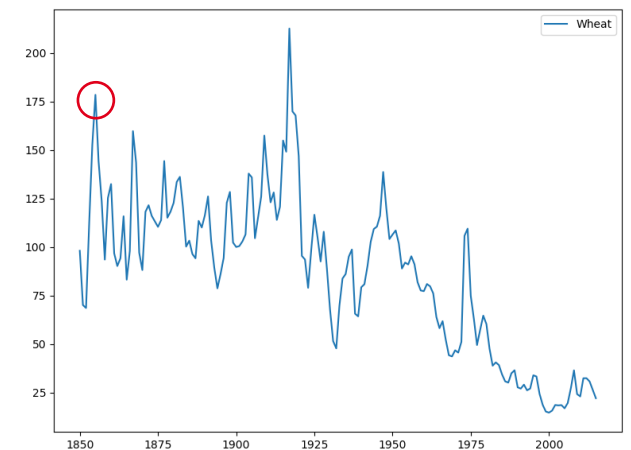
For Switzerland in **1890 the VSK is founded**. Federation of Swiss Consumer Cooperatives. Basel is appointed as the lead section. The federation is turned into a full-fledged cooperation in 1893 with a regulation of prices for different Kantons. Over the years the cooperation is being professionalised, with a pension fund, factories, banking departments etc.

**In 1912 the City Mill**, Switzerland's largest Mill which was in serious financial trouble, **is purchased by the MSK as part of the VSK**. The MSK is the newly founded Mills cooperative of Swiss consumer cooperative societies.

Advertisement 1924 - COOP branding



Wheat price - over the last 200 decades





# Swiss Mill - expansion whilst paring down



Swissmill 1924 - construction of bridge between the two main buildings

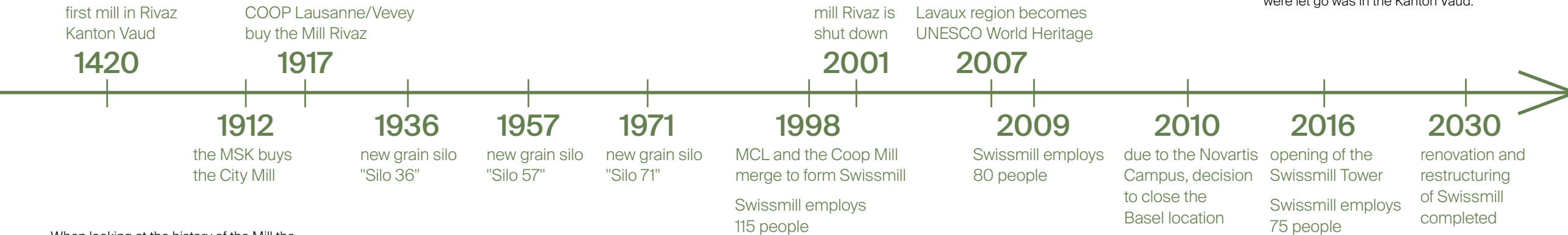


Swissmill 1972 - Silo 71

Later in **2001** it is decided to focus on the production site in Zurich and the **sister plant in Rivaz is shut down**. A big part of this decision was the progressive **protection of the Lavaux region as cultural monument**. This prohibited an expansion on this specific site. Between 2004 and 2010 the silos and buildings are demolished and replaced by the Lavaux Vinorama.

In **2009** Swissmill numbers state that the Swissmill **employs 80 people** "Swissmill, reports a very good first half of 2009; sales volume increased by 7% to 114,000 tonnes. Sales grew by 3% to CHF 90 million."

Since the merger of the two cooperations in 1998 till 2001 Swissmill **reduced 35 jobs while increasing their production**. This is interesting considering that for the Referendum in 2011 one of the main PRO arguments was in keeping the jobs in Zürich. The numbers have to be considered carefully though seeing that the majority of people that were let go was in the Kanton Vaud.



When looking at the history of the Mill the story starts long before the 19th century, with the first mention in **1420 of a mill in Rivaz** (VD). Several centuries later in 1917, Coop Lausanne and Vevey take over this mill as the **Minoterie coopérative du Léman à Rivaz (MCL)**.

In 1913 in Zurich the commissioning of the Coop Mill former City Mill happens. During the next decade this mill will continuously grow. Silos and production facilities are added and modernised.

Then in 1998 there is a significant merger in the Swiss flour market. **The Coop Mill and MCL merge to form Swissmill**. The new company employs **115 people** and has a turnover of around 170 Million CH. The **two mills produce more than 20% of Swiss bread flour** and have a **market share of about 40% of Swiss pasta flour**.

Rivaz 1780 - painting of the mill by Jean-Antoine Linck



Rivaz 1955 - active mill at the station



Rivaz 2010 - Lavaux Vinorama

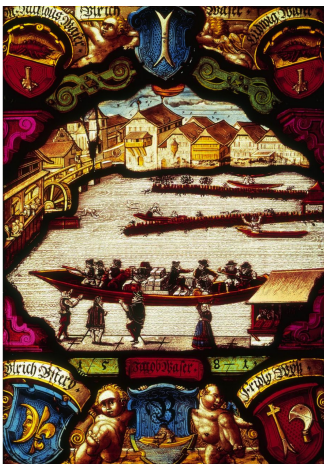




# Limmat - transformation through water



Switzerland 1-3. AD - course of the Limmat



Zürich 1524 - arms of the shipping guild



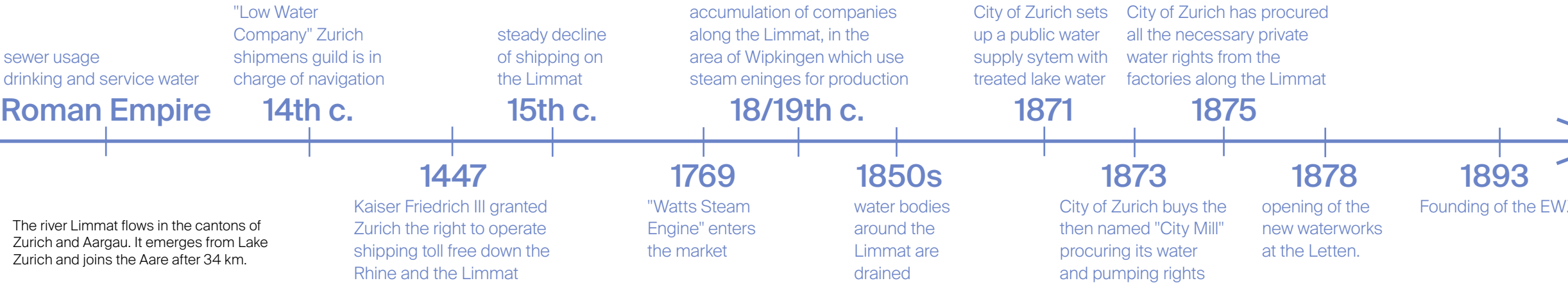
Switzerland 1667 - map by Hans Conrad Gyger



Limmat in 1813 - map of the Kanton Zurich

In 1873 the City of Zurich buys a plot of land with a mill from the former Esslinger Tuchfabrik which they immediately lease in 1874. But in doing so **they secured the water rights for a pumping station and reservoir.**

By 1875 the city of Zurich had bought **all the companies that were in possession of water and pumping rights** along the Limmat. Between 1875-78 the waterworks at the Letten was built. Despite the closure of all the private water rights it didn't mean the end for the industrial development at the Limmat. The **waterworks was producing surplus energy** and a mechanical transmission system was built to transfer motor power from the waterworks to the factory buildings on the newly constructed Sihlquai.



The river Limmat flows in the cantons of Zurich and Aargau. It emerges from Lake Zurich and joins the Aare after 34 km.

During the early middle ages the river supplied the city with **drinking and service water** but also **served as a sewer from Roman times onwards**. Throughout this time it was the Low Water Company of the Zurich Shipmen's Guild that operated the difficult navigation, due to **terrain steps and artificial obstacles**. As a rule, the **current and topography did not allow them to travel upstream** or to tow the barges upstream.

From the late Middle Ages onwards, the **water power of the Limmat was harnessed**; in the city of Zurich alone, two piers with several mills spanned the Limmat, including **fulling, paper and powder mills** in the early modern period. During the 18th century and 19th century companies that used steam engines started to accumulate at the Limmat in the area of Wipkingen. For this the **riverbank wetlands were drained**.

Zurich - historical map of water bodies

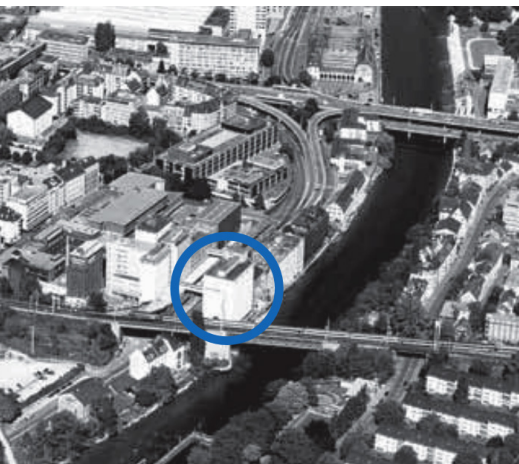


Zurich 1900 - view onto the Letten

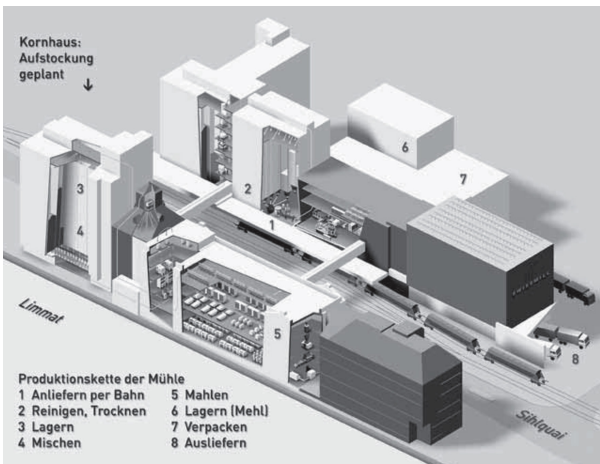




# Referendum - rendering an opinion



Swissmill 2009 - planned reconstruction



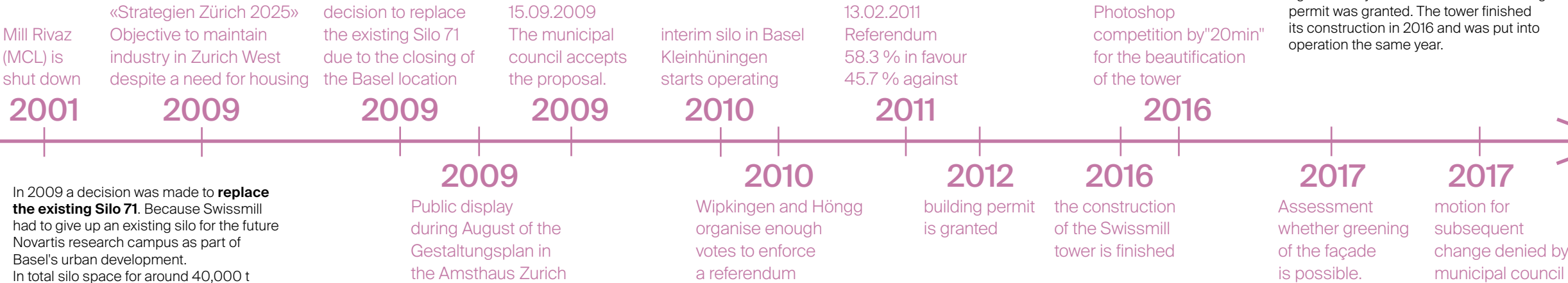
Swissmill 2009 - planned reconstruction



Future image - rendering 2hp architects

The Swissmill site was subject to a development plan obligation seeing that a **118m height exceeds the limit of 40m** by a lot. A design plan allows for certain precisely defined deviations from a development in accordance with the building and zoning regulations of the city of Zurich. It **replaces the BZO** for its area of application. Therefore, as a rule, it requires the consent of the municipal council. On 15. 9. 2010 the municipal council approved the following by 104 : 10 votes.

However, the Wipkingen and Höngg district joined forces after the council's decision and **gathered signatures for a referendum**. For them the main arguments were the **redefinition of the Zurich skyline**, the **shadow** that would be cast over the Limmat and the **increase of traffic** in the area. The day of the vote was 13.02.2011. **58.3 % voted in favour** of the tower and **45.7 %** voted against it. A year later in 2012 the building permit was granted. The tower finished its construction in 2016 and was put into operation the same year.



In 2009 a decision was made to **replace the existing Silo 71**. Because Swissmill had to give up an existing silo for the future Novartis research campus as part of Basel's urban development. In total silo space for around 40,000 t were to be lost. But a smaller silo in Basel Kleinhüningen could be used as an interim solution with 30.000 t capacity. Another reason for the relocation to Zurich was that the importance of the Basel site **had declined considerably** due to changes in the flow of goods and would continue to decline.

For Swissmill with the extension of the existing silo, the storage and mixing process could be maintained at the same location. The increased storage capacity in Zurich had **the advantage that the grain would in future be stored where it is processed** and also consumed to a large extent.

In the "Strategies Zurich 2025", the Zurich City Council describes the maintenance of the industrial location and the promotion of sustainable companies as an important goal.

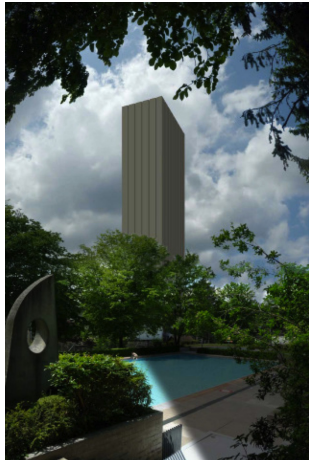
Campaign poster 2010 - IG Unterer Letten



Campaign poster 2010 - the dark tower



Campaign poster 2010 - shadows



Photoshop competition 2016 - 20 Minuten Zeitung





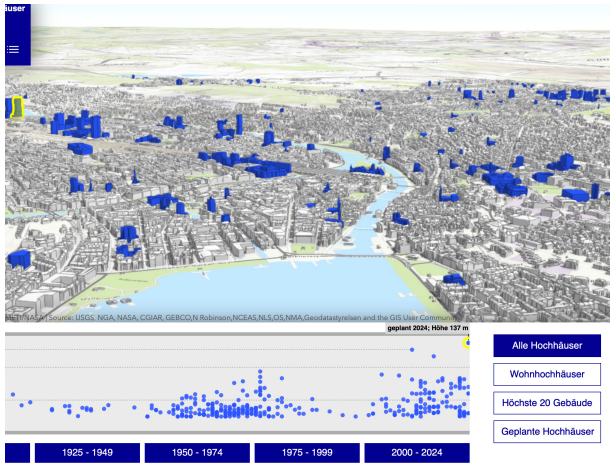
# Swissmill and Zurich - representing oneself



Zurich 2004 - aerial view



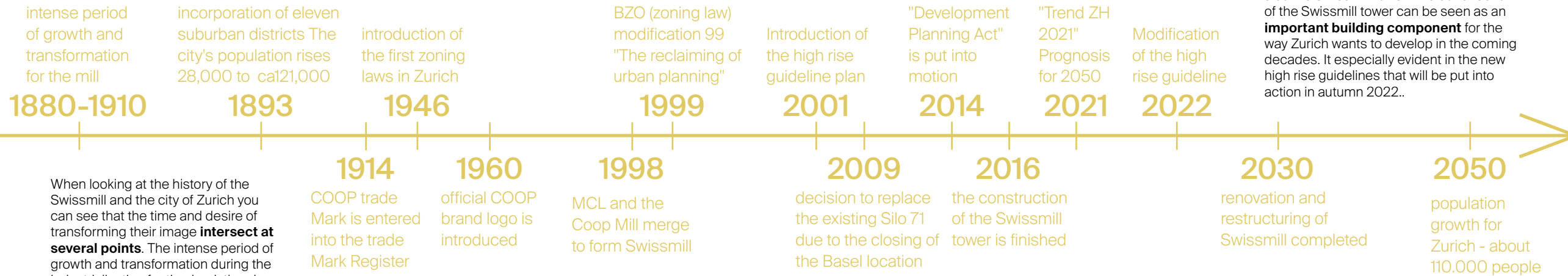
Zurich 2016 - Werbung VBZ



Zurich development - <https://hochhaeuser.stadt-zuerich.ch>

Similar to a hundred years ago when Zurich and the Mill were undergoing an intense period of change, wouldn't it make sense that now after the merger Swissmill wanted to **catapult themselves into a new chapter of representation?** They could have chosen a more modest implementation into the site. But looking at the Swissmill tower, a feeling of **reminiscence of the grandeur of the former calico printing works arises.** A remembrance of the heyday days of production at the Limmat. Something to be seen as well on the renderings of Swissmill in 2030.

The difficulties in implementing the Swissmill tower show that the **high-rise guidelines of 2001 were already insufficient** for the transformation of the city during the 2010s. An ad poster from the city of Zurich in 2016 shows, in addition to the historically valuable buildings, above all the Prime tower and also the Swissmill tower. The construction of the Swissmill tower can be seen as an **important building component** for the way Zurich wants to develop in the coming decades. It especially evident in the new high rise guidelines that will be put into action in autumn 2022..

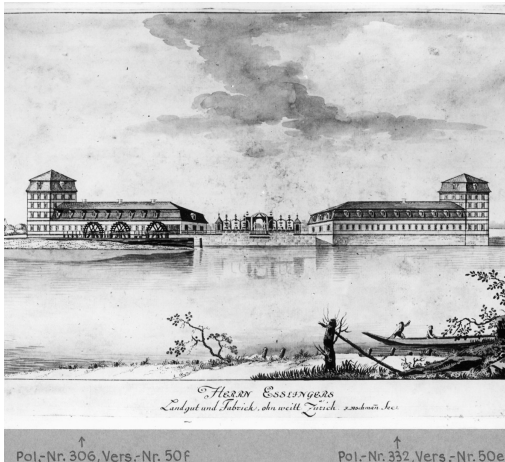


When looking at the history of the Swissmill and the city of Zurich you can see that the time and desire of transforming their image **intersect at several points**. The intense period of growth and transformation during the industrialisation for the, back then by Eugen Maggi owned, mill was also a period when Zurich formed into a proper city.

Jumping to the end of the 1990s, a time of **prosperity and economic growth** in Switzerland, Zurich realised that the restricting **zoning laws were outdated** would they want to become a cosmopolite and dynamic city. The **BZO was modified in 1999** and a **high rise guideline plan was put into action in 2001**.

During the same time the Coop Mill and MCL merged to form the today known Swissmill. Due to external and internal circumstances, the Rivaz and Basel sites closed in the 2000s and the Zurich location was to be expanded. Looking at the condition of the Swissmill at the time it was rather drab - **not very representable for being a globally acting company**.

Elevation ca. 1800 - Esslinger Kattundruckerei



Basel 2002 - light installation on the old silo



Zurich 2004- building complex Swissmill



Swissmill 2030 - renovation





# Affiliating Time

