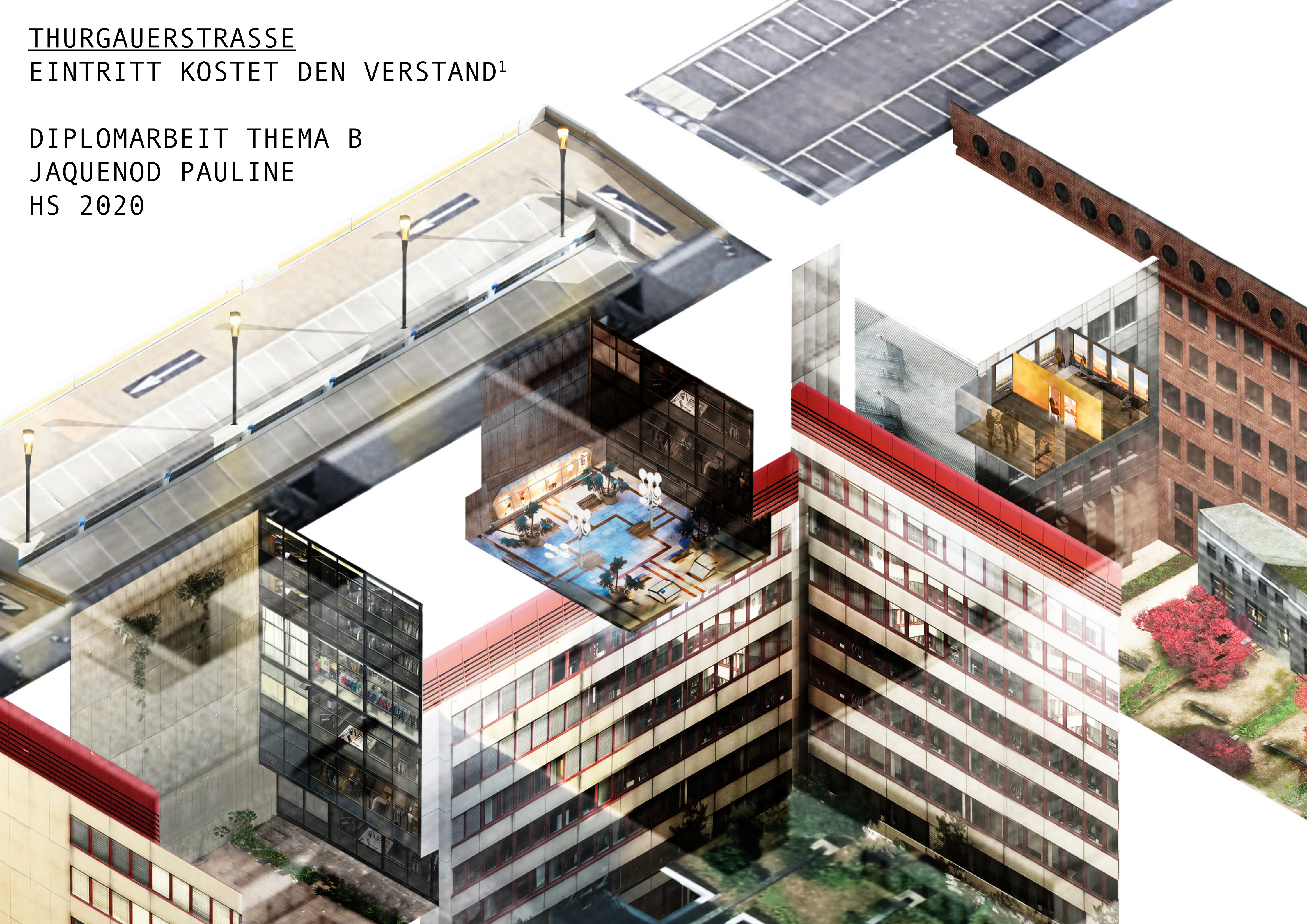


THURGAUERSTRASSE  
EINTRITT KOSTET DEN VERSTAND<sup>1</sup>

DIPLOMARBEIT THEMA B  
JAQUENOD PAULINE  
HS 2020





# THURGAUERSTRASSE : EINTRITT KOSTET DEN VERSTAND<sup>1</sup>

## MEMORIES OF A CRUISE

I could hardly stop thinking and talking about cruise ships in the first weeks of this semester! So many things that I encountered on Thurgauerstrasse reminded me strongly of a crazy journey I made more than ten years ago, together with my grandparents.

### Solitaires

The office buildings on Thurgauerstrasse stand side by side like large ships in a port. Each of the buildings is a solitaire in its own right, closed to the outside world - one hardly dares to enter. Although the buildings stand next to each other, they hardly share anything except a border. There is little interaction and the buildings are poorly connected. But they inevitably share.

### Hidden Beauty

The first ascents were wondrous journeys to me. After the first hurdles (closed facades, unfriendly portals, wide streets, traffic...) had been overcome, a world of crazy rooms swallowed me up. The postmodern language of forms, the abundance, the playfulness of the rooms reminded me of the bars, casinos, stages, restaurants back then on the cruise ship. Within a very short time, I lost my orientation and let myself drift through the fascinating interior worlds. It felt like a dream, as if I was sleepwalking. Sometimes it went up, sometimes down, sometimes a cave opened, sometimes a hall, then a canyon. Yards, garages, roofs, corridors... The worlds merged into one. I kept forgetting which building I was in. I forgot the time and the purpose of my journey. Exhaustion and joy overcame me! And I had everything for myself! It seemed absurd to me that I hardly met a single person.

### Infrastructure

What a waste! - The buildings on Thurgauerstrasse are no longer contemporary and most of them buildings are empty. There is too much of everything. The buildings are huge! The infrastructure is enormous. Besides the empty office space, there are many unused bathrooms, countless staircases, miles of corridors, huge empty courtyards, hundreds of unused parking spaces. One would think that the vacancy is a potential to attract a new interesting and diverse user group, which would revitalize the area and make it more attractive. But high rents make that impossible. The area is dead.

<sup>1</sup> Quote: from Steppenwolf by Hermann Hesse





# **A** MY FINDINGS:

- 1** AN OFFICE
- 2** A PLAYGROUND
- 3** INFRATRUCTURE
- 4** A GRID
- 5** AN IDEA
- 6** PEERS



# A1 AN OFFICE A FREE SPACE AN OPPORTUNITY

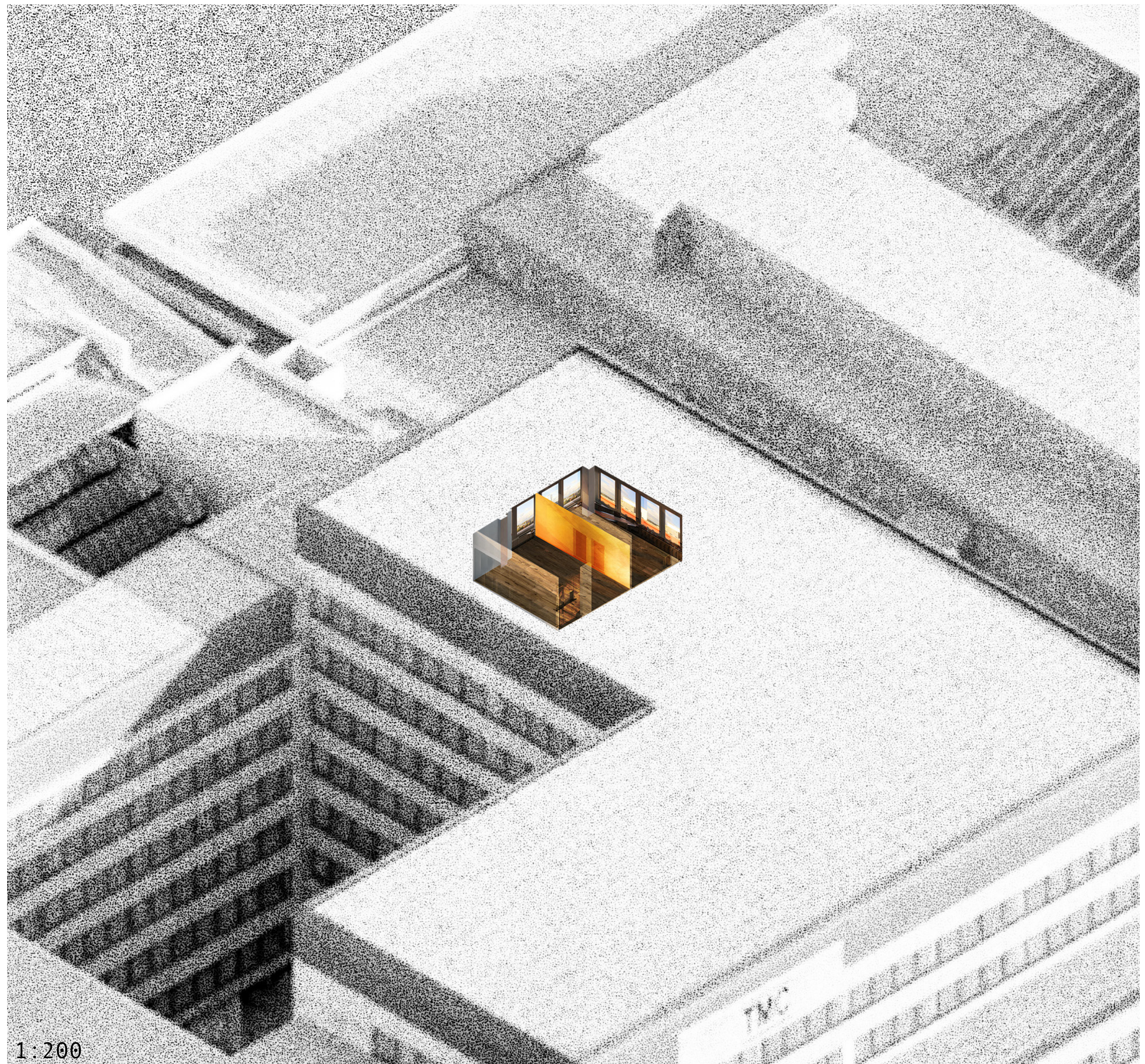
## THE OFFICE - A SPACE OF OPPORTUNITY

On my first exploratory walk along Thurgauerstrasse, I came across numerous signs and advertisements promoting vacant office space. „Your new office!“, „Rent at feel-good conditions! One of the ads seemed less official than the others. „Space for rent - also temporarily possible,“ written on a piece of paper, including a cell phone number. That’s when I called and met Manuel, who invited me for a talk at the TMC. I followed his invitation together with my fellow student David Brückmann and a long, exciting conversation followed.

Manuel is one of the biggest of the 80 owners of the TMC building. 80 owners and it used to up to 200! The owners of the TMC building are condominium owners. In the case of condominium ownership, the entire property including the house and all its parts is co-owned by all condominium owners. Only the community of owners as a whole can decide on these common parts. Therefore, major changes are hardly possible in the TMC building since the individual owners rarely agree. Larger investors are interested in buying and converting the whole buildings, however, many of the owners do not want to sell their part due to emotional attachment. As for example Manuel who likes the building and does not want to sell despite enough interested buyers. The mechanisms involved in condominium ownership inspired me to think about the economic side of my project and gave birth to the idea of a micro-economical system that could fit into the existing system Thurgauerstrasse without destroying existing structures. More about this later.

Manuel is very interested in our work as he is looking for creative solutions for the use of his premises. After a two-hour conversation, he decided to provide us with a nice bright office with a small kitchen for the time of the diploma. Now we have this great room! A room with space for all kinds of ideas, experiments, fun, people, projects... Everybody can come and work here. I see the room as a kind of prototype for a space of opportunity.

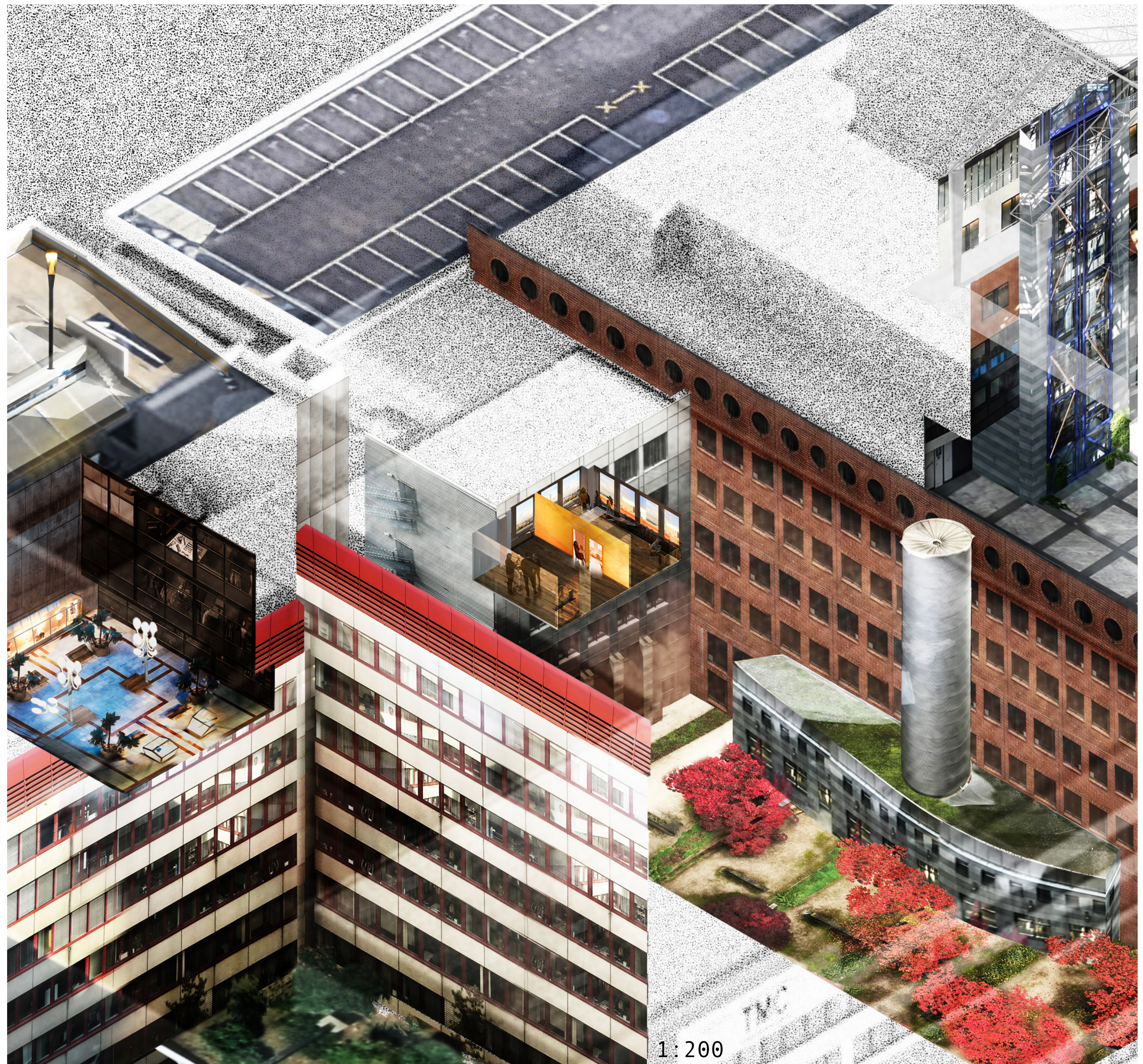
What would be possible if space was not exclusively available to those who can afford it?



1:200

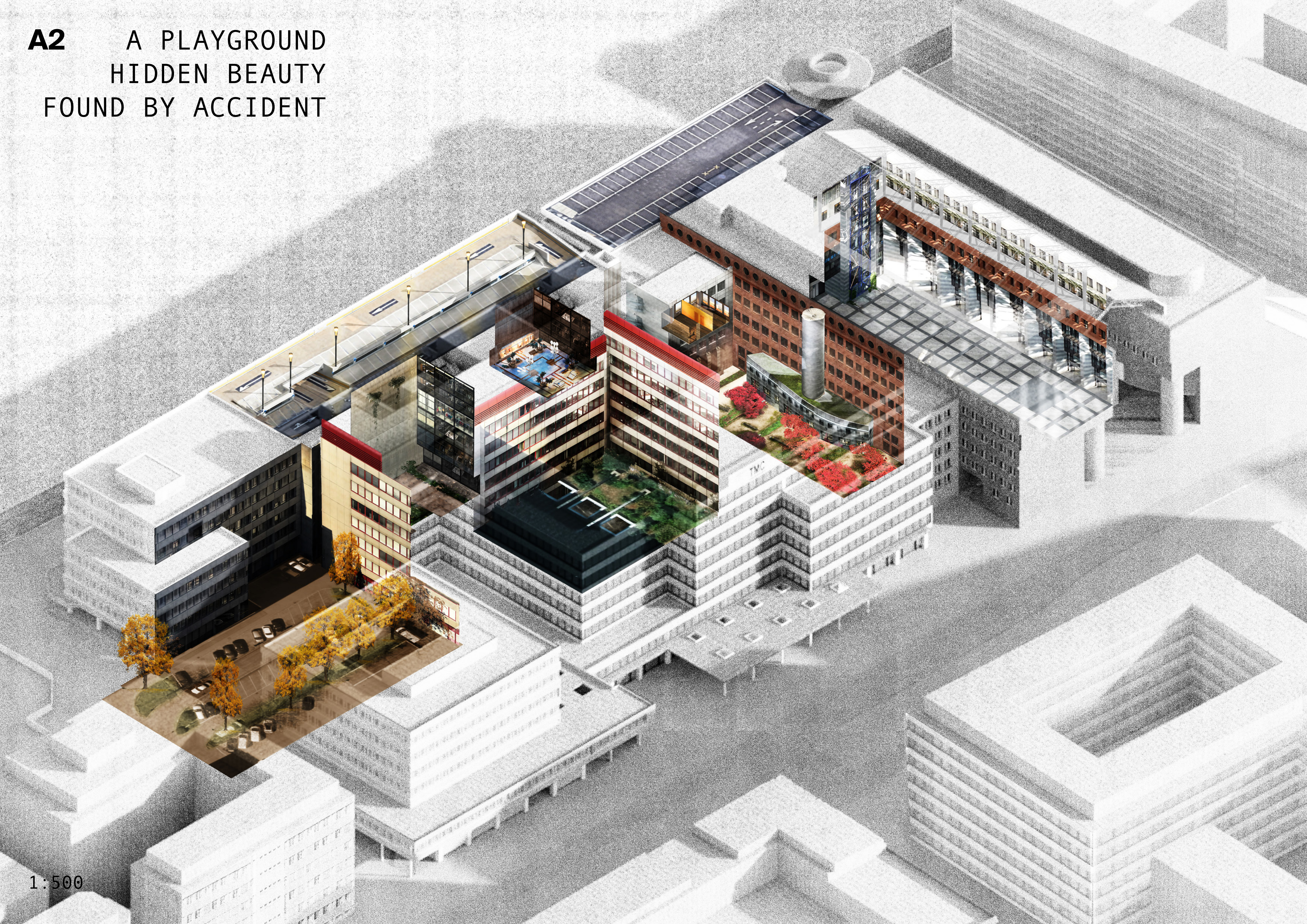


**A2** A PLAYGROUND  
HIDDEN BEAUTY  
FOUND BY ACCIDENT





**A2** A PLAYGROUND  
HIDDEN BEAUTY  
FOUND BY ACCIDENT

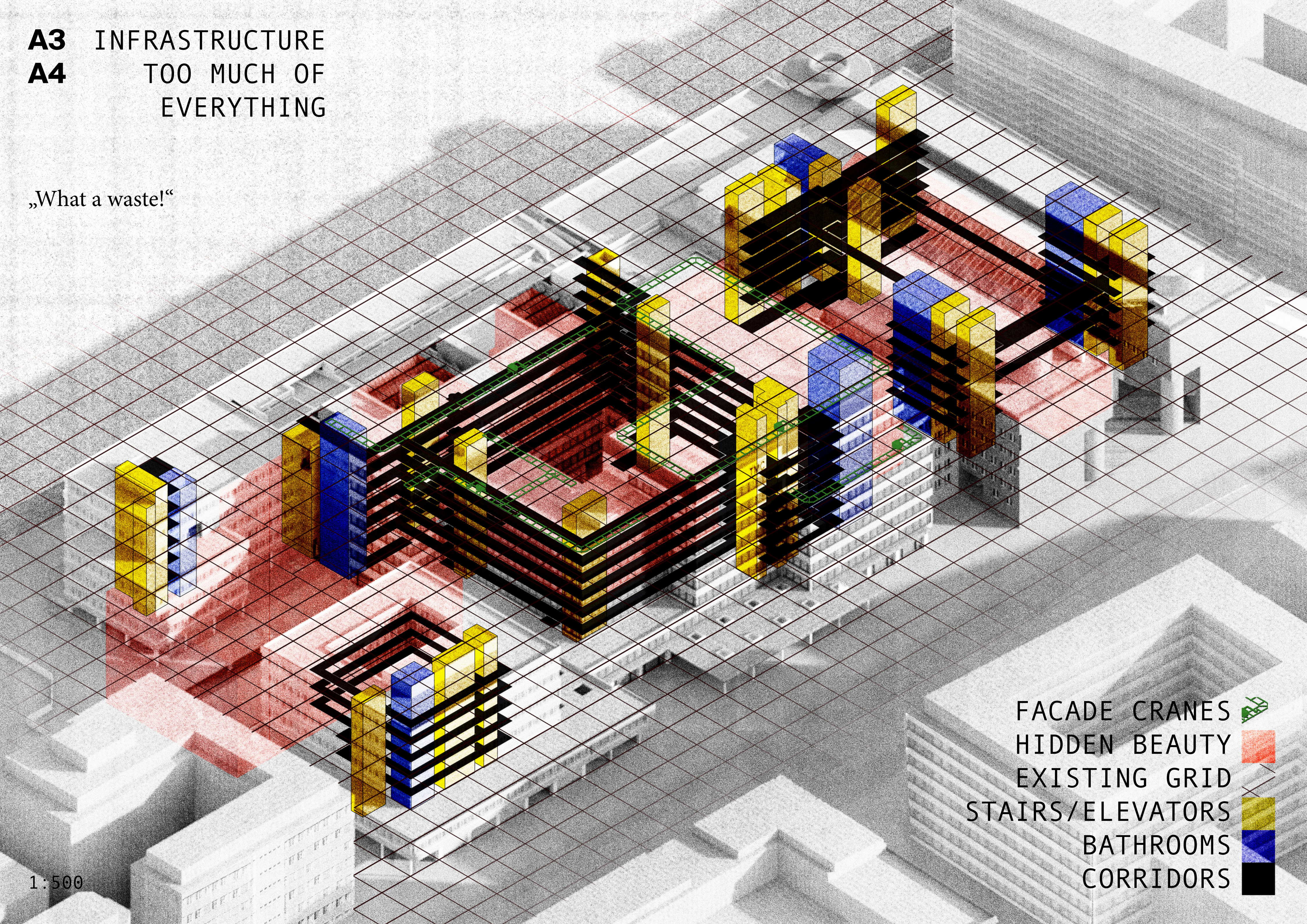


1:500



**A3** INFRASTRUCTURE  
**A4** TOO MUCH OF  
EVERYTHING

„What a waste!“



FACADE CRANES  
HIDDEN BEAUTY  
EXISTING GRID  
STAIRS/ELEVATORS  
BATHROOMS  
CORRIDORS



A5  
A6

AN IDEA  
A SURVEY  
PEERS

WHAT DO I WANT TO DO WITH THURGAUERSTRASSE?

**New reading, new connections**  
I want to pass on my fascination for the beautiful (but unused) semipublic spaces I found on site. The courtyards, the halls, the garages, some roofs... Some of the spaces are really magical! I want to see them as stages for a different handling of space. Based on those spaces, I want to transform the site into a playground. To me, playgrounds are spaces that can be appropriated by people and filled with their stories and actions. The current spaces are not easily accessible since the buildings appear closed to the outside and are not well interconnected. Therefore, those spaces' beauty is only found by accident, which I want to facilitate to happen. Therefore, my first aim is to create new visual and physical connections in a way that those hidden worlds can be explored in an enjoyable hike through this built landscape.

**New use and participation**  
Space (and interesting occupation) can't be exclusive to the people who can afford it. There is too much space at Thurgauerstrasse. I want to exploit the enormous infrastructure to create opportunities for everybody.

With my project, I want to design a foundation and a catalogue of building elements as resources for people to build their own structures for their small businesses. This should enable people to appropriate the spaces and make them fit their needs. Since those needs underly constant changes the spaces themselves would evolve over time. The newly built structures should fit into and not replace the existing private space and should occupy mostly public and semipublic spaces. The private owners would contribute their semipublic spaces to the project and in return benefit from a much more enjoyable and valuable environment.

In the first weeks, I thought about a new microeconomic system for Thurgauerstrasse: Business owners would not have to rent, but the city as formal owner financing the foundation and building elements would receive a part of the profit. By consuming in the local businesses, people would buy small shares of the new structures and would gradually become the new owners. That way, ownership would be shared by many in order to protect the site from speculation.

SURVEY:

Space can't be exclusive to the people who can afford it. I want to exploit the enormous existing infrastructure and the abundance of space at Thurgauerstrasse to create opportunities for everybody! (Without taking anything away from the owners.)



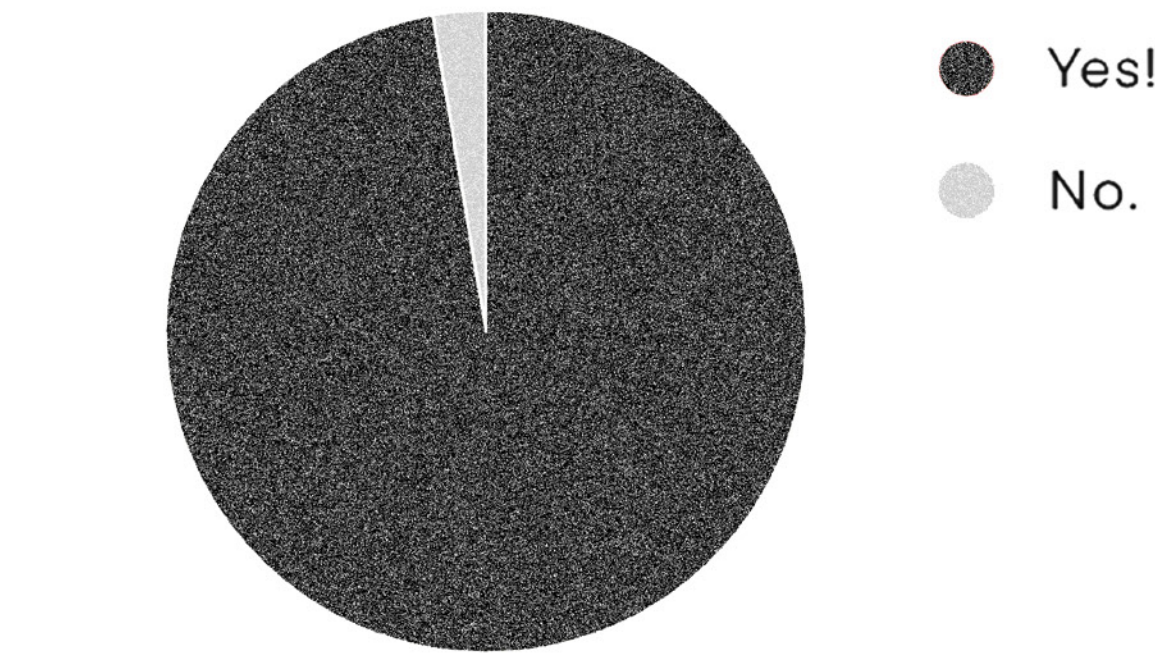
I ASKED 75 PEOPLE:

- 1. Would you like to have a free space?  
(A space for a project, business, hobby, anything..)
- 2. How many square meters would you occupy?
- 3. What would you do with/in the space?
- 4. Would it be a business?
- 5. Would you like to give something back in return for the space? If yes, what?

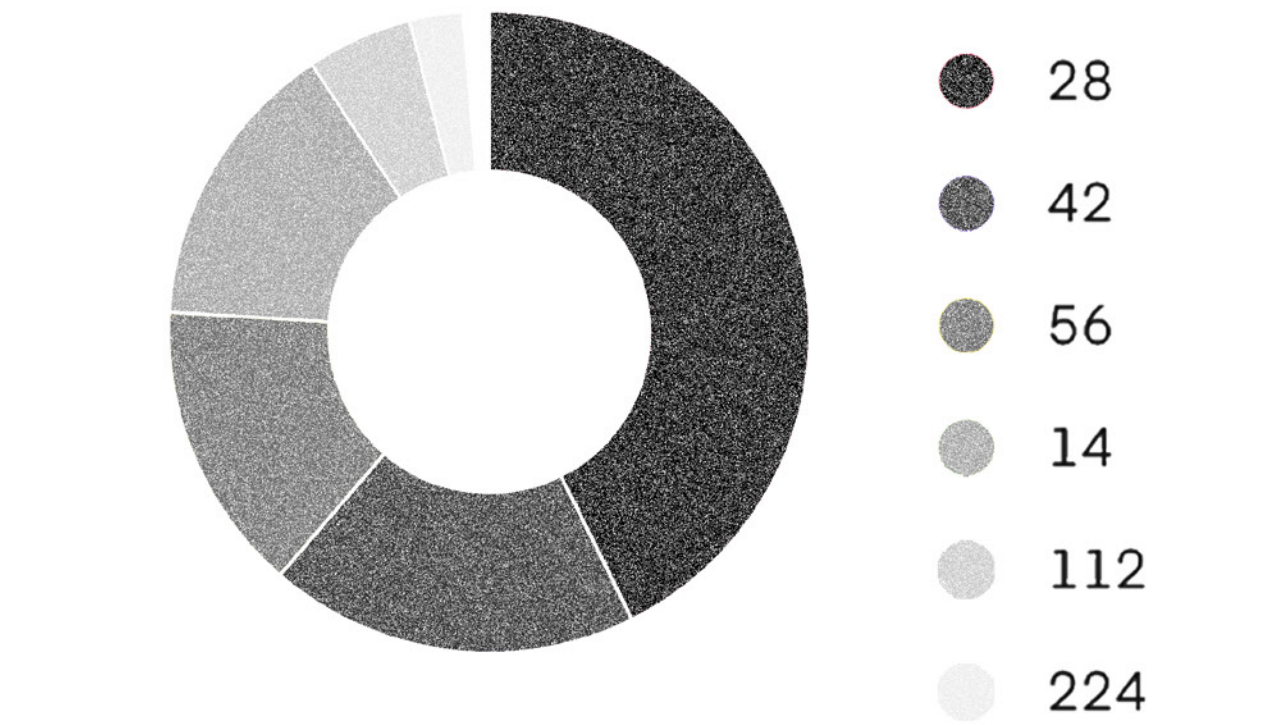
(The answers follow later.)

#15	<u>OLD FRIEND, 31</u>
m²:	42
use:	Workshop for electronics, 3d printing, metal and woodworking
return:	Money, expertise
business:	no

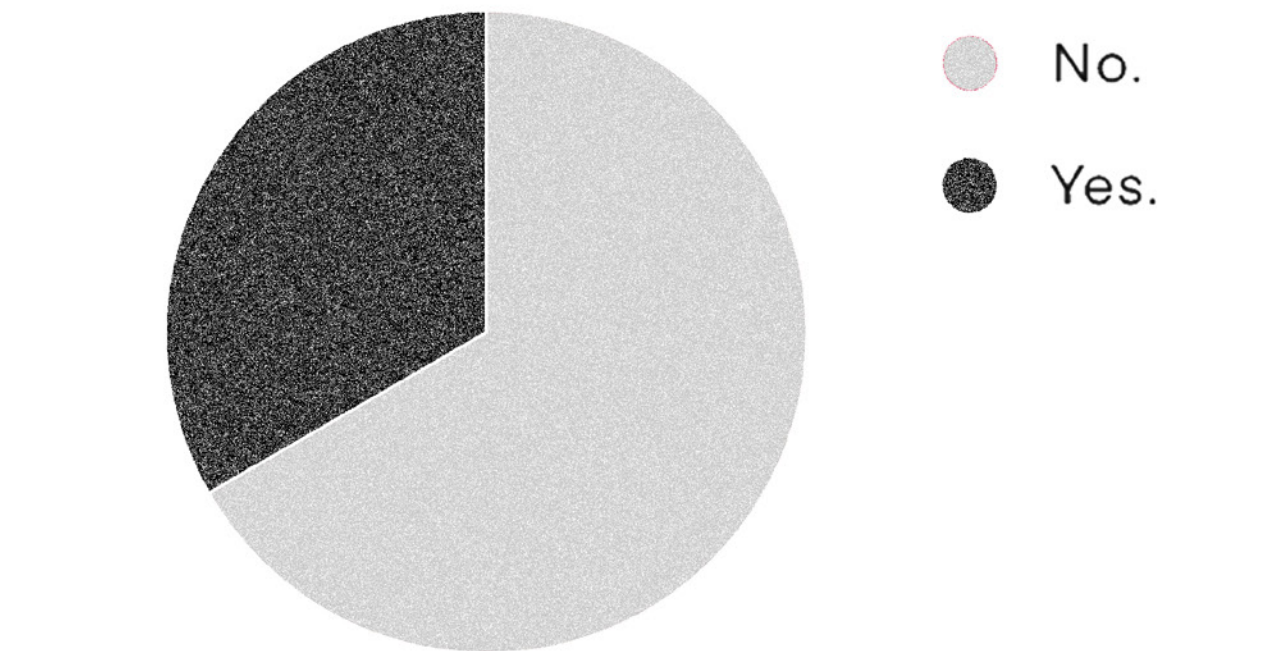
1. Would you like to have a free space?



2. How many square meters would you occupy?



4. Would it be a business?





## **B**    MY ACTIONS:

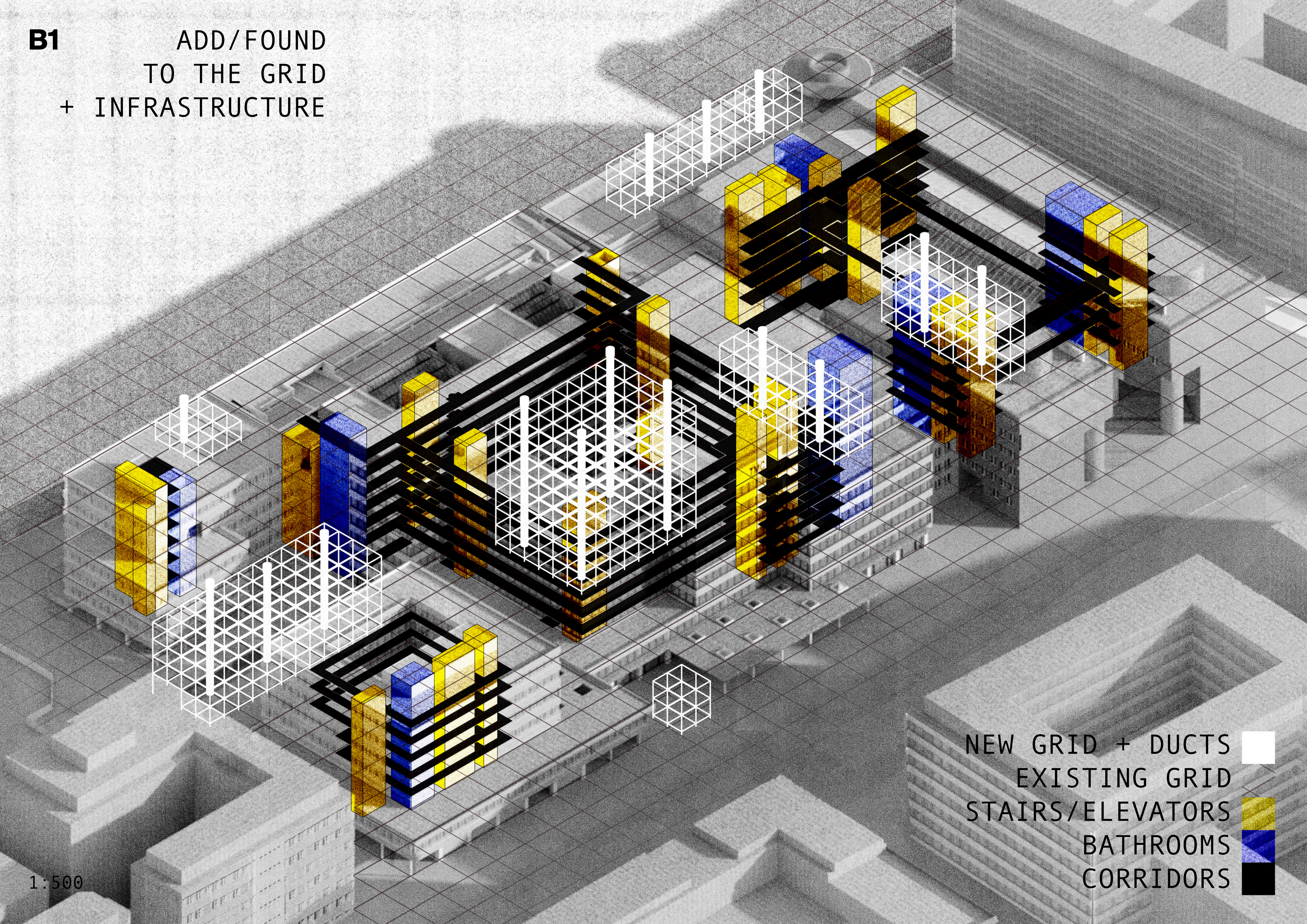
- 1**    ADD/FOUND
- 2**    CONNECT
- 3**    CREATE TOOLS
- 4**    FILL/OCCUPY

HS20  
DIPLOMARBEIT THEMA B  
THURGAUERSTRASSE  
JAQUENOD PAULINE



**B1**

ADD/FOUND  
TO THE GRID  
+ INFRASTRUCTURE



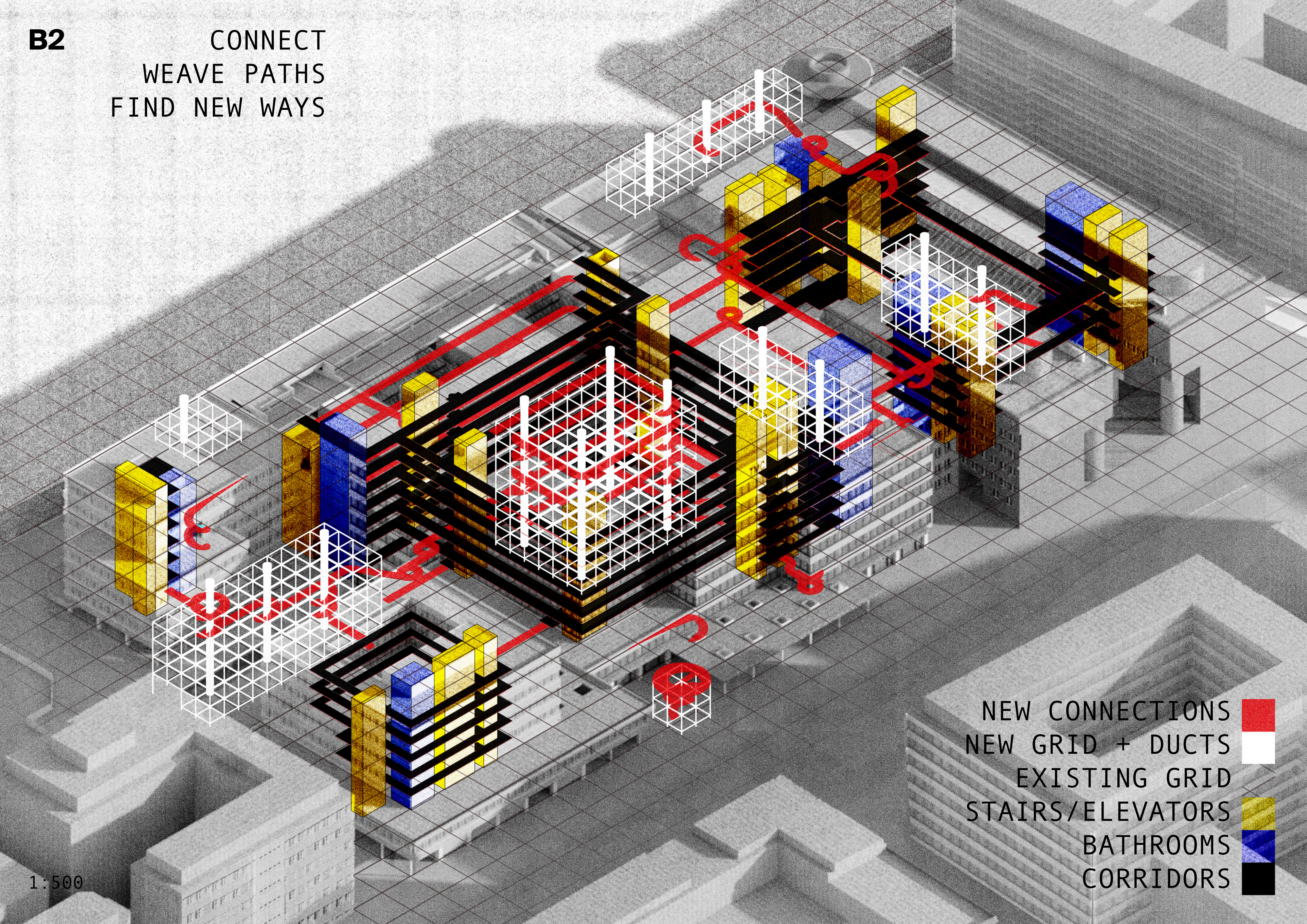
NEW GRID + DUCTS  
EXISTING GRID  
STAIRS/ELEVATORS  
BATHROOMS  
CORRIDORS

1:500



B2

CONNECT  
WEAVE PATHS  
FIND NEW WAYS



NEW CONNECTIONS  
NEW GRID + DUCTS  
EXISTING GRID  
STAIRS/ELEVATORS  
BATHROOMS  
CORRIDORS

1:500



# A2 PARC ATELIER THE CHANCE

I would like to pass on my fascination for the beautiful (but unused) semi-public spaces that I have found on site. Today, the beauty of these rooms is only found by chance, which I would like to facilitate. I would like to see the rooms as stages for a different approach to space. Starting from them, I want to transform the place into a playground. For me, playgrounds are spaces that people can appropriate and fill with their stories and actions.

## Parking spaces

The whole area is paved with unnecessary and mostly empty parking lots, but this is not necessary. In my project, I remove most of the outside parking spaces and open up the areas for new uses. The spaces in the garage buildings (except the top floor) and in the underground garages will remain.



1:200



# B1

## PARC ATELIER

### ADD/FOUND

#### The grid

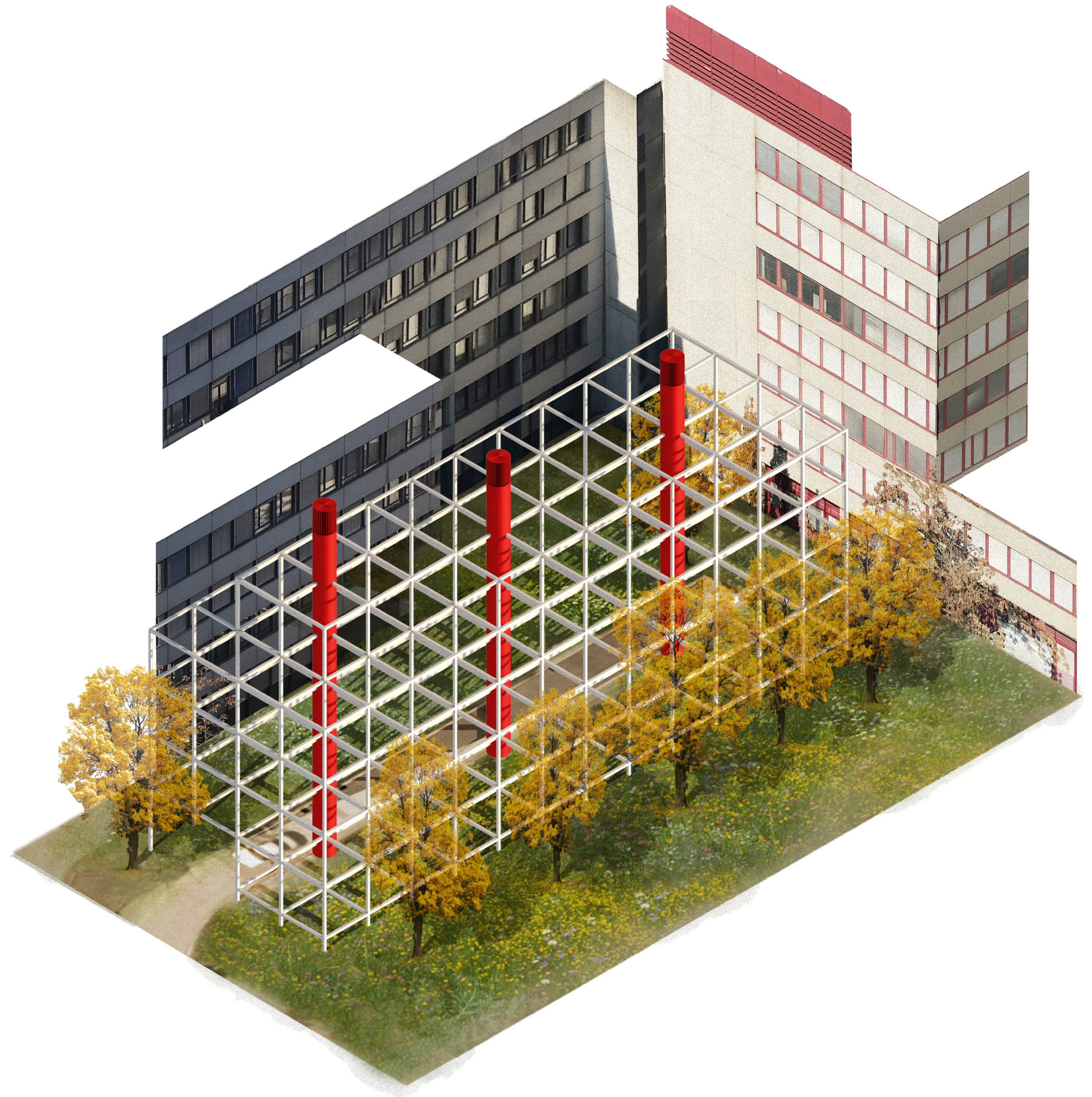
All buildings of the Fashionsquare are based on a column grid of 7.5 to 7.5m. A grid can limit and it can also offer possibilities. In my project, I use it as a foundation on which to build over time. However, I change the scale of the grid. Since 7.5m is a suitable dimension for large offices, I halve the grid's axial dimension to 3.75m trying to make it more human and suitable for small businesses. Based on this grid I construct a steel grid, which fills the spaces that I consider suitable to incorporate new buildings. Thereby, I concentrate mainly on the courtyards and larger spaces between buildings. Like the courtyard buildings in Kreis 4 and 5, commercial buildings can also fill the unused gaps at Thurgauerstrasse. Furthermore, I will occupy two of the rooftops to open up the great terrace – currently forming the garages – for new uses. On the street, I construct a gatehouse as an invitation to the outside world.

#### Technical infrastructure

Building technology is necessary in order to build in the grid. But since I do not know yet where exactly water and electricity connections will be needed, I am building central first shafts with pipes to which they could be connected later. The shafts are placed and dimensioned in such a way that every corner of the grid can be accessed. The manholes are easy to open and the pipes are equipped with connection pieces.

#### Transport

There are large goods lifts in all buildings, which can transport up to two tons of weight. There are also facade cranes, which today are used for window cleaning. I would like to supplement this system and apply it to the new buildings.





**B2**

# PARC ATELIER WEAVE PATHS CONNECT

## The path

In order to open up the new structures and connect them with the old ones, I build a path that winds through the different worlds. I want the site to be explorable like a playground. The path winds around the pipes like a colorful fabric tape.



1:200



# B3

## CREATE TOOLS CONSTRUCT CRAFT

**Elements** - I provide a selection of building elements. Smaller steel beams add a secondary structure to the grid. Insulated panels of wood function as a filling and form ceilings and walls, both outside and inside. Different sizes of windows allow for lighting according to your wishes. There are also stair elements, grills and a balustrade. The elements are not large and should be easy to handle. For the facade cladding, I offer wooden slats to which all kinds of materials (as a ventilated facade) can be attached. Any other materials could of course be used as well! The grid offers only a frame and the elements are only simple possibilities. Additions of any kind are allowed. Reuse is desired.





C

## IMAGINE A VIBRANT FUTURE

I FOUND A LOT OF  
BEAUTY, SPACE AND  
INFRASTRUCTURE AT  
THURGAUERSTRASSE  
AND WANT IT TO BE  
EXPLOITED TO CREATE  
OPPORTUNITIES FOR  
PEOPLES IDEAS AND  
DREAMS TO COME TRUE.



C

PARC ATELIER

UP TO 1'975 M<sup>2</sup>

FREE

#1

REGINA, 54

m<sup>2</sup>:

56

use:

Ich würde gerne ein Malatelier aufbauen mit kleiner Kaffeecke. Freies Malen für jedermann und -frau und -Kind

return:

Pictures, Fun, Sunshine, Good Moods

business:

yes

#3

MARY K., 31

m<sup>2</sup>:

28

use:

Dance & have a library in there

return:

I would share/open it with/for my friends

business:

no

#4

PASQUALE, 39

m<sup>2</sup>:

42

use:

art

return:

money

business:

no

#6

LENA, 25

m<sup>2</sup>:

56

use:

Debates, workshops

return:

Social help

business:

no

#7

PHILIPP, 26

m<sup>2</sup>:

28

use:

Studio

return:

no

business:

no

#8

SAN, 41

m<sup>2</sup>:

28

use:

Paint / artprojects, architecture

return:

Time, money

business:

yes

#18

SASHA, 29

m<sup>2</sup>:

42

use:

Workshop, office & kitchen (for aperos and meals with my friends and for my clients)

return:

Exhibitions and Self-cooked meals! + cleaning fee

business:

yes

#10

BY MY NAME, 24

m<sup>2</sup>:

28

use:

Using it as an atelier and invite friends over for beer

return:

I would offer my skills

business:

no

#9

D., 28

m<sup>2</sup>:

42

use:

atelier

return:

renovation

business:

no

#12

TOBI, 28

m<sup>2</sup>:

42

use:

Atelier

return:

Classes/tutorials

business:

no

#15

OLD FRIEND, 31

m<sup>2</sup>:

42

use:

Workshop for electronics, 3d printing, metal and woodworking

return:

Money, expertise

business:

no

#19

Z., 27

m<sup>2</sup>:

14

use:

I would use it as an atelier and share it with other people but still have my private space, a space without too much distraction preferably with an inspiring but yet irritating view.

return:

little money

business:

no

#17

ARTAI, 25

m<sup>2</sup>:

14

use:

Get my working tools, and maybe some new ones, and build, first, a chair.

return:

Maybe a second chair? I'd like to keep the prototype.

business:

no

#16

MR TRUMPET, 62

m<sup>2</sup>:

112

use:

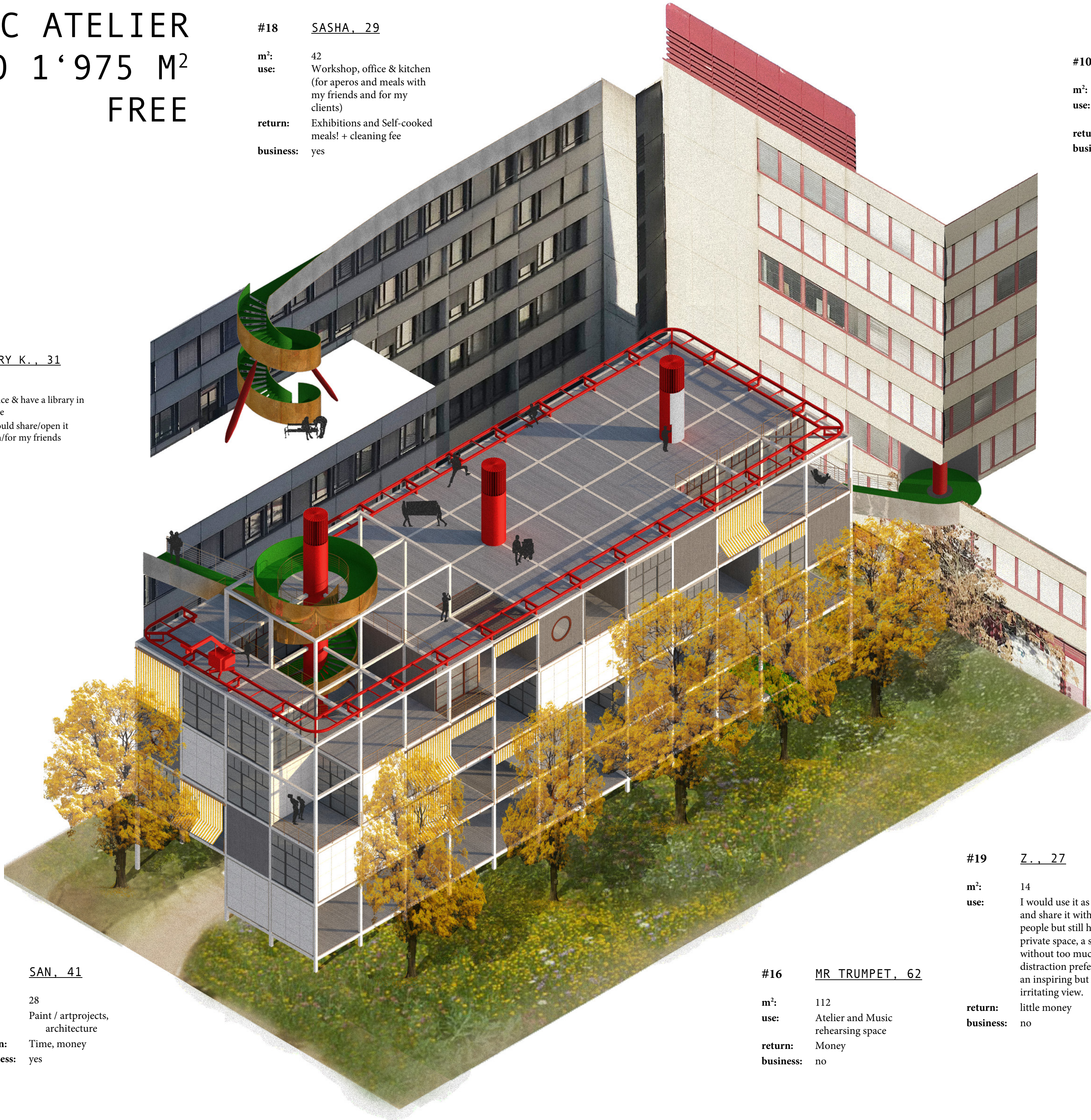
Atelier and Music rehearsing space

return:

Money

business:

no





#20    INSPIRATOR, 25

**m²:** 14  
**use:** exchange with other  
freespacer, be on computer,  
drawing...  
**return:** inspiration  
**business:** yes

#21    MR, 26

**m²:** 28  
**use:** Gym  
**return:** Yes. Access to the  
equipment  
**business:** no

#22    LIMAS, 36

**m²:** 42  
**use:** Community Office, Atelier  
**return:** Small rent  
**business:** yes

#23    YOUR NAME, 26

**m²:** 14  
**use:** atelier room for leisure  
projects  
**return:** Participation  
**business:** no

#44    1, 73

**m²:** 28  
**use:** 1  
**return:** 1  
**business:** yes

#25    GERDA, 28

**m²:** 14  
**use:** Dance  
**return:** Dance performance  
**business:** no

#27    MORITZ, 24

**m²:** 56  
**use:** Working and (small) partys  
**return:** Nothing specific comes to  
mind spontaneously, but  
generally I'd be willing to  
**business:** no

#28    LINA, 25

**m²:** 28  
**use:** Craft, paint and design  
**return:** Invite others to collaborate  
and/or pay a small rent  
**business:** no

#29    XXX, 28

**m²:** 28  
**use:** Work, atelier  
**return:** Money, social interaction,  
cleaning  
**business:** yes

#30    LENA, 26

**m²:** 28  
**use:** I would use it as my own  
studio/atelier  
**return:** Yes, I would participate in a  
community and offer my  
help to the real estate  
management or to any  
communal activities  
**business:** yes

#31    MO, 30

**m²:** 28  
**use:** Art  
**return:** Sure. I would talk to people  
that are there too, to figure  
out what the space needs.  
**business:** no

#32    DÄNE, 31

**m²:** as much as possible  
**use:** no clue yet  
**return:** nothing is for free  
**business:** yes

#40    X, 30

**m²:** 28  
**use:** Garden  
**return:** Exchange of goods  
**business:** no

#33    WHAT'S APP, 22

**m²:** 112  
**use:** A nice house  
**return:** I do not know  
**business:** yes

#35    STEIVAN, 42

**m²:** 112  
**use:** Sports and Meditation  
**return:** Aperoabende  
**business:** no

#37    URMEL, 26

**m²:** 28  
**use:** would use it for a studio to  
make things out of clay and  
textiles or just simply dance  
**return:** Yes. I could help organise  
or clean  
**business:** no

#38    LIZZY, 53

**m²:** 42  
**use:** Mini flat  
**return:** Livingroom for everybody,  
who needs it  
**business:** no

#36    ANNA BANANA, 32

**m²:** 224  
**use:** Something for adults only.  
Like a nice gymnastics place  
with trampolines etc  
**return:** Special trainings for blind  
people  
**business:** yes

#47    LEWERENZ, 24

**m²:** 56  
**use:** Workshop  
**return:** usage of the workshop  
**business:** no



#39

VALERIE, 23

m²: 28

use: Fitness room/ closet/ sauna

return: Beautiful Decor

business: no

#26

EMPLOYEE, 47

m²: 14

use: Use as an out of home  
homeoffice

return: Work for the community  
like cooking, support with  
business questions etc.

business: no

#41

RICO, 25

m²: 14

use: Studio for painting,  
drawing, model making

return: Engagement in a  
community and  
collaboration

business: yes

#42

HEIKE, 45

m²: 56

use: Training and coaching for  
young people Or adults

return: Trainings for free

business: yes

#48

PAD, 30

m²: 14

use: to be creative

return: no

business: no

#62

FABIENNE, 26

m²: 112

use: martial art club

return: maybe trainings for free for  
the owners. we are  
nonprofit! what we pay as  
members is only to rent the  
space...

business: no

#2

BRUDI, 28

m²: 28

use: Cook/ Create/use with  
other people

return: The opportunity to be part  
of it

business: no

#72

079513\*\*\*\*, 56

m²: 224

use: Wohngruppe

return: Menschen ein Zuhause  
bieten welche Betreuung  
benötigen und keine  
Institution finden (zu jung  
für Heim)

business: yes

#5

JACK, 43

m²: 28

use: Atelier zum basteln,  
werkeln etc.

return: Schulungen

business: no

#34

THE CATALYST, 30

m²: 28

use: Work

return: Ideally I can benefit from  
collaboration with the  
owners and offer my  
services

business: yes

#63

JOSEPHINE, 25

m²: 28

use: place to study or write; play  
the piano

return: care about common /  
outside spaces

business: no

#24

BY MY NAME, 27

m²: 14

use: photo lab, editing studio

return: co-using with friends

business: no

#52

SOLITAIRE, 46

m²: 42

use: Yoga room combined with  
a small coffee / tea shop

return: Offer free Yoga sessions

business: yes

#14

DJOA, 28

m²: 42

use: Work, experiment, dance,  
host an exhibition, work  
with other people

return: Yes, ideas, connections,  
aperos, advise

business: yes

#66

MICHÈLE, 29

m²: 28

use: A space to create things like  
paintings, floristic stuff,  
dreamcatcher, bracelets a  
garden would be nice too

return: Maybe sth I create in the  
space

business: no

#45

AEL, 40

m²: 28

use: Sport

return: no

business: yes

#13

?, 28

m²: 28

use: Build a space to build  
something

return: Whatever i can or it needs

business: no

#49

TRENDSETTER, 25

m²: 28

use: I would use it as my large  
working space that I can  
not have at Home

return: I could give the others my  
knowledge or do a  
collective kitchen

business: yes

A 3D architectural rendering of a long, narrow building interior, possibly a multi-story office or community space. The rendering shows a perspective view of a long corridor or atrium with multiple levels connected by stairs. The space is illuminated by several tall, black, modern light fixtures. The floor is a light color, and the walls are a darker shade. The rendering is positioned diagonally across the page, from the bottom left towards the top right.

1:200

HS 20 | JAQUENOD PAULINE | FORMAT: A2 | 8.12.2020



C

IMAGINED APÉRO  
GOODBYE ETH  
BEST PAULINE

#46PASCAL, 56

m²: 56

use: Set up a recording studio for musicians

return: Collaborate with musicians and let others use the recording studio

business: no

#70ANN-KATHRIN, 31

m²: 28

use: I would like to have a small kitchen where I could cook for my catering and I would place a huge table to fill all the brunch and lunch boxes

return: I could offer my leftovers for the purchasing price to prevent food waste or I could pay a rent

business: yes

#57ISABEL, 37

m²: 28

use: hobby

return: yes. 200chf

business: no

#54ELDORADO, 33

m²: 28

use: creating a painting area (for oilpaintings etc.)

return: maybe some artwork for the surrounding area

business: no

#50FRIEDA, 30

m²: 28

use: aktzeichnen, yoga, reading, dancing..

return: small rent or help with construction/architecture and always an open door.

business: yes

1:200

#55FRA, 27

m²: 14

use: Storage

return: no

business: no

#68JO, 28

m²: 42

use: Work/screenings/meeting people

return: Community

business: no

#69079555\*\*\*\*, 23

m²: 14

use: music studio

return: a rent in form of money (but probs with a discount for artists/creatives?)

business: no

#59FRITZ, 24

m²: 28

use: Workshop for woodworking and Motorcycles

return: Offer my skills and knowledge for other interested people

business: no

#61ROBIN, 28

m²: 28

use: arbeiten, experimentieren, werken, malen, sport, party

return: ich würde dafür miete bezahlen

business: no

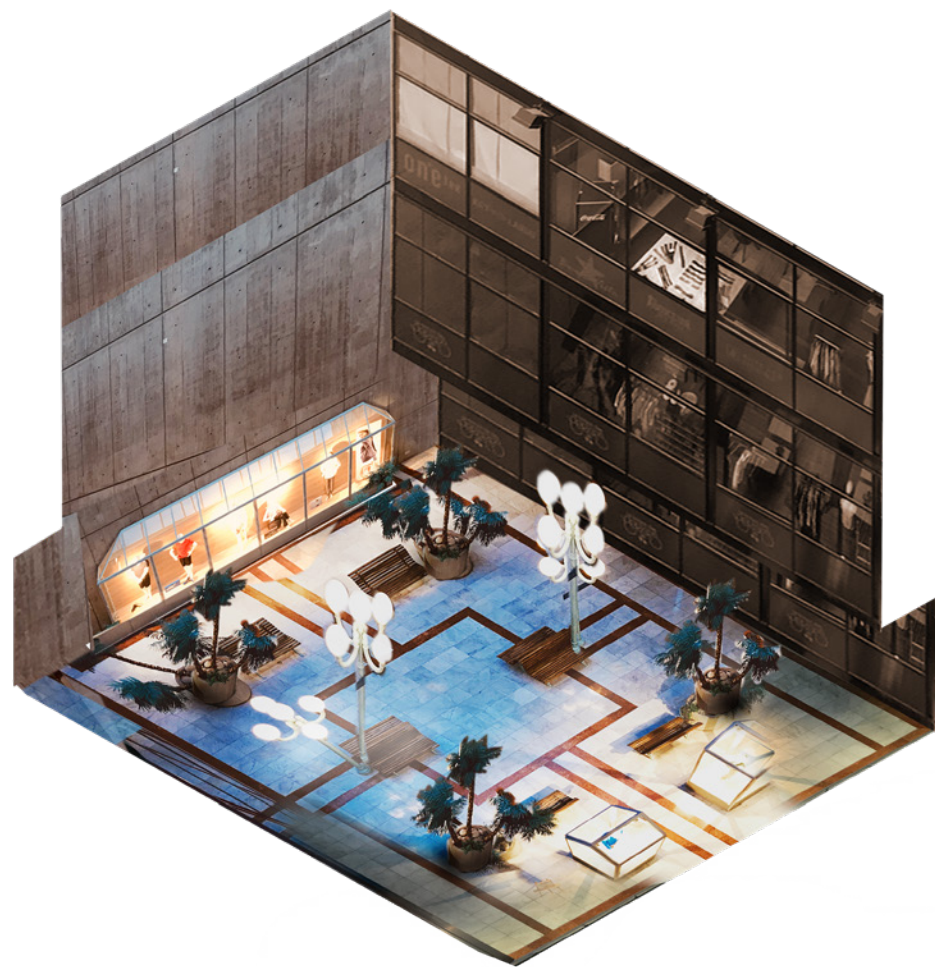
#67CLAUDIA, 59

m²: 42

use: Space for having a nice dinner with friends

return: For a big kitchen to myself

business: no



#71LUKI, 26

m²: 28

use: Experiments

return: Money, cooked meals, time

business: no

#56MULTIMEDIA PRODUCER, 28

m²: 56

use: Tape Art / Fotoshootings

return: Deceive my services

business: yes

#58PATRIK, 28

m²: 56

use: Workshop

return: Maintenance of the building

business: yes

#73KIDS ART, 30

m²: 56

use: create a creative place for kids

return: spread creativity

business: yes

#64DOMODO, 47

m²: 28

use: work

return: money at an affordable / sociable rate

business: no

#53EVA, 30

m²: 42

use: having room for creativity / atelier

return: no

business: no

#51WHATSAPP!, 22

m²: 42

use: art, music, hobbies

return: maintaining the building/ a community garden, repairing the building with other tenants

business: no

#65GIAN, 39

m²: 28

use: Store and organize stuff

return: rent?

business: no

#74SUZIE, 36

m²: 42

use: Plants chill fire

return: Community feeling / sharing moments

business: no

#51WHATSAPP!, 22

m²: 42

use: art, music, hobbies

return: maintaining the building/ a community garden, repairing the building with other tenants

business: no

#75BLANCHE, 36

m²: 56

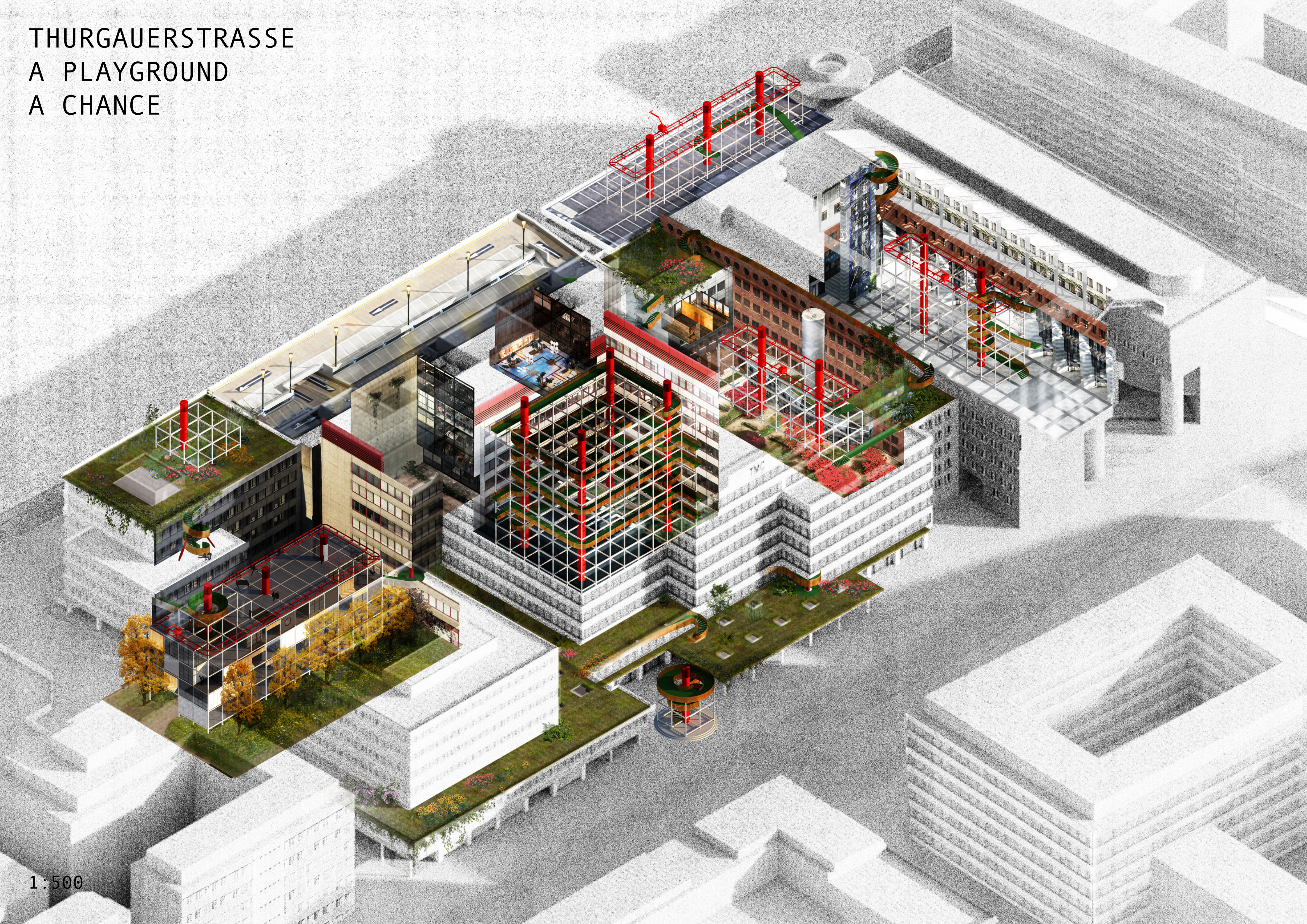
use: Ballet photoshootings and portraits

return: free portraits or ballet classes

business: yes



THURGAUERSTRASSE  
A PLAYGROUND  
A CHANCE



1:500