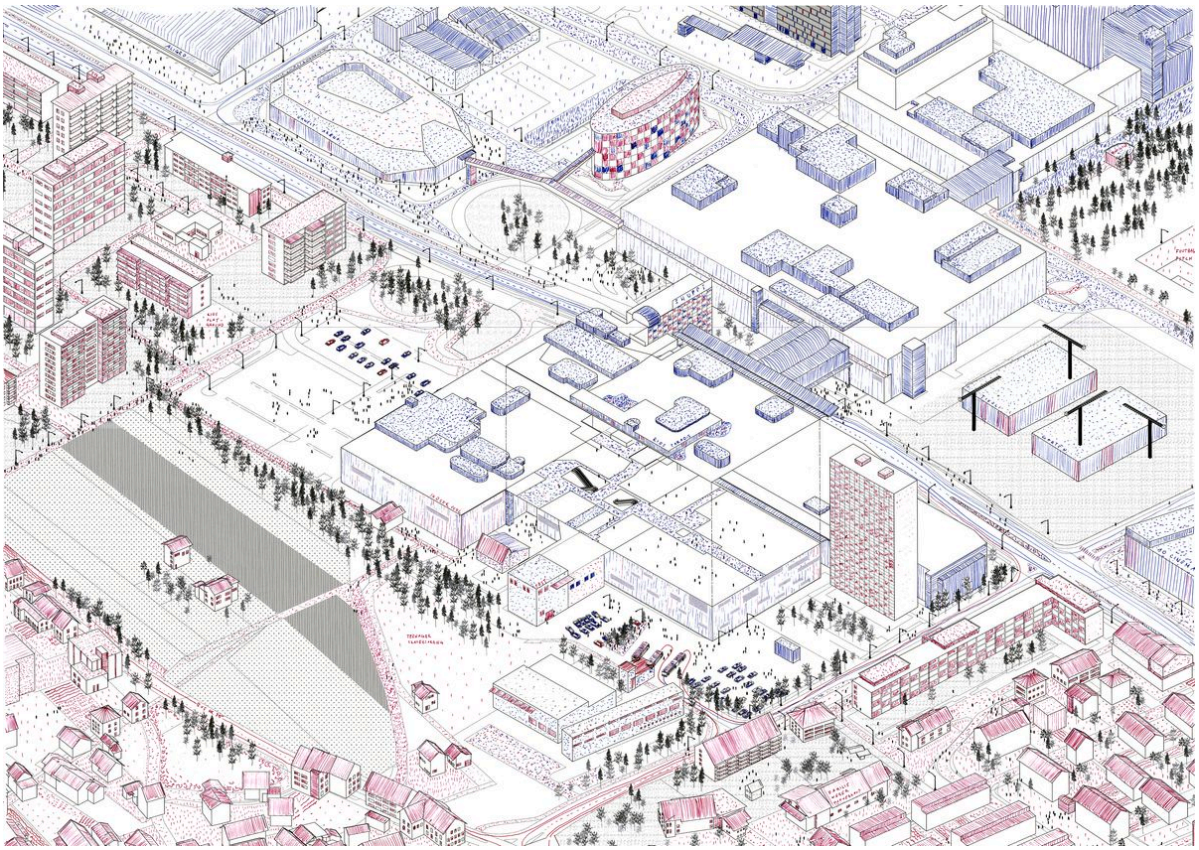
ETH Zurich Department of Architecture
ARCHITECTURE OF TERRITORY
Chair of Architecture
and Territorial Planning
Professor Milica Topalović

Village Life
Spring 2022

Spreitenbach

Reappropriation of the Metropolitan Periphery: A Manual for a Public Space

Sebastian Baumann and Ryusei Murata



Two worlds—the metropolitan and the local—are present in Spreitenbach. Local communities in Spreitenbach do not only profit from the metropolitan world. Locals are even endangered by the metropolitans, a trend which is noticeable and is going to impact the grown social fabric even more. The Shoppi has the potential to link the local and the metropolitan, to become a public space for Spreitenbach by celebrating the potential of a shopping mall in the metropolitan periphery.



SPREITENBACH, AG

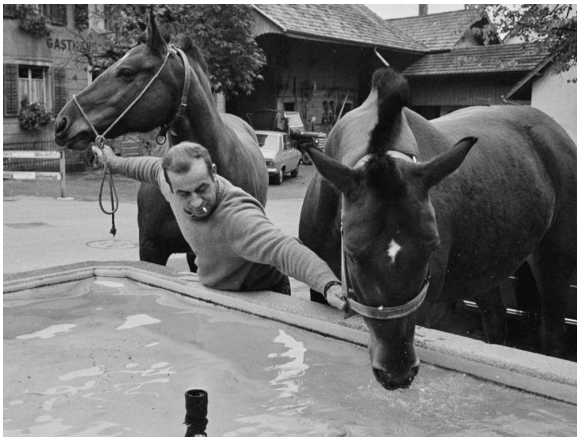
Elevation: 417 m.a.s.l.
Surface: 8.6 km^2
Population: 12,126 inh.
Population density: 1,410 inh./km^2
Population growth: 11.5 %
Average yearly income: 61,255 CHF/yr.
Population over 65 years old: 14.0 %
Share of foreign population: 50.3 %

The Two Worlds of Spreitenbach: The Locals and the Shoppers



Since the 50s, people from over 70 nations moved to Spreitenbach. Situated at the border to the Canton of Zurich in the Canton of Aargau, Spreitenbachs political situation and geographical position continuously attracted new inhabitants. Experiencing different vagues of new settlers over time, Spreitenbach became a multi-national place where at this moment more than one out of two inhabitants is a foreigner. Today, this divers mix of people is confronted with a massive flux of visitors, passing by Spreitenbach to use the shopping infrastructure.

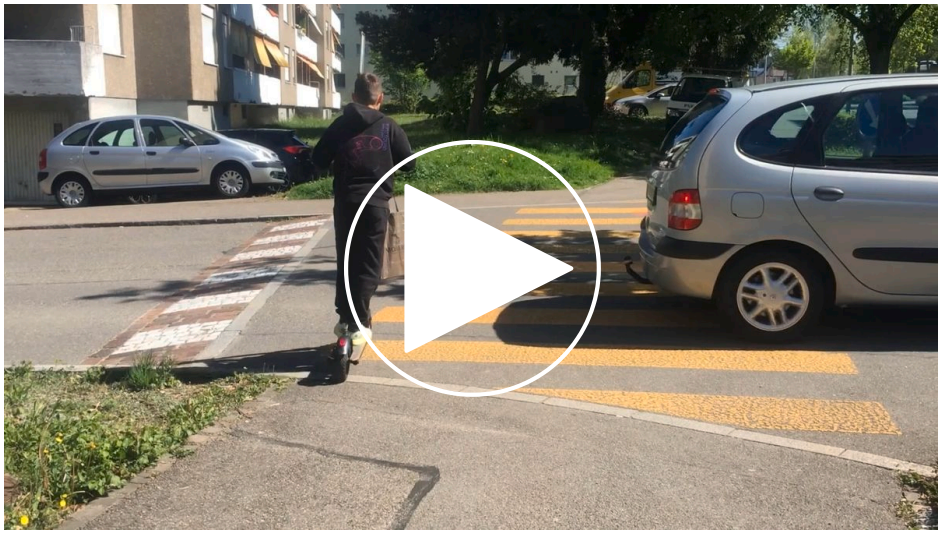
The Local and the Metropolitan



Spreitenbach in 1974. Source: ETH Bildarchiv, Heinz Baumann, 1974.



Spreitenbach 1974. Source: ETH Bildarchiv, Heinz Baumann, 1974.



Spreitenbach, city or village?, video essay, 2022.

https://youtu.be/QzABkMEoBSM

Depending on whom you spend time with and where you are in Spreitenbach, it can appear as a village with multi-national communities or as a place highly frequented for shopping by people from all over the Limmattal-Region.

The Construction of a 70 Nations Village and the Shoppi Tivoli



In the past, Spreitenbach grew diverse and became more and more attractive for ephemeral shopping-trips. Today, big scale infrastructure-projects make Spreitenbach attractive for investors to built. New built housing units excluding social classes endanger the evolved social fabric. Today in Spreitenbach, this trend is already noticeable.

Until 1960: Agricultural Village



Spreitenbach in 1960. Source: ETH Bildarchiv, Werner Friedli, 1960.

Before 1960, Spreitenbach was a village who did small business and agriculture. Less immigrants and homogeneous society. A first glimps of modernity is introduced with an organized trash collection, financed by each house hold paying 12 swiss francs.

In 1960: Modernity Arrives



Spreitenbach in 1970. Source: ETH Bildarchiv, Heinz Baumann, 1970.



Construction of the Highway A1 in 1969. Source: ETH Bildarchiv.



Arial view from 1968. Source: SPREITENBACH ONLINE, Bilder aus der Vergangenheit.

In 1960 a first Richplan comes into use and the Längacker was built. Because of the Konkubinatsverbot in the Canton of Zurich many young couples moved to Spreitenbach situated on the border of the Canton of Aargau. Lots of new inhabitants still work in Zurich and contribute marginally to the public life. The Autobahn contributes significantly to upcoming changes of Spreitenbach.

In 1970: Construction of a Shopping Center



Arial View of the Shoppingcenter. Source: ETH Bildarchiv Werner Friedli, 28.08.1971.



Victor Gruen. Source: Wikimedia.



Dieses Inserat wirbt für eine neue Idee.

Unser Plan vom Paradies.

Er ist gross, riesengross und schon ganze 8 Jahre alt. 8 Jahre alt, weil wir schon vor 8 Jahren begonnen haben, an Sie und die Zukunft zu denken. Und in Zukunft (genau ab 12. März 1970) werden Sie sehen, was aus unserem Plan vom Paradies geworden ist. Alles begann mit einer Idee. Aber eine Idee war uns zu wenig, wir haben Tausende reingesteckt. Denn, ein wirkliches Paradies baut man nicht ohne einen richtigen Plan. Und planen heisst für uns: die Zukunft besser gestalten.

Zum Beispiel: Ihren Einkauf von morgen. Wer hat morgen noch Lust und Zeit, in der verstopften City einzukaufen? – Wir finden, es geht auch anders. Besser, bequemer, angenehmer. Und darum meinen wir: Paradiese, die gibt's! Man muss sie nur finden. Uns finden Sie auf jeden Fall ab 12. März 1970 im Shopping Center Spreitenbach. Auf bald!

1.

Wir helfen Ihnen, bequem und einfach einzukaufen. Ohne Parksorgen. Ohne Hetze. Ohne Schirm. Unsere Ladenstrasse ist gedeckt und vollklimatisiert. Die Schaufensterfront ist gute 1000 m lang. Ab 12. März 1970 bieten wir Ihnen also nicht nur ein grossstädtisches Angebot; wir bieten Ihnen auch eine angenehme Atmosphäre.

2.

Bringen Sie Ihre Familie mit. Kommen Sie mit Freunden. Wir haben für alle gesorgt: Kinderparadies, Kinderspielplätze, ein grosses Hallenbad, ein herrlicher Innenhof (mit Palmen, Blumen, Vögeln, Fischen usw. – wie im Paradies), Restaurants, Snack-Bar, Kegelbahnen in rauhen Mengen, Dachgarten, Post, Banken und noch vieles mehr. Noch mehr erfahren Sie im nächsten Inserat.

3.

Paradiese, die gibt's! Man muss sie nur finden. (Titel aus obigem Text.)

Shopping Center Spreitenbach

Unser Plan vom Paradis. Source: Zeitungsinserat in: NZZ, 1. Oktober 1969.



First Shopping Trips to Spreitenbach. Source:
ETH Bildarchiv, Heinz Baumann, 1974.



Preparation for the Shoppers. Source: ETH Bildarchiv, Heinz Baumann, 1974.



Admiring new Technologies at the Shoppi.
Source: ETH Bildarchiv, Heinz Baumann, 1974.



The parking lot going around the Shoppi.
Source: ETH Bildarchiv, Heinz Baumann, 1974.

From now on, people moving here mostly have an immigrants background. Lots of them stayed since, founded a family and started working in the area. At the same time, the construction of the Autobahn, the first IKEA outside of Scandinavian countries and the Shoppi influenced by the philosophy of Victor Gruen let Spreitenbach become an interesting destination for ephemeral shopping visits.

In 1973: The First IKEA Outside of Sweden



Site visit for construction of IKEA Spreitenbach.
Source: SRF, Michael Spillmann, 2018

Now: Limmattalbahn, Making Spreitenbach Bed Town Again?



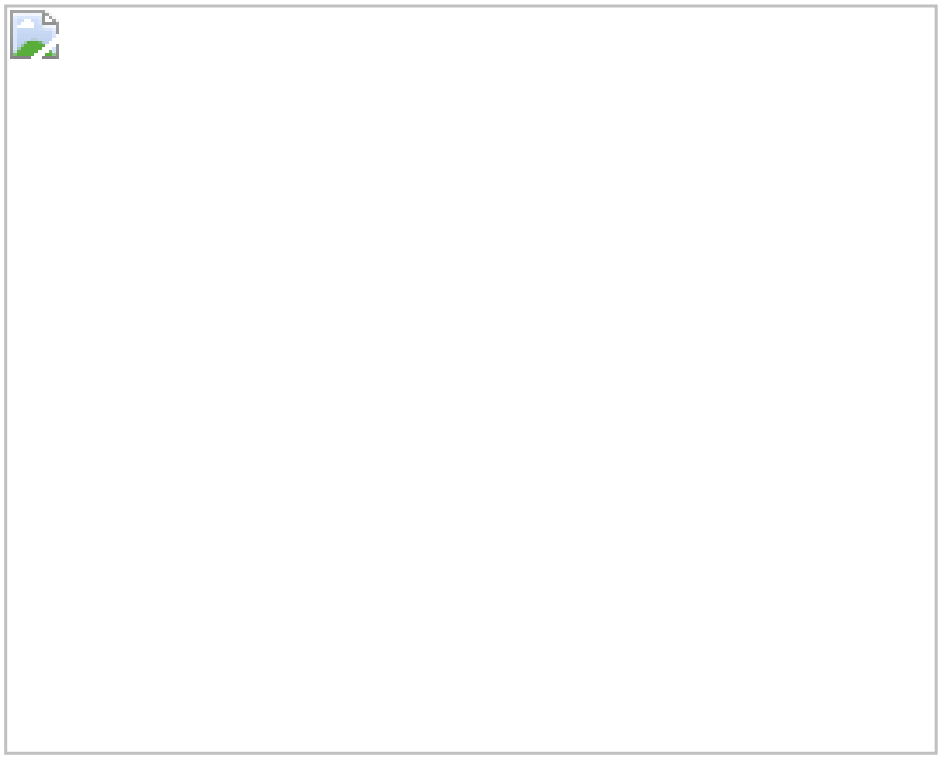
Limmattalbahn, construction finishes in Winter 2022. Source: ACS Partner



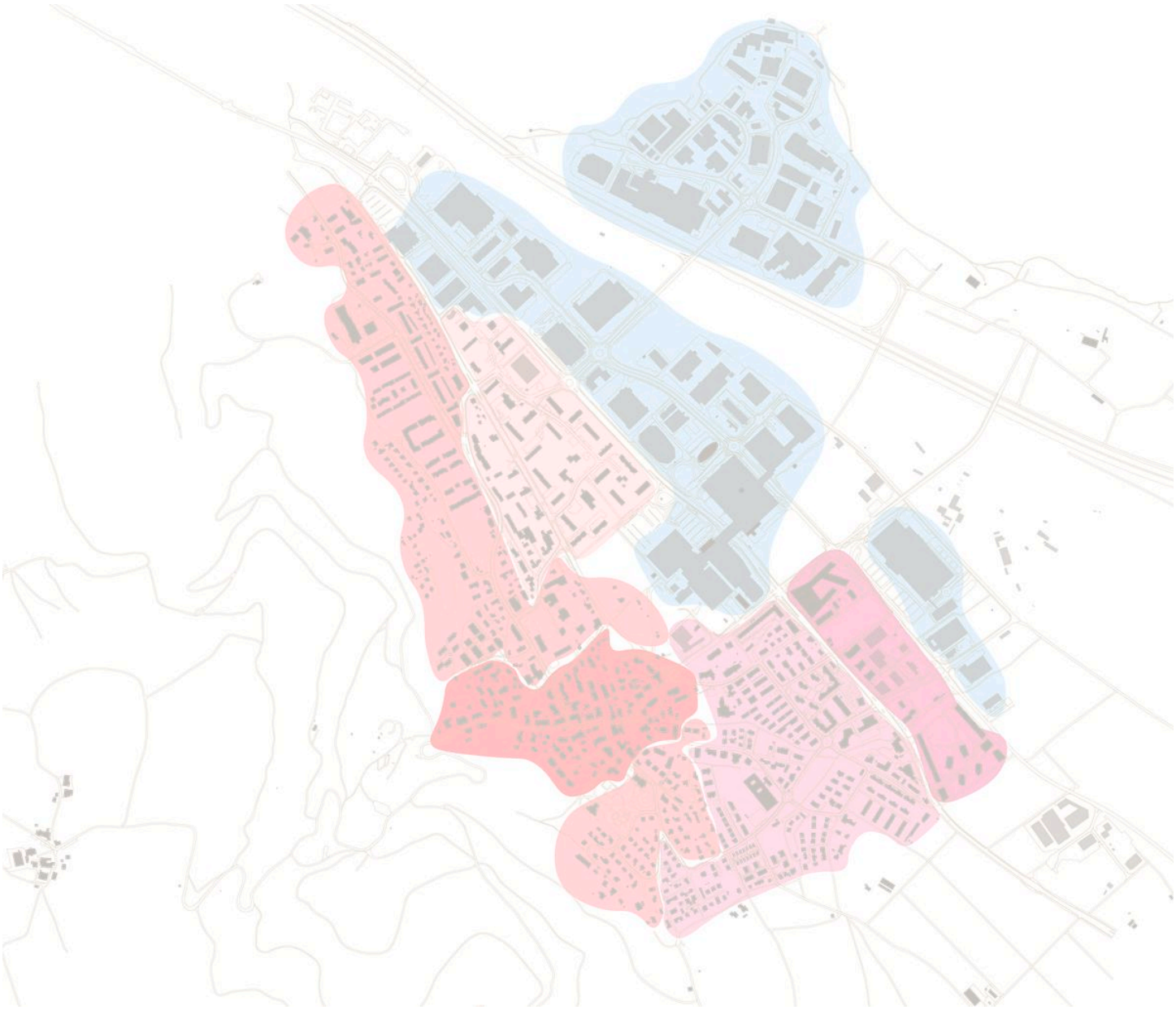
Tivoli Garten, construction finishes in Summer 2024. Source: feldmann-Bau.ch

Limmattalbahn, the new tram line will connect Spreitenbach to Altstetten directly. This makes Spreitenbach attracitive for investors to built new housing units for the social upper class such as the Tivoli Garten Project. At the same time, the Limmattalbahn endangers the evolved social fabric and opens doors for Gentrification.

Agglomeration of Neighborhoods

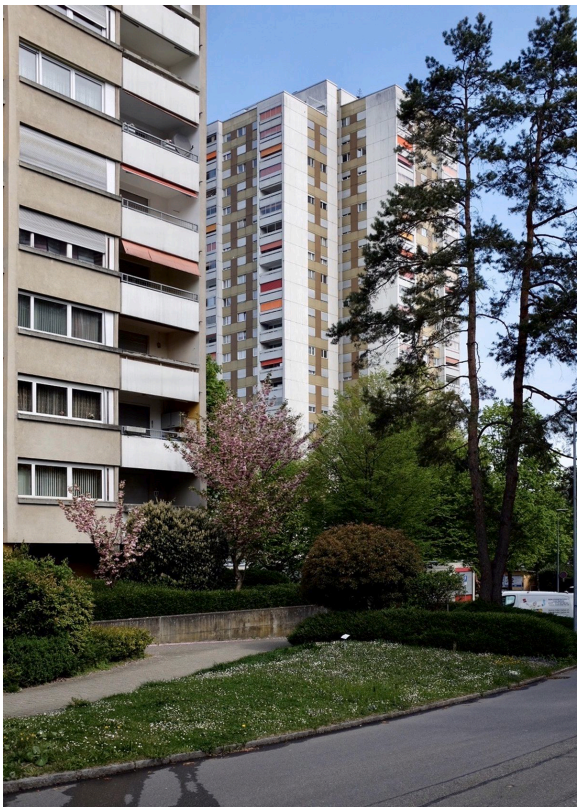


Growth of the Urban Fabric: 1960-1970-1980-2010-2020.



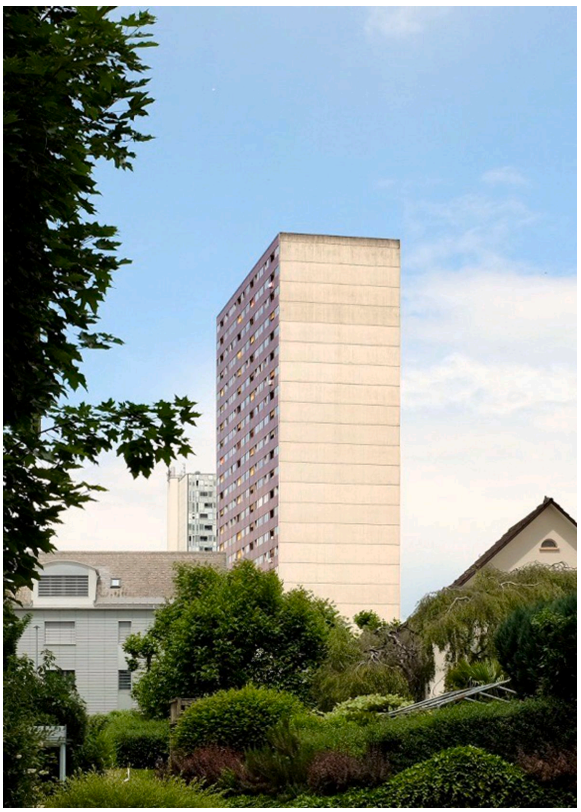
Building typologies of Spreitenbach

- Old village core
- Langäcker
- Apartments built in 1970s to 1990s
- Apartments built in 2000s
- Apartments built in 2010s
- Commercial zones





Längacker Quartier.





Agriculture - Industry - Infrastructure 1.



Agriculture - Industry - Infrastructure 2.



Village core 1.



Village core 2.



Längacker Quarter, 1960.



Front: Industry 1970 - Back: Längacker 1960.



Apartments built in 1970-90.



Apartments built in 2000s.

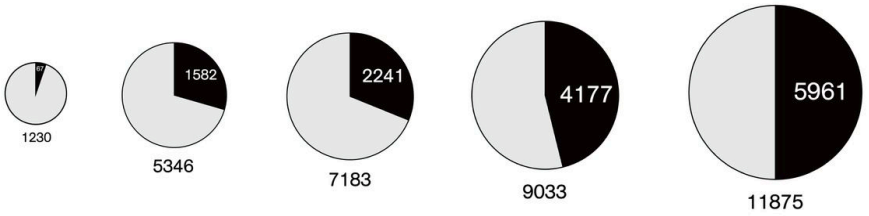


Apartments built in 2010s.

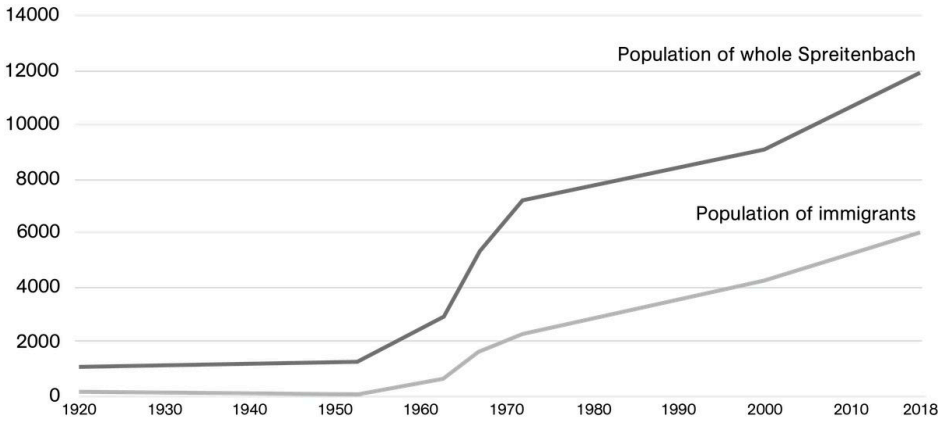


In construction: Tivoli Garten.

Spreitenbach, a Multi National Neighbourhood?



Immigrants Ratio. Source: Spreitenbach development from 1921-2000



Population Growth and immigrants. Source: Spreitenbach development from 1921-2000

Over the last 10 years more Swiss people than immigrants moved to Spreitenbach. Even though Spreitenbachs immigrants ratio still stays over 50%, due to the big scale housing and infrastructure projects, a new trend is noticeable.

In Between Locals and Metropolitans



Two worlds – the metropolitan and the local – are present in Spreitenbach. The two worlds exist separated from each other, touching each other delicately. They stand in a relation of power which hinders the local communities to unfold fully in the build urban fabric.

Where Do Locals Meet?





Allotment gardens around a logistic center.





Skate ground around the Shoppi.



Small playgrounds for children.



Nearby forest.



The local church.



Café Längacker.



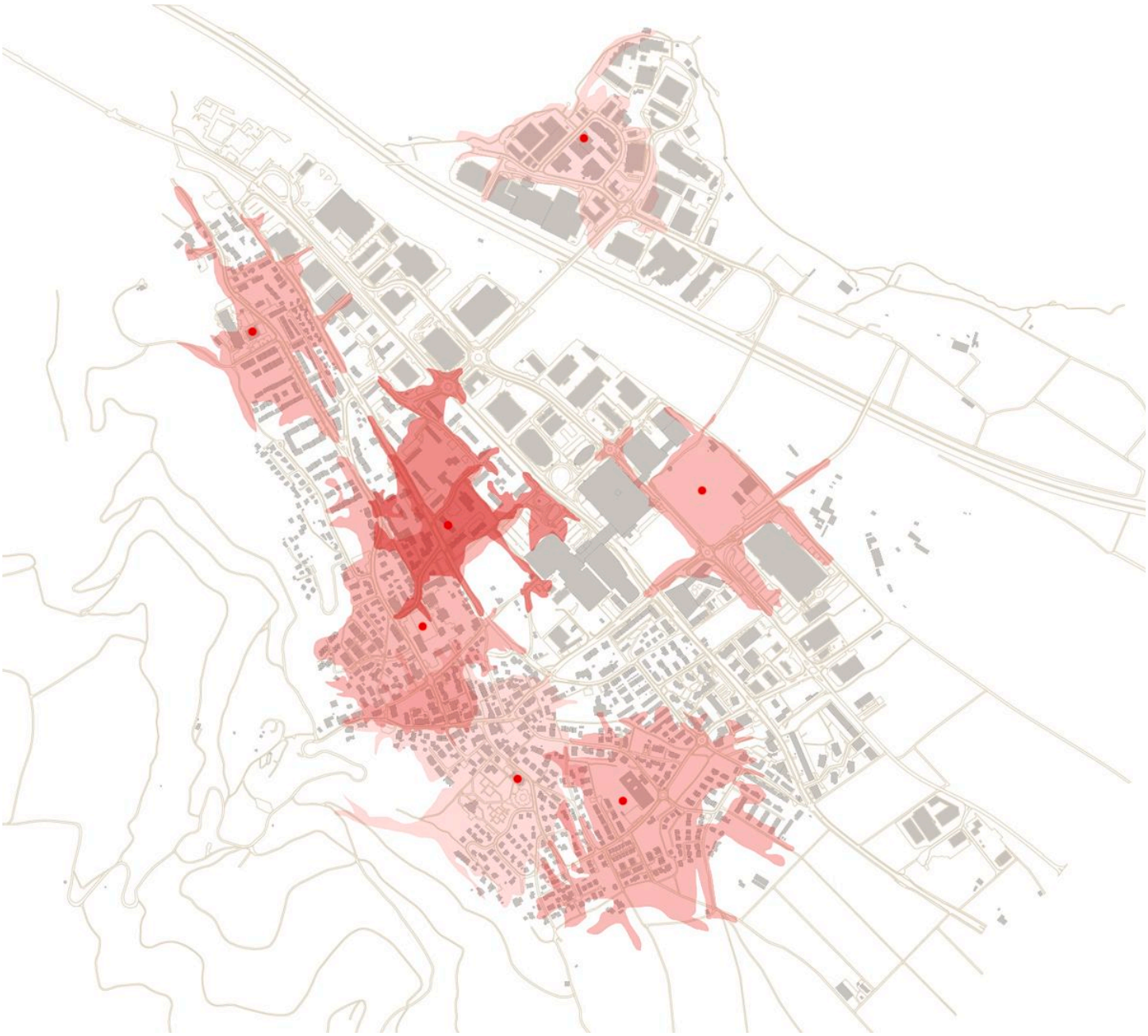
Football pitches.



In the Shoppi.



Jugendtreff Peli.



Social Heat Map, 5 min walk radius.

- Religious Places.
- Football pitches
- Jugendtreff Pelli.
- Kultur Café Längacker.
- Important Social Meeting Point for Locals.



Meeeting-spots for Locals in Spreitenbach.
https://vimeo.com/713240072

Shoppi as a Public Center For Spreitenbach



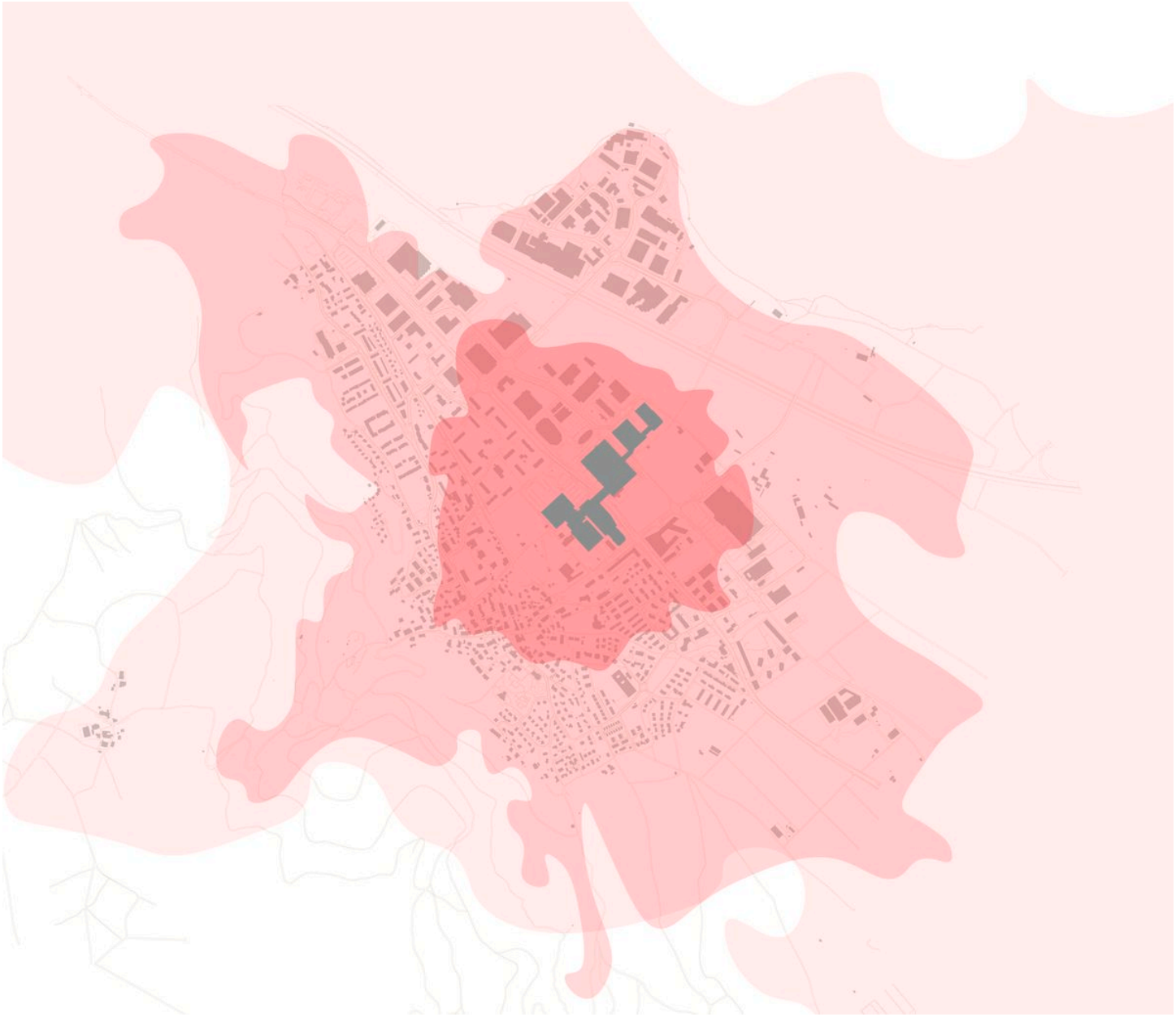
A Café - transformed into fast-food restaurant.
Source: ETH Bildarchiv, Heinz Baumann, 1974.



An art gallery - transformed into a shop.
Source: ETH Bildarchiv, Heinz Baumann, 1974.



A swimming pool - Still existing. Source: ETH Bildarchiv, Heinz Baumann, 1974.



Radius map by cars, by walking and by bikes

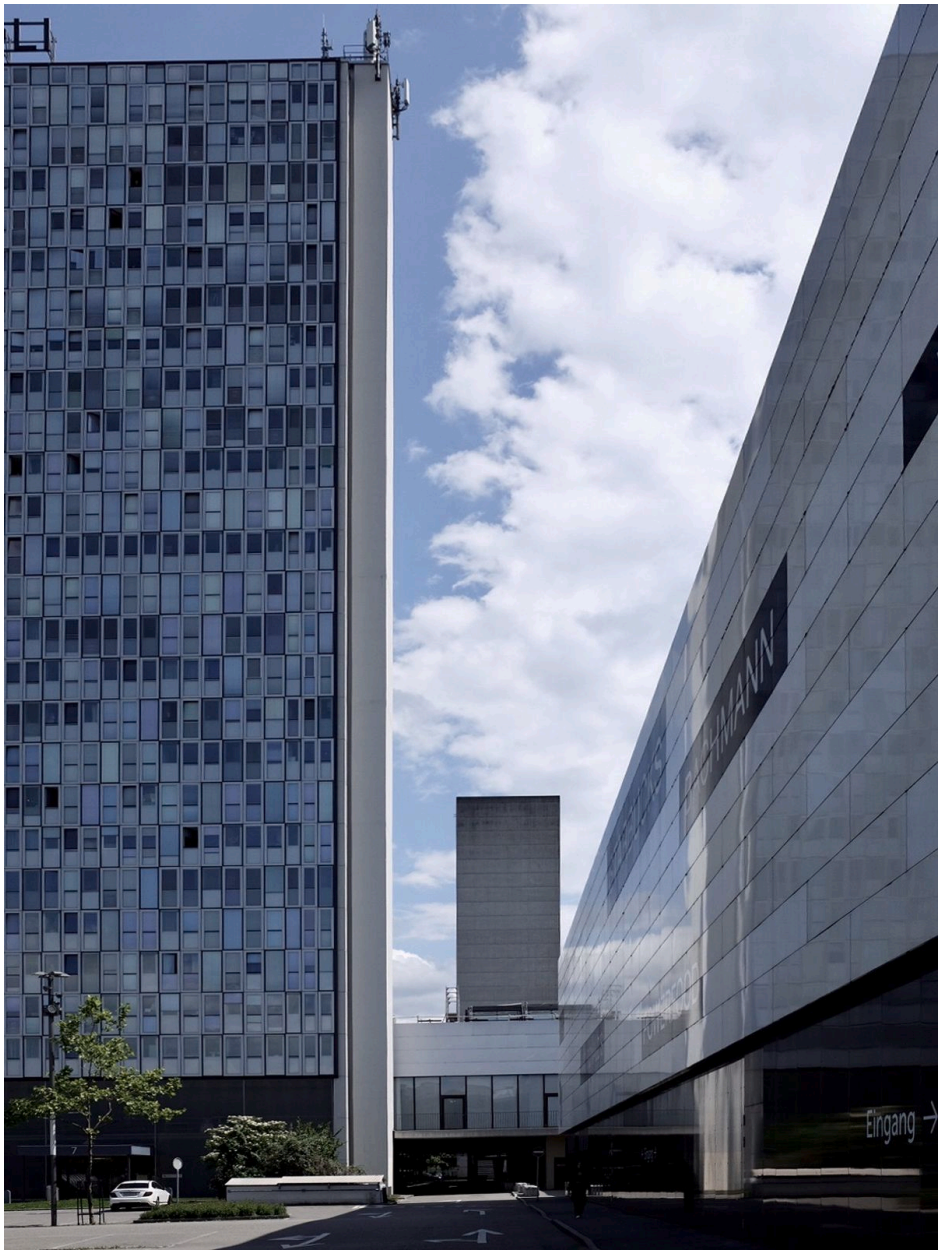
10 min by car

10 min by bike

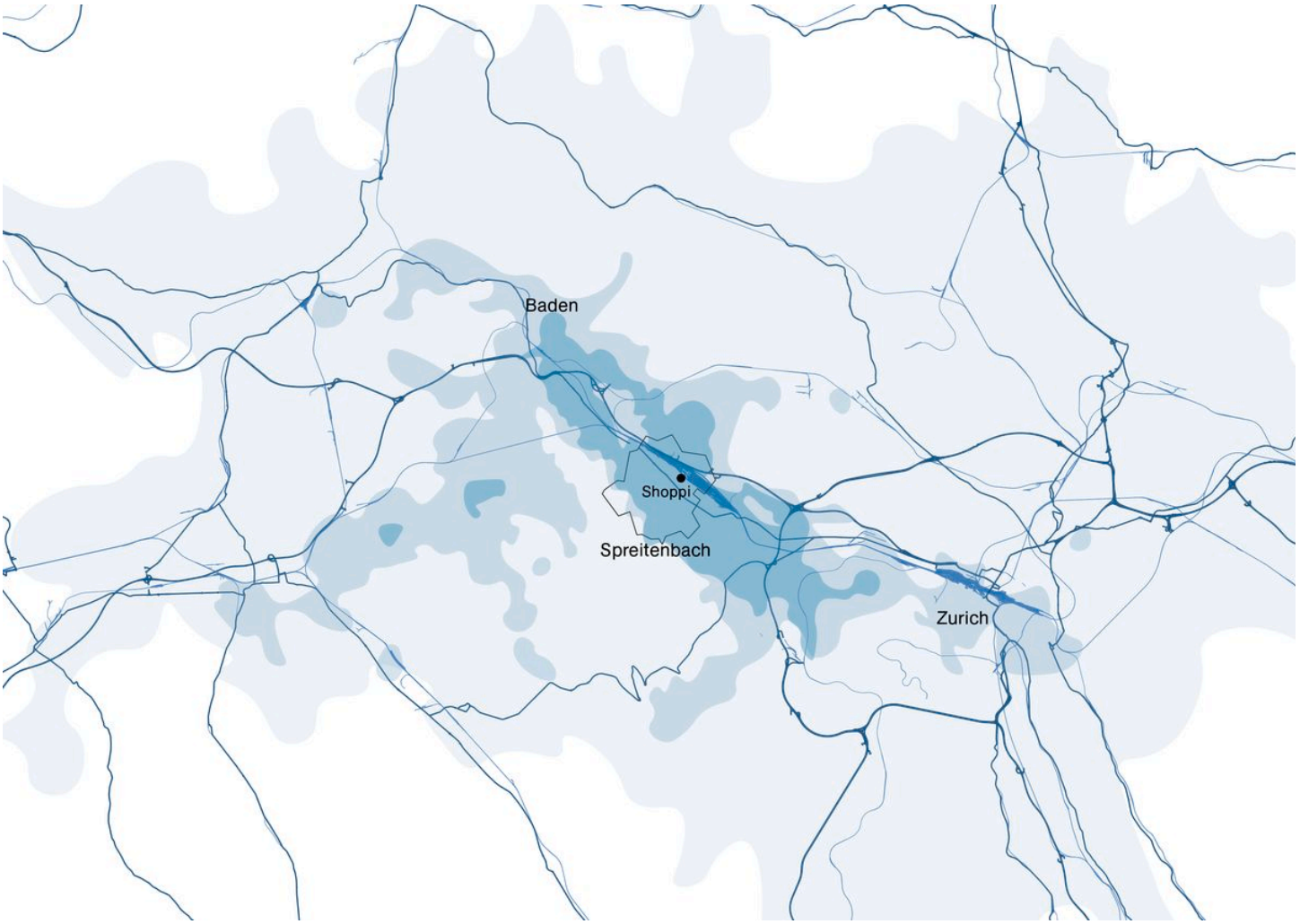
10 min by foot

Shoppi tivoli was built not only as a commercial place but also a social meeting point. This idea influenced by Victor Gruen proposed the Shoppi to locals as a public space, not only a as a consumerism temple. However the way people use the Shoppi changed drastically and it has never become nor the centre nor a public space for the village.

Shoppi as a Public Center for the Limmattal



A shopping complex attracting 4.5 million people per year.



Radius map by cars and by public transports

30 min by car

30 min from Killwangen-Spreitenbach

30 min by public transport

The Shoppi has a huge impact on the region. In a 30 minutes drive from city of Zurich you reach Spreitenbach and if you don't have car, you can reach the Shoppi in a 30 minutes ride with the S-Bahn – from the City Center. The Limmattalbahn, which interconnects the region, enables even more people to access Spreitenbach easily.

Shoppi as a Threshhold Between the Local and the Metropolitan

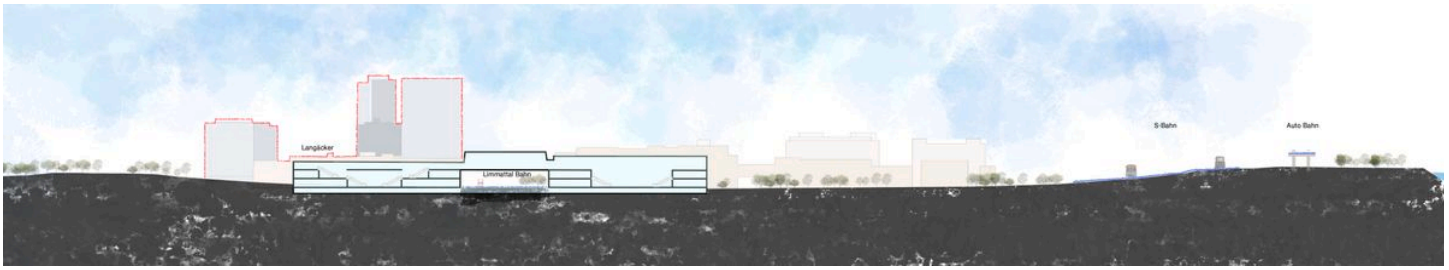
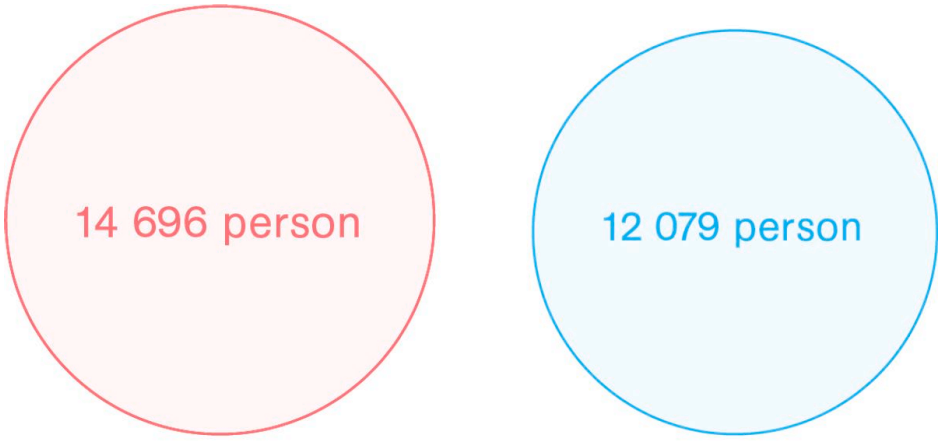


Image: Authors.



Metropolitan zones and local zones

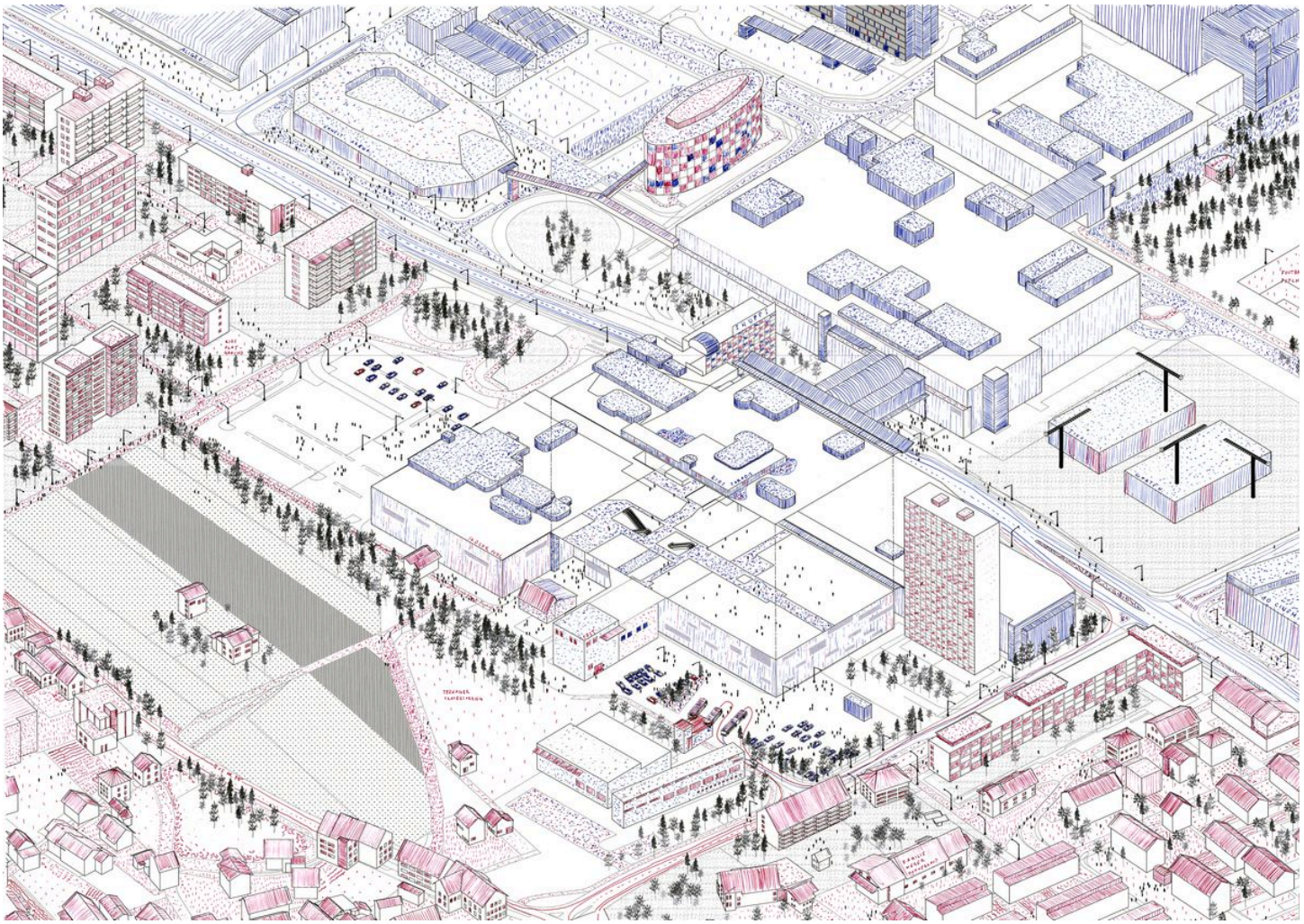
Center of locals and metropolitans
Local places
Metropolitan places
Highways
Train lines



Medium Visitors per Open Days

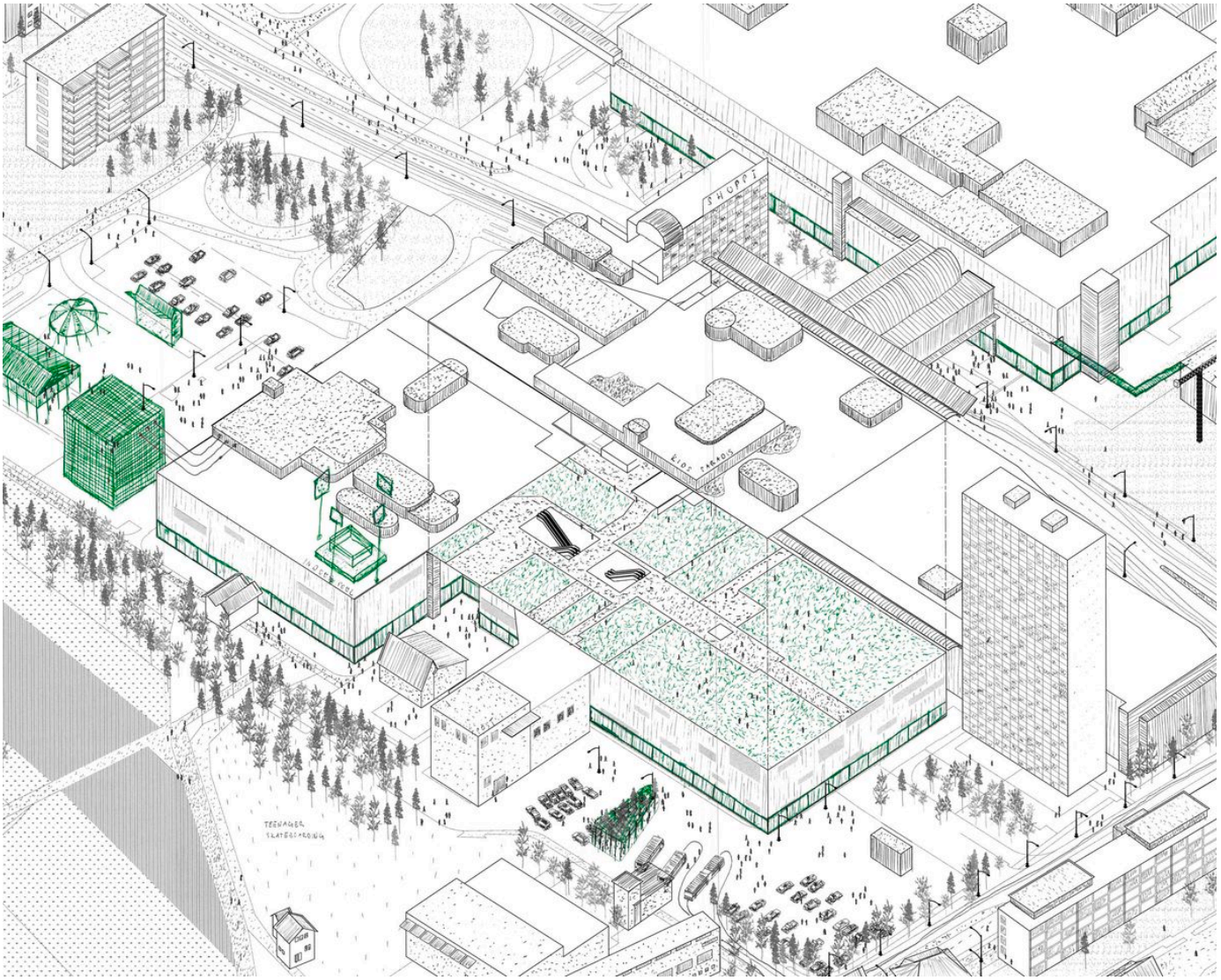
Total inhabitants in Spreitenbach

Spreitenbach population vs. People using shoppi
tivoli. Source: shoppitivoli.ch, facts and figures



When the Shoppi was first built, different spaces where designed where you actually didn’t have to spend money in order to spend time inside. Since, nearly all of these spaces have been transformed into shops. Even though this didn’t endanger the financial success of the Shoppi, local people nowadays only go there for consumption.

Towards the Shoppi Tivoli as a Public Space for the Local Community



The main focus of the Shoppi is making money. The people of Spreitenbach can not unfurl in its built existence. Being an highly secured box close to informal local communities, the main goal of the Shoppi are the shoppers coming there only for a short buying experience. In order to reappropriate the Shoppi as a public space for communities in Spreitenbach, seven interventions propose transformations of in-between spaces, influenced by the initial convictions of Victor Gruen.

Threshold of the Shoppi

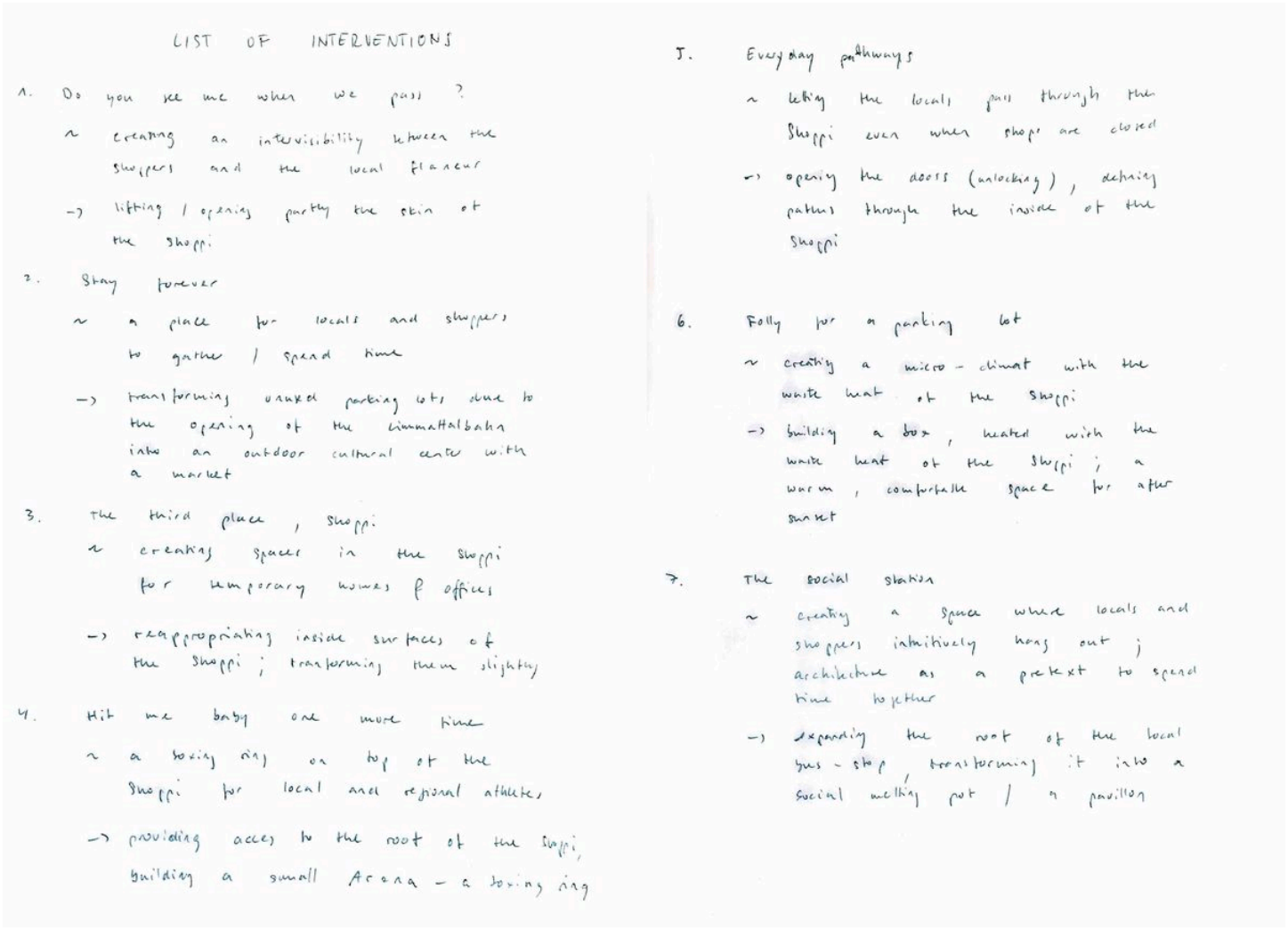


What is created for the Shoppers.



What is perceived everyday from the locals.

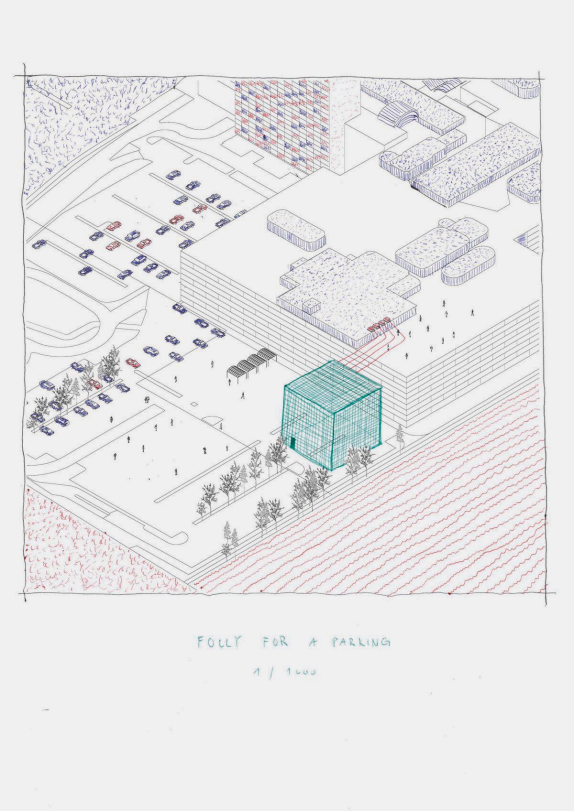
A Manual for a Public Space: Seven Interventions



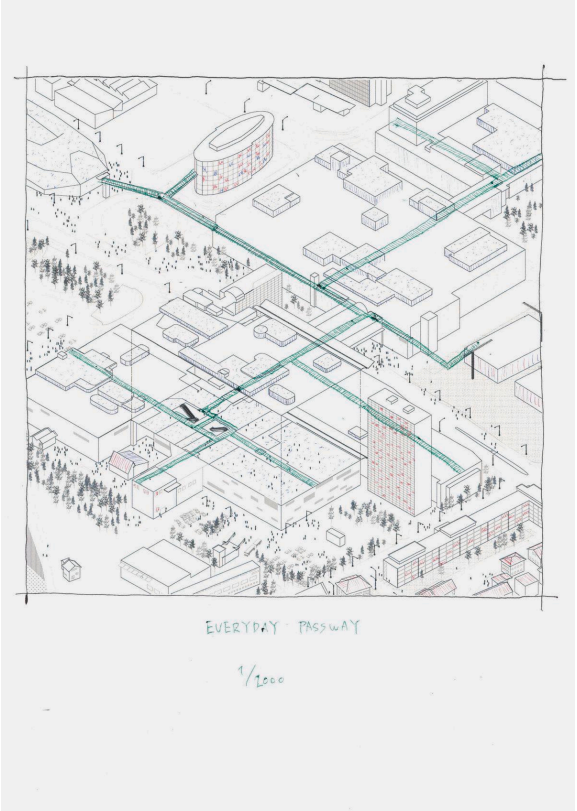
LIST OF INTERVENTIONS

1. Do you see me when we pass ?
   ~ creating an intervisibility between the shoppers and the local flaneur
   -> lifting / opening partly the skin of the Shoppi
2. Stay forever
   ~ a place for locals and shoppers to gather / spend time
   -> transforming unused parking lots close to the opening of the Limmattalbahn into an outdoor cultural center with a market
3. The third place , Shoppi
   ~ creating spaces in the Shoppi for temporary homes & offices
   -> reappropriating inside surfaces of the Shoppi ; transforming them slightly
4. Hit me baby one more time
   ~ a boxing ring on top of the Shoppi for local and regional athletes
   -> providing access to the roof of the Shoppi, building a small Arena - a boxing ring
5. Everyday pathways
   ~ letting the locals pass through the Shoppi even when shops are closed
   -> opening the doors (unlocking) , defining pathes through the inside of the Shoppi
6. Folly for a parking lot
   ~ creating a micro - climat with the waste heat of the Shoppi
   -> building a box , heated with the waste heat of the Shoppi ; a warm , comfortable space for after sunset
7. The social station
   ~ creating a space where locals and shoppers intuitively hang out ; architecture as a pretext to spend time together
   -> expanding the roof of the local bus - stop , transforming it into a social melting pot / a pavillon

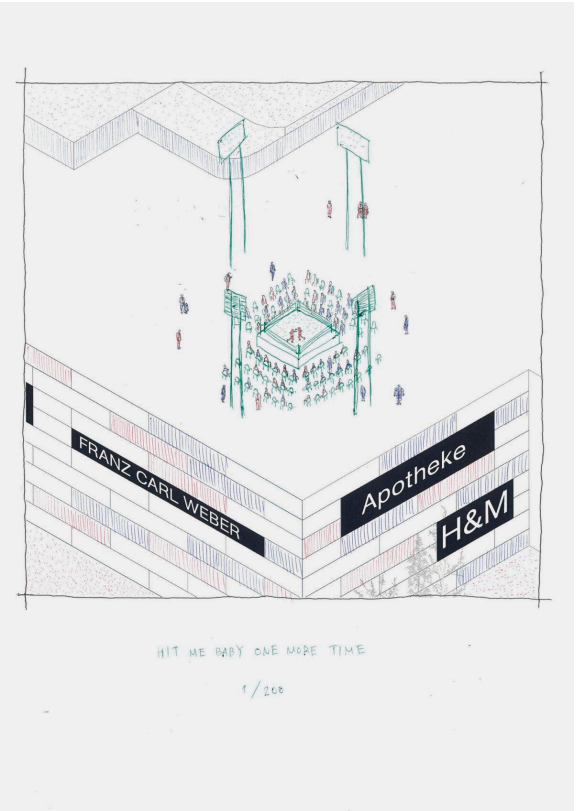
Seven intervention toward Shoppi as a Public Space.



Folly for a parking lot. A box heated by waste heat of the Shoppi.



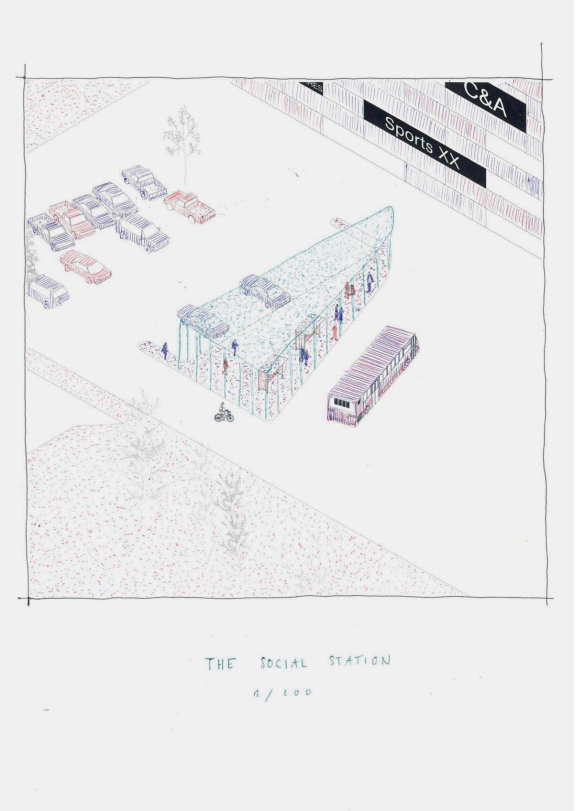
Everyday pathway. Always accesable pathways for locals through the Shoppi.



Hit me baby one more time. A boxing ring for local athletes.



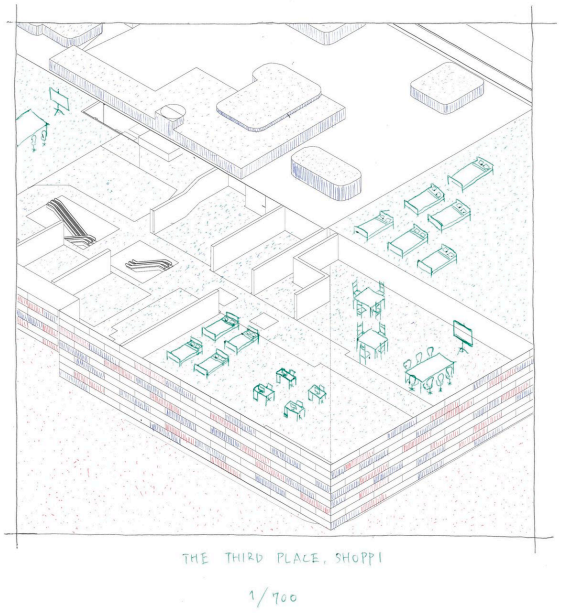
Stay forever. Transformation of unused parking lots into a cultural center with a market.



The social station. Architecture as a pretext for locals and metropolitans to spend time together.

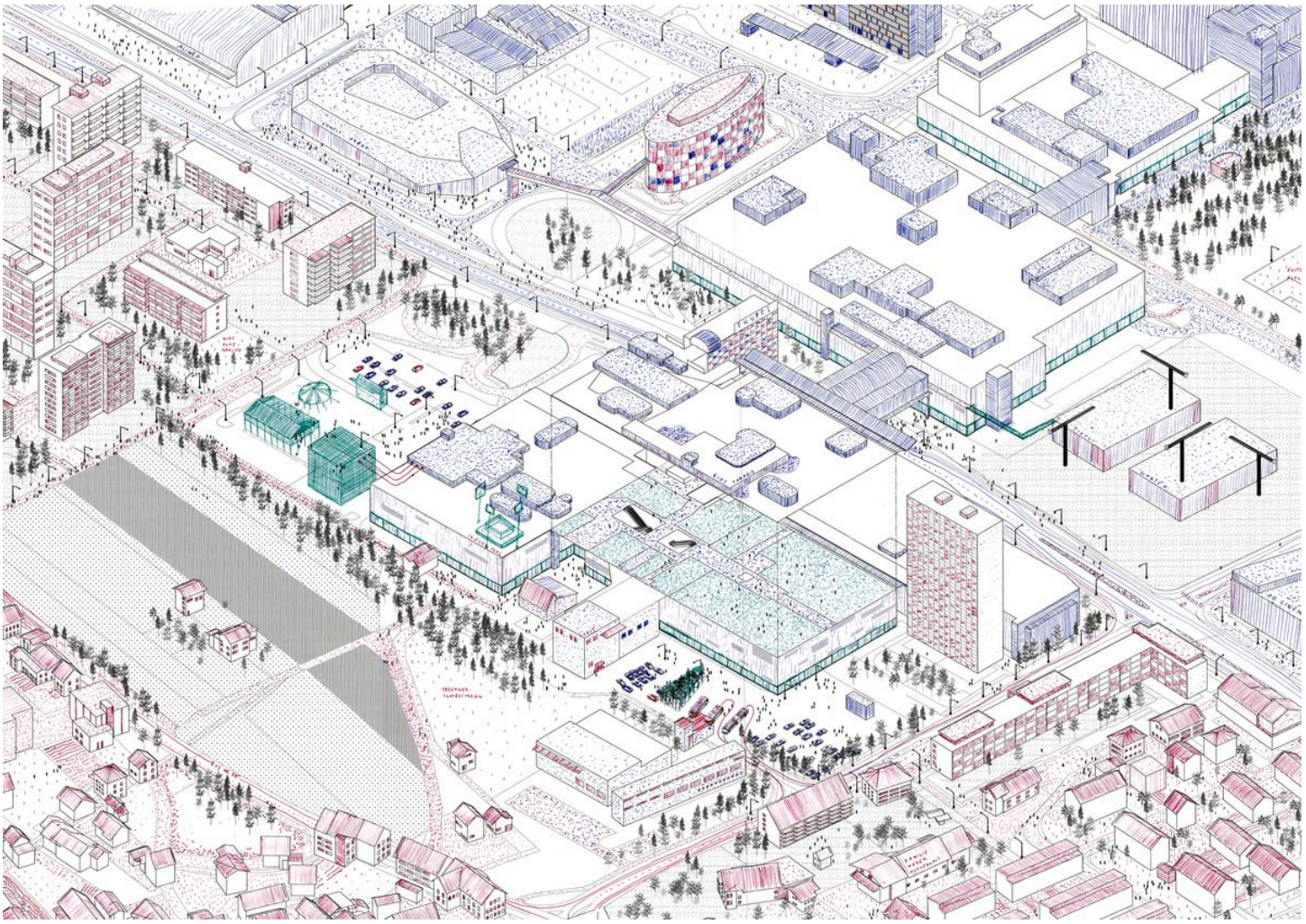


Do you see me when we pass? An intervisibility between the shoppers and the local flaneur.



The third place, Shoppi. Temporary homes & offices in the inside of the shoppi.

A sequence of public spaces, celebrating the potential of a shopping mall in the metropolitan periphery.



ACKNOWLEDGEMENTS

We would like to thank Anuar, Daniel, Dany, Doris and her friends, Fabian, Lukas, and Rion. Our thanks also go to those who have given us insights into their lives in Spreitenbach but preferred not to be named here.

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