

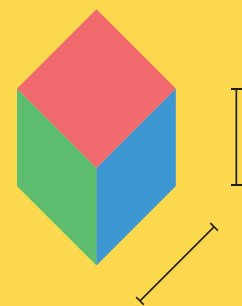
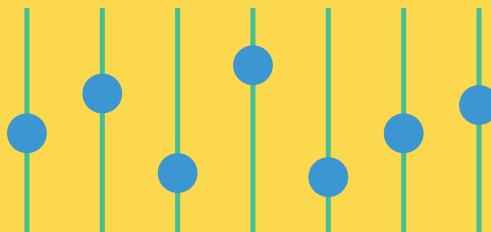
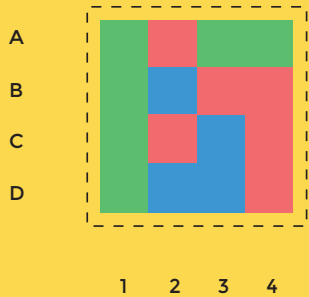
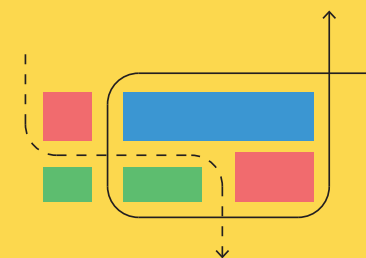
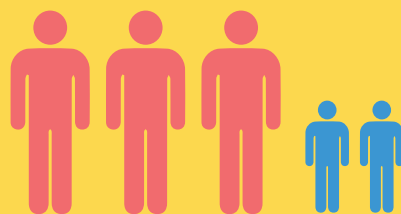
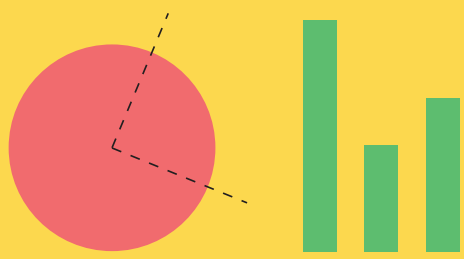
# ACTION! ON THE REAL CITY

## ELECTIVE COURSE

URBAN STRATEGIES FOR SOCIAL ACTIVATION IN ZURICH

URBAN-THINK TANK  
CHAIR OF ARCHITECTURE AND URBAN DESIGN

WE ARE CONTENT (WAC)  
CONTENT DRIVEN REAL ESTATE DEVELOPMENT



Prof. Brillembourg & Prof. Klumpner  
Alexis Kalagas, Danny Wills (ETH)

Adrian Hagenbach & Leopold Weinberg (WAC)  
Spring 2015 | Start 26.02.2015 | ONA E 34

What contributes to quality of life in an urban environment? How can cultural and social spaces like cafes, bars, restaurants, and performance venues play a catalytic role when it comes to livability? Presented in collaboration with the Zurich-based property developers We Are Content (WAC), this elective course will focus on understanding how architects and developers can partner in creating distinct spaces that activate and anchor the social life of a neighborhood, while also promoting a vibrant local economy. Students will help develop an innovative new methodology to measure and improve the impact of these projects, with special reference to WAC's redevelopment and reprogramming of the Volkshaus Basel as an in-depth case study.

We Are Content: [www.wearecontent.ch](http://www.wearecontent.ch)

For more information, please visit the Chair website:  
<http://www.u-tt.arch.ethz.ch>

For questions, please contact Danny Wills  
[wills@arch.ethz.ch](mailto:wills@arch.ethz.ch)

