



centre d'innovation  
et de design  
au Grand-Hornu



Open air dinner, Siedlung Heizenholz, Kraftwerk1, Zürich, Adrian Streich Architekten, Zürich, 2012. © Katrin Simonett

Press release

**Vitra  
Design  
Museum**

# Together!

The New Architecture of the Collective

An exhibition of the Vitra Design Museum.  
Curators: Ilka and Andreas Ruby; EM2N

**25.03.18 → 01.07.18**



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**Housing is scarce – that much has become evident in the last few years. As real estate prices in big cities continue to skyrocket, conventional ideas of housing development prove unable to meet demands. The reaction to these challenges has been a silent revolution in contemporary architecture – towards collective building and living.**

"Together! The New Architecture of the Collective" is the first exhibition that enlighten this theme in detail through immersion in the space experiment with examples from Europe, Asia and the United States through models, films and apartments reproduced at a scale of 1:1.

An overview of historical precedents for the current wave of collectives demonstrates that the idea of collectivity has been a recurring theme in the history of architecture, from the reformist ideas of the nineteenth century to the hippies and squatters of the twentieth who touted the slogan "Make love, not lofts". Produced and shown in the Vitra Design Museum in the summer of 2017, the exhibition is repeated in the Grand-Hornu where it resonates particularly as it catches up with the creation of a workers' town based on a paternalistic model, utopian to a certain extent, of community life.

Heeding the rapid evolution of cohabitation, the technologies and mentalities, the CID has made some adjustments to the exhibition of the Vitra Design Museum in sections 2 and 3 [common space].

## HISTORICAL LANDMARKS

The exhibition begins with a look at the history of social housing ideals that mostly originated in a protest against the existing conditions. The presentation stresses this and refers to the urgency of the topic: a series of films shows examples of social unrest triggered by housing shortages. Protest placards provide information about historical attempts to respond to these challenges. These include the Phalanstères invented by Charles Fourier (1772–1837), the Workers' village of the Grand-Hornu (1816–1835), the late-nineteenth-century Monte Verità colony in the Swiss part of the Ticino, the housing cooperatives of the 1920s, the autonomous community of Christiania in Copenhagen, and the Karthago cooperative in Zurich. Many of these ideas were closely related to the social shifts of their day; it is therefore no surprise that they are once more gaining currency as more and more people live outside the conventional nuclear family – be it as couples, single parents, singles, or elderly people living alone. For many, the idea of collective living offers an affordable remedy to urban isolation.

**Familistère de Guise,**  
schoolchildren in the courtyard of the  
central building, 1890



© Collection Familistère de Guise

**Coron du Grand-Hornu, Place verte**



© Collection Marcel Capoulliez

## COLLECTIVE ARCHITECTURE TODAY

The exhibition's second section uses 21 large-scale models of contemporary housing experiments. In reality these projects by architects including einszueins architektur, Heide & von Beckerath, Michael Maltzan Architecture, ON design partners, pool Architekten, and Ryue Nishizawa may be found in cities as diverse as Berlin, Zurich, Los Angeles, Tokyo, and Vienna. A closer look at the models reveals that the innovative thrust of this new collective architecture also extends to fundamental principles such as volume, façade, and materials: the specific challenges and limited resources confronting the architects give rise to a unique aesthetic.

Presented as a fictitious city for visitors to explore, the models show that many of these projects blur the boundaries between living space and urban space, between private and public sphere.

Model of a collective city, 2017



© Harnes Henz Architektur fotograf

Model of a collective city, 2017



© Harnes Henz Architektur fotograf

## REAL-LIFE EXPERIENCE

This becomes clear in the third section, where a full-scale model of what is known as a "cluster apartment" enables visitors to enter and experience the communal and private spaces that characterise this housing type. Background information – including floor plans – sheds light on the many forms that new collective lifestyles can take. Today, many cohabitation projects emerge. They result from evolving concerns of society. Besides the property price inflation, new ways of collective lifestyles address concerns related to ecology, mobility and the ageing of the population. Sharing spaces, but also certain services linked to community life are part of the issues of new architecture. Trans-generational living spaces, shuttle services, car sharing or shared meals are all replies, at different levels, to these social problems. Although often spontaneous, these initiatives are structured and, as a result of new technologies, mobile. The CID therefore asked the firm Cohabs and the designer Lionel Jadot to decorate the common space of a full size shared lodging project.

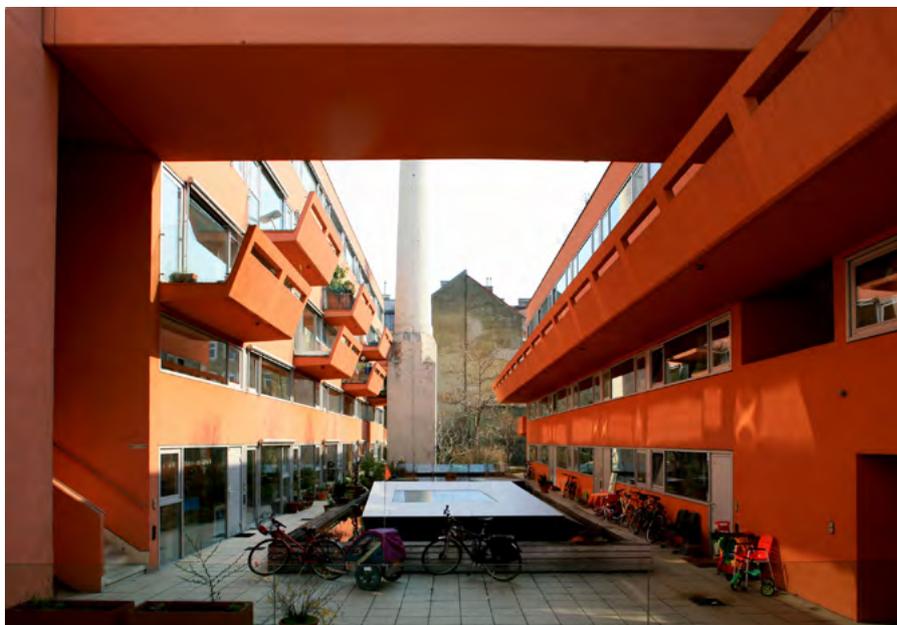
**Spreefeld Berlin**

Silvia Carpaneto + fatkoehl architekten +  
BARarchitekten with Die Zusammenarbei-  
ter – Gesellschaft von Architekten mbH,  
Berlin, 2014



© Ute Zscharrt

**Courtyard of Sargfabrik, Vienna**  
BKK-2, Vienna, 1992–96



© Stadt Wien MA 18 / R. Christianell

## CASE STUDY

In the last part, we think about the functioning of new architecture as a collective work in economic terms, which new challenges come along, and how can innovative housing forms actually be realised? Answers to these questions are provided in case studies of the Sargfabrik in Vienna, Zwicky-Süd in Zurich, La Borda in Barcelona, R50 in Berlin, the Apartments with a Small Restaurant in Tokyo and the project Brutopia in Brussels. The section's workspace setting incidentally highlights the new funding options arising from the close integration of public and private functions in many of these projects. At the Kalkbreite in Zurich, for example, approximately half the floor area is reserved for commercial and other non-residential uses including a cinema, a packaging-free supermarket, three restaurants and cafés, health consultancies, various offices, and a publicly accessible courtyard with a playground.

About the Brussels project Brutopia, it meets the dream of more than 80 people to unite and live in Brussels in a responsible, collective and environmentally sustainable and above all affordable manner. In 2008, a core group of 15 people organized an NPO in order to find a place and take the necessary steps. They called on a temporary association formed by two architectural practices: Stekke + Fraas Architectes and AAAArchitectures sprl. The joint purchase of the land and the collective construction without external investors has reduced the costs by 20 to 30% for the construction of 27 passive apartments and 2 low energy apartments with a garden and space for communal gatherings.

Projects like Kalkbreite or Brutopia show that non-profit collective housing experiments can thrive within, and actually transform, the commercially driven real-estate market for the better. Grassroots movements such as Occupy have had a dramatic impact on the political landscape, just as the "sharing economy" is revolutionising the very idea of property ownership. This exhibition manifests how these ideas are changing the way in which inhabitants and architects together conceive new forms of living which, beyond meeting individual needs, provide an answer to a central question of our time: how do we want to live together in the future?

**Community kitchen/restaurant**  
at Sargfabrik, Vienna  
BKK-2, Vienna, 1992-96



© Hertha Humaus

**Apartments with a Small Restaurant,**  
Tokyo  
Naka Architects' Studio, Tokyo, 2014



© Naka Architects' Studio

## PARTICIPATING ARCHITECTS

- Dorte Mandrup Arkitekter [DK]
- CASA Architecten und Vrijburcht Stichting [NL]
- ifau und Jesko Fezer/Heide von Beckerath [DE]
- Hütten und Paläste Architekten [DE]
- Naruse Inokuma Architects [JP]
- Naka Architects' Studio [JP]
- Studio mnm [JP]
- Osamu Nishida und Erika Nakagawa [JP]
- Ryue Nishizawa [JP]
- ON design partners [JP]
- Jinhee Park, SsD [KR]
- pool Architektur ZT [AT]
- gaupenraub +/- [AT]
- einzueins architektur [AT]
- Buol & Zünd [CH]
- Beat Rothen Architektur [CH]
- Müller Sigrist Architekten [CH]
- pool Architekten [CH]
- Enzmann Fischer und Partner [CH]
- Schneider Studer Primas [CH]
- Lacol Cooperativa d'Arquitectes [ES]
- BKK-2 [AT]
- Silvia Carpaneto + fatkoehl architekten + BARarchitekten  
avec Die Zusammenarbeiter [DE]
- Michael Maltzan Architecture [USA]
- Duplex Architekten [CH]
- Santiago Cirugeda von Recetas Urbanas [ES]
- all[zone] [TH]
- Stekke + Fraas Architectes [B]
- AAAArchitectures sprl [B]

## PRESS CONTACT

**Hélène van den Wildenberg**  
Caracas Public Relations  
+32 [0] 4 349 14 41 / +32 [0] 495 22 07 92  
info@caracascom.com

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## **Vitra Design Museum**

An exhibition of the Vitra Design Museum.  
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## EXHIBITION CATALOGUE

### **Together! The New Architecture of the Collective**

- Editors: Mateo Kries, Ilka Ruby, Andreas Ruby,
- Mathias Müller, Daniel Niggli
- Softcover: 23 x 30,2 cm, 352 pages
- Approx. 443 mainly colour illustrations
- ISBN: 978-3-945852-14-9

"Together! The New Architecture of the Collective" presents an overview of contemporary collective housing projects from contexts as different as Europe, Asia, and the United States. The exhibition catalogue traces the history of this recent collective turn in housing back to the utopian residential developments of the nineteenth and early twentieth centuries, and the first radical housing cooperative projects of the 1920s. It tells the story of the various protest movements against housing shortages and real estate speculation in many urban centres since the 1960s. A series of visual essays by photographer Daniel Burchard gives the reader an introduction to everyday domestic life of eight contemporary housing projects in Germany, Switzerland, Austria, and Japan. Critical essays by Andreas Hofer, Ethel Baraona Pohl, Anna Puigjaner, Robert Temel, Yuma Shinohara, and the editors of this book analyze the search for the collective as the defining force in the development of housing from the beginnings of modernism until today.

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Wohnbaugenossenschaften Zürich

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**CID - centre for innovation and design  
at Grand-Hornu**

Site du Grand-Hornu  
Rue Sainte-Louise 82  
B-7301 Hornu

T: +32 (0) 65 65 21 21  
F: +32 (0) 65 61 38 97  
info.cid@grand-hornu.be

**www.cid-grand-hornu.be**  
www.grand-hornu.eu  
www.facebook.com/cidgrandhornu

**COMMUNICATION DEPARTMENT**

Gaëtan Delehouzée  
+32 (0) 65 61 38 87  
gaetan.delehouzee@grand-hornu.be

**PRESS CONTACT**

Hélène van den Wildenberg  
Caracas Public Relations  
+32 (0) 4 349 14 41  
+32 (0) 495 22 07 92  
info@caracascom.com

**PRESIDENT**

Fabienne Capot

**DIRECTOR**

Marie Pok

**OPENING TIMES**

Every day from 10 AM until 6 PM, except  
Mondays.

The Grand-Hornu is closed on 24, 25, 31st  
December and 1st January.

The office can be reached during  
weekdays from 8 AM to 4.30 PM.

**ADMISSION FEE**

- Combined ticket for the Grand-Hornu site / CID / MAC's: €8
- Discount: €2 or €5
- Group rates (minimum 15 ppl.): €5
- School groups: €2
- Free for children under 6
- Free entry on the first sunday of the month
- Free guided tour from Tuesday to Friday at 15.30, Saturday at 11.00 and 15.30, Sunday at 15.00 and 16.30
- Audio-guides for the historic site: €2 (FR / DUTCH / GERMAN / ENGL / IT / SP)

**BOOKING NUMBER**

Advance reservation required for guided tours (by appointment) of exhibitions and/or historic site (FR / DUTCH / GERMAN / ENGL).  
+32 (0) 65 61 39 02  
reservations@grand-hornu.be

**THE BRASSERIE OF THE GRAND-HORNU**

+32 (0) 65 61 38 76  
brasserie@grand-hornu.be

