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THE VISITOR

ZURICH MAGAZINE



REVOLUTION!

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ZÜRICH-WEST: THE NEW PLACE TO BE

A sustainable urban development plan makes the most of the city's great industrial past.

"We're very bike-friendly out here," says Anna-Katharina, who co-manages "collab zürich" along with her business partner, Kay. Just a few minutes from the Hardbrücke train station, their concept store is smack in the middle of the part of town whose identity has changed radically in the last 20 years. "Zürich-West" has emerged from a major industrial quarter to an attractively mixed, upbeat, and sustainable urban living and working neighborhood, one all the more fascinating because its "new" buildings pay respectful tribute to the quarter's vibrant industrial past.

For where iron gears were once tested for durability, and passenger lake boats were built, the city's westernmost district has recently completed building projects that serve a variety of functions. These include everything from high-tech research and development, design and media, entertainment and cultural offers, gastronomy, and hotels.

Not surprisingly, Zürich-West has also seen a substantial increase in the number of new residents. Its open public spaces, fledgling green zones and easy access to public transportation make for a sense of openness and community. Since more and more families are living in the area, additional schools have also become part and parcel of the city's planning design.

On a recent tour of the neighborhood, when we crossed over a stunning new foot bridge, watched bikers scoot around on level bike paths, and marveled at the expanse and engineering of several converted industrial halls, Zürich-West showed itself nothing short of creative, purposeful and inviting. And marked by economic, social and environmental sustainability, the quarter's many attractions stand for the fresh wind that new business and living models are bringing to the city.

Next page, a selection of highlights: the best of Zürich-West



new and the old side by side
container tower by Freitan



Meals with a view at Clouds



Cultural delicacies: at Schiffbau.



New life beneath the arches: a whole new world is nested in the historic viaduct.

The Viadukt

A "must see!"

This stunning engineering traverse of the northern railway line houses a whole host of shops and creative enterprises under its arches – including a meeting point for children and an ethnic dance venue. The viaduct's massive construction and the shops' large glass window panes below give each shop a unique charm, and one can find high quality clothing alongside designer furniture, kitchen tools and practical household items. Combining this stretch of merchandisers with a meander through the Viadukt market hall makes a great concession to retail therapy.

Merchandise under stone arches in shops with unique charm. » im-viadukt.ch

"Clouds" in the Prime Tower

Best view in the city.

If you take the lift to the top of the Prime Tower skyscraper at Hardbrücke station, and step out into the "Clouds" lounge and fine restaurant, you'll enjoy breathtaking views out over the city and as far away as to the Alps. But even to look down below at the trains – twisting in and out of Zurich's busy train station – is pretty spectacular. Take some riveting company along, enjoy a fine meal, and you might just find yourself wishing they'd hire you at the bar.

Stunning vistas out over the city and as far away as the Alps. » clouds.ch

Puls 5

Strictly an urban feeling.

Inside a historic foundry, where the iron beams and spectacular windows have been handsomely retained, the Puls 5 project offers a whole host of events and entertainments. There are restaurants, bars, clubs, and exhibition/carwalk space all in one. What's more, the so called "Culture Mile" can be found at its feet, where leading galleries, theaters, or just open spaces proliferate. It's there that ice cream is offered in summer, and hot chestnuts (out of the paper pouch, of course) make welcome, homely fare in winter.

A vibrant center adjacent to the newly-designed Turbine Park. » puls5.ch

Tonhalle Maag

Classical music lovers unite!

During the three-year renovation of the city's historic Tonhalle, the former Maag factory has recently been adapted for use as a classical music concert hall. To guarantee great acoustics, both for large orchestra configurations and chamber ensembles, a "box in a box" was crafted of some 100 tons of sleek and light-colored spruce

VISITORS' VOICES



MARKUS GERMANY

Zurich offers the perfect combination of urban and rural elements. Whenever I'm here on business, I feel like I'm visiting a familiar town with small shops run by local people. At the same time, I can enjoy the atmosphere of a real city when walking up and down the Bahnhofstrasse. What strikes me is the great focus on sustainability and care for the environment. Everywhere you look, you can see people driving electric cars and riding their bikes. And it's not just the electric cars that are great. I'm constantly meeting friendly and forthcoming locals who share the many hidden treasures of the city with me. That's another reason why I'd love to move to Zurich and enjoy the welcoming and unhurried atmosphere all year round.

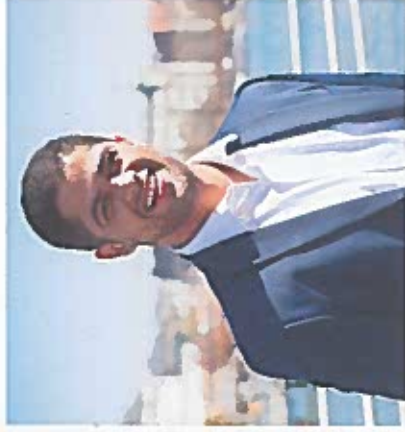
My tip: Enjoy the best shrimp dishes in town at **Brasserie Lipp**, which is located right in the center of town. *Urbanstrasse 9, Zurich.* » brasserie-lipp.ch



GYEONGRI KOREA

My friend Dayoung and I are studying education at the University of Daejeon in Korea. So understandably, we wanted to see the Pestalozzi monument right away. It's amazing to find ourselves at the root of modern pedagogy. There's so much history to explore here, and we've absolutely relished the sight of all the famous churches in the old town. The view from the top of the Grossmünster tower really gives you a feeling for the beauty of the city. We also enjoy seeing the numbers of people who relax in the lush grassy areas right in the heart of the city. I guess that's another sign of how clean and well-maintained Zurich is. All the other cities we've visited have their own distinct smell, whereas here, you only experience the unique scent of freshness.

Our tip: Climb the 187 steps to the viewing platform in the southern tower of the **Grossmünster** and recover afterwards in the **Arboretum park**. » grossmuenster.ch



NASSAR OMAN

Many of my friends and family said that Zurich was a wonderful city that I must visit. So, I decided to experience the beauty myself. Now that I'm here, I can't get enough of the fantastic view over the lake with the mountains in the background. It's one of the things I would love to take with me to Oman if I could. But Zurich also offers some magnificent buildings. Where else in the world can you witness such natural beauty right next to a financial business center? This might explain why people are so elegant and polite here. I just love meeting them and being embraced by their friendliness. Another thing that makes Zurich such an enjoyable city are the many cafés where you can sit outside in the sun and enjoy the fantastic weather.

My tip: Take a photo of the marvelous lake panorama at **Bürkliplatz** and then head over the **Quaibrücke** to drink a coffee in the historic **Café Odeon**. » odeon.ch



GIEL & NARUEMON BELGIUM

Since Giel will soon be working as a cook in a newly opened restaurant here, we wanted to get a first glimpse of the atmosphere and the people living here. We've been overwhelmed by the warmth of the local community. Zurich has a really young and modern vibe. We fancy that people have a cheerful attitude towards life, and explore new things all the time. There are tons of hip and trendy shops and restaurants that we want to try out. The ease of using the public transportation around town also makes it that much more enjoyable to explore the latest flavor of the month.

Our tip: Go to the **Europaallee**, the shopping street right next to the Zurich main station, to check out the latest fashions. » europaallee.ch

Then take tram 4, 13 or 17 to **Dammweg** and try the local food in the market at the **Im Viadukt** in Zurich-West. » im-viadukt.ch
Get the **Zürich Card** for unlimited travel on Zurich's public transportation system. » zuerich.com/zuerichcard