



ICH WOHNE, BIS ICH 100 BIN RED VIENNA, GREY SOCIETY

13.08 – 05.10.2009

An exhibition by the ETH Wohnforum – ETH CASE of the ETH Zurich, Faculty of Architecture, supplemented with examples of various forms of living for the elderly from Vienna. The supplement to the exhibition was made possible by the kind support of the City of Vienna – Department Housing, Housing Construction and Urban Renewal.

OPENING: WED 12.08.2009, 7PM

PRESS CONFERENCE: WED 29.07.2009, 11AM | PRESS PREVIEW: WED 12.08.2009, 5.30PM

The exhibition 'Ich wohne, bis ich 100 bin. Red Vienna, Grey Society' engages playfully with the findings of a two-year research project by the ETH Wohnforum Zurich on housing for the elderly. The key aim of the exhibition is to inform about alternative forms of accommodation for the elderly that challenge conventional ideas or clichés – old people are increasingly prepared to move home again and to try out something new. The fixed image of the inflexible generation 50+ no longer exists. In the meantime new lifestyles and types of living have reached this target group, which moves between holidays, part-time jobs on a pension and an active leisure programme.

THE CONCEPT

Housing for the elderly will become a key area for architects and urban planners as a result of current demographic developments. Andreas Huber and his team at the ETH Wohnforum are facing this challenge, and exploring a range of innovative types of housing for people in their twilight years. The team scrutinised 13 existing models in Switzerland and Germany. The spectrum of the projects they have evaluated ranges from self-initiated communal homes and housing estates via combined housing with care facilities to communal facilities for the elderly. They examined the characteristics of the buildings, the range of care facilities provided and the social, organisational and economic aspects of these projects. The findings of this research forms the basis for the exhibition 'Ich wohne, bis ich 100 bin. Red Vienna, Grey Society'.

THE EXHIBITION

The various housing options available to older people today are made tangible in the truest sense of the word. The scenographers Miriam Zehnder and Richard Fulton have built a full-scale model apartment for the elderly. On the basis of ten thematic focuses (e.g. social contacts, finances, independence or security) visitors are confronted with issues that help them to make decisions about their own wishes, needs and possibilities. Each focus is accompanied by a revolving element allowing visitors to design their own ideal home for old age. Background information on the choices available is presented on the outer walls of this



model accommodation, in an exhibition that is designed to inspire as broad a public as possible to think proactively about possible ways of living in old age.

VIENNESE EXAMPLES

The supplement to the exhibition 'Red Vienna, Grey Society', supported by the City of Vienna — Geschäftsgruppe Wohnen, Wohnbau und Stadterneuerung, builds on the research findings of the ETH exhibition, and shows the urban, social and historical context of Vienna as an example. The historical transformation and changes in types of home, from infirmaries on the urban periphery to urban care homes with individual rooms complete with loggia are described along with the 21,000 care staff that will be required in Vienna by the year 2015. Older people are a highly diverse group as far as their needs are concerned. The scope ranges from active pensioners who enjoy travelling, pursue a range of leisure activities or even participate in marathons to the continually growing group of people in need of regular or full-time care. The way they live covers an appropriate diversity of needs. So it is vital to challenge the existing range of accommodation for the elderly and to add to what is available. The architectural responses lie in hospitals, care homes, in various forms of housing with care facilities as well as multi-generational homes. These different types of housing are presented in the exhibition on the basis of 10 selected Viennese examples.

SUPPLEMENTARY PROGRAMME

Guided tours

Sat 29.08.2009, 3pm

Sat 19.09.2009, 3pm

Red Vienna, Grey Society

Lectures + panel discussion

Wed 16.09.2009, 7pm, admission free

Introduction: Dietmar Steiner, director of the Az W

Introductory speech: Sonja Wehsely, executive councillor for health and social issues

Speakers: Franziska Leeb, architecture journalist, 'Räume für die Geriatrie' (Spaces for Geriatrics)

Peter Hacker, CEO Fonds Soziales Wien (invited)

Everybody lives somewhere in old age – however the expectations involved are as diverse as pensioners are as a group. How do spatial, financial and social factors have to interact to do justice to the generation over 50? The event closes with a discussion on current trends and the possibilities for future developments, between Peter Hacker, CEO Fonds Soziales Wien; Franziska Leeb, architecture journalist



and Sonja Wehsely, executive councillor for health and social issues, with Dietmar Steiner, director of the Az W.

sonntags 220/13.09.2009/housing – from home care to metropolitan and mobile

The architects of the exhibition *Arquitectos* give a guided tour of this comprehensive exhibition at the Az W, Franziska Leeb then accompanies the following tour to 3 selected examples in Vienna: geriatric centre at the Kaiser-Franz-Josef-Spital, Vienna-Favoriten: Anton Schweighofer, 2003 / Neuner Haus, Vienna Favoriten: Karl Langer, Liane Liszt, 2007 / Leopoldstadt geriatric centre, Vienna-Leopoldstadt: Helmut Wimmer Architekten, 2010

Meeting at 2pm, Az W Alte Halle / Tickets € 18,00 (students € 14,00)

Exhibition tour guides: Heidi Pretterhofer and Dieter Spath (*Arquitectos*); Architects: Anton Schweighofer / Karl Langer, Liane Liszt / Helmut Wimmer; Tour guide: Franziska Leeb

Long Night of Museums

Sat 03.10.2009, from 6pm

The Az W is participating again this year in the pan-Austrian Long Night of Museums, organised by the ORF. Night revellers with an interest in architecture will not be disappointed this year either: two exhibitions including guided tours as well as the closing event and dance performance 'Still Dancing at 100 – Dancing to Golden Oldies' are on the programme.

8pm: guided tour of the exhibition 'Ich wohne, bis ich 100 bin. Red Vienna, Grey Society'

10pm: guided tour of the exhibition 'a_show. Austrian Architecture in the 20th and 21st Centuries'

from 7pm: closing event 'Still Dancing at 100'

Podium at the Az W, admission free

Dance to music ranging from the 1930s to the funky beats of the 1970s, and learn more about lifestyle choices in old age.



Project team ETH Wohnforum: Dr. Andreas Huber, Sylvia Halm, Regina Walthert-Galli
Curator: Cecilia Hausheer
Scenography: Miriam Zehnder, Richard Fulton
Graphic design: Brigitte Lampert
Sponsors: ETH Zürich, Age Stiftung, Lotteriefonds Kanton Zürich

Concept and design of the Viennese examples: Arquitectos (Heidi Pretterhofer, Dieter Spath)
Project coordination, Az W: Katharina Ritter

The supplement to the exhibition with examples from Vienna was made possible by the kind support of the City of Vienna – Department Housing, Housing Construction and Urban Renewal.

The Az W receives grants from: Geschäftsgruppe Kultur und Wissenschaft, Vienna / Geschäftsgruppe Stadtentwicklung und Verkehr, Vienna / The Austrian Federal Ministry for Education, Arts and Culture
The Az W is supported by: Architecture Lounge

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