

# Zürich: on the up

Switzerland's biggest city has made a jump on our lists for some basic but essential reasons: outstanding public transport, high purchasing power (second in the world), a well-connected and easy-to-use airport, excellent housing stock and a lovely lake.

Zürich is also seen as being safe, in no small part because there are police everywhere. The city could do more to make it easier for the entrepreneur and it has to work hard to ensure it continues to shake off its reputation for being staid and sleepy. It needs to move to a more round-the-clock metabolism rather than rolling down the blinds at 22.00.

That said, there's plenty more that attracts and it's for this reason that more multinationals are setting up bases and the city is enjoying a diverse start-up scene that's not solely focused on tech. One of our favourite new businesses is Zuriga – an espresso-coffee-maker firm that designs and manufactures everything within the city limits. — TB

## What's changed?

The Europaallee is a welcome addition and there's more development to come around the train station. What's missing are the trees as the area feels a bit bald at times.

## What should change?

City hall needs to become more flexible. If the city's neighbourhoods are to remain vibrant they need fewer rules, not more. The barriers to entry are rather high for aspiring shopkeepers and bar owners.

**Population:** 415,000 in the city; 1.9 million in the metropolitan area.

**Murders:** 10.

**Unemployment rate:** 3.5 per cent.

**Public parks:** 70.

**Cost of monthly travel card:** €71.

**Independent bookshops:** 54.

**International connections:** 178

destinations from Zürich Airport.

**Newspapers:** 3 national papers based

in the city; 9 dedicated to the city.

**Electric car charging points:** 71.

**Infrastructure:** Werkplatz Stadt Zurich is a scheme to create more "makers' spaces" in the city to promote innovation.



## CITY STORIES 01:

*Never forget.*

It's easy to get nostalgic about demolition that should have never been (New York's Penn Station, Paris's Les Halles, Brussels' incredible Maison du Peuple). Despite their dates with the wrecking ball, lessons have been learnt: we know that when you flatten a market or train station you lose something more than architecture – identity, history and soul disappear too.

The best architects and planners now go to great lengths to preserve the past. In Brooklyn, a new park will soon open on the scrub of land next to Williamsburg's old Domino Sugar Factory featuring dozens of industrial artefacts, including 11-metre-tall tanks used to store syrup during the refining process. The design by James Corner Field Operations seeks to reunite the area with its waterfront but keep the area's heart, which has been hit by years of gentrification.

It's not conservative to advocate the conservation of the past. Whether it's Second World War bunkers repurposed as holiday houses or grand old hotels, it's wise to integrate and preserve the past into new schemes. — SG

