



Frau Gerolds Garten

Restaurant und Bar, Stadtgarten, Kunst und Design

Geroldstrasse 23/23a 8005 Zürich

Media communication:

Katja Weber, katja@fraugeroldsgarten.ch

Tel. +41 (0)79 832 87 03

Media cover/images: www.fraugeroldsgarten.ch/medien

Frau Gerolds Garden (Frau Gerolds Garten)

At the foot of the Prime-Tower Frau Gerold opened the doors to her new gastronomy garden at the end of June within Gerold area in Kreis 5 of Zurich. Up till recently the area behind the Freitag-Tower was used by the civil engineering before being transformed into a tranquil modular city summer garden. The concept of the project is all about maximizing temporary urban space. So following the summer season of dining the mobile restaurant will make way to once again provide a free area for the upcoming congress hall.

The recreational space is now a popular urban venue for local residents, employees and Kreis 5 fledglings. The fictitious character „Frau Gerold“ hereby opens her arms to the creative, artistic and vibrant characters from the neighborhood with her sense of charm and hospitality, awakening memories of the romantic ice cream garden at the former Steinfels area.

An immediate visual landmark and centerpiece is the modular double-volume shipment container-terrace with adjacent garden restaurant providing a view over imposing rail tracks. Lunchtime now provides a new catering location for the ever growing neighboring offices as well local residents or curious visitors and early evenings one can now indulge in the local cuisine, linger and just enjoy the evening sun with friendly company and an aperitif.

Frau Gerold serves local food, because she isn't only a cook but also a gardener. About a quarter of the area is used for gardening. Herbs, vegetables and fruits are planted. As an inner-city kitchen with its own „Urban Garden“ Frau Gerolds Garden also wants to inspire local cultivation. The garden project is supported by the University of Applied Sciences Zurich (ZHAW, German: Zürcher Hochschule für Angewandte Wissenschaften) and The Office of Parks and Open Spaces of Zurich (colloquially, Grün Stadt Zürich).

Gaming and sporting facilities, events plus various exhibitions of arts will continue to breathe life into this mixed use space in the coming years. The garden debut sees an exhibit by Sarah Parsons, an artist from Zurich, who transformed the walls of the area into a large artwork. Regular collaboration with other artists will extend and modify Sarahs painting into a fully covered wall of art representing local talent. Frau Gerold finds herself in constant development and grows day by day.

On Saturdays, providing good weather, Frau Gerold accommodates a flea market. With the density of design- and vintage stores in the surrounding neighborhood, the space will exhibit local creativity and will serve as an alternative meeting place with the citizens of Zurich.

The creators of the project are „miteinander GmbH“ (Marc Blickenstorfer, Tom Maurer, Mischa Dieterich and Roger Link; Restaurant Gartenhof, Sportbar Le Calvados, Rundfunk.fm, Kaffee Mohrenkopf) together with Katja Weber (montagsmarkt.ch). Marc Blickenstorfer further is involved at Rimini Bar, Talacker Bar, Club Mascotte and Club Plaza. Tom Maurer and Roger Link at Rio Bar, Seebad Enge and MS Glärnisch. Further associates/partners are the operators of the Maag Hall, as well as Markus Liechtenstein and Patrick Isler. Patrick Isler manages the restaurant of Frau Gerolds Garden. All parties are shareholders of Frau Gerolds Garten AG.