

Zug on Foot

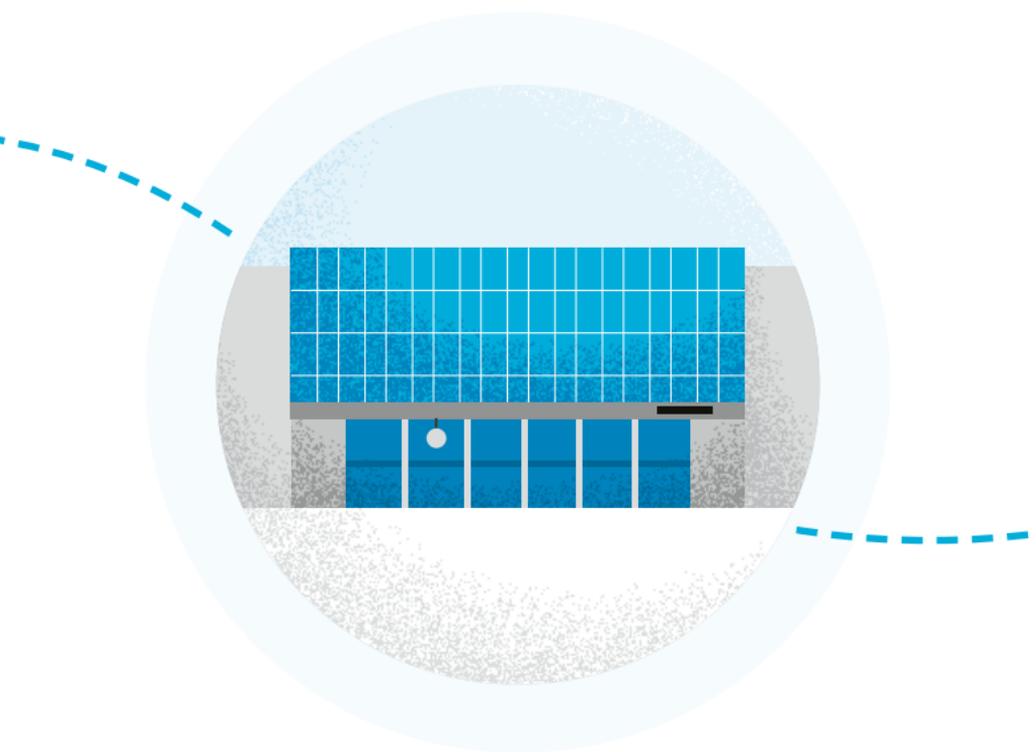
STATION AREA

Between
the Tracks



Tours with a View

Metalli Shopping Centre • Zug Railway Station
Alpenstrasse • House Zur Spindel • Reformed Church
Neustadt School • Grafenau • Park Tower • City Hall



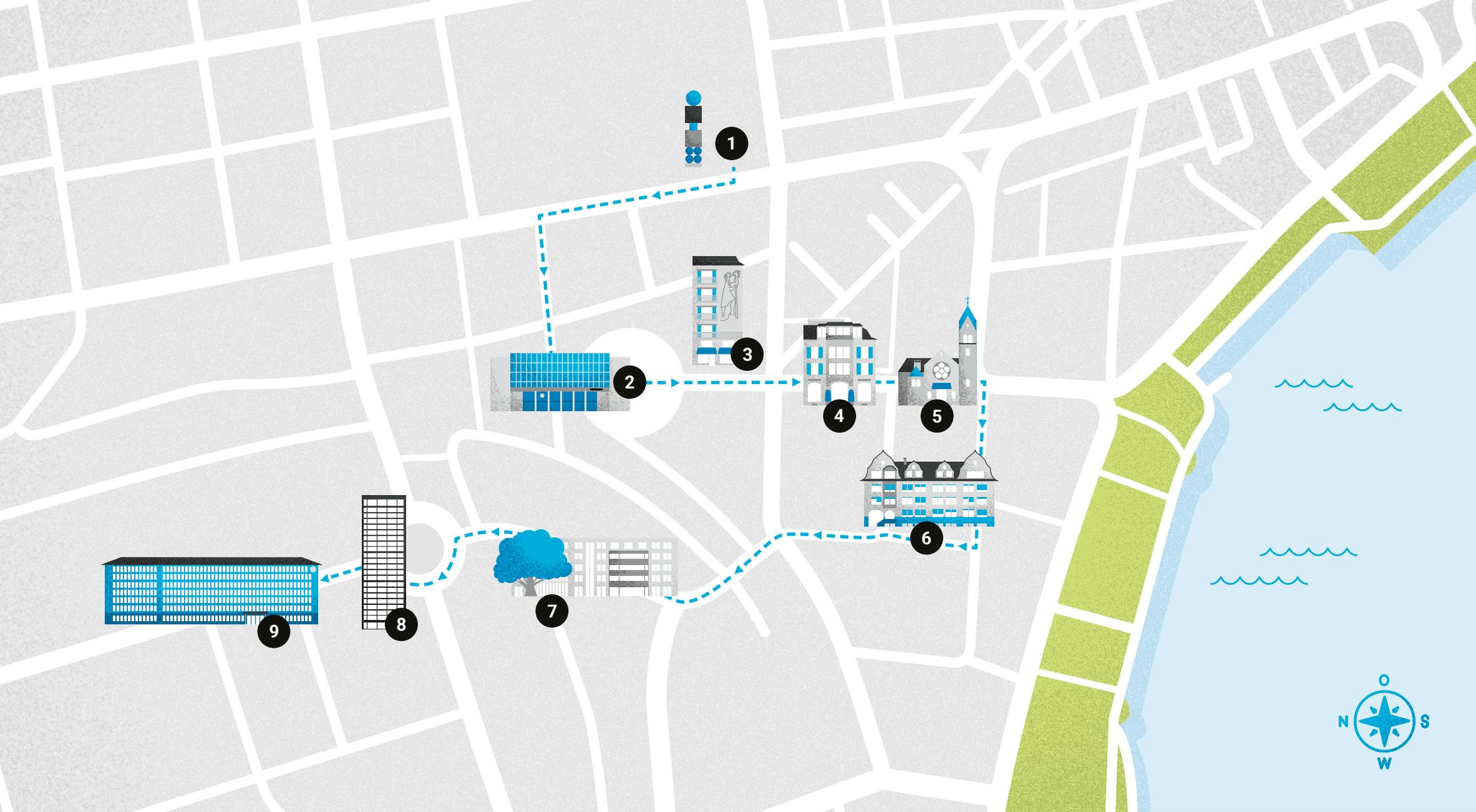
Welcome to Zug

This brochure invites you to visit and linger in Zug's newer part of town (Neustadt) and the area around the railway station. It is your personal travel guide, telling you stories about some of the most striking buildings, squares and places. These are easy to find with the help of the overview map. Follow the town map and explore the town and its history.

If you would like to know more, take a guided tour of the town. To book a private tour, please contact Zug Tourism:

info@zug.ch

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Map Key

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Metalli Shopping Centre

Architects who had designed 'Metalli' wanted to create an urban block development in the former metalware factory, as large as the inner Old Town.

Metalli - now a modern, multi-purpose building complex in the centre of Zug was originally the colloquial name of the factory that had previously stood there, which for 100 years had been an important part of the town both as a workplace and a building. Its history began turbulently in the 1880s and ended with its demolition in 1983/84. The monument conservationist at that time, Josef Grünenfelder, tried unsuccessfully to save the building, because 'there was no law then that would have allowed us to place it under a conservation order.'

Initially, the Zug metalware factory produced sheet metal goods for civilian use, such as kitchen appliances, but also for military purposes, such as steel helmets for the Swiss army from 1918 to 1943.

In 1959, the metalware factory merged with the Zug galvanising plant, founded in 1913, to form the 'V-Zug AG' that still exists today. In the early 1920s, the galvanising plant had produced the first hand-operated drum washing machine. With this Unica washing machine, the classic 'V-Zug laundry room' was complete. After the merger to form 'V-Zug AG', production in Zug town centre was relocated to the galvanising plant on the outskirts of the town over the next few years.

In 1972 a project for the Metalli, an urban quarter designed by Zug architects Hafner/Wiederkehr, was submitted for the conversion of the vacant factory site. The construction of the 'Metalli Bergli' development plan was approved by vote on 27 February 1983, although the project to develop 40,000 square metres had previously been highly controversial.



Approximately where the director's house had stood in days gone by, is now an **Artwork** by the American conceptual artist Matt Mullican (1951). What does this figure remind you of?

Zug Railway Station

The present station building is the third of its kind and lights up every evening in a variety of colours. James Turrell's light installation has been delighting Zug travellers from dusk until 11 p.m. since 2003.

The station was rebuilt in 2002. Would a stranger even be able to find it? It is not located on Station Road (Bahnhofstrasse), which actually led to the station until 1897, but at the northern end of Alpenstrasse, the former boulevard of Zug. In keeping with the spirit of the times, the new station is a so-called 'Rail City': here you can do your shopping, have your fingernails manicured, visit the dentist or have a cup of coffee. Groceries are also available for purchase around the clock.

Its predecessor, the second station dating from 1897, stood on the same site, also 4.5 metres above normal ground level. With the opening of the connection to the Gotthard and thus the east bank line along Lake Zug, it would have intersected with Baarerstrasse (road to Baar) at the same level. In addition, every train from the south would have had to be rotated in Zug in order to continue to Zurich and vice versa. This was unthinkable and unacceptable, so the station was raised onto an artificially created hillock.

Initially, the plan was to build the second station in the Metalli area, but the Federal Council rejected the plans presented by Zug and accepted the Gotthard Railway executives' suggestion. With the new through station the new routes to Baar and Zurich were added.

The lay-out of the station has always been determined by the course of the tracks: today's A-shape is determined by the left line direction Lucerne and the right line direction Gotthard. The locals refer to it as the Kirschtorte shape.



At the first station, built in 1864, trains had to be rotated using a **track-turning triangle**. The original station was dismantled and rebuilt in Wollishofen, where it still stands today.



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Alpenstrasse

The Alpenstrasse owes its name to the phenomenal view of the Alps beyond Lake Zug.

The area between the railway station and the lake underwent extensive development after the disaster in that area of 1887 and particularly after the construction of the first railway station in 1864. Commercial and residential buildings, restaurants, hotels and the first terraced houses were built. Some buildings have survived these urban development measures, while others have not.

At Alpenstrasse 12, travellers are still greeted today by the patron Saint Christopher himself. The facade-high sgraffito was created in 1944 by the then 27-year-old graphic designer and artist Eugen Hotz from Baar.

Around the corner is the Gotthard cinema, the first cinema in the town, owned by Zug cinema pioneer Veronika Hürlimann. Although cinemas still had a rather dubious reputation at the time, Veronika Hürlimann was not

deterred and she built the first cinema in 1923, which was then called the 'Grand Cinema'. Her descendants still run the cinemas in Zug today.

At the beginning of the 20th century, the two grand hotels Zugerhof and Schweizerhof adorned Alpenstrasse and offered tourist accommodation to many. Unfortunately, these two hotels now no longer exist.

The town's first railway station stood on the site of today's Coop City. Diagonally opposite was the 'Pension zum Bahnhof'. (Station Boarding House). Today, a large new building with many different shops stands there.



On a clear day you can see **the Alps** from here. Do you know the names of the individual peaks?

House Zur Spindel

A round cake consisting of two layers of Japonais sponge, kirsch syrup and cream became known as the 'Zuger Kirschtorte' (Zug kirsch cake). The surface of the cake is dusted with powdered sugar and the sides are decorated with roasted almond slices.

In 1913, confectioner Heinrich Höhn from Herisau and his wife Hanna opened the 'Conditorei u. Caffee H. Höhn' at Alpenstrasse 7. Inspired by the fruit brandies produced in the Zug region, Höhn spent two years experimenting on a perfect recipe for a cake soaked in kirsch. The first advertisement for the new Zug Kirsch gateau appeared in the local newspaper at Christmas 1915, so this year is regarded as the official year of its invention.

In 1922, Höhn registered the Zuger Kirschtorte with the blue ribbon at the Swiss Federal Office of Intellectual Property. The "Zuger Kirschtorte" then began its triumphant procession around the world and received numerous awards in Lucerne, London, Zurich, Luxembourg, Bern and at the Expo 1964 in Lausanne. Prominent contemporaries such as Audrey Hepburn, Winston Churchill, Charlie Chaplin, Liechtenstein's royal family and the Swiss General, Henri Guisan were among those who enjoyed the delicious Zuger Kirschtorte. Even today, cakes are regularly sent to the Vatican.

The recipe for the handmade "Zuger Kirschtorte" has changed constantly since its invention. The most significant change concerns the amount of kirsch used. In Höhn's day, alcohol was used in cakes more as a flavouring than as an essential ingredient. Over time, the proportion of kirsch has steadily increased, and today it is an important part of the cake. Even today, "Zuger Kirschtorte" may only be produced in Zug.

In 1943, the inventor Heinrich Höhn relinquished his successful business, including the intellectual property rights, to his former head pastry chef Jacques Treichler. Since 2004, the business has been owned by 'Treichler Zuger Kirschtorten AG'.

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If you would like to learn more about Zuger Kirschtorte, visit the **Zuger Kirschtorten Museum** just around the corner.

Reformed Church

With its tower, apse and large rose window in the centre, the church projects a sense of antiquity.

The Reformed Church was built, like the Neustadt school building and the new railway station to the north of it, as part of the expansion of Neustadt following the promenade disaster of 1887. The church was located just a few metres from the site of the first Zug railway station. It was only the second Reformed church in the Catholic Canton of Zug. The first was built around forty years earlier in Baar. It was only after the founding of the Federal State in 1848 that the right of free residence applied to all Swiss citizens throughout Switzerland. A Reformed parish soon formed in Zug from migrant workers. By 1888, the town of Zug already had 467 people of protestant faith, so a Reformed church in the town was now a must.

The Reformed church was built between 1904 and 1906 as per the plans by Zurich architect Friedrich Wehrli. According to protestant belief, the church should resemble a non-hierarchical meeting house. The celebration of Holy Communion should take place amid the congregation, and be visible by everybody in the church. Despite these denominational requirements, the neo-Romanesque church with its massive tower, rustic sandstone façade and neo-Gothic wheel window appears very traditional, almost pre-Reformation. After only 16 months of construction, the church was opened with seating for 500 people.

Today, the church is used as the 'City Church Zug' for spiritual and cultural projects jointly supported by the Reformed and Catholic churches. The Reformed Church is a lively meeting place which, in addition to religious services, offers a wide range of activities, from meditation and concerts to social projects. It stands as a symbol of openness and coexistence between different denominations and cultures in Zug.



Before the Reformed Church was built, people of protestant faith were able to worship in the **Gothic Room** of the old **City Hall** in the Old Town.

Neustadt School

The population of the municipality of Zug was 4,300 in 1850 and over 8,000 in 1910 – meaning that it had almost doubled in 60 years. The increase was noticeable in the overcrowded school classrooms and therefore the construction of a school building for 300 children was required. In May 1906, the municipality acquired a site west of the Reformed Church for this purpose.

The Neustadt School in Zug was built in 1909 according to plans by architect Dagobert Keiser and was designed from the outset as a prestigious school building. The school was a symbol of the educational revolution in Zug and was referred to as a 'palace of learning'. Only after a hard political struggle was the school opened to girls. The main entrance remained reserved for boys for a long time, with a separate entrance at the rear of the school building for girls. Today, the historic building houses the Music School of Zug.

Before the Neustadt School was built, the girls in Zug had, since 1657, attended the girls' school run by the Capuchin nuns of the Maria Opferung convent. The political struggle for girls' education in Zug was a lengthy process. At the end of the 18th century, only 38% of girls but 62% of boys were enrolled in school in Canton Zug. The introduction of compulsory education in 1830 brought progress, but higher education for girls remained severely limited.

At the end of the 19th century, spacious school buildings replaced often stuffy old classrooms. Many communes built their own prestigious schools with clearly structured façades and staircases. The children climbed stairs to their place of learning and passed through a large doorway to attend lessons. As witnesses of the times, the school buildings signalled a new dawn of modernity.



In the past, **each floor** had its **own colour**: yellow on the ground floor, red on the first floor, blue on the second floor and green in the attic.



Grafenau

In the middle of Grafenau stands a huge tree, which welcomes both passing ice hockey fans on their way to the ice rink and residents of the neighbourhood.

The Grafenau Quarter is located just a few steps away from Zug railway station. It is a lively place to live, work and meet people. Here, modern architecture, urban flair and careful urban planning come together to form a well-thought-out overall concept.

The Grafenau development was built between 1989 and 1999, based on designs by architects Heinz Bosshard and Werner Sutter, and was the result of a successful competition. The ensemble consists of a striking building along Gubelstrasse and six transverse buildings that characterise the area. The bright, dynamic architecture in the 'White Modernism' style, with its inner courtyards and open spaces, creates an open, inviting atmosphere – and enlivens the neighbourhood even after office hours. In the centre of the Grafenau complex stands an oak tree that is over 150 years old.

The 'An der Aa' administrative centre houses the police station, various administrative offices and is the base of

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the emergency services, among other things. The Aabach river, which gave the area its name, is no longer visible today. The neighbouring Zugerland Transport Services (ZVB) site is currently being redesigned – with more room for public meeting areas, green spaces and contemporary living accommodation.

A particular eye-catcher is the deep red steel sculpture by Roland Heini, which stands in front of the administrative buildings on Aabachstrasse. It adds a striking splash of colour to the clearly structured ensemble and is complemented by the large blue 'willKür' plant-holders, designed by artist Christoph Haerle.



Zug offers **free guided tours** of art in public spaces (KiöR). These are also available for people with mobility, visual or hearing difficulties. Further information is available at stadtzug.ch/rundgaenge.

Park Tower

For a long time, the most beautiful view of Zug was from Blasenbergl above the Old Town, on the hill road going up to Zugerberg. Since 2014, this view has been rivalled by the Park Tower, which, at 81 metres, is the tallest building in Canton Zug.

Designed in an architectural competition, the Park Tower was completed in 2014. Located at Gubelstrasse 24 near the railway station, its dark metal and glass façade dominates the skyline. The high-rise building was designed by Cometti Truffer Hodel Architects in collaboration with Axess Architects and forms an urban ensemble with the surrounding buildings. Remarkably, the 25 floors were built in just around 100 days – and the façade elements were sourced entirely from China.

The common room on the top floor was the subject of heated debate. According to the development plan, it was to be open to the public, but the owners and investors opposed this. Several attempts to privatise the room failed. After lengthy debates, the town council decided to use it as a public event venue.

Zug's high-rise history began in 1957 with the eleven-storey building at Baarerstrasse 122. It was 31 metres high and a symbol of urban optimism. In the following decades, more high-rises were built, driven by population growth and the need for residential and office space.

In Switzerland, high-rise construction is still controversial. It is a struggle between the desire for densification and the protection of townscape and landscape. But even in Zug, there is a clear trend: more high-rise buildings are the answer to the shortage of housing and town densification.



The 'Panorama 24' function room on the **top floor** of the Park Tower can be **hired by the residents** of Zug – including for civil wedding ceremonies. For more information, visit stadtzug.ch/saelereservation.



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City Hall

Today, anyone strolling around the area of Gubelstrasse, near the railway station, would not immediately guess that one of Switzerland's most important industrial buildings once stood here. Today, houses, flats, offices, restaurants and businesses blend in with the aesthetics of the former factory buildings.

It all began in 1896 with Richard Theiler and Adelrich Gyr-Wickart from Einsiedeln. They founded a workshop for electricity metres in the south of Zug town. Electricity was expensive, and those who used it wanted to know exactly how much they were consuming. Production grew rapidly. Heinrich Landis bought the company shares in 1904 and, shortly afterwards, together with Karl Heinrich Gyr, transformed the business into Landis & Gyr.

The space in the south of the town was no longer sufficient. From 1928 onwards, the company's headquarters moved to Gubelstrasse, near the new railway station. Zug town authorities were wary of industrial expansion, but within a short time, modern factories and a striking administration building with 319 windows and 6,000 workplaces were built here.

Landis & Gyr became a global corporation. Generations of families lived in Zug because of and with this company,

which attracted numerous newcomers to the town. Landis & Gyr's internal welfare facilities apparently took such good care of its employees that trade unionists perceived them at times as lacking class consciousness.

Economic difficulties, restructuring and takeovers shaped the image of this industrial heritage in the late 20th century. The company was bought by Elektrowatt AG in 1987, which was later taken over by Siemens.

In 2012, following a referendum, Zug town council purchased the building, with a usable area of 9,000 square metres on seven floors, for CHF 52.2 million. Since July 2019, the administration, which was previously spread across the whole town, has been housed compactly in this previous factory building.



Would you like to know more about Landis & Gyr? The company's archives are held at the **Archive for Contemporary History** at the University in Zurich.



About the Association Zuger Stadtführungen

The association aims to bring the history, culture and economy of Zug town and Canton closer to its residents and visitors. To this end, it organises tours of the town and creates resources to explain the town and its surroundings. It preserves knowledge about the region and passes it on to third parties. It supports the town Zug authorities in an advisory capacity in maintaining the quality of life in the town and its local recreation area. It promotes the diversity of the region's tourist attractions in cooperation with Zug Tourism and other organisations.

Public tours on Saturdays

With varying themes

Meeting point: Customs house at the Zyturm

Duration: approx. 1.5 hours

For public tours in English and French, please refer to the events calendar on the website.

No reservation required.

Further information: www.zugerstadtfuehrungen.ch (Ger.)

Private guided tours (all year round)

Meeting point: Can be arranged individually

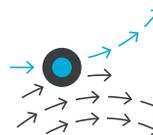
Duration: approx. 1.5 hours

Reservations via Zug Tourismus:

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Zuger
Stadtführungen



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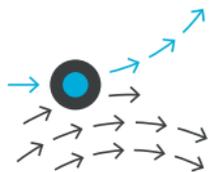
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You can find more information about the town's history and individual buildings in the book 'Zug, Der Stadtführer' (Zug: The Town Guide), which was published by the civic community of Zug in 2024.

Zuger
Stadtführungen



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