

# This Is the Way We Live

The project studied how significant an individual's living quarters is as a mirror of personality, of life style and of the prevailing social conditions. The communicative aspect of home living was placed firmly at the heart of the matter. "Residential walking tours" offered an insight into very different forms of living and concepts of home furnishing. A small circle of residents showed each other their private living quarters, and it was through these neighbourhood tours that a social and cultural exchange took place.

The magazine „Schönes Wohnen in der Messestadt Riem“ links this communication recorded between the inhabitants with articles on art and basic thoughts on urbanism and interior decorating. It takes up formal elements from typical home decorating magazines but the content is the everyday reality of the residents in this trade-fair town. Their social conditions and the way their residential world is designed are at the centre of interest.



„residential walking tours“, interior decorating magazine „So wohnen wir“, video (35 min 58 sec), 2001

Wohnwelten, kunstprojekte\_riem, Messestadt Riem/Munich 2001

photographs of the „residential walking tours“  
through private living arrangements in the  
Messestadt Riem, which took place from July to  
September 2001.

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In 2001, I actively included the inhabitants of a newly developed satellite town in the conception of my project "This Is the Way We Live" and thus studied how significant an individual's living quarters is as a mirror of personality, of life style and of the prevailing social conditions. The communicative aspect of home living was placed firmly at the heart of the matter. I arranged "residential walking tours" in the trade-fair town of Riem, one of the biggest city planning projects in Europe on the former grounds of the Munich-Riem airport. The "residential walking tours" offered an in sight into very different forms of living and concepts of home furnishing. A small circle of residents showed each other their private living quarters, and it was through these neighbourhood tours that a social and cultural exchange took place that I filmed on video.

The magazine "Schönes Wohnen in der Messestadt Riem" ("Beautiful Home Living in the Fairtown Riem") links this communication recorded between the inhabitants with articles on art and basic thoughts on urbanism and interior decorating. It takes up formal elements from typical home decorating magazines but the content is the everyday reality of the residents in this trade-fair town. Their social conditions and the way their residential world is designed are at the centre of interest. The magazine brings the attractive image and the aesthetic delight of a commercial home decorating magazine together with real living situations. The publication inevitably upgrades the residents' way of life; its purpose was to promote their identity with their city region, their taste for gracious living and an exchange of ideas on the subject. P.L.



### Schönes Wohnen in der Messestadt Riem

a magazine by Pia Lanzinger

in cooperation with Andrea Naica-Loebell and the residents of the Messestadt Riem

I with guest contributions by Johann Baumgartner, Jochen Becker, Andrea Knobloch, Isa Rosenberger I on behalf of kunstprojekte\_riem; a project by Landeshauptstadt München I

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