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Wolfgang Voigt / Dorothea Deschermeier / Peter Cachola Schmal (Eds.)

New Human, New Housing **Architecture of the New Frankfurt 1925-1933**

In the 1920s, an unprecedented programme of architectural and cultural renewal was established in the German city of Frankfurt am Main. This scheme became inscribed in cultural history under the name the New Frankfurt. Under the city's lord mayor, Ludwig Landmann, and chief municipal planning officer, Ernst May, the ideas of the Modern Movement took shape. At the heart of the project lay a model housing and urban development initiative with an international impact.

The publication *New Human, New Housing* presents the districts and a selection of buildings from the New Frankfurt that helped establish the city's fame as an important centre of Modernism. More than 10,000 new residential units were planned during the housing and urban development initiative which began in 1925. Working for the City of Frankfurt, architects recruited from home and abroad created pioneering works – including standardised family-oriented flats, affordable apartments for those on low incomes, the first fitted kitchen, and child-friendly schools – and instigated developments in diverse fields, such as the industrial prefabrication of building shells and the planning of green space in urban contexts.

In the first part of this book, essays shed light on the cultural background of the New Frankfurt initiative, provide insights into the context of the work of its many proponents, trace the end and after-effects of the scheme, and sketch out the current situation in the housing market. In the second part, richly illustrated short texts explore the main themes of the programme, as well as its most important estates and buildings, to provide an overview of the New Frankfurt phenomenon. Each featured object includes the address and information on public transport links, inviting readers on a tour of Frankfurt's modernist heritage.

The book is published in connection with the exhibition of the same name which will run at the Deutsches Architekturmuseum / German Architecture Museum (DAM) in Frankfurt from March 23 to August 18, 2019.



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New Human, New Housing

The Architecture of the New Frankfurt 1925–1933

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