

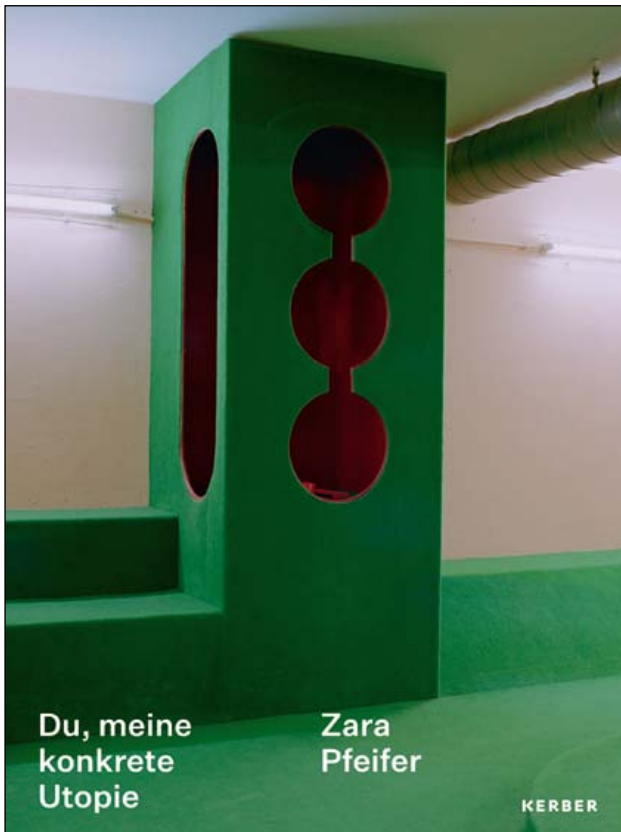


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## ZARA PFEIFER You, my concrete utopia

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In the mid-1970s an unusual public-private housing project was built in Vienna—3,200 apartments in three vast blocks stood for accessible luxury built in concrete; a utopian notion that anyone can live in true communities in proximity to fresh air, water, and greenery. Alterlaa is a rare example of the successful implementation of modernity's highest aspiration—a true machine for

living, with nearly one-hundred-percent resident satisfaction for more than four decades. In her long-term project *Du, meine konkrete Utopie*, Zara Pfeifer (\*1984) captures its human side for the first time in an expansive series of photographs.