

GREEN NEW DEAL

What does an equitable 'new normal' look like?

'NOTHING HAS TO BE AS IT IS; EVERYTHING CAN BE DIFFERENT. WE HAVE BEEN WRENCHED OUT OF OUR USUAL PLANS & DOINGS. WE HAVE DISCOVERED A DIFFERENT WORLD.'

Josef Frank, one of Vienna's city architects, on wartime mutual aid as a precedent for municipal housing, urban job programs, & integrated community resources. "After Wars," 1931.

share, advocate, agitate



Credits: Design by Steinhilber Studio. Quotations based upon graphics of Josef Frank & Otto Neurath. Icons derived from the Gerald R. Ford Library, Gerald R. Museum in The Plaza. Attribution: NonCommercial-ShareAlike



Alexandria Ocasio-Cortez's Green New Deal posters draw their composition and styling from the New Deal's WPA-National Park Service campaign (1938-41). Featuring well-known urban parks, AOC's series hint, laterally, at the nation's earlier coordination of conservation, employment, and the arts. But why limit our imagination to picturesque tropes, passive scenes, or the problematic concept - ecologically and socially - of National Park precincts? As the Covid recession and a rising Abolitionist movement have underlined, our 'visions' for combating climate change must foreground everyday environmental justice, sustainable socio-economic relationships, and keep pace with the Green New Deal's own policy ambitions.

This GND poster series thus starts from an alternate park precedent: Red Vienna's squatters' settlements and the recovery programs they inspired. Initially informal, Red Vienna's settlements appropriated the city's peripheral park lands, as the Austrian Empire and economy collapsed during WWI. They began as a mix of humble shacks, agricultural allotments, and emigres. By 1915, different settlement 'associations' had formed to organize leases, trade materials, and host events. By 1921, Vienna's umbrella settlement organization, OSVK, could boast 40-50,000 members, a 'Building Bureau' co-administered with the new Austrian Republic, and significant overlap with the Social Democratic City Council and its' Settlement Office.

As Vienna addressed housing shortages in the 1920s - replacing tenements with modern apartment blocks - the settlements' social ethos was captured in urban form. Schools, co-ops, clinics, and collective laundries were woven into municipal housing. Walls, kitchens, and bricks were designed to use available materials, retrain injured veterans and rural immigrants, and enable inhabitants to finish their homes, through sweat equity and skill exchanges. Vienna's education programs extended this work - through experiential lessons and experimental infographics (Vienna Method for Pictorial Statistics) - to help workers find positions and leverage their collective power within the multi-lingual metropolis. The Social Democratic government fell to the Nazi's in 1934, but the underlying urban fabric remained as the foundation for Vienna's contemporary, municipal housing.

This poster condenses Red Vienna's iconic, social, and physical forms as precedents for a just transition. The following pages unpack the city's programs. Later posters will turn to contemporary work - in Chicago, LA, etc. - that offers similar lessons for connecting resources and making sustainable systems. **Let's envision the Green New Deal with more activity, with collaborative efforts and intensive impacts. We can begin from a different perspective - by foregrounding integrated programs for labor, land, technology and social needs - to imagine the 'different world' we deserve.**

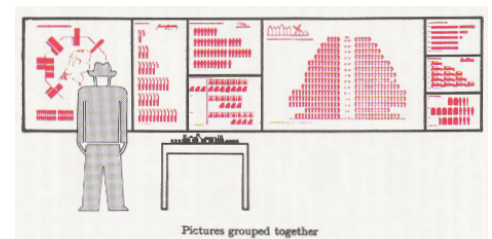
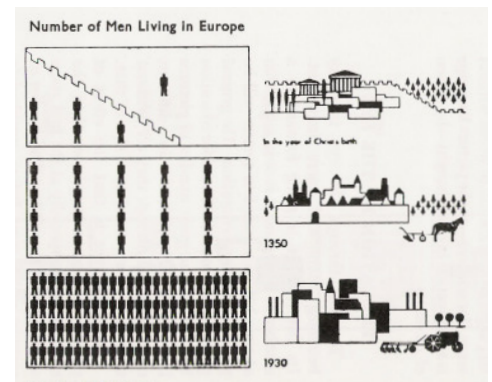
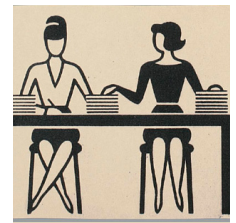
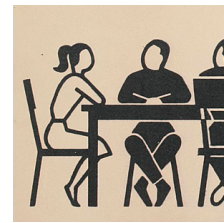
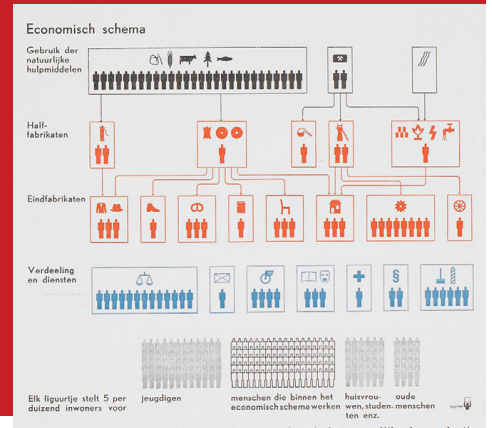
top: an AOC Green New Deal poster, **bottom:** WPA-NPS New Deal poster

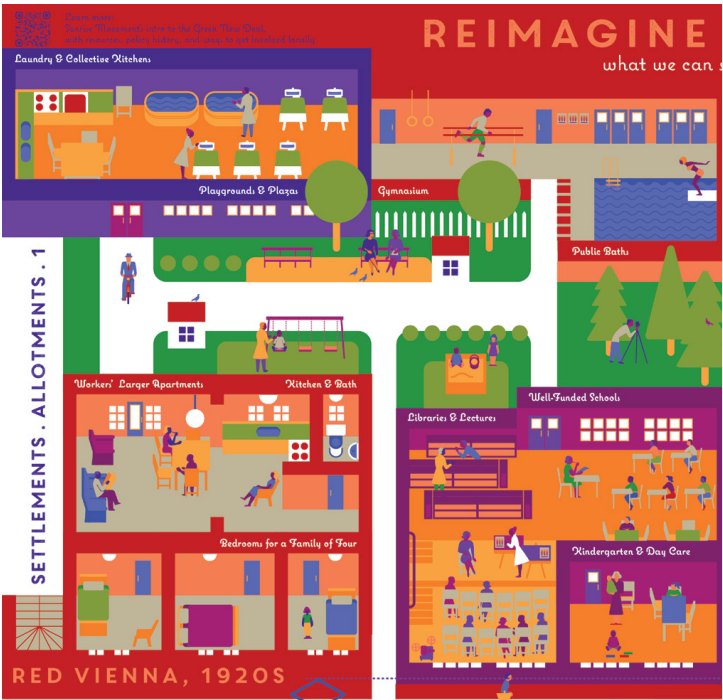
RED VIENNA SOURCE SAMPLES

documentation & diagrams: photos . icons



above: Building Settlements, Apartment Blocks: Units & Common Spaces
right: Icons and Diagrams from the Vienna Method of Pictorial Statistics





REIMAGINE RESOURCES

what we can see, we can be

Learn more about Red Vienna's Settlement aims:

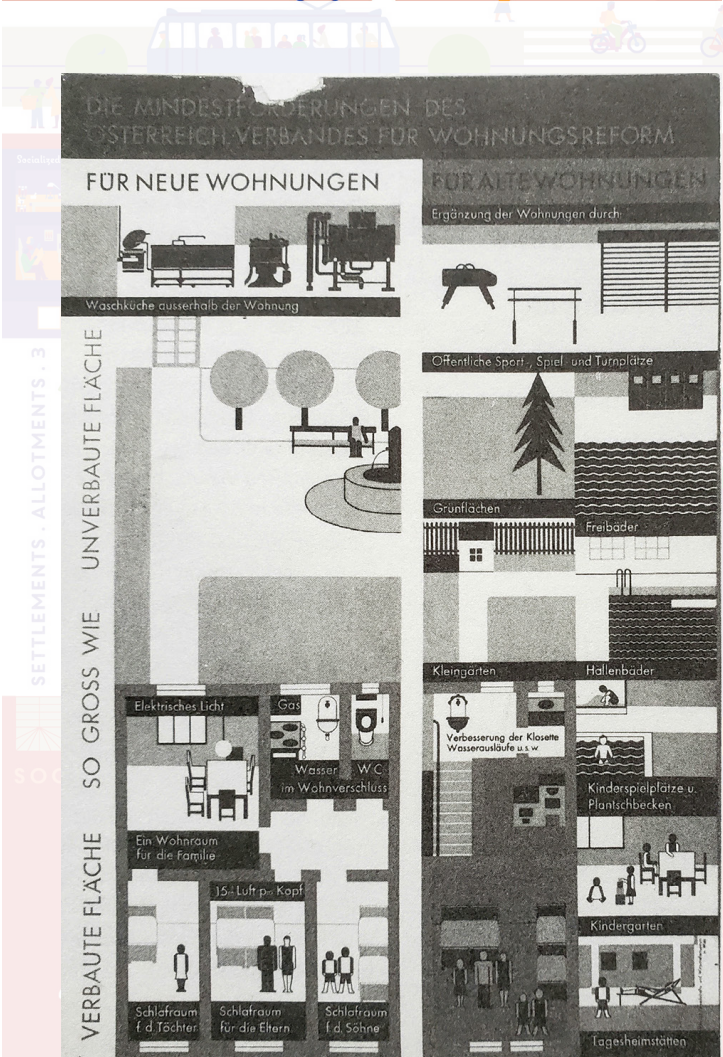
Blau, Eve. *The Architecture of Red Vienna, 1919-1934*. Cambridge, Mass: The MIT Press, 1999.

Hochhäusl, Sophie. "Traveling Exhibitions in the Field: Settlements, War-Economy, and the Collaborative Practice of Seeing, 1918-1925." *Neurath Reconsidered*. Switzerland: Springer, 2019.

Vossoughian, Nader. *Otto Neurath: The Language of the Global Polis*. NAI/D.A.P. Distributed Art Publishers, 2011.

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The initial graphic inspiration, roughly translated:

THE MINIMUM REQUIREMENTS OF THE AUSTRIAN ASSOCIATION FOR HOUSING REFORM

FOR NEW APARTMENTS (on the left)
laundry outside the home (shared laundry)

- electric light
- gas
- water closets
- plumbing within apartments
- and living room for a family: 15m2 of air space per head

FOR OLD APARTMENTS (on the right)
additions to the apartments with

- public sports, games and gyms
- greenspaces
- outdoor public pools
- allotments / small gardens
- indoor baths
- children's playgrounds and paddling pools
- kindergartens
- daycare centers

BUILT-UP AREA AS LARGE AS THE OPEN SPACE (along the side)

Poster for the Linz Housing Exhibition (1929) made by the design team from Vienna's Museum for Society and Economy (using Pictorial Statistics figures).

Joseph Frank, one of Vienna's city architects, an wartime medical aide as a precedent for social housing, urban job programs, & integrated community resources.

REIMAGINE RESOURCES

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Explore original Red Vienna writings & graphics:

Burke, Christopher et. al., eds. *Isotype: Design and Contexts 1925-1971*. London: Hyphen Press, 2014.

"Gerd Arntz Archive." Digitized from the Gemeente Museum in the Hague. <https://geheugen.delpher.nl/nl/geheugen/pages/collectie/Archief+Gerd+Arntz>.

Neurath, Otto. Selections from "Economy in Kind" and "Why Pictorial Education?" in *Empiricism and Sociology*. Springer Science & Business Media, 2012.

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ALLOTMENTS & ORCHARDS

The settlements were based around allotment gardens that enabled inhabitants to grow their own food. Parcels were long and narrow, split ~80% agricultural area to 20% compact dwelling space. Topography permitting, larger blocks were oriented to collected open areas in interior courts, which also held playgrounds and access ways. (Seidlungs Huerberg, Rosenhugel, Hoffingergasse)

Most of these elements and programs are described in Eve Blau's *The Architecture of Red Vienna*. For easy reference, search the google-book preview by seidlung (settlement) or hof (apartment block) name. I've referenced a small series, to streamline searching.

ROW HOUSES & CHICKEN COOPS

Most of the settlements were row houses or duplexes, for efficient material use and regular street massing. The units shown are based on the Huerberg settlement by Adolf Loos. Built into Vienna's rolling hills, these units dovetailed agricultural space with the residential rooms - a protected work-yard off the kitchens, a chicken coop under the eaves, and small, southern greenhouse windows in the living rooms. (Seidlungs Huerberg)

It should be note that collective facilities - kitchens, laundries, lunchrooms, etc. - were popular with reform housing movements across Europe and the US. Akin to industrial production, they sought to tap into efficiencies of scale and liberate women from isolated, domestic drudgery. In Vienna, this was combined with a range of social democratic clubs and associations, with the aim of providing wide acculturation opportunities for rural immigrants, as they adapted to the patterns and rhythms of industrial, urban life.

WORKSHOPS, CAFES, & SHOPS

Along with the collective laundries and kindergartens (Linz poster, last page), nearly all of the municipal apartments blocks hosted an array of collective spaces and services at the ground level - offering small shops, coffeehouses, and restaurants; schools, libraries, and lecture halls; workshops, artists' studios, and theaters. Commercial uses typically faced the street, with educational services oriented toward interior courtyards and playgrounds. (Basically all the blocks hosted much of this array, see Fuchsenfeldhof as an early example.)

CO-OPERATIVE & CITY MARKETS

Larger municipal apartment blocks, based on their location along train-lines and transit corridors, integrated wholesale or open-air markets. For instance, Schlingerhof's forecourt hosted the Floridsdorfer market, which was faced by local shops at the base of the building. The block's basement served the market, with workshops, freight elevators, a sanitation department hub, and vendor and administrative offices. (Schlingerhof)

"Frank, one of Vienna's architects, an wartime exile, made a precedent of housing, urban form, & integrated community resources. (Frank, 1920s)"

Have, address, safety



REIMAGINE RESOURCES

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Vienna as Precedent for Social & Housing Policy

All available at Jacobin: <https://jacobinmag.com/>

Daniel Aldana Cohen. "A Green New Deal for Housing."

Jacobin: Feb 2019.

Meagan Day. "We Can Have Beautiful Public Housing."

Jacobin: Nov 2018.

Veroninka Duma, Hanna Lichtenberger. "Remembering Red Vienna." Jacobin: Feb 2017.

Tamara Kamatovic. "How Vienna's Socialist City Hall Put Children at the Heart of the Welfare State." Jacobin: June 2020.

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COURTS, PARKS, & PRESERVES

Most municipal apartment blocks held several interior courtyards, with playgrounds, pools, maintenance areas, pergolas, and parks of grass, hedges, and benches. Freestanding parks and plazas often held additional programs, like milk bars and public baths, to serve existing neighborhoods. In addition to local facilities, Vienna's 'workers' beaches' and 'belt of forests and fields' offered recreation, which was accessible by tram. (Fuchsenfeldhof, Heizmannhof, Schubertpark, etc.)

MEDICAL & EMERGENCIES

Medical clinics were standard in the municipal apartment blocks. In newer sections of town and areas with fewer services, municipal housing held an expanded array of social services - dental care, pharmacies, health insurance offices, post offices, and even fire stations - to serve the adjacent community. (Extended services: Herderplatz area, Rabenhof, Karl-Marx-Hof, etc.)

TRAINING & ORGANIZING

Apprentice workshops, lecture and meeting halls were woven into the larger apartment blocks. (Yes, the digital equipment is an anachronism, but not training opportunities.) This placement extended educational continuity - with day-cares and schools - and made organizing easier, as trade unions were 'at home' across the city. Learn more about union alliances in the building program, right. (Fuchsenfeldhof, Rabenhof, Karl-Marx-Hof, etc.)

STANDARDIZED APARTMENTS

Vienna's municipal programs were funded through tax-based wealth redistribution, targeted on luxury goods, services, and bourgeois housing. Thus municipal rents only had to cover operating costs, averaging 4% of workers' monthly pay. From 1922 on, most workers lived in one of two standardized units types, which offered the amenities above, private balconies, and use of the communal facilities. (Search 'Gemeinde-Wien-Type')



REIMAGINE RESOURCES

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Green New Deal Policy: Resolution & Acts introduced:

Green New Deal (Resolution). <https://www.congress.gov/116/bills/hr5109/BILLS-116hres109ih.pdf> (Alexandria Ocasio-Cortez, Ed Markey)

A Green New Deal for Public Housing Act. <https://www.congress.gov/116/bills/hr5185/BILLS-116hr5185ih.pdf> (Alexandria Ocasio-Cortez, Bernie Sanders)

Zero Waste Act. <https://www.congress.gov/116/bills/hr4050/BILLS-116hr4050ih.pdf> (Ilhan Omar)

Homes For All Act. <https://www.congress.gov/116/bills/hr5244/BILLS-116hr5244ih.pdf> (Ilhan Omar)

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TRANSIT & STREET SYSTEMS

Guided by the Settlement Office, Vienna extended electric tram lines to all existing and planned settlements in 1921. In the central city, which was well served by the 'stadtbahn' rail system, transit was diversified. Surface streets that cut thru larger apartment blocks were often re-purposed as pedestrian ways and programmed areas. (Fuchsenfeldhof, Rabenhof, Karl-Marx-Hof, etc.)

ARTS & COMMUNICATIONS

As Vienna rebuilt, groups like OSVK and its' Building Bureau held large exhibits to showcase the city's agricultural and architectural progress. In 1925 economist Otto Neurath, OSVK's first general secretary, opened the municipal Museum of Society and Economy, showcasing integrated social solutions. Over the next decade, the Museum's graphics team refined the use of pictographs (the Vienna Method of Pictorial Statistics) for communicating about complex organizations and processes. These graphics were employed in educational programs, outreach, and by planners across Europe. (Search Isotype.)

BUILDING PROGRAM ITSELF

Vienna's settlements began based on self-help labor alliances and continued, as active, planned programs, through 1926. On average 15% of building costs were provide by the direct labor of inhabitants - nearly 1600 hours per settler (80% of labor). They poured concrete, made bricks, and helped with site prep. Skilled settlers built structures; even artist contributed murals. Ultimately the houses and

institutional buildings were collectively owned; a home could be bequeathed to family but could only be sold to the association. By 1921, as the city's Settlement Office scaled up work, the trade unions played a larger role in directing and executing skilled work. Over 2000 workers were employed by the cooperatives, cementing the political alliances. And, tradespeople formed a high percentage of settlers, nesting union activism and engagement within the associations' programming.

MUNICIPAL HOUSING



REBUILDING PROGRAMS

INFRASTRUCTURES