

Zurich: to jazz or not to jazz

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1 Introduction

The cultural scene in Zurich, Switzerland is very active. Not only is the city home to famous institutions such as the Opera House or the Kunsthaus, but it is also the birthplace of the Dada movement [1]. There are many cultural events organised in the area which makes Zurich a very vibrant city.

However, the number of jazz bars is surprisingly low in the city compared to the number of music venues of other genres, and there might be a business opportunity to seize if one is interested in opening a bar that is somewhat different from the other bars. In addition to being a different concept, a jazz bar can be a great place for promoting young talented musicians by giving them a location where they can produce their jazz gigs, and this can prove popular among the locals. The aim of this project is thus to find potential areas in Zurich that would be ideal for a opening a jazz bar.

For this, several criteria will be taken into account.

- (a) First of all, we will look for areas in Zurich that are **nice to hang out in**. Areas that contain other bars, restaurants etc. will be good candidate areas.
- (b) We will, however, not want to look at areas that are already overcrowded with bars in order to **avoid fierce competition**. In addition, we will look for other jazz bars in the region and avoid being near them.
- (c) We will also try to be not too far from the **Zurich University of the Arts** (Zürcher Hochschule der Künste or ZHdK), where jazz musicians are educated and formed. This will make it easier for them to come and play in our jazz bar.
- (d) Last but not least, we will try to find areas where the rent is **not too expensive**.

The districts in Zurich are numbered and called **Kreise** (e.g., Kreis 4) and there are 12 Kreise in Zurich. We will further segment the districts into circular areas with a radius of **800 meters** so that we can look at smaller candidate areas.

1.1 Data source

The data of the mean rent can be found on the [Zurich city webpage](#), where they give the mean rent per district in Zurich city.

We will also need data on the geographical boundaries of the districts of Zurich so that we can know the mean rent of the candidate areas we are looking for. There are two possibilities for this: the data can be extracted either from

- (a) the [Swiss Confederation webpage](#) dedicated to geoinformation (or via [opendata.swiss](#)), or
- (b) from [Nominatim](#), which is a search engine for OpenStreetMap data.

2 Bibliography

References

- [1] Stadt Zürich. zuerich.com. URL: <https://www.zuerich.com/en/visit/dada> (visited on 01/10/2020).