

Real Estate Poetry

Marija Marić

¹ Real Estate Poetry is a written piece composed of adjectives extracted from the advertising text for the project *Belgrade Waterfront*, a large scale real estate urban development, initiated in 2014 by the Government of Serbia and Abu Dhabi based private company *Eagle Hills*. The work considers real estate writings on architecture and cities as an unexpected source of fiction and poetry.

First-of-its-kind, not isolated, distinct, open, tranquil, public, new, cultural, historic, right, total, spectacular, new, world-class, the biggest, premium, cultural, educational, modern, wide, exclusive, residential, commercial, striking, the highest, residential, long, new, regional, retail, first, cultural, iconic, monumental, master-planned, under-utilised, long, new, central, world-class, Grand, retail, the must-visit, extensive, green, lively, international, major, landscaped, green, sheltered, existing, public, historic, Georgian, green, old, high, elevated, dramatic, spectacular, exclusive, new, regional, long, cultural, artistic, iconic, the highest, residential, prime, the first, residential, electrifying, full, exclusive, the latest, high, five-star, branded, gross, recreational, special, public, public, signature-, public, interactive, family-oriented, high, stylish, luxurious, branded, residential, gross, recreational, all-day, state-of-the-art, glamorous, ultra-modern, residential, new, residential, smaller, younger, medium, large, urban, branded, the world's most prestigious, the first, residential, prime, historic, urban, dense, urban, new, dynamic, striking, the highest, residential, high-end, prime, the first, residential, exclusive, residential, architectural, prime, adjacent, close, long, world-class, strong, renowned, touristic, the most sought-after, main, changing, public, high, five-star, branded, recreational, public, landscaped, unique, open, different, cul-

tural, high, luxurious, branded, residential, recreational, early, key, the largest, regional, European, further, existing, palatial, the best, international, local, residential, truly urban, mixed-use, hybrid, lively, architectural, relaxing, green, optimal, visible, exclusive, retail, gross, sufficient.¹

Marija Marić is an architect, a researcher and a real estate poet based in Zurich. Currently, she is a PhD Candidate at the Institute for the History and Theory of Architecture (GTA) at ETH Zurich. Her interests revolve around the questions of labor, performative writing and experimental pedagogical practices in architecture and urban planning.