



# PRESS KIT

HELSINKI  
CITY MUSEUM  
MAY 2016

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[http://aineistopankki.hel.fi/l/jQbc\\_PwgVhPK](http://aineistopankki.hel.fi/l/jQbc_PwgVhPK)

# HELSINKI CITY MUSEUM OPENS A NEW FLAGSHIP MUSEUM NEAR THE SENATE SQUARE

**The Helsinki City Museum will open its newest museum in the Tori quarters. The museum is an overall experience with the milieu, exhibitions and indoor decoration telling about daily life in the Helsinki of the past.**

The Helsinki City Museum will open its newest museum in the Tori Quarters on 13 May 2016 at 5 p.m. The thorough renovation has turned the five old buildings and the modern extension built between them into a unique museum complex. The museum, designed based on the terms of free access, brings a historic milieu, previously unknown to most, to use by the citizens.

– We wanted to create an overall experience which starts on the street already, continues into the courtyards and penetrates all rooms, says Museum Director Tiina Merisalo of the Helsinki City Museum. – Access is always free of charge, so we have designed the entire museum, the interior included, as a low-threshold facility. In addition to visiting exhibitions, you can also pop in to do some shopping, to unwind a bit or to work, for example. The museum also has three beautiful courtyards. The Falkman Courtyard, for example, has only been open to the public in special situations in the past.

The Helsinki City Museum is the world's only museum focusing on Helsinki. The daily life of citizens of the past is reflected both in the exhibitions and in the interior. Different time spheres mix joyfully together in the entrance lobby in the set of sofas inspired by styles of various eras from Art Nouveau to the 90s. The city animals by artist Jasmin Anoschkin hang around under the acorn lamps. Old labels and candy wrappers decorate the coffee tables, and the locker familiar from the Ruutuysi TV show stands in the corner.

The City Museum is celebrating the opening of its doors by offering even more free access than usual, as the museum will stay open for 24 hours starting at 5 p.m. on 13 May 2016. You are welcome to visit the new museum and exhibitions in the middle of the night if you like.

## THE FIRST EXHIBITIONS COVER BROKEN HEARTS AND YOUR OWN HELSINKI

Emotions, everyday life of citizens and personal experiences are emphasised in the new museum's opening exhibitions starting from 13 May 2016. **Please see the end of this media package for more extensive media releases on each exhibition.**

What should you do with memories that you don't want to keep but can't really throw away either? The **Museum of Broken Relationships** is one possible solution, consisting of anonymously donated items and the related break-up stories. The Museum of Broken Relationships has previously toured in Berlin, Taipei, London and Buenos Aires, for example, increasing its collection of items in each of the cities it has visited. Break-up items and stories were collected in Helsinki in February–March 2016. The collection resulted in almost one hundred items, half of which are on display at the exhibition and the rest on the site [brokenships.fi](http://brokenships.fi). You can also add your own break-up memory on the site during the exhibition, 13 May–11 September 2016.

Another exhibition opening in May, **Helsinki Bites**, dives into the past of Helsinki, bringing up common memories about the city's history. You can, for example, lie on the steel spring bed in a home from the 1950s, walk on a street from the 1930s or admire the 90-year-old miniature model of Helsinki in 1878. You can also visit a medium strength beer bar from the 1970s and play a song on the jukebox, picking one from the most beloved Helsinki-themed songs chosen by citizens in a vote arranged in March 2016.

The city's oldest house will be brought back to use by the youngest citizens again as **Children's Town** opens up as a part of the new Helsinki City Museum. In Children's Town, Helsinki's past is illustrated by means of play and activities. Before closing for the renovation, Children's town had gathered no less than in 110 000 visitors in the previous year and a half. The best parts like 1970s Grandma's house, the Sederholm shop and elementary school class are still there after the renovation and new features of the children's museum include, amongst others, a marine play, reading and rest corner for the youngest visitors.

**Time Machine** will make the photographs of famous Helsinki photographer Signe Brander come to life with a little bit of help from the latest technology. Time Machine also takes you to 1960's–80's streets and yards of Helsinki. The Time Machine will make use of a number of technologies, including projection, sound, animation and 3D virtual technologies. The software company Futurice brings its experience of service design and the latest technological solutions as a partner in the Time Machine project.

## MORE INFORMATION: NEW HELSINKI CITY MUSEUM IN GENERAL

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## MORE INFORMATION: EXHIBITIONS AND OTHER CONTENT

Museum of Broken Relationships

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Helsinki Bites

Producer of the exhibition Jari Harju, +358 40 334 7017, [jari.harju@hel.fi](mailto:jari.harju@hel.fi)

Children's Town

Producer of Children's Town Anna Finnilä, +358 40 334 7000, [anna.finnila@hel.fi](mailto:anna.finnila@hel.fi)

Time Machine

Producer of Time Machine Sari Katainen, +358 40 173 8276, [sari.katainen@hel.fi](mailto:sari.katainen@hel.fi)

# BASIC INFORMATION ABOUT THE NEW HELSINKI CITY MUSEUM

## HELSINKI CITY MUSEUM

Aleksanterinkatu 16

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helsinkicitymuseum.fi

## OPENING HOURS AND ENTRANCE

Mon–Fri 11:00–19:00, Sat–Sun 11:00–17:00.

Groups of children and students also 9:00–11:00 on weekdays (by appointment).

Entrance to the city museum is always free of charge.

When the museum opens for public 13 May 2016 at 17 pm., we are open for 24 hours.

The museum is accessible for persons with reduced mobility.

## PREMISES

### FIRST FLOOR

- Time Machine
- Lobby: info, toilets, cloakroom, sofa set over the decades, timeline, city animals, room for sitting/unwinding/doing things
- Café El Fant
- The Kasari 80s room
- Picture Browsing Space
- Children's Town
- Multi-functional spaces Falkman Wing and Falkman Corner
- Museum shop
- Courtyards: Sederholm Courtyard, Govinius Courtyard and Falkman Courtyard

### SECOND FLOOR

- Falkman Atelier
- Children's Town
- Exhibition space: Helsinki Bites

### FOURTH FLOOR

- Lounge
- Exhibition space: Museum of Broken Relationships

# A DIVERSE INTERIOR MIXING TIME SPHERES CREATES A TOTAL EXPERIENCE

An inviting museum interior was created at Helsinki City Museum, which plays with memories about the city's everyday life. The result is a total experience with a twist of Helsinki. The museum interior was designed by Kakadu Oy.

How does it feel for a city rabbit to fall asleep under a bush? Can a set of sofas take you on a journey into the past? What kinds of emotions does a Suosikki magazine poster from the 1980s or a soft drink label from the 1920s arouse? The interior design of the new Helsinki City Museum, which is situated in the Tori Quarters at the corner of the Senate Square, set out from the idea that in a museum with free entry, the focus must be extended from the exhibitions to other premises as well. Interior architect office Kakadu Oy from Helsinki was chosen to design the interior.

– Traditionally, the space hierarchy in museums is quite rigid: there are exhibition facilities and a lobby, shop and café. People come to the museum to see exhibitions and everything else is less important. We wanted the Helsinki City Museum to provide a total experience that starts from the street, continues to the courtyards and extends through all premises, says reform rector **Ulla Teräs** from Helsinki City Museum. – The aim was to create a new type of public, open space that would allow different encounters and that people could use for their own purposes. We also wanted to introduce urban history also in facilities other than the actual exhibitions, Teräs continues

## INTERIOR INVITES TO SHARE STORIES FROM HELSINKI

At Helsinki City Museum, the everyday life of the past in Helsinki takes the form of inviting lounges and meeting places. The actual museum consists of buildings from different periods—five old buildings and one new building. The interior, too, is a mixture of elements from different decades.

– This has been a fantastically interesting assignment. There are a wealth of premises in the complex, which consists of five buildings, all with a fascinating past, so we have had a lot to get ideas from, says **Milka Tulinen** from Kakadu. In fact, Kakadu has introduced many elements to the interior that may arouse some vivid memories.

The set of sofas in the entrance lobby, for example, takes you from Art Nouveau to the 90s and invites you to sit in an elegant Functionalism-style chair or in a 1950s armchair. Labels and wrappers from the museum's collections have been recreated in coffee table covers to match each period. You can also sit with urban animals in the lobby where a rabbit and his friends are hanging out under acorn lamps. The animal sculptures were made by artist **Jasmin Anoschkin**. Creative new use was made of genuine old items in the furniture. For example, old doors have been used as a sales desk and shelves in the museum shop, and intermediate walls have been built out of old glass negatives.

The city stories are also told by the moving timeline build on the lobby wall, which incorporates real objects and it moves the visitor through the major points in the history of the city of Helsinki in just few minutes.

## STRONG ATMOSPHERES IN PREMISES AVAILABLE FOR RENT

There are many premises in the museum that can be rented by anyone. With its overhead projectors and flamingo mirrors, the Kasari 80s room, which can be used for different types of meetings and festivities, creates a complete 1980s emotional experience.

The Falkman premises in the midst of the museum complex will be finished during the summer: The Falkman Atelier, which was designed as the study of Severin Falkman in the 1880s, will be turned into an elegantly bohemian meeting place with its ornamental fireplaces and Pompeii-red walls. A more modern artist atmosphere will be conveyed in the Falkman wing, which can be used for workshops and other events.

The fixed furnishings in the museum have been built by Stara, the furnishings of the Museum shop by Heinosen puusepäntiike and the set of sofas by upholsterers Palttina and Woods.

## MORE INFORMATION

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Interior Architect Milka Tulinen, Kakadu Oy, +358 40 5119 991, [milka@kakadu.fi](mailto:milka@kakadu.fi)

# LAYERS OF ARCHITECTURE

**The new Helsinki City Museum at the Senate Square corner consists of five old buildings and a piece of modern architecture, combined into a complex with different layers of time.**

The renovation of the museum located in the Tori Quarters of the historical city centre started in summer 2014. The task of combining the five buildings from different eras into a functional museum complex was assigned to Arkkitehdit Davidsson Tarkela. The result is a unique milieu merging together the old and new sections.

The buildings of the block date from the 1750s to the 1920s. One 1960s building inside the block, which was in poor condition, was demolished and replaced by a new section with lifts, providing improved access to the museum. The facade of the new building is coated with prepatinated copper mesh. – The material will darken and turn greener over time. I find a temporal dimension such as this especially suitable for a museum, says Aki Davidsson, who was the main designer of the museum together with Hannele Storgårds.

The buildings are connected in a way that mixes the different eras and creates a multitude of different spaces, corners and atmospheres in the museum. The ‘wow’ element of the museum is in the plentiful heart-warming details. There is a wonderful view over the rooftops towards the Helsinki Cathedral, and the oldest blocks of Helsinki open up from a new perspective.

## FROM OFFICES TO A FUNCTIONAL MUSEUM

The condition of the buildings of the future museum block varied a lot before the renovation. They had mainly been used as offices, and partition walls had been built to turn the spacious halls into cubicles.

– Creating clear, useful spaces in a complex consisting of several buildings was an interesting challenge, especially considering that they would need to give the spotlight to the exhibitions, says Aki Davidsson.

New spaces and routes have been opened up in the renovation, and technology allowing modern exhibition solutions has been built inside walls and ceilings. The original hierarchy of spaces was partially restored, creating spacious exhibition halls for the museum.

Details from different eras have been preserved everywhere. Visitors get to experience the joy of discovery when they find a banister from the 1920s, an archway clad with bricks in the 1960s or a courtyard milieu from the end of the 19th century. The preservation of the old is also reflected in the new solutions. On the Katariinankatu side, for example, street-level premises have been restored into business premises, with door openings made in their original locations. The extensive renovation of the 1960s has been conserved in the staircase of the museum’s highest floors in particular. The constructor was HKR-Rakennuttaja and the main contractor was Pylon Rakennus Oy. Tuula Jeker was the project architect.

Behind building the new museum, there is the renewal of the historical centre of Helsinki, Tori Quarters. The area between Market Square and Senate Square is being developed to a diverse platform for city life, business, events and experimental culture. Leijona Oy, a subsidiary of the City Of Helsinki, is responsible for developing the Tori Quarters project. The historical buildings of Tori quarters, used for administration offices for over 40 years are now being renovated, opening up new spaces for new businesses and Helsinki-dwellers and travellers alike towards 2017. When the city museum opens in the spring, Tori Quarters is already a home for approximately 50 different businesses: restaurants, coffee shops, design, concept stores and culture.

## MORE INFORMATION

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Aki Davidsson, main designer, ADT, [aki.davidsson@arkdt.fi](mailto:aki.davidsson@arkdt.fi), +358 40 552 4204

## YEARS OF CONSTRUCTION OF THE MUSEUM COMPLEX BUILDINGS

Sederholm House 1757

Katariinankatu 3, 1761 (elevated to three stories in 1892)

Remander House 1814

Falkman House 1829, east wing 1860, elevation of the west wing 1869, and Atelier 1872

White Hall building 1925

New building 2016

# NEW VISUAL IDENTITY IS ABOUT FALLING IN LOVE WITH HELSINKI

Helsinki City Museum will open a new museum in May 2016 in a unique location at the corner of Senate Square. The museum's visual identity is a playful combination of colours and fonts familiar from old public transport tickets, advertisements and posters. The visuals were created by design agency Werklig.

The new museum that offers exhibitions, events and open space for Helsinki residents will open near the Senate Square on 13 May 2016. The museum focuses on the personal experiences and everyday life of the people in Helsinki. – We are building an easy-to-approach, free-entrance museum that appeals to the visitors' emotions. We wanted the visual identity of the new museum to emphasise this, says **Tove Vesterbacka**, *master of propaganda* at the Helsinki City Museum.

The cooperation between Helsinki City Museum and Werklig started in summer 2015. They designed the new visual identity in close cooperation during the autumn. Designers at Werklig were inspired by the gems in the museum's collections, such as old public transport tickets, soirée programmes, century-old dance tickets and advertisements for various events. The designers came up with the idea of playing around with material from Helsinki's past, taking along a variety of tones and layers.

## THE NEW VISUAL IDENTITY IS BASED ON THE PAST OF PEOPLE IN HELSINKI.

The colours and typography of the new identity are based on authentic fragments of the past. The new identity is rich in colour, but most of the applications are duotone, reflecting the old prints that inspired the design. Werklig created three unique typefaces for the museum. Falkman, Signe and Govinius each has their own way of exhibiting the living history of Helsinki that defies strict definitions of time and era. The colours and typography of the new visual identity are also used in the interior design of the museum. For example, the design of the toilet, lift and café signs is based on the Falkman font. The new identity is on display on the museum website, which was built by Byroo.

The new logo by Werklig—capital H with a heart—captures the museum's vision, *everyone has the opportunity to fall in love with Helsinki*. – We wanted to shift the focus from the museum to Helsinki and its residents, Tove Vesterbacka says. – Everything irrelevant has been left out. This is a strong and simple image that even a five-year-old can remember and draw – and that is a proven fact!

### MORE INFORMATION

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Designer Hannu Hirstiö, Werklig, +358 50 575 7720, [hannu.hirstio@werklig.com](mailto:hannu.hirstio@werklig.com)

## MUSEUM SHOP, CAFÉ AND OTHER SERVICES

Dive into the world of old photographs in the Museum Shop! A vast selection of postcards guarantees that there will be plenty of memories from Helsinki. In the shop, you can also find Helsinki-themed posters, picture books, unique gifts and nostalgic souvenirs. You can now also buy some of the most popular books in the museum's online shop.

Café and wine bar El Fant was opened next to the museum already in February, offering quality coffee from a small roastery, sandwiches and sweet delicacies. The café also serves breakfast, as well as brunch on the weekends. In the evening, El Fant turns into a wine bar serving everything from snacks to a five-course dinner.

Visit the Picture Browser downstairs to browse through photographs, such as prints of photos by Signe Brander, during the museum opening hours. Traditional photo archive services are available by appointment. The museum collections are also available at [hkm.finna.fi](http://hkm.finna.fi), with more than 40,000 web-quality pictures already published for free use.

The City Museum also rents its distinctive spaces for meetings and parties. You can, for example, give an overhead projector lecture in the Kasari 80s space, or rent one of the historical courtyards for your party.

Guided tours open for all are arranged in Finnish every Sunday at 2 p.m. and on the first Thursday of the month at 5 p.m. Please see the museum website for the times of guided tours in Swedish and English. The museum also has an extensive range of services for schools, educational institutions and day-care centres. More information is available on the museum's web site.

## MUSEUM BUILT WITH CITY RESIDENTS

The renewal process has been an opportunity for the museum to reflect on its role in the changing city. Joint activity with city residents has been the chosen method from the beginning and it will continue even after the museum is opened. It has evoked a number of new ideas for how the museum could enrich city residents' lives. At the same time, the museum has received feedback on what works and what doesn't.

– We have been interested to hear, for example, where the city residents spend their free time and what kinds of places and spaces they return to time and time again, explains the Helsinki City Museum's project manager Ulla Teräs.

City residents and their thoughts on the significance of the museum have been heard in discussions and interviews and through joint activities. "We have spent a lot of time with our customers and tried to create space for dialogue and communication between the museum workers and city residents," says Ulla Teräs.

City residents have had the opportunity, for example, to rummage through the museum's million Helsinki-themed photographs and put together an exhibition based on the collection. They have also been invited to sense the city space and its sound landscape with guidance from a community artist. Questions that were asked through a customer panel online have received hundreds of answers. Plans for the new museum, the Time Machine prototypes for example, have been commented on at different events.

The work for a renewed museum experience will not end at the museum opening: joint activities and creating space for communication will continue in exhibitions, public space designing and other operations.



# MUSEUM OF BROKEN RELATIONSHIPS

**What should you do with memories that you don't want to keep, but can't really throw away either? One solution is the internationally renowned Museum of Broken Relationships, which the new Helsinki City Museum will bring to Finland as one of its first activities.**

A five-cent coin stuck on the buttock of a former lover and empty medicine blisters stored in a glass jar are on display in the new Helsinki City Museum as the Museum of Broken Relationships exhibition arrives in Finland and Scandinavia for the first time. The Museum of Broken Relationships consists of items donated anonymously and their stories, related to broken relationships.

The objects tell the universal story of love and loss. The visitor can get absorbed in the texts ranging from a couple of words to several pages in length. The atmosphere varies from bitter accounts and fitting crystallizations to humour and deep sorrow. It is easy to relate to memories of love and giving away, which makes the visitor a part of the common separation story themselves.

The museum grew out of the broken relationship of two Croatian artists, Olinka Vištica and Dražen Grubišić, and contains objects and stories from all parts of the world. The permanent Museum of Broken Relationships exhibition is on display in Zagreb, Croatia. It also houses the museum's largest collection, part of which will now be seen in Helsinki in May, together with the objects and stories now being collected from the citizens of Helsinki.

– People have the need to move on after a broken relationship. The Museum of Broken Relationships provides a way of letting go. When you give the item away, you can put an end to the matter, says Sauli Seppälä of Helsinki City Museum, producer of the exhibition.

The Museum of Broken Relationships has previously toured in Berlin, Taipei, London and Buenos Aires, for example, increasing its collection in each of the cities it visits. The exhibition has been met with enthusiasm – it looks like the museum has found a functional, comforting way of dealing with failure, letting go and strong emotions. At the same time, it also emphasises that not all broken relationships are a failure.

Break-up items and stories were collected in Helsinki in February–March 2016. The collection resulted in almost one hundred items, half of which are on display at the exhibition and the rest on the site [brokenships.fi](http://www.brokenships.fi).

The Museum of Broken Relationships will be on display in the new Helsinki City Museum at the Senate Square from 13 May–11 September 2016. After the exhibition ends, donations of people from Helsinki will join the global Museum of Broken Relationships.

The Museum of Broken Relationships was awarded the Kenneth Hudson Award for the most innovative museum in Europe in 2011.

## **MORE INFORMATION**

Producer of the exhibition Sauli Seppälä, Helsinki City Museum, +358 9 3103 6493, [sauli.seppala@hel.fi](mailto:sauli.seppala@hel.fi)  
Museum of Broken Relationships – All donations for Helsinki City Museum [www.brokenships.fi](http://www.brokenships.fi)

## HELSINKI BITES

**Helsinki Bites exhibition will open in the new Helsinki City Museum at the Senate Square on 13 May 2016. It dives into the past of Helsinki, bringing up common memories about the city's history.**

"I remember that, that's just what we used to have!" many visitors may exclaim in the Helsinki Bites exhibition, one of the opening exhibitions of the new Helsinki City Museum. History comes near us, allowing the visitor to experience the past of the city with all of their senses in many places.

- We will build a 1950's home in the exhibition. You should try out live how it feels like to laze around in a steel string bed and browse through an Anttila catalogue, producer of the show, Jari Harju of Helsinki City Museum suggests. The favourite shows of the time play on the radio. When you turn the knob, you can listen to Uncle Markus telling stories to children or the "Kankkulan Kaivolla" comedy show. The big music stars of the era, such as Olavi Virta and Vieno Kekkonen, can naturally also be heard.

The exhibition also showcases the miniature model of Helsinki of 1878, which many citizens have been missing. The City Museum ordered the model in the 1920's, and it was exhibited in the Hakasalmi Villa until the 1980's. It now illustrates the changing city in the new museum.

The model shows Katajanokka before the time of Art Nouveau houses, largely unconstructed. Just a couple of wooden shacks dot the cape, with the Uspenski Cathedral watching over it. On the other hand, the buildings of the new Helsinki City Museum located at the corner of the Senate Square are shown pretty much as they are now.

### FIND YOUR OWN HELSINKI

- It has been our goal that each visitor would find something familiar and personal in the exhibition, says Jari Harju. We have therefore been seeking experiences and memories that bring the citizens of Helsinki together. The city's shores are important for many and therefore have their own section in the exhibition. To complete the experience, visitors can have their photographs taken wearing nearly genuine bathing suits from the end of the 19th century, in front of unbelievably beautiful beach scenery from Helsinki.

As otherwise in the new Helsinki City Museum, citizens have participated intensively in the planning of Helsinki Bites. The cooperation will continue, as one section of the exhibition will be renewed by some citizens' group on a regular basis. The first ones on stages will be the skateboarders, taking the visitor to familiar places, but with a new and surprising angle.

### MORE INFORMATION

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## CHILDREN S TOWN

**The city's oldest house will be brought back to use by the youngest citizens again as Children's Town opens up as a part of the new Helsinki City Museum in May 2016. In Children's Town, Helsinki's past is illustrated by means of play and activities.**

Children's Town was opened in the Sederholm House near the Senate Square November 2012 for the first time. When it closed because of the renovation of the museum block in April 2014, it had exceeded all expectation and gathered no less than 110,000 visitors. Many regular customers have been eagerly awaiting the completion of the renovation. The renewed family favourite will open again on 13 May 2016 as a part of the new Helsinki City Museum.

The best parts of Children's Town are still there after the renovation. You can still study everyday items from the 1970s in Grandma's House and watch the favourite TV shows of the time. Voluntary museum grandmoms and grandpaps are on duty in Grandma's House in the weekends. The Sederholm shop from the 18th century is available to play in just as it was, and you can just picture the schoolmaster with a pointer and a stern face in the elementary school class.

### AN EVEN MORE COMPREHENSIVE MUSEUM EXPERIENCE FOR TODDLERS

- In the renewal, we have followed an even stricter policy that everything may be touched, says producer of Children's Town, Museum Educator Anna Finnilä of Helsinki City Museum. The museum experience has been planned on the terms of toddlers even more than before. The renewals are based on various customer surveys, interviews, enquiries and observations.

New features of the children's museum include, amongst others, a marine play, reading and rest corner for the youngest visitors as well as several new activity points for playing and magnet games. There is more and more to study in the familiar premises: the store is more ample than ever, and new role costumes and role cards are available in the theatre. In the school, you can practice your writing skills, using old tools from sandbox to blackboard, and in the childhood room, you can play with cars or decorate the dolls' house with new furniture. Clear tips and questions inspire children and adults to play together and think about how life was in the olden days.

Functional facilities are important for families with children, and major improvements have been made in the renovation. The city museum's premises with toilets and coat racks will also be available for the visitors of Children's Town. The Children's Town also has its own toilet facilities and a comfortable break room for eating a packed lunch, for example. There is a canopy for prams and strollers in the courtyard.

The Exhibition Designer of Children's Town is Harri Tarkka, who is also responsible for the illustrations of the exhibition, inspiring you to join in play and activities.

### MORE INFORMATION

Producer of Children's Town Anna Finnilä, Helsinki City Museum, +358 9 3103 6632, [anna.finnila@hel.fi](mailto:anna.finnila@hel.fi)

## TIME MACHINE

Due to open in May 2016, the brand new Helsinki City Museum will whisk visitors away on a time travelling expedition one hundred years into the past. The Time Machine will make the photographs of famous Helsinki photographer Signe Brander come to life with a little bit of help from new technology. Time travellers can also visit the courtyards and streets of 1960s, 1970s and 1980s Helsinki.

Most of us have probably wished we could sneak a peek into the past to see how people used to live. Now, with the opening of the brand new Helsinki City Museum, you can do exactly that and step on board our Time Machine that will whisk you away to visit a very lively and authentic Helsinki, just as the city was a century ago.

When we carried out a survey and interviews to find out what point in time people would most like to travel back to, the early 20th century was the overwhelming favourite. Accordingly, we have chosen the early 1900s as our first ever Time Machine era. It was around that time that the Helsinki Board of Antiquities hired Signe Brander, a photographer, to capture images of the city that, by then, was in a state of great flux. The 907 glass negatives she shot between 1907 and 1913 form the basis of the Helsinki City Museum collection.

Brander turned her lens to record the wood-built Helsinki that by then was already giving way to new methods of housebuilding, the city's glorious Art Nouveau tenements as well as the everyday lives of ordinary people as she witnessed them on the city's streets and in private. She photographed everyone—from the washerwomen with their scarved heads and the stylish upper class ladies to the workers, the coachmen, the police, the horses, and especially the children. As the Time Machine opens its doors in May, Brander's photos will be given a brand new treatment that allows our visitors to step out on to Helsinki's cobbled streets and mingle with the city's residents of yesteryear. Time travellers can also visit the courtyards and streets of 1960s, 1970s and 1980s Helsinki.

### FUTURE TECHNOLOGY ENTERS THE MUSEUM

The software company Futurice brings its experience of service design and the latest technological solutions as a partner in the Time Machine project. The aim is to create an experience that excels even by international standards. The Time Machine will make use of a number of technologies, including projection, sound, animation and 3D virtual technologies. Time travel is available both throughout the museum and through virtual reality equipment. Importantly, the machinery and technology will be given a supporting role only and what really matters are the people, their memories and their connection with the past.

The new museum is being created in collaboration with Helsinki's residents. The people of Helsinki have also been contributing to the design of the new Time Machine since spring 2015 through questionnaires, interviews and discussion events. In October, museum visitors were able to try out the time machine prototypes and test a variety of 3D technologies as part of our Back to the future event.

### MORE INFORMATION

Time Machine Producer Sari Katainen, Helsinki city museum, 040 173 8276, [sari.katainen@hel.fi](mailto:sari.katainen@hel.fi)

## MUSEUM OPEN FOR 24 HOURS

The Helsinki City Museum will open its newest museum in the Tori Quarters on 13 May 2016. Entry to the new Helsinki City Museum located in the corner of Aleksanterinkatu and Katariinankatu is always free, and when the doors open on 13 May 2016, the entry is especially free, as the museum will stay open 24 hours starting at 5 p.m. You are welcome to visit the new museum and exhibitions in the middle of the night if you like.

The first exhibitions of the museum cover broken hearts and your own Helsinki. The Museum of Broken Relationships exhibits anonymous donations of items and stories, telling about broken relationships. The exhibition features items collected from Helsinki and elsewhere in the world. The Helsinki Bites exhibition, on the other hand, dives into the past of Helsinki, bringing up common memories about the city's history.

Children's Town is a favourite of pre-schoolers. Play in an 18th century shop, write on a blackboard at an elementary school desk and examine everyday artefacts in a Grandmother's House from the 1970s. In the Time Machine in the ground floor of the museum, Signe Brander's photographs from the fervently changing Helsinki from a hundred years back come alive with the help of new technology. You can take the journey to the past in space, but also using virtual reality devices.

### THE NEW MUSEUM IS CELEBRATED AROUND THE CLOCK

The preparations for the opening of the doors already start at 4 p.m. with carnival spirit, circus figures and balloons filling up Katariinankatu. A nostalgic open tram, The Bad Ass Brass Band and Marco Bjurström will also join in the festivities.

When the doors open on Friday, the citizens can visit the atmospheric museum for 24 hours and enjoy a varied programme. Muuan mies and Inginmaa/Röyhkä/Hypnomen will be in charge of music. You can spend the spring night looking at the exhibitions, have adventures in the museum or watch Night at the Museum films on CRT televisions. There is also a special midnight tour through the museum.

At the break of dawn on Saturday, the most spirited ones can hurry to a retro-style morning exercise session. Traditional yard games and musical children's programme will start on Saturday morning, led by Eppel&Peppel. The public can roam through the new museum, talk with historic citizens of Helsinki and participate in guided introduction tours during the day. The museum will be open until 5 p.m. on Saturday. Free entrance, welcome!

### PROGRAMME

#### Friday 13 May

4 p.m. Carnival spirit, circus figures and balloons on Katariinankatu. A nostalgic open tram, The Bad Ass Brass Band and Marco Bjurström also join in the festivities.

5 p.m. Opening of the doors of the new museum, visitors march in led by The Bad Ass Brass Band.

#### 5 p.m. New museum and exhibitions open for 24 hours

7 p.m. Muuan mies perform at the courtyard (Govinius Courtyard)

10 p.m. Inginmaa/Röyhkä/Hypnomen perform at the courtyard (Falkman Courtyard)

12 p.m. Get to know the museum tour

12 p.m.–7 a.m. Night at the Museum film marathon on CRT televisions

#### Saturday 14 May

00 a.m.–5 p.m. New museum and exhibitions open

12 p.m.–7 a.m. Night at the Museum film marathon on CRT televisions

8 a.m. and 8.30 a.m. 80s-style morning exercises in the museum lobby

10 a.m.–3 p.m. Traditional playground games at the courtyard (Govinius Courtyard)

11 a.m. and 3 p.m. Eppel&Peppel perform in Finnish at the courtyard (Falkman Courtyard)

1 p.m. Eppel&Peppel perform in Swedish at the courtyard (Falkman Courtyard)

1, 2 and 3 p.m. Get to know the museum guided tours (in Finnish)

5 p.m. The museum closes, we will meet again on Sunday 15 May at 11 a.m.!

### **Helsinki City Museum**

Aleksanterinkatu 16

#### **Open**

13 May for 24 hours from 5 p.m.

From 15 May

Mon–Fri 11 a.m.–7 p.m.

Sat–Sun 11 a.m.–5 p.m.

ADMISSION IS ALWAYS FREE!

### **MORE INFORMATION**

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