



# CREATIVE HELSENKI

IN HELSINKI, WE  
SEE CREATIVITY  
AS AN ABILITY TO  
THINK AGAINST  
THE CURRENT.





# WHAT IS CREATIVITY? CAN A CITY BE CREATIVE?

In Helsinki, we see creativity as an ability to think against the current, which means being critical of existing solutions, looking ahead with eyes wide open and being ready for rapid changes but still holding to our roots, in turn taking care of nature and the people around us.

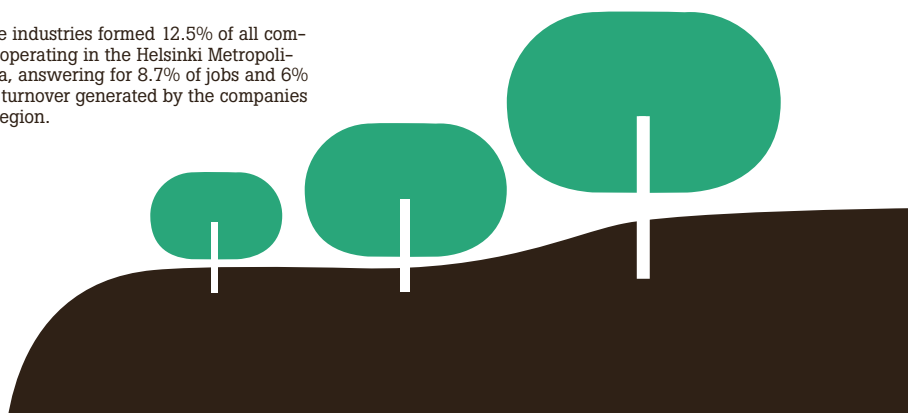
People in Helsinki are creative. Here, we can only showcase a small selection of our creative entrepreneurs; in reality, they are a mass. The City of Helsinki wants to help this talent to flourish. We offer good education from kindergarten to universities. A good example of the latter is the Aalto University bringing together business, technology and arts and design. We want to bring art close to city residents by directing one per cent of the construction costs of public spaces to commissioned art works, helping the organisation of urban art festivals, running cultural centres in the suburbs and making arts education accessible to everyone. We provide consulting and funding for start-ups and entrepreneurs as well as grants for artist and independent ensembles. For us, design is an important tool to develop our city and to create better services and more interesting consumer products.

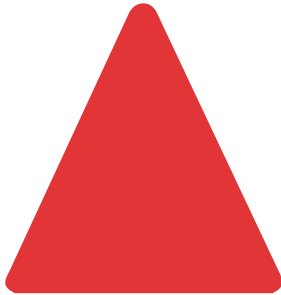
Whether you are a businessperson, working on urban development, education or tourism – or just an ordinary man or woman – we bet that there is something in Helsinki that will interest, or even impress you. Welcome to Helsinki!

## FACTS

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There were altogether 7,733 creative companies with 34,186 employees and turnover of 8.8 billion in the Helsinki Metropolitan area in 2009. These numbers respond to 36%, 48% and 63% of the respective numbers on the national scale.

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Creative industries formed 12.5% of all companies operating in the Helsinki Metropolitan area, answering for 8.7% of jobs and 6% of total turnover generated by the companies of the region.





# ADVERTISING

This old warehouse has recently become the creative hub of the city, housing Bob Helsinki, the most famous marketing agency in Finland and the community that has gathered around it. These people claim that the most important tool at their disposal is the building itself and its fridge. "When radio deejays, media consultants, game designers, marketing architects, researchers, journalists and ad men all eat from the same fridge, it's inevitable that new ways of thinking will emerge," says the community's collective grandfather Hannu Pukkila while making lunch for the clan. The fridge is kept full by the customers and partners of Bob Helsinki. These include Finland's largest brewery, largest convenience food brand, and largest bakery chain.

Jukka Kurttila, bob, Bob Helsinki  
[www.bobhelsinki.fi](http://www.bobhelsinki.fi)

## FACTS

- In the Helsinki Metropolitan area, there were 1,452 enterprises in advertising with 5,242 employees and turnover of 1.2 billion in 2009.
- The number of the employees in advertising has been constantly growing. Between 1995 and 2005, the employed labour force in advertising increased 59% in Finland.
- Advertising is very concentrated in the Helsinki Metropolitan area, as 77% of turnover of the Finnish advertising industry was created in Helsinki in 2009.





## ARCHITECTURE

Creativity combines surprising things. Ideas, people and cultures are more likely to mix if they are placed in a stimulating environment in close proximity. A versatile and dense built environment increases the chances of these events.

Cloud City is literally two different architectures piled on top of each other within a large courtyard of a 1930s cable factory. The lower section contains flexible serviced offices, and the upper consists of house-like apartments with private terraces and greenhouses. The courtyard will be built into a public garden surrounded by bistros, galleries and shops, and the 9<sup>th</sup> floor will offer a roof top panorama cafe with open sea views.

Cloud City will increase serendipity in Helsinki.

Juho Grönholm, Antti Nousjoki, Janne Teräsvirta  
and Samuli Woolston, ALA Architects  
[www.ala.fi](http://www.ala.fi)



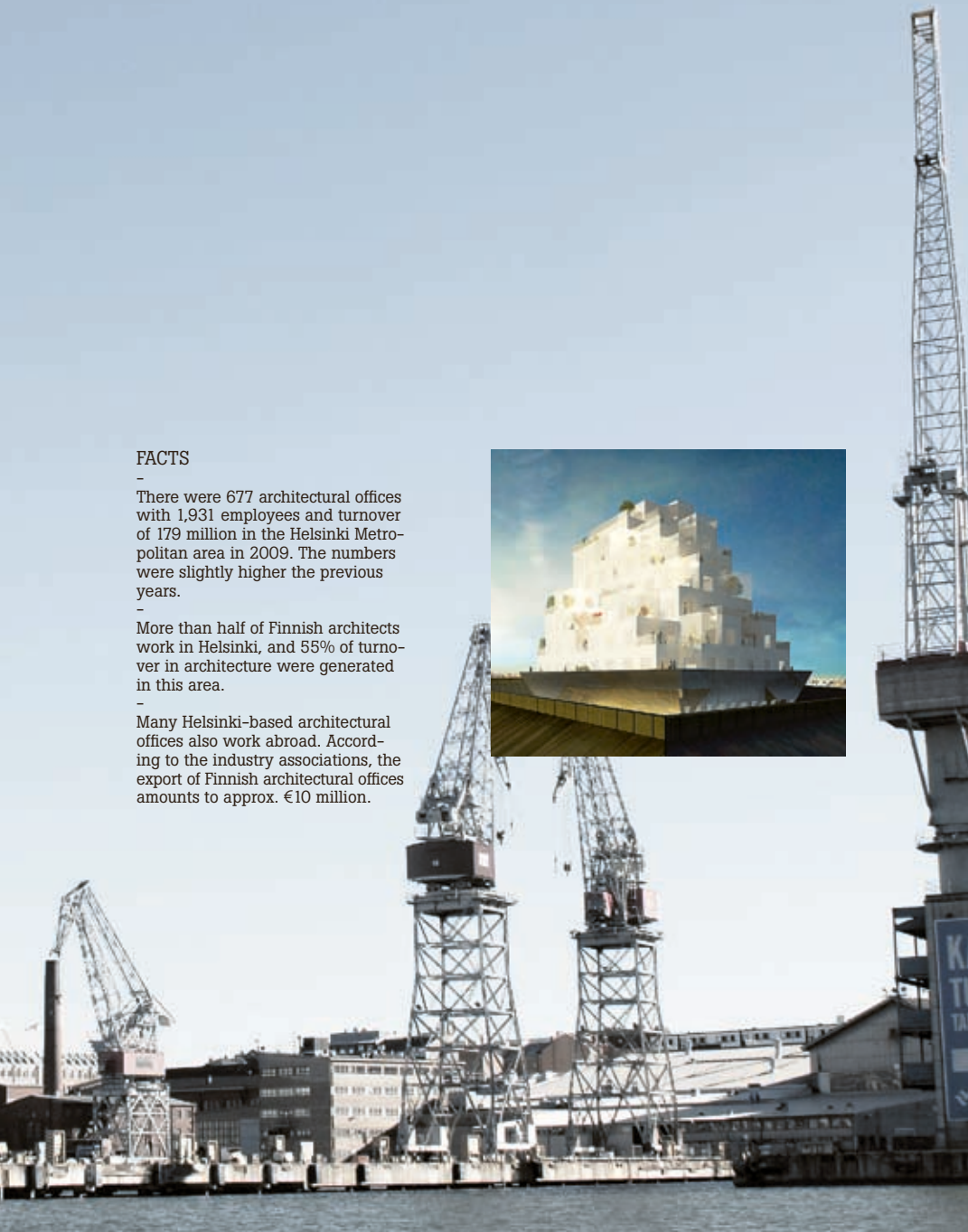


## FACTS

- There were 677 architectural offices with 1,931 employees and turnover of 179 million in the Helsinki Metropolitan area in 2009. The numbers were slightly higher the previous years.

- More than half of Finnish architects work in Helsinki, and 55% of turnover in architecture were generated in this area.

- Many Helsinki-based architectural offices also work abroad. According to the industry associations, the export of Finnish architectural offices amounts to approx. €10 million.



CREATIVITY MEANS  
BEING CRITICAL OF  
EXISTING SOLUTIONS  
AND LOOKING AHEAD  
WITH EYES WIDE  
OPEN.







Photo Lauri Roto



## DESIGN

Our dearest place in Helsinki is naturally our own shop Salakauppa in Postikatu, in the heart of the city. All products in Salakauppa are designed by our COMPANY and made by traditional manufacturers around Finland. For us, design means to celebrate the brilliant, traditional skills and genuine materials.

Our other favourite places in Helsinki include our neighbour KIASMA contemporary art museum, across the street the Lasipalatsi building and a little further down Arkadiankatu Street, the Temppeliaukio Rock Church.

Aamu Song & Johan Olin, designers, COMPANY  
[www.com-pa-ny.com](http://www.com-pa-ny.com)  
[www.salakauppa.fi](http://www.salakauppa.fi)





## FACTS

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In 2009, there were 789 companies concentrating exclusively in graphic, interior or industrial design (including fashion) in the Helsinki Metropolitan area. Their turnover reached 92 million.

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If we look at all those industries where design is playing an important role, we can say that one fourth of the jobs in the Helsinki region are design-industry jobs, which translates into 110,000 people earning a living from design.

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The number of design industry jobs has grown conspicuously, at an average of 3-10 times more rapidly than jobs in other industries in the region.





CREATIVITY IS  
ABOUT CURIOSITY,  
MIXING PEOPLE,  
IDEAS AND CULTURES.







## FILMS

Shooting film in Helsinki is a pleasure. The city is compact and friendly, but has all the needed facilities from experienced crews to gear rental, digital post and even lab. Snowy winter turns to the cruel spring, the midnight sun makes everyone crazy in the summer, until the golden autumn cuts in. The wilderness is near, both sea and forest. We are an international feature film company and we call ourselves Helsinki-filmi – for a reason.

Aleksi Bardy, CEO/Producer,  
Helsinki-filmi

### FACTS

- There were 593 enterprises in the production and distribution of motion pictures and videos with 2,178 employees and turnover of €335 million in the Helsinki Metropolitan area in 2009.

- This means that roughly 50% of the Finnish enterprises of the sector are situated in the region. They answer for more than 70% of turnover of the Finnish motion picture industry.

- In 2010, there were altogether 23 domestic first releases in Finland, both fiction and documentary films. Most of them were produced by Helsinki-based companies.

KINO





## GAMES

Habbo Hotel is the world's largest social game and community for teens, which is available in 11 language versions and has customers in over 150 countries. Users join by creating a fully customised online character called a Habbo, and from there they can explore a wide variety of spaces and millions of rooms created by other users in the community, play a variety of games, connect with friends, decorate their own rooms and have fun through creativity and self expression.

The predecessor of Habbo Hotel was first invented in 1999 by two young Finnish guys, Sampo Karjalainen and Aapo Kyrölä, who created a virtual multi-user online space for their friends' band. Once the service, called Mobiles Disco, was launched on the Internet, it became a huge success gathering users around the world.

The first Habbo Hotel was launched in 2000 and, to date, over 207 million characters have been created and over 13 million unique users worldwide visit Habbo Hotel each month, spending a total of 45 million hours in the service.

Merja Turpeinen, Communications Manager,  
Sulake Corporation  
[www.habbo.com](http://www.habbo.com)  
[www.sulake.com](http://www.sulake.com)

### FACTS

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There were approx. 30 enterprises specialised in developing games for mobile phones, PCs and game consoles in the Helsinki area in 2010. These enterprises employed 872 people, some of which worked outside Finland.

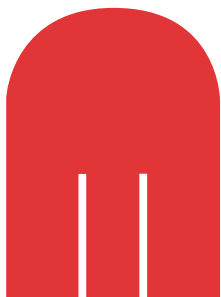
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The turnover of the games industry in Helsinki totalled €95 million in 2010. Most of the sales come from abroad.

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**Angry Birds** is the latest success story of the Helsinki-based games industry. This puzzle video game developed by Rovio Mobile originally for mobile phones saw 100 million downloads in March 2011.









## MASS MEDIA

Basso is an independent media company established in 2006 by hundreds of Finnish deejays, music enthusiasts and graffiti artists.

Today, Basso is a loose union offering young creative people a multiplatform media to express themselves and to communicate with other like-minded people.

Basso started from the streets, clubs, graffiti galleries and skate parks of Helsinki. Now, this "Basso Culture" is spreading to other Finnish cities such as Turku, Tampere, Jyväskylä and Oulu, as Basso will start broadcasting radio with the help of over 120 deejays in these cities in 2012.

Under the postcard Helsinki lives and grows an incredibly creative generation fulfill with next level togetherness, and Basso is one of the many channels through which this generation spreads.

Jan Zapasnik, CEO, Basso Media  
[www.basso.fi](http://www.basso.fi)

### FACTS

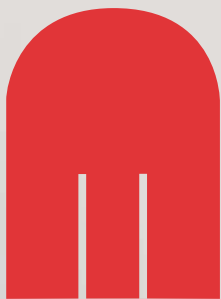
— Mass media, including radio and TV production and the publishing of newspapers and magazines, raised turnover of 2 billion in the Helsinki region in 2009. The number of companies was 307 with 9,186 employees.

— The biggest actors in the field are YLE, Finnish Broadcasting Company (turnover of 385 million in 2010) and Sanoma Corporation, a media group based in Helsinki but operating throughout Europe (turnover of 2.8 billion in 2010).

— Mass media is the far biggest sector of the creative industries in the Helsinki Metropolitan area, corresponding to 46% of turnover of the creative industries in the area in 2009.







## MUSIC INDUSTRY

**Sublime Music Agency** is all about passion for music. We have never limited ourselves to a specific genre; our music styles reach from urban hip hop to classical music. As an example, vocal ensemble **Rajaton** exposes audiences to the kind of diversity of repertoire that has made them a worldwide phenomenon, making it difficult to imagine an audience that Rajaton could not inspire. Beatboxer **Felix Zenger's** ability to produce high quality urban sounds is completely unique and out of this world. Accordion adventurist **Kimmo Pohjonen** expands the capabilities, sound, scope, performance and experience of the accordion to levels never before attempted, seen or heard. Helsinki's music scene provides grounds for just about anything. It is the perfect home for Sublime and its artists!

Tiina Vihtkari, General Manager,  
Sublime Music Agency  
[www.sublime.fi](http://www.sublime.fi)  
[www.rajaton.net](http://www.rajaton.net)  
[www.felixzenger.com](http://www.felixzenger.com)  
[www.kimmopohjonen.com](http://www.kimmopohjonen.com)







Kimmo Pohjonen Photo Jyrki Kallio

## FACTS

There were 272 recording studios with 398 employees and turnover of 83 million in 2009 in the Helsinki Metropolitan area.

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According to Music Export Finland, the exports of the Finnish music industry total approx. 30 million. The enterprises responsible for the exportation of Finnish music are very much concentrated in the city centre of Helsinki.

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If we look at the music sector as a whole (from building music instruments to music education and managers working in the field, among others), there were 3,673 enterprises with 5,498 employees and turnover of 1.1 billion in Finland in 2008, most of them again in the Helsinki area.





TO BE CREATIVE,  
WE NEED TO  
KEEP MOVING  
OUR MINDS AND  
BODIES.







## PERFORMING ARTS

Baltic Circle is an international contemporary theatre festival that takes place every November in Helsinki, both in theatre venues and at different sites throughout the city. Baltic Circle functions in the context of European contemporary performing arts, and is a platform for developing new trends and ideas. Baltic Circle is a meeting point and full-service festival where artists and audiences come together to explore art and enjoy the luxury of an inspiring festival atmosphere.

Helsinki is a perfect city for a festival, with its vibrant experimental scene, curious and adventurous audience and cold and dark November nights that just don't leave you any other option but to spend time in theatre venues!

Eva Neklyayeva, Festival Director,  
Baltic Circle International Theatre Festival  
[www.balticcircle.fi](http://www.balticcircle.fi)

### FACTS

— There are more than 50 high profile artistic festivals organised in Helsinki every year. Since 1995, the number of art festivals receiving city funding has tripled.

— In the Helsinki metropolitan area, there were 13 established drama theatres (receiving statutory aid), 5 established dance groups and 4 circus companies in 2009. Besides, there were 10 professional theatres receiving funding from the City of Helsinki.

— Ticket revenues formed approx. 40% of the income of the Helsinki City Theatre. The percentage was bigger only in two dance theatres (48%) and in three established drama theatres (from 50% to almost 70%) of the region.

# BALTIC CIRCLE

KANSAINVÄLINEN TEATTERIFESTIVAALI // INTERNATIONAL THEATRE FESTIVAL



DOOD PAARD (HOL)  
GOB SQUAD (ENG/GER)  
HANS ROSENSTRÖM (FIN)  
TEATER 90° (FIN)  
INSTITUTET & NYA RAMPEN (SWE/FIN)  
LEIF HOLMSTRAND (SWE)  
OBLIVIA (FIN)  
MAIKE LOND & RIINA MAIDRE (EST)  
TODELLISUUDEN TUTKIMUSKESKUS (FIN)  
AMUND SJØLIE SVEEN (NOR)  
JOKAKLUBI (FIN/GER)  
PEETER JALAKAS & VON KRAHLITEATER (EST)  
JUHA VALKEAPÄÄ & TAITO HOFFRÉN (FIN)

HELSINKI  
17.—21.11.2010



Finnish Cultural Foundation  
Suomalais-Suomalainen Kulttuurisäätiö



HELSINKI 2010 - OMAKÄSI



Q-TEATER  
KOKOTEATER  
UNIVERSUM

WWW.BALTICCIRCLE.FI

OPENNESS  
ENCOURAGES  
CREATIVITY.









## PUBLISHING

Huuda Huuda (Shout Shout) is a publishing house devoted to quality graphic literature. It releases comics of today from Finland and abroad. The books of Huuda Huuda focus on humanity, life itself, while not forgetting humour. In all, Huuda Huuda presents the Finnish Comics in its full richness and bloom. Huuda Huuda lives and works in Helsinki, the heart of Finnish comics.

Tommi Musturi, Comic Artist/Publisher,  
Huuda Huuda  
[www.huudahuuda.com](http://www.huudahuuda.com)

### FACTS

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There were 172 book publishers with 1,515 employees and turnover of €313 million in 2009 in the Helsinki Metropolitan area. If we look at the book sector as a whole (including book shops), the numbers are 847 enterprises, 3,136 employees and turnover of €586 million.

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Almost 70% of turnover of the Finnish book industry was created in the Helsinki metropolitan area.

—  
**Purge** by Sofi Oksanen, a young Helsinki-based writer, is a true literary sensation and is being translated into more than 50 languages all over the world. So far, it has sold hundreds of thousands of copies in Europe.



Artist Jarmo Latva-Nikola





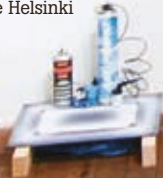


#### FACTS

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There are around 3,000 professional visual artists in Finland, in which approximately half of them are living and working in the Helsinki metropolitan area.

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There are around 90 professional art galleries in the city of Helsinki. The turnover of the art and antique shops in the metropolitan area was €20.5 million in 2009.

—  
There are altogether 13 art museums and 3 artottheques in the Helsinki metropolitan area.



## VISUAL ARTS

The cooperatively run **Myymälä2** persists a unique voice in the Helsinki fine art community by furnishing a gallery and performance space that are geared towards emerging talent and its connoisseurs. Situated on Uudenmaankatu at the heart of the lively Puna-vuori borough, Myymälä2 provides an alternative to the hefty fees and endless waiting lists that are prerequisite to a traditional gallery show, thus allowing for less established artists to launch their careers. In addition to the gallery and shop, Myymälä2 houses artists' studios and the printing facility of the cooperative. With live music, workshops and events, Myymälä2 acts as a cross discipline creative hub for the local community in central Helsinki bringing together artists and their audiences in an informal setting. The gallery shop provides easy and often affordable access to prints, publications, editions and other works by both established and emerging Finnish artists.

Jan Konsin, Myymälä2 Gallery  
[www.myymälä2.com](http://www.myymälä2.com)







# WORLD DESIGN CAPITAL HELSINKI 2012

Openness. That is the basis of World Design Capital Helsinki 2012. We want to be open in everything that we do. Open for suggestions, open in information and open for conversation.

Sure we have events, a calendar filled with them actually, but World Design Capital Helsinki 2012 will not be just about events.

Design is something that can be found everywhere around us, in architecture, public services, technology, business and education to begin with.

Design is also a state of mind, a certain way of creative thinking.

One of the main goals of World Design Capital Helsinki 2012 is to help embedding the wide concept of design into ordinary, everyday life. We truly believe that design can make our happy, innovative and perfect sized city an even better place to live. Not just in 2012 or 2017 but also for good. The same goes with your cities no matter where you are. Sustainable design can make a difference.

The upcoming year will be a great party for us. World Design Capital Helsinki 2012, however, is not targeted just for people of the metropolitan area of Helsinki. It is for everyone. We love our visitors. Welcome. Let's be happy together.

**Pekka Timonen, Executive Director**  
World Design Capital Helsinki 2012  
[www.wdc2012helsinki.fi](http://www.wdc2012helsinki.fi)



Photo Hanne Granberg



# CREATIVE HELSINKI

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Satu Silvanto / City of Helsinki

Front Cover: Theatre SudenEnne: Puppet,

Science and Fiction, Photo: Elina Minn

Back Cover: Thesis of the act, Photo: Tanja Ahola

Design: Dog Design

## SOURCES OF STATISTICAL DATA

City of Helsinki Urban Facts

City of Helsinki Cultural Office

Creative Industries Finland: Fact Sheets

Creative Industries in Finland: Facts & Figures

Helsinki World Design Capital 2012 Application

Finnish Circus Information Centre

Tinfo – Theatre Info Finland

Musex – Music Export Finland

Neogames – Finnish National Centre of

Game Business, Research & Education

Statistics Finland







Senats Square - Season Of Light in 2009 Photo Paul Williams



# City of Helsinki



CREATIVE  
METROPOLES

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European Union  
European Regional  
Development Fund

Developed in the  
framework of



For more information on Helsinki, visit:  
[www.hel.fi](http://www.hel.fi), [www.visithelsinki.fi](http://www.visithelsinki.fi)

For more information on culture and creative  
industries in Helsinki, contact:

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[elinkeinopalvelu@hel.fi](mailto:elinkeinopalvelu@hel.fi)

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