

Helsinki

# Let's make the centre of your life together!

Vision 2030 for cultural centres  
Kanneltalo, Malmitalo, Stoa and Vuotalo



## Contents

<b><u>The vision or goal for the future</u></b>	<b><u>3</u></b>
<u>Let's make the centre of your life together!</u>	<u>3</u>
<u>The vision and purpose of the cultural centres</u>	<u>4</u>
<u>Priorities of the vision</u>	<u>5</u>
<b><u>For residents, with residents</u></b>	<b><u>9</u></b>
<u>We strengthen the sense of belonging</u>	<u>9</u>
<u>Inclusion as a counterforce to inequality</u>	<u>10</u>
<b><u>How the vision was born</u></b>	<b><u>11</u></b>

### Together we are more

Residents

Library

Adult Education  
Centre

Youth

Culture

Physical activity

Cultural centre  
partners

Cultural centres Kanneltalo, Malmitalo, Stoa and Vuotalo are home to many City of Helsinki services: the library, cultural services, youth services and the Helsinki Finnish Adult Education Centre. This vision is pursued with residents and partners.

# Let's make the centre of your life together!

The City of Helsinki's cultural centres Kanneltalo, Malmitalo, Stoa and Vuotalo are located in rapidly growing and changing areas, the positive development of which the City wants to invest in. The need for a new vision was born out of the cultural centres' desire to be important and accessible places for more and more people living near them. The formulation

of the vision was contributed to by approximately 2,400 city residents and 300 operators from the cultural centres' local neighbourhoods. The new vision for the cultural centres can be summed up as "Let's make the centre of your life together!" Through it, we invite city residents to get involved, celebrate local stories and cultures and meet one another.



## Vision 2030 for cultural centres Kanneltalo, Malmitalo, Stoa and Vuotalo:

**Let's make the  
centre of your  
life together!**

### **Why will we continue to be important in the 2030s?**

Cultural centres Kanneltalo, Malmitalo, Stoa and Vuotalo are distinctive shared spaces that contribute to the development of their districts. They add meaning to people's lives through culture, art, creativity, learning, physical activity and togetherness and make residents stronger as individuals and communities to face the future.

Encounters between people are what make districts vibrant and welcoming and the people living in them more important to each other – without requiring people to be the same. The cultural centres facilitate a sense of belonging in everyday life and also provide a space for processing phenomena and challenges. They allow people to pursue the art of living together through actions and constant practise.

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**The cultural centres make you  
feel that you belong here.**

# Priorities and objectives of the vision

## The City Strategy

as the builder of a sustainable future

## We promote:

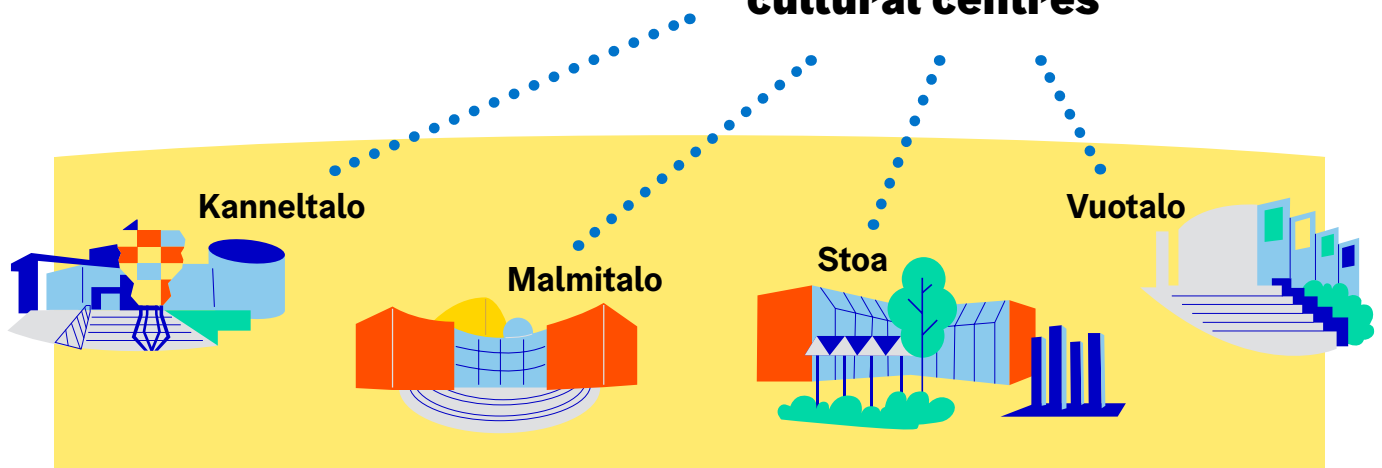
- Equality
- Opportunities for a good life
- Pleasantness, vitality and attractiveness
- Strong district identity and experiences of inclusion

## We tackle:

- Residential segregation
- Feelings of not belonging and loneliness
- Deterioration of local services



## Residents' shared cultural centres



# Priorities of the vision

## Celebrate localness and get involved

We are proud of the stories of local residents and areas. We open up opportunities to make a difference and encourage participation.

### How we do this:

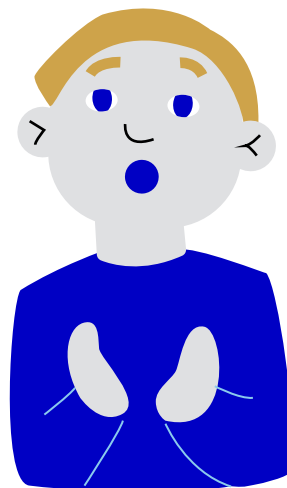
- The diversity of local areas and the backgrounds of their residents are reflected in the cultural centres.
- We are a good partner for local operators.
- We provide ways for residents to participate and make a difference that suit them.
- We share information about local recreational opportunities.
- We invite local communities to visit.

## Hang out and interact

We invite people to spend time in many different ways and bring different people together. We strengthen trust.

### How we do this:

- We interact with and listen to city residents.
- We know how to communicate with a wide range of people.
- We support discussions, encounters and community cohesion.
- Our content brings people from different backgrounds together.
- We offer space for relaxation and hanging out.



# Priorities of the vision

## Experience art and culture

We expose people to new things and are an inviting venue for cultural events. The art and culture that we offer help provide insights and build a sustainable future.

### How we do this:

- We highlight local rising stars and stories.
- We emphasise opportunities for participation, community art and arts education.
- We invite audiences who rarely seek out culture to join in.
- We surprise you.

## Learn, do, create and move

We offer a wide range of activities to engage in – together or alone, persistently or occasionally. We are an inspiring learning environment.

### How we do this:

- We encourage people to get moving and try new things.
- We make our activities as easy as possible to join.
- We offer equipment and spaces for independent activities.
- We facilitate encounters during activities.
- We provide opportunities for language learning.



# Priorities of the vision

## Ask for and receive help

We are a helpful neighbour. We strengthen everyone's opportunities and active role in society.

### How we do this:

- We keep people involved in society by providing digital advice and opportunities to update your competence.
- We are a point of contact with the City of Helsinki and Finnish society.
- We provide space and support for studying and working remotely.
- We encourage city residents to share their competence.





## For residents, with residents



**The sense of inclusion and trust are strengthened.**



**We help create encounters and experiences of belonging.**

## We strengthen the sense of belonging

Our goal is to ensure that the experiences created at Kanneltalo, Malmitalo, Stoa and Vuotalo inspire joy, trust and a desire to become attached to the cultural centres, their services and their local areas.



**Local pride and appreciation for the area increase.**



**City residents feel welcome at the cultural centres.**



**The content provided by the cultural centres enrich the daily lives of residents.**

# Inclusion as a counterforce to inequality

**"Positive differentiation and genuine diversity that is also visible at the neighbourhood level are vital for successful cities: an attractive city is a mosaic of lifestyles and cultures."**

Docent in Urban Geography Venla Bernelius

The areas around Kanneltalo, Malmitalo, Stoa and Vuotalo are connected by rapid development and strong local characteristics, networks and phenomena.

Because of this, we want to invite residents to get involved and strengthen efforts stemming from the local communities of the neighbourhoods.

Inclusion is also strongly linked to democracy and the realisation of civil rights. It is a counterforce to inequality and marginalisation. Each resident is an expert on their own daily life. In order for the cultural centres to develop along with their neighbourhoods, they need to engage in constant interaction and collaboration with local residents, operators and partners.

## How the vision was born

The vision for cultural centres Kanneltalo, Malmitalo, Stoa and Vuotalo is the end result of multi-faceted collaboration. The vision is based on the thoughts of residents and stakeholders, which have been processed by the staff, management and specialists of the cultural centres.

# A vision created together

### City residents

Approximately

**2,350**

city residents were consulted through online surveys, residents' evenings and other channels.

### Stakeholders and partners

Approximately

**300**

participants shared their views through stakeholder discussions, neighbourhood events and other encounters.

### The staff of the cultural centres

Approximately

**250**

members of the cultural centres' staff took part in staff surveys and workshops.

Helsinki

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