



# HELSINKI

news

2 / 2013

## Helsinki grows with design



*A light artwork built into a former oil silo on the Helsinki waterfront. Read more on the back cover.*



Design has always held a special position in Finnish culture... Functionalism is coded in our genes and the connection between functionality and design borders on self-explanatory...

Tuomas Uusheimo / City of Helsinki

**The Finnish capital moves forward as a design city, strengthened by the achievements of World Design Capital Helsinki 2012.**

“Dynamic cities are marked by appealing stories,” says Helsinki Mayor **Jussi Pajunen**. “Design is a fundamental part of the Helsinki story.”

The chapters of the Helsinki design story include the evolution of the city as the capital of Finland, culminating last year in the bicentennial celebrations of the city’s capital status. The chapters tell the story of Helsinki’s leading and strengthening role as the seat of Finnish design – a role that was highlighted last year by the metropolitan area’s major design project World Design Capital Helsinki 2012.

Helsinki closed World Design Capital Helsinki 2012 in March 2013, with 550 projects and 2,800 events completed by a global network of 14,500 people.

Reviews of the design year’s goals and achievements concluded that the year had reached its targets with a programme that had swelled beyond its original scope. The year saw new services created and novel initiatives launched for both children and the elderly as well as in education. Corporate partners used design to improve their competitiveness. The design year further enhanced Helsinki’s image as a design-driven city.

**When Helsinki was named World Design Capital 2012, one of Helsinki’s strengths was the understanding of the central role of design and its influencing power... Well before 2012 we had the readiness and desire to take the methods and benefits of design and design thinking to new areas.**

– Anne Veinola, Design Forum Finland

2013 sees the Helsinki design scene move forward. The city’s annual design highpoint Helsinki Design Week continues the work started in 2012 with an action-filled theme.

### **Design as a source of prosperity**

Encouraged by the possibilities inherent in design as showcased by World Design Capital Helsinki 2012, the Finnish Government builds on the design year’s success by launching a programme to make design a pillar of the national competitiveness. The national design programme strives to make design one of the core competencies of the Finnish economy and public institutions. According to the programme’s goals, Finland will produce world-class design know-how, to complement the country’s reputation as a country defined by design.

## World Design Capital Helsinki 2012 looks back at goals and reviews achievements

Helsinki was the World Design Capital of 2012 together with four neighbouring cities. The World Design Capital is a title conferred to one city every two years by the International Council of Societies of Industrial Design (Icsid) to promote extensive utilisation of design in social, cultural and economic development.

Helsinki won the 2012 title for merits that included a venerable design history, a dynamically developing urban environment, and commitment to the use of design as a source of wellbeing and competitiveness.

World Design Capital Helsinki 2012 based its programme on three strategic goals: (1) Open City – citizens are included in the design of services, design processes become user-centered, and the general understanding of design increases; (2) Global Responsibility – Helsinki joins other urban communities in solving future challenges faced by cities; and (3) The Roots for New Growth – design produces growth.

### Impact assessment by Deloitte

Deloitte has conducted an impact assessment of World Design Capital Helsinki 2012 against the project's goals.

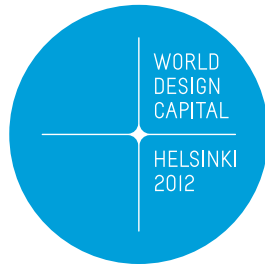
As a general conclusion, Deloitte notes that the project was highly ambitious, with a programme portfolio too large for the available resources. As a result, the project achieved many positive results but failed to meet some of its goals.

The project was successful in design education, user-centered services and the use of design methods to solve larger challenges.

Specifically, citizens were activated, design understanding increased among the design year's key actors, and many such projects were launched in both the private and the public sector that had an immediate impact.

However, design understanding among the general public and participating corporations did not grow. Many programme segments remained on paper failing to produce clear results.

Deloitte concludes that achievement of the projected long-term impacts would have required stronger commitment from stakeholders and a tighter network around the project.



**Design District Helsinki** offers a window to Finnish design today. Located in the city centre, the district is an area with a high concentration of design and antique shops, fashion boutiques, design studios, showrooms, galleries, museums and restaurants. At 200 locations and in 25 streets, you can find the hottest names, trendsetters and design classics. In the heart of the district are Design Museum, the Museum of Finnish Architecture and Design Forum Finland.



Helsinki Festival complemented World Design Capital Helsinki 2012 with Dominos, made up of concrete slabs that toured the city, pictured here at Helsinki Cathedral.

The Finnish design economy is heavily concentrated in Helsinki. With one-ninth of the Finnish population, the city is home to nearly half of the Finnish design economy assessed by employment and value added. Source: Statistics Finland



An open international architectural competition on the Helsinki Central Library attracted nearly 550 proposals, which were put on public display and review as part of World Design Capital Helsinki 2012.



## Helsinki Design Week takes to Action!



*Helsinki Design Week's main venue is the Old Customs Warehouse, a historical city-centre building.*

Helsinki Design Week 2011 ushered in World Design Capital Helsinki 2012 and carries on the design year's mission in 2013. The 2013 Helsinki Design Week, the 9<sup>th</sup> edition of the annual event, focuses on citizen participation – programmes in which residents

become active players by creating happenings. Accordingly, the theme of the 2013 design week is Action! and the week's slogan urges, "Create your own design event!"

**Kari Korkman**, Founder and Director of Helsinki Design Week, says, "We now want to activate citizens in design." A model for the Action! programme comes from Restaurant Day, a highly popular Helsinki-initiated event in which anyone can open a pop-up restaurant for one day. "It's obvious that there are creative people in Helsinki, and Helsinki is also just the right size of a city to make such projects feasible," Korkman says.

One Action! approach of the design week is the Launch & Shop exhibition. Here visitors can both see products on exhibit and buy them at the same time, as opposed to conventional exhibitions that are only to look at products. Another Action! project consists of design encounters in restaurants, where designers meet design-minded citizens over gourmet meals for creative exchange of ideas. A Dreaming & Doing symposium presents dreams and their realisation through presentations made by both dreamers and doers.

Helsinki Design Week is Finland's most diverse and creative design event. The week covers design across the board – from industrial design to graphics design to fashion. The week incorporates exhibitions, fashion shows, design shopping, pecha kucha nights, open houses, design symposia, and much else. The design week joins hands with other Finnish design organisations including the design and architecture museums and Design Forum Finland to deepen the programme offering.

## From children's play environments to rehabilitative programmes for the elderly

The City of Helsinki made the most out of World Design Capital Helsinki 2012. The project was joined by two-thirds of the City agencies with a total of 120 projects and hundreds of smaller programme items.

The Design Yourself project offered everyone new opportunities for physical activity with newly designed sports equipment placed in central public parks. A food culture project targeting the elderly turned joint meals at assisted living homes into stimulating experiences. A veterans' hospital engaged patients in the development of new rehabilitative programmes. Children were able to design their outdoor play environments in a project that promoted children's physical activity in the vicinity of their homes. A signage pilot project initiated the design of a city-wide signage system starting from user needs. Various design techniques were employed to develop the Arabianranta Art & Design City suburb into a tourist destination.

Helsinki City Library created a new service and spatial concept that allows city libraries to serve the widest possible customer base and compete successfully with other pastime activities. The design process started from library users and focused on user expectations, staff roles, use of space and information.



*One 2012 project allowed children to design their outdoor play environments.*

The Helsinki City Library project won a Fennia Prize 2012 in the major Finnish design competition by the same name.

## Design Helsinki 2013

Pre Helsinki 22–25 May

Fashion event with shows, studio visits, seminars and receptions  
[www.prehelsinki.com](http://www.prehelsinki.com)

Helsinki Festival 16 August–1 September

The largest and most diverse programme on Finland's annual cultural calendar

[www.helsinkifestival.fi](http://www.helsinkifestival.fi)

Helsinki Design Week 12–22 September

[www.helsinki.designweek.com](http://www.helsinki.designweek.com)

Habitare 18–22 September

Finland's main design fair

[www.habitare.fi](http://www.habitare.fi)

Design District Helsinki throughout the summer season

Design walks

[www.designdistrict.fi](http://www.designdistrict.fi)

### On exhibit:

Masters of Aalto 2013: Dreams Made Real 8–26 May

Diploma projects by graduates of Aalto University, which includes Finland's main design school

[moa.aalto.fi](http://moa.aalto.fi)

Design Forum Finland

Young Designer of the Year 2013 exhibition: June–August

Contemporary Finnish design in the showroom

[www.designforum.fi](http://www.designforum.fi)

Design Museum

The story of Finnish design from the 19<sup>th</sup> century to the present

[www.designmuseum.fi](http://www.designmuseum.fi)

Museum of Finnish Architecture

Young Nordic Architecture, June–September

[www.mfa.fi](http://www.mfa.fi)



City of Helsinki

## Helsinki harbour entertains with a Ferris wheel

A 50-metre-tall Ferris wheel serves Helsinki residents and visitors at Helsinki's inner-city harbour – the South Harbour – from the spring of 2013 onwards. The wheel occupies the site of a former passenger terminal on the Katajanokka side of the harbour. The wheel's 36 heated gondolas each carry up to 8 passengers. The wheel operates throughout the year. The operator is United International Leisure AG. The current lease is to October 2015.



Tuomas Uusheimo / City of Helsinki

Oil Silo 468 by Lighting Design Collective/Tapio Rosenius is a landmark light artwork in Kruunuvuorenranta, a residential community under development at the site of a former oil terminal. A few of the terminal's oil silos are preserved and turned into new uses. Oil Silo 468 uses LED lights that sparkle through openings in the tank shell. The silo interior can be used for special events. The light art project was part of World Design Capital Helsinki 2012.

## Helsinki is a popular convention venue

Helsinki attracted a record number of conventions in 2012. The city hosted 254 international conventions with a total of 40,000 delegates. Helsinki's previous convention record is from 2006, when the city hosted 39,000 delegates, boosted by Finland's presidency of the European Union.

All of Finland hosted 635 international conventions in 2012, which attracted 77,000 delegates.

Helsinki's 2013 high season in conventions begins in May and continues through September. The year's biggest convention is the International Surgery Week 2013 held in August.

## Gourmet Helsinki according to Michelin

The Michelin Guide's 2013 list of rewarded restaurants confers stars to all five previous Michelin restaurants in Helsinki. Chez Dominique, mixing Nordic and French flavours, has held two Michelin stars since 2003. The other four are Demo, Uomo, Olo and Postres. G.W. Sundmans, a former star holder, is highlighted as a rising star.

Another five Helsinki restaurants earn Michelin's Bib Gourmand denomination, which stands for an excellent quality-price ratio: Farang, Gaijin, Grotesk, Pure Bistro and Solna.

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