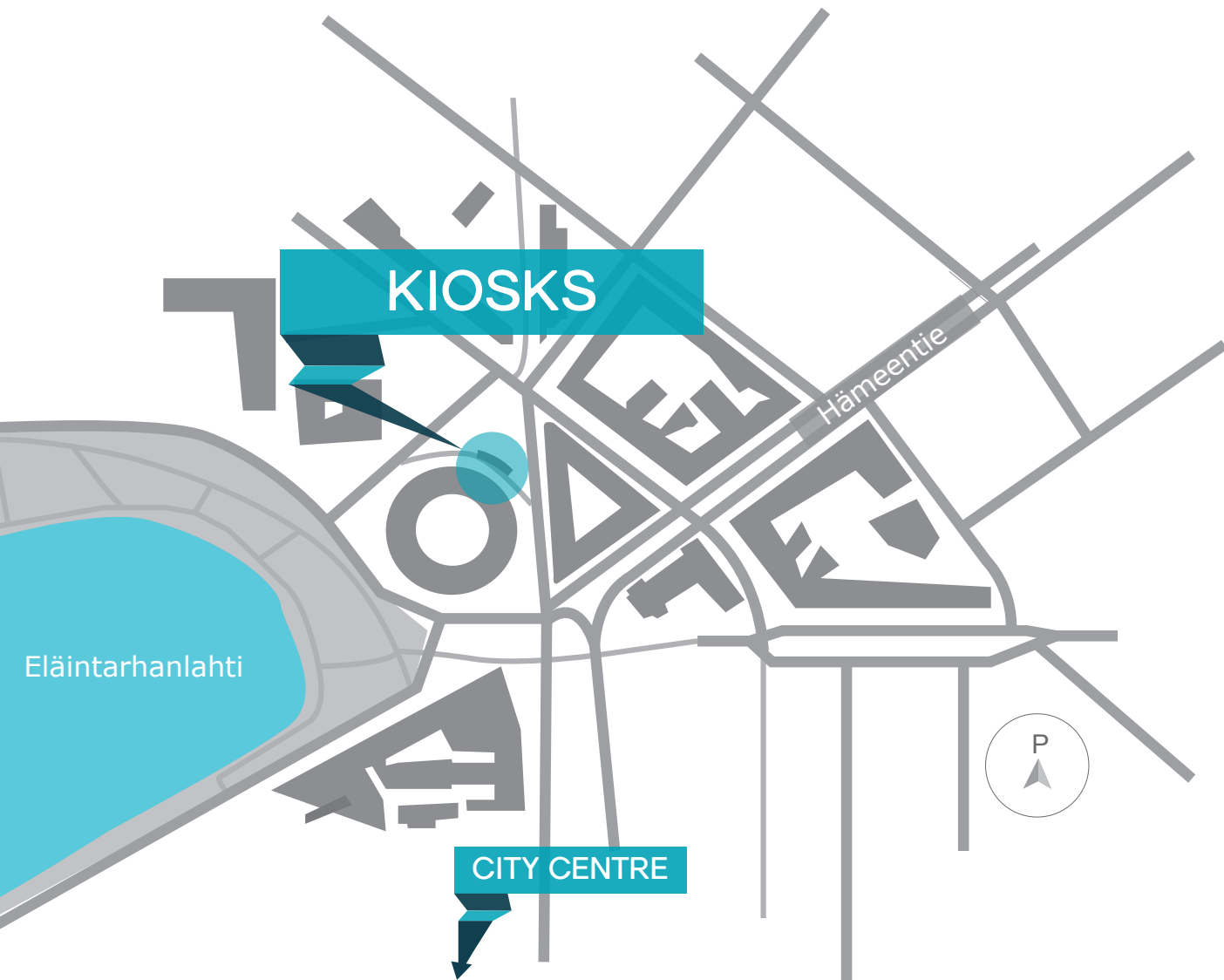




CIRCLE
HOUSE
KIOSKS

INNOVATION PROJECT 2015

Sara Grönberg | Paavo Helkama | Meri Suomela | Heidi Ukkonen



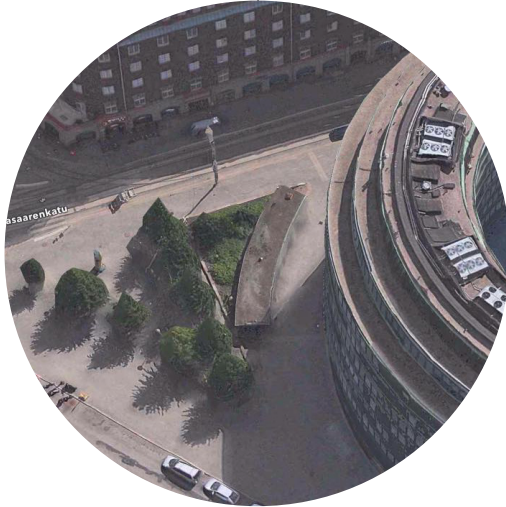
BRIEF

- What should be done with the kiosks beside the Ympyrätalo in Hakaniemi?
- Furthers cycling

BACKGROUND

The kiosks were originally built as drive-in banks in the 60's. During the past decades they have mainly been empty, excluding some random fast food joints.

AERIAL VIEW



CURRENT SITUATION

The abandoned kiosks are totally run-down both in- and outside. The area between the kiosks and the bushes beside them are only used as a public restroom and an injecting spot for junkies.



INTERIOR





EFFECTING TRENDS AND CHANGES

- Hakaniemi metro station renovation (*this autumn – 2017?*)
- Hakaniemi market hall renovation (*2017-2019*)
- Hämeentie bike lane project (*plan published, not decided*)
- City bike project (*new city bikes in May 2016*)

HELSINKI CITY

HELSINKI STRATEGY PROGRAMME 2013-2016

QUATATIONS (from goals and procedures)

- Internationally known and vivid city
- Most business friendly city in Finland
- Competence by regeneration
- Joy and attraction from culture
- City of competent people
- Increase in exercise
- Developing Helsinki districts to be vivid and tempting
- Developing public transport, walking and cycling networks and prioritizing projects concerning them

VALUES

Citizen centrality

Ecological

Cost efficiency

Safety

Participation

DESIGN DRIVERS

- Brings added value for the residents of the area (service, experience, space)
- Improves the areas comfortability and security
Works for Helsinki's tourism and helps tourists to get to know the city
- Creates opportunities for local businesses and operators from different culture areas to introduce themselves (pop up)
- Furthers cycling
- Operation premises around the year
- Doesn't smell like pee



RESIDENTS OF THE AREA

- Parents with strollers
- Commuter
- Cyclists



TOURISTS

- People interested in culture
- Need of tools and repairs
- Hungry people



ENTERPRISES
ASSOCIATIONS
STUDENTS

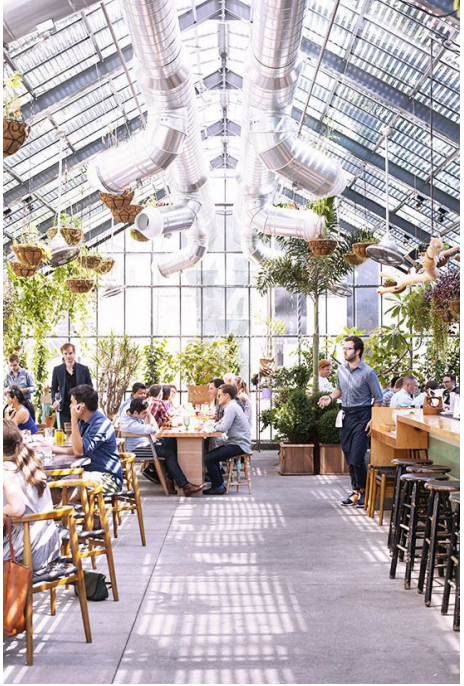
TARGET GROUP

INQUIRY OUTCOME

Most wanted by locals



(N = 915)



Greenhouse feeling ▲

Materials ▲

Bike access ▼

DIY bike fix ▼

Urban space ▲

MOODMARKING



Vivid, tempting and international ▶



CONCEPTS



Kallio Dreaming

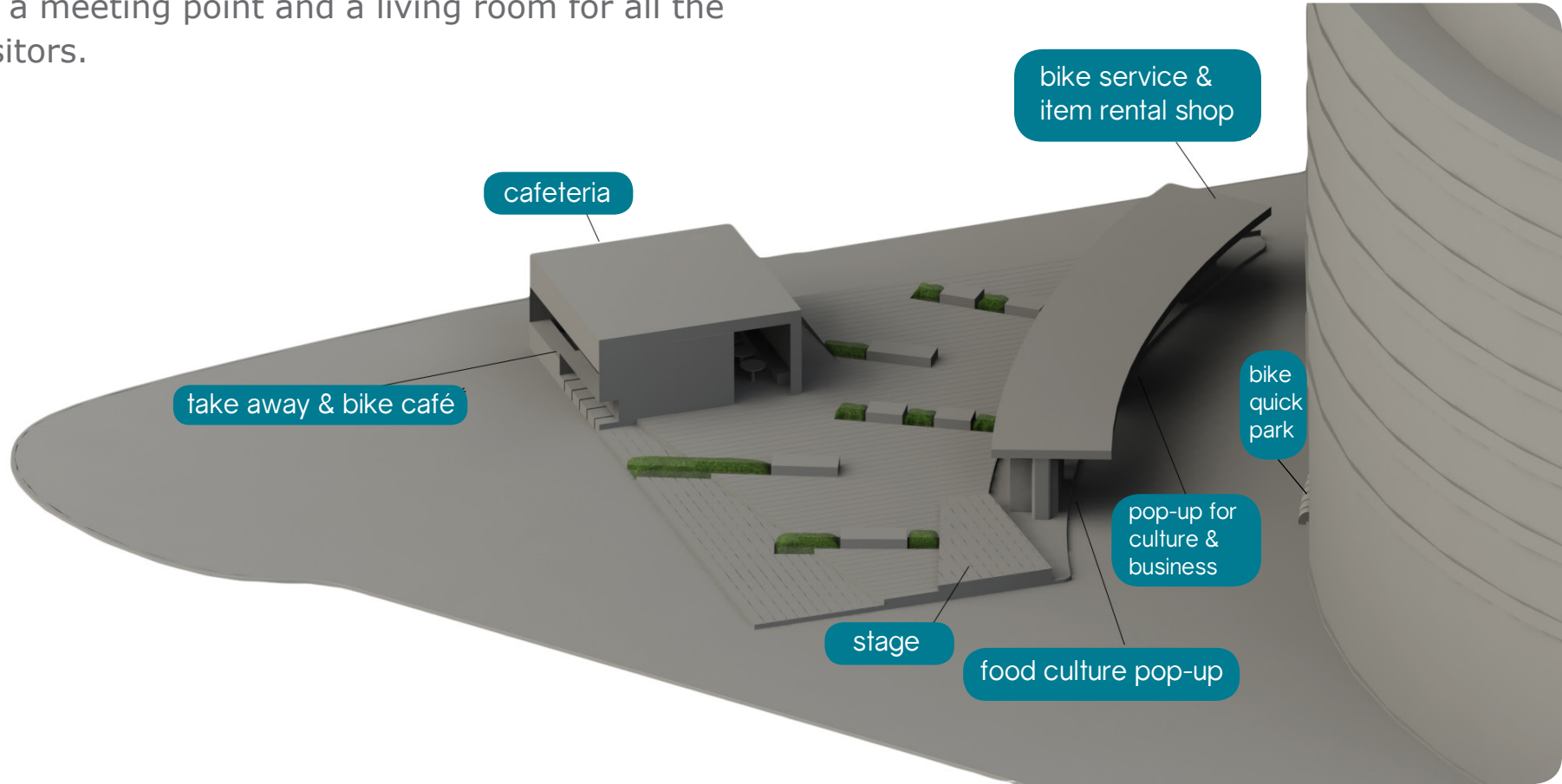


Circle House Corner

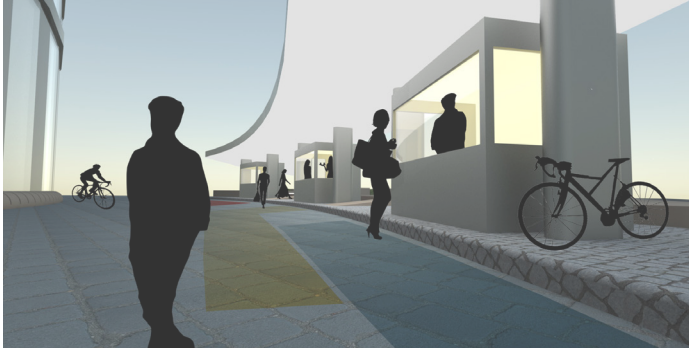


KALLIO DREAMING

Basing to the inquiry Kallio Dreaming can be seen as a common dream of Kallio inhabitants. It's coffee, food, culture and services. It's quick and unobstructed, it's cozy and communal. It's a meeting point and a living room for all the citizens and visitors.

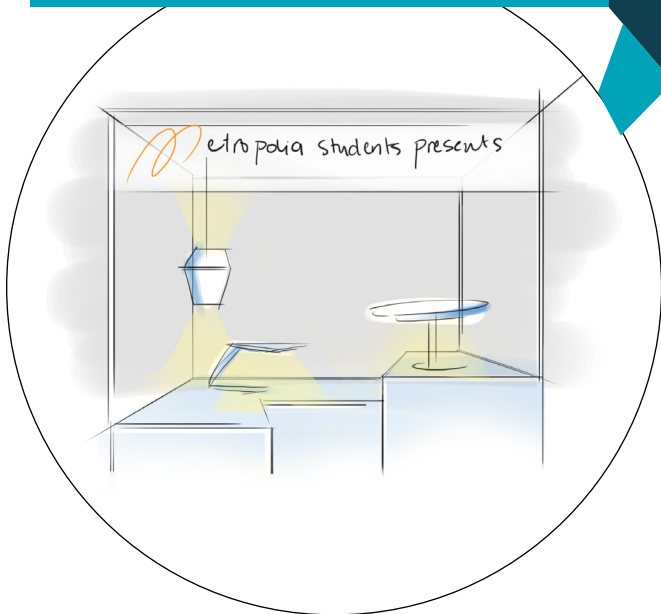


ACTIONS IN KIOSKS



POP-UP FOR CULTURE & START-UPS & STUDENTS

A spot offering different cultural areas, starting small businesses and students from different fields to present themselves and test new concepts.



FOOD CULTURE POP-UP

Changing street food suppliers from burgers to any ethnic kitchen present themselves by offering good quality in reasonable price.

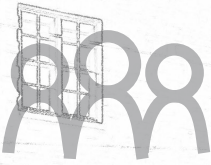
BIKE SERVICE & ITEM RENTAL SHOP

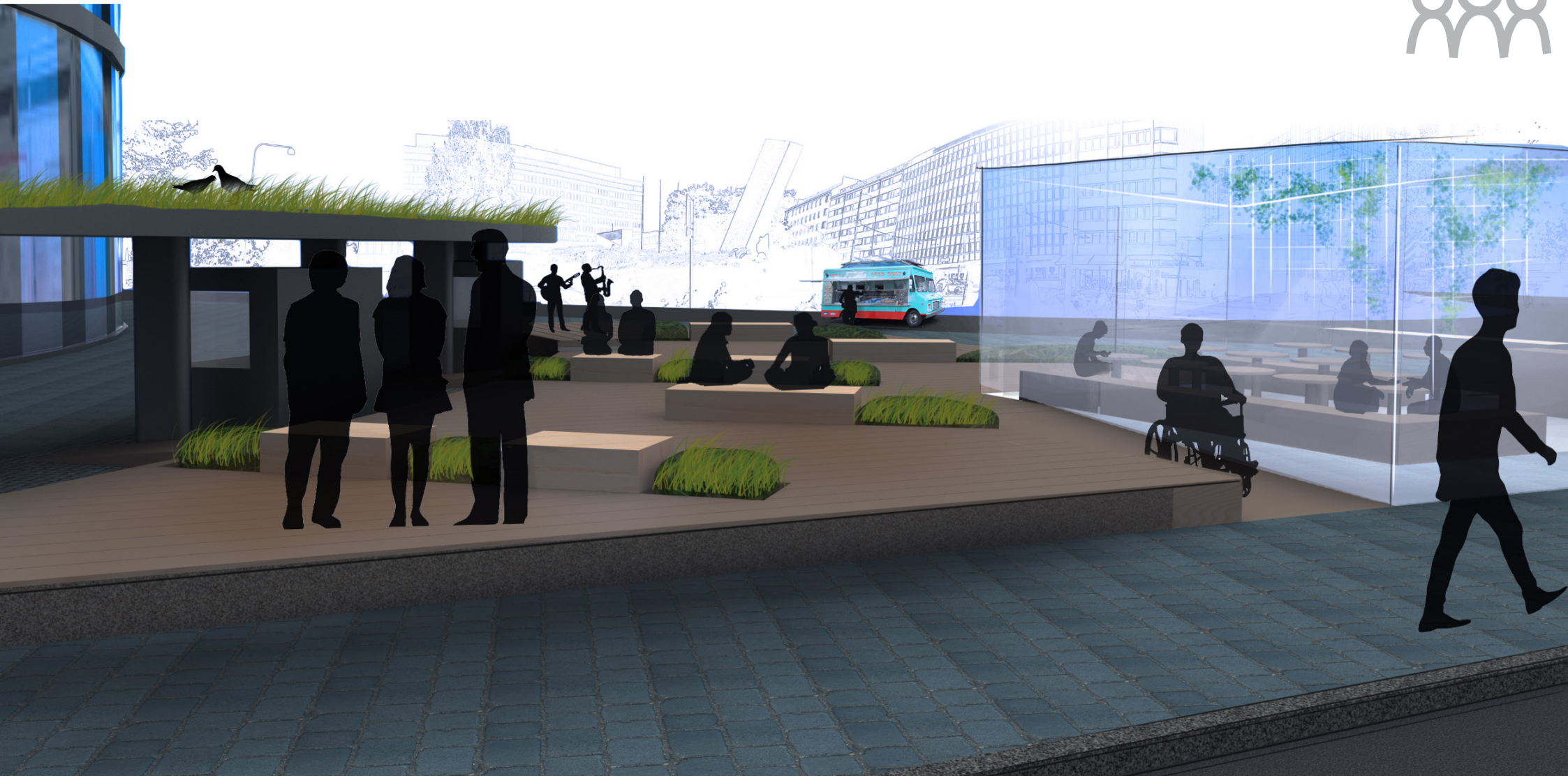
Besides the tools the bike service offers expert level help for any bike trouble. The rental shop for items has all the tools and equipment that is rarely needed but relatively high priced. Rent a drill, a grill or a disco ball.

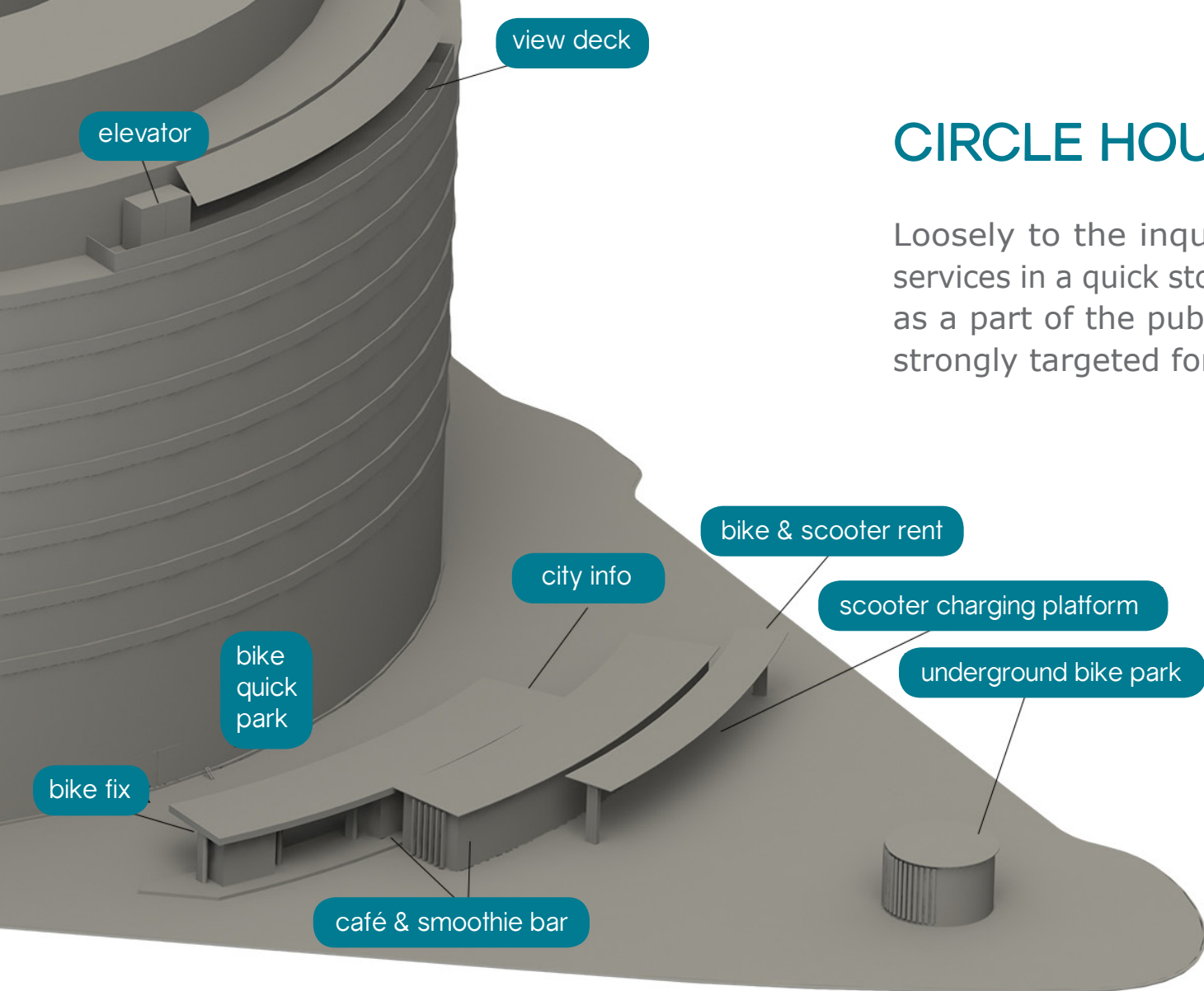












view deck

elevator

bike quick park

bike fix

café & smoothie bar

city info

bike & scooter rent

scooter charging platform

underground bike park

CIRCLE HOUSE CORNER



Loosely to the inquiry based Circle House Corner offers services in a quick stop principle. The functions support cycling as a part of the public transport and besides the locals are strongly targeted for all the Helsinki visitors.

ACTIONS IN KIOSKS



CAFÉ /SMOOTHIEBAR

A café is also a smoothie bar with a new kind of twist. With a mobile application you can pre-order and pay a smoothie tailored just for you – and even just for your accurate needs of the moment.



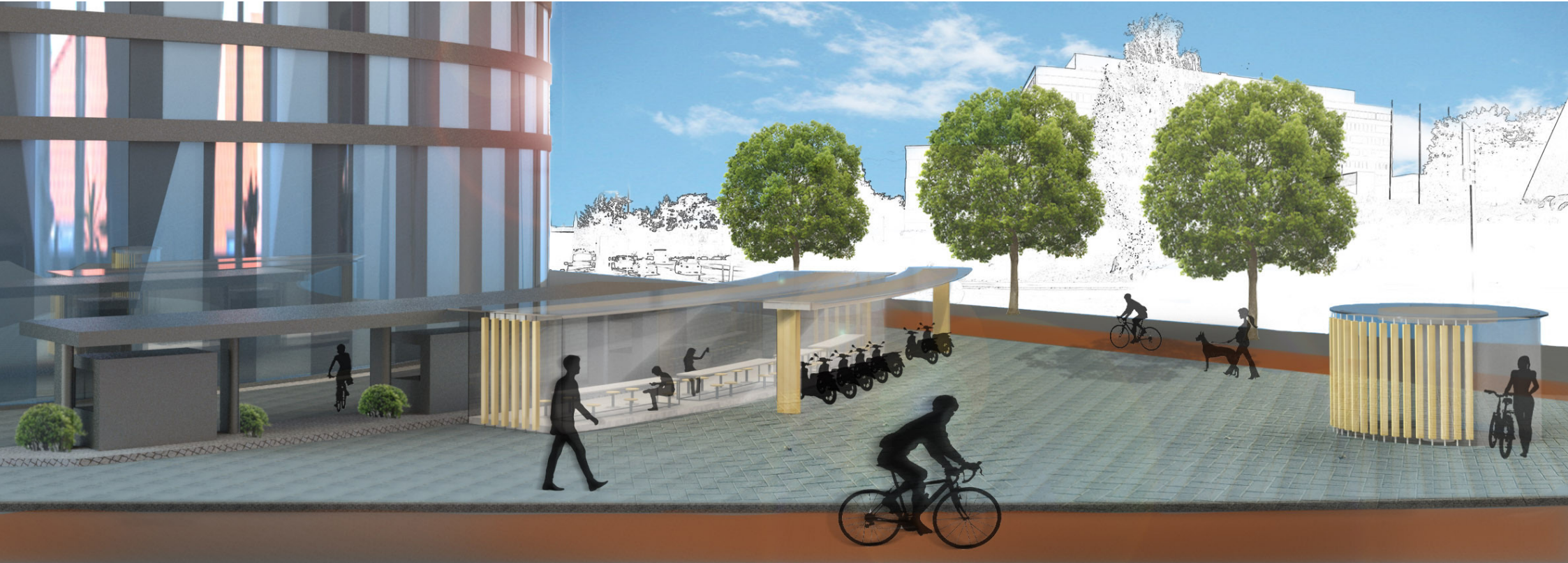
BIKE FIX

Do it your self -bike fix offers a cyclist all the tools needed to maintain, fix and wash any kind of a bike.

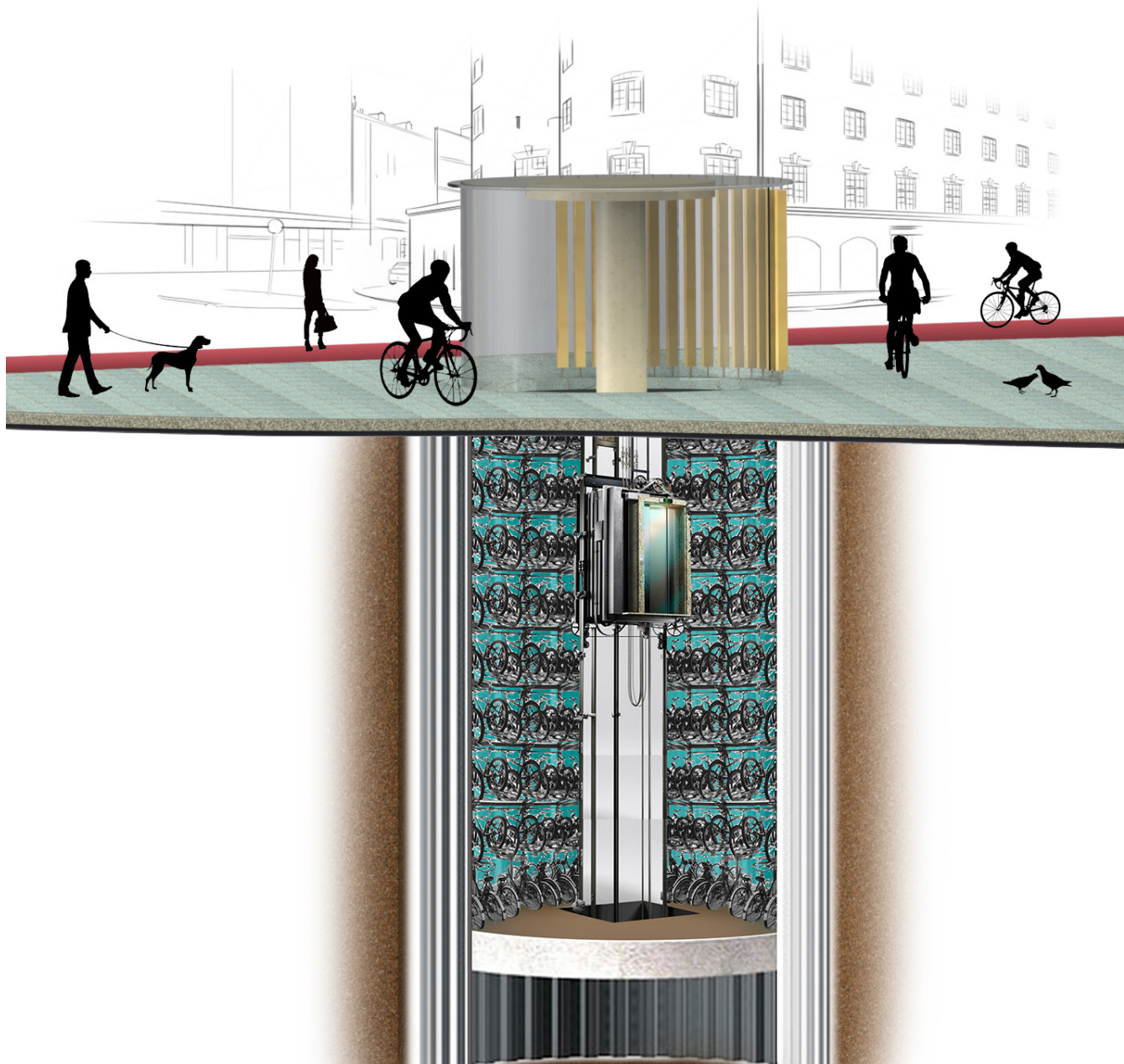
CITY INFO

New kind of city info application lets one download programs and routes offered by the locals. Anyone can add his favorite spots and routes to help a stranger explore Helsinki and Kallio. Functions also in the rent bikes and scooters.













THANK
YOU

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