

HELSINKI AT WINTER



THE PROBLEM

- HOW HELSINKI COULD BE TRANSFORMED MORE ATTRACTIVE AND LIVABLE PLACE ALSO AT WINTER TIME?
- FOR CITIZENS AND VISITORS
- CITY AND SUBURBS



LACK OF LIGHT
DARKNES
NOT ENOUGH EVENTS
LACK OF COMMUNALITY

FIRST IDEA...

...WAS TO CREATE BIG WINTER EVENT



PROBLEM :

FINANCIER

UNCOMFORTABLE CONDITIONS FOR
SELLERS CUSTOMERS AT MARKET
PLACES - UGLY TENTS
(UNATTRACTIVE ATMOSPHERE)



VILLAGE IN CITY

OPTION FOR TENTS- TO MAKE IT EASIER FOR THE SELLERS AND BUSSINESS OWNERS TO GO AND SELL THEIR PRODUCTS ON STREETS ALSO



PERMANENT "ELEMENTS" FORM "SPACE IN SPACE"-EFECT WHEN CONNECTED TO EACH OTHER



GET PEOPLE MORE SOCIAL AND ENCOURAGE TO MAKE COMMUNITY SPIRIT STRONGER!

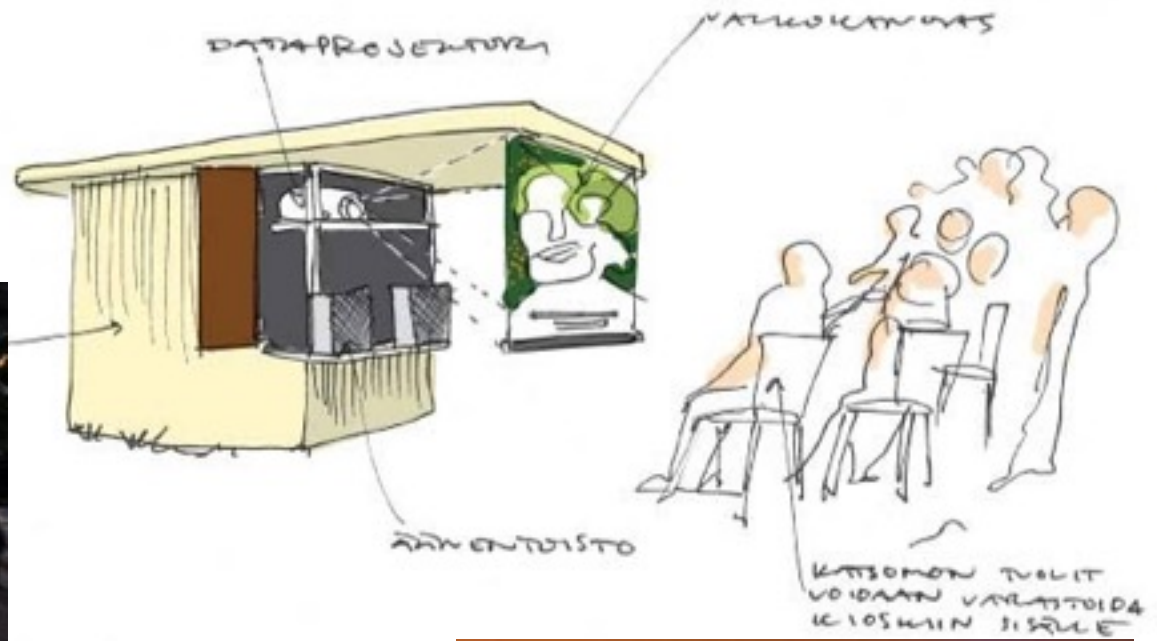


WHAT BRINGS PEOPLE TOGETHER? **FOOD!**



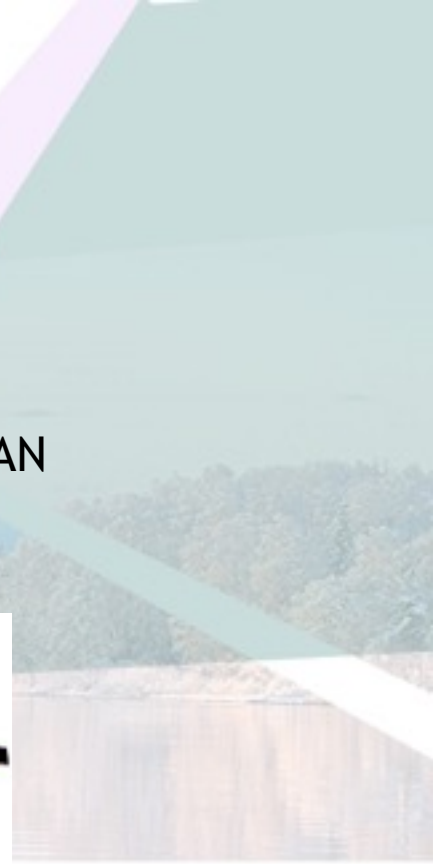


WINTER EVENTS!



BLOQUE

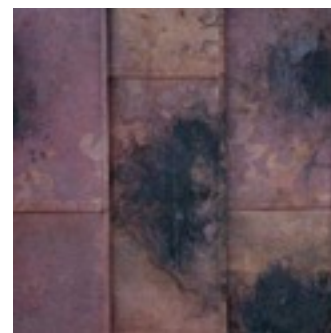
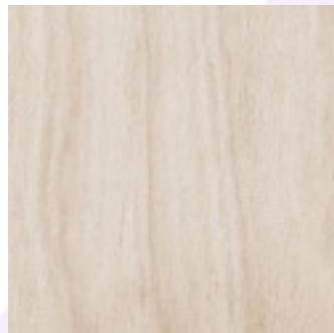
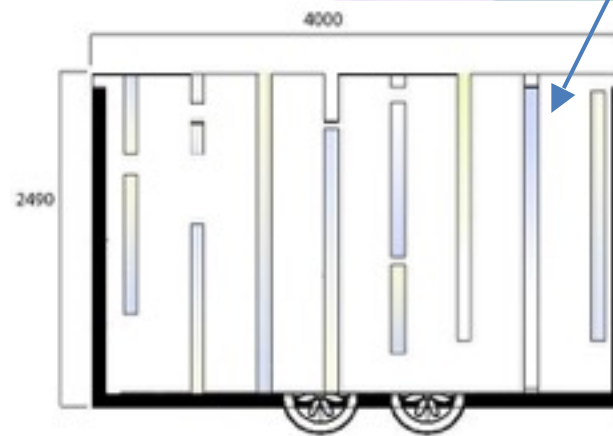
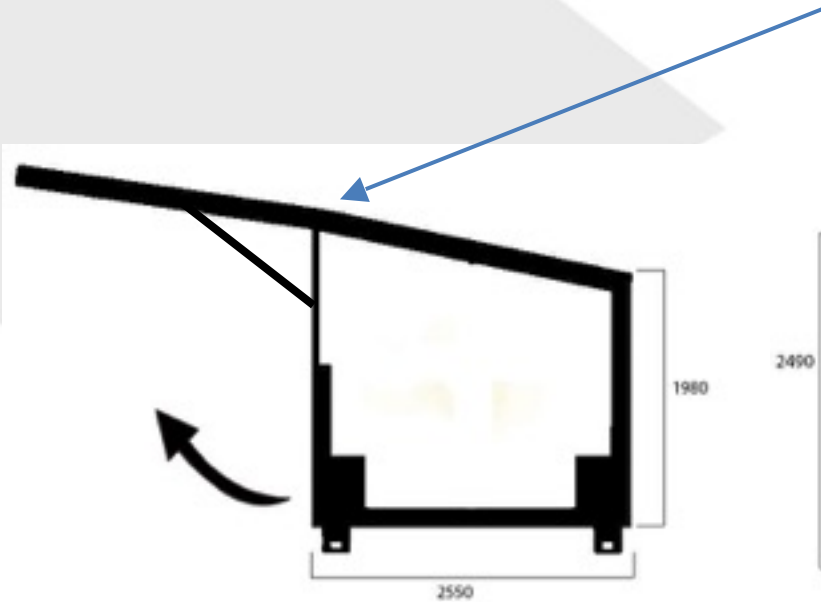
MORE PROOF THAN TENT, EASIER TO MOVE THAN
SEACONTAINER

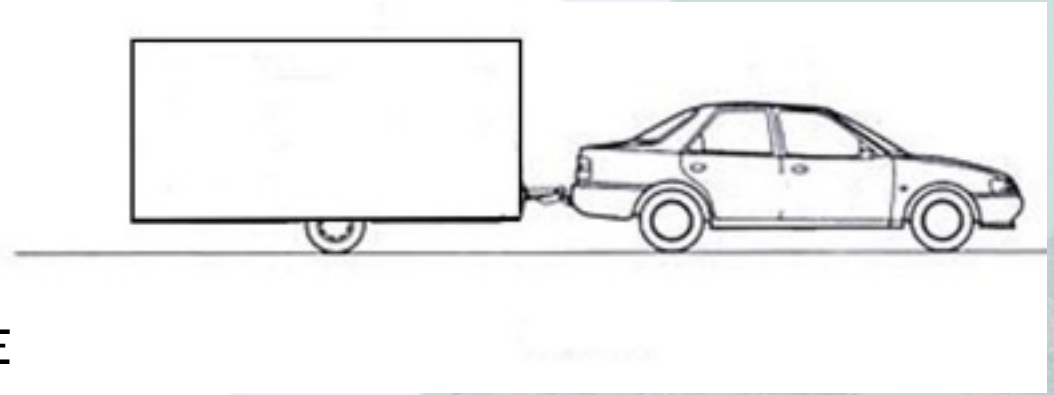
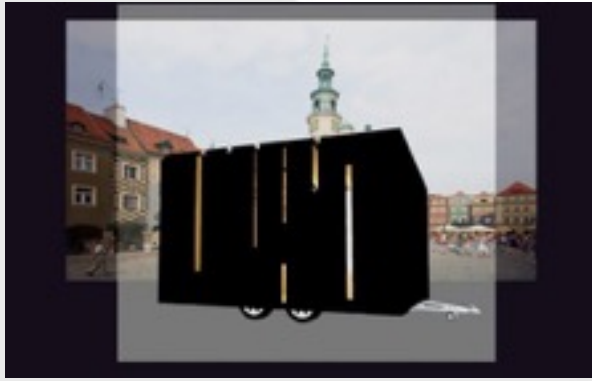


THE FRONT WALL WORKS ALSO AS A SHELTER WHEN YOU FLIP IT UP!

GAS SPRING TO HELP THE LIFTING OF THE SHELTER

WINDOWS WITH LED-LIGHT WHICH COLORS CAN BE CHANGED.





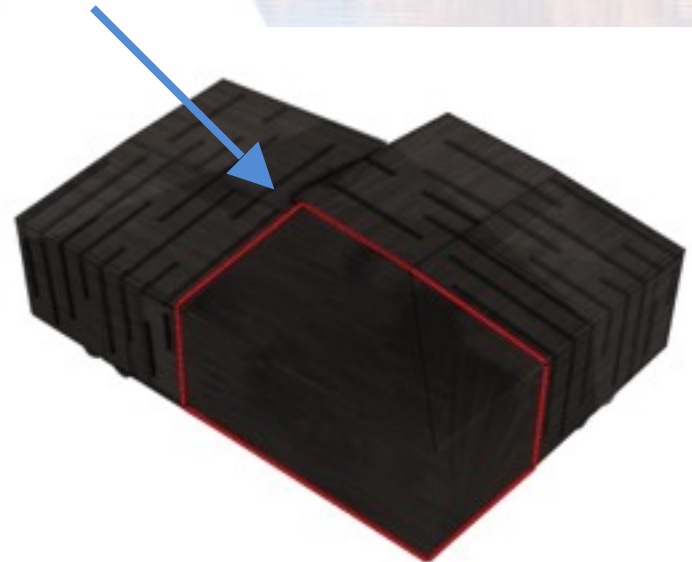
EASY TO MOVE WITH CAR TO PLACE FROM AN OTHER

→ SAVES TIME

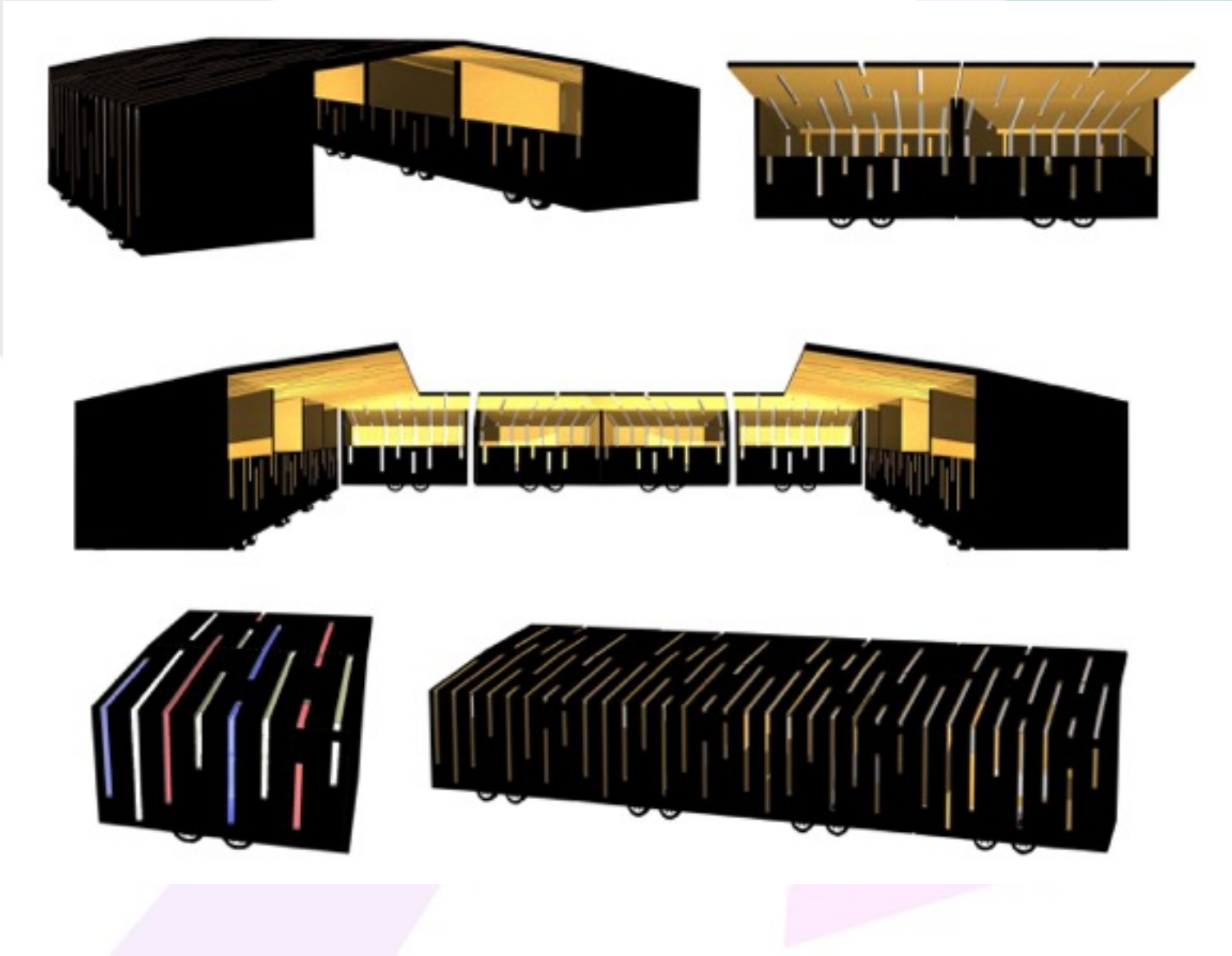
CAN BE COMBINED TO LINE



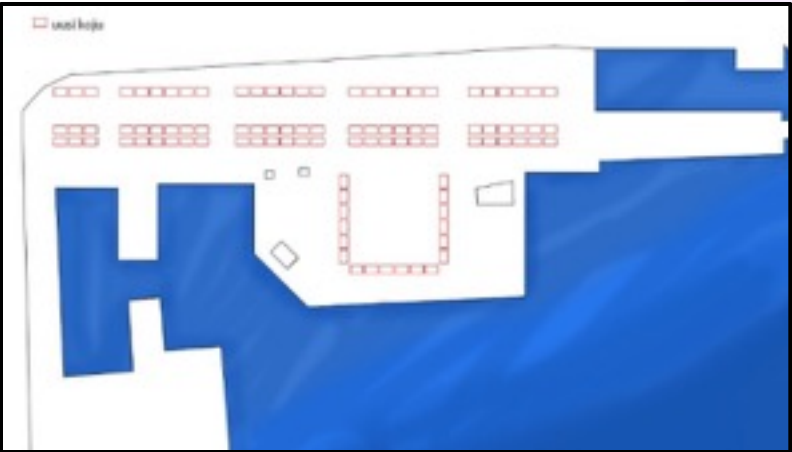
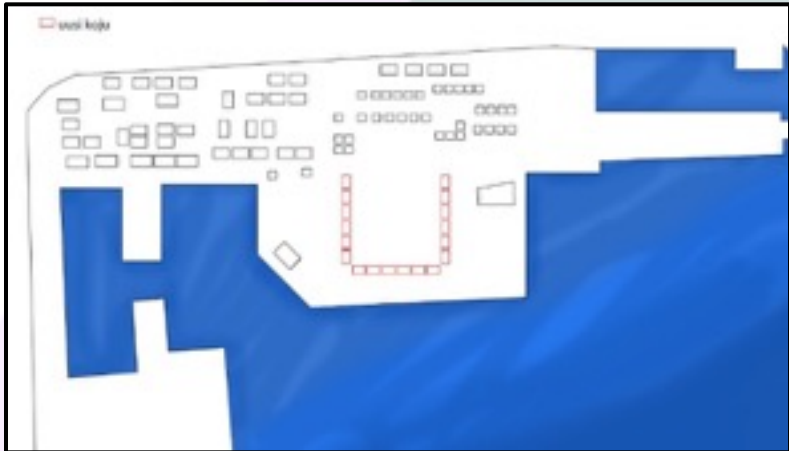
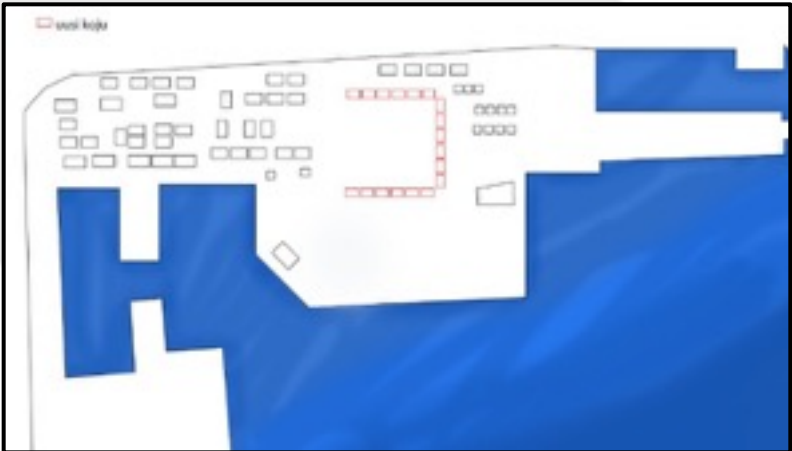
CORNER PIECE



COMBINABLE FOR DIFFERENT SPACES



A FEW SUGGESTIONS FOR ORGANIZATION FOR KAUPPATORI...



THE IMAGINATION IS THE LIMIT

CAFE, STAGE, SHOP....



HANGING AREA - "SPACE IN SPACE"



PLENTY OF LIGHTS...



...AND FRIENDLY
ATMOSPHERE...





THANK YOU!!!!

