

A green wireframe map of Finland is centered on a teal background. The map is composed of a network of interconnected lines and dots, creating a mesh-like structure that outlines the country's shape. The text "HELSINKI AT WINTER" is overlaid on the map in a white, sans-serif font.

HELSINKI AT WINTER



# WHAT´S COMING?

- We will focus on developing the appearance and activity of kauppatori especially during the wintertime
- The concept we are making should be easy to apply also to other places
- We want to create a warm inviting atmosphere in a well lighted hip place that everybody could easily come and enjoy themselves
- On the side we´ll try to figure out how could it be easier for everybody to find the information of what´ s happening all around Helsinki
  - One website to gather all information?
  - App to guide you around Helsinki according to your interests



# OUR KEY THOUGHTS/IDEAS

- Our team's first idea was to focus on unused market areas at winter. Markets "close" at the end of September and open when the weather gets warmer again in the spring.
- Market places make cities more vibrant and get people together. They give tourists a possibility to see and meet local people, taste local foods and see how locals live.
- Light, buzzing environment, joy and atmospheric experience are key. Were trying to get Finns out of their caves at winter time.





Yes, Kauppatori is not completely dead at winter but how does it look like?





# CURRENT PROBLEMS

- Kauppatori, owned by Tukkutori is located at the most attractive place in Helsinki and currently used as market place in summer time and as parking area.
- Area is visually undefined and the tents are UGLY and in bad condition.
- Even in summertime the area is nearly dead from late afternoon onwards.
- Its hard to reach. Walking and bicycling roads are not safe and adequate.





# HOW TO MAKE MARKETPLACES TO WORK ALSO AT WINTER...

-Tents that can handle cold weather-  
maybe build static market cottages that stay there over the whole year... or are possible to move from place to another?

-Lights-  
To fight the polar nights-depression, to attract people

-Events-  
Get crowd interested with different events. Get people social and make community spirit stronger!

