

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!



BLOQUE

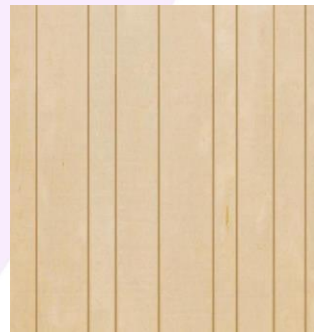
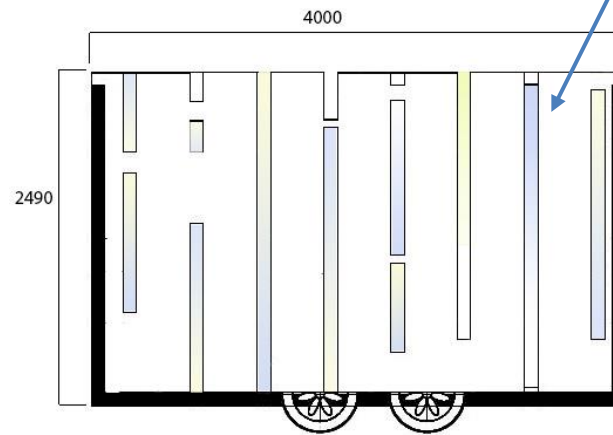
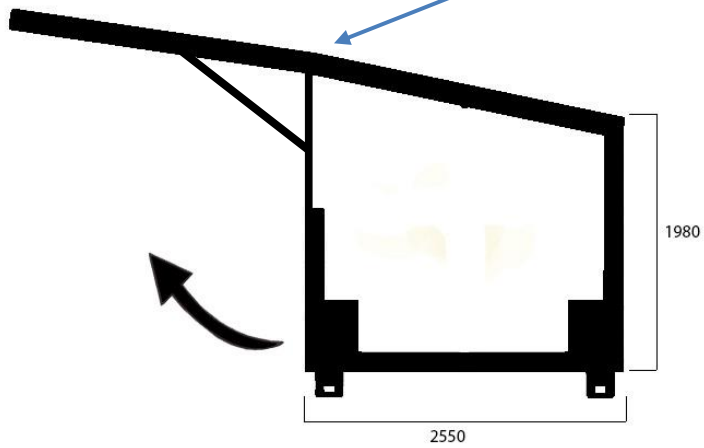
MORE PROOF THAN TENT, EASIER TO MOVE
THAN SEACONTAINER



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.

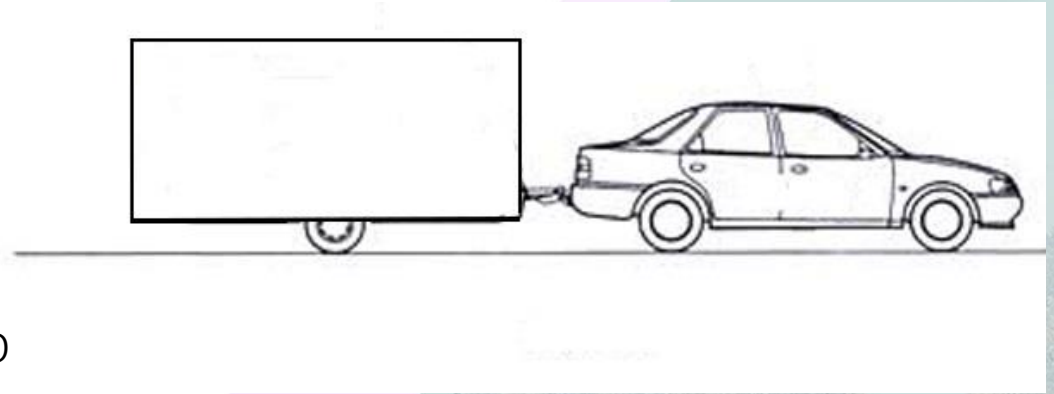




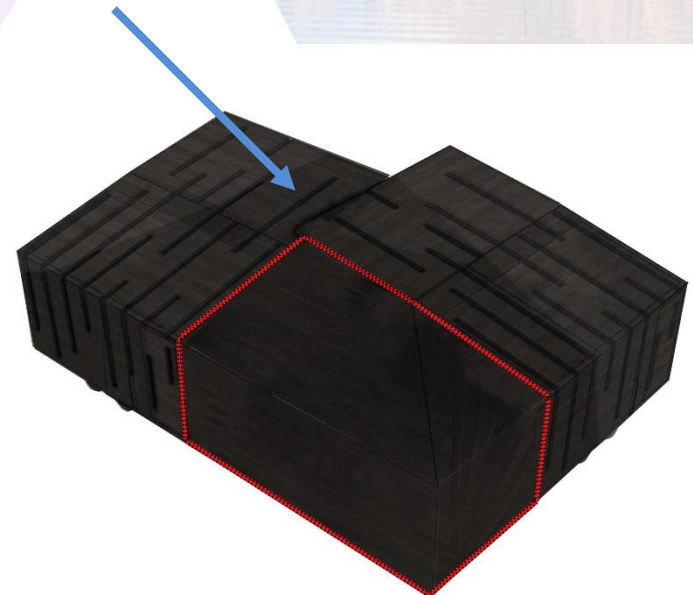
EASY TO MOVE WITH CAR TO PLACE FROM AN OTHER

→ SAVES TIME

CAN BE COMBINET TO LINE



CORNER PIECE

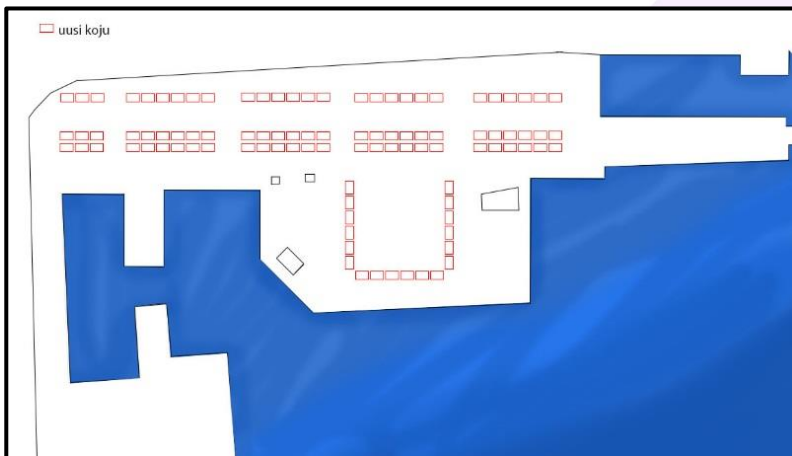
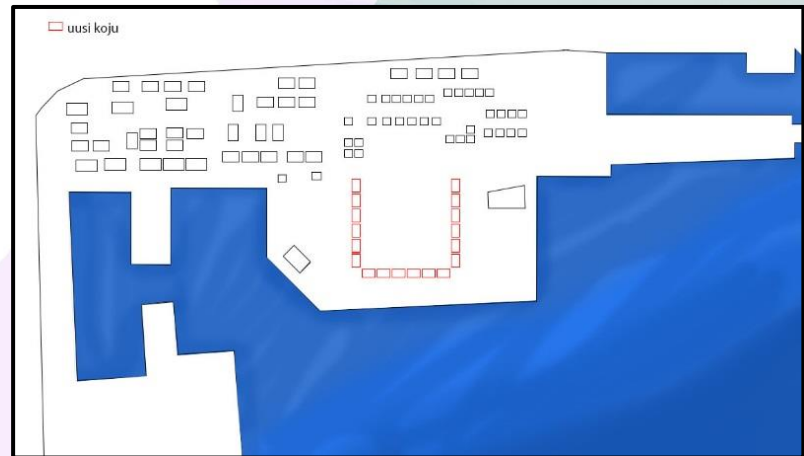
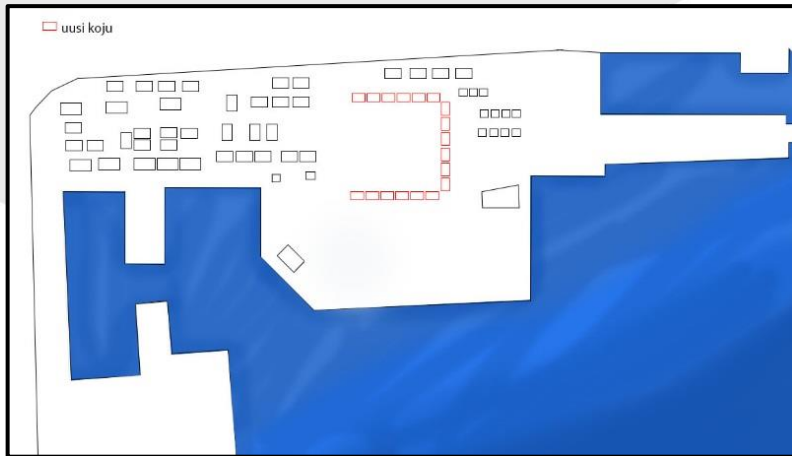


THE IMAGINATION IS THE LIMIT

CAFE, STAGE, SHOP....



A FEW SUGGESTIONS FOR ORGANIZATION FOR KAUPPATORI...



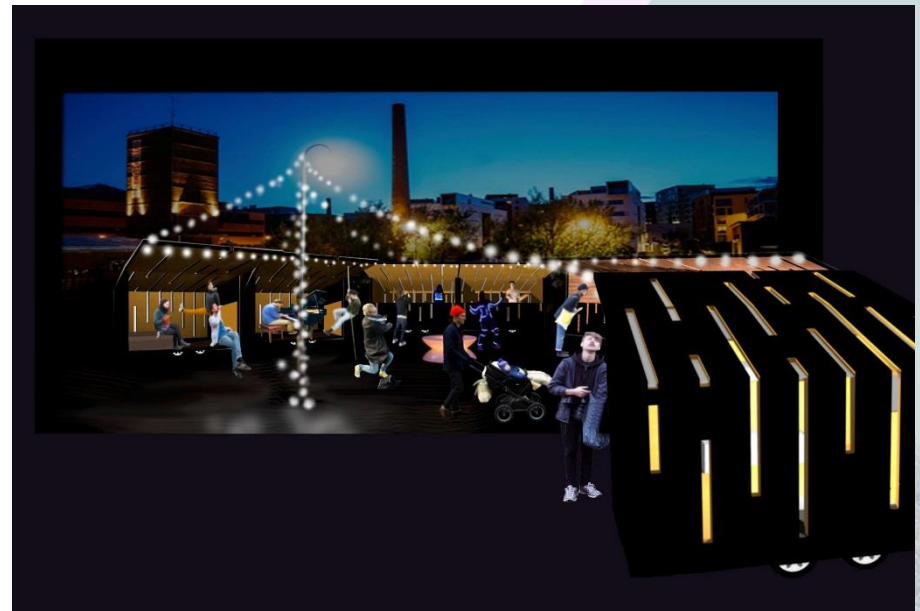
HANGING AREA – "SPACE IN SPACE"



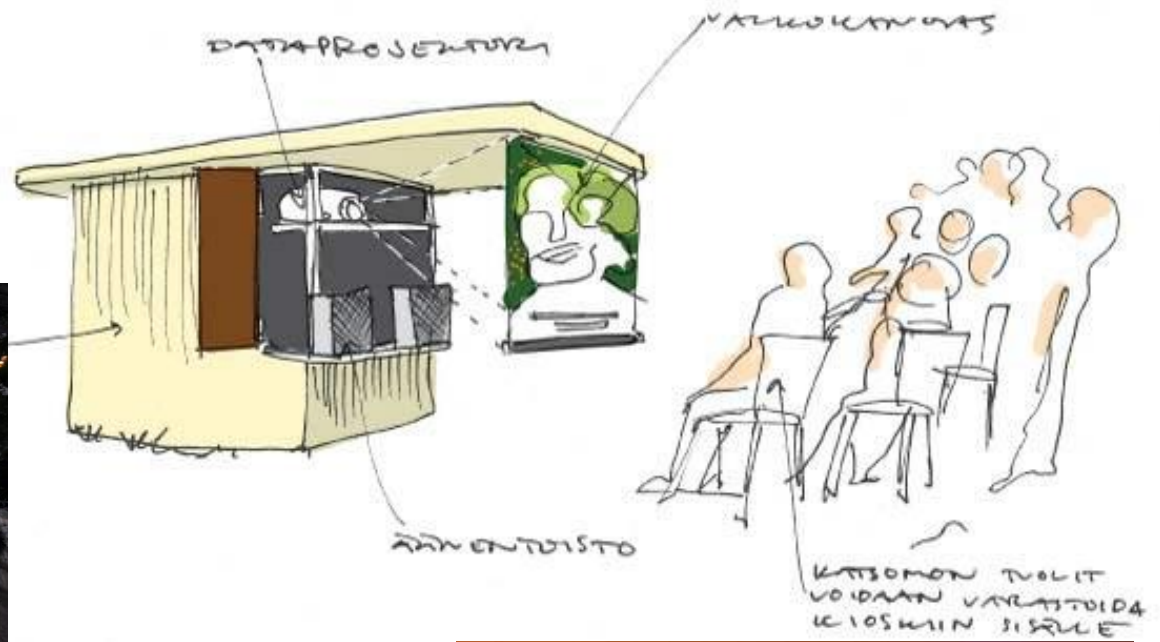
PLENTY OF LIGHTS...



...AND FRIENDLY
ATMOSPHERE...



AND EVENTENT!



THANK YOU!!!!

