



U
R
B
A
N
S
T
U
D
I
O
P
L
A
N
N
I
N
G
&
D
E
S
&

Studio publication 2
2019

EXPLORING THE TRANSURBAN AXIS
— THE CASE OF HAAGA IN HELSINKI

Edited by Michail Galanakis,
Fanny T. Hatunpää,
Anssi Joutsiniemi

Master's Programme in Urban Studies and Planning
Studio publication 2

Exploring the Transurban Axis — the Case of Haaga in Helsinki
Edited by Michail Galanakis, Fanny T. Hatunpää, Anssi Joutsiniemi

2019

ISSN 2489-8007 (print)
ISBN 978-951-51-5478-1 (paperback)
ISBN 978-951-51-5479-8 (PDF)

English language editors: Paul J. Cottier, Mark H. J. Shackleton
Under layout design: Natalia Vladykina

Photo of Etelä-Haaga on the cover: P-O Jansson, 1955, Helsinki City Museum, CC BY 4.0 license

A” Aalto University



U R B A N S T U D I O P L A N N I N G

Studio Publication 2

2019

EXPLORING THE TRANSURBAN
AXIS – THE CASE OF HAAGA
IN HELSINKI

EDITED BY MICHAEL GALANAKIS, FANNY
T. HATUNPÄÄ, ANSSI JOUTSINIEMI

TABLE OF CONTENT

FOREWORD AND INTRODUCTION	8
Excursions to the Transurban Anssi Joutsiniemi, Mari Vaattovaara, and Teemu Jama	8
Sensing Urban Patterns Pia Fricker	12
CHAPTER 1	
COMMUNITY AND SPACE	23
Fine as it is? A Study of Place Affection in Haaga Karolina Toivettula	24
Public Interactions Understanding Finnish Suburban Public Life – the Case of Haaga Nandara Mendes	30
Branding Haaga Jaana von Denffer	42
How would Haaga Suit a Mixed Co-housing Proposal? Nyurguyana Pavlova	52
Pohjois-Haaga Ostari/Shopping Centre – Past, Present and Future Sirpa Ojansuu	70

Regain Publicity Requalification Project of Huopalahti Train Station Jiayi Dong	78
A Community Center for North Haaga Chaowen Yao	88
A Matter of Life and Death The Interface between Human and Animal Yen-Chi Liang	98
A Former Train Station Waiting Room Amplifying the Art World: The Meaning of Participation in Asematila on the Social Capital of the Organizing Group Juho Hänninen	108
CHAPTER 2 PEOPLE AND DIVERSITY IN SPACE	119
What Is The Finnish Model of Suburban Public Space? Egle Pilipaviciute	120
Northern And Southern Haaga: the Case of Two Public Libraries Kamilla Kreice	134
What Can Changes in Infrastructure in Etelä-Haaga Tell Us About Spatial Social Mixing? Rachel Jones	144
The Case for Strong Neighbourhood Centres in Haaga Mathew Page	154

How Do People Recovering from Mental Illness Experience the Urban Environment? Considerations for the Future Development of Haaga From the Perspectives of Service Users of a Day Centre for People in Recovery From Mental Illness in Etelä-Haaga	Asta Hiippala	170
What Is Behind the Shop Facade: a Snapshot of Foreign-Born Small Business Owners in Haaga, Helsinki	Katie Butcher	182
If You Can't Stand the Buzz, Get out of The City? Case Study on Noise Tolerance and Ways of Preventing It in The Finnish (Sub)Urban Context	Eetu Niemi	196
CHAPTER 3		
URBAN AND SOCIAL PLANNING		205
A Tale of Two Haagas	Tuomas Harju	206
Two Rail Projects Shaping Haaga Comparing the Planning Principles Behind the Modern-Day Light Rails and the Martinlaakso Rail Line from the 1970'S	Dan Ronimus	214
Class Structures of Contemporary Urban Planning Economy And Urban Ideology in The Context of The Vihdintie Boulevard	Arttu Antilla	222
Metropolitan Accessibility of Haaga	Joonas Salmijärvi	232
Influencing Transport Planning Through Local Facebook Groups: a Case Study in Haaga	Johannes Mesimäki	250

Places Of Memory in Planning a Case Study of Dementia Friendliness in Pohjois-Haaga Tuomas Tavi	260
Challenges in an Aging City:the Case of Age-Friendly Haaga Antti Virolainen	272
Urban Planning Visualisations of Future Helsinki – Discourses on Boulevardisation Visions Anna Ahlgren	280
Urban Densification and Green Areas Paula Piirainen	292
How Building Efficiency and Settings in Housing Stock Affect the Population – Case Vihdintie Lauri Ovaska	300
Study of Infill Opportunities in North-Haaga Tommi Henriksson	310
What Do Apartment Prices Say? Babak Firoozi Fooladi and Mika Korhonen	318
AFTERWORD	325
The Spirit of Cities, the Soul of Finnish Towns - Today and Historically Laura Kolbe	326
The Question of Finnish Public Space – An Essay Michail Galanakis	334

EXCURSIONS TO THE TRANSURBAN

Anssi Joutsiniemi, Mari Vaattovaara,
and Teemu Jama

FOREWORD AND
INTRODUCTION

The urban form has remained hard to catch ever since the seminal work of Harris & Ullman in 1945 challenged the classic diagram models of city development. There is indisputable evidence that the recent transformation started in the United States and it is still common to find references to so-called American cities – regardless of the fact that we see the same equally mushrooming urban tissue on all continents. This polynucleic model they made popular seems to have broken the symmetries of all organizational principles, and visual characteristics could only be explained through internal processes. Hence it has become obvious that the complexity and multitude of interactions in urban phenomena cannot be covered by a single description. The present-day urban form can no longer be reduced either to borough rights and local markets that were once important features of European towns, or the lowered transportation and transaction costs of American cities.

The common reaction to these changes we have undergone over the past 70 years, is that cities and societies are somehow broken, and the planner's aim is to fix it by preventing unwanted

outcomes. Thus, many of the terms used to describe recent urban structures are pejorative by nature in the very same way as for example the 1980s urban planners in Helsinki calling the neighbouring municipality of Espoo “a highway intersection with town privileges”. The oddity of terminology and confusion built around urban structures is, however, international and there is an ongoing debate to understand the causes and effects.

In their brief academic bagatelle, Taylor and Lang (2004) collected one hundred concepts describing recent urban change. The examples that they chose spanned over 40 years from 1960 to the beginning of this century. The range of denotative meanings of urban neologisms was truly wide, starting with the modest concept of a *spread city* defined by the New York Regional Plan Association (1962) and ending with casual notions from *boomburb*, by Lang and Simmons (2001), to the mocking *exit ramp economy* by Katz (2001). What is impressive in this set of definitions is not only the length of the list, but also the fact that Taylor and Lang were able to perceive ongoing varying shifts in the urban structure, logistics and lifestyle.

The unfortunate part of the general discussion and public debate is that standard definitions within and across disciplines offer a broad and easy platform to discuss and agree on cities, without actually touching on changes in the urban development, or interactions of phenomena in any specific part of the city-region. In this wide consensus, academic work becomes even more challenging: powerful disciplinary conceptualizations with ever-increasing data sets and sources tend to leave us somewhat confused – the analysed parts don't fit in the overall picture, nor do the new conceptualizations explain institutionalized structures. There is a need to go back to basics, and together with our students we ask again: What are the urban qualities that we are searching for? What have we learned to understand? What is essential in the search for a livable, lovable or the most functional city? And while prioritizing, what should we do with the controversies? What should planners actually do?

Our studio course aimed for master's students from varying disciplines (architecture, geography, landscape architecture, real estate economics, sociology, history, environmental sciences) started with a conceptual and practical challenge. What do we need to know to plan and thus guide the development of a neighbourhood? What is essential to the urban? What really is the problem, or the main question to ask? And thus, what kind of planning parameters and information do we need to retrieve?

Teachers from different disciplines had their own perspectives on the discussion, offering their personal conceptual darlings. From the political debate we could have easily picked other equally disturbing notions. Instead of sticking to a single trajectory, we chose yet another neologism – *transurban* – around which this publication is built. In fact, the concept is so new that we only recently coined it during the preparation for the Urban Challenge Studio I course. But as so often happens, it turned out that several authors had invented the word as well – though the meaning of the term varied. Students were discouraged to follow any existing description since it was unlikely what we were looking for.

Instead of wrapping our work within a single cover term, we wanted to start from the different meanings of the word *trans* and use them as a reference for multivariate texts. The etymological background in Latin *trāns* (“on the other side of”), also means “across, beyond”. As the beginning to the Studio course we had a kick-off excursion in Helsinki: following a “transurban axis” we agreed on starting from the suburb of Myllypuro and continuing to Leppävaara. Continuing along this axis we passed through places one might not know about, due to Hel-

sinki's radial transport network. This two-day excursion was an endless source of references for multidisciplinary investigations into the contemporary city. We went “on the other side of” the city, in-between the places which the City officially planned to be the city. Ultimately, we were tracking traces of change in the urban arena in a way that could be observed through our local case study, without aiming at any comprehensive explanation.

In the studio work we focused on the neighbourhood of Haaga. This district, located 7 km north of Helsinki CBD, had until 1946 its own borough rights and has now merged into a suburban fringe and undergone a drastic societal and administrative transformation in which its local identity had become completely blurred. The main interest for us was where is Haaga heading to?

By exploring this neighbourhood as a case study, one of our central concerns became empirically evident: a lack of understanding that the networked urban structure neglects the fact that the city region is too broad to be ‘fixed’ with an ideology about the city that no longer exists. As we have written elsewhere, the Helsinki Metropolitan area is too wide, and the planning needs are too diverse to justify densification as a one-size-fits-all concept (Vaattovaara & Joutsiniemi 2018). With simple analytical tools, students empirically reflected upon the foolishness of locking public discussions into floor area ratios with no sensitivity to local conditions.

Benefits from the explorations that are carried out by the students come from the essence of digging into fundamental concepts that in daily practice are taken for granted, or just left undiscussed to keep the standard processes running. We also need to rethink the ways towards the aimed qualities and the resilience of the existing structure, rather than merely managing the (housing) construction business. The student works included in this book express many voices; this, for example, is evident in the articles by Katie Butcher and Lauri Ovaska.

Lauri Ovaska looks into the area of the Vihdintie Boulevard regarding the potential consequences of varying building efficiency, and of dwelling types and sizes, as well as the effect these may have on the population. In his work, three different models are shown to lead to very high numbers of floor areas, apartments and inhabitants. Depending on the different density levels commonly referred to in public debates as the number of inhabitants in the Vihdintie Boulevard area, the expected outcomes are quite controversial and strikingly different from what has been built in Helsinki before. By lowering to half the area efficiency from that of the general plan proposal, the resulting

population numbers that indicate the actual population density still exceed the figures for Alppiharju – the densest district in Helsinki. His study encourages us to pay attention to the geometric details of, for instance, plots, blocks and streets, in order to gain building efficiency and minimize land waste through fragmentation. Meaningless, idealized figures lead into several other aspects of unknown social development, all of which are unexplored.

The lack of social understanding of a grand project is obvious. The need and consequences for infill building is evidently different for agents with local ethnic restaurants than those owning cranes or factories for prefabricated housing, as is shown in Katie Butcher's article. She is looking at the foreign-born small business owners in Haaga with baffling results: "business owners had no understanding of the dynamics of Haaga and only realized changes in external surrounding when it had a flow on impact to customers within the shop". Surprisingly, none of the interviewed local business owners with an ethnic background seemed aware of any proposed developments or plans for the suburb. This is especially important if we keep in mind Ovaska's remarks on actual figures for densification and the current role of ethnic minorities as local entrepreneurs. It would seem that the legal frame of the national *Land Use and Building Act* has failed to change the power relations and has reduced discussions on topics that are already institutionally grounded.

Several other excursions are made which provide the reader with alternative perspectives for urban planning. To our great surprise, Haaga is characterized by a multitude of local trajectories that are by and large excluded from official planning documents and public debates. Haaga has become predominantly a container for regional planning aims and solutions. The discussions built upon grand themes such as *bulevardization*, *densification* and *social cohesion* hardly touch any of the observable characteristics of Haaga. Most strikingly, the so-called 'participatory turn' of planning fails to create an official participatory instrument to empower citizens; instead it is becoming a tool legitimizing deprivation and non-participation.

From the articles in this book, it is easy to see that institutionalized planning has been trapped into implementing older, albeit unrealized, plans and ideals. In this sense Helsinki does not differ from its European counterparts. The difficult novel prefixes to the word *urban*, other awkward neologisms or unwanted development trends don't go away by looking elsewhere or by wishing for the best. This is the challenge the program tries to tackle head on. The texts in this book can be read in any order, and we hope that you, the reader, will pick out your own

favourites and construct alternative futures of your own. Enjoy the excursion!

REFERENCES

- Harris, C. D; Ullman, E.L. (1945). "The Nature of Cities", *Annals of the American Academy of Political and Social Science*. 1945:242, pp.7-17.
- Katz, Bruce (2001). "Welcome to the 'Exit Ramp' Economy," *Boston Globe*, May 13, 2001, p.A19.
- Lang, R. E.; Simmons, P. A. (2001). 'Boomburbs': The Emergence of Large, Fast-Growing Suburban Cities in the United States. Fannie Mae Foundation Census Note 06.
- Regional Plan Association (1962). *Spread City: Projections of Development Trends and the Issues They Pose: The Tri-State New York Metropolitan Region 1960-85*.
- Taylor, P.J.; Lang, R.E. (2004). "The Shock of the New: 100 concepts describing recent urban change", *Environment and Planning A*, Vol 36, pp.951-958.
- Vaattovaara, Mari; Joutsiniemi, Anssi (2018), Kohti monimuotoistuvan kaupungin ymmärrystä ja kehityksen ohjaamista. *Tieteessä tapahtuu*. Vol 36, Nro 6.

SENSING URBAN PATTERNS

Pia Fricker

MORE THAN WALKING

“Each of the exercises focuses on a different element of perception and introduces a different didactic method. The main purpose of the exercises is to research into site-specific patterns and relationships by interacting with the local setting, focusing on either the topic of scale, sound or the personal connection to a specific local phenomena.”

The European Commission¹ forecasts that the world's urban population will nearly double by 2050. By 2100, some 85% of the population will live in cities, with the urban population increasing from under 1 billion in 1950 to 9 billion by 2100. The complex effects of the rapid, global urbanization are articulated and reflected differently depending on geographic, political and social circumstances. Looking critically at the current challenges in the area of urban studies, in particular in the field of urban and landscape planning, so far, there would seem to be few innovative approaches to solve the challenges of massive urban growth and its interrelated challenges.

According to the Sustainable Development Goal No. 11 of the United Nations²: "Make cities and human settlements inclusive, safe, resilient and sustainable", we have to define new ways and methods to answer to the changing understanding

1 https://ec.europa.eu/knowledge4policy/foresight/topic/continuing-urbanisation/worldwide-urban-population-growth_en

2 <https://www.un.org/sustainabledevelopment/cities/>

and meaning of traditional terminology like city boundaries, densification, urban sprawl and sense of place.

In 1995 Rem Koolhaas speculated in his essay "What Ever Happened to Urbanism?" that a new urbanism:

...will no longer be concerned with the arrangement of more or less permanent objects but with the irrigation of territories with potential; it will no longer aim for stable configurations but for the creation of enabling fields that accommodate processes that refuse to be crystallized into definitive form...
(Koolhaas, 959-971)

Reflecting on the recent history of urbanization, two trajectories are nowadays recognizable, the fast growing city and the shrinking city. In order to develop future scenarios for these two trajectories, a different approach to the discipline of urbanism is needed. Cities, abstracted and regarded as spatial social networks, allow dynamic changes and adaptations. Unveiling the urban system and multi-dimensional relationships allow planners and designers to predict future scenarios in order to make

the urban pattern more adaptive and resilient (Offenhuber, Ratti 2014). In an era marked by profound technological development and an abundance of available data, interdisciplinary research on these phenomena supports the discourse on the new urban issues. Understanding the urban fabric through unlocked data enables simulations and a future-oriented reading of the different parameters within the complex set-up. Especially in the time of “Big Data”, the meaning of a place needs to be studied in depth in order to overcome the current trend of being disconnected to the place and its local atmosphere, by purely relying on abstract data sets and static planning paradigms.

In order to understand the underlying and often complex system of the urban fabric, perceiving the environment is trained by using Lucius Burckhardt’s³ method of ‘Strollology’ within the framework of the first USP site excursion in the 2018 autumn semester. The Swiss sociologist Lucius Burckhardt founded the term “Strollology” in the 1980s. Its primary focus is to change subjective perception and perspective and it reflects on the personal understanding of and engaging with a place by becoming an active part of the environment. Strollology was introduced by Burckhardt not only as a method for criticizing planning systems, but also as a method for unveiling alternative possibilities to pose planning questions by researching the socio design of a certain perimeter.

Burckhardt’s writings focus on the multi-layered interaction a walking person has with his or her surrounding and environment. “To those who observe the environment with their eyes wide open, interesting questions will arise again and again; for example, why “city” and “country” can no longer be separated so easily in the face of progressive urbanization” (Burckhardt, 2012). Jesko Fezer and Martin Schmitz have introduced Burckhardt’s basic premise, “the cityscape is an expression of social relations”, that led him to ask as early as 1957 whether we “may ever arrive at another form (of planning) by democratic means” (Fezer, Schmitz, 2012).

The essential part of Burckhardt’s work is the didactic potential of his critical approach towards urban planning. In his experiments with his students, Burckhardt showcased how in-

³ Lucius Burckhardt (1925-2003) was a sociologist, economist, theorist of architecture and design and the founder of strollology (*Spaziergangswissenschaft, Promenadologie*). He developed the new subject into a complex and far-sighted planning and design science. *Promenadologie* is the starting point for a realistic attitude to perception and reality, for a different understanding of landscape and urban space, as well as for a new architecture and planning.

terventions and urban activism open up new readings of a place or phenomena beyond the common daily perception and ready-made images. The element of walking/strolling and movement is an essential part of the method, a momentum of singular elements of perception that build up to an image of a space. In order to understand the space/landscape, movement at human speed at the human eye level, allows a person to interact with the environment in a reflective manner, offering a criticism of conventional and abstract perception theory (Burckhardt, 2015).

In 1968 Burckhardt published the article “Architecture As Process”, in which he explained how politics and environmental design interrelate, and introduced planning as an interactive process. These two topics – “the environment” (the built and the un-built) as well as “politics”, enriched by the topic of “the human” – are the theoretical basis of “strollology” (Giroto et al. 2019).

USP PERCEPTION EXERCISES

Based on the method of “Strollology” a series of perception exercises were conducted within a two-day urban exploration along a 15km east-west axis north of Helsinki.

#1 WALK THE SECTION

#2 ITS ALL ABOUT THE SOUND

#3 ME, MYSELF AND I

Each of the exercises focuses on a different element of perception and introduces a different didactic method. The main purpose of the exercises is to research into site-specific patterns and relationships by interacting with the local setting, focusing on either the topic of scale, sound or the personal connection to a specific local phenomena. The exercises build the starting point for further computational discourse in which the captured subjective findings are evaluated and added into a dynamic simulation model.

Discussing and translating the on-site findings into a bigger urban framework formulates possibilities for a new planning/design practice for cities and the global urban challenges we are facing.

The setting of the exercises is enriched through Francesco Careri’s concept of “Walkscapes”. Careri argues that “the act of walking – although it does not constitute a physical construction of a space – implies a transformation of a place and

its meanings”. In his book he describes walking as “an aesthetic instrument of knowledge and a physical transformation of the ‘negotiated’ space, which is converted into an urban intervention” (Careri, 2002).

#1 WALK THE SECTION

Task: Tell a story of your personal reading of the site by using the section as a medium for communication. Highlight the hidden layers and connections of the place.

The product of this first exercise is presented in the format of a collage, including sketches, photos of material samples and descriptions of one’s findings. The section should include precise measurements according to a personal measurement system. Depending on the chosen place, the background of the students, as well as the local conditions, this section should place its overall focus on one of the following topics: Scale - Dimension - Materials - Smell - Urban Fabric - Terrain Vague - Periphery - Landmarks - Geology.

#2 IT’S ALL ABOUT SOUND

Task: Observe the site through the medium of sound and elaborate on one of the following topics: Inhabitants - Infrastructure - Nature - Urban Fabric - Density - Periphery - Materials.

Based on elements of soundscape theory⁴ and the framework of sensuous urbanism,⁵ the students are challenged to train their perception of the space by focusing on only one sense. By marking the captured sound sources on a map, metadata of the surrounding is discussed through the general topic of the atmosphere. As described by Gernot Böhme, “Atmospheres stand between subjects and objects: one can describe them as object-like emotions, which are randomly cast into a space.” (Böhme, 2000)

#3 ME, MYSELF AND I

Task: Put yourself into relation with the area and make a land-

scape portrait of yourself. Choose a title for your portrait and write a short narrative about the landscape portrait.⁶

The product of this very personal task is on one hand a powerful photo and on the other a narrative, describing on a meta-level the connection of the person with the place. The meta-level topic of this exercise circles around the areas of: Knowledge - Synchronization - Awareness - Aesthetics - Composition - Duality - Integration - Memories - Feelings.

REFERENCES

- Böhme, Gernot. *Acoustic Atmospheres. A Contribution to the Study of Ecological Aesthetics*, trans. Norbert Ruesaat, *The Soundscape Journal* 1, no. 1 (2000): 14-18.
- Burckhardt, Lucius, and Fezer, Jesko. *Lucius Burckhardt Writings: Re-thinking Man-made Environments: Politics, Landscapes & Design*. Wien: Springer, 2012.
- Burckhardt, Lucius, Ritter, Markus, and Schmitz, Martin. *Why Is Landscape Beautiful?: The Science of Strollology*. Basel/Berlin/Boston: Birkhäuser, 2015.
- Burckhardt, Lucius, Blumenthal, Silvan, and Schmitz, Martin. *Design Is Invisible: Planning, Education, and Society*. Basel: Birkhäuser, 2017.
- Careri, Francesco. *Walkscapes: Walking as an Aesthetic Practice*. Vol. 1. Land&Scape Series. Barcelona: Gustavo Gili, 2002.
- Giro, Christophe, Dublin, Patrick, Fehlmann, Isabelle, Lacaton, Anne, O’Rourke, Karen, Parish, Jacqueline, Schoch, Aline, and Stalker/Osservatorio Nomade. *Auf Abwegen. Vol. 23. Pamphlet*. Zürich: Gta Verlag, 2019.
- Koolhaas, Rem, Mau, Bruce, Werlemann, Hans, Sigler, Jennifer, and OMA - Office for Metropolitan Architecture. *Small, Medium, Large, Extra-large: Office for Metropolitan Architecture*. 2nd ed. New York: Monacelli Press, 1998.
- Offenhuber, Dietmar, and Ratti, Carlo. *Decoding the City: How Big Data Can Change Urbanism*. 1. Aufl ed. S.I.: Birkhäuser Verlag, 2014.

4 R. Murray Schafer, a Canadian composer, writer, music educator and environmentalist, introduced the term soundscape in 1977. According to Schafer, the term “soundscape” combines those elements that shape or compose a landscape from an acoustic perspective, aesthetically, historically, geographically and culturally (Schafer, Raymond Murray. *The Tuning of the World*. New York, NY: Knopf, 1977).

5 Sensuous urbanism is defined as practices related to experiential and sensory approaches to the city. The notion was introduced by Antonella Radicchi in the article “The notion of soundscape in the realm of sensuous urbanism. A historical perspective” (2018).

6 This exercise was developed at the Professorship of Christophe Giro (ETH Zurich) in the framework of the Master of Advanced Studies Program in Landscape Architecture by Corinna Rüeegg and Susanne Hofer (www.girot.arch.ethz.ch).

#1 WALK THE SECTION

OBSERVATIONS BY KAROLINA TOIVETTULA AND KAMILLA KREICE

Section collage made by materials found on the ground. The smell and feel of the materials connects to the place and the local perception.



Reading a place in the woods: Viikki rocks (Viikin kalliot). The section spans over a sandy forest trail to a hill top of the other side to the rocks. The section is measured by walking with a distance of 25 regular steps. We felt like we did not get enough of information by just walking through, so we started to touch and gather the materials from the nature exploring. The bark, spruce needles, leaves, moss, sand, cigarette bud, pine cones, rocks and branches were the materials we collected for the collage. While exploring the scene with our hands, we felt that within 25 steps we are able to feel and understand nature and human presence – even without any human being near us.

Whereas the images reminds of a bigger picture. The feeling of being in a capital city and in the middle of forest was so strange. At first glance everything looked unfinished and nature-like, but with closer examination there were traces of human life everywhere: light pole, cigarette bud, some trash and even a poster of events in a nearby swimming hall. When we think of a city, we tend to forget about these types of places.



Group work by Fanny Hatunpää, Rachel Jones, Johannes Mesimäki and Jenni Merinen



“In the 1960’s modernists started to shift their focus from the city to separate buildings: the buildings were no longer necessarily a part of the city, but suburban giants or lone, separate landmarks (Gehl 2013, 4). The scale of these landmarks is made for cars and their drivers – not pedestrians or cyclists, nor really for people to get to easily or to stroll around in, though the Finnish model of the neighborhood unit, Metsälähiö (‘Forest suburb’) aspires to provide proximity to nature despite all the concrete and asphalt.”

#2 IT S ALL ABOUT SOUND

Group work by Anna Ahlgren, Katie Butcher,
Dan Ronimus and Egle Pilipaviciute



SOUNDSCAPE: 'CIRCLE OF LIFE'

The sound is taken in the area of Viikinmäki - Veräjämäki.

Different combinations of sounds create unique atmospheres that help us to distinguish locations. It is part of the identity of a place and it is possible to define certain qualities of areas or notice specific unpleasant auras by only listening to sounds.

When do we ever take a moment to actually listen to the sounds of the suburbs?

After recording multiple sounds around viikinmäki - veräjämäki areas we had a huge variety of natural and artificial sounds. From the experience of the area, we decided to focus on a human figure in a suburban setting and experiment what different sound atmospheres it creates during its lifetime. Children playing, a shopping trolley, youth on skateboards and seniors chatting. Young, old, beginnings and endings: the theme of this sound mix is the circle of suburban life.

Our experience during the trip rose questions regarding the planning and design of areas and buildings. We noticed that unexpected interactions appear providing unheard soundscapes and that the voice of people changes the atmosphere and creates a pleasant liveliness in dull and grey places. This experimentation provided us with new knowledge of the additional urban life element which is very often forgotten while designing cities.

#3 ME, MYSELF AND I

Nyurguyana Pavlova



“My another portrait - sit on a fence and balance”

Children don't perceive a fence as a boundary but a challenge and playground. The main difference is not between the areas it detaches, identifies, but the act of separation itself, the oppression it asserts on surrounding spaces and climbing the fence like an act of self dominance over the preset environment.

Jenni Merinen



“Learning by running”

The way I typically get to know any new environment- let it be a vacation, business trip or new home town- is running, and basically aimlessly. This leads to getting lost, finding new routes and often discovering new places. I have found it extremely fruitful and interesting way of perceiving the surroundings. Cycling is too fast, you can actually get lost and you have to be more aware of other people and not able to really focus on the environment and its details; walking on the other hand is too slow for me: there is not enough time to really cover a sufficient area. So running it is!

Kamilla Kreice



Moving from one place to another is not about the objects that make you feel cozy. And as every urban area involves diversity I cannot imagine living without it. Sofa in the woods? Diverse enough to start feeling welcome!

Nandara Mendes



Here I am in front of an abandoned house, where nature reclaims its space back. I have always admired the beauty of the ruins, forgotten places where the marks of time tell their stories. Somehow I feel a certain comfort in deserted houses.

Yao Chaowen



“Exploring is my tag”

As a urban designer I focus on urban spatial regeneration. When in an unknown area, I'd prefer to hang around and watch details to feel the atmosphere and dig the character of this space.

I'm not good at talking but I believe action can make up it.

Arttu Antila



The image is trying to represent the disconnect which having personal space can induce to the relations of a person and other people in a public space. While admitting the comfort of personal space, the image wants to portray the seeking of it as damaging to public life.

OBSERVATIONS

Egle Pilipaviciute



I found myself in this 70's style shopping corner – a previously lively space. That morning it looked resting, only few people passed by. First floor shops seemed diminished. In some places you could see the emptiness through the windows. Small details caught my eye: a ramp for a wheelchair, visibly added later when the accessibility regulations changed; areas of asphalt breaking the greenery – nature occupying once a human planned environment.

My atmospheric sense of similar places is subjective and based on the environment I grew up at, but I recognise the modernistic uniqueness of this particular one in Haaga compared with other areas that I visited so far in Helsinki.

Dan Ronimus



“Me, Myself and Dan”

Doing what I know best. Just taking my bike out for a ride to discover new sides of my dear hometown Helsinki. Once I really start exploring the city, curiosity might lead me to spaces where the boundaries between public and private can be unclear. Here I am cruising in front of this beautiful tile wall towards a car wash, a space which is public only for the automobiles.

/ CHAPTER 1
COMMUNITY AND SPACE

FINE AS IT IS?

A STUDY OF PLACE AFFECTION IN HAAGA

Karolina Toivettula

PLACE AFFECTION,
THE WHOLE AREA

“Consisting of these aforementioned areas – Northern and Southern Haaga, Lassila, Kivihaka and Huopalahti– and different types of neighbourhoods, which are built during different time periods, Haaga provides an interesting scene to see how locals are attached to their place of residence.”

INTRODUCTION

Some places evoke memories and feelings within us, thus giving us a home-like, warm feeling when visiting them. We might end up forming an attachment to those places and accept them as a part of our identity. Place attachment is a vital component which ties together people and places, and creates good prospects for urban development. Positive place attachment has plenty of perks, for instance, it draws in people and businesses, and offers a fine basis for urban social and economic development (Shao & Liu, 2017, p. 153). Moreover, when people have a bond with their place of residence, they are more likely to participate in local communities and broader politics (Anton & Lawrence, 2014, p. 451). They have a desire, or an incentive, to work together and thrive to preserve and protect their local environment, social and physical features that distinguish their home from other neighbourhoods.

Nevertheless, it is said that in contemporary cities local identities are weakening and one reason behind this development is

uniform concepts of planning and development that causes a lack of meaning attachment and diversity of place (Mohamad, 1998; Ujang 2009, p. 156). Some scholars talk about a notion of non-place, which signifies the lack of connectivity of the physical landscapes with place meanings in physical, cultural and emotional contexts (Arefi, 1999; Ujang 2009, p. 157). According to Ujang (2009, p. 157), “it is evident that new developments within the traditional settings in the city-centre transform constructed places and place meanings and attachment embedded in the existing social and cultural setting”. If we manage to sustain the meanings and identity of urban elements they contribute to self-identity, a sense of community, and a sense of place (Hull, 1994; Ujang 2009, p. 157).

Place attachment is worth studying for many reasons. It is important to distinguish the features that make each place important to those who care about it, or on the contrary, what stands in the way of positive place attachment in some places, thus making them unappealing for people and businesses. Moreover, in the midst of the worldwide refugee crisis, it is

worth studying place attachment amongst those who have no choice but to relocate.

In this particular article, the focus is on Haaga and its locals. Haaga used to be a village in the parish of Helsinki before it became a borough in 1923, and later a suburb and a part of Helsinki in 1946. When constructed, Etelä-Haaga (South Haaga) became an unconventional suburb, since the blocks were constructed according to the old one-family houses on privately owned land, whereas Pohjois-Haaga (North Haaga) was constructed to the far-end forests of Haaga during 1950s and 1970s. Its landmarks remain the high rise flats that can be seen, even from a great distance. Kivihaka was a minor housing development that was created to the Southern end of Keskuspui-isto (Central Park). Lassila, on the other hand, was built later in the 1980s after the railway station of Pohjois-Haaga was built. The plan for Haaga-Vantaa, which included the Martinlaakso railway, had an effect on Haaga by splitting it into separate areas divided by the railway (Tikkanen, 2018, p. 64). Within these aforementioned areas – North and South Haaga, Lassila, Kivihaka and Huopalahti – are different types of neighbourhoods, which are built during different time periods, meaning Haaga provides an interesting scene to examine how locals are attached to their place of residence.

PLACE ATTACHMENT

There are three major components of place: physical form, activity and meaning (Punter, 1991; Ujang & Zakariya 2015, p. 373). Usually, in making of urban places, the physical elements and activities are emphasized, whereas the meaning associated with these places has been considered less important, or at least it has been less explored. Meaning relates to the perceptual, psychological and sociological aspects of environmental experience and is one of the aspects that forms place attachment, which I want to explore in the context of Haaga. The objective of this research is to help planners understand, identify and measure place attachment.

Place attachment is important to understand when the objective is to sustain the attraction and meaning of places. It is not ideal planning of the place loses all the characteristics that are familiar and meaningful to its users. Since they impact the locals' continued place attachment. The concept of place attachment enforces the value of a place as a social setting (Ujang & Zakariya 2015, p. 374). It is an effective indication through which we can study the uniqueness of a place and increase the

bond between people and places (Shao & Liu, 2017, p. 153). Place attachment should not be mixed with community attachment, which describes the bond between people which are located in a physical place (Anton & Lawrence, 2014, p. 452).

When identifying the elements which matter to the place's users, their continued daily place attachment can be ensured – experience and behaviour are developed through a network of memories and identities attached to the environment (Cheshmehzangi and Heath, 2012, p. 263). Place attachment is created when an actor experiences a place. The actor's culture, beliefs, past experiences and memories influence the environmental perception (Ujang & Zakariya 2015, p. 375). Moreover, natural environmental qualities, cultural values, mobility, length of residence and recreational opportunities have been identified as influencers in the development of place attachment. (Clarke, Murphy & Lorenzoni, 2018, p. 81)

As a concept, place attachment is used to describe a positive emotional connection to certain locations that typically encompass both physical and social elements, which may lead to specific individual and collective actions (Clarke, Murphy & Lorenzoni, 2018, p. 81). In this study I will be using a conceptual definition of place attachment that consists of two dimensions: place identity and place dependence (Clarke, Murphy & Lorenzoni, 2018, p. 81). There is no consensus on what researchers mean by place attachment, but many treat it as a complex multidimensional construct (Anton & Lawrence, 2014, p. 452). Place attachment has its affects on people: it appears that people with a high level of place attachment get involved in their communities, in clubs and organizations, to get to know others who are similarly attached in the area (Anton & Lawrence, 2014, p. 454).

The concept of place attachment is not straightforward or neutral, it can also lead to conflicts between groups. For instance, if new people come to an area where the established majority have an attachment to place, these established majority could see the culturally or ethnically different people as a threat to their way of life and to the physical and social characteristics of the area (Anton & Lawrence, 2014, p. 451). If locals feel that the place is threatened, and the landscape could change into something they will no longer have an emotional bond to (in case of urban planning or environmental disaster), they can act negatively towards the change (Anton & Lawrence, 2014 p. 452).

The intensity of place attachment can differ depending on many aspects. Firstly, the amount of contact people have with

a place, the size and the location all affect, especially when the place is threatened. Usually people have a higher attachment to their homes than their neighbourhoods, because home is more easily defined than a neighbourhood and because it is a completely private area. Concurrently, there is a higher likelihood of attachment to the area if one is a homeowner: they have invested in their local areas and consider their stay more permanent. Also, linked with the length of residence, older people are often more attached than younger. (Anton & Lawrence, 2014 p. 453)

The level of income and education is also known to affect place attachment. Those who earn less, and are less educated, often have limited choices about where they could live. Research shows that people in low income neighbourhoods were less attached than people in middle income ones. Higher educated people were more attached than people with less education (Taylor, Gottfredson & Brower, 1985; Anton & Lawrence, 2014 p. 454).

PLACE IDENTITY

Place identity is one major dimension of place attachment. It is defined as a substructure of self-identity, consisting of “memories, ideas, feelings, attitudes, values, preferences, meanings, and conceptions of behaviour and experience that occur in places that satisfy an individual’s biological, psychological, social, and cultural needs” (Proshansky, Fabian, & Kaminoff, 1983). Place identity develops when an actor views a place as a significant part of their life and is able to fulfill their behavioral goals better there than someplace else (Shao & Liu, 2017, p. 153). Places are integrated into resident’s identity structure if they deliver the feeling of distinctiveness, continuity, self-efficacy and self-esteem (Anton & Lawrence, 2014, p. 452). It is the extent to which a person can distinguish a place from other places that ultimately leads to urban identity, which is linked with urban sustainability. Place identity is an important factor when trying to improve the quality of urban life in environmental, economic, and social aspects. Place attachment is more than an attachment to a place, since it has an effect on an individual’s personal identity, community identity and behaviours (Shao & Liu, 2017, p. 153).

PLACE DEPENDENCE

The second dimension of place attachment is place dependence. Place dependence is formed when a place meets a resident’s needs and allows them to achieve their goals. If the place is preferred to others places, the actor will have a higher place dependence and will more likely stay in the place. In practice,

the dependence usually precedes place identity for practical reasons, but the longer a person stays in a particular place, more likely the place will be incorporated into the resident’s identity structure (Anton & Lawrence, 2014, p. 452). To simplify the concept, place dependence refers to the functional qualities of a place that facilitate both activities and emotional connections. Frequent visitation within a place can result in physical and symbolic features coming a part of an actor’s sense of identity. (Clarke, Murphy & Lorenzoni, 2018, p. 81)

METHODOLOGY

To examine place attachment in Haaga, I decided to conduct a survey study in order to gather data. The survey questions were divided according to the dimensions of place attachment – place identity and place dependence. This was in order to understand, truly, what are the key elements in Haaga that either support or decrease place attachment. I included the year of move to and from Haaga, to the background questions, because I was also interested in whether the length of residency had an effect on place attachment.

My hypothesis was that Haaga’s residents, who have lived in the area above average, are well attached to the area and appreciate pretty “typical” aspects in their neighbourhood – for instance, closeness of nature, safe neighbourhood, or good public transport – will feel that those are the things that make Haaga their home and part of their identity. My counter hypothesis was that Haaga does not offer enough for its residents and this causes them to stay detached from it and travel to other areas to enjoy themselves.

RESULTS OF THE SURVEY

Overall 109 people participated in the survey after sharing my web-survey link via a Facebook group. Survey participants had a median age of 25 and had lived in Haaga for an average of 2,5 years. 14 of the people had moved outside Haaga. Almost three fourths of the participants were female (76 %). The majority of participants lived in a block of flats (88,1 %) that was rented from the private market (59,4 %). The rest had either their own house or flat (15 %), or an apartment rented from the public sector (13,2 %). Over half of the participants (56,8 %) had looked for an apartment specifically from Haaga, while the rest of the participants had moved there by chance.

PLACE IDENTITY AMONGST PARTICIPANTS

In order to convey place identity among residents in Haaga they were asked about their memories of the area and what comes to mind when they think about Haaga. Only 8 of the participants did not have anything special to say about the area. The vast majority of memories could have been located on a map, but in most of them the focus was not on the place, but on the activities or the people there. Most of the participants wrote about warm and fond memories; walks in the Rhododendron and Central Park, reminiscence of their childhood, youth and friends, and family in the area. The following quotes are translated by the author of this article from Finnish to English:

“Coffee at Shell gas station, jogging in Central Park, dates in the Rhododendron Park...”

“Wine evenings with a friend who lives next door. Biking from one friend to another during summer. Pre-parties and after-parties. Wonderful jogging areas. Perfect location near work and studies. Friendly Alepa [grocery store chain].”

“Haaga is like a little village, neighbours are friends and you say hello to acquaintances on the street.”

“I live near similar minded people, so the community spirit-filled, suburban evenings are first that come to mind. Also Pirkkola sports park's proximity is very pleasant, many good jogs there alone and together, near nature but still being in a city.”

In light of these comments, it is no surprise that when asked if they belonged to any community (friends, family, a partner etc.) in the area, over half of the participants (58,7 %) answered “yes”. Further, the participants were asked what kind of place is Haaga to live in, with a vast majority (75,2 %) saying they found the area pleasant. Only 6 percent of the participants had no opinion about Haaga or thought it was not a very pleasant place to live in.

PLACE DEPENDENCE AMONGST PARTICIPANTS

Since place dependence is linked to the functional aspects of a place, there was a need to cover the issue of whether residents had some daily activities in the area, for instance, work, studies or hobbies. The majority of the participants (46%) had some other activities than work, hobbies or studies in the area. According to the survey, people in Haaga are fairly active and have hobbies in the area (32%), some of them also study there (29%) and some of the participants (18%) work in the area. Only six of the participants had nothing to do in the area – they came there

to sleep. Next, the locals were asked if there was something in Haaga they cannot experience anywhere else. The majority of the participants (42%) answered that there is nothing “unique” about Haaga. After that, the area’s nature (21%), Rhododendron Park (16%) and the unique atmosphere (8%) were other frequent answers.

Thirdly, there was an open section in the survey, where the participants could express if there was something they would like to change in Haaga, or if there was something missing in Haaga. Nearly half of the answers (49,5 %) said that Haaga lacked in services, such as shops or city bikes, and restaurants and cafés, where people could spend leisure time. It was said that now there was no particular reason for people to come to Haaga and that is why the area is so isolated from downtown, even with good public transport connections. The rest of the participants felt that Haaga needed a better green infrastructure, parking opportunities, community spirit (“similar to Kallio”), plastic recycling points, and daycare and social services. Approximately a third of the participants felt that there was nothing missing, nor nothing they would like to change in Haaga, saying - “It is fine as it is”.

People seemed to long for more urban qualities within Haaga, for instance, cafés, restaurants, parking and city bikes. At the same time, they wished for a green environment and a community spirit, which are the sort of elements one could associate with the countryside more than a city. The answers indicated that the locals were mostly content, but some needed a bit more from their neighbourhood.

Lastly, the participants were asked if it was important for them how Haaga develops in the future. Over a half (53,2 %) answered that they agreed strongly and a little over a third (36,7 %) somewhat agreed that it was important. Not one of the participants admitted to not caring about Haaga’s future development. The desire to effect on the future developments of the home neighbourhood insinuates that locals have a strong affection towards it. When people care, they tend to participate, and they want to have an effect.

CONCLUSIONS

The survey offered evidence of the fact that locals in Haaga are well attached to their neighbourhood. Most of the participants shared warm memories of the area that were filled with positive feelings. Moreover, a majority of the participants said they had family or friends in the area and found Haaga to be a pleasant

place to live in. All of the factors indicated that people in Haaga had taken place as a part of their identity that satisfied their biological, psychological and cultural needs.

Participants were also active in Haaga: the majority of them had hobbies, jobs and studies in the area. Even though they spent time in Haaga, almost half of the participants thought there was nothing in Haaga that you could not find anywhere else, although there were many that felt that Haaga's unique nature and atmosphere were incomparable. Still, it was said that Haaga lacked in services, shops and restaurants where one could spend time. It seems that in their leisure time, participants liked to wander in the local nature, but for other activities they needed to look further. Even so, the vast majority had a vested interest in the area's future, wanting to have an effect on matters. These findings together suggest that people in Haaga are fairly dependent on the area, but still it seems that the emotional connection to the area is stronger than the functional one.

One of the most important questions was whether the length of residency had an effect on place attachment? According to the survey, the ones who had stayed in Haaga the longest had very little to say about improvements in the area. Nearly half (40 %) of the participants who had lived in the area above the average time – in this case, people who have lived there from 5 to 23 years – felt Haaga was just fine as it is. Therefore, in light of the study, the length of residency had some effect on place attachment in Haaga.

The study has shown that the place identity side of place attachment encompasses the place dependence dimension, even though, according to previous studies (see. Anton & Lawrence, 2014, p. 452), it is usually the other way around. But we can speculate that the extended stay in the area has had an effect on participants, causing the participants to engrave Haaga to their identities and form an emotional bond to it. Considering this level of positive place attachment, it is crucial that future planning in the area does not dismiss the opinions and insight of the locals.

It is clear that the methods of participatory planning need to be developed further. Social media is a fine tool that gives a voice to those who have not had it previously, but this is not enough. When densifying a residential area, or designing major changes to one, it is imperative to come up with new or more comprehensive ways to engage locals within planning projects. Often it seems that people form their voices when the plans are already drawn. Involving more people to the planning project can be translated into “a lot of work”, but if the outcome

is something all parties are satisfied with, does it not make everything worth the trouble?

REFERENCES

- Anton, C. and Lawrence, C. (2014). Home is where the heart is: The effect of place of residence on place attachment and community participation. *Journal of Environmental Psychology*, 40, 451-461.
- Cheshmehzangi, A., Heath, T. (2012). Urban Identities: Influences on Socio-Environmental Values and Spatial Inter-Relations. *Procedia-Social and Behavioral Sciences*, 36 (2012), pp. 253-264.
- Clarke, D., Murphy, C. and Lorenzoni, I. (2018). Place attachment, disruption and transformative adaptation. *Journal of Environmental Psychology*, 55, 81-89.
- Proshansky, H. M., Fabian, A. K., & Kaminoff, R. (1983). Place-identity: Physical world socialization of the self. *Journal of Environmental Psychology*, 3(1), 57-83
- Shao, Y., Liu, B. (2017). Place Attachment Assessment System in Contemporary Urbanism. *Procedia Engineering*. Volume 198, 2017, Pages 152-168.
- Taylor, R. B. & Brower, S. (1985). Home and near home territories. I. Altman & C. Werner, Eds., *Home environments. Human behavior and environment: Current theory and research*. New York: Plenum, Vol. 8, 183-212.
- Tikkanen, T. (2018). *Helsinki alueittain 2017*. City of Helsinki, Executive Office, Urban Research and Statistics Helsinki Helsingfors. Available at: https://www.hel.fi/hel2/tietokeskus/julkaisut/pdf/18_11_05_Hki_Alueittain_2017_Tikkanen.pdf
- Ujanga, N., (2009). Place Attachment and Continuity of Urban Place Identity. *Procedia - Social and Behavioral Sciences*. Volume 49, 2012, Pages 156-167.
- Ujanga, N., Zakariya, K. (2015). Place Attachment and the Value of Place in the Life of the Users. *Procedia - Social and Behavioral Sciences*, Volume 168, 9 January 2015, Pages 373-380.

PUBLIC INTERACTIONS

UNDERSTANDING FINNISH SUBURBAN PUBLIC LIFE – THE CASE OF HAAGA

Nandara Mendes

FINNISH PUBLIC SPACE

“This project presents spaces for different types of external stimulus. These stimuli are represented as areas for various artistic expressions, recreational areas inside the square (so different ages can also be part of it). The use of colours create a different atmosphere (being a contrast with the white Winter) and try to integrate even more people with space.”

INTRODUCTION

BETWEEN PUBLIC LIFE AND PUBLIC SPACES

Public spaces in a city can be any part of the built environment while public life is what takes place within this built environment. The relationship between public life and public space is an essential matter in creating good quality public spaces. For a good understanding of public life it requires small-scale research and rigorous observation about what takes place in the built environment. This is a challenge for planners who are more often than not used to creating spaces and zones through maps, plans and data analysis. The study of people's interactions should be a starting point when planning for better cities, though in practice it is normally seen (as less important and less complex) a matter, especially compared to other quantifiable urban issues.

The study of public life could improve urban planning projects and should be part of the decision-making process. Henri Lefebvre's (1991) triad of perceived, conceived, and lived place, is an example of how the perceived place is important as a first

step in creating new spaces. Our investigation into lived and perceived spaces can be decisive and could help avoid future complications. As far as I have experienced through studies and work, planning processes usually starts by studying theories and concepts that shape plans, which finally shape places where people's interactions are contained. The results of the relation between life and space, then demonstrates if the planning project was a success or not. Based on the demonstrated advantages or shortcomings of a realized planning project an extra step can be added which concerns all the improvements required in tackling the project's unwanted complications. With this rough account I argue that the study of public life could help us planners avoid, for instance, the costly revitalization of areas that were poorly planned initially due to our ignorance of public life taking place in these areas.

I do not claim that the study of public life, while important, is easy. The interaction of public space and life cannot be predicted, however, there are ways to study what might work and what might not work in an area. Gehl & Svarre (2013) empha-

size that observation should be the main tool for understanding the needs of users. In the same vein Georges Perec (1974) states that we should:

“note down what you can see. Anything worthy of note going on. Do you know how to see what’s worthy of note? Is there anything that strikes you? Nothing strikes you. You don’t know how to see” (p. 50).

Moreover, Gehl (2010, p. 198) encourages us to take note of “life, spaces and buildings – in that order, please”. Space can only be comprehensible after life taking place in it is observed. Public space is part of an organized complicated problem, with one example being the city as stated by Jane Jacobs in her book *The Death and Life of Great American Cities*, as the following quote demonstrates:

No matter what you try to do to it, a city park behaves like a problem in organized complexity, and that is what it is. The same is true of all other parts or features of cities. Although the interrelations of their many factors are complex, there is nothing accidental or irrational about the ways in which these factors affect each other. (Jacobs 1961, p.434)

The study and understanding of public spaces should take place on different scales, and ideally, at the same time. This understanding of public space through different scales is essential for the comprehension of its complexities. According to Allan B. Jacobs (1993) it is on foot that one sees people’s faces and interactions, and also people’s connections to the environment. One does not meet the other while driving her private car, nor riding the bus. The small-scale approach in combination with other scales, as well as the life-space-building approach, can

generate more user-friendly spaces.

CASE STUDY

PUBLIC LIFE AND PUBLIC SPACES IN HAAGA

The aim of this project is to afford a better understanding of Finnish suburban public life and spaces through the case-study of Haaga in Helsinki. I try to comprehend the types of interactions held within public life, the interactions within public spaces and the interactions in-between public life and space. These public interactions will be discussed through a few different scales of the planning process, and through my observations of public life and public space in one particular area in Haaga. My work is only a brief study on the subject matter but could lead to further research in the future. My understanding of public life and spaces in the study area is demonstrated in one design concept improving public interactions in Haaga.

My study area is located in South-Haaga, southeast from Huopalahti train station. This particular area has well-established connections. It links two important centralities and is situated amidst commercial and urban flows while being close to Huopalahti train station. All these locational advantages of the area create a very dynamic atmosphere. Huopalahti train station is currently the fastest way to travel from this area to Helsinki city centre and it is there where we have the most intense flux of pedestrians in South-Haaga. The Huopalahti train station has also great importance in the history of Haaga; the development of the suburb is directly related to the train station (see the article by Tuomas Harju in this book).

The implementation of the new Raide-Jokeri line will bring to Huopalahti train station even more people since Huopalahti will be one of the three stops within Haaga in the new city light rail (Helsinki City, 2018). In addition to the Huopalahti stop, Haaga will also have stops at Vihdintie and Ilkantie. According to the same development plan, two new housing buildings for 180 people will be built after the demolition of a shelter on Steniuksentie close to my study area. It is safe to assume that this area has already plenty of activity and will gain more in the next years with new residents, new visitors and consequently new business opportunities. Therefore, this is an area that will face big changes in the future, and the quality of public space and life will certainly change too.



Figure 1. Public life and Public space interactions.

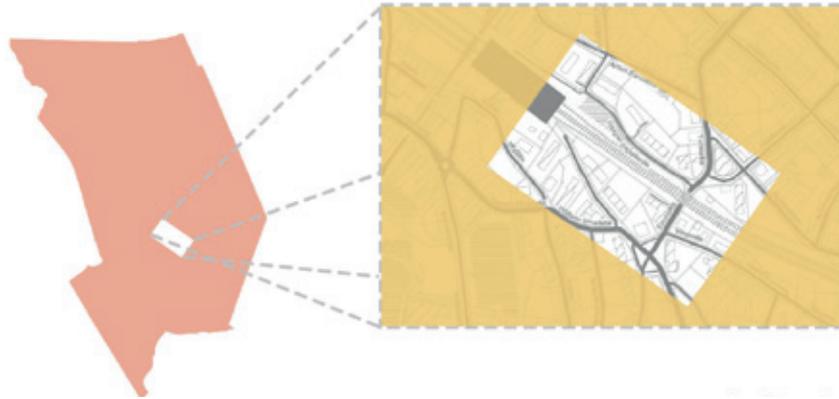


Figure 2. Site location.

ZOOMING IN

OBSERVATIONS OF HAAGA'S INTERACTIONS BETWEEN PUBLIC LIFE AND SPACES

Concerning the observation of public life and spaces in my study area I followed Gehl's observation methods. In order to understand how people in Haaga use their public spaces and interact with each other in a public environment it was necessary to observe who were the people using these spaces; their numbers during the day and during the week; where they were going (if they were); and for how long they were doing some type of activity. I also found it worth noting the ways people used public space and what was the interaction between public life and space.

The interactions I observed were: kids going from the kindergarten to the church playground (life & space interaction) while at the same time interacting with people who were passing by (life & life interaction); cyclists and pedestrians using the path towards Central Park (life & space interaction); kids playing (life & life interaction) at the Café Torpet (life & space interaction), while their parents enjoyed their coffee (life & space interaction), and chat (life & life interaction). I also noticed interactions between people who were outdoors and not travelling to any place, where they were standing under a type of shelter (life & space interaction). Such cases included: waiting at the bus stop; talking on the phone; smoking or chatting with

colleagues under a building marquee. Other “static” situations I observed were people inside shops, cafés and restaurants; inside their cars at a parking lot; and, taxi drivers inside their cars at the taxi stop. Shops were the places with the liveliest public interactions. The K-supermarket and Café Torpet were the places which I observed that people stayed the longest.

ZOOMING OUT

ANALYSIS OF HAAGA PUBLIC SPACES

I categorized the public spaces of Haaga together with my peer Egle Pilipaviciute, in whose article in this book you will find maps of the whole area of Haaga. After mapping all the public spaces in Haaga it was possible to obtain a better understanding of the DNA of the area and its interactions.

In order to simplify the visualization of the public spaces in my study area I created a map containing only the types of public spaces that exist there. The map shows that the majority of the greenery in this area is in private or semi-private spaces due to the existing boundaries. The only public green space is the one that runs parallel to the pedestrian and bicycle paths towards Central Park (southeast from Huopalahti train station) and the urban park on the north part of the map that also contains a playground area.

The two centralities located on this area are classified as mixed-



Figure 3. Categories of public spaces.

use streets, while most of the other streets around are residential. At the centrality located in the south of the map the importance of commerce (R-kioski, K-market, services, restaurants and stores) is clear. This commercial area is connected with other large outlets such as the K-supermarket of the other centrality. Moreover, my study area includes three playgrounds: one located in a public green area; one located inside a semi-private green area; and the largest one, located inside the green area of the church. This area also hosts a kindergarten, a hearing aid technology health clinic, and a café close to one of the entrances of the Huopalahti train station.

DESIGN

DESIGNING PUBLIC INTERACTIONS

My design project reflects the results of my observations and is based on information concerning the changes that this location faces due to the planning developments in the future. Finnish personal space is enshrined in public space where people feel comfortable enough preserving it. I also took special consideration of the uses and fluxes of pedestrians in my effort to place people first. Joonas Salmijärvi's article in this book reveals that cars are the main mean of transport in Haaga. My approach was to encourage walking in an attempt to take into consideration the Finnish climatic conditions, as seen in the design of urban equipment such as shelters and sandboxes. The introduction of recreational equipment and unconventional seats (that do not look like seats) was another idea for multi-use areas proposed as a design strategy for public interactions.

The results of the collective survey we (students) created demonstrated that locals preferred spending their time outdoors, however, from my own observations this seemed to be the opposite. One of the reasons for this contradiction may be that there is a need for spaces that meet this demand for experiencing the outdoors while being indoors. The public interactions I elaborated on in this article resonate especially when considering the problem of loneliness in the face of Finnish climatic conditions. Urban public space has a great potential in strengthening public interactions, especially between public life and public spaces. Rachel Jones's article in this book argues that spatial change alters the relations people develop to space, while the way we use space also depends on what advantages space offers us. In most cases, however, what people say they do and what they actually do in space differ.

I will conclude with Whyte's triangulation which became a

guiding compass for my design thinking. In this project I present spaces for different types of external stimulus. These stimuli are represented by areas for various artistic expressions, and recreational areas with an intergenerational perspective. The use of colours creates a varying atmosphere (in contrast to the White Finnish Winter) which hopefully interconnects people and space. In general my design goal was the preservation and improvement of public interactions in the area. What follows are some visualizations and schemes that synthesize the concept of my project.

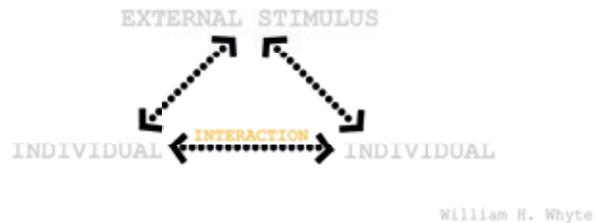


Figure 4. William H. Whyte triangulation.

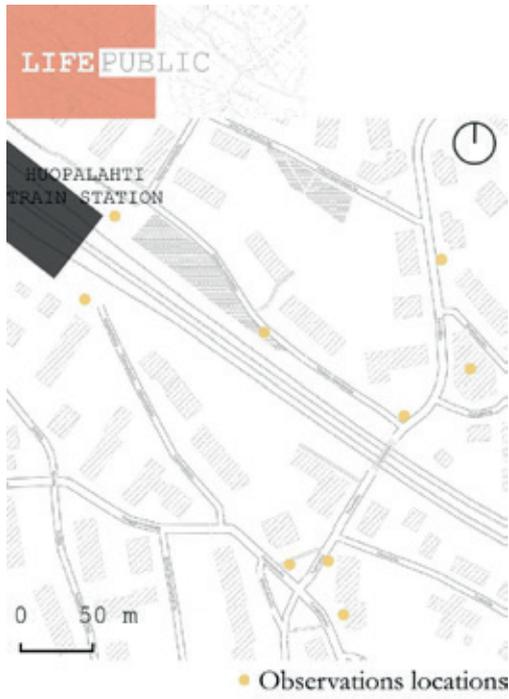


Figure 5. Observations' location.



Figure 6. Fluxes and standing map.

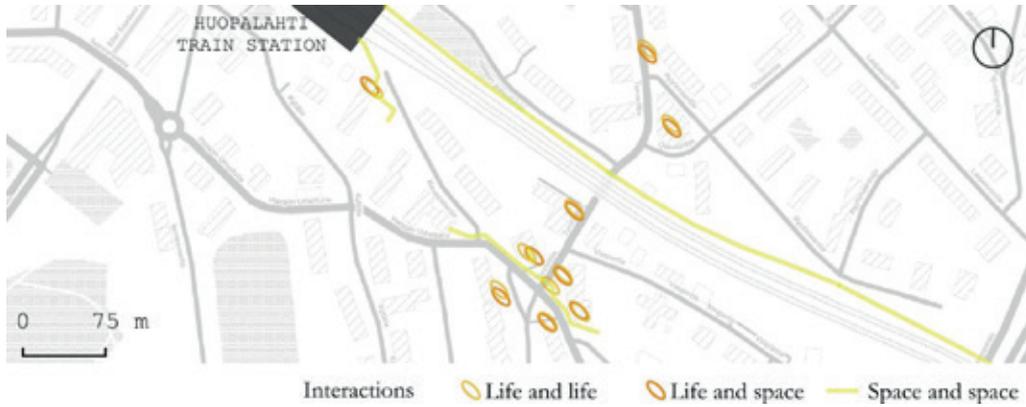


Figure 7. Public interactions map.

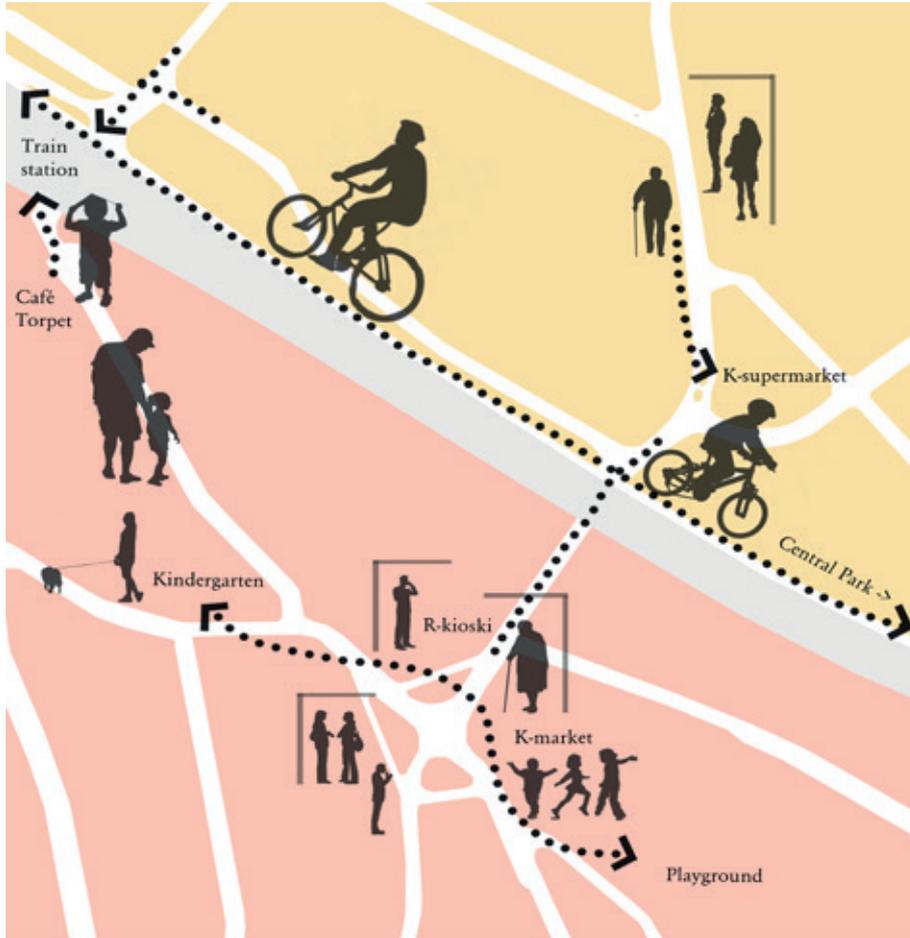


Figure 8. Interactions through observations.

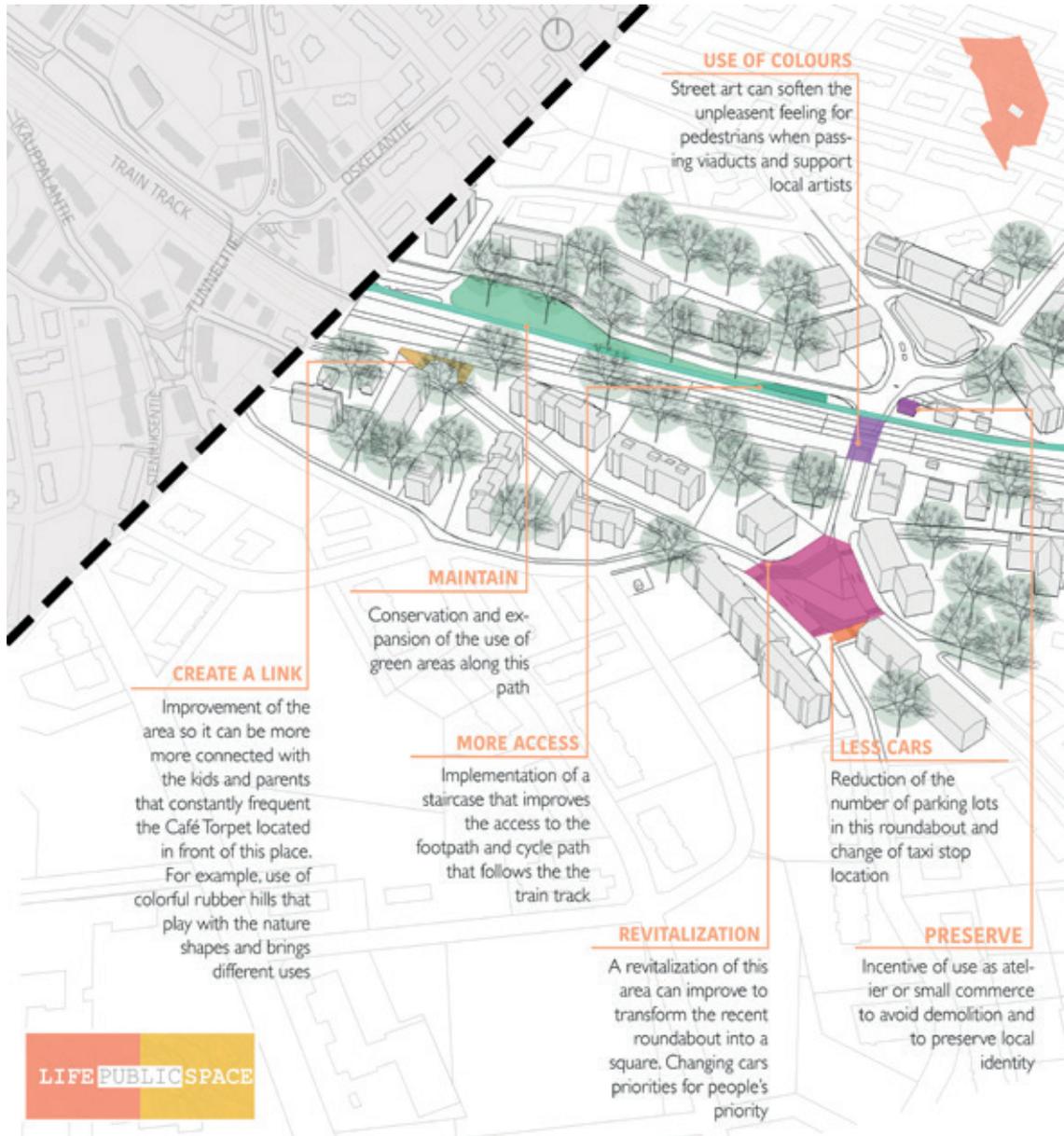


Figure 9. Scheme of proposed area.

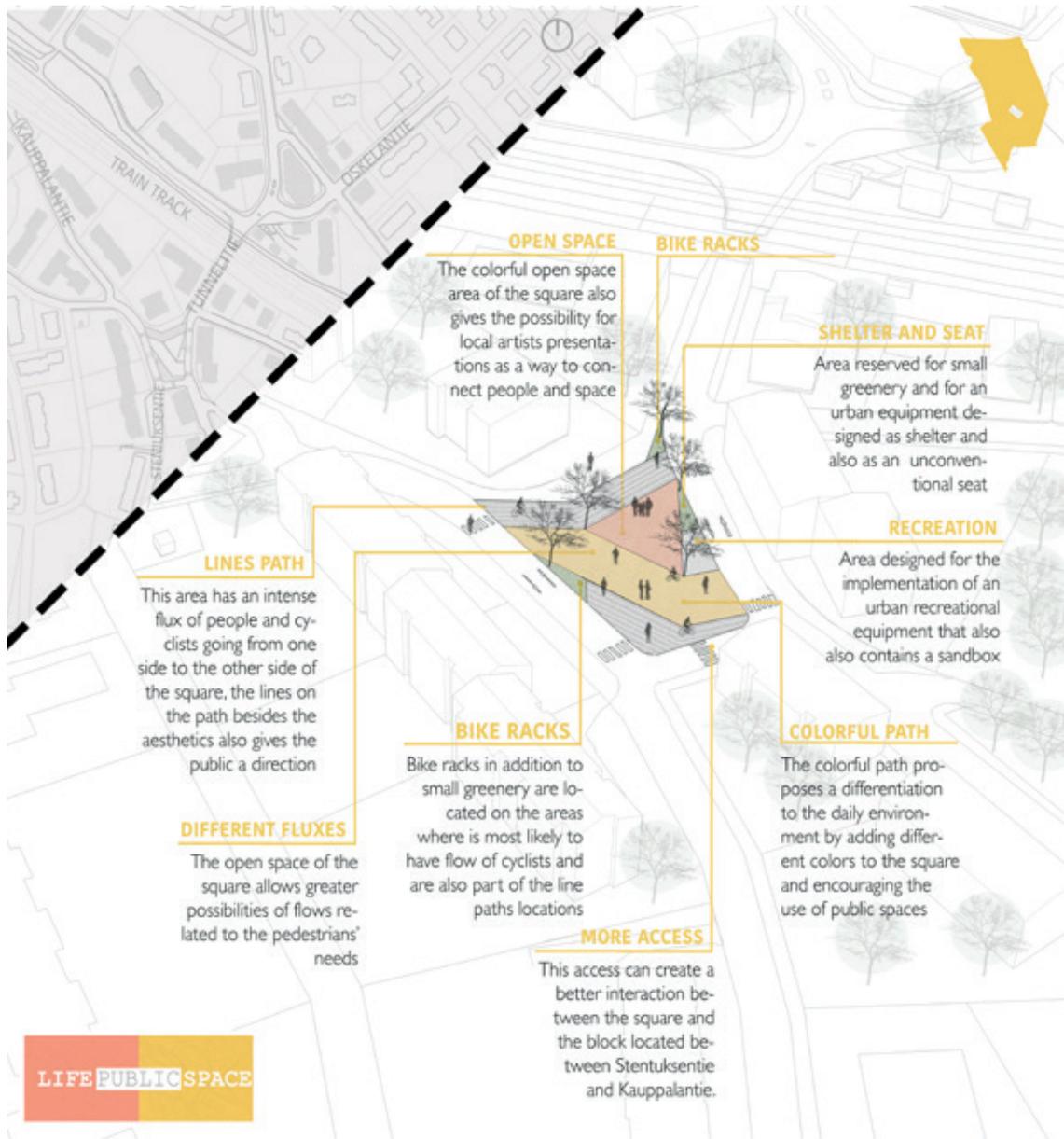


Figure 10. Scheme of proposed square.

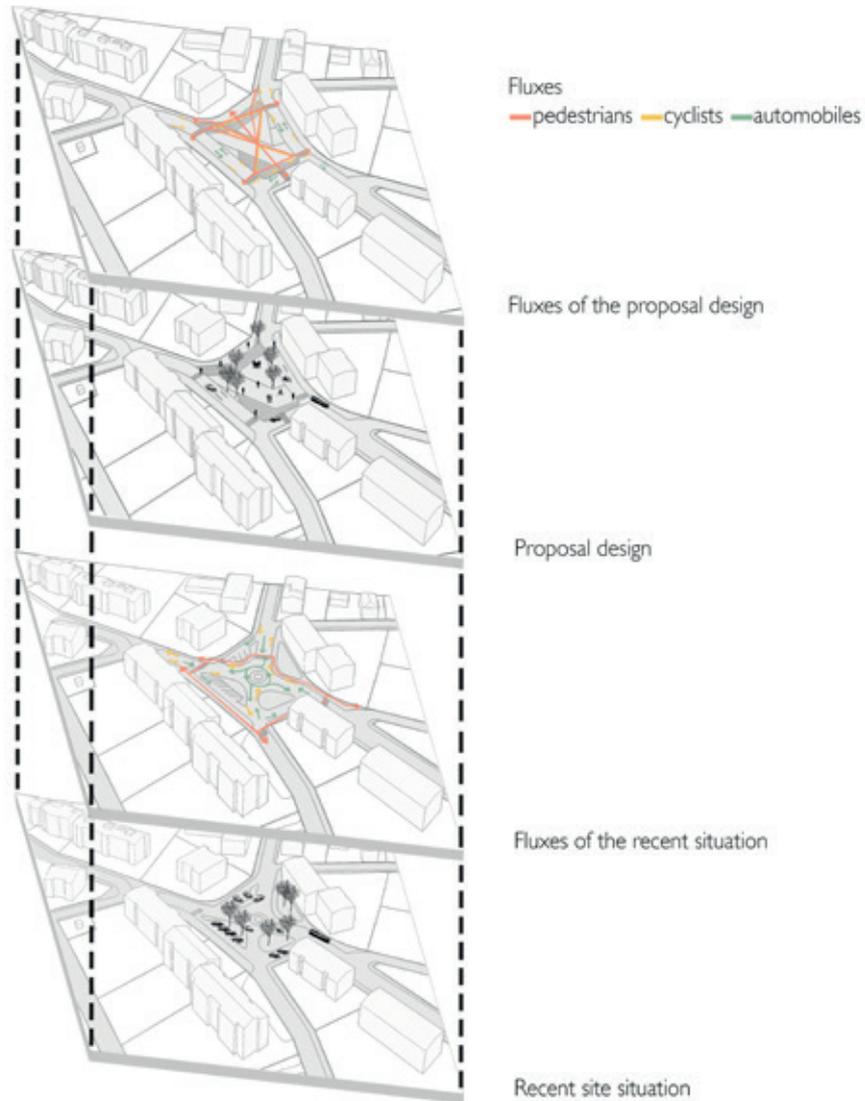


Figure 11. Scheme of proposed fluxes.

REFERENCES

- Gehl J., 2010. *Cities for people*. Washington, Covelo, London: Island Press.
- Gehl J., Svarre B., 2013. *How to study public life*. Washington, Covelo, London: Island Press.
- Helsinki, 2018. *Esikaupungit*, [online] Available at: <https://www.uuttahelsinki.fi/fi/esikaupungit/rakentaminen/haaga> [Accessed 30 November 2018]
- Jacobs A., 1993. *Great streets*. Cambridge: The MIT Press.
- Jacobs J., 1961. *The Death and Life of Great American Cities*. New York: Vintage Books.
- Lefebvre H., 1991. *The production of space*. Oxford, OX, UK ; Cambridge, Mass., USA : Blackwell.
- Perec G., 1974. *Species of Spaces and Other Pieces*. London: Penguin Selected Writings.
- Vehkasalo J., 2018. Helsingin Uutiset. *Tarjouskilpailu tulossa – 90-vuotias kansakoulu halutaan pelastaa asuintaloksi*, [online] Available at: <https://www.helsinginuutiset.fi/artikkeli/597949-tarjouskilpailu-tulossa-90-vuotias-kansakoulu-halutaan-pelastaa-asuintaloksi> [Accessed 30 November 2018]

BRANDING HAAGA

Jaana von Denffer

PLACEBRANDING

“This article made a point that there could be much more research in this subject. For example, what could happen, if place like Haaga, would have a own strategic roadmap with applied methods that are presented in previous sections and authors studies. Branding can create a process which increases richer identity and activity to the place.”

INTRODUCTION

Nowadays, the success and survival of regional development is contingent on competition through various means. Depending on the different regions, the types of challenges presented can vary. This leads to the question - how do urban (and rural) places attract companies, a skilled workforce, families, tourists and investors, to maintain “the welfare state’s attributes” and form sustainable living at the same time? Images attached to places carry with them connotations about what kind of places they are and how they have developed the way they have. Even without branding, places still evolve a certain reputation, whether this is in an appealing manner or not.

The purpose of this article is to consider the value of, so-called, place branding in the 21st-century urban planning and what challenges it presents. The hypothesis is that more multidisciplinary cooperation will produce better results, also between “zoners” and “marketers”. It is hoped that after reading this article the possibilities offered by bringing these two fields

of study together will become more apparent. Initially, the first goal is to examine what place branding is and how it can help in regional development. The field of place branding is not common in urban planning, therefore, the following sub-sections will first explain the most common terms and present the process of place marketing and its connections in a simplified way. After this, the second goal is to provide perspectives on place planning and branding within the particular case of Haaga, Helsinki. To achieve this goal this article will:

1. Research different scale perspectives which affect the regional development of Haaga.
2. Create a scenario for the regional development of Haaga based on the previous results.
3. Suggest what aspects regional planners and marketers should jointly take into account and act upon, now and in the future, in order to prevent and support the development of Haaga.

This article was completed as a piece of student work while on the course “Urban Challenge Studio 1” between weeks 45-50 in 2018 and finalized between weeks 1-5 in 2019, along with other studies. In a way, this article offers a short summary of the first semester’s study subjects related to regional planning, combining the author’s own previous knowledge and interests.

IS IT JUST WORD MONGERING?

Let us not ignore that big and funny elephant in the room: branding. The term still seems to have a bad reputation. Generally, the term “branding” is perceived as a superficial process which does not reflect the truth. Seppo Rainisto, who is known for place branding in Finland, states about this problematic reputation that it “smells like advertising agency business” (Yle Uutiset, 2017a). Anholt (2007, p.3) alludes to this mistrust also by saying that for many of us the term means roughly the same as graphic design, selling, or even propaganda. This can easily lead to a state of “cognitive dissonance”. Cognitive dissonance is a term which refers to a state of mental discomfort when one’s attitudes, beliefs or behaviours are misaligned. For example, when a person is dealing with several contradictory beliefs at the same time this can lead to rejecting, explaining away, or avoiding new information (Encyclopædia Britannica,

2018). Based on this definition, a person who is predisposed against branding could continue in the same vein. The following sections explain briefly the meanings of the five basic terms in place branding and introduces the place branding process. Its role in regional planning is also considered. Figure 1. summarizes the following sections.

Within the field of place branding, Hanna and Rowley (2008, p. 67) have clarified the term of place, and its associated vocabulary, in relation to geographical entities. The research results showed that the word “place brand” has often been used to describe different sizes of geographic areas and various businesses, such as industry and agriculture, especially, tourism.

Generally, the term brand means a long-lasting strong reputation that gives its users added value. It is a feature that is recognizable, and it highlights differences between competitors (Rainisto 2005, p. 15). Anholt (2007, pp. 4-5) proposes that the definition of place brand combines aspects to do with name, identity and reputation and demonstrates how image “is the perception [...] that exists in the mind of the [...] audience” which may or may not relate to reality. This accepted view of place brand is experienced from multiple sensory angles (Virтанen, 1999, pp.7-8).

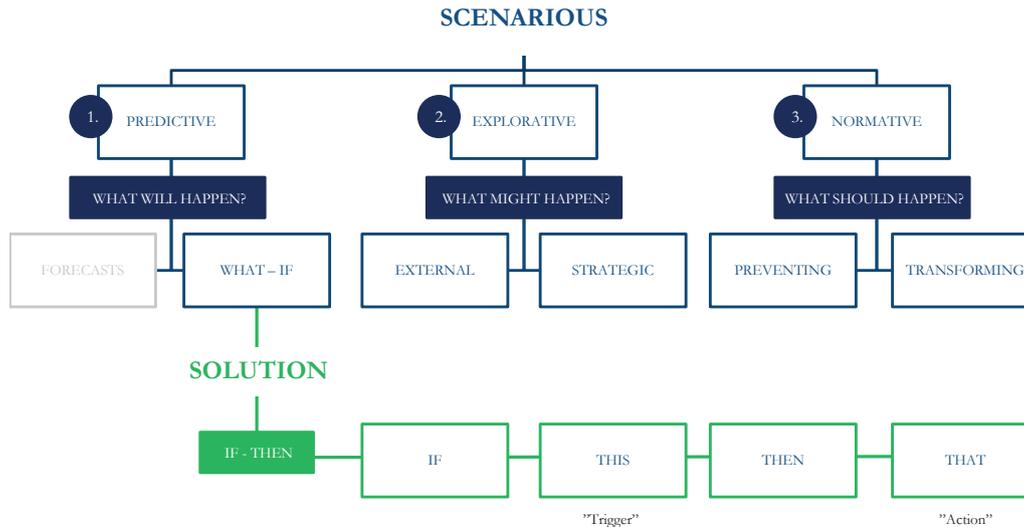


Figure 1. Terminology map draft which has been formed from the research.

Word image and reputation have different meanings. Whereas word image indicates how humans experience a subject like place or product in their minds, the word reputation emphasises a public (e.g. said or written) outcome of the image.

The word identity has several meanings, but related to branding, Alholt (2007, pp.5) defines it as “the core concept of the product”. Aaker (1996, pp.85-87) extends upon this idea of the core by claiming it represents soul, values, main competence and ideology of identity. Furthermore, there is an expanded identity that includes visual and communicative plans of the subject (Aaker 2000, p.73). In addition to a place name and location, there are numerous distinctive identity factors (Virtanen 1999, pp. 6; 12). These factors can be related to two main categories. Firstly, they refer to the distinction between the built, as well as virtual environments, which are human creations, plus the un-built and untouched environments. Secondly, these factors refer to people’s activities that create and modify our culture. These categories can be perceived and analyzed in relation to the past, present and future.

Based on this, if certain places have a problem with a “lack of identity”, then there are creative possibilities with processes like place-making. But if the problem is more “lack of image”, then processes like conceptualising and profiling with marketing actions could support the visibility of place.

RECIPE FOR SUCCESS

What supports the success and survival of a region? One answer to this question is diverse development work in various industries. In this section of the article we will identify three themes of regional development which can have an impact on a region’s success: land-related, business-related, and communication-related work. The development of a region is largely based on the so-called plan hierarchy in business development work in Finland, but also on multi-level marketing and sales work, resulting in regional visibility and increased opportunities for development. The following three sections open up the processes of these perspectives, with Figure 2. presenting the processes in a simplified way.

Land use plans are based on strategies prepared by ministries. The government has established the National Land Use Purposes which guides land development more closely in provincial scale focusing on their own characteristics. And these provincial plans guide municipalities own general and town plans. Inside municipality planning there is also real estate development which is not related directly to plan hierarchy. Real

estate development responds more to different kinds of existing, already identified growth needs, like business and commuting. In some ways, there could be the need to unite these two elements. The complex, multi-level, highly public, zoning hierarchy and the growing needs of, more private sector. Better cooperation in the development process could create more originality within the place which is an important part of the success, as mentioned earlier.

Another aspect of regional success is project-based, business-related development work which is as important as land planning and place branding. The development of regions is also guided by the financial support allocated to local development actors and businesses. Examples of such funding includes that from the European Union, the State of Finland or municipalities. Unlike land-related development work, more business-related project development work aims for new operational models and strategic goals which respond to, for example, international climate goals or employment growth in Finland. When a region receives funds, for example, to business development, the successful process creates a hype around it which also effects land planning and real estate development (it should be noted that this can work in the opposite direction also). New companies (not including big chain stores) can significantly alter a region’s identity. A few good examples from place-identifying business development areas are the new bioproduct mills in Äänekoski in Middle-Finland and Moominworld in Naantali in Southwest Finland.

Both, land and business-related development are supported by marketing and sales, with one “back-bone” tool to this being branding (strategic marketing actions filtered from regional research and planning). At the worst, neither land- nor business-related development would be implemented without it (like, for example, the case of Sipoonranta where there has been troubles reaching the target audience), while at the best, development aims will be achieved quicker and safer (an example of this is the case of Löyly, Hernesaari, where the building phase was fast, the company did get a partner to support the business growth and now the building will also be expanded). But like Anholt (2007 pp.6) states, there is not an exact and detailed roadmap for a successful branding process, while Aula (2018) states that branding in any format is better than no branding at all. As such, it should be noted that something that works as a recipe for success for some specific area may not work at all for another, due to their differences. Aaker (1996, pp.78-79) has presented one model for the branding process which can be utilized in area development. For marketing purposes, it is

necessary to define its own strategic position (such as vision, mission, values) in order to reach the target group with specific actions. It is also good to determine the position of competitors and the needs of selected target groups. This kind of defining is already used in land planning, but it may not have been utilized as well as could in marketing.

MATERIALS AND METHODS

This article is mainly theoretical and consists of reflections on different kinds of articles, books, lectures. The first part is scaling global, national and more local perspectives and trying to find answers from the perspective of place branding. Which kind of factors are affecting the place's attractiveness and the

decisions of target groups on the large scale? After that, the collected sources will provide a base to form scenarios and solutions. Börjeson (2006, pp. 725) has presented scenario types and techniques in her article and divide it into three categories - predictive, explorative and normative. As assistant professor Gaziulusoy presented in her lecture "The Long Now"(26.11.2018), predictive scenario provides the answer to such questions as "what will happen?", while the explorative way aims to answer such questions as "what might happen?" and the normative "what should happen?". Subsumed under all categories there are also two more specific types to make scenarios which were presented by both of the above mentioned (Forecasts, What-if, External, Strategic, Preventing and Transforming). In this article, the formed scenarios are based on only "What-if" -types because of the time-limit. What would happen if certain pre-

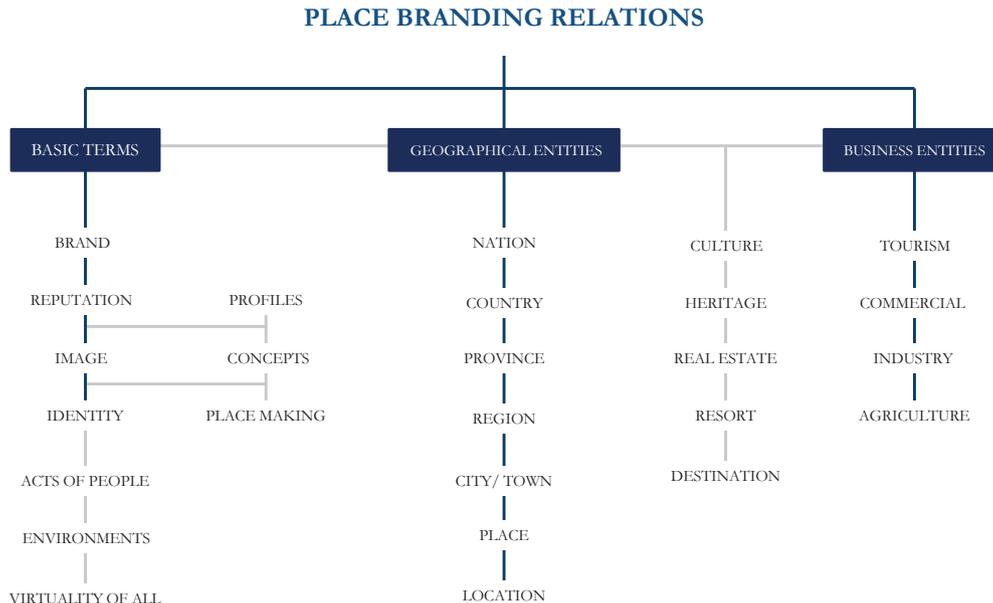


Figure 2. The multi- and macro-level process map draft which has been formed from the research.

dictions would be realized?

After forming scenarios the article mixes “If-Then”-solution methods to create more derived results. The If-Then solution method is used, for example, in psychology to prevent continuing bad habits of users. It is also known in game coding and within the field of marketing. “If This Then That” can be seen as a recipe for triggering wanted actions in users. It is used as a goal setting method which builds wiring strategy drafts for implementation (if certain predictions occur, then a specific action must be taken) and sharpens the focus. These two processes are presented as united in Figure 3.

RESULTS

TOPICAL DEVELOPMENT TRENDS

What should we take into account in the development of Haaga? The answer could be “everything” as here in Finland urban planning does prepare a huge amount of reports even before publishing the development ideas/drafts. So, it can be argued that a lot of things are being taken into account in the development of our regions. Also, in business-related development, if the project is not clearly defined, there is a high possibility that financial support will not be granted.

The assumption here is that Haaga will continue to grow, especially as a residential area, and it is not an aim to develop it as a significant business hub in tourism, industry, or any kind of (public or private) consumption such as shopping and health care services. This assumption has been formed from current land development plans and phenomena (like urbanization) which are presented in the next sub-sections.

The following sub-section will also open up a different scale of factors which are affecting the regional development of Haaga. These sub-sections also offer further details and give some proposals for solutions on the supportive role of branding. These four perspective themes are presented in Figure 4. The argument is that land use development requires more coherent strategic thinking that could stir developers and end-users to act accordingly. However, any such strategy must be based on rigorous, place-based research about the characteristics of each place, local people’s behaviours, and topical development trends.

GLOBAL PERSPECTIVE

Population growth is a global factor partly responsible for climate change, and all its consequences. While some areas of the

planet become environmentally non-viable (too hot, or covered by water), in areas which are still liveable, people need to switch to sustainable ways of meeting their needs. For example, food production and water supply, energy sources, building and commuting, are all essential in shaping the future. Liveable areas need to deal with an increasing range of challenges. Things like mass migration of people from different cultures and with different languages, and changes in ecosystems, should be clearly identified in regional planning now.

Also, digitalization (also robotization and AI) continues to change the world. The development during the last few decades has been so rapid that its impact has been difficult to foresee. The Internet offers a possibility to share information almost everywhere which has speed up global development and knowledge. But at the same time, information sharing jeopardizes relations between countries, businesses and people, through such activities as hacking, professional trolling, fake news, propaganda, and the violation of the privacy of individuals. Generally, a large amount of information has been identified as causing stress, while emotionally and mentally overloading people (Yle Uutiset, 2016). In addition to this, information flows have already affected the behaviour of younger generations. Leino (2018) has shown how, due to the proliferation of mobile devices, people are bombarded by information incessantly. She also argues that the ways in which people read is changing, with skim-reading being the norm and seesawing global text segregating individuals into bubbles.

Another global phenomenon is urbanization which has considerably affected the Helsinki Metropolitan Area. According to Helsingin Sanomat (2018), since 2005, the growth of the city of Helsinki has expanded by thousands of people per year. In 2017, the population of Helsinki grew by over 8000 people. The number of Finns who migrated from other parts of Finland was almost 3400 people and the number of foreign-language migrants was over 4600. This must be seen as indicators of growing diversity, and a need to discuss topical multicultural issues. This rapid population growth can lead to segregation through housing allocation and lack of services.

One other noticeable thing is so-called “business takeovers” where big companies buy small businesses, which leads to polarization and lack of identity. One way to see this is by visiting a few shopping malls and experiencing how they all appear very similar. This global phenomenon has become a strategy for some companies to reduce competitors in the market by buying them out. These global, large companies seem to manage better than the local ones and one reason for that is that they are more

REGIONAL DEVELOPMENT FACTORS

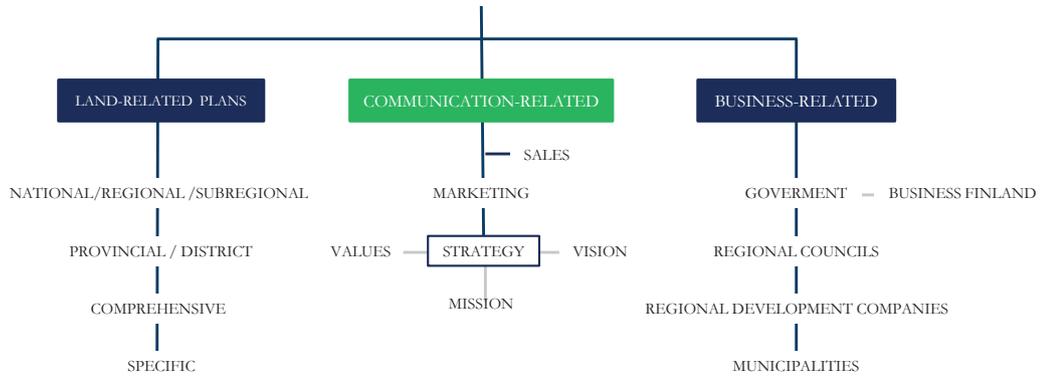


Figure 4. Discussed perspectives.

DISCUSSED PERSPECTIVES WHICH HAS AN EFFECT TO HAAGA

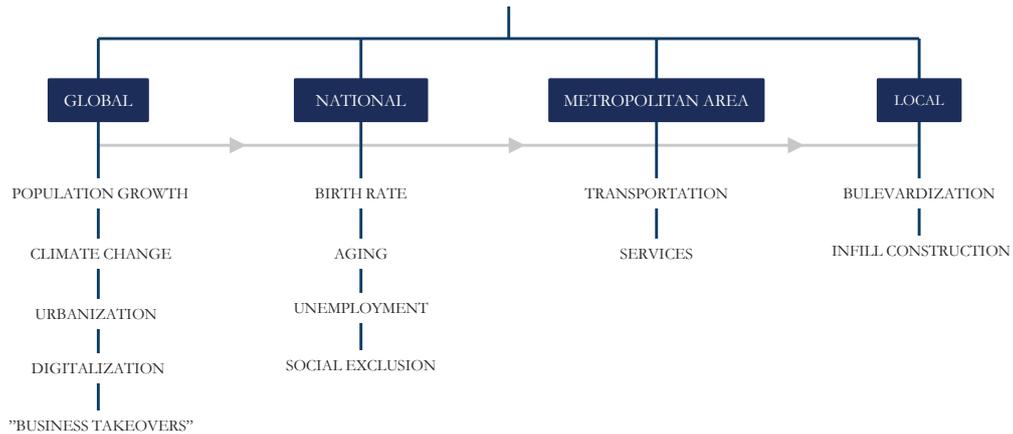


Figure 3. Scenario and solution model.

recognizable for users/consumers.

NATIONAL PERSPECTIVE

There are of course other, more Finnish, factors which include: the decreasing birth rate, and a growing ageing populations which, it has been claimed, drains the welfare state. According to Statistics Finland (2018), the average birth rate has decreased since 2010 and it is at its lowest in Uusimaa, while life expectancy is still increasing and catching up with Swedish life expectancy (Statistics Finland, 2018). However, urbanization implies that the negative consequences of a decrease in birth rate is not reflected in the population structure of Uusimaa. Greater decreases in the birth rate can be seen within the population of mothers with a Finnish background, which may be related partly to the previously mentioned urbanization phenomenon.

Finland has battled many years against social exclusion and unemployment, though the situation has improved slightly nowadays. Still, to prevent more of these problematic phenomena, land planning should try to enable more communality and entrepreneurship through the support of strategic marketing actions.

METROPOLITAN AREA PERSPECTIVE

One perspective from the surroundings of Haaga is the growing need of transportation which is caused mainly by urbanization, but also by climate change and digitalization. Even “business takeovers” can have an effect in these development processes.

The Helsinki Metropolitan Area density is growing which gives an economical opportunity to build an effective transport systems. Alongside urbanization, public transport is claimed to be a more sustainable way to travel and commute, and as such in the past ten years there has been many traffic-based projects going on. These kind of projects (Kehärata, Länsimetro, “Talsinki/Hellinna”, “Hour-train” to Turku, Raide-Jokeri tram, “more Länsimetro”, “more Itämetro”) are emerging with governmental, as well as with marketing, support. Mobile phone applications are ensuring even better accessibility and directs funding for the transport costs from the users. But there may be a threat that this big digital and transport systems can only work through national, or even global, big players.

A growing population and the need for more accessibility encourages the need for more various services because of the larger amount of users. I would argue that our working environment should become increasingly service-based. For example, due to climate change, new products are no longer manu-

factured as in the past and instead different kinds of repairing services will be necessary. Similarly, digitalization has altered commerce to be more service-based. Global chains have increased the demand for online customer services. Purchases and returns are made click-easy and this increases the need of logistic services. In addition, the growing life expectancy is affecting services as longer life expectancy leads to greater demand of healthcare services. Growing cultural diversity also raises service demands. Digitalization, robotization and AI can be put to the service of people’s needs, but these factors can also increase unemployment within different kinds of fields, which can lead to social exclusions and an increased need for mental health services. Altogether, many public and private services are affected by these phenomena, though the network of overt and covert impacts are complex.

LOCAL PERSPECTIVE

More local and topical issues are currently an issue in Haaga, such as bulevardization and infill construction. These are caused partly from growing transportation needs and population growth (urbanization). Bulevardization is a type of planning where light and heavy traffic are separated with tree edges, with these wide transportation paths usually running through the city. In Haaga’s case, there is also a plan for a tram line. These plans are developed to attempt to improve transport services and make more space for infill construction. Continuing population growth leads to a continual demand for housing which is causing infill needs. These land planning issues have encountered resistance for various reasons, with one of these being the so-called “not in my backyard” phenomena.

PREVENTING AND SUPPORTING ACTIONS OF PROFESSIONALS IN DIFFERENT FIELDS

What if these previously mentioned trends continue to emerge? Then, the following preventing and supporting actions could be done.

As for preventing *climate change*, zoning plans could strongly answer to the need of sustainability (space for new energy solutions, transport and implement sustainable living in everyday life – also more infill-building is needed) with marketing promoting it to current and future residents. For example, Haaga could be known for some specific way of sustainable living (e.g. “Trash a Day” movement) which can be supported by the municipality.

Maintaining or restoring the green areas (like Central Park) could be one solution for *growing information society*. It has been

researched that these kinds of green areas are good “medicine” for relaxing (Yle Uutiset, 2017b). And with local (Haaga area’s own?) marketing actions, people could find, and may be more excited, and even proud, to use these green areas.

But can planning actors and strategic marketing actions affect *business takeovers*? Maybe not much, but they could support small businesses and local start-ups to locate themselves as a cluster, which is seen as part of a solution for “doing successful business” (Sitra, 2009). Zoning can continue to support brick and mortar businesses in land use planning and cool down the large retail store development projects, and marketing actions could support locality and try to affect consumers’ decisions (“support your local”). This can also prevent *social exclusion* in a way.

For *population growing* and *urbanization*, zoning can plan more infill-building, more transport connections and space for services. With marketing actions there is a possibility people can be guided to places where more affordable housing can be found and which is easily accessible. This can also help services in other languages. Marketing actions could even decrease resistance of plans (e.g. infill-building, transport) which are important to fulfil important needs (for example, to prevent climate change). But with real facts, not in sugar-coated visually or written ways, and to serve the public’s interest.

DISCUSSION AND CONCLUSION

The most important conclusion of this article is that in the same way that marketing can be considered as a cause for increased consumption, it can also reduce it - even in regional development. Marketing can also bring about desired outcomes within different target groups (current and new residents, entrepreneurs, investors and tourists, for example). Plus, branding can also create additional value for these groups which can be an effective way to battle against competitors. At a higher level of abstraction, doing any kind of great development work without showing it to the world (with different kinds of communication platforms and tools) is like winking at an object of interest in the dark - you know what you are doing, but nobody else does.

On the large scale, professionals, which were mentioned in the introduction, can achieve better results and battle against future challenges by working together. This could also be demonstrated through more detailed ways, with good cases, which were also briefly introduced in this article. In addition, this article has demonstrated that place branding can be (and

it is) used in a multi-layered way (national, provincial, city, real estate, etc.) in regional development. But how much is place branding utilized in land-use planning nowadays even though land planning is as essential to area development as strategic marketing actions? Even when “any branding is better than no branding at all” it does not ensure success. Success is still a game of numbers and with a hint of luck. But if and when your branding meets its goals, it can be considered a coefficient for your results.

This article made a point that there could be much more research on this subject. For example, what could happen, if places like Haaga, would have its own strategic roadmap with applied methods, which was presented in the previous sections. Branding can create a process which increases richer identities and activities within a place. It can have a rooting effect for target groups (especially to inhabitants), and it can also increase economic value to the municipality.

REFERENCES

- Aaker, D. (1996), *Building Strong Brands*, Free Press, New York.
- Aaker, D. and Joachimstaler, E. (2000), *Brandien johtaminen*, WS Bookwell Oy, Porvoo, Finland.
- Anholt, S. (2007), *Competitive identity: The new brand management for nations, cities and regions*, Palgrave Macmillan, Basingstoke [England], New York.
- Aula, P. (2018), *Haastattelu* 13.12.2018, Helsinki, Finland.
- Börjesson, L. (2006), *Scenario types and techniques: Towards a user’s guide*. *Futures*, 38(7), pp. 723-739.
- Encyclopædia Britannica. (2018), *Cognitive dissonance*, Encyclopædia Britannica, inc., England. 14 June 2018, Access date: 8 December 2018. Available at: <https://www.britannica.com/science/cognitive-dissonance>.
- Gaziulusoy, I. (2018), *Hot Talk -lecture; The Long Now*. Helsinki, Finland.
- Hanna, S. and Rowley, J. (2008), *An analysis of terminology use in place branding*, *Place Branding and Public Diplomacy*, Wales, England. Vol. 4 No. 1, pp. 61-75.
- Helsingin Sanomat (2018), *Globaali megatrendi näkyy Helsingissä – viisi grafiikkaa kertoo, mistä kaupungin väestönkasvussa on kyse*, Helsinki, Finland. Access date: 8 December 2018, available at: <https://www.hs.fi/kuukausiliite/art-2000005915731.html?share=3687899a2b9f-6103b5f3c7961c66860> (Statistics of Finland / Kaupunkitutkimus ja -tilastot -department, City of Helsinki)
- Helsingin Sanomat (2018), *Yhä useampi lukee silmällen, poukkoillen ja omassa kuplassa, sanoo asiantuntija – Näin teknologia on muuttanut lukemista*, Helsinki, Finland. Access date: 4 December 2018, available at: <https://www.hs.fi/teknologia/art-2000005920056.htm>

!share=495c67677f1434ad9769 4a7863 82efd1

- Statistics of Finland (2017), *Kuolleet [verkkójulkaisu]*. ISSN=1798-2529. Helsinki, Finland. Access date: 6 December 2018, available at: http://www.stat.fi/til/kuol/2017/01/kuol_2017_01_2018-10-26_tie_001_fi.html
- Statistics of Finland (2017), *Syntyneet [verkkójulkaisu]*. ISSN=1798-2391. Helsinki, Finland. Access date: 6 December 2018, available at: http://www.stat.fi/til/synt/2017/02/synt_2017_02_2018-12-04_tie_001_fi.html
- Sitra (2009), “*Olisiko klustereista taas laman tappajaksi?*” Access Date: 31 January 2019. Available at: <https://www.sitra.fi/artikkelit/olisiko-klustereista-taas-laman-tappajaksi/>
- Virtanen, P. (1998), *Kaupungin imago*, Rakennustieto Oy, Tampere, Finland.
- Yle Uutiset. (2016), “*Informaatioilppu pistää mielen ähkyy - Pubumattakaan kaikesta valbetiedottamisesta*”, Degerman, R., 18 November 2016, Access Date: 20 January 2019. Available at: <https://yle.fi/uutiset/3-9296309>
- Yle Uutiset. (2017a), “*Onnistunut brändäys voi tuottaa kunnalle miljardeja*”, Hautamäki, M., 23 January 2017, Access Date: 6 December 2018. Available at: <https://yle.fi/uutiset/3-9412029>
- Yle Uutiset. (2017b), “*Tutkimukset todistavat, että metsä on mahtava stressilääke: Laskee sydämen sykettä ja väbentää lihasjännitystä*”, Kallunki, E. 5 April 2017, Access Date: 31 January 2019. Available at: <https://yle.fi/uutiset/3-9548399>

HOW WOULD HAAGA SUIT A MIXED CO-HOUSING PROPOSAL?

Nyurguyana Pavlova

HOUSING SYSTEM PROPOSAL

“The variability and housing typology in Helsinki is better than in other towns of Finland, but prevailing modernistic suburbs could benefit from diversity. Neither co-housing, nor elderly “villages” are new for Finland, so together with a positive attitude mixed co-housing for elderly could achieve good reputation, promote sharing and encourage enthusiasts.”

INTRODUCTION

As the world population is globally ageing, one of the problems is connected to small households and nuclear families. More and more people who reach old-age consider other options, rather than living in a private house or apartment. One of the options for elderly living is co-housing. It is a relatively new practice, but it has been developing and gaining enthusiasts for the last half century in European.

In this research and design project, I am going to first discuss problems related to ageing in general, and then how it is related to the Haaga district of Helsinki, to find out who is possibly interested in elderly co-housing schemes and why. Then I will look at the existing examples of such schemes in Europe, to examine their strengths and weaknesses. Such research will give me a sound basis in understanding the arguments for or against the introduction of an elderly co-housing project in Helsinki. In the last part of this project, I will introduce my design proposal for a co-housing scheme based in Haaga and which has been

developed according to my findings in the research phase of the project.

PRELIMINARY RESEARCH

AGEING IN THE WORLD

Population ageing has been a topic of studies for last few decades. It is associated with various problems, such as the cost of allocating more resources to healthcare and other services, decreasing proportion of the working population, and identity questions of retired people. After retirement and the possible development of health related problems, more old people start experiencing social exclusion issues. They do not have work to regularly attend, their children have moved out and form separate families, and moving around to meet acquaintances becomes more tiring and difficult..

Banks, Haynes, & Hill, (2009) have described social inclusion as having three dimensions to it: immediate and extended

family, close friends, and neighbours. Depending on different factors, different groups of aged people feel more or less excluded in these three dimensions. Working class people tend to end up more isolated than middle/upper class people; immigrants are more excluded from daily life, especially those who speak poorly the local language; men under 60 and women over 60 are more lonely than people of the same age and opposite gender; residents of a single person household are more lonely than ones living in several people households; people living in rural areas are less included than ones who live in suburban or urban areas; single and childless people are eight times more likely to feel loneliness; after the age of 80, social exclusion risks increases twice (Banks et al., 2009, p. 70).

Finnish citizens are reported to have in average 2.4 close friends they know from a workplace, 2.6 from their neighbourhood and 4.3 from other places. So, about 30% of close friends are dependent on the local community. There is also an inverse correlation between the number of close family members and close friends. With small nuclear families, and weak ties between extended family members in the Nordic countries, neighbourhood friendship seems to play a significant role (Banks et al., 2009, p. 69). Extreme social exclusion, the one in all three dimensions, seems to appear relatively rarely, with only 3.5% of the aged population experiencing it, but less severe isolation in two dimensions occurs among 23% of the aged population. Thus, almost a quarter of elderly people communicate only to their immediate family / friends / neighbours on a frequent basis, i.e. more than once a month (Banks et al., 2009, p. 65).

According to statistics Finland, OSF (2015), a third of single person household owners are over 65 years old. Comparing it to the fact that only 16% of people over 50 years old live in a single household, the living situation change after retirement is very abrupt (Banks et al., 2009). The subjective feeling of loneliness depends highly on psychological experience, and people who are not used to living alone are more likely to suffer from it. 39.4% of Finnish residents over 75 years old reported feeling loneliness, as Tanja Tyvimaa, (2011) writes. At that age, exclusion rapidly progresses, with contacts to neighbours starting to play a significantly more important role than friends and family, decreasing social participation by 15% (Banks et al., 2009). All this may lead to mental discomfort and the lowering of life satisfaction.

A healthier and happier older generation creates benefits to the society overall, when the government can spend less on health institutions, and create additional social capital, where they put free time on volunteering and helping others. Such a

practice is widespread in Japan and is called *ikigai*, as described by Miller, (2008). Japan, being a post-industrial country with the longest life expectancy and a high quality of living, was the first country to face an ageing population problem. Miller states, that there are some regions where the elderly population's involvement in volunteering and common activities reaches 90%.

Rowland, (2012) believes that elderly people who enjoy more social interaction with their friends, relatives, and are included in volunteering organizations are, overall, more healthy and wealthy than those who do not have the opportunity to socialize as much. Albeit, I have not found confirmation if these facts correlate directly, or which one is primary. Currently, about 18% of retired people in Europe participate in volunteering organisations and the number is increasing with time, with Nordic citizens being more active than other countries. It is said that aged people are more likely to be a part of such organisations if they have been involved in similar institutions earlier in life. So, with the rise of volunteering popularity, it is likely that more retired people will be engaged in such volunteering in the upcoming years.

Neighbourhood and interest communities provide support, which have been divided into the three categories of emotional, practical, and financial support by the study of Banks, Haynes & Hill, (2009). And while financial help is considered to be more suitable within the family, emotional and practical support is most often sought from close friends among elderly people. Looking at relationships between the elderly, neighbours with a higher income usually provide mostly emotional support, whereas among working class residents practical support also takes place (Banks et al., 2009, p. 77). A stable neighbourhood community is therefore beneficial for the average citizen, and that positive influence increases with age and other factors that increase dependency on local services (e.g. families with children, illness, low income).

Nevertheless it would be wrong to assume that everyone benefits from living in a close-knit community. There is always a wish to live independently. That drive increases among groups with higher education and with affluent people, possibly because of previous experience, habits and available means. The distinctive reasons which encourages elderly people in the UK to choose living alone are, an anxiety of being a burden, fear of crimes and overprotective surveillance, and the insufficient availability of decent social care choices (Kellehear, 2009). I suppose such views may be similar among other elderly people in Western and Northern Europe. Most of these fears are based on the perception of institutionalised care, however the

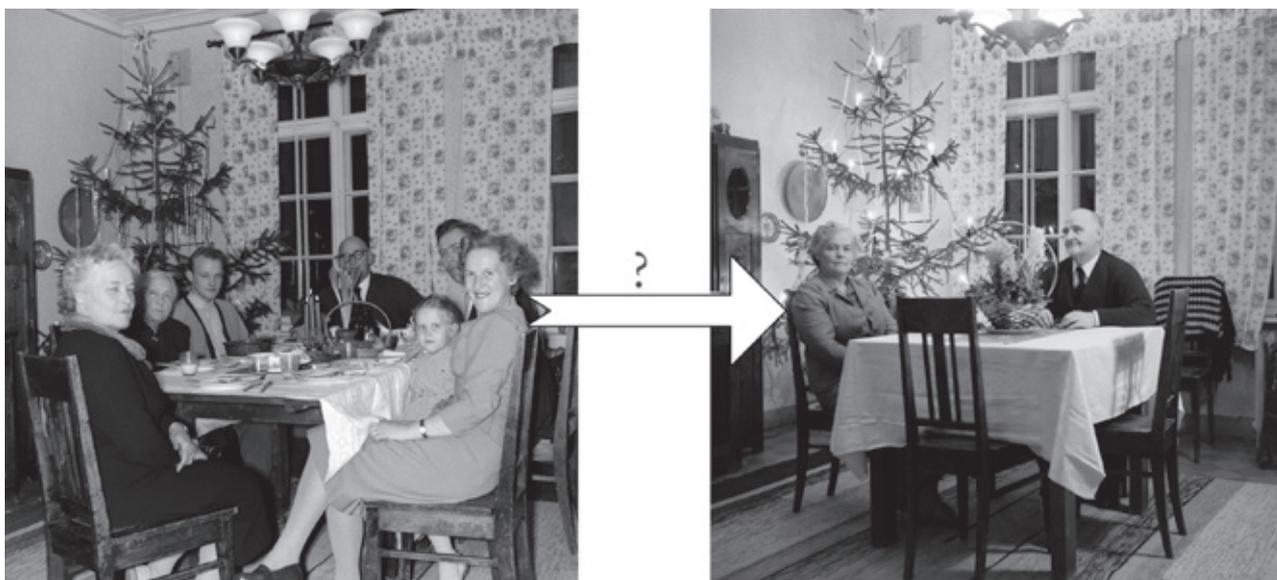


Figure 1. Valter Jästerberg, Margit Jästerberg, Sirpa Nordman at the Christmas table in Huopalahti.

co-housing model is not as old, involves open choices, provides more privacy than elderly care-centres, and genuinely is driven by optimistic groups, giving them a hint of utopian naivety. However, this model might provide broader choices and suit different social groups.

HAAGA'S AGEING FORECAST

Finland has one of the highest proportion of elderly people in Europe and the world, and it is predicted to rise further. As Tavi mentions elsewhere in the book, according to Statistics Finland, the proportion of the population exceeding 65 years old living in Finland has increased by 12% in last hundred years, and is expected to rise by about 5 percent over the next 30 years, which would make up 27% of the total population (OSF: Population projection, 2018). But these figures do not represent the data for HMA (Helsinki Metropolitan Area), as the "OSF: Population structure 2017" shows that, while the share of people over 65 in the whole country had risen by 6.8% since 1997. In the Uusimaa region, that rise has been 5.5%, while most of the country is experiencing a drastically larger extent of ageing, peaking at 11% rise in Kainuu and Etela-Savo (OSF: Population structure, 2018).

These statistics can be explained by the influx of younger people and migrants to Uusimaa from less urbanised regions (Eastern and Northern Finland) and other countries. Specifically, in Haaga, the proportion of the population older than 65 years old is not going to dramatically increase in the upcoming years, as it is currently experiencing a peak this decade. But in the next ten years, an increase in the proportion of people over 75 years old is expected. In general, with the planned development of Haaga and boulevardization, the population will rise, meaning that more aged-people will reside in Haaga.

CO-HOUSING CONTEXT

The co-housing concept was developed a long time ago, but the first common implementations had started in the second half of 20th century. Denmark has the largest history of such projects, starting from the 1970s, although it became more common in the late 1990s. Nowadays, almost 1% of Danes live in similar communal residential schemes, with different sharing levels, management organisation and property rights (Pedersen 2015).

Research carried out by Pedersen has identified several common issues and advantages of senior co-housing schemes in functioning communities. The positive aspects of being part of a co-housing community are, increased socializing of the residents, lower fear of crime due to neighbourly soft surveil-

lance and mutual trust, less stress related to being unable to get the required support in case of illness due to soft neighbourly surveillance and care, and the ability to influence the shared environment. All these factors are usually mentioned as main drivers before joining such scheme. This research has shown that most of the residents find these factors to be true. However, there are other benefits, such as easy integration of new members into old communities, lower resources consumption, reduction in car ownership and use, and denser and more space efficient developments.

Some problems that were spotted, included difficulties in the organisation of a member's board, increased times for decision making, arguments around design, the formation of opposing groups, the exclusion of unpopular members, and the lesser privacy levels when compared to normal housing options. These issues are either natural consequences of the higher levels of responsibility or individual issues, which are unavoidable in communities, but which are still contradictory to the co-housing purpose.

In communities that have been functioning for a longer period of time, such problems occur less often than in younger ones, due to the establishment of a routine or unhappy members moving out. But the main problem for the majority of co-housings is multi-level segregation (Pedersen 2015). As residents are often the initiators and owners of co-housings, they carefully choose future residents from among their friends or invite interested people for interviews. On the one hand, it is beneficial for the future community, as members have similar backgrounds and interests, though on the other hand it plants the seed of extreme homogeneity. The majority of residents are white Europeans, often local Danes, middle- or upper-class, who have obtained a higher education degree (Chiodelli, 2013). Such a social structure certainly does not reflect the Danish population, but there is not much that can be done in existing communities (Pedersen 2015).

I suggest, that one solutions could be the establishment of several smaller scale communities, mixed with ordinary private apartments within the same building. In communities with different educational background, positives were found. Once members had less common interests and more diverse background, they realised there were more stories and experiences to share. So there is a hope that more diverse communities will function as well as the existing homogeneous ones (Pedersen 2015).

Another common trait is, surprisingly, the lack of integra-



Figure 2. Ageing in Haaga.

tion of co-housing communities in local communities, groups and social life (Chiodelli, 2013). Though, it can be explained by self-sufficiency of the emergent networks. And, I suppose it can also be addressed by integrating co-housing schemes with private apartments.

BASICS OF CO-HOUSING DESIGN

The private units in all schemes were mostly for one person or a couple, and dimensions varied from 60 to 110 m², and 12% of residents described them as insufficient. The shared facilities commonly included kitchens, dining rooms, common areas, laundries and outside gardens. Sometimes these would also include a workshop, clubroom, guest room, storage, gym, library and sauna. The designs which were described as inadequately private usually lacked buffer, semi-private spaces (Williams 2005), whereas the actual size of apartments and the absence of a private kitchen did not matter as much. Such buffer zones are supposed to separate shared and private spaces, and allow flexibility, surveillance and individualization possibilities, all of which has been mentioned as being important (Stoiljkovic 2015). The lack of thresholds where residents could accidentally meet each other was also an issue.

Typically, these schemes differed a lot in scale, size of communities, density and shared facilities locations. The most common types were row and detached houses, with apartment blocks being rarer. Detached houses have more advantages as communities are not too spread out, nobody has to live on the fringes, with common areas located in the centre in a more semi-public courtyard, with better security and soft surveillance. Commonly, there are 15 to 25 households per community, but the numbers can range from 10 to over 30 also.

CO-HOUSING IN FINNISH CONTEXT

Co-housing schemes are relatively rare in Finland, with the first emerging less than 20 years ago, though they are getting more widespread (Jolanki 2015). There is a local, already existing senior co-housing located in Arabia. It is located in a seven-storey apartment block, with 58 flats and 66 residents as of 2013 (Hughes 2006). The study by Tyvimaa (2011) describes the atmosphere there as friendly with a strong network among the residents.

Özer-Kemppainen (2006) has studied the living conditions of the elderly in sheltered and independent housing in Caritas Village, in Oulu. She emphasised services provided in different schemes and the benefits on which inhabitants rely. There are about 700 residents in the Village, most of them being

over 50 years old. The community living in Caritas was new, and many dwellers did not feel any special attachment to each other, though they made some friends there. But many people noted that living among mostly old people made them feel uneasy. Large common areas were not used to their full potential, and were referred to as too empty and gloomy. Healthcare provided by professionals also received criticisms, as they were more expensive than regular healthcare, though were not of a higher quality. One example of this was that the time spent by nurses there was estimated to be insufficient. As suggested by Özer-Kemppainen, independent living is promising, but has to be improved based on previous experiences.

HAAGA DENSIFICATION PLAN

According to the updated boulevardization plan, there is going to be one major intervention in Haaga, the green area on the west is going to be completely redeveloped into a C2 town part, with a minimum block efficiency of 1.8 (City Plan 2016). The city plans to retain some of the green corridors and bridges, but it is not clear how it is supposed to be implemented. The current block efficiency is considerably lower, with a string of densely built areas along the north-south axis, between parks.

An existing issue in Haaga is typological homogeneity (Kaasalainen and Huuhka 2016). Most of the buildings in Haaga were constructed in the period from 1955 to late the 1960s. The apartment blocks lack lifts, consist of 1 to 3 bedroom apartments, which is less relevant nowadays with decreasing family sizes and the popularity of studio flats. Old buildings tend to have low ceilings and are not designed to be flexible. The housing stock is losing its quality with time, and even if refurbishment is taken in consideration, it is not always possible (Myntti, 2007). Haaga would benefit from the introduction of new flexible layouts and schemes.

PUBLIC OPINION ON CO-HOUSING

A questionnaire (made by other Master's students and me) was sent to Haaga residents by the university via the website and the answers obtained were quite positive about the possibility of living in a co-housing. The questions could have been phrased better, as I think of it now, but they are sufficient to show the main mood of the residents. It would have been better to phrase the questions in a less strict manner, not asking residents about their future, but their wishes for the future. Thus, we could get

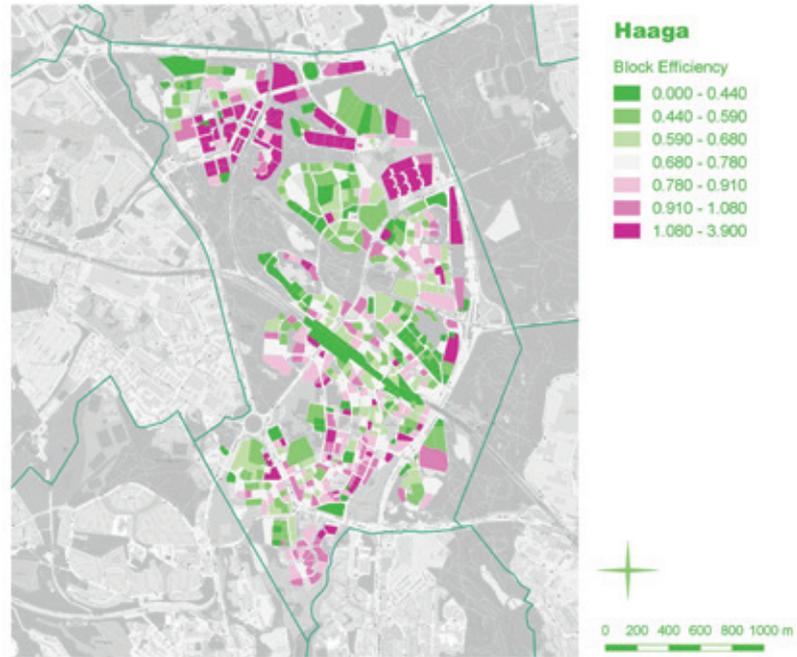


Figure 4. Block efficiency.



Figure 3. Diagram of boulevardization in Haaga and approximate areas of construction time.

less carefully thought out answers, not based on current living situation, but their aspirations towards a possible future.

Most of the residents who responded would like to stay in the Haaga area, in the same apartments they live now. 13% would like to live elsewhere in the HMA, while one person pointed out that they would like to leave Haaga without a desired destination. Most of the respondents already shared some facilities in their apartment blocks, and 21% of them could imagine sharing cooking and common room facilities, while 46% would consider co-housing as an option in the future. Which I found pretty high.

Residents tend to participate in volunteering activities more readily with age, though these are still the minority. But participation in local activities correlates greatly with rootedness in the area. Two thirds of the residents who wished to stay in Haaga in the future, do participate in local life, while people who want to move to any other place outside Haaga, or do not have an opinion, showed equal amounts of wanting to participate and indifference. That quality also correlates with type of property ownership (rented / privately owned) and length of stay in Haaga, though I could say that they are all closely related to each other.

SITE SERVICES ACCESSIBILITY ANALYSIS

The availability of certain aspects or services affected the preference of location for the residential building. I have considered accessibility to public transport, health, education, senior services, library, church, recreation, sport facilities. The range of acceptable distances to different services were 120-1200m in radius. Larger distances are more convenient to access by private vehicle than using public transport.

Most of the services are located inside the densest areas within blocks of efficiency higher than 0.7, except green areas and dog parks. I evaluated four sites within the C2 area to be the most feasible for the housing project. They have a high proximity to public transport services, libraries and are close to green areas, which will hopefully be partially preserved. They are quite far away from the Health-Centre and elderly services, but I plan to provide separate facilities within the co-housing project. For the future design I will use site 1, as it has the closest access to the Huopalahti train station, flat terrain and is closer to the future light rail stop.

CONCLUSION

Bringing together all this information, I would conclude that, although the ageing population is something to consider, it is predicted not to rise more than current levels in Haaga and the HMA. With this said, the current population of elderly people still must have their needs met. According to the rough statistical estimations and the survey results, there might be a small fraction of people interested in living in co-housing in the future. Haaga itself does not seem to be able to provide enough demand for it, but the whole population of Helsinki might.

Co-housing schemes seem to provide better communication opportunities and offers help to socially excluded elderly people. It is said to be beneficial not only to these excluded people themselves, but with a higher proportion of the elderly in the society, they also form a large social capital capacity. Encouraging them to live a happier, healthier and safer life might therefore be an advantage to society in all.

At the same time, gathering only elderly people together in neighbouring blocks might seem productive, in the sense of providing health services, though it might also create a depressing atmosphere among the residents. A mixed solution would work better, and it could provide age and household type diversity, including families with young children and extended families.

The example of existing co-housing schemes shows that the division of clearly private and public zones has to also have some buffer zones between them. Such buffer zones provides a safe place for mild redecoration, appropriation, feeling of security, and a moment to observe public places. Also, a variety of public places could be beneficial for small group gatherings and club meetings.

Providing an extra option, such as co-housing, for people to choose from, would be good for all residents of Helsinki. The variability and housing typology in Helsinki is better than in other towns of Finland, but prevailing modernistic suburbs could benefit from diversity. Neither co-housing, nor elderly “villages” are new to Finland, so together with a positive attitude, mixed co-housing for the elderly could achieve a good reputation, promote sharing and encourage enthusiasts.

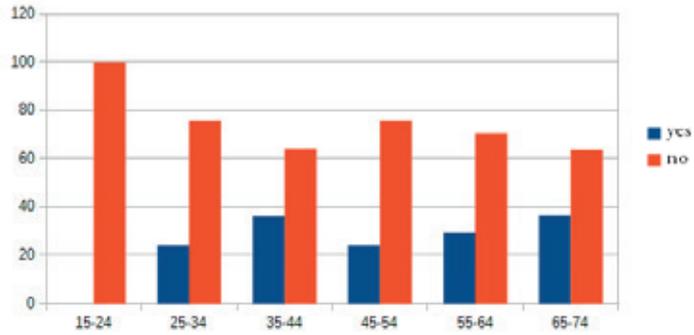


Figure 5. Percentage participation in volunteering according to age.

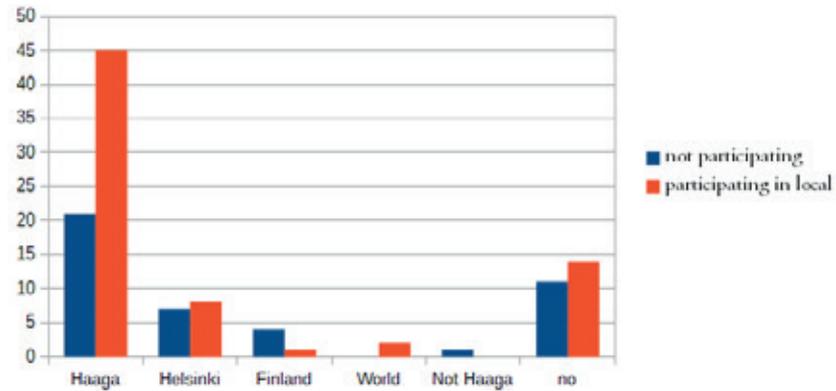


Figure 6. Participation in local activities and willingness to stay in Haaga.

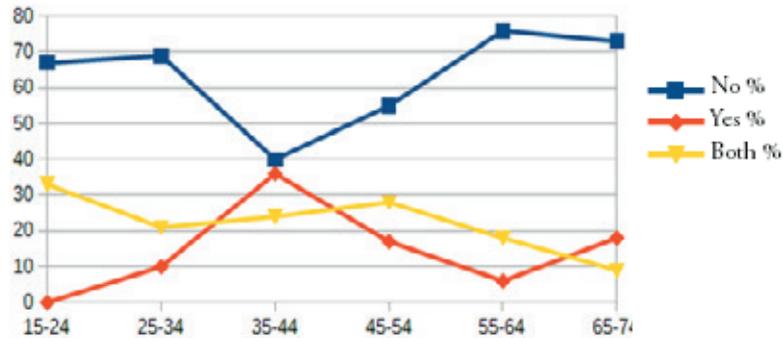


Figure 7. Percentage according to age of people willing to share facilities such as kitchen/Living room.

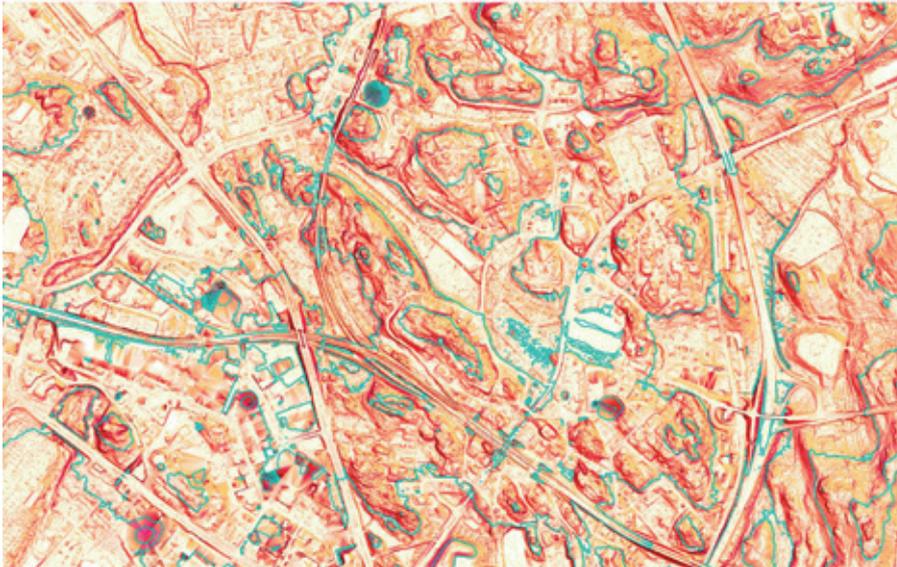


Figure 8. Haaga Topography.

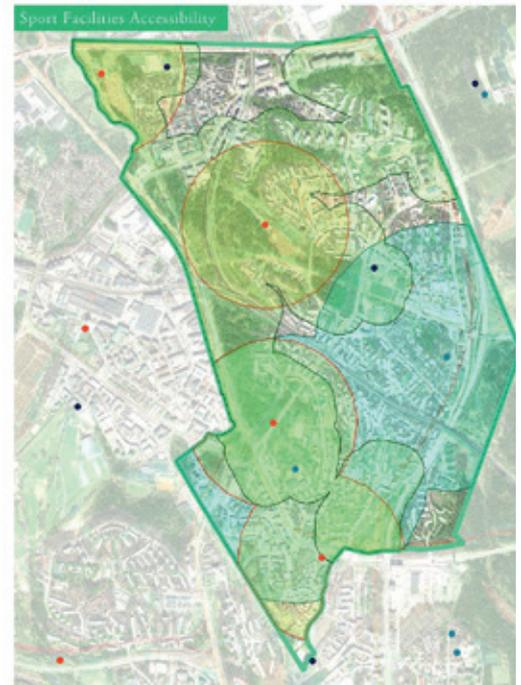
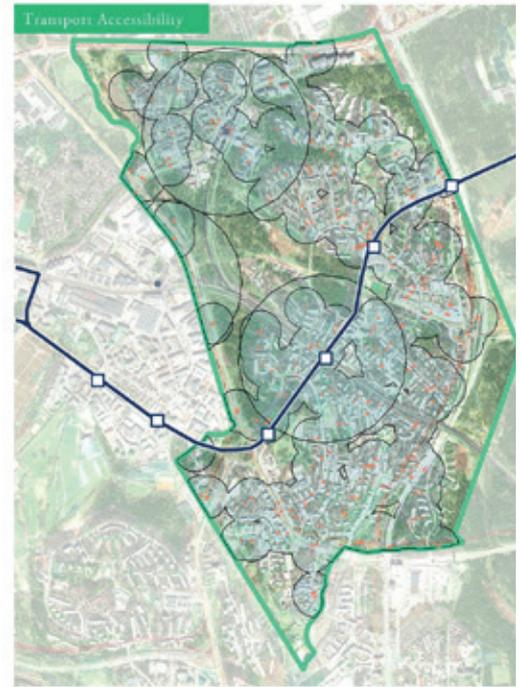
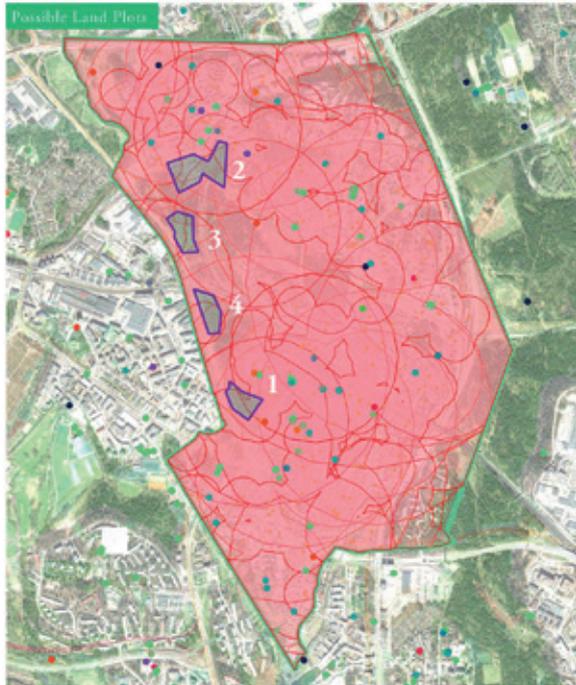


Figure 9. Services availability in Haaga and the four best possible sites.





Services Accessibility

- Haaga
- OpenStreetMap
- Bing Aerial
- Bus Stop
- Train Station
- Health Station
- Services for the Elderly
- Church
- Library
- Day Care Centre
- Basic Education
- Upper Secondary Education
- Swimming Facility
- Indoor Sport
- Dog Park
- Sport park

Transport Accessibility

- Railway Station :
- distance - 500m
- Bus Stop :
- distance - 120m
- Future Jokeri Line + Stops

Culture Centres Accessibility

- Library :
- distance - 700m
- Church :
- distance - 700m

Day Care Centres Accessibility

- Day care centres :
- distance - 400m

Sport Facilities Accessibility

- Park - 150m
- Dog Park :
- distance - 500m
- Swimming Facility :
- distance - 800m
- Sports Ground

Health and Services Accessibility

- Services for the Elderly :
- distance - 800m
- Health Station :
- distance - 1000m

Possible Land Plots

- Possible Land Plots



0 200 400 600 800 1000 m

DESIGN PROPOSAL

Based on the conclusions above, I think a co-housing scheme could be implemented in Haaga, but it might not be very specific to Haaga's features, except for location.

Taking into consideration Caritas' experience, it would be good to have on the site a restaurant for residents and a Health Centre. Quite a high number of residents would be required, for those to be feasible. Caritas has less than a thousand clients, so an average, of five-six hundred residents was taken as a base. And to avoid the depressing homogeneity of the population, co-housing floors can be mixed with privately owned flats on other floors, which anyone can rent or buy.

Trying to fit into the C2 efficiency parameters, by providing a comfortable environment, 11 tall apartment blocks are spread along perimeter of the site and surrounded by roads and bed-rock hills. They form an outline of medieval castles, while al-

lowing permeability through the site. In the middle are situated garden plots, a restaurant, and an art-centre for local clubs with exhibition rooms and health services.

The typical floor plan should be easily modification, and such opportunities should be provided by the structure. As Timothy Hyde (2012) stated about Foucault's view on architecture, that architecture cannot provide freedom, but it can be a setting for it. Thus, each block could have circulation and shared areas, four apartment cores and several empty rooms, which could be divided between tenants after an agreement. Such extra spaces are not designed to be exchanged often, but in changing circumstances, residents would have an opportunity to extend or shrink their apartment.

Co-housing offers the possibility to demonstrate circumstances where strangers can form new bonds, organise communities, and help each other without being exasperated.



Figure 10. Diagram of relations between private and public spaces.



Figure 11. Diagram of the sandwich structure of a block.

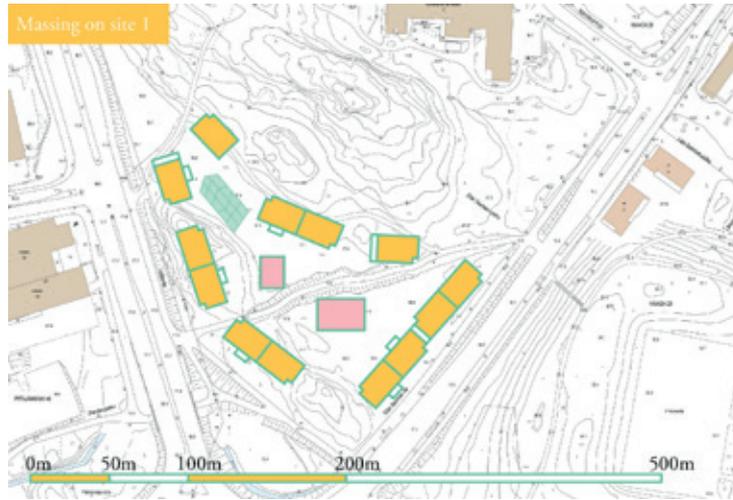


Figure 12. Massing on the site 1.

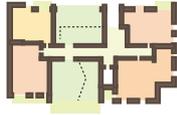
Regular co-housing level scheme



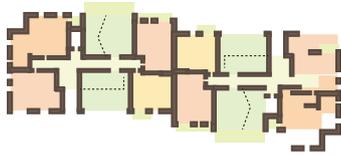
Figure 13. Typical floor plan.

Massing variations with regular unit :

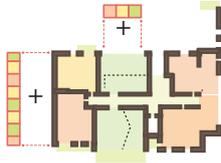
- Single block



- Double block unit

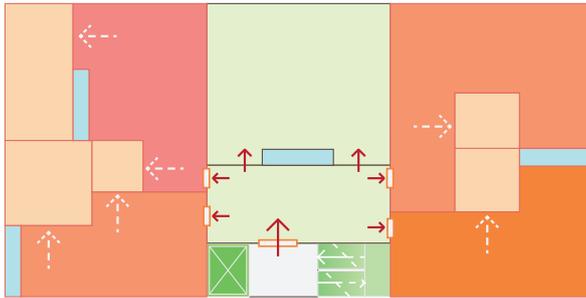


- Single block unit + Interlocking grid creating semi-public secluded multi-level



0 10

General flexible carcass scheme to follow in other layouts :



-  Apartment
-  Shared spaces : living room +
-  Circulation
-  Exchangeable
-  Water / Sewage
-  Lockable doors

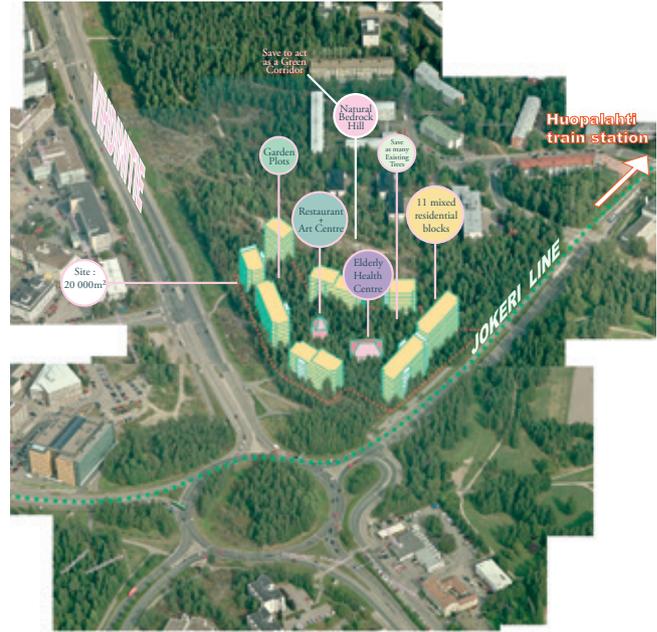


Figure 14. Rough massing visualization on site.



Figure 15. Visualization of the interior of a shared living-room.

REFERENCES

- Ahlgren A., Firoozi Fooladi B., Piirainen P. (2018) *Haaga Transition*. Retrieved from <https://urbanacademy.fi/piirai1/2018/10/04/haaga-transition/> [Accessed 19 November 2018]
- Arundel, R. (2016). Parental co-residence, shared living and emerging adulthood in Europe: Semi-dependent housing across welfare regime and housing system contexts. *Journal of Youth Studies*, 19(7), pp. 885-905.
- Banks, L., Haynes, P., & Hill, M. (2009). Living in single person households and the risk of isolation in later life. *International Journal of*

Ageing and Later Life, 4(1), 55-86. Retrieved from <https://search-proquest-com.libproxy.helsinki.fi/docview/60323121?accountid=11365> [Accessed 25 November 2018]

- Chiodelli, F. (2013). Living together privately: For a cautious reading of cohousing. *Urban Research & Practice*, 7(1), pp. 1-15.
- Deka, D. (2014). The Living, Moving and Travel Behaviour of the Growing American Solo: Implications for Cities. *Urban Studies*, 51(4), p. 634.
- Helsingin kaupunki (2019). City Plan 2016. [online] Kartta.hel.fi. Available at: <https://kartta.hel.fi/> [Accessed 29 Jan. 2019]
- Hughes, K. (2006). *Loppukiri Housing Community*. Retrieved from www.http://

- loppukiriseniorit.blogspot.com/p/blog-page_1790.html [Accessed 02 December 2018]
- Hyde, T. (2012). *Governing by design: Architecture, economy, and politics in the twentieth century*. Pittsburgh: University of Pittsburgh Press.
- Jästerberg, T. (1957). *Margit Jästerberg (1900–1985) ja Valter Jästerberg (1892–1981) istumassa pöydän ääressä kotonaan Huopalahden asemarakennuksessa jouluaattona 1957*. [electronic print] Available at: <<https://www.finna.fi/Record/hkm.HKMS000005:km0000opyy>> [Accessed 02 October 2018], and *Joulunviettoa Jästerbergien kotona Huopalahden asemarakennuksessa*. [electronic print] Available at: <<https://www.finna.fi/Record/hkm.HKMS000005:km0000opye>> [Accessed 02 October 2018].
- Jolanki, O. (2015). The Meaning of a “Sense of Community” in a Finnish Senior Co-Housing Community. *Journal of Housing For the Elderly*, 29(1-2), pp. 111-125.
- Kellehear, A. (2009). Dying old: And preferably alone? agency, resistance and dissent at the end of life. *International Journal of Ageing and Later Life*, 4(1), 5-21. Retrieved from <https://search-proquest-com.libproxy.helsinki.fi/docview/60317074?accountid=11365> [Accessed 28 November 2018]
- Kirsti Sivén & Asko Takala Arkkitehdit Oy (2006). *Loppukiri Housing Community, Arabianranta*. Retrieved from <https://arksi.fi/en/portfolio/loppukiri-community-helsinki/> [Accessed 06 December 2018]
- Kohler, N. & Hassler, U. (2002) The building stock as a research object, *Building Research & Information*, 30:4, 226-236, DOI: 10.1080/09613210110102238
- Miller, E.J. (2008). *Both borrowers and lenders: Time banks and the aged in Japan*. http://www.mitimebanks.org/wp-content/uploads/2011/12/Study_Time_Banks_of_Japan.pdf [Accessed 11 October 2018]
- Myntti, C. (2007) *Putting Finnish Housing Design into Context: The Helsinki Experience*, Helsinki Urban Facts Study Reports 2007 / 2, ISBN 978-952-473-847-7
- Official Statistics of Finland (OSF): Dwellings and housing conditions [e-publication]. ISSN=1798-6761. 2011. Helsinki: Statistics Finland [referred: 8.11.2018]. Access method: http://www.stat.fi/til/asas/2011/asas_2011_2012-05-22_tie_001_en.html
- Official Statistics of Finland (OSF): Dwellings and housing conditions [e-publication]. ISSN=1798-6761. 2014. Helsinki: Statistics Finland [referred: 8.11.2018]. Access method: http://www.stat.fi/til/asas/2014/asas_2014_2015-05-26_tie_001_en.html
- Official Statistics of Finland (OSF): Dwellings and housing conditions [e-publication]. ISSN=1798-6761. 2015. Helsinki: Statistics Finland [referred: 8.11.2018]. Access method: http://www.stat.fi/til/asas/2015/asas_2015_2016-05-24_tie_001_en.html [Accessed 12 October 2018]
- Official Statistics of Finland (OSF): Dwellings and housing conditions [e-publication]. ISSN=1798-6761. Overview 2017. Helsinki: Statistics Finland [referred: 8.11.2018]. Access method: http://www.stat.fi/til/asas/2017/01/asas_2017_01_2018-10-10_tie_002_en.html
- Official Statistics of Finland (OSF): Population projection [e-publication]. ISSN=1798-5153. 2018. Helsinki: Statistics Finland [referred: 30.1.2019]. Access method: http://www.stat.fi/til/vaenn/2018/vaenn_2018-11-16_tie_001_en.html
- Official Statistics of Finland (OSF): Population structure [e-publication]. ISSN=1797-5395. Annual Review 2017. Helsinki: Statistics Finland [referred: 30.1.2019]. Access method: http://www.stat.fi/til/vaerak/2017/01/vaerak_2017_01_2018-10-01_tie_001_en.html
- Ovaska, L. (2018) *Scenarios on Population Effects of the City Boulevards in Haaga*. Retrieved from <https://urbanacademy.fi/laov/2018/11/08/scenarios-on-population-effects-of-the-city-boulevards-in-haaga/>
- Özer-Kemppainen, Ö. (2006). *Alternative housing environments for the elderly in the information society: The Finnish experience*. Oulu: University of Oulu.
- Pedersen, M. (2015). Senior Co-Housing Communities in Denmark. *Journal of Housing For the Elderly*, 29(1-2), pp. 126-145.
- Rowland, D. T. (2012). ‘Community Change’, ‘Community participation’, ‘Family Change’ In *Population aging : the transformation of societies* (pp.91-133). Dordrecht ; New York : Springer.
- Stoiljkovic, B. (2015). Individualization concept in housing architecture. *Facta universitatis - series: Architecture and Civil Engineering*, 13(3), pp. 207-218.
- Tanja Tyvimaa (2011) “Social and physical environments in senior communities: the Finnish experience”, *International Journal of Housing Markets and Analysis*, Vol. 4 Issue: 3, pp.197-209, <https://doi.org/10.1108/17538271111152997>
- Tapio Kaasalainen & Satu Huuhka (2016) *Homogenous homes of Finland: 'standard' flats in non-standardized blocks*, *Building Research & Information*, 44:3, 229-247
- Tavi, T. (2019). *The Changing Age Structure and Planning Question of Ageing*. Retrieved from <https://urbanacademy.fi/tavit1/2018/10/18/the-changing-age-structure-and-planning-question-of-ageing/> [Accessed 06 November 2018]
- Williams, J. (2005). Designing neighbourhoods for social interaction: The case of cohousing. *Journal of Urban Design*, 10(2), 195-227.

POHJOIS-HAAGA OSTARI/SHOPPING CENTRE – PAST, PRESENT AND FUTURE

Sirpa Ojansuu

"OSTARIT" AS A CASE
AND PLACE

“Ostari is part of people’s every day living environment and they have ideas and thoughts about it. These are important to consider and if positive change is implemented, this can work out also in people’s minds. They can change their behavior, which is important to take into account that service providers can run their businesses.”

INTRODUCTION

Shopping centres are both interesting and important when thinking about public places, social life, and service provision, and during the past sixty years people's behavior has changed a lot. This change is seen nowadays in the degradation of the shopping centre of Pohjois-Haaga, one of the first in Finland. I became interested in this shopping centre because local service availability is important when thinking about the everyday lives of local residents and the possibilities that they have to fulfill their needs. Furthermore, the accessibility to everyday services for minority groups, as well as service access without the use of cars are important planning issues.

Without knowing the past and thinking of the future it is not possible to make wise planning decisions. A place such as this shopping centre is a public place that has a past, present and future. Unlike many physical environments that exist for long periods of time, the people who make planning decisions, as well as residents and their habits, change. A common prob-

lem in improvement projects for public places is that topical discussions dominate and undermine considerations about the past or future. This may be particularly tricky when, for example, many do not value the history of a place, though it is present and often evident.

Adopting a vision that incorporates past, present, and future perspectives of space is complex in urban planning. Our living environment forms through many kinds of processes, and planning often facilitates or hinders people's everyday lives. When proposing planning improvements it is crucial to look into the aims and planning ideas, the current culture, politics and social trends, and identify how these affected past planning decisions. Existing living environments embody the rationale, values and hopes of generations before us. It is essential to get to know the past in order to respect as well as challenge it through our ideas and practices. As change is constant, continuing, rather than starting from a tabula rasa, it may be more sustainable and historically more sensible to work with existing structures. This way we use and do not waste the resources that we already have.



Figure 1. Life at Pohjois-Haaga Ostari 1977. Lea Bucciarelli Helsinki City Museum (Saresto et al. 2004, p. 19).

In planning we make choices based on values and actions that affect our present and future; in other words existing possibilities and resources shape the future.

Planners and stakeholders involved in planning processes make normative choices about our past, present and future. These choices are permeated with certain values - some overt and some covert - that then become part of our living environment. Often various actors in a planning process have different values, and this makes planning complex and multi-dimensional. Good communication and negotiation skills and understanding values different from ours is very important in establishing optimal and enduring results.

POHJOIS-HAAGA OSTARI IN THE PAST

The past is not always actively present and visible in urban neighborhoods. Planning assumptions and aims of the past are often forgotten. Looking back into them we learn what planning had intended to achieve, and the impacts of the choices made. While, the lives of past generations may be seen as integral to our present and future, they can also be discarded in the face of innovations that negate any reference to the past. Such “innovation” led, and still leads, the demolition of historically valuable buildings and the radical change of existing environments, thus, future generations do not experience the presence of multi-layered, sedimentary space.

The past of the Pohjois-Haaga Ostari is similarly multi-layered. It was built during a time of new planning ideals, many of which materialized in Helsinki suburbs such as Pohjois-Haaga. Helsinki was growing and expanding. In the 1950s, suburban environments were built that required new structures for service provision. In that context shopping centres were planned to serve people that would move to these new suburbs, and in many cases, they made the first public services available; often churches were built later. Shopping centres represent the planning ideas and goals of the times these suburbs were built. It is no exaggeration then to say that they are integral parts of the architecture of the area and have historical and architectural value (Saresto et al., 2004, p. 9).

The Pohjois-Haaga Ostari is highly valued by the Helsinki City Museum in research on suburban shopping centres. As it belongs to Category 1, our shopping centre architecturally and socially is considered to be one of the most important buildings for its significance in the neighborhood. The centre was built in 1959 and it is one of the oldest in Helsinki, built the same year

as another shopping centre in Munkkivuori. These two centers instigated a building spree during which approximately one suburban shopping centre was built every year. In the previous planning era it was common to provide shops and services on the ground floor of residential buildings; the new suburban planning required shopping centers. The Pohjois-Haaga Ostari and its neighboring residential building were designed by the architect Airi Seikkala-Viertokangas, and her design has been largely preserved (Saresto et al., 2004, p. 50).

Saresto and his colleagues (2004) demonstrate the values, knowledge and ideas behind the urban planning decisions in the late 1950s. It was considered ideal to provide services for everyday needs, including a bank and post office strategically located within city centres. As people’s behaviors have changed over time, so have the business models of service providers. Our reliance on private cars in order to reach services has skyrocketed since the Pohjois-Haaga Ostari was built. The services that once were part of the centre have moved further afield as people are able and willing to take longer trips to fulfill their needs. In addition, the types of the required services have changed over time. For example, the need for bank services has dropped radically because of e-banking. The ease with which private cars make us mobile has affected our behavior and commercial services have developed based on it, explaining the success of hy-



Figure 2. Car ownership in Finland (Autoalan tiedotuskeskus 2019).

permarkets. In figure 2, we can see this development very clearly and discern the reason for providing local services in earlier decades. Indicatively, car ownership in 2017 was 15 times that of 1960.

Suburban shopping centres have been involved in this dramatic change, and there have been attempts to preserve them as commercial and community spaces. One project that dealt with Pohjois-Haaga Ostari was carried out a few years ago. Urban sociologist Pasi Mäenpää and his research group from the University of Helsinki carried out a research and development project between 2014 and 2015. This project looked into Pohjois-Haaga as well as the shopping centres of Myllypuro and Laajasalo in order to develop new concepts that could revive these old centres, while being more generally applicable. The aim of the whole project was to invent new models of residential services by applying the concept of 4P (Public-Private-People-Partnership) in specific suburbs (Mäenpää, 2015a).

For this article I relied on the opinions of stakeholders such as owners, officials and other people documented in the project led by Mäenpää. His research team had established an online blog as a common information platform during the project. Some of the questions stakeholders were invited to answer were: what would you do with the old shopping centres, and what kind of services should and could locate there? In the same blog information on negotiations, citizen panels, guided tours, publications in press were all available as well as people's opinions (Mäenpää, 2015a).

As a listed building the Pohjois-Haaga Ostari cannot be altered physically and therefore ideas of restorations and/or development were conflicted. The company that still nowadays manages the building, wanted in fact to demolish and replace it with a residential building and shops (Mäenpää 2015b, p. 4, 9). The dissatisfaction among the residents of Haaga drove some to insist that something had to be done about the Ostari. The biggest problem among the inhabitants was that too many pubs, and their rowdy clientele, made the environment uncomfortable. On the other hand, some residents were proud that the nationally famous 70's rock band Hurriganes used to practice therein (Mäenpää, 2015b p. 4-5).

The researchers helped in decreasing the disturbances arising from the pubs, and mediated between various stakeholders, co-created activities, and held public discussions. The main message in their final research report pointed to the importance of the coexistence of municipal and commercial services in the Pohjois-Haaga Ostari. It also became clear that, as the original

planning intentions for the shopping centre were to host daytime activities, the residential building next-door was unfavourably too close to the Ostari (Mäenpää 2015b p. 4). Thus, when the pubs moved-in, disturbances became unavoidable. Eventually, the night-time activities had hindered the presence of day-time businesses in the centre.

During Mäenpää's research, the two most active residential groups in the area were the long-lived association of local residents and a Facebook group: pohjoishaaganliikenneryhma [North Haaga's traffic group]. These two groups had different needs and ideas about the shopping center. The local residents association wanted a traditional service hub. The Facebook group, with their DIY attitude, organized a Christmas happening and negotiated with the owners of the Ostari to place benches and flower beds. This group's idea of public space was to serve social needs, preferred mixing commercial and public services, and wanted to see the Ostari transform into a low threshold place to work, meet other people, and have a coffee (Mäenpää, 2018).

After this research project concluded, it was crystal clear that the Pohjois-Haaga Ostari required improvements, however, people who live in Haaga and share the same physical environment disagree on which are the most urgent issues to tackle. Understandably then, long deliberations among a wide variety of stakeholders has been necessary, notwithstanding the language barrier as not all residents are native Finns. In Finland people who speak another language than Finnish made up 13,7% of the population in 2017 (Statistics Finland, 2019). The Helsinki Region has an even higher percentage of people who could participate in planning processes only in languages other than Finnish. A multilingual approach would certainly bring more diversity, provide more valuable information for planning processes and make the living environment of minority groups more sustainable as in this way they would gain easier access to community life in Finland.

THE PRESENT

Thinking about the present means that one looks simultaneously at the past and future. We can recognize what is missing, what is wrong, or what does not work, and ultimately think of possible immediate and future improvements. Inhabitants often think from their everyday perspective and are interested to improve their current situation. The task of planners is to combine the needs, knowledge, and impacts from past, present, and fu-



Figure 3. (Collage) Ostari at 22th November 2018. Sirpa Ojansuu 2018.

ture. It is important to make this knowledge available and understandable to inhabitants too. Planning actions today, shape our future options and this presents us with the possibility to influence the local as well as the global scale; for example decisions on sustainable lifestyles have an effect locally and globally.

In the online survey that USP students conducted we included two questions concerning the Pohjois-Haaga Ostari: 1) Has the Pohjois-Haaga Ostari developed in the last three years? If so, how? 2) What do you believe the Pohjois-Haagan Ostari will be like in the future? A hundred people responded to these questions and the most common response was that they have not noticed any change in the three years (since Mäenpää's research ended). Some mentioned that services had improved, e.g. post service, a barber, and second-hand markets in the summer. There were also people who thought that the Ostari had gotten worse and is unattractive. Some saw positively the arrival of a youth centre that would revive the neighbourhood and bring in youngsters. Unfortunately, none mentioned intergenerational mixing as an opportunity that the youth centre could provide. The municipal decision of placing a youth centre in Pohjois-Haaga Ostari is the only concrete step taken as a consequence of Mäenpää's research project. The youth center is scheduled to start operating in February 2019. The municipality hopes that the youth center will establish some synergies with the adult education services already available in the Ostari (Ström, 2018).

In recent years there were two youth centres in Haaga, neither located centrally or at an easily accessible place. The result was that the numbers of visitors remained quite low. It was only after Mäenpää's project that the municipality set up a planning team to develop a new type of youth centre that would however serve residents of all age groups. The youth centre set up at the time of writing this text is called Haaga Lämpiö (a warm place) and its name is the result of a public competition. In addition to the traditional youth house, the centre aims to provide a functional living room, and a place for DIY-type of activities for people of all ages. Nevertheless, a youth center in the Ostari is far from being a novel idea; already in the 60s and 70s the Ostari housed a youth house known as Räkälä. It is no surprise then that some think that the Pohjois-Haaga Ostari has returned to its "good old days" (Hiltunen, 2018).

Other improvements south of the Ostari will be the redevelopment of the Ida Aalberg -park and playground. The playground will be renovated and a new kindergarden will be built. This improves and diversifies the services of the nearby neighborhood. Also the Runar Schildt -park in the southwest of the

Ostari has been renovated, as has the Schildtinpolku; the street leading to the Pohjois-Haaga train station. It is now much easier and more convenient to move between the Ostari and the station (Ström, 2018).

Old shopping centres are so trivial in our minds nowadays that we do not value them or their history. In addition, many people find them unpleasant, noisy, and awfully commercial. Where services such as banks and post offices used to be, are now pizzerias, pubs, and second hand stores (Saresto et al. 2004, p. 9). Still these centers serve locals and make every day suburban life more palatable.

THE FUTURE - THE BIGGER PICTURE

The main reason people commute is to access different services. In 2012 the main reasons to commute were accessing services, reaching friends and relatives, and hobbies. These trips were almost double the trips taken to work. In the same year, the average amount of travels during one weekday per person in Helsinki Region was 3,4 travels, including walking and biking. In figure 3, we can see that the amount of travels that people took by car or public transport was 2,18 travels in 2012 and short distance travels were not included. Overall, domestic traffic produces one fifth of the greenhouse gas emissions in Finland. According to the report of the Intergovernmental Panel on Climate Change (2018), urgent measures are required to

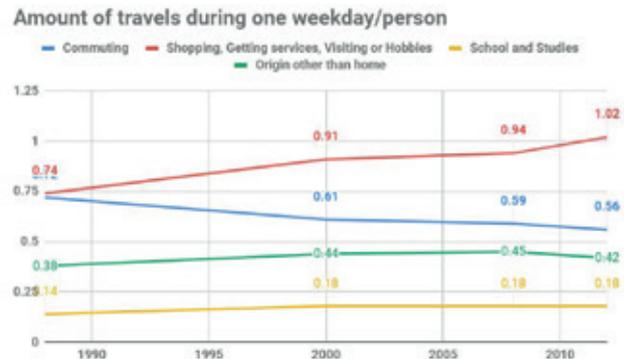


Figure 4. Purpose of travelling when using a private car or public transport (Helsinki Region Transport Authority 2012, p. 66).

keep climate warming at 1.5 degrees. The medium-term climate policy plan of the Finnish Government mandates that Finland should be carbon-neutral by 2045 (Ministry of Transport and Communications website). Community planning is at the heart of sustainable mobility since it can potentially guide people to walk, bike, carpool, or use public transportation, rather than use private cars for one-person commuter trips. Improving the provision of low-emission transport services will provide alternatives to private cars, especially in urban areas (Ministry of Transport and Communications website).

The Finnish Ministry of Transport and Communications has drafted a proposal for an action plan aimed at eliminating greenhouse gas emissions in domestic transport by 2045. The first objective in the report concerns the performance of passenger cars, i.e. the passenger car mileage starts to decrease in 2025, after which it will no longer increase. On the other hand, the combined travel performance of rail transport, coach transport, cycling and walking will double by 2045. This will be encouraged, especially by adopting tolls in urban areas and by investing in a sustainable transport system (Ministry of Transport and Communications website). In addition to developing a sustainable transport system, it is important to pay attention to people's possibilities to get services locally. If the government's actions make private car use more expensive households will naturally chose walking or cycling in order to reach local services, if these are in place.

CONCLUSIONS

When planning, it is necessary to gather the facts behind issues that need to be addressed spatially. Instigating discussions among stakeholder groups in finding out how people use urban and suburban spaces is challenging but rewarding in the long run. Participatory processes inform and spread knowledge and encourage inhabitants to learn about issues in their own living environments. For inhabitants the possibility to be heard in decision making when dealing with their everyday environment can be empowering; however, just starting the process of an inclusive discussion is already an achievement.

Local services provided in Pohjois-Haaga Ostari are important for many stakeholder groups and developing them further requires a combination of participatory processes, sharing knowledge, and the pro-activeness of authorities in improving them rather than starting anew. As the Ostari is part of people's everyday living environment, they have ideas and aspirations

about it. If these are taken into consideration by the authorities when developing the Ostari, then locals will realize that the participatory processes are not tokenized processes for bureaucrats to legitimize their decision-making. This way people may gradually change their behavior and lifestyles regarding their consumption of goods and services and prefer to walk or cycle to the Ostari for everyday shopping, rather than driving to a hypermarket and purchasing mountains of supplies for a month. Finally, the new youth house in the Pohjois-Haaga Ostari will make the place more attractive as long as the local residents welcome and use it. This may mark a positive change with great potential in the long-run for our Ostari, the whole area, and its people.

REFERENCES

- Autoalan tiedotuskeskus, 2019. *Vehicles in traffic use*. [online] Available at: <http://www.aut.fi/en/statistics/longterm_statistics/development_of_vehicle_fleet?sort_column=1&sort_direction=0> [Accessed 13 January 2019].
- Helsinki Region Transport Authority, 2012. *Liikkumistutkimus*. [pdf] Helsinki. Available at: <https://www.hsl.fi/sites/default/files/uploads/liikkumistottumukset_helsingin_seudulla2012.pdf> [Accessed 16 December 2018].
- Hiltunen, L., 2018. *Discussion on Pohjois-Haaga Ostari*. [email] (Personal communication, 30 November 2018).
- Ministry of Transport and Communications, 2018. *Toimenpideohjelma hiilettömään liikenteeseen 2045*. [pdf] Helsinki. Available at: <<https://www.lvm.fi/en/-/transport-emissions-to-zero-by-2045-990384>> [Accessed 12 December 2018].
- Mäenpää, P., 2015a. English. Shopping centres as public places, [blog]. Available at: <<https://blogs.helsinki.fi/lahioostarit/english/>> [Accessed 6 December 2018].
- Mäenpää, P., 2015b. *Pohjois-Haagan raportti*. [pdf] Helsinki. Available at: <<https://blogs.helsinki.fi/lahioostarit/files/2015/05/Pohjois-Haaganraportti.pdf>> [Accessed 6 December 2018].
- Mäenpää, P., 2018. *Discussion on Pohjois-Haaga Ostari*. [meeting] (Personal communication, 19 November 2018).
- Saresto, S., Salminen, A. & Vierto, M. 2004. *Ostari: Läbiön sydän: rakennushistoriallinen selvitys*. [Helsinki]. Helsingin kaupunginmuseo.
- Statistics Finland, 2019. *Väestörakenne 31.12*. [online] Available at: <https://www.tilastokeskus.fi/tup/suoluk/suoluk_vaesto.html#v%C3%A4est%C3%B6kielenmukaan> [Accessed 13 January 2019].
- Ström, M., 2018. *Discussion on Pohjois-Haaga Ostari*. [email] (Personal communication, 28 November 2018).

REGAIN PUBLICITY

REQUALIFICATION PROJECT OF HUOPALAHTI TRAIN STATION

Jiayi Dong

THE TRAIN STATION
AS SOCIAL SPACE

“The current Huopalahti station building is hardly used by locals; their common routine is to access the platform through the tunnel underground. This tunnel also functions as the north-south car traffic artery and has a future as a tram route. Thus, I try not to alter the underground complex of traffic systems and focus on exploiting what is happening above ground. The focus of this project is to renovate the space near the station, by enhancing the centeredness of the station and promoting social activities.”

INTRODUCTION

In 2008, humankind achieved a huge leap. It is not the conquest of outer space, or the discovery of eternal energy, but exceeding the critical threshold: more than half of the world's population lives in cities (according to the revised UN census report). This percentage is increasing, day after day, and constantly approaching the total population of human. In other words, the urban environment seems to be our natural habitat, not the woods and fields, but roads and buildings. People need information, mainly from social environments, to make their daily choices and judgements. We subconsciously gather valuable information by observing, and listening, to the surroundings. Going outdoors into the public guarantees the lowest level of contact with other inhabitants; it holds the potential of starting a level of interactions that can be higher.

When discussing urban environments, an increasingly diverse demographic structure should be recognized. Particularly in residential neighborhoods, well-thought out public spaces

can increase daily encounters and provide an appropriate and welcoming venue for multiple social interactions between residents. This non-awkward atmosphere is a prerequisite for voluntary neighborhood work. As a place where a large number of passengers gather and flow, the railway station has the dual features of strict functional requirements and strong public attributes. This essay is a summary of how I carried out this design project, with the aim of reversing the redundancy of the Huopalahti train station.

CASES OF THE TRAIN STATION

Rotterdam Central Station is located between the northern residential area and the southern city-centre. In order to fully integrate into its dual context, the north side adopts a gentle, and muted, transparent hall to face the introverted historical ambience of the late 19th century; whereas the southern part serves as the gateway to the center of the high-rise city, with its striking acute-angle roof structure creating a coherent sense



of direction.

King's Cross Station is a redevelopment project. The original three-storey elevation of masonry and brickwork was restored. A semi-circular, steel diagrid ceiling structure takes an almost organic form and emerges from sixteen tree columns, tripling the size of the previous hall space, as its branches taper as they rise. A ribbon, with shops, wraps the perimeter offering the focal cluster of supports. In addition to the external form with landmark attributes, the interior spaces of the two projects have clear characteristics and strong permeability. This high distinguishability, and clear direction of traffic flows, allow passengers to quickly form a cognitive map and keep abreast of the overall space. The reduction in the inconvenience of finding various parts of the station also alleviates overcrowding and passengers' anxiety.

PUBLIC SPACE

The ultimate goal of public space is public life. Its value lies in its very existence to promote people, from different social classes and groups, ethnicities and hobbies in the city, to be active under the same sky. Its inclusiveness is one of the most important factors in shaping mutual understanding and integration of citizens, in promoting social harmony and stability, and is the source of urban vitality. Public interactions in cities catalyze the formation of broader levels of social relationships in complex urban life and makes breakthroughs in the identity of individuals who are close together.

Accessibility is the most important attribute of public space. Stephen Carr categorizes (1993) accessibility into three aspects: physical, visual and symbolic. Symbolic accessibility is when space can generate attraction to its observers. For example, the lobby of a hotel has physical accessibility and highly possible, visual accessibility. It has symbolic accessibility to its guests and employees, but irrelevant pedestrians on the road will have to make an evaluation as to whether they access it or not. Therefore, it is not considered a public space (to its city).

When designing public spaces, the sensitivity of the personal space field should be noted. Each person will divide the space automatically, and differently, because of his personality and cultural influence, and will show different levels of participation in this space. An interesting example is the public bench, which offers temporary usage to anybody. When a person sits there, he automatically claims the bench as his territory. Other people usually tend to sit elsewhere. In this case, to me, the best way

is not designing a bench with perfect length (which probably does not exist), but to use elements such as big steps, the edge of fountain, the lawn, to infer the bench, so that people are free to choose the way to sit.

Gehl (1987) mentioned many interesting distances of measurement according to human progressive cognitive order, referring to E.T. Hall (1966), as: 1 meter to smell hairs, 2 meters to smell perfume, 3 meters to smell food, 7 meters to hear a dialogue, 25 meters to distinguish facial expressions, 30 meters to hear a speech, 70 meters to distinguish one person's age and gender. Gehl considers historical smaller-scale public spaces to always have significantly more cohesion compared with oversized square. People, and their lines of sights, are closer. There are more opportunities to interact. Public spaces will always appear to be more vivid. Ashihara Yoshinobu (1983) holds the same opinion and has discussed elsewhere in more detailed about distance, scale and form (Yoshinobu, 1971):

1. Adjacent Building Spacing (D) and Building Height (H).

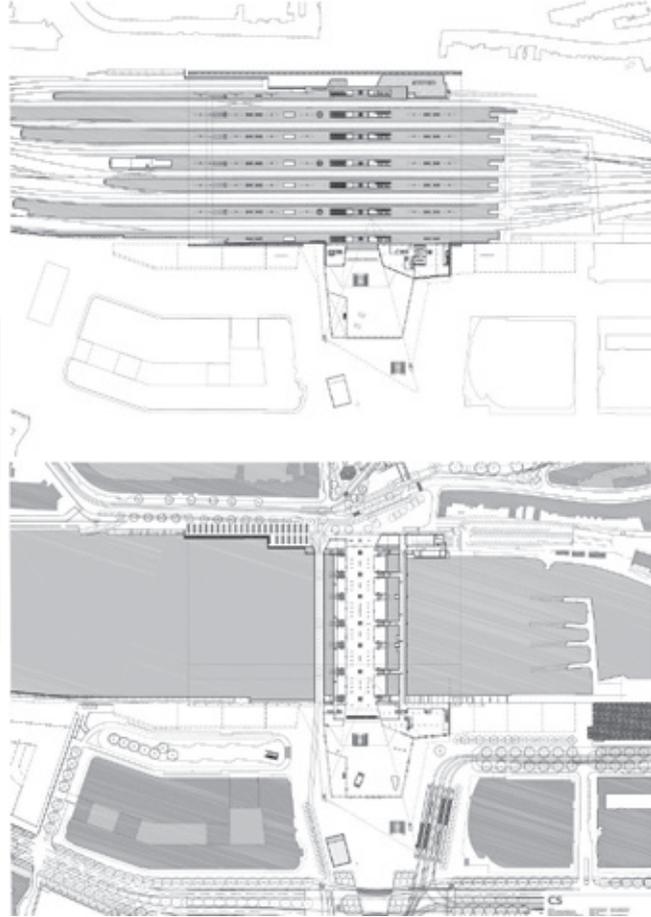
The human eye has a cone of about 60° as the field of concentration. Looking horizontally from the bottom of one side to the top of the other, if $D/H=2$, then the whole building cannot be viewed without raising the head. For a group of buildings, considering the width, $D/H=3$ is considered necessary to view the group. $D/H=1$ is the turning point of the quality. When $D/H<1$, imminent feeling will start to generate.

2. One tenth and exterior modulus.

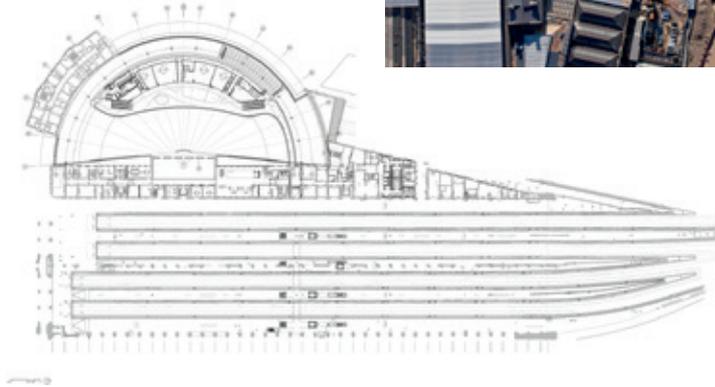
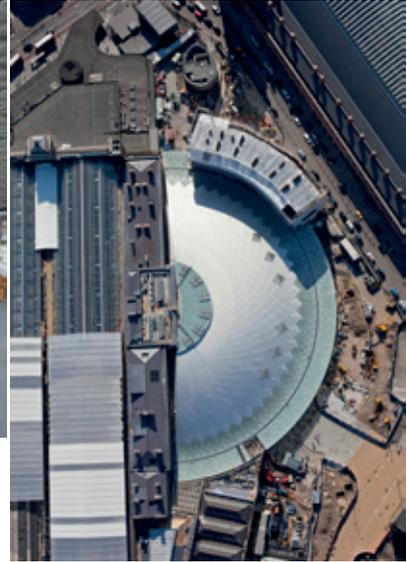
The exterior space can be scaled from 8 to 10 times the size of the internal space: multiplying the indoor comfortable distance (2-3 meters) by 8-10 times to form a comfortable external space scale (15-25 meters) which can become the exterior modulus. According to this perception, if the external space can have repeated rhythm, material changes, or variations in ground quote every 15 to 25 meters, it will break the monotony and make the external space vivid.

3. Distance and Texture

Observing a façade from different distances can generate different perception of the material. Common distances that usually produce a clear distinction are 0.6m, 2.4m, 6m, 12m, 24m and 96m. The texture can be loosely divided into two levels: the first level is the range that grants full appreciation of the details of material (such as the texture of the gravel road); the second level allows the recognition, and identification, of approximate patterns (such as gaps between prefabricated concrete slabs). To ex-



Project: Rotterdam Central Station.
Architects: Benthem Crouwel Architects, MVSA Architects, West 8.
Location: Rotterdam, The Netherlands.
Project Year: 2014
Source: www.archdaily.com



Project: King's Cross Station.
 Architects: John McAslan + Partners.
 Location: London, the United Kingdom.
 Project Year: 2012.
 Source: www.archdaily.com

press the level intentionally, creating discontinuity is necessary. One way is to set obstacles (water body and bush, for instance) at the transition distance so that people cannot pass. Different levels can only be observed through different distance levels.

FIELD TRIP IN HAAGA

First impression: after getting off the train at Huopalahti and going down from the platform to the north side of the tunnel, under the train rails, a narrow and deep pedestrian/biking lane showed up. The wet road after the rain, plus the surrounding ordinary residential buildings, gave me the sensation of coming to the countryside. I felt at ease and serene. The route continues till the second tunnel and begins to merge with the car lane on the right, and a tree lane in between. The woods on the left, the playground in the distance, and the occasional passing bus continued the sense of peacefulness.

After completing a three-hour walk, I had gained a few insights about Haaga:

- The major and central area of Haaga is residential, with schools and a small number of other facilities. Inside the neighborhood, it is very quiet. The collision of the lid and the pot, the coughing of passersby behind, the sound of the tires in the distance, the sound of a closing door and bird sounds are very clear. It is almost instantly accessible to nature, going outdoors from whichever building. There are woods everywhere.
- The business/service industry exists rarely and sporadically within the community. They are mainly near the intersection of the main roads at the borders of neighborhoods (especially ones near the train station). They are all located at the bottom floor of the residential building and the total number is scarce. One small volume of larger entities are the supermarkets.
- The only two square-sized open spaces I encountered are near the intersection, however, they are parking lots, not squares.
- On the way to the train station at four o'clock, I met a group of high school students and several younger students, perhaps coming home from school. Many people with various identities were waiting for a bus in the tunnel under the platform.

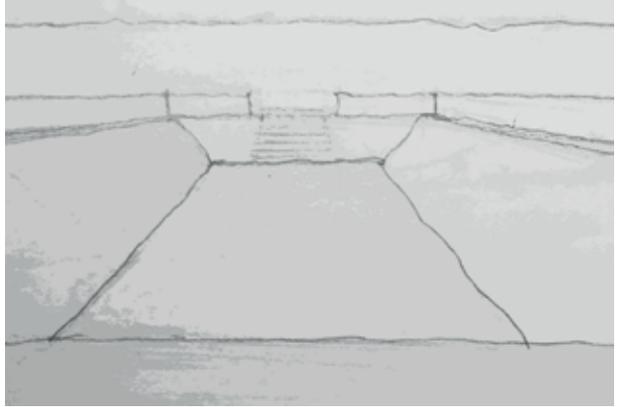
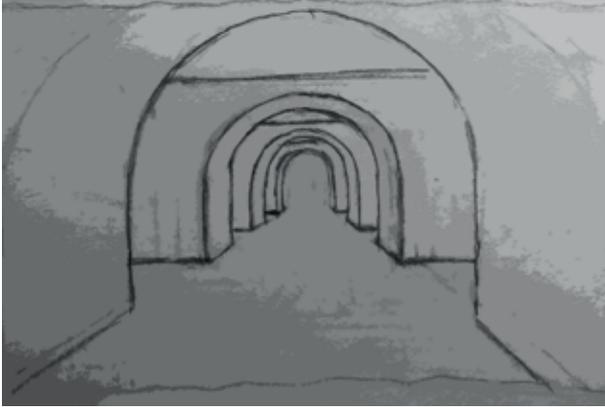
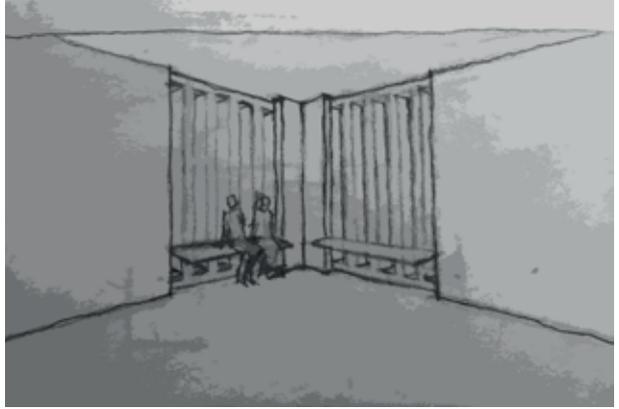
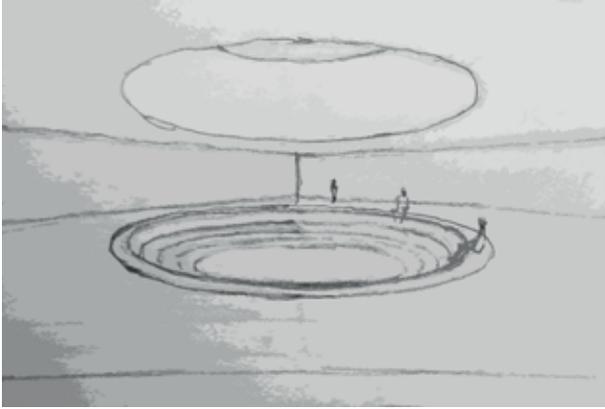


PROJECT

The current Huopalahti station building is hardly used by locals; their common routine is to access the platform through the tunnel underground. This tunnel also functions as the north-south car traffic artery and has a future as a tram route. Thus, I try not to alter the underground complex of traffic systems and focus on exploiting what is happening above ground. The focus of this project is to renovate the space near the station, by enhancing the centeredness of the station and promoting social activities.

Haaga has a strong identity connected with nature and landscape elements. Working with nature is completely different to working with urban space. No matter how beautiful the building is, it is still, compared to the outside, an asleep space. The rain does not fall into the building, the tide does not come inside the building. All the insulation makes the indoor ambience, in a sense, permanently still. Landscape, and pure color, can be astonishingly indicative and informing. Here, I refer to artist Andy Goldsworthy's works.

Andy Goldsworthy is an extraordinary British artist. He produces unique, and intense, artworks by working with nature elements. The range of materials can be endless -- snow, ice,



leaves, bark, rock or twigs. His work is very complex in execution and artistry but is still supported by the same idea of being in the moment, experimenting with what is on hand and then releasing it to time. It is mind-altering that the things we dismissively crunch beneath our shoes after rearrangement can be so spectacular. Clearly, we have been missing a lot of obvious objects around us.

The idea of playing with found objects in nature, on site, to create something beautiful that you know will vanish in a short space of time, inspired me towards the theme of monumentality and tension. Finally, I decided to work with the arch and obelisk. I was able to come up with four scenarios of spatial concepts based on my understanding of public space. I wish to note that they are not components for assembly but spiritual expression.

1. The main hall: a place where people can stop and stay, being at ease and justified; a place for people to gather information and find a destination.
2. The corridor: a linear space to bear the traffic flow, offering stimulants for interests along the way, and preferably with covers for temporary stops.
3. The corner: a place to rest without being disturbed, while not seeming bleak and forgotten.
4. The rooftop: an observant and refreshing open location where people usually go without a distinct purpose.

My final project consists of two separated volumes on either side of the rails, and two sheds for the platforms. The square is exhibition-oriented. The linear one sits parallel with the rails, and in between, there is a long walking path crossing the whole Haaga, connecting its two border forests, which is favored by the locals for leisure activities, such as, jogging and walking the dog. The obelisk sitting above the cross of the road tunnel, and the train rails marking the entrance of the tunnel to the platforms on the north side, gives access to the rooftop open space. This is also a watchtower for people who have the curiosity to allow the area to reveal itself. The other side of the building is the main hall, characterized by the circular formed, and gradual sunken, floor and the same circular hole for sky lighting. Two different arcade spaces connect two sides of the building, offering places for stalls for local business owners and other temporary activities.





REFERENCES

- Ashihara, Y., 1971. *Exterior Design in Architecture*. U.S.: Van Nostrand Reinhold Inc.
- Ashihara, Y., 1983. *The Aesthetic Townscape*. Cambridge: MIT Press
- Carr, S., 1993. *Public Space*. Cambridge University Press.
- Gehl, J., 1987. *Life between buildings: using public space*. New York: Van Nostrand Reinhold Company.
- Hall, E., T., 1966. *The Hidden Dimension*. New York: Doubleday
- Newman, O., 1973. *Defensible space: Crime prevention through urban design*. New York: Macmillan.
- Designboom, 2015. *Rotterdam Centraal Station Redeveloped by Team CS*. [online] Available at: <<https://www.designboom.com/architecture/rotterdam-centraal-station-redeveloped-by-team-cs-11-11-2013/>> [Accessed 16 December 2018]
- Archdaily, 2012. *King's Cross Station / John McAslan + Partners*. [online] Available at: <<https://www.archdaily.com/219082/kings-cross-station-john-mcaslan-partners>> [Accessed 16 December 2018]

A COMMUNITY CENTER FOR NORTH HAAGA

Chaowen Yao

COMMUNITY CENTER

“The north part of Haaga is a separate structure compared to the south. One of the reasons could be the lack of continuity and connection. So it is vital for the community to connect the current roads for promoting transportation accessibility and create a public space in the middle of these three areas for enhancing the connection between these different areas. This public area will become a new center serving diverse communities.”

THOUGHTS

Lassila and Näyttelijäntie seem to jump out of North-Haaga due to the planning difference. The figure below shows there is only one railroad connecting North-Haaga directly from Lassila and only one road keeps the Näyttelijäntie connected with North-Haaga.

During the fieldwork, I talked with some shop owners and enthusiastic local inhabitants who lived in Lassila. The survey tried to find out whether the residents tended to visit other places frequently in Haaga, other than the Huopalahti train station for transportation purpose. Four out of five of them gave negative answers. One inhabitant indicated that there was no need to visit there. Also, a restaurant owner said her family would usually stay in Lassila or go to central Helsinki, unless there was some delivery requirement.

The north part of Haaga is a separate structure compared to the south. One of the reasons could be the lack of continuity and connection. So it is vital for the community to connect

the current roads for promoting transportation accessibility, and create a public space in the middle of these three areas, for enhancing the connection between these different areas. This public area will become a new center serving diverse communities.

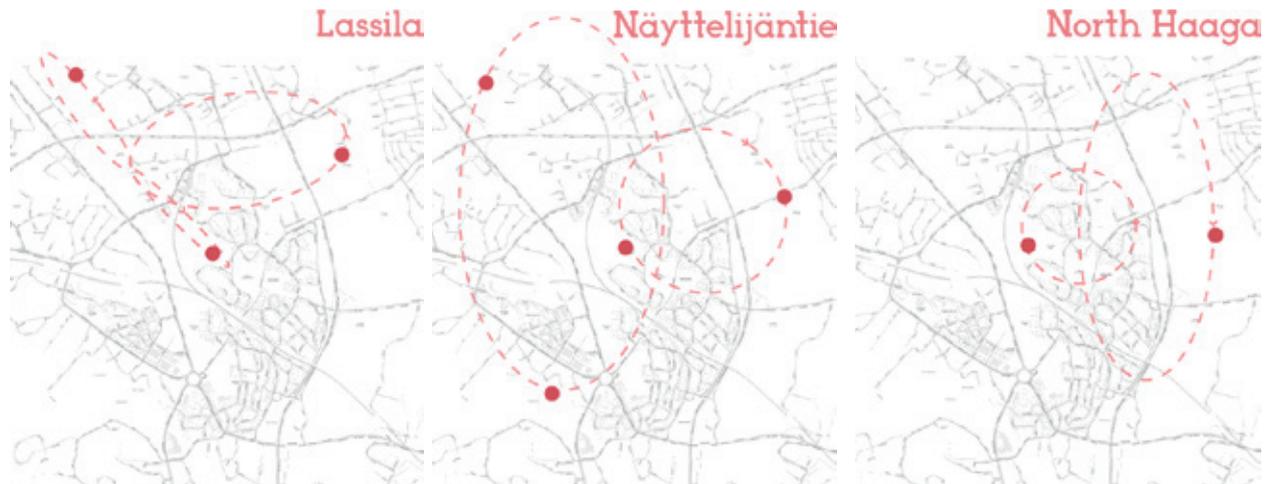


EXERCISE PATTERN

To comprehend this site, I studied inhabitants' daily routines. By analyzing the data from three exercise applications (Runtastic, Endomondo, and Strava), I got 343 routes where their start points were from the north part of Haaga. In general, heat lines covered the sidewalks, paths beside railways and unnamed foot-paths. The number of different choices were approximately the same. Therefore, the different types of roads would not disturb the choice of routes.

What is more, by summing up their patterns, people living in Lassila were more willing to go north, to the north part of Keskuspuisto Park and Alprosparken. However, residents in North-Haaga would like to go to the south part of City Park and Alprosparken. For Näyttelijäntie, it is hard to discern a trend as the pattern in there seems to contain both people living in Lassila and living in NorthHaaga.

There are two common destinations for all inhabitants living in the north part of Haaga – Alprosparken and City park. To arrive at these places, people would undoubtedly pass through this site frequently. So, it is expected that this site would get a large volume of visitors.



POPULATION STRUCTURE

According to the report from WYG of the Royal Town Planning Institute in the UK, the acceptable walking distance for people away from the city-center is 800 meters (Gareth, 2018, pp.1-2). Based on the data, we can define our area as a buffer zone that contains the most areas in the north part of Haaga. The population affected in Lassila is much more than the other two areas. From the statistics of the average Finnish age, the age-rates in Lassila and North-Haaga are higher than other regions. From the aspect of income and education, the problems of low income (low-income rate >19.1%) and low education (people who have only completed primary education >28.7%) are the severest in North Haaga.



Low income areas in Haaga



Finnish average aging 2017

	Young (<25)	Adult (25-65)	Elderly (>65)
rate	16.2%	62.5%	21.4%

Data fromStatistic Finland

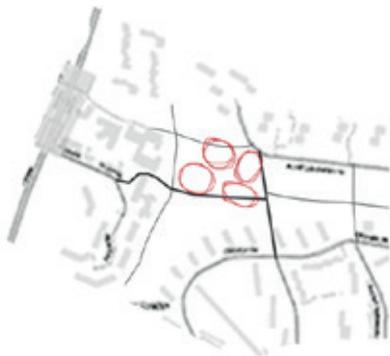
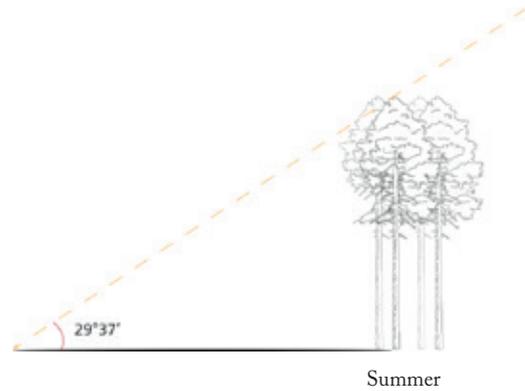
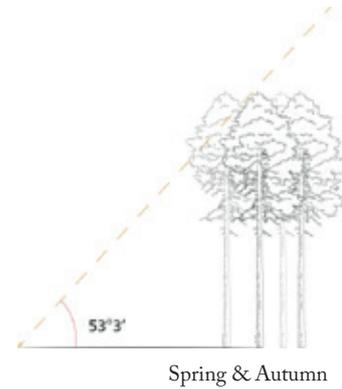


Low education areas in Haaga

DESIGN THINKING

The site would serve the population living in Lassila more who are within acceptable walking distances from other sites. So I designed the ante-hall area close to Lassila. Considering old people are not the minority in this place, the functions I planned are designed to fit every age (e.g. community garden, dog park and children playground)

Due to the location, we need to consider the sunshade of this site. The classifications are sorted by people's demand for sunlight: community garden, lawn, children's playground and dog park. Most trees in the site are spruces and birches. By evaluating the height of trees, I calculated the approximate sunlight angle to be in spring or autumn - $90^{\circ}-60^{\circ}23'+23^{\circ}26'$ and summer - $90^{\circ}-60^{\circ}23'$. Hence, the sunshade range is from 13.56 meters to 31.18 meters depending on the seasons.



Transport connection,



Space division



Sunshade analysis

ANALYSIS

MASTER PLAN

The pedestrian routes would be separated by different traffic flows. Based on the specific purpose of the inhabitants, the inside routes are subdivided into the fast footpath and the slow footpath. The fast footpath is provided for people who only pass through there, so the paths are designed much straighter. The slow footpath is for people who are more willing to stay, or rest, in this area, so the paths are designed to be more curving and exciting.

SITE TRAFFIC, SITE FUNCTION ZONING, SITE GREEN

The site contains four parts - center lawn, community garden, playground, and dog park. Each part is connected smoothly by footpaths. A loop green belt covers these four parts and makes the site an integrated whole.



Master plan



Site traffic



Site function zoning



Site green



WHY A COMMUNITY GARDEN?

A community garden suits this site well for some specific reasons. Firstly, it benefits everyone in different ages or social classes. For children, it is an excellent method to teach them to recognize nature and acknowledge where their food comes from. For adults, gardening can be a great way to find inner peace and concentration, clear out all competing thoughts that life brings, and get rid of social pressure. Activities such as jogging, cycling, and gardening can reconnect citizens to nature. For seniors, it is an excellent place to get exercise. In a word, the community garden can act as either bridging or bonding ties. Jonathan and Mardie (2006, pp.530-531) have found that community gardens can help people meet new people that they never expected to meet in their community, such as shown in the research 'Dig in' garden in Melbourne. Imas Agustina (2012, pp.441-442) states, in relation to the context of Melbourne, that community gardens can promote the adaption to a new place for immigrants by studying community garden programs for social housing. Also, the community garden can promote the economic situation of landowners (Holland, 2004). Through analyzing population structures in the North-Haaga, many inhabitants have a low income and education level. Gardening can help them save some money on food and offer them a new skill, such as planting.

The community garden would contain two parts – the farm

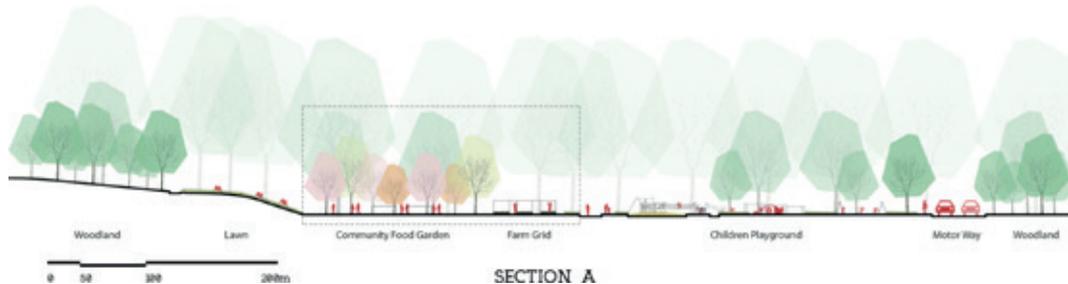
grids and the community food garden.

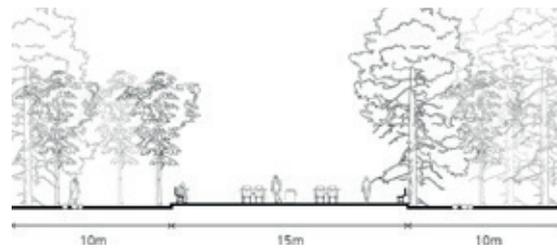
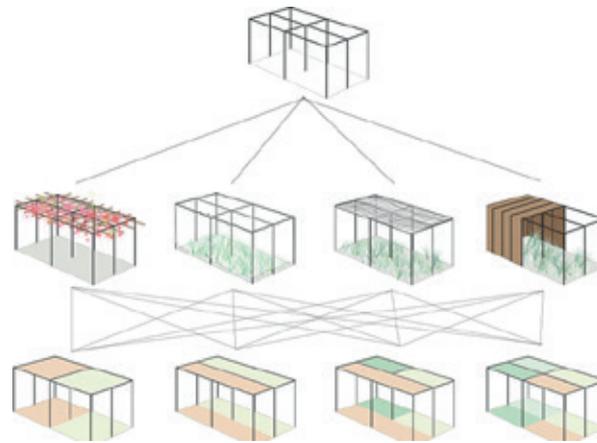
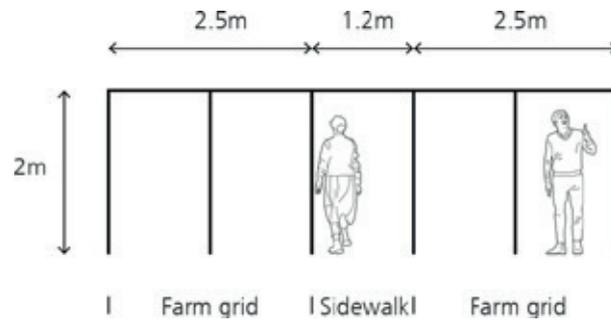
Each farm grid would be 2.5 by 5 meters size with a 2.5 by 1.25 by 2 meters metal framework above it. The framework can help users to modify their grid in line with their wishes.

The other part would be a community food garden. There would be many fruit trees planted inside it. Inhabitants could not only share it but could also take care of the garden together. The harvested fruit could be taken individually or used for a party. This kind of collective space can foster an embodied form of sustainability (Turner, 2011). The garden could also provide the space to hold some activities, like gardening, to teach people how to sow their own seeds.

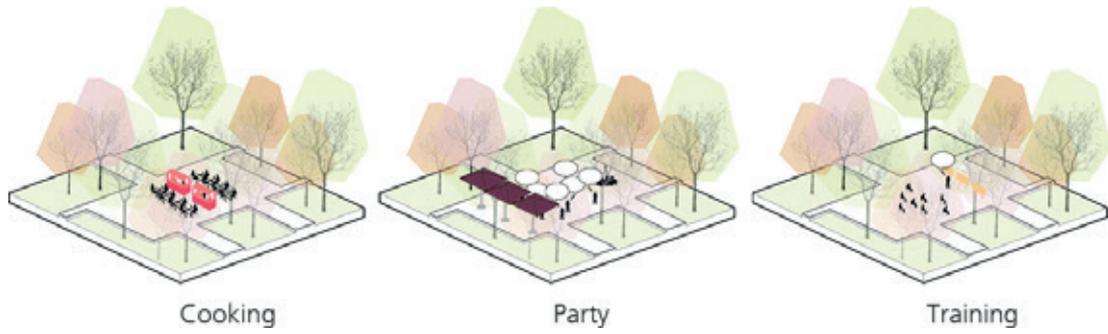
The changing of topography would give people different visual experiences. The central lawn as the focus of eyesight would be located in the low-lying area. The slope in the north could be used as seats and would have a clear sight. It can hold many community activities, such as outdoor theater or community sport matches.

A dog park would utilize the height difference to enrich pet space. Facilities like benches and animal waste containers would be put together in the flat place. A children's playground would be located on the sloping terrain. Besides the recreational facilities, the slope could allow the kids the opportunity to have fun playing and gaming.

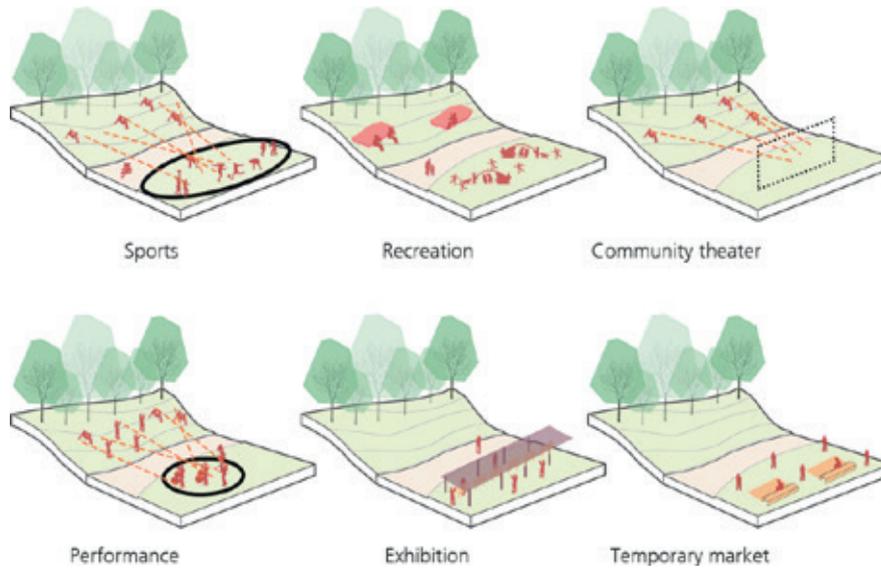




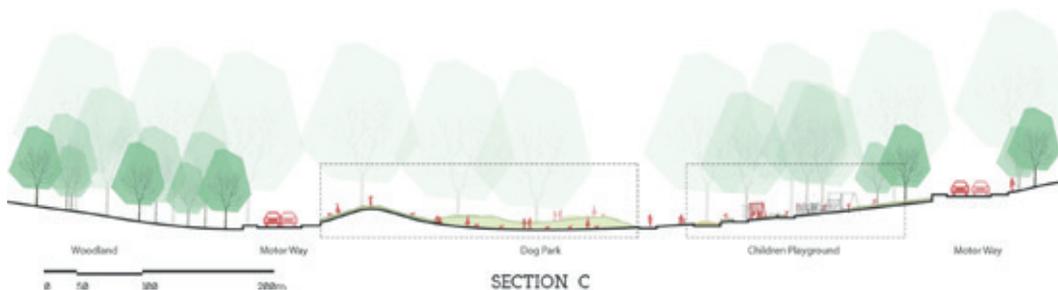
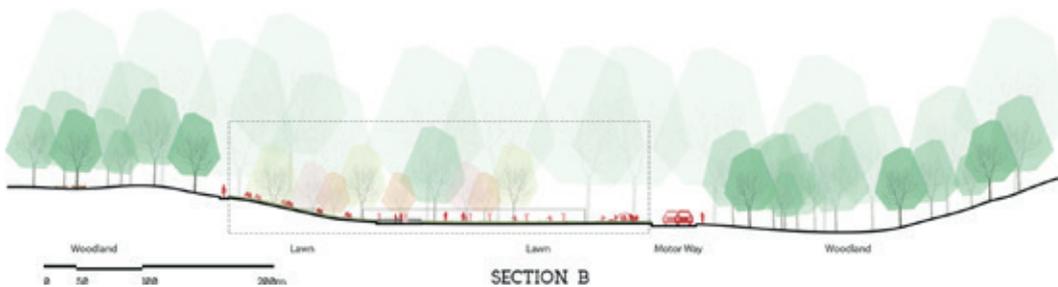
Food garden section.



Activities of food garden.



Activities of central lawn.



REFERENCES

- Gareth, 2018. *How Far is it Acceptable to Walk?* [pdf] Available at: <https://www.rtpi.org.uk/media/2739252/wyg_gareth_pdf.pdf> [Accessed 21 February 2018].
- Kingsley, J.; Townsend, M., 2006. 'Dig In' to Social Capital: Community Gardens as Mechanisms for Growing Urban Social Connectedness, *Urban Policy and Research*, 24:4, pp.525-537.
- Agustina, I.; Beilin, R., 2012. Community Gardens: Space for Interactions and Adaptations, *Procedia - Social and Behavioral Sciences*, Volume 36, pp.439-448.
- Holland, L., 2004. Diversity and connections in community gardens: a contribution to local sustainability, *Local Environment*, 9:3, pp.285-305.
- Turner, B., 2011. Embodied connections: sustainability, food systems and community gardens, *Local Environment*, 16:6, pp.509-522.

A MATTER OF LIFE AND DEATH

THE INTERFACE BETWEEN HUMAN AND ANIMAL

Yen-Chi Liang

ANIMAL CEMETERY, DISCUSSION ON MEANING OF PLACE

“Looking deeply through the survey and my observations, the current environment around the Animal Cemetery is appropriate for visits but no diverse activities take place here as they do in the west side of Central Park. Obviously, there is a lack of social mixing in this site.”

HAAGA

Haaga is an area that lacks an attractive focal point for local residents and visitors alike. The infrastructure, including hospitals, schools, shops, or religious spaces, only offer basic support for local residents. There are no cultural facilities, nor diverse leisure or public spaces for gathering. It seems like Haaga is struggling to find an identity, but at the same time, it is located in a nice position in the city of Helsinki and is surrounded by wonderful nature. In this way, Haaga shares many features with other aging suburbs around the world.

CENTRAL PARK

Central Park is the largest green area in Helsinki and Haaga includes part of Central Park in its boundaries.

BEFORE CONSTRUCTION

According to research on Haaga and Central Park, it can be

assumed that around the 19th century, people were welcomed to walk, ski, and pick berries or mushrooms around the wild forest. At this point, it was just a wild, uninhabited, area.

AFTER CONSTRUCTION

In the beginning of the 20th century, Central Park was designed by the Architect Bertel Jung, whose plan the City Council approved in 1914. In his design, Jung included many kinds of sport facilities that still allow a lot of outdoor and indoor activities in this area. Central Park is an important element of Helsinki. It contains around 7000 hectares of forest area and a variety of ecosystems. The park forms a unique natural scene because of its environment.

ANIMAL CEMETERY

In the boundary between North-Haaga and Kivihaka - still a part of Central Park - I came across an "animal cemetery". It is a very attractive spot, as well as the only pet cemetery in Helsinki.

The Animal Cemetery, and the surrounding Central Park, offers an easy and organic way to help people heal themselves from the loss of their beloved pets. Some may wander through the forest, others might sit by a tree and mourn. I started pondering: can there be a different form of mourning? How can architecture offer another environment to do this? What roles have animal cemeteries and shelters played in the past 150 years in Haaga?

THE HISTORY OF THE ANIMAL CEMETERY

According to the literature, the first animal cemetery in Finland was founded in 1927 in Ruskeasuolen Helsinki and moved to Central Park in Haaga in 1947. The animal cemetery is maintained by the Helsinki Humane Society HESY - The Helsinki Society for Animal Protection. Going through the history of HESY, we learn that it is a pioneering organization in animal protection in Finland. In 1870, Zacharias Topelius founded the first Finnish Animal Protection Association “Maj Föreningen”, to protect small birds. This validates that the fundamental idea of protecting animals existed in Finland around 19th century.



Illustration 1. Map.

Nowadays, every pet owner is granted 10-year ownership of a tomb for a fee of 160 euros. This ownership period can be extended for up to ten more years. Most importantly, during that time, every tombstone is the property of the owner, and they can decorate it accordingly. The owner also has the responsibility to maintain the area around the tombstone.

THE VALUE OF THE ANIMAL CEMETERY

Human grief is highly associated with the death of a pet cat or dog. (Gosse & Barnes, 2015). Pet cemeteries definitely provide an arena to help people cope with the emotions associated with death. They can be seen as a valuable property of life-education for everyone, especially children. There are approximately 3000 tombs arranged in Central Park and they seamlessly blend into the forest. Pet owners decorate the tombs for their deceased pets. This area shows love and a sense of loss for all kinds of pets. Many animal cemeteries around the world were built around the end of the 19th century and the mid-20th century. These in-



Illustration 2. Animal Cemetery.

cluded Kaknäs in Stockholm, Hartsdale Pet Cemetery in New York, and Cimetière des Chiens (Cemetery of Dogs) in Paris, which is claimed to be the first animal cemetery in the modern world (1899). Nowadays, many pet cemeteries are operated by animal shelters.

AN INCREASING NUMBER OF PETS

This affection with animals, that started hundreds of years ago, continues today. The bar chart below shows the total proportion of households that have a pet in Finland, divided into 5 different family sizes, in 2012 and 2016. In 2012, 30% of households had a pet. In 2016, around 35% of families had a pet. Based on the research from “Statistics Finland”, in the first half of 2016, households had a total of around 800,000 dogs, while in 2012 the number of dogs was some 630,000. It seems that an increasing number of households have two dogs to keep each other company.

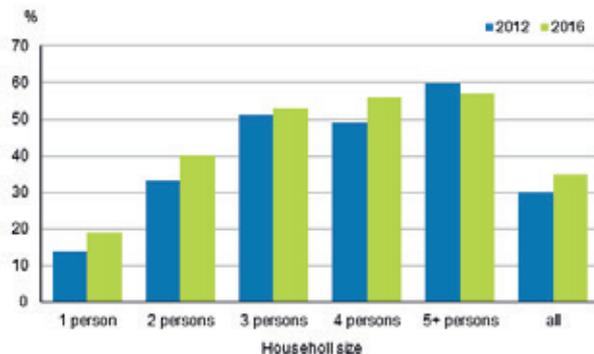


Illustration 3. Percentage shares of households owning pets in 2012 and 2016.

A BEAUTIFUL STORY IN HAAGA

My intent is to clarify what I can do in Haaga, based on my personal background and recent research. I am focusing on Central Park and the animal cemetery because they are vital, diverse elements in the city. They act as both public and in-between spaces. A story emerged in my mind. It can be assumed that the total inhabitants, and the density of residential area, in Haaga will not change significantly in the next 20 years because a lot of cultural, economic, educational and appealing environments have been established downtown. My design project for Haaga will give attention to seeking its own special character and re-using the original resources in this area, instead of depending on newly-established urban planning or developing a more commercial atmosphere.

I believe that the cemetery has the potential to become a component of a thriving Haaga, and this is why I have selected it as my field to redesign. The intention of this design is to ensure that the animal cemetery becomes a unique, public cultural space within this area. The value of animal cemeteries is not new. There was a report about the discovery of a nearly 2,000-year-old pet cemetery in Egypt in 2016 by archeologists. This discovery shows that our ancestors likely valued their companion animals as much as we do. (Daley, 2016). Pet owners tend to bury their pets in the cemetery for many reasons. The most obvious one is that they are forbidden from burying pets in other places. In addition, this cemetery is the only animal graveyard service in Helsinki, which means people will come to Haaga for this specific purpose. So, we can try to imagine how this design project offers space to local residents and others.

LET'S CREATE A WOODLAND PLAYGROUND!

A traditional cemetery is a space that functions for a singular and specific reason. However, the real meaning of the cemetery emerges when people come and mourn. Tombs are placed randomly like sculptures and play a role as a part of the landscape. The space of an animal cemetery consists of a completely different atmosphere because of the close relationship between people and pets, and, most importantly, the lack of religion. Furthermore, since Finns are fans of leisure, entertainment and sports activities, Central Park offers a wonderful natural reserve and a place to establish relationships within Haaga. As I have mentioned before, Haaga is struggling to find an identity. There are few cultural and leisure facilities, and public spaces. So, I

thought to create one which includes the animal cemetery.

I have created a custom-made questionnaire to roughly understand local residents and their relationship with Central Park and the animal cemetery. My questions were (in total there were 116 online respondents):

- 1. Do you have pets?
 - a. Yes: 45 b. No: 69 c. Not anymore: 24
- Do you know that there is an animal cemetery in Central Park?
 - a. Yes: 105 b. No: 8
- Have you been to Central Park or the animal cemetery?
 - a. Both: 74 b. Central Park: 37 c. Either: 42 d. Animal Cemetery: 1
- How do you feel about the animal cemetery in Central Park?
 - a. Fearful: 0 b. Neutral: 43 c. Warm: 71 d. I don't know: 2 e. Other: 1
- How often do you visit Central Park?
 - a. Daily: 12 b. Weekly: 44 c. Monthly: 33 d. Rarely: 22 e. Never: 1
- How often do you visit the animal cemetery?
 - a. Daily: 0 b. Weekly: 0 c. Monthly: 5 d. Rarely: 49 e. Never: 49
- What do you do at the animal cemetery?
 - a. Mourn or spend some time: 3 b. Pass through: 44 c. I walk in the area with my pet (e.g. walking the dog): 13 d. Something else: 18
- Can you imagine yourself spending time at the animal cemetery, for example, in the Central Park?
 - a. Absolutely Yes: 10 b. Perhaps: 26 c. Perhaps Not: 41 d. Absolutely Not: 24
- What do you do in the Central Park?
 - a. Exercise: 66 b. Spend leisure time: 71 c. Walk through: 62 d. I do not visit the Central Park: 2 e. Other: 7
- Have you talked to strangers in the following places?
 - a. Central Park: 40 b. Both: 9 c. Either: 61 d. animal cemetery: 1

Based on the feedback from 116 online respondents, half of the

local inhabitants have been to the animal cemetery, and most of them feel warm or neutral, but without fear about this area. People considered the animal cemetery as a place that is not suitable to spend time because it is a crowded and a disorderly looking area. If people have no pets buried here, they seemed to view themselves as outsiders, and tended to leave the graves in peace. However, there were some thoughtful and interesting opinions. For instance, some respondents would love to stay in the pet graveyard if there was a park, or if the atmosphere was more comfortable. Some mentioned that they would like to share experiences about each other's pets, or even write something comforting on pets' tombstones.

HOW DO PEOPLE REMINISCE ABOUT THEIR PETS?

Recent research found that mourning a dog can be harder on a person than mourning a family member or friend (McAndrew, 2017). An important reason behind this, is that the way people mourn their pets is totally different from mourning their own kind. When it comes to traditional mourning, there are cultural and religious services, such as, grief rituals, and obituaries that help us get through the sense of losing a loved one. None of these services are performed after losing a pet. Moreover, the concept that "it was just a dog" also represses the emotional response of pet owners. Based on the preliminary study I conducted, we can agree that some people do not understand the strong attachment to pets.

A NEW TYPE OF CEMETERY

Different cities around the world are finding new, non-traditional ways to mourn. The main goal of the new type of cemetery is to address issues concerning the rising land usage of graveyards, and to protect the environment from damage from certain toxic materials in coffins or air pollution from cremation. A novel funerary practice, called Anaerobic Bio-Conversion, was recently invented by the Columbia Graduate School of Architecture, Planning and Preservation, DeathLAB, in 2018, which is a form of decomposition that occurs by utilizing microbial methanogenesis to break down organic matter and distilling the corpse to its basic chemical and biological components. Through the generation of methane via anaerobic carbon cycling there is an energy release that is turned into light. This represents a new form of tomb/ grave. The only argument against this contemporary mourning way is that the lighting duration of a single person's death is temporal. However, deaths never cease. The most vital thing is to heal the sense of losing a beloved one, no matter human or a pet.

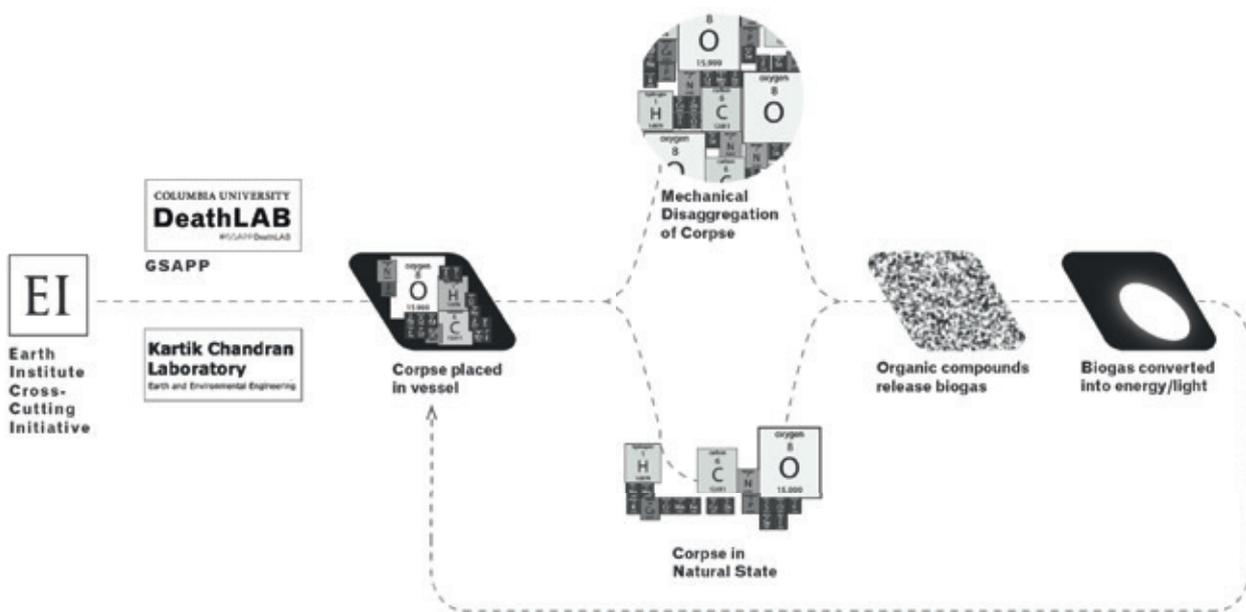


Illustration 4. Anaerobic Bio-Conversion @GSAPP DeathLAB.

PROXEMICS THEORY AND SOCIAL MIXING

According to Proxemics Theory (Hall, 1963) the interpersonal distances of humans (the relative distances between people) can be divided into four distinct zones: (1) intimate space; (2) personal space 1.5 ft/0.45 m; (3) social space 4 ft/1.2 m; and (4) public space 12 ft-25 ft/ 3.6m-7.6m.

Proxemics can be associated with Social Mixing (Gehl Institute, 2017). Social mixing occurs on a spectrum from being alone, to close friendships and a series of other contacts. In the Gehl Institute, it is believed that the spaces on different scales (from an entire street system to an individual bench) can play a role in creating tolerant and inclusive communities for people. This underlies good urban design. These ideas are important design concepts in my project.

I observed some people jogging, cycling, walking their dogs, taking a stroll and some elderly people sitting and chatting (12pm- 2pm) around the animal cemetery. Some pet owners came to mourn and redecorate their pet's tombs, or trim the plants around the tombs. A woman spent around one hour in the tomb of her lost pet and lit candles. There were some benches located in the cemetery, but no-one used them.

According to my survey, 45% of residents have talked to strangers while in the cemetery. Looking deeply through the

survey and my observations, the current environment around the animal cemetery is appropriate for visits but no diverse activities take place here as they do in the west side of Central Park. Obviously, there is a lack of social mixing in this site.

DESIGN PROCESS

1. I moved the site of the cemetery south-west to the road crossing and improved the chance of strangers to interact.
2. Transition of Tombs: I found a way in which the tombs can easily be replaced because of limited-time ownership. Based on Anaerobic Bio-Conversion (Columbia GSAPP Death-LAB) I used lighting-posts to represent each tomb, and turn these then into an art installation.
3. I created opportunities for social mixing by opening up the site, and by including other functions like a dog park and a kids' playground.
4. I created paths within the site of the new cemetery. Every post acts as a sensor to light the space and guide people to their pet's monument. The art installation attracts passersby who follow their customary routes.
5. I realized the four distinct zones of Proxemics by creating public, semi-public, semi-private and private spaces.

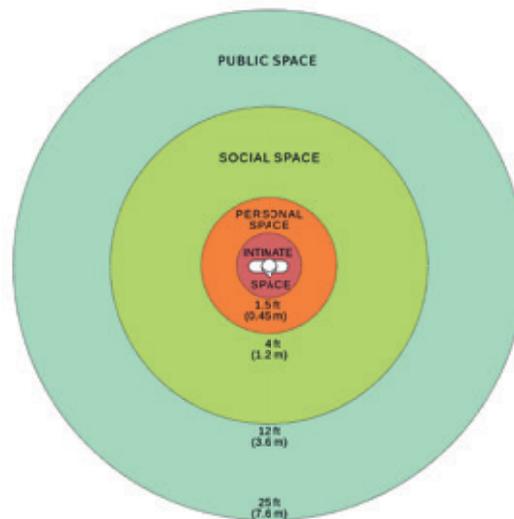


Illustration 5. Proxemics.

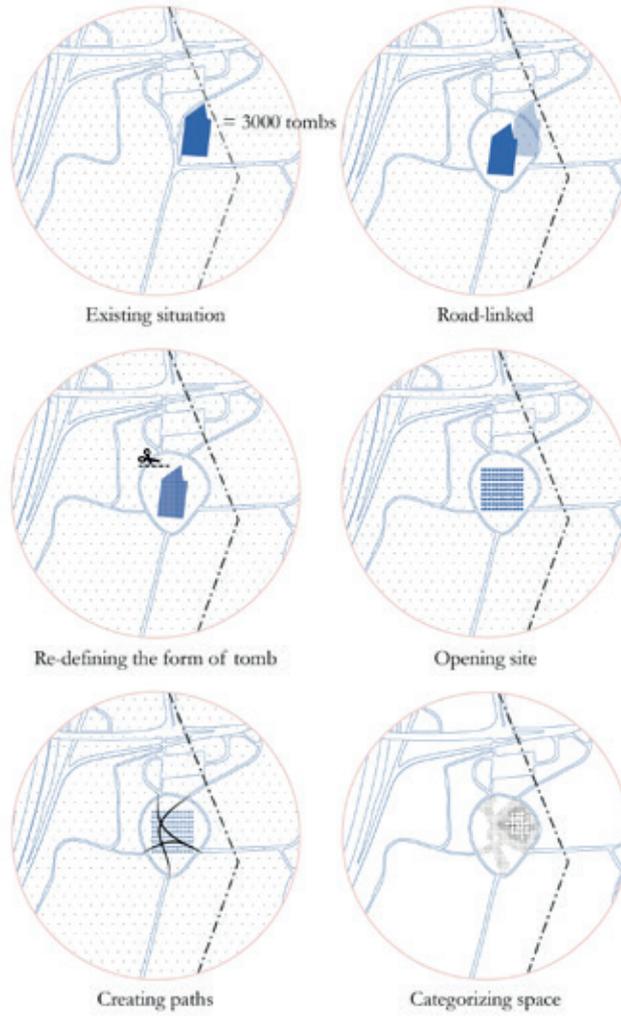


Illustration 6. Design process.

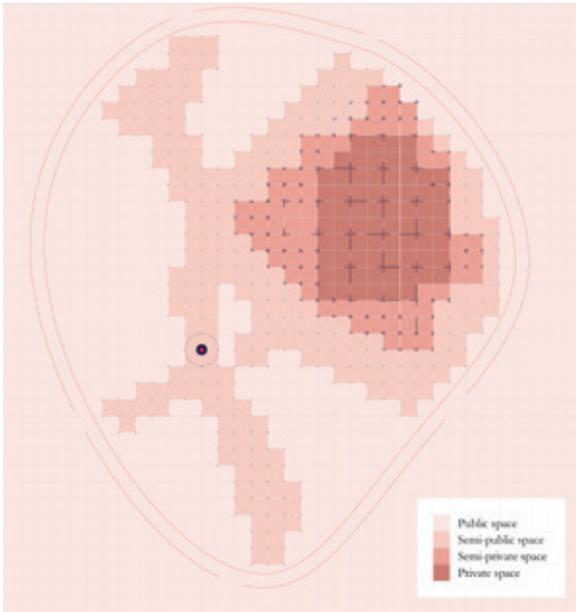


Illustration 7. Space Definition.

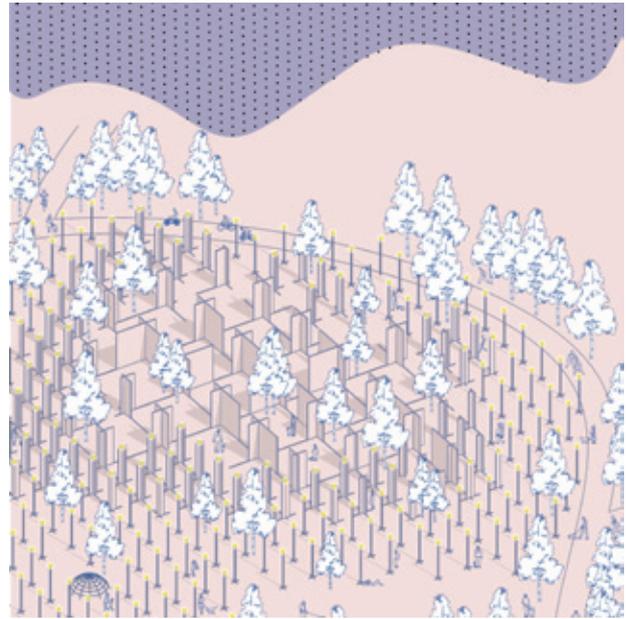


Illustration 9. Scene.

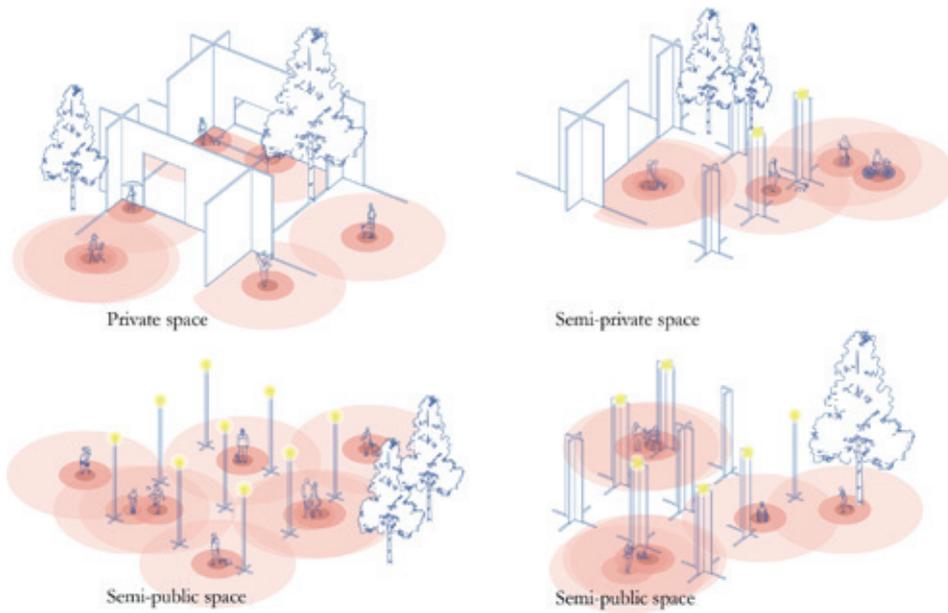


Illustration 8. Space Definition 2.

SPACE DEFINITION

The site is divided into 3.6(m) x 3.6(m) squares which is the limit of the widest social space within Proxemics Theory (Hall, 1963). Customizing these posts to three different sizes to distinguish public and personal space.

1. Public space: A space larger than 3.6 m radius allows little or no contact. This is especially true for those who like being alone or are used to staying at proper distance from strangers. The dog-park and playground are suitable for this large space. However, the park's facility would shorten the distance between users, which can enhance social mixing.
2. Semi-public space: 1.2-3.6 m radius space allows passive, chance contact between strangers. This certain scale of zone provides a comfortable space for eye or hearing contact between people. Therefore, the opportunities of random contact, such as sharing experience, are increased for people who are both walking their dogs or asking for directions. Social mixing/Civic mixing particularly happens in this zone.
3. Semi-private space: 0.45-1.2 m radius zone can be adapted for the closer relationships between family and friends.
4. Private space: It stays an intimate space. During personal visit to the animal cemetery, mourning, strolling or quiet contemplation, people need private and silent spaces to heal themselves and memorialize their pets. Different lighting-post define an invisible square, where social mixing occurs. Then, these invisible squares develop into real space. The same memorial rules remain on the wall. People are welcome to walk through and read the writing on the walls about every pet who has been loved. The space will be surrounded by memory and peace.

REFERENCES:

- Central Park. [Online] Available at: <<https://www.hel.fi/hel2/keskuspuiisto/eng/1centralpark/>>
- Helsinki Humane Society HESY (The Helsinki Society for Animal Protection) [Online] Available at: <<https://www.hesy.fi/hesy/>>
- The number of pets owned by households is increasing, Households' consumption 2016
- Official Statistics of Finland (OSF): Households' consumption [e-publication].
- ISSN=2323-3028. 2016. Helsinki: Statistics Finland [referred: 14.12.2018].

Available at: <http://www.stat.fi/til/ktutk/2016/ktutk_2016_2016-11-03_tie_001_en.html>

Hanna Antila, 2018, "Murre, olit kaikkemme" – eläinten hautausmaalla näkyy kaipaus

[Online] Available at: <<https://www.kirkkojakaupunki.fi/-/olit-kaikkemme-elainten-hautausmaalla-nakyy-kaipaus>>

Anthrozoös, A multidisciplinary journal of the interactions of people and animals, Gerald H. Gosse, Ph.D. & Michael J. Barnes, Ph.D., 2015. *Human Grief Resulting from the Death of a Pet*. [Online] Available at: <<https://www.tandfonline.com/doi/abs/10.2752/089279394787001970>>

Jason Daley, 2016, Archeologists Discover Nearly 2,000-Year-Old Pet Cemetery in Egypt. *SMARTNEWS Keeping you current*, [Online] (DECEMBER 6, 2016). Available at: <<https://www.smithsonianmag.com/smart-news/archeologists-discover-ancient-pet-cemetery-egypt-180961292/>>

Gehl Institute, 2017, *The Public Life Diversity Toolkit 2.0*. [Online] Available at: <https://issuu.com/gehlinstitute/docs/20160128_toolkit_2.0>

Brown, N. (2001). Edward T. Hall, Proxemic Theory, 1966. CSISS Classics. UC Santa Barbara: Center for Spatially Integrated Social Science. [Online] Available at: <<https://escholarship.org/uc/item/4774h1rm>>

The Conversation, Frank T. McAndrew, 2017. *Why losing a dog can be harder than losing a relative or friend*. [Online] Available at: <<https://theconversation.com/why-losing-a-dog-can-be-harder-than-losing-a-relative-or-friend-68207>>

Columbia Columbia Graduate School of Architecture, Planning and Preservation DeathLAB, ANAEROBIC BIO-COVERSION. [Online] Available at: <<http://deathlab.org/anaerobic-bio-coverision/>>

A FORMER TRAIN STATION WAITING ROOM AMPLIFYING THE ART WORLD:

THE MEANING OF PARTICIPATION IN ASEMATILA ON
THE SOCIAL CAPITAL OF THE ORGANIZING GROUP

Juho Hänninen

THE CULTURAL/ART
WORLD, CASE STUDY
ON ONE SPACE/HOUSE

“However, as artists and art life tend to center in inner cities, spaces such as Asematila that are located in the suburbs can be seen as local services that facilitate the spread of art, and artists, in suburbs and therefore raise their cultural capital and attractiveness in the eyes of culturally orient-ed (possible) migrants.”

INTRODUCTION

Among social scientists concentrating on cities there exists a wide spread way of thinking that communities and neighborhoods long for, first and foremost, local activities and the associated communality. The thinking is based on the supposed beneficiary aspects of social relationships as providers of social support. For example, Janet Jacobs (1961) cites, in her book *The Death and Life of Great American Cities*, a principal of an elementary school about the effect of urban renewal projects which “had torn out numerous institutions for socializing [...] in general, there seemed fewer people on the streets because there were fewer places for people to gather” (Jacobs, 1961, pp. 57–58; for other examples see Putnam 2000, Kortteinen and Tuomikoski, 1998, pp. 25–26). The diminishing of communality is sometimes even seen to lead to what Durkheim (1897) calls anomie – the diminishing of collective norms and community solidarity in cities (Mizruchi, 1960). City policies have tried to tackle the issue. For example, the explicit aim of the strategic program of Helsinki for the years 2017–2021, according to the

mayor Jan Vapaavuori, is that Helsinki is “first and foremost a place and a community” (Helsingin kaupunki, 2018, read 12.12.2018).

One route which city policy and planning has tried to feed communality is by creating and funding community houses (*asukastalo*) and other “third places” located between public and private spaces with the aim of creating facilities for common activity (Laitinen and Norvasuo, 2014, pp. 7–8). In a working paper, Timo Kopomaa defines resident houses as public, non-commercial spaces that are, at least a portion of the day, open to city dwellers’ common practices and get-togethers. They are part of the local services of neighborhoods (Kopomaa, 2013, p. 2). It is noteworthy to mention that this means that community houses are often constructed independently of residential buildings and can be organized either by the city or the voluntary sector. The resident house study made by the social services (*sosiaalivirasto*) of Helsinki (2014) brought up how these spaces function as “urban living rooms”, external of homes, where local inhabitants meet, discuss and partake in various activities.

Therefore, the spaces provide content for lives, reduce loneliness and produce a local community that is perceived as meaningful (Helsingin kaupunki, 2014, pp. 23–27). Nevertheless, the topic remains under-researched. This study tries to fix a small corner of this gap by asking the organizing group behind Asematila – a non-profit cultural space with an explicit policy of openness and inclusivity in Haaga run by a non-governmental organization (NGO) – about the meaning of participation for the creation and deepening of social relationships and the experience gained from these relationships.

The study approaches the topic via interviews that have been analyzed via theory-bound (*teoriaohjautuva*) content analysis. The work is aligned with a theoretical tradition about social capital – individual's social relationships and their quality. In addition, the work utilizes Howard Becker's (1982) concept of art worlds. The study asks from the members of the organizing group, who do they perceive as users of the space? To whom and what kind of social capital the participation creates for the members of Asematila? How do the interviewees experience the social capital created through participation in the making of Asematila and how has it benefited them? The article starts by elaborating on the research questions and continues to introduce the theoretical discussion about social capital and weak ties, followed by the study's methodology and data. Before continuing onto the analysis, Asematila is introduced briefly. The analysis is divided into four sections that answer the focal research questions of the study. The article ends with a summarizing conclusion and the implications of the results for urban policy, in relation to artists, are discussed in depth.

RESEARCH QUESTIONS

In their overview of the theoretical discussions surrounding social capital, Paul S. Adler and Seok-Woo Kwon (2002, pp. 18–19) differentiate between three relationship types that foster social capital: market relations, hierarchical relations and social relations. While the authors argue that the three types are always partly overlapping, they suggest this classification is possible. In this light, the interest of this study is in social relationships. However, to create a broad overview on who uses the space, the work asks first who are the users of Asematila? From this inquiry the work advances to ask with whom in these groups the organizing group have created relationships with and what is the nature of these relationships and what implications does it have for the participants' lives. This is achieved by asking the question are the relationships first and foremost

work related, or personal friendships and acquaintances.

From this, the work advances to more specific questions related to social capital. The conceptualization of James S. Coleman (1988) promotes closed networks to facilitate social capital's true benefits and Mark Granovetter's (1977) weak ties stretches the importance of social relationships that overarch individual social groups, therefore this work asks are the networks created by participation in Asematila closed or open? As social capital as a concept includes the idea of not only the number of social relationships but also their quality (Coleman 1988) the work asks how does the organizing group of Asematila experience trust in these networks.

THEORY AND KEY CONCEPTS

The article utilizes the concept of social capital and the closely related weak ties concept (Granovetter, 1977; 1983). While the concept of social capital has several definitions, this article is aligned with the conceptualization of James S. Coleman (1988). According to Paul S. Adler's and Seok-Woo Kwon's (2002, pp. 17) summarizing article about social capital, a common theme of the definitions of the concept is seeing it "roughly as the goodwill that is engendered by the fabric of social relations and that can be mobilized to facilitate action". Coleman's approach differs from the two other renowned scholars associated with the concept. Before Coleman, the French sociologist Pierre Bourdieu (2011) used social capital as a form of three capitals – the others being economic and cultural capital – that explain reproduction of power and class hierarchy in the society. According to Petri Ruuskanen (2000, p. 122), in Bourdieu's view, social actors compete for scant resources that can be harnessed to advance in life. Based on Coleman's theory, Robert D. Putnam (2000; see also Ruuskanen, 2000, p. 122) has expanded on the concept in his writings about declining social capital in USA. In Putnam's view, social capital is a structure on the macro level of the society that is derived from civic engagement and thus to trust, social norms and participation in a democratic society.

If Bourdieu perceives social capital as an individual resource and Putnam as a macro level resource, in a way Coleman is positioned between the two. According to Coleman (1988, p. S98), social capital is functionalist. Social capital is a series of different entities that share two characters; they are a part of social structure and facilitate the actions of individuals in the structure. Social capital makes it possible to achieve things that would not be possible if social capital was lacking. Coleman views social

capital as context-bound. An individual is unable to have social capital by themselves. However, if social capital is present in the network, all network actors are able to benefit of it. In this context-bound environment, the individuals' access to social capital fluctuates from one actor to another (Ruuskanen, 2000, pp. 126–135). For Coleman, social networks are social structures that facilitate co-operation (Kovalainen and Österberg, 2000, p. 136).

A key feature of Coleman is dividing social networks into two types – networks with and without closure. In closed networks, all of the actors are in a communication and exchange relationship with all the other actors in the network. In a network without closure, only parts of the network are connected to each other (Coleman, 1988, pp. 105–S108). For Coleman, it is these closed networks where the true benefits of social capital are achieved. According to him, closed networks strengthen reciprocity in relation to responsibilities, expectations, norms and trust. The strength of closed networks is derived from the actor's ability to oversee and socially sanction actors in the network and the continuous communication and co-operation facilitates the building of trust and reputation (Coleman, 1988, pp. 104–105; p. 107). Within these normative social rules of a network is how social capital can restrict an individual (Ruuskanen, 2000, pp. 115).

Another aspect of closed networks for Coleman is the spread of information in the social network. In his seminal article on social capital, Coleman (1988, p. 104) uses an example of a person with a friend who reads the daily newspaper – and keeps the non-reading friend up-to-date about the latest news. However, other theories have contested Coleman's view on the spread of information. Before the concept of social capital, Mark S. Granovetter (1977; 1983) wrote about “the strength of weak ties”. Granovetter sees human life as happening in a networked structure where individual lives take place in smaller groups. However, individuals create social relationships to individuals who are parts of other small groups. According to Petri Ruuskanen (2000, pp. 97–98), these socially more distant relationships are especially important in spreading salient information between small groups.

Therefore, in relation to information sharing, Granovetter considers weak ties as a more effective way to transmit new information than Coleman's conceptualization. The main thesis of Granovetter (1983, p. 205) is that weak ties facilitate the spread of non-redundant information due to the fact that information coming from the surrounding group of an individual is most likely to be already known by the receiver. To use Coleman's

example, the friend who reads the paper is more likely to read a paper that other people in the same group read. However, following Granovetter, if the individual who does not read news meets a foreigner and ends up in a discussion of current affairs, the foreigner has most likely read a paper with knowledge and information not known by the receiver.

The Asematila that facilitates artistic activities, and the interviewees of this study, are all part of what Horward Becker (1982) has conceptualized as art worlds. According to Becker, an art world is “the network of people whose cooperative activity, organized via their joint knowledge of conventional means of doing things, produces the kind of art works that art world is noted for” (Becker, 1982, pp. x). The network includes different roles, including facilitators, artists, critics and the audience. Becker conceptualizes the making of art as a collective activity that requires the co-operation of different roles within the network. (Becker, 1982, p. 1–6).

METHOD

During the research process, the Asematila space was visited. The primary data of the research has been gathered via interviews. Interview data is always the result of a conversation – a product of interaction between the researcher and the informant. Cultural conventions guide the formation of the conversation. First and foremost, the method produces data that is the experience of the informant of their social world. In other words, the interview data does not encompass objectively the informant's social world but provides the outlines to grasp it (Hoikkala, 1989, pp. 18–19).

This work is aligned in the thematic semi-structured interview method. In this interview method, questions are pre-defined for the interview situation in relation to the research questions. However, the interview situation is not strictly guided by the preconceived questionnaire. The researcher uses their own consideration in implementing the questions, their sequence and the asking of new questions outside of the frame of the pre-defined questions the interviews answers bring out (Kvale and Brinkman, 2009, pp. 130). For this study, the pre-defined questions were formulated as open-ended as possible to avoid the pre-construction of research results. Specifying questions were made when considered necessary. Overall, in the interview situation the aim was to follow the subtle hints the interviewee was giving out of information unfamiliar to the researcher beforehand (Ukkonen, 2000, p. 70).

The data has been analyzed via theory-bound categorical qualitative content analysis (QCA). The method's aim is to bring forth fragmented themes and outlines in the data to reform the data as a coherent entity. This is achieved by coding the data systematically and conceptually. Once the concepts have been defined and the data categorized by using them, the emerging results are reflected on in relation to the theoretical framework that guides the final writing of analysis. Therefore, theory-driven QCA embraces abductive reasoning where the theory is formed as observations are made from a certain viewpoint (Sarajärvi and Tuomi, 2009, p. 91; pp. 95–97).

In practice, the data was coded and from the final coding, some codes emerged as the categories to consider for the analysis. From these, categories that were considered as essential in relation to the research topic were chosen to bring into the final analysis. In this selection, only recurring themes were chosen to be presented (although qualitative research sometimes does value isolated cases). The aim of this approach is that – albeit using very restricted data – all of the themes presented are verified by similar occurrences derived from all of the three interviewees. When discussing more infrequent categories, it will be explicated in the analysis.

DATA

The data for the work consists of three interviews. The interviewees were found by contacting the previous chair of Asematila. As the interviews continued, a snowball technique was utilized where the informants give out information about other possible informants. In principle, a “saturation point” was reached immediately as the core group behind the Asematila is limited to less than a dozen persons. As the interviewees are part of a small community and they are easily recognizable, only limited and general information is given. All of the interviewees are born around the year 1990. All study in an institution of higher education for arts and/or culture. All work as freelance artists or in shifting roles with culture. Although voluntary in basis, they consider their work for Asematila as a part of their vocational practices. Two of the interviewees live in the living space upstairs of the Asematila culture space.

The interviews were recorded digitally. The interviews lasted from 40 minutes to an hour and 15 minutes. The interviews have been transcribed. Due to limitations in the allocatable resources (time), the interviews were not transcribed in full against the ideals of QCA where all interview data is transcribed (Schreier 2012, pp. 1–6). Instead, the data was adapted by the method introduced by Elizabeth J. Halcomb and Patri-

cia M. Davidson (2006). The writers suggest a five-step process where comprehensive notes are made during the interview, the interview is reflected upon immediately after conducting it, the audiotape is listened to and the notes and the observations made in the reflection process revised, and a preliminary and a secondary content analysis conducted (Halcomb and Davidson, 2006, p. 41).

In this work, the notes were timestamped. During the immediate reflection process, the audio tape was listened to, comprehensive notes were made for the full interview and timestamped again. From the notes, transcriptions were made for all notes that dealt in anyway – direct or indirect – with social capital, social relationships, users of the space, communality or locality. The detailed notes were kept as a part of the final data. The method resulted in 29 sheets of text. In contrast to the ideals of qualitative research, qualitative examples are not provided in the work. The decision has been made in the post-production phase of this book. If the full article is required, contact the author. In the analysis, the data is referred to by brackets with the number of the interview and the code in the qualitative content analysis software Atlas/Ti. For example, (2:16) refers to the second interview and the 16th code in Atlas/Ti.

SETTING THE SCENE – ASEMATILA

Asematila is the waiting room of the former Huopalahti train station building. The name Asematila translates as Station Space. The space is located in the immediate proximity of the contemporary Huopalahti train station. Some parts of the old train station building are nowadays dedicated as permanent living quarters. The space is run by the NGO Asematila. The usage of Asematila is free of charge both for the producers and the audience. The explicit aim of the space is:

“to support versatile and interactive cultural activities. In addition, the aim of the association is to constantly ask what kind of spaces of operation and sharing are needed, what kind of spaces we are dreaming about and how Asematila can be an inspiring and safe place to experience, make and experiment.”

The space does not tolerate racism or sexism of any kind (Asematila.fi, read 11.12.2018.)

ANALYSIS

PARTICIPATION IN THE ASEMATILA ORGANIZING GROUP AND THE CREATION OF SOCIAL CAPITAL

The aim of this analysis section is to pinpoint what kind of social

capital the interviewees experience to have created via participation in the making of Asematila. The interviewees from now will be referred to as the organizing group. The section focuses on who the organizing group's members perceived would use the space, and to which people within these groups the interviewees reported as having created durable, social relationships with. This section is the basis for the following analysis section about the benefits of social capital created by being a member of the organizing group behind Asematila. However, it also provides information about who uses a cultural space like Asematila which is located in a suburb of Helsinki.

In the analysis, three categories of users of Asematila emerged. In addition to the organizing group, participants of the general art world (Haaga and Helsinki), and local inhabitants of Haaga, were perceived by the informants to be the users of the space. As the organizing group's members are also part of the art world, the space can be said to be used in two ways - by the Helsinki art world and the local inhabitants of Haaga. The two groups' usage of space differs. *Asemalabra*, with its more experimental program, attracted mainly (or only) art aficionados. On the other hand, the two monthly clubs, concentrating on literature and acoustic music, and the organizations fund-raisers, attracted locals. In addition, locals rented the space for various activities such as meetings and celebrations (3:8).

Of the user groups of Asematila, the organizing group reported to only having created social relationships with members of the Helsinki art world. These relationships the interviewees divide into two - the relationships among the organizing group itself and the relationships they created with artists and persons who use the space for a project. In other words, the relationships the organizing group have created were with people who come to exhibit, perform and work in the space - not to the audience of the art events.

The analysis will continue by providing a more in depth view of the two relationship types the interviewees brought forth. The first to be discussed is the organizing groups internal relationships, the networks closed state and trust in it. Considering that, according to Coleman's (1988, pp. 100) conceptualization of social capital, social capital is a context-bound feature of a certain network and therefore participation in the network itself is a source of social capital at the individual level, it is not surprising that the informants reported to having created social relationships simply by participating in the organizing group. In the analysis, the category of new friendships appears in relation to the organizing group (2:4). However, not all of the members of Asematila experienced having befriended all the other members of the organizing group, although, they experienced these

relationships as warm (3:16).

While the organizing group is a tight and intimate group, the analysis follows to ask whether the members experienced the group as a closed or open network. According to Coleman (1988, pp. 104–S105), closed networks provide the highest amount of social capital as they are able to create, and maintain, shared norms and sanctions that emphasize the role of social capital as a “social lubricant” better than open networks. When asked if anyone could join the organizing group, the interviewees were unanimous that the person would be welcomed, if they conformed to the group's common values, but also recognized that the group is quite closed to outsiders (1:18).

According to Coleman (1988, pp. 102–103), closed networks facilitate the creation of trust better than open networks, because of mutual obligations and expectations. Kaj Ilmonen (2000) frames the creation of trust to follow a self-feeding, singular logic, where trust is a consequential side product of prolonged interaction between people. Continuous interaction, itself, creates trust that facilitates interaction, which then again creates trust (Ilmonen, 2000, p. 22). Daniel J. Brass and Giuseppe Labianca (1999, p. 35) argue that attitude similarity “may be a necessary precondition to social capital” because, like-minded people are more likely to trust each other, share information and enforce the network's social norms and sanctions. Therefore, in a theoretical light, the fact that the organizing group is a closed network, which shares the experience of common values and functions with each other on a regular basis, it is not surprising that the members experienced their reciprocal trust to be high (3:19).

The analysis continues now to the other source of social capital, that deriving from participation in the organizing group of Asematila, namely those people who use the space of Asematila in their artistic and cultural work, temporally. These are artists and other cultural producers who apply to use the space through an application process where they present a project that they would like to carry out in the space. If granted the possibility, the artists will have full access to the space for the duration of their project (usually from one day to a couple of weeks). The artists are granted the space, rent-free, with only two requirements: to follow the space's explicit values of no racism and sexism and to execute, at least, some public and free for all event in the space. Examples of this kind of use are art exhibitions, performance nights or even using the space as a temporal working space (residence).

In light of this group, the category of acquaintance emerges. In other words, these short-termed social relationships were not

perceived to result in intimate friendships. However, the shared moment where the organizing group member, and the temporal user of the space, meet and spend time together resulted in acquaintances. In light of sheer numbers, the interviewees reported to have created these kinds of acquaintances in large amounts to the overall art world of Helsinki (3:11). These relationships, less in intimacy, but more in numbers, constitute what Granovetter (1983, p. 202) refers to in his article as a “low-density network” – relationships that join together network actors that do not share many close relationships with each other. One should not underestimate the significance of these relationships, especially, as they are created in large amounts. Ultimately, these relationships are part of the channels through which the members of the organizing group connect to different enclaves in the broader networks of the Helsinki art world (1:10).

The data does not provide an unambiguous answer to what kind of trust lies in these relationships. Coleman’s division between closed and open networks suggests that trust in open-ended networks should be smaller. However, there exists an influential body of empirical work regarding “trusted weak ties” that relies on the basis of perceived benevolence and competence of the social actor (Levin and Cross, 2004). One interviewee perceived high trust in relation to the temporal users of the space (2:28).

THE BENEFITS OF SOCIAL CAPITAL FROM PARTICIPATION IN ASEMATILA: THE POTENTIAL OF WEAK TIES AND SOCIAL RELATIONSHIPS AS TRANSMITTERS OF INFORMATION

Social capital is conceptualized as a capital because it is seen to be beneficiary for the individual and transformable to other advantageous things— just as economic capital. This study brings forth the meaning of social capital as a facilitator of art careers and as a source of non-redundant knowledge. First is discussed the meaning of weak ties in the development of art careers that the interviewees self-consciously brought forth. The section ends with a discussion on the role of social capital created by participating in Asematila in the spread of non-redundant information, or learning about art. Before continuing to these themes, it is noteworthy to mention that, for all of the interviewees, the friendships within the organizing group were experienced as the most meaningful benefit of social capital produced by participation in Asematila. Yay, friends are the best!

According to Granovetter (1983, pp. 205–206), there is substantial evidence to prove that weak ties provide information

on job openings. These are especially meaningful ties for the more educated job applicants. The cultural producers of New York, researched by Elizabeth Currid (2007), emphasized that the success of art professionals is heavily dependent on their social capital. Her informants considered the creation and maintenance of social relationships as essential for creating working opportunities and to advance their careers (Currid 2007, p. 454). Congruently, the informants of this study acknowledged the value of the social relationships they created to the temporal users for their career development (1:2). Nevertheless, none of the informants recalled having created new projects, or working opportunities, from these relationships. Considering the informants experience of having created a great amount of new acquaintances with the temporal users of the space, in this case, it is only possible to talk about the “potential of weak ties” that may prove their cumulative worth later in life.

In the case of Asematila, the strength of social capital lies in the spread of information and knowledge. All the informants reported both the organizing group, and the temporal users, as having been a beneficiary asset as bearers of information. According to Granovetter (1983), the benefit of information spread through weak ties lies in the fact that it is more likely to be non-redundant for the receiver. In the previous analysis section, it was already brought forth how meetings created acquaintances to the wider Helsinki art world network. The interviewees described these as functioning on a social media level and included, for example, reciprocal sharing of art events in Helsinki. In light of the weak ties overall, the interviewees stretched the role of weak ties as a source of information about art, the art world and practices related to the production of art. However, the true strength of Asematila is, not only, in the amount of acquaintances it creates, but the plurality of these connections to different enclaves of the Helsinki art world network. The end result is learning multifarious knowledge in relation to art making in fields distant from the interviewees working life (2:21).

Congruently, the interviewees recalled having learned new things from the organizing group. As with weak ties, it is the plurality of the organizing group, itself, that provided the true strength in the spread of non-redundant information and ultimately learning. The organizing group members are from different backgrounds as regards their education and working life in the arts. They study and work with dance, visual culture, arts, contemporary art, art history, and art education. The owner of the space is educated as a social scientist but has made her career as an author and a painter. This diversity is what one inform-

ant sees as the strength of knowledge transmission (1:20). This is inconsistent with the weak ties theory that emphasizes the strength of distant acquaintances as the source of non-redundant information (Granovetter 1983, pp. 202; 205). However, it gives support on Morten T. Hansen's (1998) study. According to Hansen, strong and trusted ties facilitate the spread of complex and tacit information (cf. Adler and Kwon, p. 32).

CONCLUSION AND DISCUSSION

This study has presented who uses Asematila, according to the organizing group, and how the group experiences having gained social capital as they have participated in the making of Asematila. From the results it is easy to argue that Asematila fosters the creation of social capital for a niche community that comes together around the making of art. In other words, while the interviewees reported to have befriended each other and created a closed, tightknit, and intimate network, first and foremost, they recalled having created a vast amount of relationships – or weak ties – to the Helsinki art world's members (located both in Haaga and other parts of Helsinki). In addition, both of the relationship types fosters the spread of knowledge and, in the organizing group, the group members experienced high reciprocal trust.

However, the informants did not report to have created relationships to local inhabitants of Haaga. Therefore, the result of this study is in conflict with, or complementary to, the discussions surrounding community houses that frame the meaning of community houses as important for the social capital of the local inhabitants (Helsingin kaupunki, 2014). It is true that the results of this work can be interpreted as confirming the cloudy forecast of the community house study on the role of small NGOs to facilitate community building: "Community houses run by small organizations carry the threat that their activities are centered around already vital activities and thus sideline the current customer groups [the unemployed and other social excluded groups]" (Helsingin kaupunki, 2014, p. 12; translation by author from Finnish to English). However, the result of this study offers a glimpse into the, maybe even crucial, meaning the small community-led community houses mean for the niche activities they host and the building of the community that surrounds, and facilitates, these activities. In other words, instead of providing a platform for establishing social relationships to the local community, Asematila functions as one of the hubs of the Helsinki art world and, thus, fosters the growth of density in the network while, up to a point, working as a route to integrate the

organizing group to it.

Therefore, to truly understand the implications of the study, one needs to consider the logic behind the spatial distribution of artists in the city. According to Elizabeth Currid's study on the cultural producers of New York, the cultural producers agglomerated, self-consciously, to live and work in certain parts of the city, because they perceived the social density to benefit them in various ways, including, better access to job positions and projects, as well as social and creative support (Currid 2007, pp. 458–461). In the late 2000s, the artists of Helsinki live and work mainly in three districts in the city center: Ullanlinna, Kampinmalmi and Kallio. All in all, 71,7% of artists lived in the inner city, while altogether 75,9% worked in the center and eastern inner city (Mustonen, 2010, pp. 28).

Therefore, the existence of Asematila is embedded in wider discussions of segregation and the comparative attractiveness of neighborhoods and suburbs. Considering the logic described above, Asematila, located in a suburb, renders it more attractive for artists to live outside of the inner city of Helsinki where art related work places are mostly located. Consequently, the space has the power to influence the clustering of artists from inner city areas to other parts of the city. However small this effect is, it is more significant than the alternative of living in a neighborhood without a hub to facilitate art, and access to the social capital of the art world. The cultural activities that follow from residential artists increases the comparative prestige of neighborhoods as they raise their cultural capital (Bridge 2006, p. 723), and thus might have an effect on migration decisions in the population who considers culture and art meaningful through affecting the neighborhoods perceived reputation and experienced pleasantness (Vilkama, Ahola and Vaattovaara, 2016, p. 109).

To conclude, cultural spaces can be considered as a local service that facilitates the creation of art, but on a social level, their meaning for the organizers is the facilitation of the broader art world. However, in opposition to research on community houses, the social meaning of cultural spaces for the organizers is not in creating social cohesion among the local inhabitants – albeit the meaning of Asematila for its local users is yet to be explored. However, as artists, and art life, tend to center in inner cities spaces, places such as Asematila, which are located in the suburbs, can be seen as local services that facilitate the spread of art, and artists, in suburbs and therefore raises their cultural capital and attractiveness in the eyes of culturally oriented (possible) migrants. As a final remark, based on the positive effect that Asematila has on the social capital of the people, not only

behind the space, but of the art world generally, it is tempting to concur with Elizabeth Currid's plea for urban developers and policy-makers to assist in the creation of "places [that] can strategically cultivate the social milieu that are most conducive to the production of art and culture" (Currid 2007, p. 454).

REFERENCES

- Adler, P.S. and Kwon, S.-W. 2002. Social Capital: Prospects for a New Concept. *The Academy of Management Review*. 27(1), pp.17–40.
- Asematila.fi. Available from: <http://asematila.fi/>. [Accessed 11 December 2018].
- Helsingin kaupunki. Maailman toimivin kaupunki – Helsingin kaupunkistrategia 2017–2021. *Helsingin kaupunki*. [Online]. Available from: <https://www.hel.fi/helsinki/fi/kaupunki-ja-hallinto/strategia-ja-talous/kaupunkistrategia/strategia-ehdotus/>. [Accessed 12 December 2018]
- Becker, H.S., 1982. *Art worlds*. University of California Press.
- Brass, D. J. and Labianca G. 1999. *Social Capital, The Social Ledger and Social Resources Management*. The Pennsylvania State University.
- Bridge, G. 2006. Perspectives on Cultural Capital and the Neighbourhood. *Urban Studies*. 43(4), pp.719–730.
- Bourdieu, P., 2011. 1986. The forms of capital. Szeman, I. and Kaposy, T. eds. *Cultural theory: An anthology 1*. United Kingdom: Wiley-Blackwell. pp.81–93.
- Coleman, J.S. 1988. Social Capital in the Creation of Human Capital. *American Journal of Sociology*. 94, pp. S95–S120.
- Currid, E. 2007. How Art and Culture Happen in New York: Implications for Urban Economic Development. *Journal of the American Planning Association*. 73(4), pp.454–467.
- Durkheim, E., 1951. 1897. *Suicide: A study in sociology*. Illinois: The Free Press.
- Granovetter, M.S., 1977. The strength of weak ties. *American Journal of Sociology*. 78(2). pp. 1360–1380
- Granovetter, M. 1983. The Strength of Weak Ties: A Network Theory Revisited. *Sociological Theory*. 1, pp. 201–233.
- Hansen, M.T., 1998. *Combining network centrality and related knowledge: Explaining effective knowledge sharing in multiunit firms*. Division of Research, Harvard Business School.
- Hoikkala, T. 1989. *Nuorisokulttuurista kulttuuriseen nuoruuteen*. Helsinki: Gaudeamus.
- Helsingin kaupungin sosiaali- ja terveysviraston asukastalotyö. 2014. Helsingin kaupunki: Sosiaali- ja terveysvirasto. Available at: <https://dev.hel.fi/paatokset/media/att/c5/c5ab5c91ab3b700967ea8c-c2a9984ef5479f8e76.pdf> [Accessed 12 December 2018].
- Ilmonen, K. In: K. Ilmonen, ed. 2000. *Sosiaalinen pääoma ja luottamus*. University of Jyväskylä. pp. 9–38.
- Jacobs, J. 1961. *The death and life of great American cities*. New York: Random House.
- Kopomaa, T. 2013. Minne menet asukastalo? Unpublished working paper. Available from: https://helda.helsinki.fi/bitstream/handle/10138/40802/Asukastalot_2013_Kopomaa.pdf [Accessed 12 December 2018].
- Kortteinen, M. and Tuomikoski, H. 1998. *Työtön : tutkimus pitkäaikais-työttömien selviytymisestä*. Helsinki: Tammi.
- Kovalainen, A. and Österberg, J. Sosiaalinen pääoma, luottamus ja julkisen sektorin restrukturaatio. In K. Ilmonen, ed 2000. *Sosiaalinen pääoma ja luottamus*. University of Jyväskylä. pp. 69–92.
- Kvale, S. and Brinkman, S. 2009. *InterViews: Learning the Craft of Qualitative Research Interviewing. Second Edition*. Los Angeles: SAGE.
- Laitinen, K. and Norvasuo, M. 2014. Asukkaiden yhteistilat ja kolmannet paikat. Aalto University.
- Levin, D.Z. and Cross, R. 2004. The Strength of Weak Ties You Can Trust: The Mediating Role of Trust in Effective Knowledge Transfer. *Management Science*. 50(11), pp. 1477–1490.
- Mizruchi, E.H. 1960. Social Structure and Anomia in a Small City. *American Sociological Review*. 25(5), pp. 645–654.
- Mustonen, P. 2010. Structural views over 'creative' Helsinki. [e-book] City of Helsinki Urban Facts. [Accessed 12.12.2018].
- Putnam, R.D. 2000. *Bowling alone: the collapse and revival of American community*. New York: Simon & Schuster.
- Ruuskanen, P. Luottamus verkostotalouden laidalla. In K. Ilmonen, ed. 2000. *Sosiaalinen pääoma ja luottamus*. University of Jyväskylä. pp. 119–143.
- Schreier, M. 2012. *Qualitative content analysis in practice*. [e-book] Sage. [Accessed 12.12.2018].
- Tuomi, J. and Sarajarvi, A. 2009. *Laadullinen tutkimus ja sisällönanalyysi* 5th edition: Helsinki: Tammi.
- Vilkama, K., Ahola, S. and Vaattovaara, M., 2016. Välttelyä vai veto-voimaa. *Asuinympäristön vaikutus asuinalueilla viihtymiseen ja muuttopäätöksiin pääkaupunkiseudulla*. Helsinki: Helsingin kaupungin tietokeskus.
- Ukkonen, T. 2000. *Menneisyyden tulkinta kertomalla : muistelupube oman historian ja kokemuskertomusten tuottamisprosessina*. Helsinki: Suomalaisen Kirjallisuuden Seura.

INTERVIEWS

- Interview 1. Conducted on 15.11.2018. Digitally recorded. The interview file is in the possession of the author.
- Interview 2. Conducted on 8.11.2018. Digitally recorded. The interview file is in the possession of the author.
- Interview 3. Conducted on 13.11.2018. Digitally recorded. The interview file is in the possession of the author.

