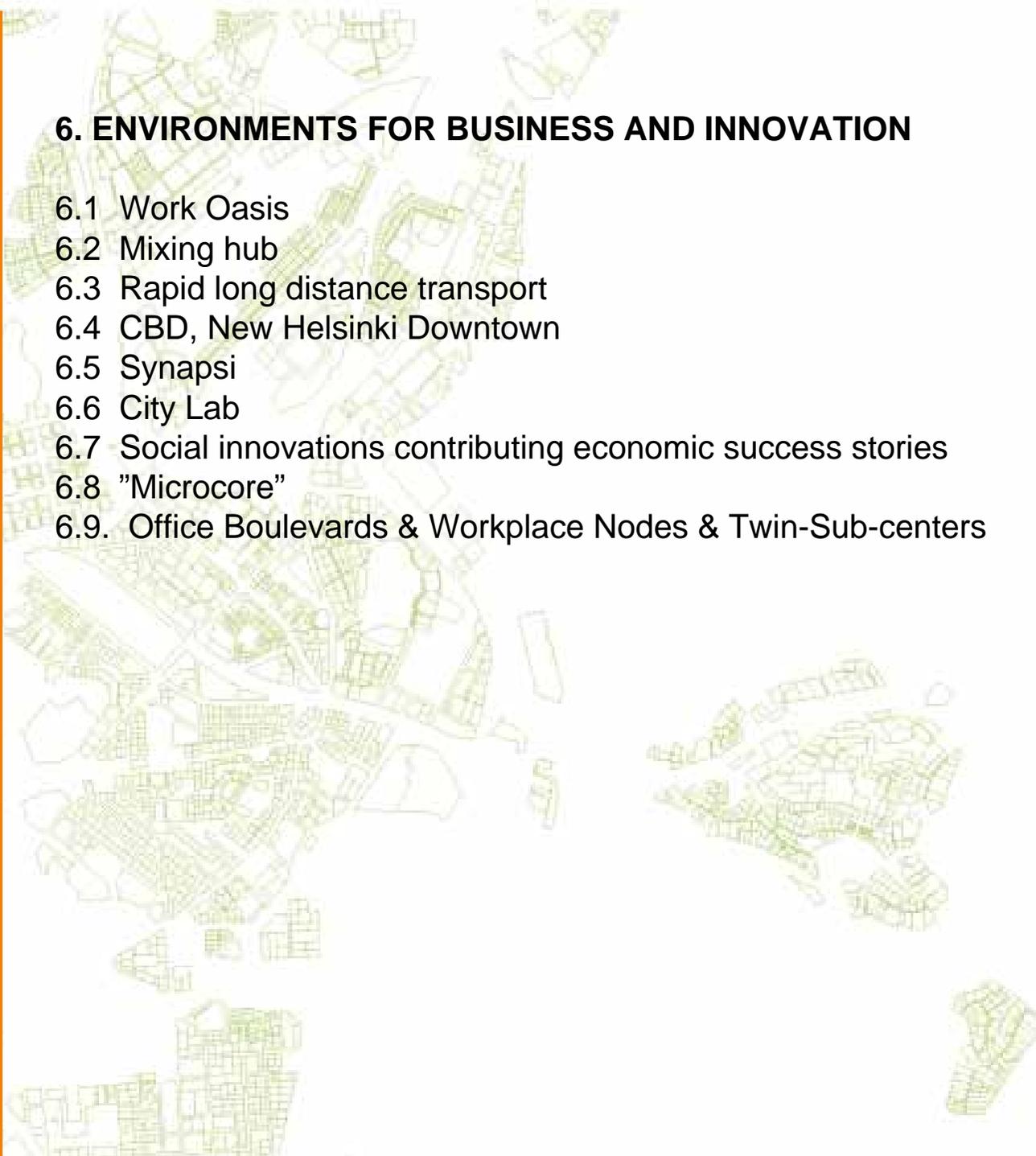




## ENVIRONMENTS FOR BUSINESS AND INNOVATION

Some of the entries specifically address Greater Helsinki Region's international economic profile. Taken together the ideas range from supporting the regional innovative milieu to strengthening local nodes and clusters. Intriguing themes include relationships between working, living and leisure, new business to business models, creative social innovations...

How multi-functional should/could new economic spaces be?



## 6. ENVIRONMENTS FOR BUSINESS AND INNOVATION

- 6.1 Work Oasis
- 6.2 Mixing hub
- 6.3 Rapid long distance transport
- 6.4 CBD, New Helsinki Downtown
- 6.5 Synapsi
- 6.6 City Lab
- 6.7 Social innovations contributing economic success stories
- 6.8 "Microcore"
- 6.9. Office Boulevards & Workplace Nodes & Twin-Sub-centers

## 6.1

# Work Oasis

“In 2050 working hours are adjustable which has – among other things – reduced congestion. The need for traveling of individuals has become less also thanks to local integrated services. Still people do not tend to work at their homes too much. **Instead of travelling all the way to the office they have a chance to place themselves in one of the Working Oases, a kind of office cafés,** which are located in almost all neighborhoods.”

(Entry: *Emerald*)



## 6.2

# Mixing hub

Building attractive, dense and diverse urban communities and providing the pull factors are recurrent themes in many entries. Mixed use and multi-purpose spaces are created that help achieve both socially and economically viable, innovative business opportunities.

“To create collaboration between different groups of people on a new level, a totally new type of public space is opened: **the private-public space ‘Mixing Hub’** ...The hubs offer plug and play facilities where **individuals and communities can work, share and link to other communities.** ...To build hubs, the city starts an international corporate responsibility and Pro-Am -innovation programme...The hubs **are sensitive to social change, they indicate change in consumer needs and feed innovative uses of technologies back to companies.**

... The hubs have everything: tables, comfortable meeting and reading rooms, sound systems, screening rooms, edits, kitchens, dining areas, gyms, saunas, printers as well as peer-guided social production tools.”

(Entry: *Towards City 2.0*)



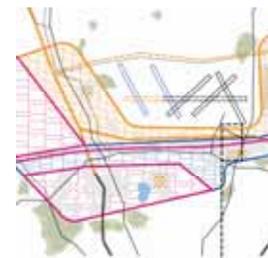
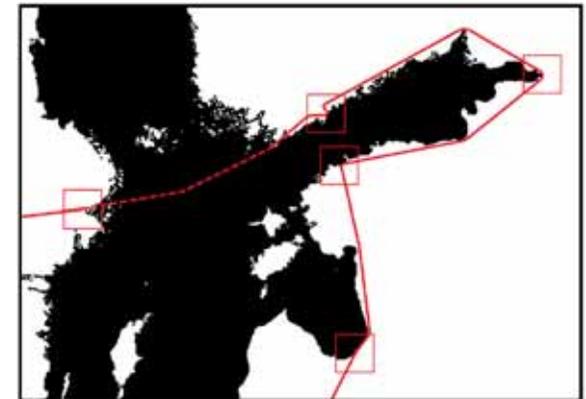
## 6.3

# Rapid long distance transport

All contributions suggest building fast long distance transport systems that connect Greater Helsinki at a European and global scale. **The immediate next hubs are seen to be St. Petersburg and Stockholm**, followed by **Tallinn** across the Finnish Gulf. Airports (existing and new ones) provide services for different trip purposes (long / short haul). This in general is supposed to promote business and innovation environments.

The entry *Orlando* proposes the development of a central infrastructural railway spine ('Hook', see idea card 1.5) which carries **national, regional and metropolitan-local traffic**. The **high speed railway line** runs along the spine for a section of its route, arriving from **St.Petersburg**, stopping in Pasila, where 'Helsinki New Downtown', the New Business District Development Zone will be located. (See idea card 6.4.)

The entry *Holistic Uniqueness* suggests a specific profiled area "GLOBALLOCALIS" - specialized in business and finance - near the airport & international fast train station.



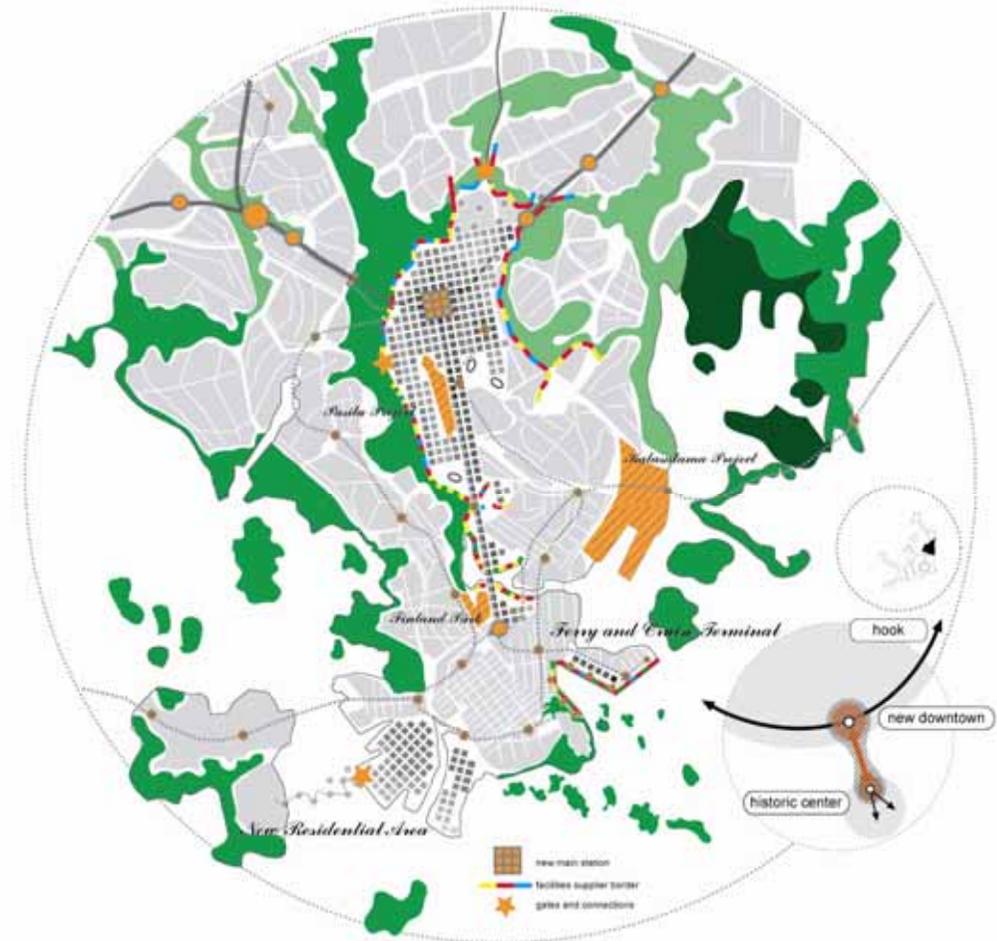
## 6.4

# CBD, Helsinki New Downtown

**Higher density multi-functional central business districts** will be located on or near central **multi-modal transport hubs**, counting on the various vocational effects of densely interwoven activities.

In Orlando, a **new Helsinki Downtown** is proposed to Pasila (see also idea card 6.5). The railway line “the Hook” (see 6.3) connects “Elsa” railway (Salu – Espoo) to the main railway. They join in Pasila, which enjoys new centrality.

See also e.g. idea card 6.5, “Synapsi”.

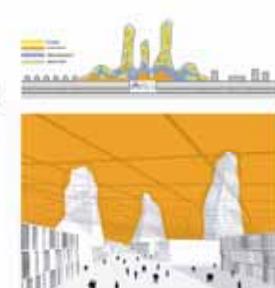
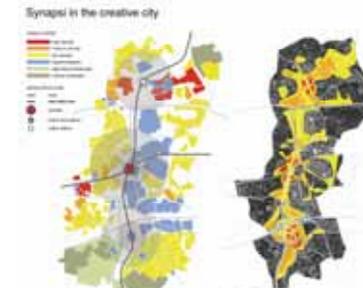
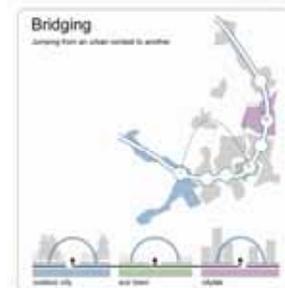
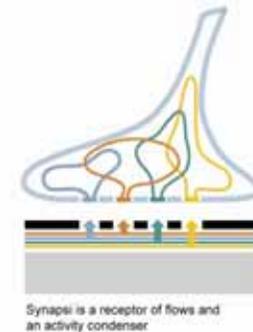
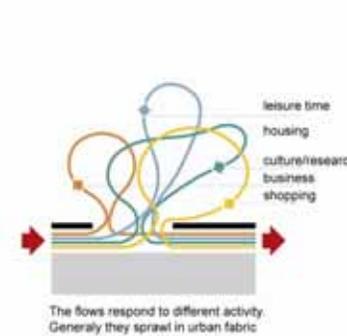
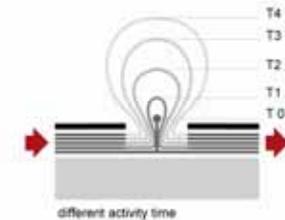
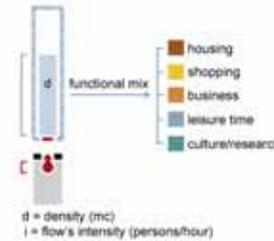
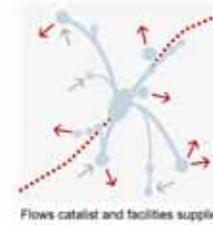


# 6.5 Synapsi

The entry *Orlando* proposes a fast main railroad “spine” for the region, called “The Hook”, and 7 differently profiled areas along the line. (See idea cards 1.5 and 7.2.)

On main stations of the Hook are located **the most important densification projects, called “Synapses”**. They contain **functional mix** (office, research, commerce, houses and spare time activities) and can be described as “micro cities”, “receptors of flows” and “activity condensers”.

In a Synapsis, **functions are near to one another (within 200 - 500 m) and they are connected to the station**. At least 10 % of the total new floor area of the region is planned to be built in Synapses. The series of Synapses can be called the Warm-City; a linear warm indoor city, bridged together with effective public transport lines. The aim is to maximize connectivity, speed and functional mix.

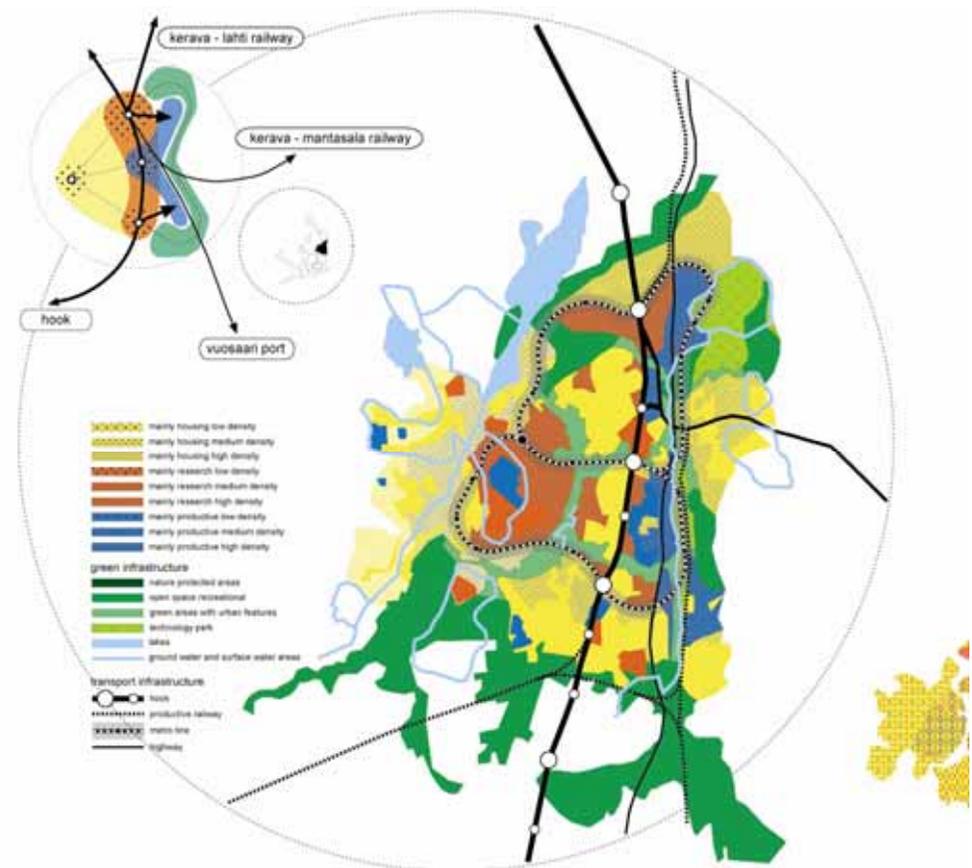


## 6.6 City Lab

The entry *Orlando* proposes the development of Kerava and Järvenpää towns as a “City-Lab”, characterized by the **concentration of applied research and technological production**.

The **east side of the area hosts many productive and logistic activities**, supported by the presence of the highway axis and the logistic railway to Vuosaari Port. The City-Lab area is crossed by the region’s infrastructural spine, ‘the Hook’, and, consequently, three dense nodes, ‘Synapses’, are located in City-Lab. (On ‘Hook’ and ‘Synapsi’: see idea cards 1.5 and 6.5.)

In the **western part**, in contrast, **housing and residential services** will characterize the urban landscape. Two circular tramway lines will innervate the city with a boulevard where the main vocation of the crossed areas will result hybridated with other urban functions, in order to achieve the mixité and the promiscuity proper of the dynamic cities.



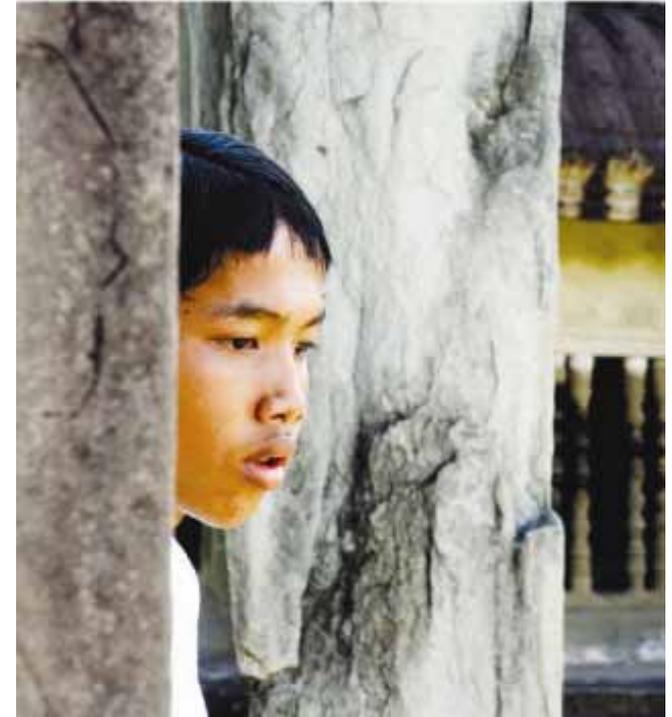
## 6.7

# Social innovations contributing to economic success stories

The entry *Towards City 2.0* proposes a bottom-up city, which is governed and developed by citizens themselves. The aim is “to create a New Public - to **link up communities with each other** and create a city that fosters **urban mass innovations** for lifestyle, economy, planning, culture, ecology and services.”

The public is organised in neighbourhoods. A group of heroic local figures, ‘**social entrepreneurs**’, appears. “A social entrepreneur is someone who recognizes a social problem and uses entrepreneurial principles to organise, create, and manage a venture to make social change.”

Some of social entrepreneurs’ innovations may turn out prototypical models with high economic value when exported worldwide. An example is a new day care centre run by neighbours themselves. The key idea is to utilise **people’s motivation and ability to innovate better practices of their everyday life** and to produce business ideas from that background. (See also idea card 4.5.)

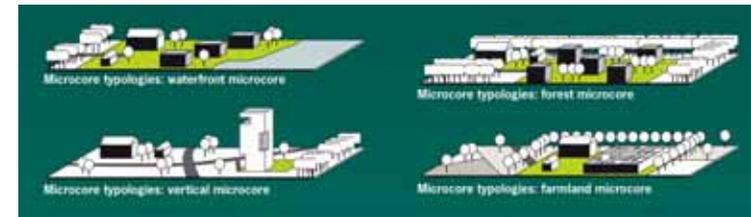
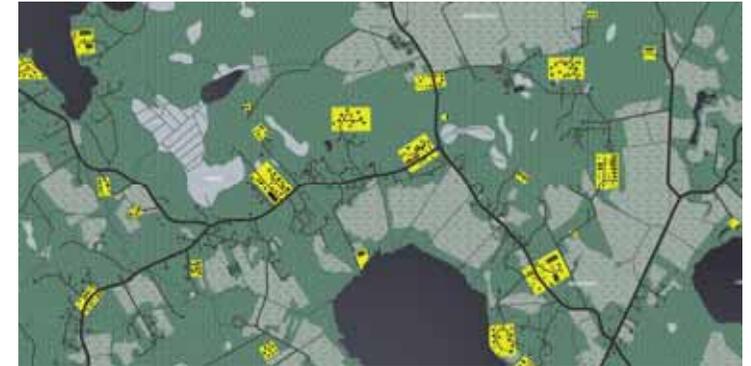


## 6.8 "Microcore"

The entry *Metroscape Helsinki* proposes a new model for development. To stop urban sprawl, there will only be roughly two types of settlements: "Cores" (cities, towns etc.) and "Microcores" (smaller units, 'villages'). (See also e.g. idea cards 2.4, 3.2 & 8.2.)

**Microcores are landscape-oriented neighborhoods with 20 to 100 inhabitants.** Microcores intend to overcome the traditional boundaries of the separation of urban functions: they contain dwellings, handicraft businesses, think-tanks, creative campuses etc.

**All Microcores have to be self-supplying in terms of energy** and match the sustainability objectives. Microcores introduce landscape orientated housing and a model for "zero-energy-neighborhoods". The implementation of the Microcores is a step-by-step development. Every community may decide whether to provide more new housing in Cores or in Microcores. Microcores establish a new way of urbanisation that can react to demographic trends in a flexible way and can offer a broad variety of places for different lifestyles.



## 6.9. Office Boulevards & Workplace Nodes & Twin-Sub-centers

New typologies of office or work spaces are suggested experimenting simultaneously with new spatial & organizational logics.

- **Office boulevards** (*Emerald*)
- **Centralities for office locations** along main transport lines (*Thirdlife*)
- **Twin-Subcenters** (*Revolver*)

