



SAVONKATU

MIND 16
2021

mind16

- sample, time and place
- sample demographics
- intro mind16
- mind16 segments
- shopping atmosphere
- shopping values
- key improvement areas
- inspiration
- mind board
- core values
- conclusion

replacemaking

- replacemaking introduction
- meeting, moving, market analysis
- meeting, moving, market strategy
- conclusion

branding frame

- mind16 target group
- brand prism
- tone of voice
- positioning statement
- logo

masterplan (programming)

initial design

- interior sketches

leasing strategy

- store location
- anchor, icon, semi anchor, other

material board sample

designmanuals (store front criteria stores and food court, common area isle and food court, way finding, exterior design, signage program)

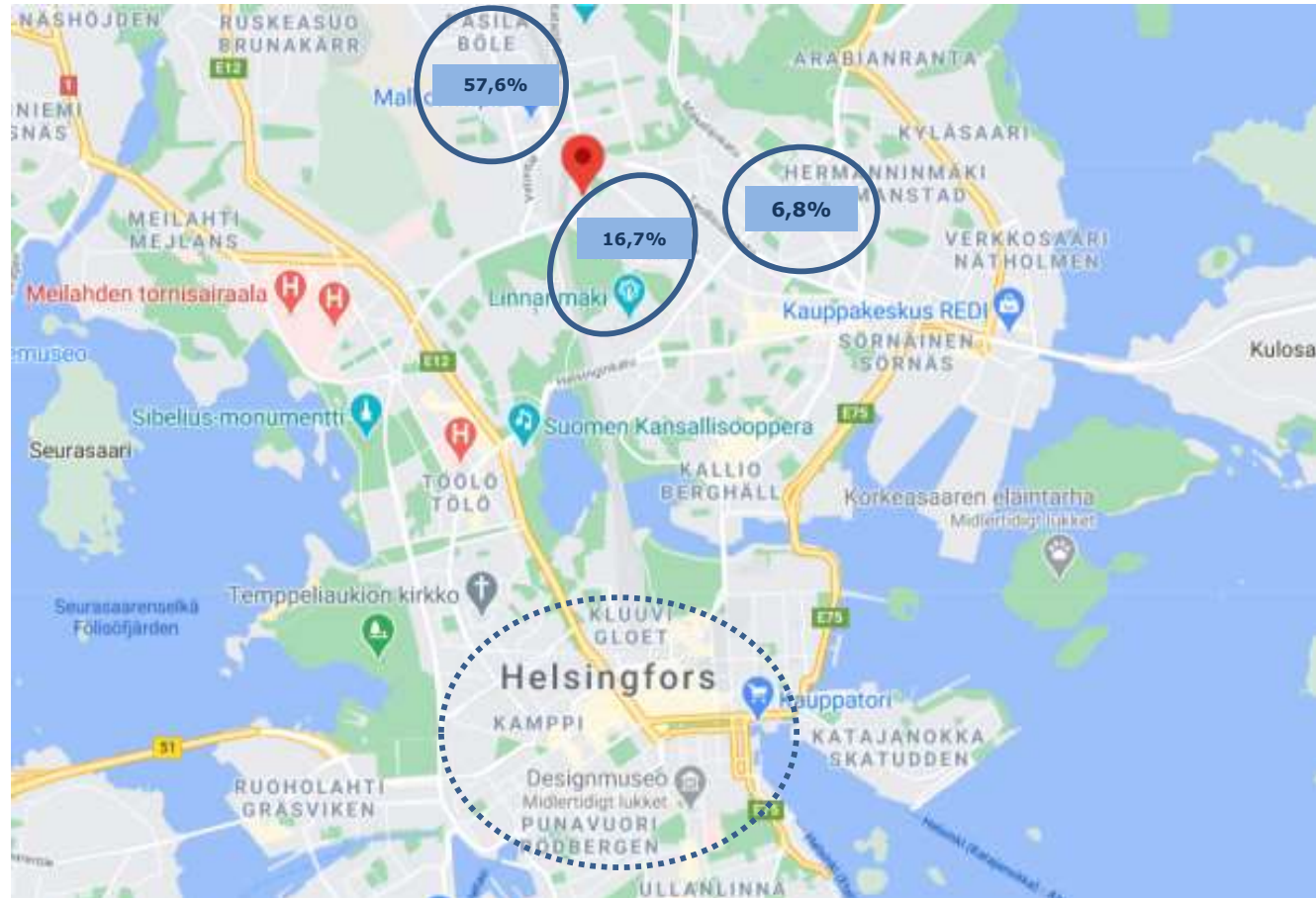


Sample demographics

TOP 20 All Locations

1	Pasila (520)	55,0%
2	Alppila (510)	16,7%
3	Valilla (550)	6,8%
4	Vantaa	3,2%
5	Läntinen	3,2%
6	Koillinen	2,9%
7	Espoo/Esbo	2,6%
8	Pasila (240)	2,6%
9	Lauttasaari	1,3%
10	Itäinen	1,0%
11	Tuusula	0,6%
12	Kerava	0,6%
13	Kaakkoinen	0,6%
14	Pohioinen	0,6%
15	Jätkäsaari	0,6%
16	Hyvinkää	0,3%
17	Järvenpää	0,3%
18	Ruoholahti	0,3%
19	Kruununhaka	0,3%
20	Hernesaari/Eira	0,3%

Total TOP 20 100,0%

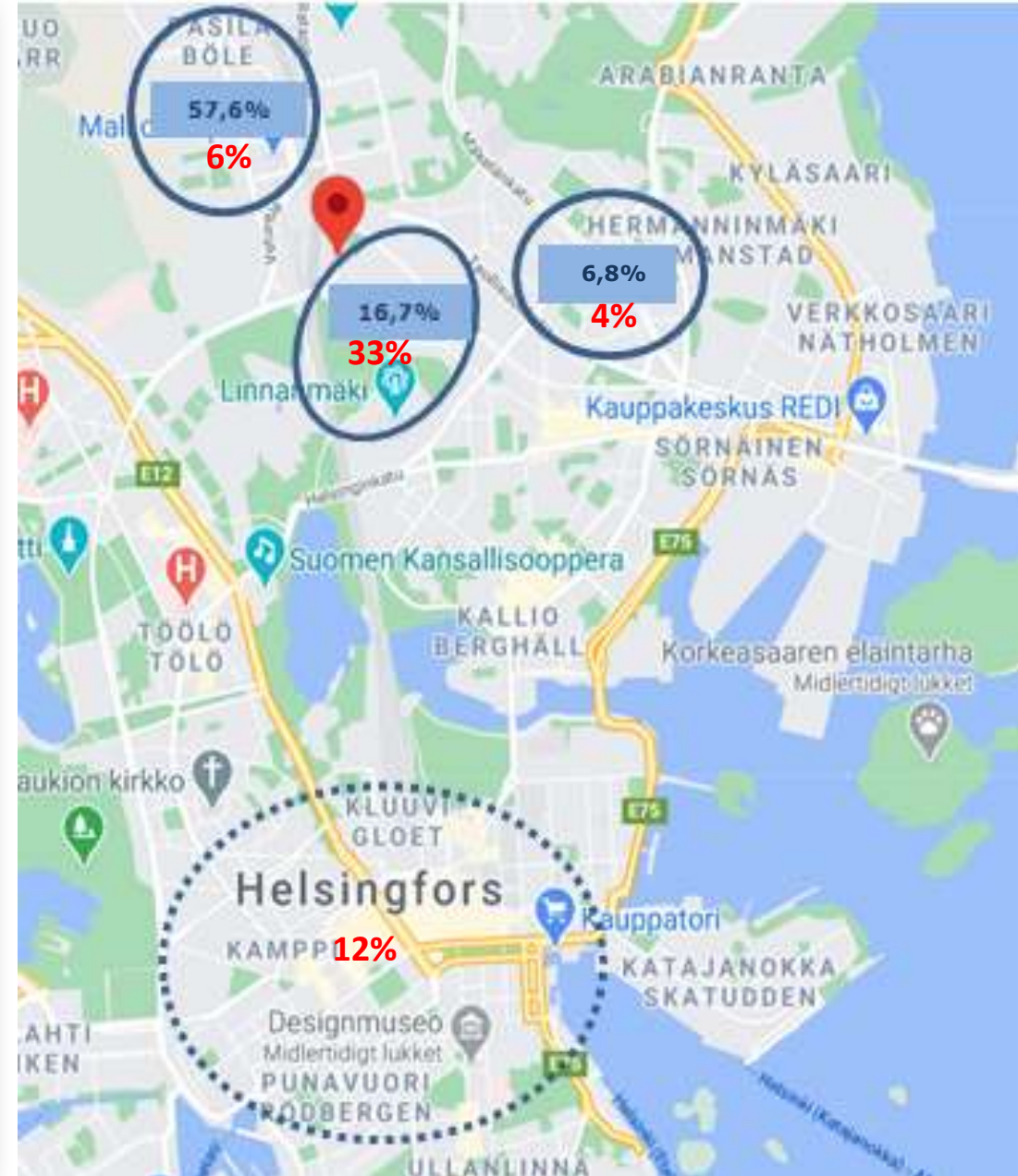


74,3% live in Pasila and Alppila, areas directly connected to Savonkatu. The next 6,8% are in the next neighboring area, Valilla, also within the range of who would be affected by Savonkatus development. In Alppila we hang information of the survey in every entrance. It is surprising that the response wasn't higher.

That so little people come from other areas is a result of the pandemic. We did the same kind of interview in front of the railway station in 2014, and only 30% was from the areas close by.

People living in Pasila are not happy with their location.

It seems that they would like to move to a different kind of scale of the buildings, and Alppila has what they want.



Temptation Budget	
Currency	Euro
1 - 20	25,00%
21 - 50	21,58%
51 - 100	17,47%
101 - 250	18,15%
251 - 500	15,41%
5001 -	2,40%

Average Temptation	2310
Median Temptation	100

Are you?	%
Anti shopper	66%
Super shopper	34%

Preference	All Locations
Shopping Center	46%
High Street	54%

Are you?	%
Extrovert	55%
Introvert	45%



The question is: How much can you spend on unplanned shopping without asking anybody?

25% of people have a very limited budget (1-20 euro) on spending whilst 36,96% has a fairly large budget (51-250 euro), and 18% have more than 250 euro to spend right here and now.

The widest selection of shopping close to Savonkatu is Tripla. However 66% do not like to shop, and 54% prefer street-door shopping. So for this group of people Tripla is not the favorite place to go, they would prefer neighborhood service experiences. This is also in line with the rather high 45% of introverts that also prefer the less intense shopping atmosphere.

mind16 segments

LOGICAL



"The question isn't who is going to let me; it's who is going to stop me.."

Ayn
Rand

*Ayn Rand, American philosopher and writer, formerly known as Alisa Zinovieva Rosenbaum. Born February 2nd 1905 in Saint Petersburg, Russia, died March 6th 1982 in New York.



"I've come to believe that each of us has a personal calling that's as unique as a fingerprint – and that the best way to succeed is to discover what you love and then find a way to offer it to others in the form of service, working hard, and also allowing the energy of the universe to lead you."

Oprah
Winfrey

EMOTIONAL

ORGANIZED



"You can have unbelievable intelligence, you can have connections, you can have opportunities fall out of the sky. But in the end, hard work is the true, enduring characteristic of successful people"

Marcha
Evans

*Marcha Evans, retired Rear Admiral, United States Navy



"If you obey all the rules, you miss all the fun."

Katharine
Hepburn

SPONTANEOUS

INTELLECTUAL

5,1%

6,1%

25,7%

6,1%

8,4%

EMOTIONAL

1,6%

6,8%

19,6%

2,6%

8,7%

PRACTICAL

10,9%

4,2%

30,5%

10,6%

4,8%

SENSUAL

10,0%

4,5%

24,1%

4,5%

5,1%

Shopping atmosphere





The images above are the pictures that most participants liked the best and the images below are actual places around Savonkatu. Keep energy close to the ground. Include a warm welcoming feeling. Create space for local entrepreneurs.





The images above are the pictures that most participants don't like. Bling Bling and cold coolness is not what people living here are looking for.

The images below are images of existing services in the Savonkatu area.



Living & working preferences

Important Factors Open Q	
Service	53%
Nature, green areas	46%
Public transport	44%
Location	32%
Cozy atmosphere	18%
Calm atmosphere	17%
Urban atmosphere	13%
Safety	12%
Aesthetics	10%
Community	6%
Friends & Family	5%
Workplaces	5%
Quality of housing	5%
Price	5%

Important factors Fixed Q	%
Parking	23%
Public Transport	90%
Restaurants/ Shops/ City Life	76%
Architecture	42%
Safety	69%
Neighbourhood Activities	59%



What are the most important factors when you choose where to live?

Service (restaurants, groceries, shops) is the most important factor, when no option is given. Then Nature and public transportation. Location is the place it self.

When presented with fixed options, the most important is Public transport and services.

With regard to public transport and safety the difference in open and fixed answers indicates, that it is very important, but it is not on their mind as it is already present – they are not lacking trains or busses, and they feel safe in the area.

The most popular choice is by far Alppila 25%, and next up is Konepaja 8% that is a part of Alppila. As only 16% of the interviewed are living in Alppila it seems to be a popular districts.

Alppila consists of older buildings and has a calm atmosphere while Konepaja are new buildings with connecting yards between the houses and plenty of space for being outside for the residents. Vallila 4% is the neighboring area that resembles Alppila in appearance and qualities.

6% prefer Pasila, even though 55% of the interviewed live there. Pasila is an area with newer buildings, wide variety of services in the shopping mall Tripla and very good public transport connections.

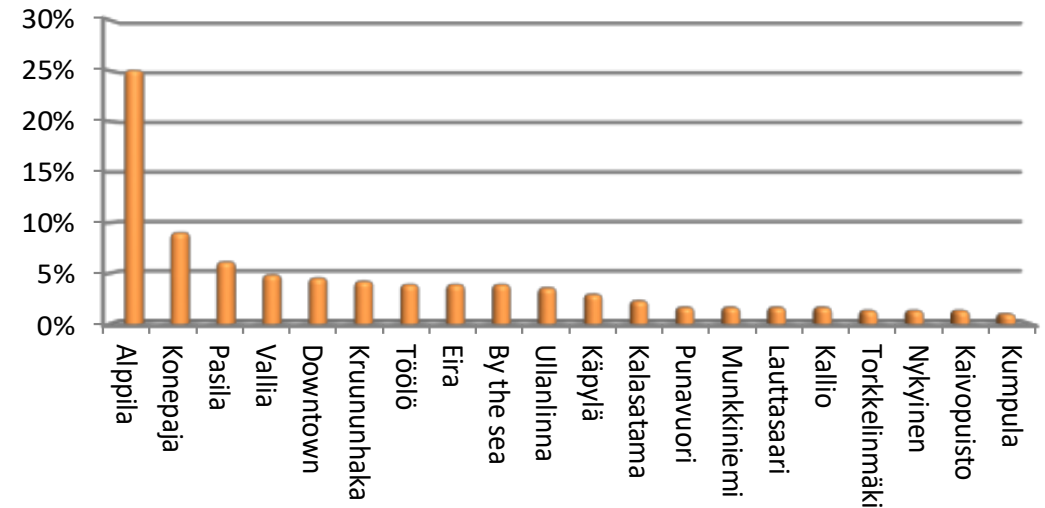
12% would live in downtown Helsinki/Kruununuhaka/Töölö/Eira with urban qualities a city center has such as shops, restaurants, urban life and close to the sea. These areas also have a high representation of older architecture in comparison to new development.

The above standing represents the most frequently mentioned areas. The qualities they have in common is that they either have A: an older aesthetic appearance with smaller scale than many new build areas or

B: have opportunity to utilize services close by.

They also have access to greenery close by, either in form of the sea or parks.

Where would you live?



When looking at the graph community with about 26% sticks out as something mentioned often. It is all about meeting people and belonging to an area.

The four themes what includes nature come as a cluster just after with nature 9%, nature and service 8%, urban and nature 7% and calm and nature 5%. Having some kind of nature nearby is very important for people but many want to have nature in coherence with an urban environment.

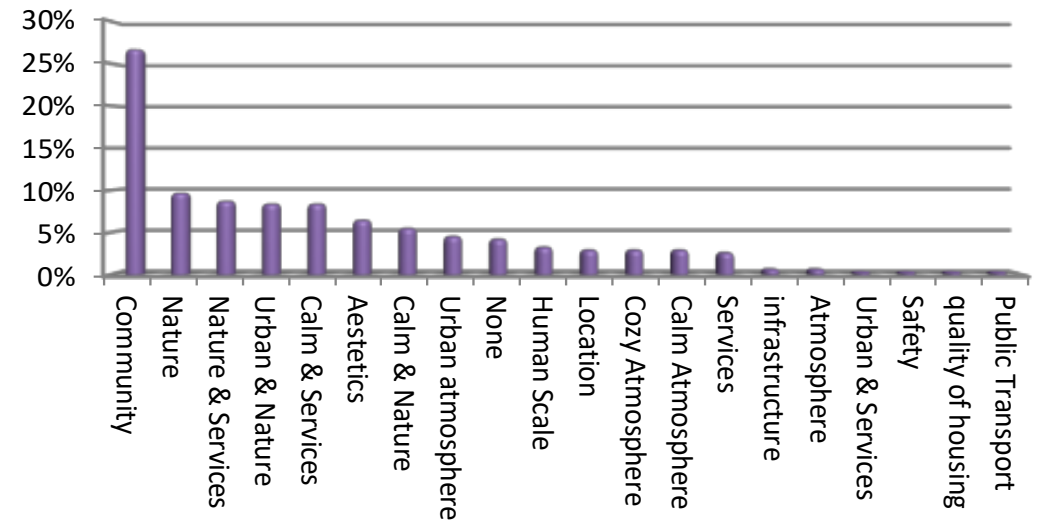
How the area is presented aesthetically if is also a category that 6% of participants would base their decision on. Attached to the topic of aesthetics was often comments of the preference towards older buildings. Many express the concern about the area turning in to generic new development area.

The area has a human scale 3% is also among the themes. This includes smaller buildings, not too tall, making place for pedestrians, bikes and create space in the urban environment for people.

The over all atmosphere of the neighborhood is also a reason for the decision on where to live. The types atmospheres mentioned includes urban 4%, cosy 3% and calm 3%.

All in all that nature and people are the focus of the themes. Both in the way of using the space of the area and the over all feeling.

Why would you live there?



Question: If you had the decision power, what would you do to the Savonkatu area?

When asked this question, there is 12% that wants no change, 9% of people living in Alppila agree to this. This also means there is 88% that wants changes in the area. Additional 5% can accept changes but without touching the rocks.

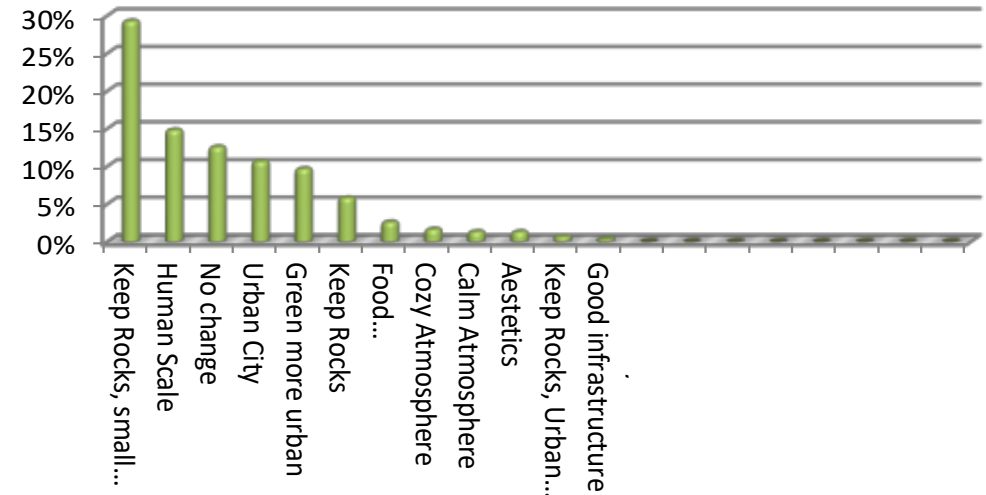
As seen on the graph almost 30% want to keep the rocks and would only build low buildings around, for people living in Alppila this is 50%. This was often accompanied by comments about letting the light in the to area and not blocking the view for exiting houses. This can be concluded as scaling of the houses is of importance for many.

This is also in line with the about 14 % who would develop the area in a human scale. This includes themes such as walk-ability and bike-ability in the area and less car traffic. This is also often mentioned in coherence with development of a more green and more urban area (almost 10%).

In many of the answers there is a wish for an area that invites its inhabitants to use the outdoors more. That can be achieved by creating a calm and cozy atmosphere with independent cafés/restaurants and shops. A lot of nature in combination with an urban vibe.

To summarize, most people would like to see some kind of development here. the over all theme is to create a place for the people that includes green spaces (and the rocks) in an urban environment that incorporates services and mobility by foot and bike.

What would you do



When looking to the previous slides there are some clear common themes;

Nature; the areas chosen have almost all of them a connection to one or another type of greenery. This is also considered to be one of the most important factors when choosing where to live and highly emphasized in what would be done in the new development of Savonkatu.

Urban; It is mentioned several times and can be concluded to be a neighborhood with qualities such as restaurants, cafés, shops and services alike. A neighborhood full of life, inviting the inhabitants to make use of the urban space.

Human scale/ atmosphere; a calm and cozy atmosphere is a reoccurring theme as well as human scale. People want to have an inviting outdoor area that easily can be used. The combination of human scale and atmosphere can create just that. Create place for people in an inviting environment.



Public transport (58%) is very important to make a workplace attractive.

Another factor that makes a work place attractive is the food offers (25%). A wide selection of lunch restaurants was especially requested but also places to go after work.

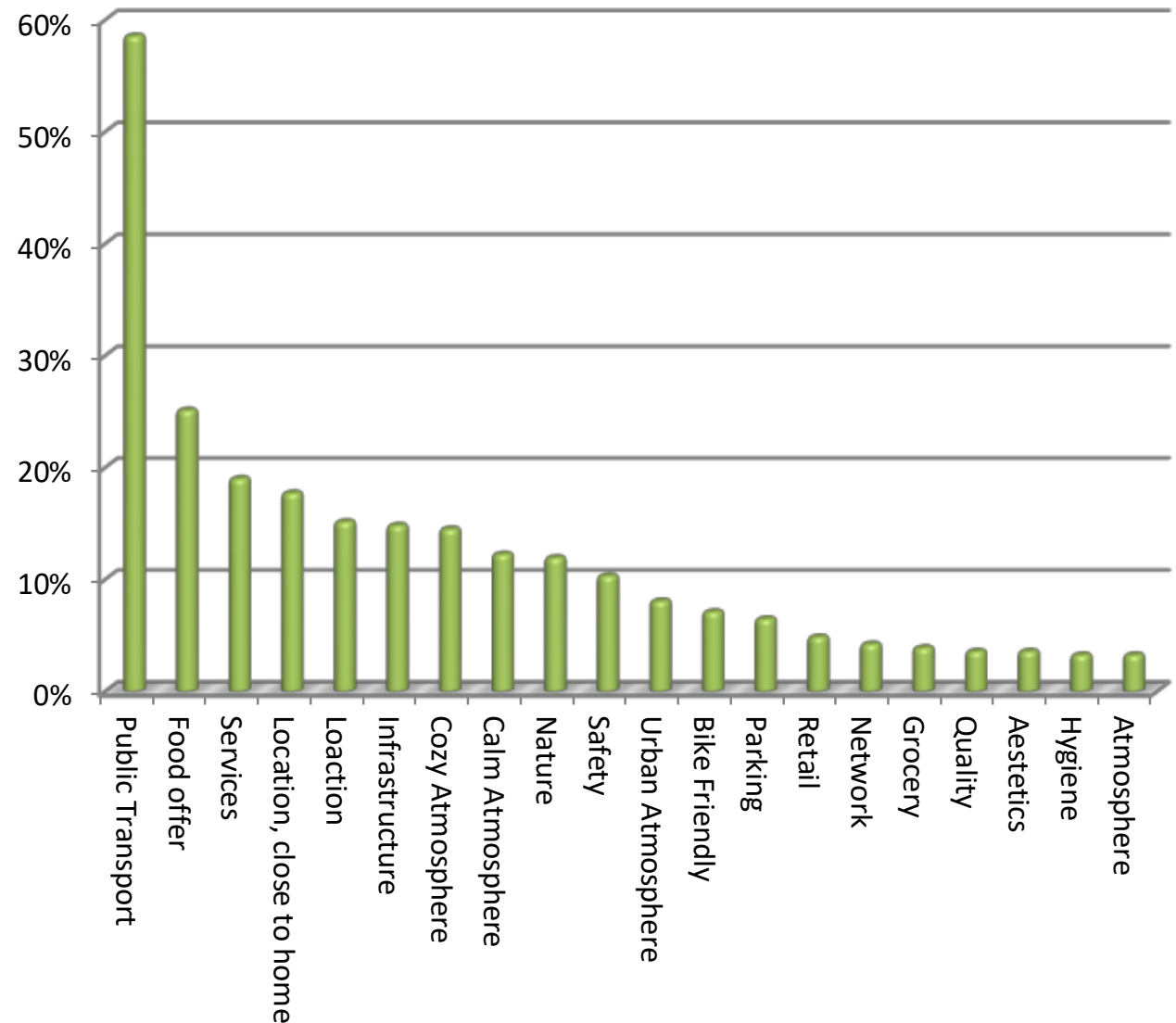
Location is the next large theme. Both as location over all (15%) and location close to home (17%) makes a difference when choosing where to work.

Services (18%) and the more specific themes retail (4%) and grocery (3%) are also noticeable. Mostly in connection with comments about being able to make errands, often connected to household during and after work.

A cluster of the atmosphere can be seen in cozy (13%), calm (11%), safe (9%), nature (11%) and urban atmosphere (7%). These can be concluded to that there is a preference to a place that can contribute to a focus in the workplace and where breaks for recovery is offered in the urban space.

Looking at these findings and comparing it to Savonkatu, it can be concluded that the most important factor, public transport, already is covered. So is the infrastructure. To further increase the attractiveness in the area element of nature should be integrated together with services and a good selection of cafes and restaurants. This would also be beneficial for Savonkatu as a residential area as this is also requested there.

What makes a place attractive to work?



Mind inspiration



Making the ground floor of an office building semi-public also makes the building more accessible. It can serve as a indoor greenspace and might even have local entrepreneurs running cafes or lunch restaurants.



Inside urban spaces that brings a bit of nature inside. Combines community and service that can be used for both residents and business .



Restaurants have been an over all requests. They can benefit both businesses around and residents with an inviting and open feeling like this.



There is also the option of multi-use space. Here is a café, co-working space and shop in the same space. Makes it accessible, communal and beneficial for more people.



Making spaces for community/events. When creating space for the community to use, there will often naturally occur urban life. It invites for creativity and meetings.



Urban space combined with nature that invites everyone to use it.



Urban feeling mixed with nature and services. Human scaled architecture in warm materials to create an area with character.



An example of keeping low human scale at pedestrian level.



Semi permanent solution in the urban space can make it more attractive and create more life. Great solutions for places with changing seasons that comes with changing demands.











mind16 conclusion

Note: mind board pictures are subject to copyright



Core Values – We need to keep to these for long term gain.

These core values are foundational for the development of Savonkatu. They are based on the result from the mind16, both from the answers from the survey and how the areas around are. Savonkatu should mirror these values with the new development.

The core values for Savonkatu are;

Sympathetic	Welcoming, human scale, creating space for social interaction
Calm	Appreciate and down to earth atmosphere that invites for downtime and feels safe.
Entrepreneurial	Savonkatu takes entrepreneurs serious. All the services, shops and restaurants are not appendixes, they are more the core – the platform that makes it very attractive to work here.
Loyal	Loyal to history, to the community, to the Rocks.
Innovative	Creating a new hub, integrating a local community, parks and office buildings. Sustainable material's, indoor and outdoor nature.



From:

An area dominated by the large road, which is splitting the area and making it inaccessible. Rocks that are loved but not used to their full potential. No community or urban feeling.

Savonkatu – where is it?

To:

An urban green area made for its inhabitants. Inviting retail and services supporting a pleasant atmosphere and attracts people to the public space. Urban nature calling to be used in a more communal manner.

Human scale in architecture and road design. A mix of residential and business making the area dynamic.

Savonkatu - The urban oasis

