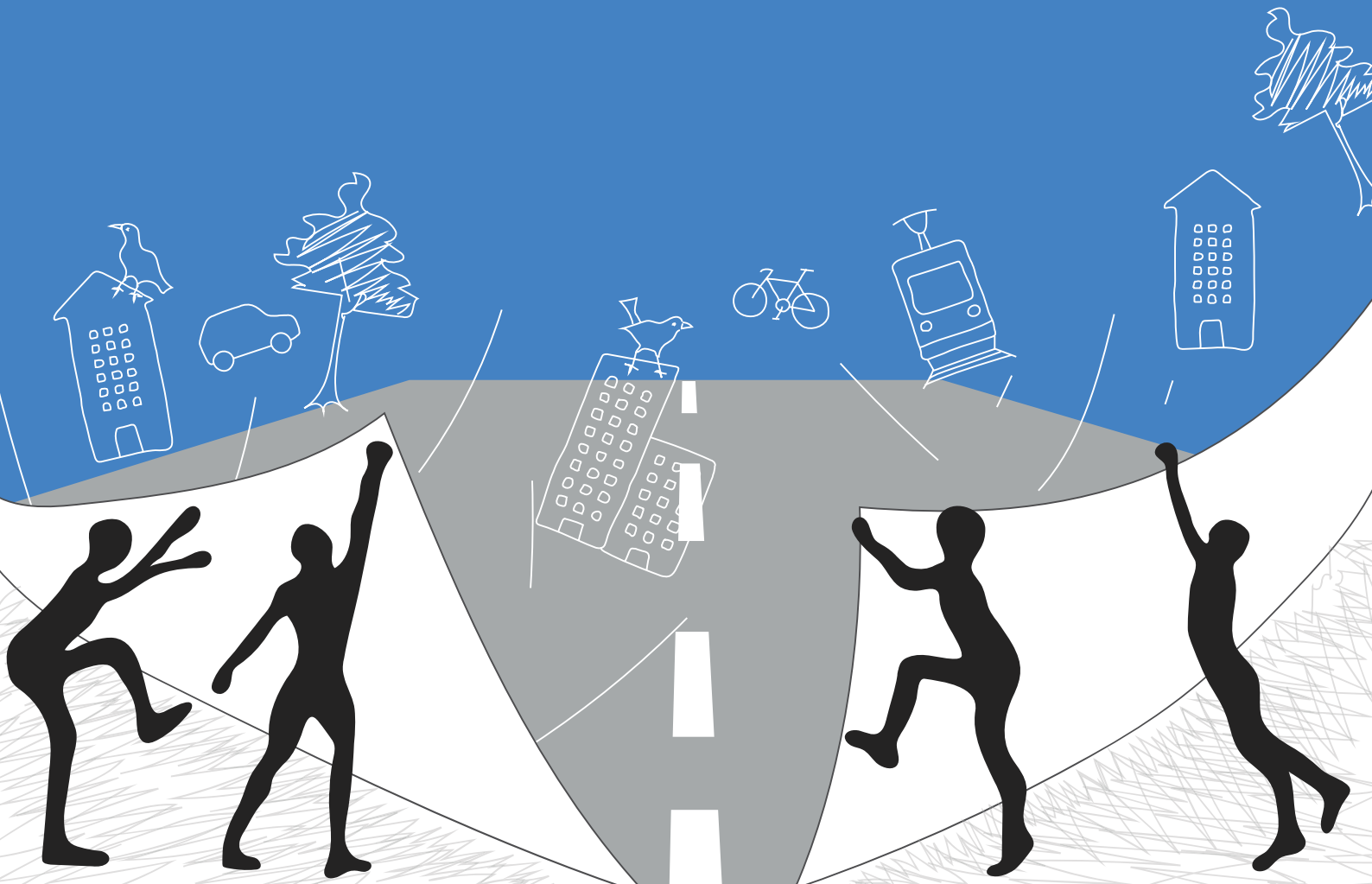


Helsinki

The Most Functional Street in the World

Visualization Competition of the City Boulevards
for Master's level students in all Finnish universities

Competition Program



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1 Competition Invitation

1.1 Organizer

Strategic Urban Planning
Urban Environment Division
City of Helsinki

1.2 Eligibility

The competition is open to Master's level students in all Finnish universities. Teaming up for multidisciplinary visioning is strongly recommended.

1.3 Competition Jury

The Competition Jury is as follows:

Henna Helander	Chief Expert, Architect, Strategic Urban Planning, City of Helsinki
Susa Eräranta	Architect, Strategic Urban Planning, City of Helsinki
Jouko Kunnas	Architect, Strategic Urban Planning, City of Helsinki
Tapani Rauramo	Architect, Strategic Urban Planning, City of Helsinki
Anu Kuutti	Team Manager, Detailed Planning, City of Helsinki
Eeva Pirhonen	Chief Architect, Detailed Planning, City of Helsinki
Suvi Tyynilä	Team Manager, Detailed Planning, City of Helsinki

The Chair of the Jury will be Chief Expert, Architect Henna Helander.

The Secretary of the Jury will be Architect Susa Eräranta.

The Jury may also consult external experts. The experts will not take part in the decision-making process.

1.4 Competition Language

The competition language is English. All submissions are to be made in English.

1.5 Competition Documents

The competition program and appendices can be downloaded free of charge from the competition website www.hel.fi/suunnittelukilpailut, from which all of the information relating to the competition is distributed.

Background information of the city boulevards (appendices 1–4 can be downloaded from the competition website www.hel.fi/suunnittelukilpailut):

- Appendix 1: Helsinki City Plan
- Appendix 2: Helsinki City Strategy
- Appendix 3: City Boulevards in Helsinki
- Appendix 4: Currently Utilized Visualizations
- Appendix 5: Light Rail Transit Concept:
<https://www.hel.fi/uutiset/en/helsinki/light%2brail%2bvehicle%2bwill%2bbe%2baccessible%2band%2bbleue%2band%2bgreen>

1.6 Competition Schedule

The competition will be open between 24.9.–19.11.2018. The outcome of the competition will be announced during December 2018.

1.7 Questions Concerning the Competition

Participants may request clarification regarding the details of the competition. Written questions with the title “Visualization Competition of the City Boulevards“ must be emailed to [susa.eraranta\(a\)hel.fi](mailto:susa.eraranta(a)hel.fi) no later than 3 October 2018. The anonymous questions and their responses in English will be published at the competition website www.hel.fi/suunnittelukilpailut no later than 10 October 2018.

1.8 Results and Prizes

The competition jury will select three winning entries in three categories. The three separate categories are:

- Visualize the urban streetscape along the city boulevard
- Visualize the urban streetscape along the surrounding streets with a relationship to the city boulevard
- Open category to other innovative ideas of visualizing the city boulevards

The prizes of the three winning entries in each category shall be:

- First prize EUR 3,000
- Second prize EUR 2,000
- Third prize EUR 1,000

In addition to this, EUR 2,000 will be awarded in the form of special prizes. Honorable Mentions may also be awarded. The jury may also decide, by unanimous agreement, to distribute the prize money in a different manner.

All of the awarded participants will be informed immediately of the results. The results of the competition, together with the evaluation minutes of the awarded entries, will be announced in December 2018 on the competition website www.hel.fi/suunnittelukilpailut.

1.9 Exhibition of Entries

The organizer will display all entries online after the submission of the entries.

1.10 Rights and Obligations

The organizer of the competition reserves the right of ownership of all awarded submissions. The competitors retain copyright. The material of all of the prize-winning submissions becomes the property of the organizer, who reserves the right to use the material for any further planning. All submissions will be uploaded by the organizer to the City of Helsinki databank to be utilized in digital exhibitions of the entries.

2 Competition Task

2.1 Background of the Competition

The new Helsinki City Plan sets direction for the city's development, making it possible to have approximately 860,000 inhabitants and 560,000 jobs in Helsinki in 2050. Helsinki will become a denser city than it is today, connected by a public transportation network. The current city center will expand northwards as the motorway-like areas are transformed into city boulevards, which will serve as high-quality urban environment in the intensifying city structure. The character of the existing thoroughfares will be changed from routes conveying fast automobile traffic into streets serving multiple modes of transport within a mixed urban structure. With the new City Plan, and the bold aim for carbon neutrality by 2035, the City of Helsinki wants to set an example as the most functional city of the world - with the most functional city boulevards.

The city boulevard concept is communicated with various actors - such as planners, residents, communities, partners and entrepreneurs - every day. Now that the actual planning is on its way, fresh and bold ideas in form of visualizations are needed in order to illustrate and discuss the various details and functions as well as detailed ideas of the coming new. Visualizations are an excellent way to demonstrate the ideas of the future residents' future aspirations.

2.2 Competition Objective

The City of Helsinki aims to be the most functional city in the world, calling for concrete actions and choices that make everyday life smoother for residents¹. The competition objective is to generate and visualize ideas of the future everyday life along the mixed urban areas of the city boulevards. What is a city boulevard like as a human-centered living and mobility environment, allowing multiple urban lifestyles? What is the concept of Helsinki's own unique urban streetscape? What is the meaning of digitalization for the users of the city boulevards?

A city boulevard is more than the sum of its parts, integrating various urban functions. The city boulevards are not only mobility environments leading to the city center, but serve also as active living environments for thousands of inhabitants in the future - knitting the existing neighborhoods closer together. Thus, a city boulevard is not only about passing by; it is also about settling down for vibrant urban everyday life. *In Helsinki, all neighborhoods are living, pleasant and distinctive and the residents feel they are at home¹.* What does this mean for the life along the city boulevards? What does it mean to make the change from motorways to livability-oriented and human-centered environments? How to create interesting cityscape for everyday experiences and encounters - simultaneously excelling at the overall sustainability and carbon neutrality goals of the City of Helsinki?

The competition area is not strictly defined, but the idea has to be related to the city boulevards. The idea has to be in line with the aims of the Helsinki City Plan², the Helsinki City Strategy¹, and

¹ [Helsinki City Strategy 2017–2021](#).

² [Helsinki City Plan](#).

Helsinki's goal to become carbon neutral by 2035³. The entries are primarily judged in their creativity, feasibility, and visual character.

2.3 Submission Requirements

The idea has to be represented visually in a digital form. Each submission should include one A3 panel in pdf with the visualization, and a text of max. 1,500 signs (spaces included) in pdf explaining the idea behind the visualization. The text is to be written in English.

The competition will end on 19.11.2018. Submissions on a memory stick must be left by 15:00 at

Helsingin kaupunki
Kansakoulukatu 3
00099 Helsinki

or deposited for dispatch by post or other courier during the same day to:

Kaupunkiympäristön toimiala
Maankäyttö ja kaupunkirakenne
Maankäytön yleissuunnittelu
PL 2100 (Kansakoulukatu 3)
00099 HELSINGIN KAUPUNKI

The competitor must ensure that the delivery is marked with the date of posting, and the text "The Most Functional Street in the World – Visualization Competition of the City Boulevards".

2.4 Competition Confidentiality

The submission shall carry a pseudonym selected by the author. The author(s)'s names may not be disclosed in the entries, or by using the visualization for any communication before the official announcement of the results.

Together with the submission, a separate sealed envelope marked with the same pseudonym shall be submitted, including the following information of the author(s): name(s) of author(s), university and Master's program, phone number, email address. Only the name envelopes of the awarded submissions will be opened.

The City of Helsinki complies with the General Data Protection Regulation of the European Union (EU) 2016/679).

³ [Helsinki's Climate Action](#).

