

# ***Evolving City***

ENGAGING PEOPLE IN URBAN  
DEVELOPMENT AND POLICY MAKING

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Urban Dream Management  
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Helsinki, 9 June 2016

URBAN  
*Dream*  
MANAGEMENT



# URBAN *Dream* MANAGEMENT

STRATEGIC DESIGN FOR CREATIVE AND SUSTAINABLE CITIES  
BUILT WITH AND FOR PEOPLE





# CHANGE



# DESIGNER AS AN AGENT FOR CHANGE:

*“Designers are having to evolve from being the individual authors of objects or buildings, to being the facilitators of change among large groups of people.”*

– JOHN THACKARA (2005)

*“Everyone designs who devises courses of action aimed at changing existing situations into preferred ones.”*

–HERBERT SIMON (1996)





# CITY AS PLATFORM

WE LOVE HELSINKI BICYCLE DAY AT KALASATAMA, JULY 2011.  
PHOTO: JOHANNES ROMPPANEN





Hernberg, H.(ed) (2012) *Helsinki Beyond Dreams - Actions towards a Creative and Sustainable Hometown*. Helsinki: Urban Dream Management



# Everyman's Urbanism

In the forests of Finland people enjoy “everyman’s rights.” Helsinki citizens have translated this tradition into a new urban attitude. People and communities are engaging in developing the city’s corners into better places and Helsinki is becoming a more enjoyable and inspiring hometown.



A large crowd of people is gathered outdoors in a park-like setting, likely for a community event. In the foreground, a table covered with a blue cloth is laden with various food items, including cakes and pastries. A pink sign on the table reads "Kallion herkku" in cursive. Several people are standing around the table, some looking at the food. In the background, more people are walking or standing on a path, and there are trees and a building visible in the distance. The scene is bright and sunny, with shadows cast on the grass.

# CHALLENGE OUR ATTITUDES ABOUT PUBLIC SPACE AND POLICY

RESTAURANT DAY AT KARHUPUISTO, KALLIO DISTRICT, AUGUST 2011.  
PHOTO: TUOMAS SARPARANTA





# PROACTIVE JOYFUL MAKING TOGETHER





# CREATING TRUST BUILDING A COMMUNITY

SOCIAL BEAT, 1920 STYLE AFTERNOON COFFEE, 2014  
PHOTOS: SOCIAL BEAT / NOORA SANDGREN



# SHARING BUILDING TOGETHER

"MALTA HOUSE"  
A JOINT BUILDING VENTURE PROJECT IN JÄTKÄSAARI, HELSINKI







# TAKING FRIENDLY ACTION

[www.facebook.com/Korttelipihat-takaisin](https://www.facebook.com/Korttelipihat-takaisin)



HOW CAN DESIGN,  
PLANNING AND  
ADMINISTRATION **CREATE**  
**OPPORTUNITIES?**



WHAT IF WE DESIGN  
A **PLATFORM** THAT  
ENABLES?





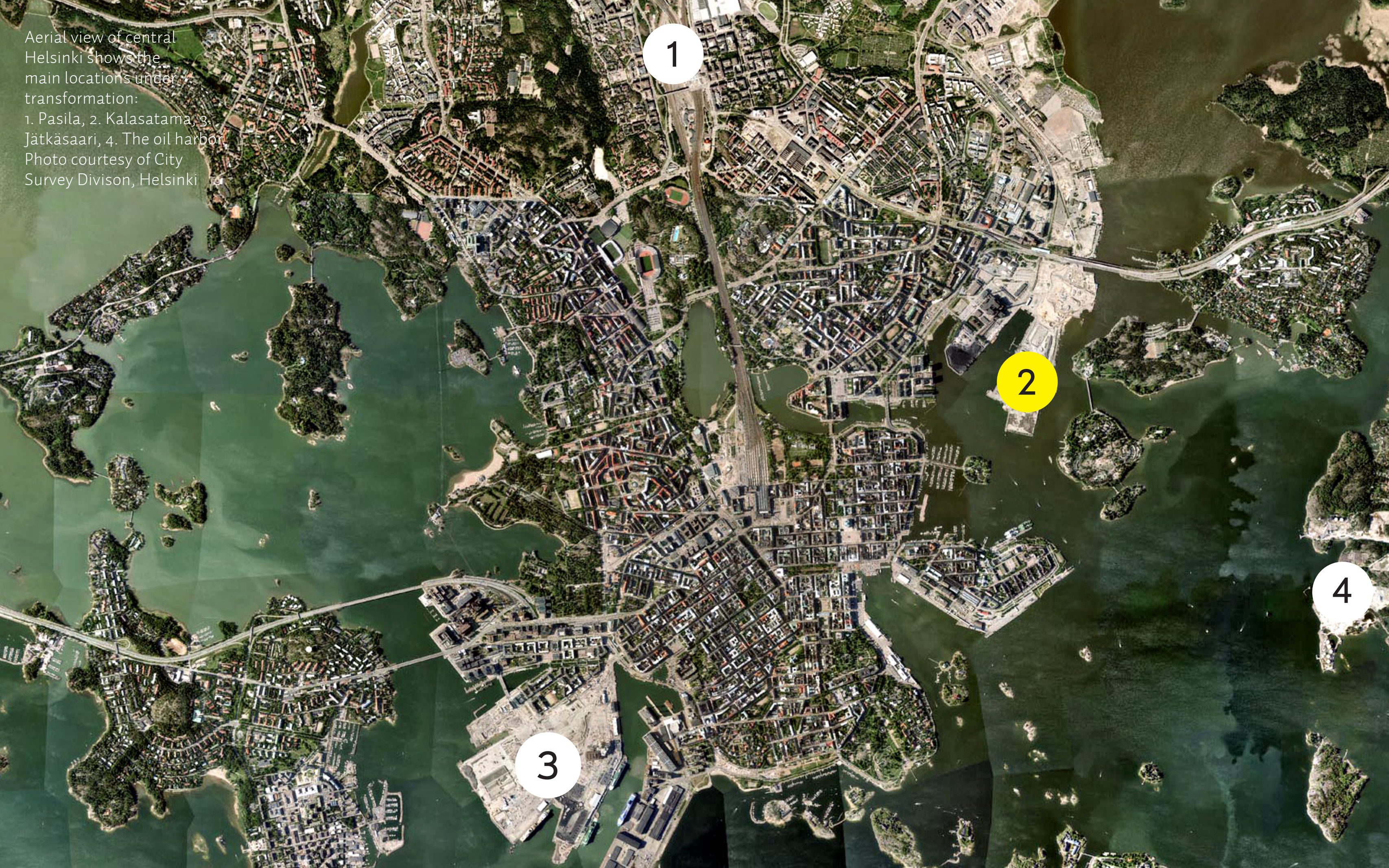
# KALASATAMA TEMPORARY

Project by Part Architects for City of Helsinki  
2009-2011

THE OFFICIAL OPENING OF THE KALASATAMA HARBOR SHORE ROUTE, 2010.  
PHOTO: HELLA HERNBERG



Aerial view of central Helsinki shows the main locations under transformation:  
1. Pasila, 2. Kalasatama, 3. Jätkäsaari, 4. The oil harbor  
Photo courtesy of City Survey Divison, Helsinki

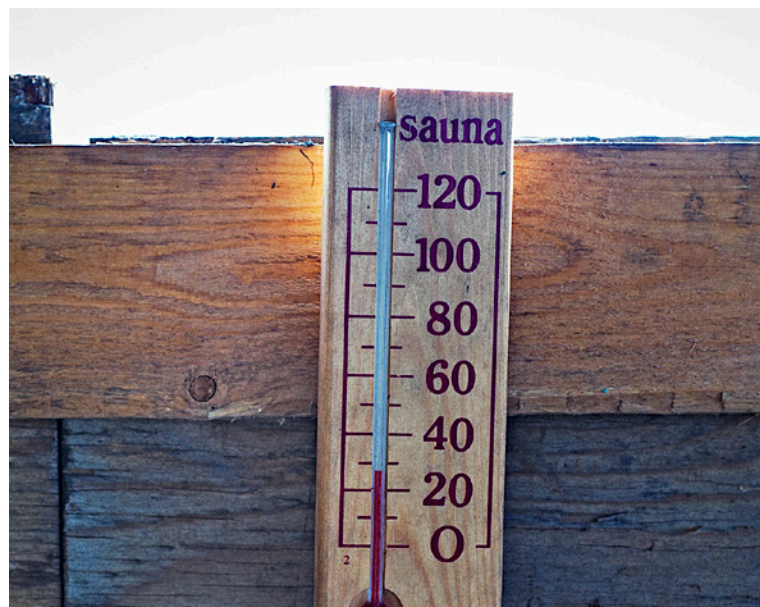






OPEN BRUNCH IN EXCHANGE OF IDEAS AT KALASATAMA HARBOR, 2009.  
PHOTO: PART OY





VARIOUS COMMUNITY PROJECTS IN KALASATAMA, 2009-2011. PHOTOS: JOHANNES ROMPPANEN, HELLA HERNBERG







# **THE PUBLIC SECTOR AS ENABLER**



A group of people are gathered around a large table in a bright room with large windows. They are engaged in a collaborative activity, with many small photographs and sticky notes spread across the table. One person is standing and pointing at a photo, while others are seated and looking at the materials. In the background, a whiteboard is covered with more sticky notes and diagrams. The entire image has a blue tint.

# COLLABORATION

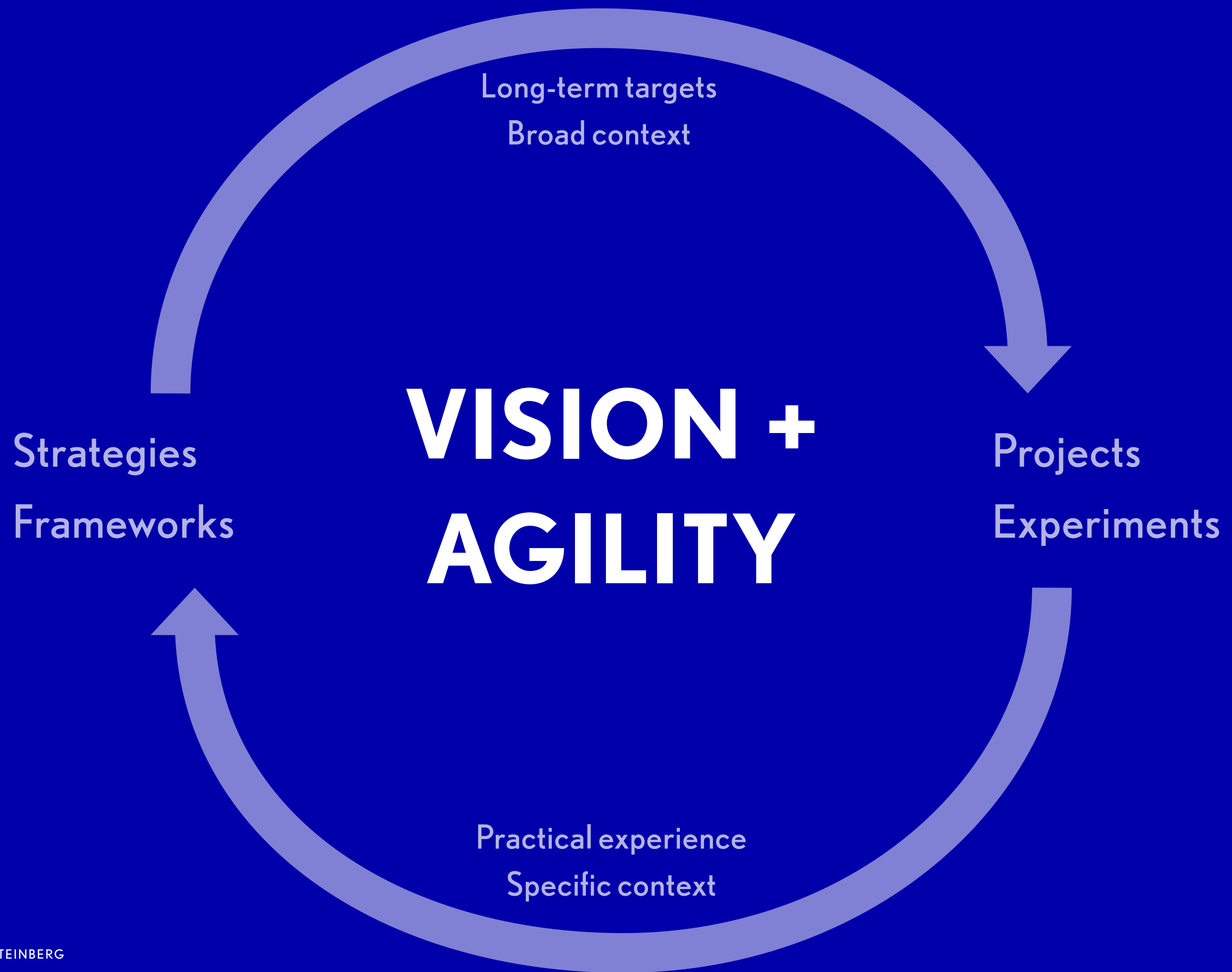


A high-angle, wide shot captures a group of seven people, four women and three men, engaged in building an outdoor oven. They are gathered around a rectangular structure made of bricks and concrete blocks, which is the oven's base. The people are dressed in casual, summer-appropriate clothing like t-shirts, tank tops, and shorts. Many of them are barefoot. Several individuals have their arms raised in the air, smiling at the camera, suggesting a fun and collaborative atmosphere. The ground is paved and scattered with construction materials, including stacks of bricks, buckets of mortar, and various tools. In the background, there's a concrete ledge with more supplies like bottles and a roll of paper. To the right, a green corrugated metal wall is visible. The overall scene is one of active participation and community effort in a sunny outdoor setting.

# EXPERIMENTS

PEOPLE BUILDING THE OUTDOOR OVEN "ARCHIE" IN KALASATAMA  
PHOTO: JOEL ROSENBERG









# DESIGN FOR GOVERNMENT

Multidisciplinary studio course at Aalto University  
Creative Sustainability Master program, since 2014  
[dfg-course.aalto.fi](http://dfg-course.aalto.fi)



# Kiitos! Thank you!

Hella Hernberg

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