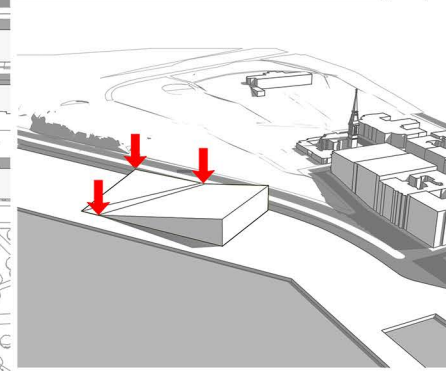


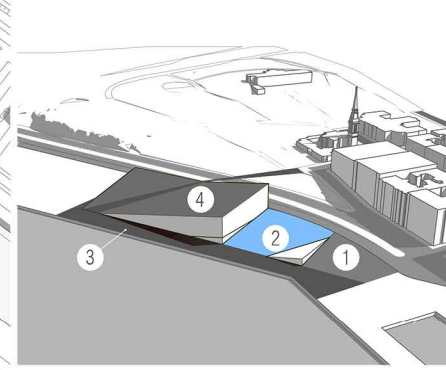
Step 1

The structure base is a simple rectangular prism.
 The building ground level is +3.1 above the sea level.
 The height of the museum building is 8.6 m lower than the surrounding cityscape and its top point is only +21.500 m so that the Gulf of Finland can be seen from the top floors of the buildings in Eteläranta street.
 The building is designed in accordance with the surrounding cityscape.
 The building is situated in such a way that Tähtitornivuoren puisto park is not obscured.
 The museum building is placed as close as possible to the south boundary of the site in order not to obscure the buildings in Eteläranta street.



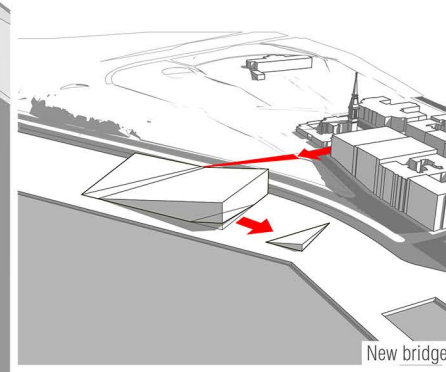
Step 2

Part of the building volume was deformed to improve the view from the buildings in Eteläranta street, the park and the cathedral.
 This form allows better air circulation inside the building that helps avoid extra energy consumption.
 We have taken an iceberg as a prototype of the museum building as ice and snow are indispensably attributed to Finland. So we projected it to resemble natural ice and snow sculptures.
 The light trimming of the museum building corresponds to Enso - Gutzeit Headquarters designed by A. Aalto.



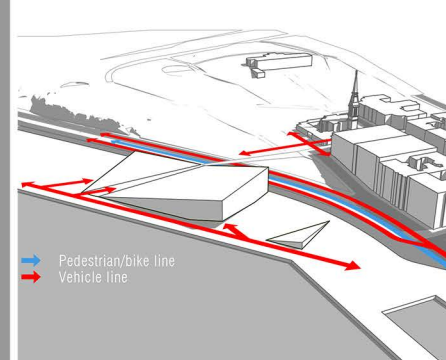
Step 3

The project includes several open air grounds:
 Ground 1 - the final element of the vast promenade area that includes Esplanadi and Eteläinen Makasiinikatu streets with lawns, places for relaxation, fountains in summer and a skating rink in winter.
 Ground 2 - outdoor exhibit
 Ground 3 is for pedestrian access to the museum restaurant, Olympiaterminaali and the pedestrian connection of the embankment and the Tähtitornivuoren puisto.
 This ground will be decorated with sofas and lawns.
 Open air ground 4 on the roof of the museum building is intended for public presentations as well as just relaxation. The slope of the roof is a comfortable place for visitors to enjoy the views of the city of Helsinki, Tähtitornivuoren puisto park and the Gulf of Finland.



Step 4

The new connection will allow pedestrians to walk from Tähtitornivuoren puisto park and Bernhardinkatu street to the embankment from which they can get to the museum, the restaurant or Olympiaterminaali. This also opens the view to Saksalainen kirkko.
 The storage building that can be used for outdoor exhibits looks like having been cut out of the main edifice.
 We suggest placing seats on the roof of the storage building to make a small open air amphitheatre for presentations and performances.
 Due to the 'cut out' form there is a shed over the entrance to the museum. It will help to protect the visitors against rain, snow and wind that is important in Finland's severe climate conditions.



Step 5

The access lanes are convenient for maintaining the building and at the same time allow access to Olympiaterminaali. There are special parking places for taxis and VIP visitors that can be approached from the crossing of Eteläranta and Eteläinen Makasiinikatu streets.
 According to the site and massing guidelines and parameters there is retained a 5-meter-wide zone to widen the pedestrian and cycle route.



Main view



View from Olympiaterminali



View from Eteläranta



View from Tähtitorninvuoren puisto



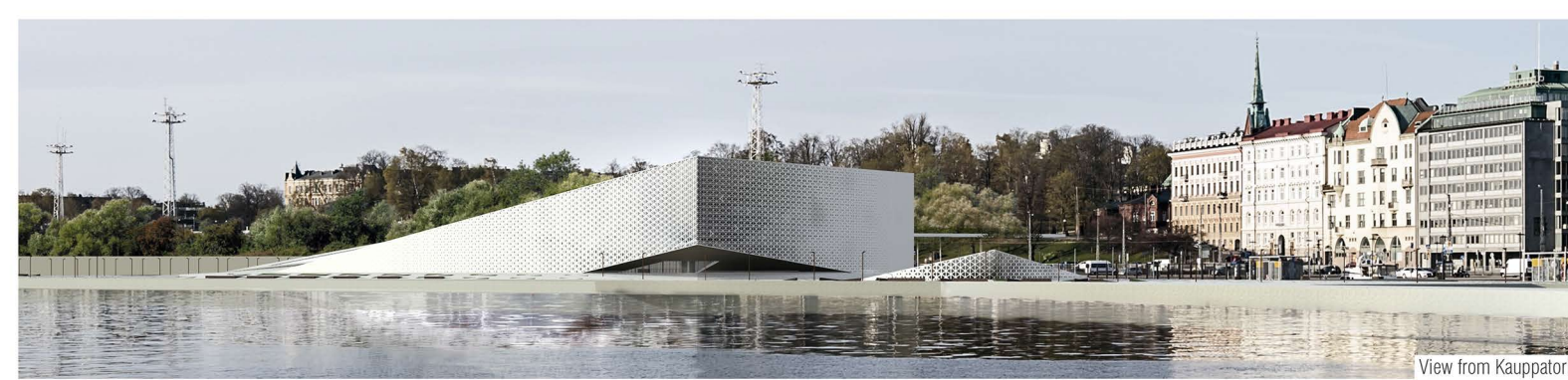
Interior



Interior

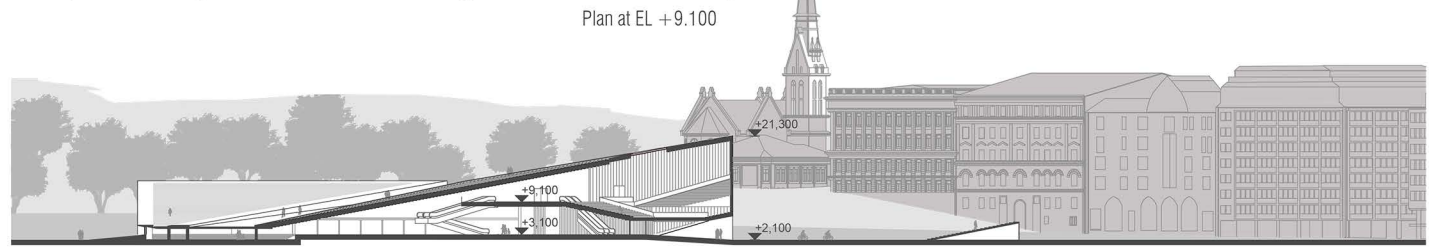
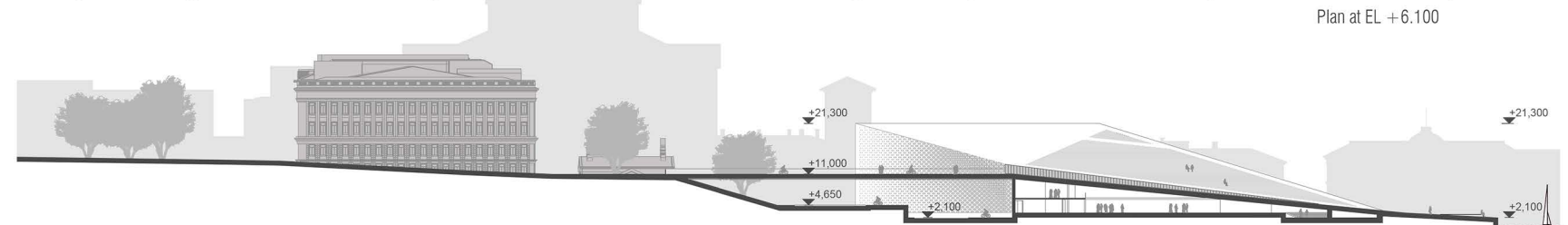
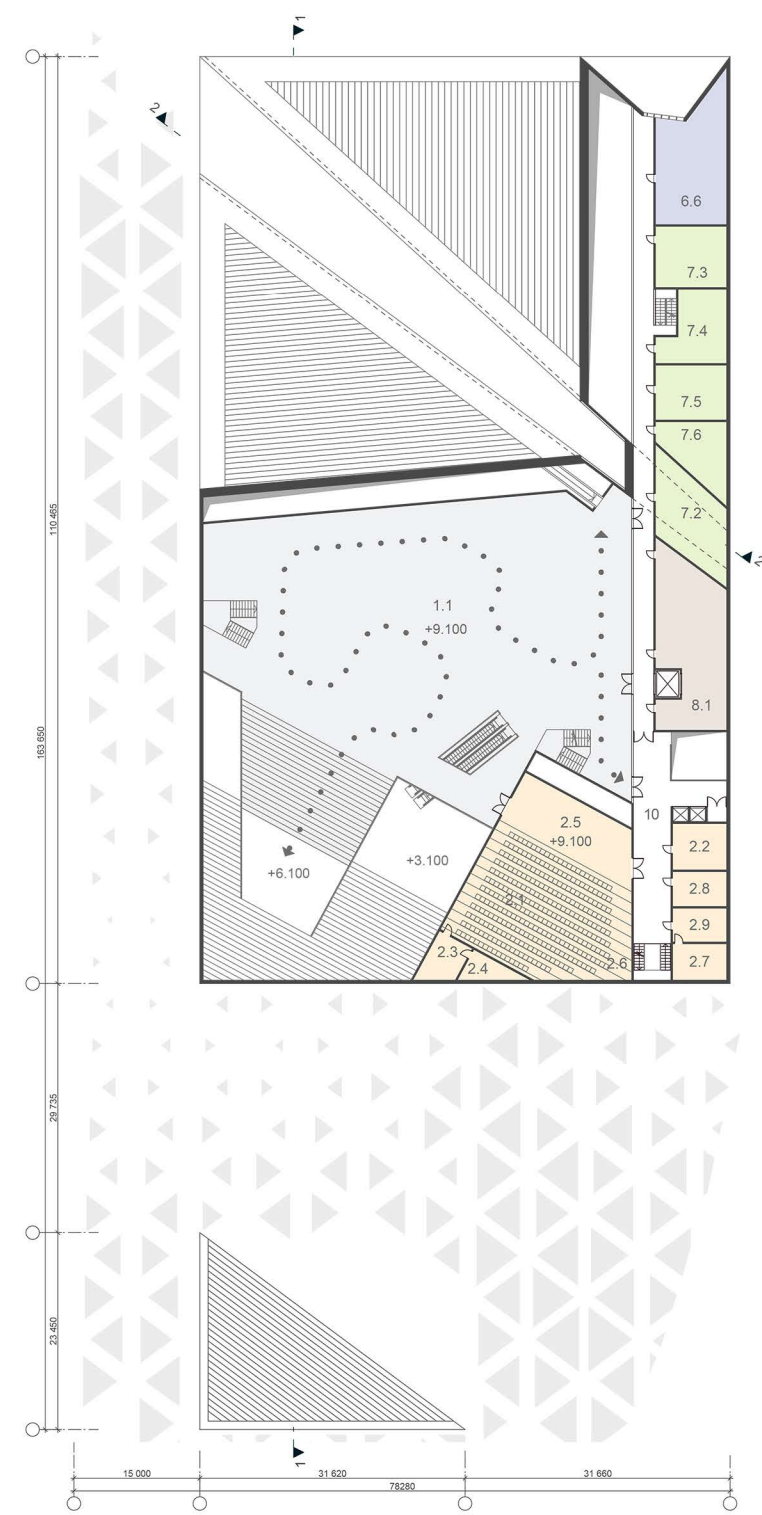
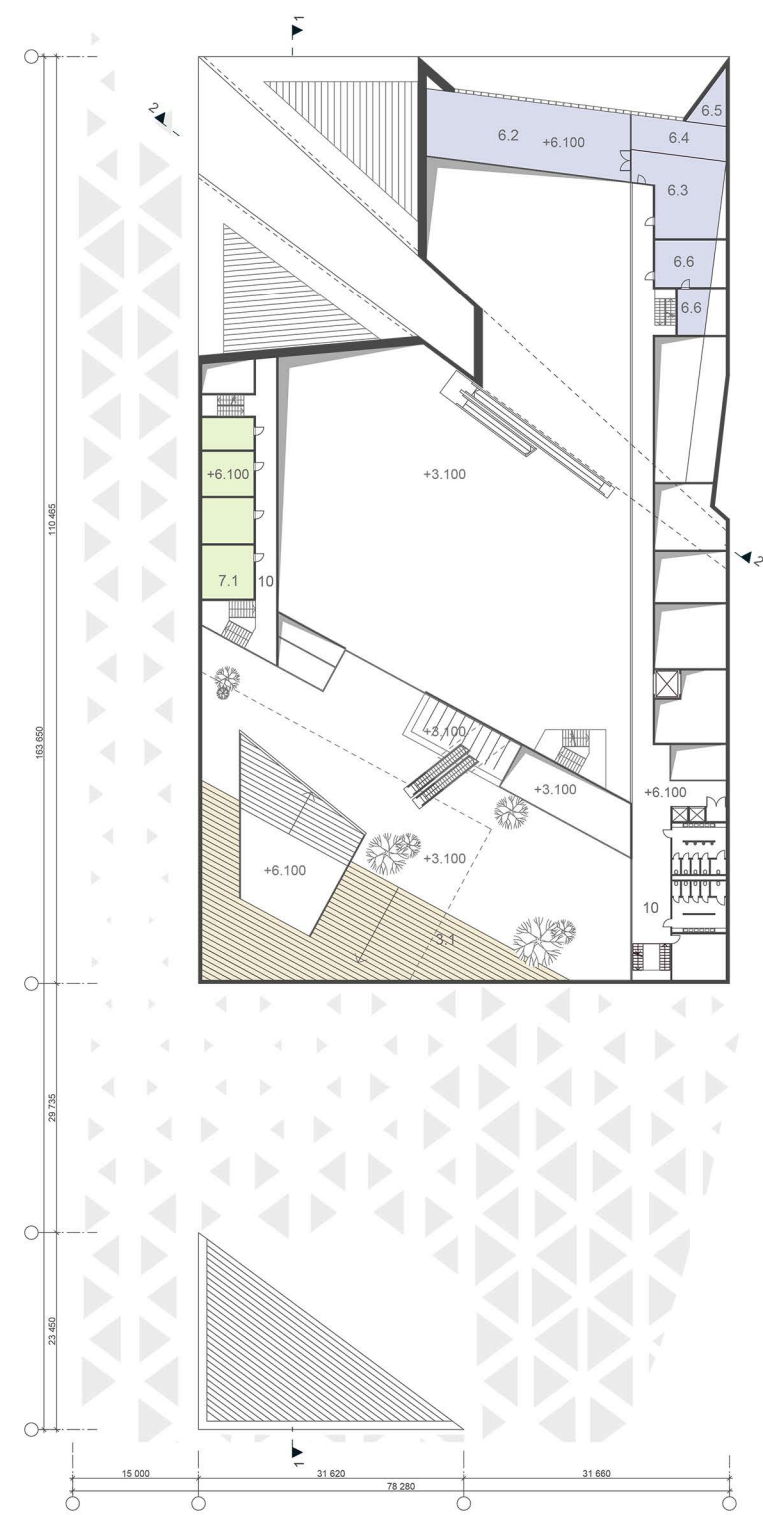
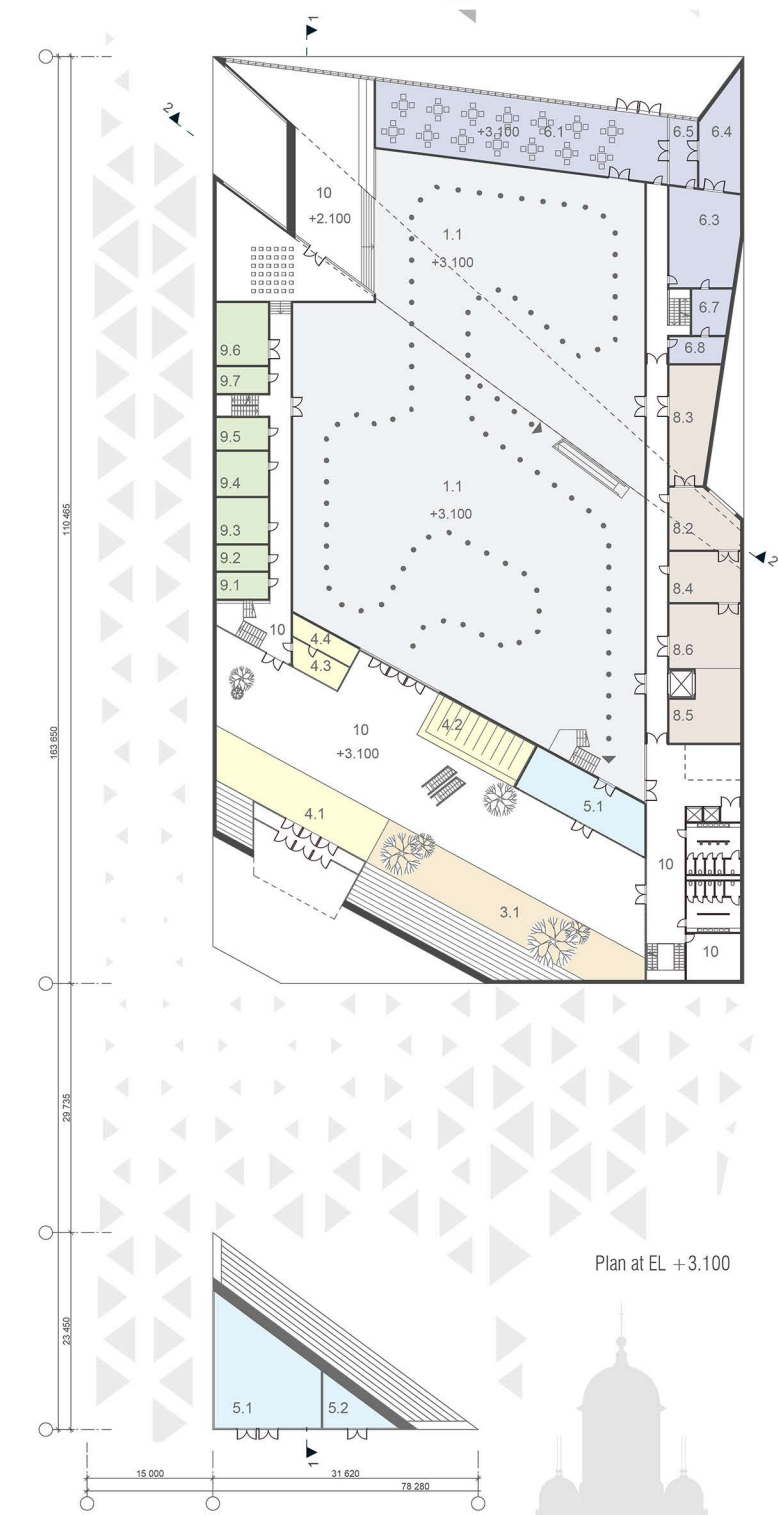


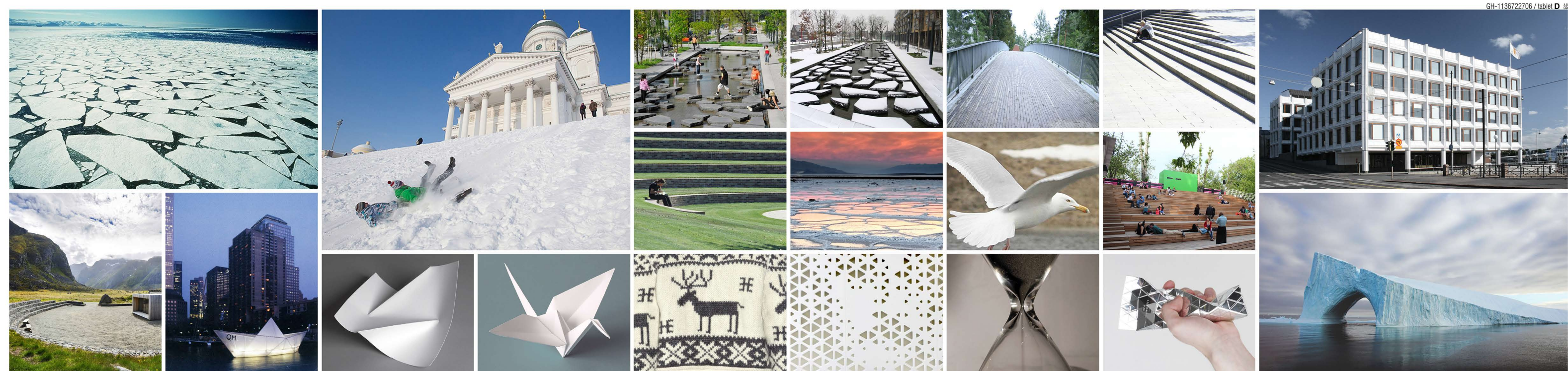
Night view



ASSIGNED AREAS

NUMBER	NAME AREAS	AREAS
Exhibition		
1.1	Exhibition Galleries	4 307
		4 307 m²
Programs and Events		
2.1	Flexible Performance/Conference	259
2.2	Green Room	36
2.3	Control Room/Projection Booth	24
2.4	Simultaneous Translation Booth	17
2.5	Movable Stage Platform	105
2.6	Seating, Stage, and Equipment Storage	32
2.7	Technician Office	28
2.8	Dressing Rooms	27
2.9	Multifunction Classroom / Laboratory	26
		554 m²
Multi-purpose Zone		
3.1	Project Space and / or Atrium	590
		590 m²
Visitor Services		
4.1	Visitor Screening/Bag Check	125
4.2	Coat Check/Lockers	73
4.3	Ticketing and Information Desk	21
4.4	Storage	21
		240 m²
Retail		
5.1	Museum and Design Store	237
5.2	Stock Room and Offices	31
		268 m²
Dining		
6.1	Cafe/ Bar	277
6.2	Formal Restaurant	195
6.3	Kitchen	185
6.4	Catering Prep/Staging Area	104
6.5	Receiving	44
6.6	Offices	180
6.7	Storage	25
6.8	Trash Room	20
		1 030 m²
Offices		
7.1	Administrative Offices	134
7.2	Curatoria Exhibition Design, Publications, Archivist Offices	86
7.3	Education Offices	62
7.4	Marketing and Development Offices	61
7.5	Conference Rooms	56
7.6	Shared Work Room/Copy Room/File Storage	53
		452 m²
Collections Storage and Management		
8.1	Art Storage	157
8.2	Shipping/Receiving	55
8.3	Crate Storage	73
8.4	Uncrating/Staging	51
8.5	Shared Art Prep/Conservation Studio and Equipment Storage	64
8.6	Registrar, Conservation, Exhib. Design & Tech Offices	65
		465 m²
Maintenance and Operations		
9.1	Security Office/Control Room	20
9.2	Custodial Office	20
9.3	IT Server, Workroom, and Staff	35
9.4	Supply, Equipment, and Seasonal Furniture Storage	35
9.5	Landscape and Grounds Maintenance Equipment	24
9.6	Staff Lunch Room/Lounge	47
9.7	Locker Rooms	21
		202 m²
UNASSIGNED AREAS		
10	UNASSIGNED AREAS	2 667
		2 667 m²





100 MUSEUMS VISITORS per year

Van Gogh Museum AMSTERDAM	1 486 281
Rijksmuseum AMSTERDAM	965 000
Acropolis Museum ATHENS	1 020 462
Museu Picasso BARCELONA	1 087 765
CaixaForum Barcelona BARCELONA	971 101
Museu Nacional d'Arte de Catalunya BARCELONA	806 052
MAGEBA BARCELONA	710 466
National Art Museum of China BEIJING	1 080 000
Ullens Center for Contemporary Art BEIJING	700 000
Pergamonmuseum BERLIN	1 410 000
Neues Museum BERLIN	701 000
Guggenheim BILBAO	1 014 104
Birmingham Museum & Art Gallery BIRMINGHAM	764 541
Museum of Fine Arts BOSTON	998 214
Centro Cultural Banco do Brasil BRASILIA	1 215 763
Queensland Art Gallery/GoMA BRISBANE	1 480 944
National Gallery of Australia CANBERRA	755 382
National Portrait Gallery CANBERRA	667 383
Art Institute of Chicago CHICAGO	1 438 158
National Gallery of Ireland DUBLIN	660 486
National Museum of Scotland EDINBURGH	1 893 521
National Galleries of Scotland EDINBURGH	1 604 105
Galleria degli Uffizi FLORENCE	1 769 971
Galleria dell'Accademia FLORENCE	1 223 253
Palazzo Strozzi FLORENCE	324 542
Palazzo Pitti FLORENCE	742 183
Kelvingrove Art Gallery and Museum GLASGOW	1 037 994
Riverside Museum GLASGOW	1 008 092
Gwangju National Museum GWANGJU	845 061
Gyeongju National Museum GYEONGJU	1 215 074
Museum of Fine Arts HOUSTON	737 480
Istanbul Modern ISTANBUL	655 776
Israel Museum JERUSALEM	877 754
British Museum LONDON	5 875 946
Tate Modern LONDON	5 304 710
National Gallery LONDON	3 763 009
Victoria & Albert Museum LONDON	3 231 700
National Portrait Gallery LONDON	2 036 858
Tate Britain LONDON	1 536 833
Satchi Gallery LONDON	1 413 605
Royal Academy of Arts LONDON	1 202 801
Getty LOS ANGELES	1 536 638
LACMA LOS ANGELES	1 172 841
Retna Sofia MADRID	2 565 000
Museo Thyssen-Bornemisza MADRID	1 255 281
CaixaForum Madrid MADRID	963 922
National Gallery of Victoria MELBOURNE	1 371 333
Australian Centre for Modern Art MELBOURNE	322 713
Melbourne Museum MELBOURNE	783 058
Museo Soumaya MEXICO CITY	833 196
Palazzo Reale MILAN	1 167 744
Moscow Kremlin Museums MOSCOW	1 735 600
State Tretyakov Gallery MOSCOW	1 491 573
Parco di Capodimonte NAPLES	923 706
Metropolitan Museum of Art NEW YORK	6 115 881
Museum of Modern Art NEW YORK	2 805 659
Guggenheim Museum NEW YORK	1 188 839
Ashmolean Museum OXFORD	846 180
Centre Pompidou PARIS	3 800 000
Musée d'Orsay PARIS	3 600 000
Grand Palais PARIS	1 518 927
Musée Quai Branly PARIS	1 310 148
Musée de l'Orangerie PARIS	800 000
Musée des Arts Décoratifs PARIS	656 547
Philadelphia Museum of Art PHILADELPHIA	835 209
Centro Cultural Banco do Brasil RIO DE JANEIRO	2 235 354
Museo Nazionale di Castel Sant'Angelo ROME	905 787
Museo Centrale del Risorgimento ROME	698 850
Complesso del Vittoriano ROME	689 850
FAMSF SAN FRANCISCO	1 448 176
Centro Cultural Banco do Brasil SAO PAULO	971 005
National Museum of Korea SEOUL	3 128 550
National Folk Museum of Korea SEOUL	2 640 264
National Museum of Contemporary Art SEOUL	1 284 038
Shanghai Museum SHANGHAI	1 944 820
State Hermitage Museum ST PETERSBURG	2 882 985
Russian Museum ST PETERSBURG	1 144 164
Art Gallery of New South Wales SYDNEY	1 195 176
MCA Australia SYDNEY	843 543
National Palace Museum	4 360 815
Tel Aviv Museum of Art TEL AVIV	750 000
Tokyo National Museum TOKYO	1 504 286
Mori Art Museum TOKYO	1 066 088
National Art Center Tokyo TOKYO	991 182
National Museum of Western Art TOKYO	940 433
Royal Ontario Museum TORONTO	1 025 920
Art Gallery of Ontario TORONTO	795 841
Parco del Castello di Miramare TRIESTE	1 189 661
Valencia Institute of Modern Art VALENCIA	1 296 284
Vatican Museums	5 064 546
Reggia di Venaria Reale VENARIA	698 484
Palazzo Ducale VENICE	1 323 508
Upper and Lower Belvedere VIENNA	1 108 858
Kunsthistorisches Museum VIENNA	703 888
Hirshhorn Museum WASHINGTON	753 258
National Gallery of Art	4 200 000
SAAM/Renwick WASHINGTON, DC	1 231 983
National Portrait Gallery WASHINGTON, DC	1 078 774
Freer and Sackler Galleries WASHINGTON, DC	869 743

4 701 000 tourists in Helsinki per 2013 year

FEASIBILITY

- Reinforced concrete frame
- Construction phases (1 and 2)
- Using local building materials (wood)
- Use of standard components
- Lack of basements
- Compact building
- Building's device meets the climate
- Preservation of the main types of visual
- Logical planning
- Simple form



Guggenheim Museums

3 000 000 visitors of Guggenheim's museums per year
1 188 839 visitors of Guggenheim Museum New York per year

In 2013 Guggenheim Museum Bilbao:
1 014 104 visitors of Guggenheim Museum Bilbao per year
11 000 square meters of exhibition space of Guggenheim Museum Bilbao
310,5 million euros total demand generated by the Museum's activity
273,8 million euros in GDP
42,15 million euros in tax revenue for the Basque treasuries
5,876 museum staff

Guggenheim Museum Helsinki

130 million euros - the total building cost for the project
550 000 - 700 000 visitors of Guggenheim Museum Helsinki
12 000 square meters of exhibition space of Guggenheim Museum Helsinki
250 000 million euros total demand generated by the Museum's activity
120 museum staff

Building footprint	6657,6 m ²
Gross floor area	13305,8 m ²
1 floor-space	6294,4 m ²
2 floor-space	1199,2 m ²
3 floor-space	3691,1 m ²
Bulk of building	60770,6 m ³
Rise	19,2 m
Area of outdoor exhibit	323,0 m ²
Area of softscape	4070,6 m ²

Sustainability / SOCIAL

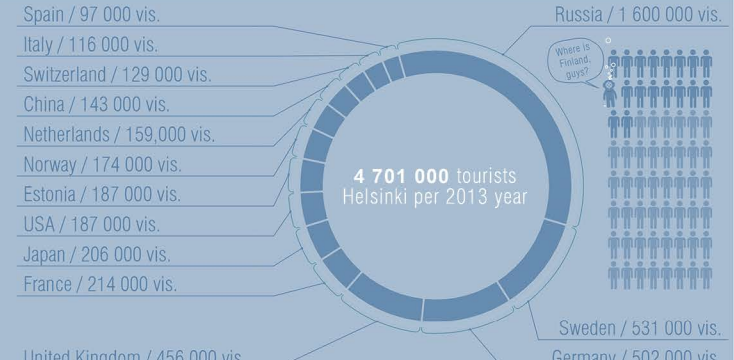
- Promotion of Scandinavian art
- The symbol of the city and a symbol of time
- Landscaping
- New public spaces
- Access for disabled
- Children's programs
- Special area for children
- Increase in the number of cultural facilities in the city
- New city skyline
- New cultural and educational programs
- A new restaurant
- Exposure of Finnish artists and sculptors
- Conduct citywide events

Sustainability / ECONOMIC

- Attract new tourists
- Increasing the number of hotels
- New jobs
- Increased sales of Finnish art goods
- There is growing recognition that creating decent places for people to work and live, with high quality public spaces and amenities creates value and will lead to higher investment returns for developers
- GDP growth

Sustainability / ENVIRONMENTAL

- Collect and reuse stormwater (special system on the roof)
 - clean / treat for greywater system
 - clean / treat for irrigation of landscape
- The use of energy-saving technologies
 - geothermal energy
 - air recovery
 - thermal insulation of buildings to reduce heat loss
- The possibility of the device lawn on the roof
- Building form derived from "real", authentic and natural materials and processes
- Diffuse sunlight



Visitors	Most popular attractions in Helsinki in 2013
1 107 522	Helsinki Exhibition and Convention Centre
1 000 000	Linnanmäki Amusement Park
828 000	Suomenlinna Sea Fortress
500 000	Korkeasaari Zoo
500 000	Tempeliaukio Church
500 000	Uspenski Cathedral
276 545	Grand Casino Helsinki
261 969	Ateneum Art Museum
246 136	Virkka Gallery
165 715	Museum of Contemporary Art Kiasma
153 765	Finnish Museum on Natural History
115 470	The National Museum of Finland
100 000	Helsinki City Winter Garden
73 179	Helsinki Art Museum / Tennisplatsi
70 589	Sederholm House / Helsinki City Museum
62 000	Design Museum
49 010	Kunsthallie Helsinki
44 850	Amos Anderson Art Museum
44 274	Sinabryhöt Art Museum
44 226	Kaisaniemi Botanic Garden
44 088	Helsinki City Museum
42 004	Seurasaaari Open-Air Museum
41 758	Hankasalmi Villa / Helsinki City Museum
33 000	Gardenia Helsinki
30 163	Museum of Technology
28 355	Tram Museum / Helsinki City Museum
22 290	Sports Museum of Finland
20 000	Arabia Museum
19 880	Finnish Museum of Photography
17 382	Theatre Museum
13 631	Didrichsen Art Museum
11 825	Tuomarinkylä Manor Museum / Helsinki City Museum
11 504	Helsinki Art Museum / Pop Up Exhibitions
11 000	Kumpuli Botanic Garden
10 000	Pimanda House / Info Shop
6 191	Helsinki Art Museum / Klauvi
5 822	Hotel and Restaurant Museum
5 120	Worker Housing Museum / Helsinki City Museum
1 123	The Cygnaeus Gallery
292	Burghers House / Helsinki City Museum
-	Sea Life Helsinki
-	Military Museum
-	Urho Kekkonen Museum Tamminiemi
-	Museum of Finnish Architecture
-	Helsinki University Museum
-	Mannerheim Museum

Hey! Anybody, where is Helsinki?