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English Supplement

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Mr Helsinki Design Week

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Illustration Vilma Lappalainen

Why buy a product if you can borrow it?

By Leena Seitola

Helsinki city libraries serve as pick-up and drop-off points for goods borrowed via an online service.

You no longer need to own many of the goods that you rarely need. You can borrow them via the online service *Kuinoma* (translates "as if it were my own".) The goods can be picked up and dropped off at the Vallila and Viikki city libraries.

Goods lending is not new to libraries. For some time already, they have given out on loan Nordic walking poles from the City Sports Department and energy metres from the Helsinki energy company Helsingin Energia, among other products.

There are also other precedents to the goods lending service.

"The Aalto University student body has a similar service, and we hear that there are many groups worldwide that engage in the same kind of activity," says **Harri Sahavirta**, Director of the Vallila library.

The idea for pick-up/drop-off points at libraries came up at a Helsinki City Library eco-awareness meeting a couple of years ago. Today the list of goods on loan comprises nearly 1,000 items ranging from clothes to construction tools. Some of the most popular items are travel and sports gear and children's travel cots. Also on offer are children's party outfits from fairy to mermaid costumes.

Neither *Kuinoma* nor the libraries handle money, and the borrower pays the owner directly. To use *Kuinoma*, you need to register as a user at www.kuinoma.fi (in Finnish). The site contains photos of products, prices and additional information.

Translated by Johanna Lemola

Kari Korkman, Founder and Director of Helsinki Design Week at the Old Customs Warehouse

Rhinoceros Oy

Helsinki Design Week:

Exploring the true nature of internationalization

By **Johanna Lemola**

A seven-year entrepreneurial effort for the benefit of Finnish design, Helsinki Design Week expands in two directions, both on the international scene and on the local level.

Kari Korkman wipes off dust, fresh from Beijing. As the director of Helsinki Design Week, he made a presentation just days before at People's Hall, part of the Beijing Design Week programme. In China, with the design week of Istanbul and those of many other cities, the trip was part of Korkman's ongoing effort to take Helsinki Design Week international. He explains why, "We operate in a totally global environment today."

Rhinoceros Oy

As a result, Finnish design export needs to re-invent itself.

Korkman envisions Finnish design export from a new, global perspective: "There's no export without import today. The traditional way, where we'd produce something in Finland and carry it abroad from here, is part of history. The new name of the game is exchange."

"Helsinki Design Week takes Finnish design international by becoming part of projects and processes that are international to begin with. Today the designer, manufacturer and marketer of a design item can all be located on different continents." Borders dim in design.

Korkman believes in the power of networks. Design weeks are his way of networking – by joining design weeks worldwide, and by inviting them to Helsinki. As a result of his efforts, Helsinki Design Week 2012 will host a high-level get-together of design weeks from worldwide.

Water as a theme that unites – design seen from a larger perspective

In Beijing Korkman and co-curator, British design guru **Jane Withers** launched *Wonderwater* – an initiative aimed at raising awareness of global water issues and design for a sustainable future, developed together with Aalto University.

The emblem of Helsinki Design Week 2011, Wild at Heart, by Andy Best and Mirja Puustinen.

Johannes Rommanen

Modern-day hero

Heroes come in many kinds. **Kari Korkman** is one.

Trained and destined to be an economist, life took a different turn for Korkman, and vision and willpower steered him on.

First he founded Luovi, a Helsinki-based design firm. Next, he had an idea for a local design week and stepped it up from scratch in 2005. Largely by himself, he created Finland's most diverse and creative design event. Helsinki Design Week covers design across the board and incorporates exhibitions, fashion shows, design shopping, pecha kucha nights, open houses, and much else.

Korkman continues to develop Helsinki Design Week's concept and expand the operations.

Despite its name, Helsinki Design Week has no input from either Helsinki or the Finnish State and receives little financial support from them.

Wonderwater gives a taste of Helsinki Design Week's next moves. Embracing a global and hot theme, the week lives up to its mission to partner with global players and to move to the centre of the world of design.

Wonderwater will land in Helsinki at Wonderwater Café in 2012. The café will serve as the centre of the larger Wonderwater programme. There will be a flow of water-related events around the theme, which will invite everybody to think about water in their everyday lives.

Wonderwater is one of Helsinki Design Week's many contributions to the programme of World Design Capital Helsinki 2012.

Moving to grassroots level, expanding among people

Recruiting each and everybody to design-themed projects ties in with Korkman's next ambition in expanding Helsinki Design Week: citizen participation – programmes where residents become active players in creating happenings and their content.

"We will move closer to Helsinki people by creating opportunities for participative programmes," Korkman says.

Precedents point out that he is on the right track: *Restaurant Day*, a hugely popular one-day happening featuring everyman's pop-up restaurants throughout the city, was initiated in Helsinki. Local-resident initiated Block Party happenings draw massive crowds in the city.

"It's obvious that there are creative people in Helsinki. Helsinki is also just the right size of city to make such projects realizable. In all, we're an ideal city for design."

Kicking off World Design Capital Helsinki 2012

The seventh Helsinki Design Week, held in September 2011, was the largest undertaking in the week's history.

"We had a special mission this year," **Kari Korkman** says. "We opened to the public the Old Customs Warehouse, a splendid 1901 red-brick treasure of a building that has stood unused since 1974. All visitors were enchanted." The house was the venue of the main design exhibition and events.

Rauno Träskelin

The week's programme culminated in a music-infused fashion show at the newly opened Helsinki Music Centre – living proof of the versatility of Helsinki's new concert hall.

Helsinki Design Week 2011 unofficially ushered in World Design Capital Helsinki 2012, the much-awaited year-long programme of design in Helsinki and elsewhere in Finland.

Quality services produced cost-efficiently

'We secure the services through temperate growth in expenditure. Debts are incured only to the extent that our focal development projects are not compromised" says Mayor **Jussi Pajunen** about his draft budget for 2012. ''The rate of change of the global economic crisis is high, and therefore we have to prepare ourselves for the rainy day, too."

The productivity of Helsinki will be increased by reforming the organization, by using space more efficiently and by increasing the use of information technology in services. Major future line solutions are the energy political solutions and the organizational change in the social services and health care sector.

The municipal tax rate will be kept unaltered, i.e. at 18,5 per cent, and the estimated growth in municipal tax is 2,3 per cent. The real estate tax rates will remain on the level of 2011.

Seppo Laakso

Mayor Jussi Pajunen and Finance Director Tapio Korhonen presented the City´s draft budget for 2012.

The tax revenues rise marginally, 0,6 per cent only. According to expectations, the tax revenues collected by the City will be almost 2,8 billion euro. Financial balance remains the objective, even if the City's indebtedness grows by 265 million euro. The total budget is about 4,4 billion euro.

Helsinki trusts in the future despite the uncertain economic situation. The City's vitality will be strengthened. New districts Jätkäsaari and Kalasatama are being constructed and different building and renovation projects are in progress in various parts of the city. Important projects are Malmi hospital area and the new health station in Myllypuro, among others.

Year 2012 is the year of major events and themes. Helsinki celebrating its 200 year-jubilee as the capital will organize events and offer experiences. The World Design Capital Helsinki 2012 year uses design to improve cities.

By **Tiina Kotka**

Services on customers' terms

Helsinki's new Deputy Mayor outlines her agenda for Social Affairs and Public Health.

Social and health care services will be increasingly available on the one-stop-shop principle, and services will be provided with view to customer needs. These are some of the developments in Helsinki envisioned by **Laura Räty**, Helsinki's new Deputy Mayor for Social Affairs and Public Health since last August.

"My goal is to integrate the Social Affairs and Public Health functions to provide better service for customers," she says. ▶▶

Kimmo Brandt

Deputy Mayor Laura Räty says that customers should not be made to run from one window to another or make many phone calls, calling for integration of social and health care services for the benefit of the customer.

"The functions are intertwined in many areas, and it's unreasonable to make people run from one window to another or call many different phone numbers to handle one issue. The way we organize services internally shouldn't be visible to customers."

eServices to be increased

Customer orientation is the Deputy Mayor's guiding principle as she steers her area of responsibility, which consumes 2.3 billion euros annually.

"We must develop electronic services wherever they are applicable, such as in making appointments and filling in applications," Räty continues.

"For example, the parents of small children are members of the Internet generation. They become frustrated if they can't handle their affairs on the Internet.

Kimmo Brandt

Meet Laura Räty

Laura Räty was elected Helsinki Deputy Mayor in charge of Social Affairs and Public Health by Helsinki City Council as a member of the National Coalition Party of Finland. Her term began in August 2011 and is for 7 years.

Räty is a medical doctor trained at the University of Helsinki. Before her new duties, she was specializing in anaesthesiology and intensive care and working on a doctoral degree. She worked for the Hospital District of Helsinki and Uusimaa (HUS) and as a general practitioner in the private sector.

Before becoming Deputy Mayor, Räty was a member of Helsinki City Council from 2005, serving on the Social Services Committee to 2008 and on Helsinki City Board from 2009. She is a Council member in the Association of Finnish Local and Regional Authorities. She has served in various positions of trust in the National Coalition Party.

Räty was born in 1977 and lives in Töölö, Helsinki, with her husband and two daughters ages 1 and 3. Her hobbies include running and horseback riding.

Myself, I can barely find the time to make an appointment to the children's clinic during the phone service hours. Fortunately we'll introduce an electronic booking system for all children's clinics next spring," the mother of two small children says.

Some of Räty's most challenging tasks will be in services for the elderly. She has spent a great deal of time pondering what the seniors of the future will be like. She envisions active citizens surfing on iPads.

"They will be accustomed to arguing and to participation. They will expect good and competitive services. We must develop service coupons and other solutions that increase people's freedom of choice. The dramatic pace of aging of our population in the 2020's, the fastest in Europe, may raise fears about the adequacy of services. I want every older person to look to the future with confidence, because it's our duty to secure municipal services for the elderly."

Räty also acknowledges the many challenges in services for young people. In addition to electronic arenas for interaction, she calls for face-to-face interaction with young people by reliable adults.

More ways to improve customer service

Helsinki has increased customers' freedom of choice in social and health care services in many ways in recent years. For example, people can now choose their personal health station. Räty will continue to advance the trend.

As a way to improve customer service further, she calls for more team work at City workplaces. She offers an example.

"I can tell from experience as a medical doctor how beneficial team work between doctors and nurses can be. Nurses in Finland are superb professionals who handle many things better than doctors, from some clinical operations to providing information on services," Laura Räty says. "Nurses could become the face of our public health care, as the service providers that people trust in and are proud of to handle their affairs."

Translated by Johanna Lemola

Glossary

English	*Finnish*
Deputy Mayor	*apulaiskaupunginjohtaja*
Social services	*sosiaalipalvelut*
Health care services	*terveyspalvelut*
Electronic services	*sähköiset palvelut*
City hospital	*kaupunginsairaala*
Health station	*terveysasema*
Customer	*asiakas*
Children´s clinic	*lastenneuvola*
Dental care	*hammashoito*
Service coupon	*palveluseteli*
Freedom of choice	*valinnanvapaus*
Expenditure	*menot*

Enormous amount of services

By Tiina Kotka

The City of Helsinki functions of Social Affairs and Public Health have a budget of 2.3 billion euros, which represents more than half of the total expenditures of the City. Public Health represents 25 percent and Social Affairs 29 percent of all budgeted expenditures.

These are enormous sums of money, but they produce an equally enormous amount of services. For example, last year City employees made more than two million house calls to elderly and other people in need of care or assistance. Senior citizens' homes logged in over one million and assisted-living homes 860,000 days of care. Senior citizens and other customers made over 930,000 visits to City-operated social service facilities.

At the other end of the age spectrum, the nearly 300 City daycare centres cared for a total of 19,300 children. More than 10,000 children were provided protection from abuse or neglect, and the number of children placed in protective custody was 2,500.

Public health and social services consume half of City expenditures.

Income support was granted to 60,500 people. A total of 11,700 people used services for the disabled. Social housing was provided for more than 3,000 homeless people, either through the City's own or City-purchased services.

The services of City health stations were used 1.7 million times and those of City dental care stations nearly 400,000 times. City hospitals logged in more than 200,000 outpatient care visits and nearly 420,000 inpatient days of care. The total cost of health care in 2011 was 1,750 euros per resident.

Translated by Johanna Lemola

Kimmo Brandt

Akseli Gallen-Kallela – European master

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Ad Astra

Akseli Gallen-Kallela's (1865–1931) artistic work shows boundless sensitivity and a passionate desire to express. The works in the present exhibition are mainly from 1884–1910, a period described as the peak of the artist's output.

In Finland Gallen-Kallela was known as a leading artist and a pioneer of the visual arts. This exhibition will later on be presented in Paris (Museée d'Orsay) and Düsseldorf (Museum Kunstpalast).

■ Helsinki Art Museum
in Tennispalatsi, Salomonkatu 15
Tue-Sun 11-19, till 15 January 2012

Re-design a container and a pumping station

HSY Helsinki Region Environmental Services Authority looks for ideas on how to improve the appearance of a waste container and a sewage pumping station with an open design competition during this autumn. The competition is part of the programme of World Design Capital Helsinki 2012.

The items to be re-designed are HSY's Neste Munkkiniemi hazardous waste container and Mustikkamaa sewage pumping station in Helsinki.

The submissions for improvements on these "non-buildings" should represent refreshing and unconventional thinking, to comply with the goal of the competition, which is to create a more welcoming urban environment.

Proposals should be submitted electronically according to instructions available online. The cost of improvements to the container and the pumping station should not exceed 10,000 and 20,000 euros respectively.

■ www.hsy.fi

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Info Bank is an online service aimed at immigrants, offering information on Finnish society and life in Finland in 15 languages. The website also contains local information on Helsinki. www.infopankki.fi