



TEMPORARY URBAN ACTIVITIES AND URBAN CULTURE: CASE URBAN PIONEERS (TILAPIioneerit)

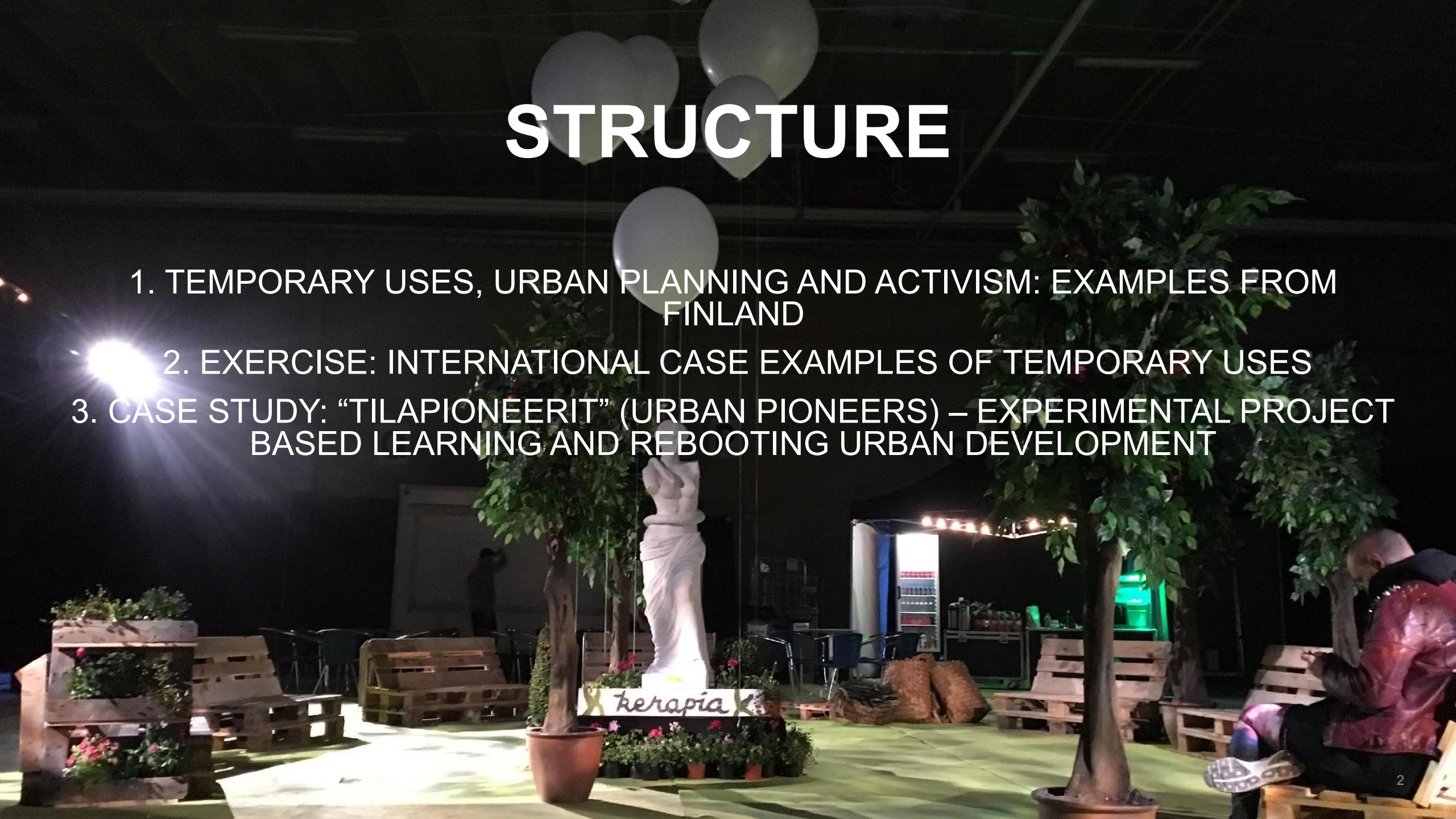
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Department of Geosciences and Geography, University of Helsinki

STRUCTURE

1. TEMPORARY USES, URBAN PLANNING AND ACTIVISM: EXAMPLES FROM FINLAND
2. EXERCISE: INTERNATIONAL CASE EXAMPLES OF TEMPORARY USES
3. CASE STUDY: “TILAPIIONEERIT” (URBAN PIONEERS) – EXPERIMENTAL PROJECT BASED LEARNING AND REBOOTING URBAN DEVELOPMENT

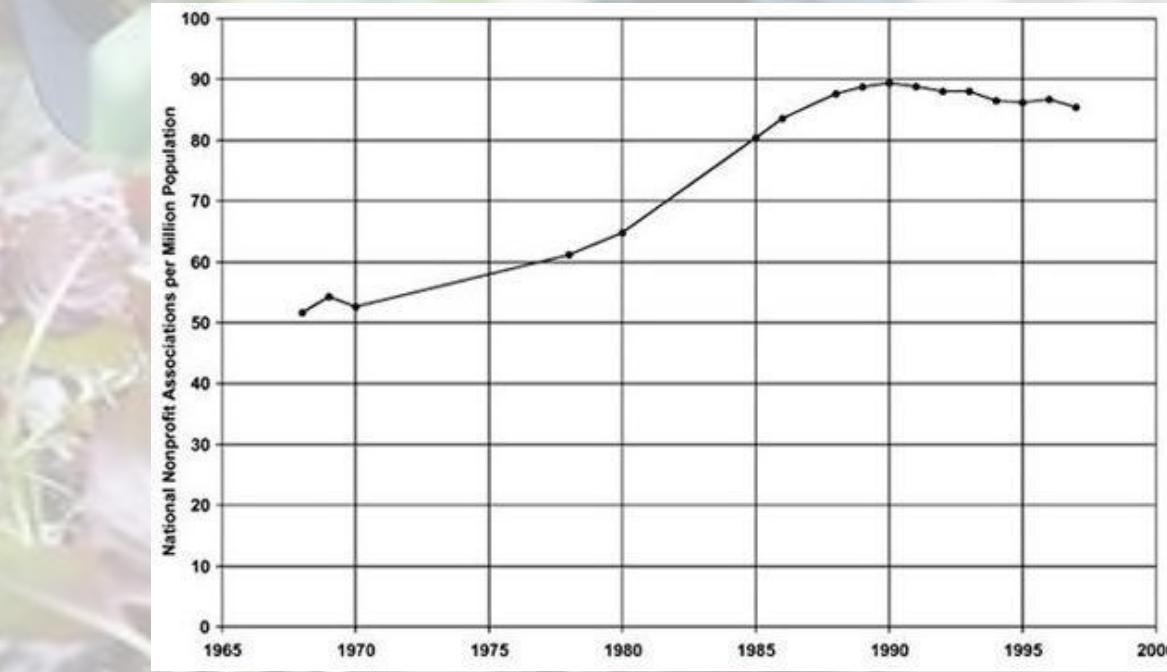
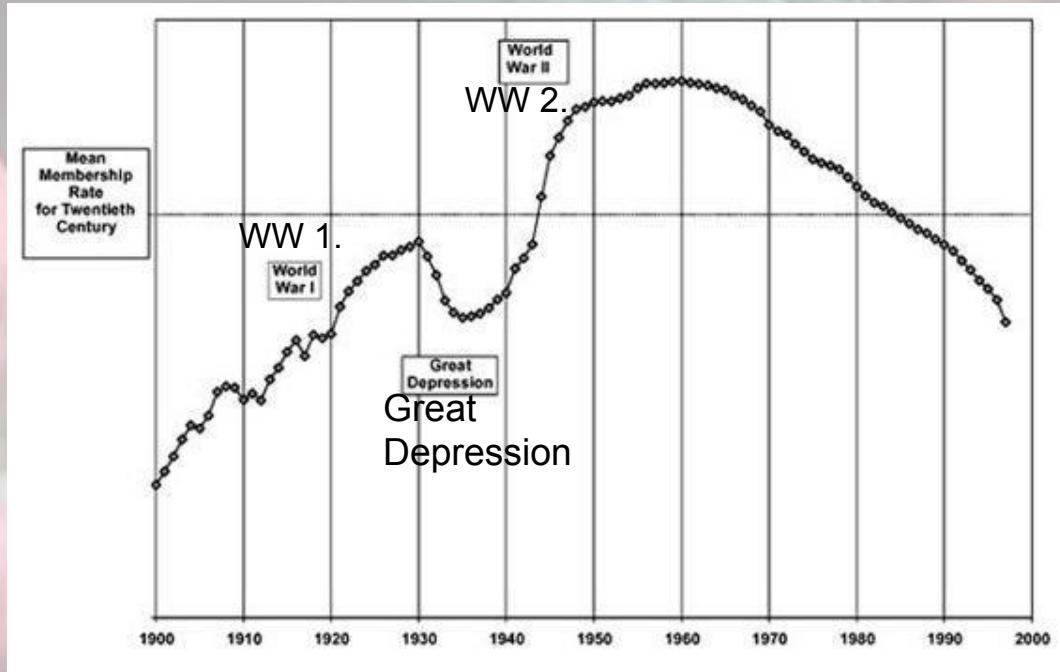


A photograph showing a group of people from behind, gathered around a small garden bed. The garden bed contains several different types of plants, including some with large green leaves and others with smaller, more delicate foliage. The people are wearing casual outdoor clothing like hats and jackets.

TRENDS IN CIVIC ENGAGEMENT

Case study: Trends in civic engagement in the United States 1900–2000

(Putnam, R. (2000). *Bowling Alone. The Collapse and Revival of American Community.*)



Civic participation based on formal organizations that involve their members directly in community-based activity (and strong social ties) has been decreasing.

Civic participation based on mass-membership "mailing-list" organizations (and weak social ties) has been increasing.

Case study: Trends in civic engagement in the United States 1900–2000

Since the 1960s, despite the rising level of education, in the US...

1. **Participation in political activities** (-40%) and voter turnout (-25%) decreased
2. **Local and face-to-face civic activity** has declined significantly, according to surveys, with some exceptions
3. **Religious activity** in churches nationally decreased, but strongly polarized
4. **Unionisation rate and social contacts** in the workplace have decreased
5. **Visits to friends and other common leisure activities** decreased and changed to consuming alone
6. **Trust in society, social trust and reciprocity** decreased and replaced by increased legal contracts

Case study: Trends in civic engagement in the United States 1900–2000

What, according to Putnam, explained the change in the 1960s-2000s?

- 1) Time pressures: Leisure time has decreased and fragmented especially for the highly educated people
Economic pressures: Reduced social contacts and leisure activities, with the exception of watching television
- 2) Urban sprawl and car dependency (driving alone, spatial differentiation)
- 3) Privatization of entertainment and leisure: watching TV privatizes leisure time and takes time out of social contacts
- 4) Generational change: slow, steady and inevitable decrease of civic activity when a more participant generation is replaced by a less participant generation

Urban activism as a resource for cities

(Mäenpää & Faehnle 2017 & 2018)

- The emergence of new urban activism based on networks, peer-to-peer production and social media changes ways of thinking about urban planning and development
- Typically collective activities, organized by citizens themselves, DIY-spirit
- "Fourth sector", a quick, lightly organised and activity-centred area of civil society (as opposite to public, private and third sector)
- The goal of activists can promote the city authorities strategic goals of an ecological, collaborative, fair and functional city.

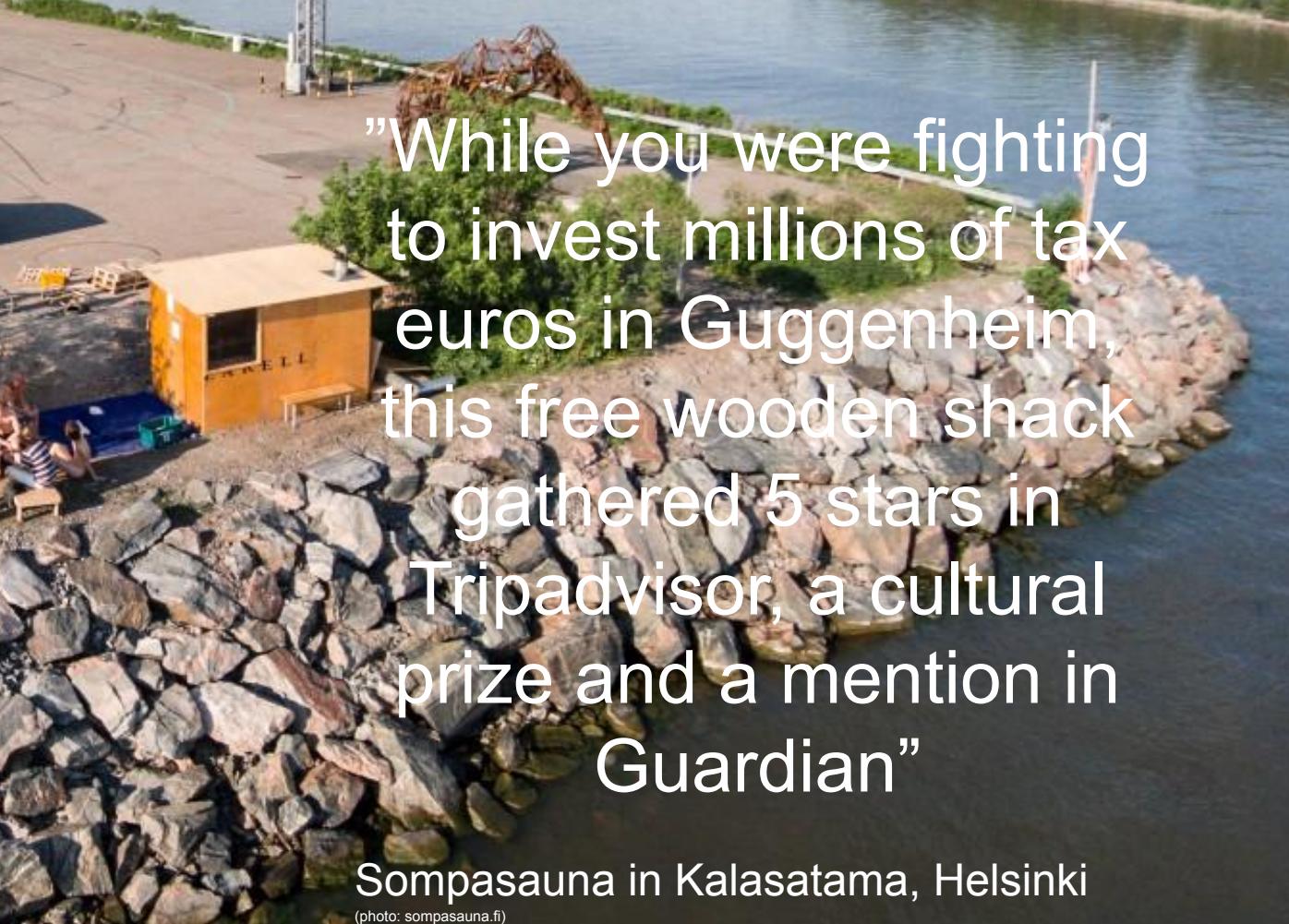
Community activism, peer-to-peer activism space-related activism, digital activism, activism support...



How to govern self-organizing city?

(Mäenpää & Faehnle 2017 & 2018, Staffans 2004, Sotarauta 2013, Senatsverwaltung für Stadtentwicklung 2012)

- Citizens as not only participants, but initiative-taking, self-organizing actors and cooperation partners
- Using social media in governance, having an open atmosphere for experimentation, facilitating crowdsourcing and sharing resources to support urban activism
- Hybrid governance, mixing the elements, values and operating methods of different sectors of society?



“While you were fighting to invest millions of tax euros in Guggenheim, this free wooden shack gathered 5 stars in Tripadvisor, a cultural prize and a mention in Guardian”

Sompasauna in Kalasatama, Helsinki
(photo: sompsauna.fi)

Temporary use as a new approach to urban development

- Traditionally refers to a spontaneous action, temporary activation of vacant or underused land or buildings with no immediate development demand (Lehtovuori & Ruoppila 2012)
- Small-scale, high-speed and low-cost experiments in empty spaces, such as former industrial buildings, office spaces, former military areas, hospitals, schools, ports, warehouses, vacant due to economical, social or real estate market development as well as historical reasons
- Previously seen as an informal and marginal form of urban activism, but now increasingly incorporated into a formal usage of land use and spatial planning (Urban Catalyst 2003, Ylä-Anttila 2010, Huttunen 2016, Senatsverwaltung für Stadtentwicklung 2007)

Temporary use as a new approach to urban development

- Kalasatama (in Helsinki), Kera (in Espoo) and Hiedanranta (in Tampere) examples of regional development projects, where the municipality has adopted temporary uses as a development tool
- Using facilitators (e.g. architects or designers) as "urban agents" to create an enabling infrastructure, build and support actor networks and negotiate over conflicting interests and power relations (Hernberg & Mazé 2017)

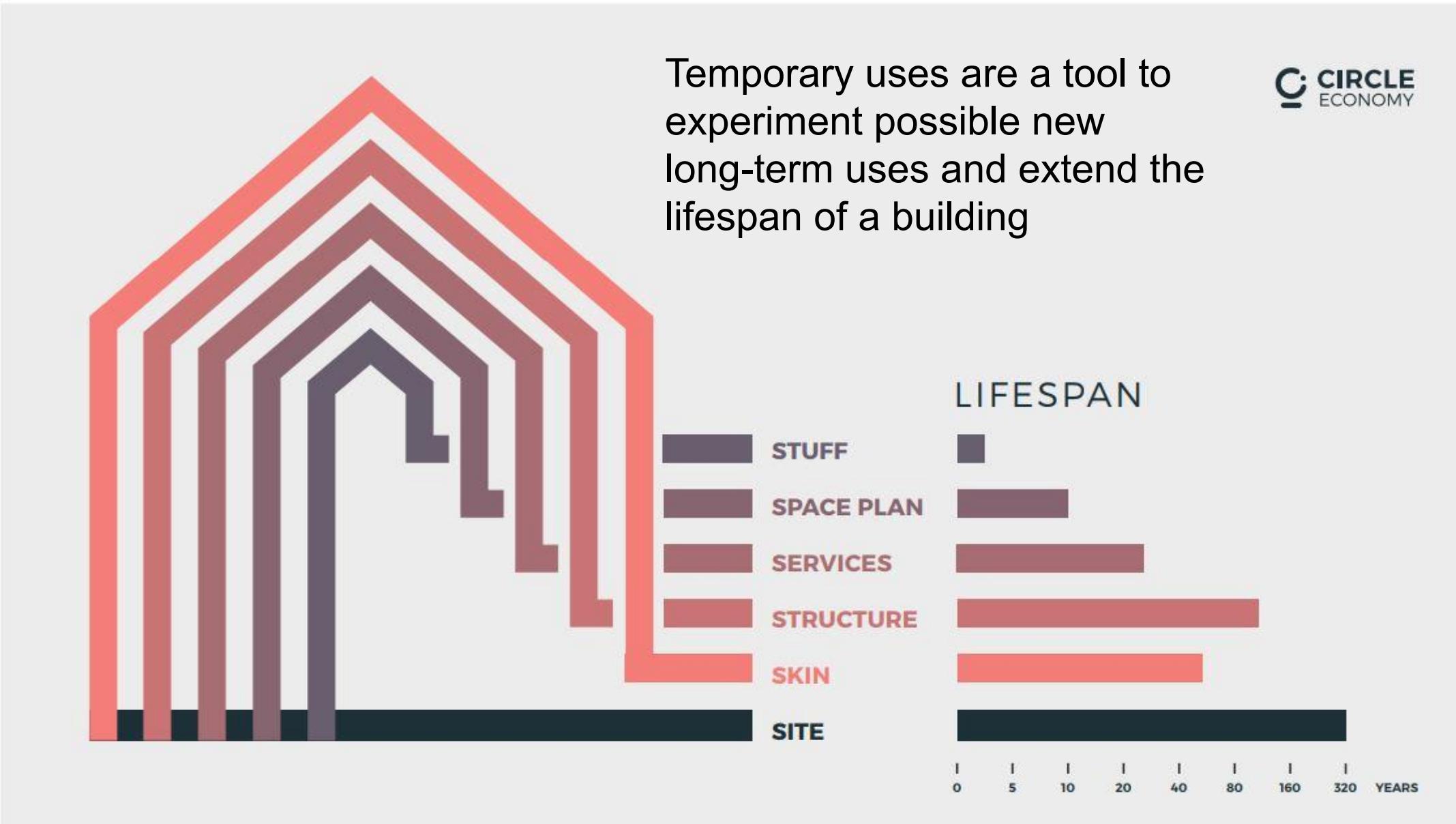
Photo: Container square at Kalasatama Helsinki (2013)
(Lasse Tarkiainen / Bermuda Helsinki)

Significant benefits for the real estate owners, users, local residents and for the spaces themselves

- Temporary activation of free or underused space can...
 - Save resources (rents, the need for new construction) and maintain the building
 - Create the conditions for cultural activities and small-scale entrepreneurship, benefits for the urban economy
 - Strengthen the local identity and create unique, attractive places
 - Increase civic participation in local neighbourhood and provide social benefits for the wider urban community

E.g. Lehtovuori, P. & S. Ruoppila (2012)
Hernberg (2014)

Figure 4: 6 building layers, adapted from Steward Brand (1995) <https://www.circle-economy.com/Building-Value>





Urban renewal through temporary use and culture has also been criticized (see.)

Colomb, Claire (2012): Pushing the Urban Frontier. Temporary Uses of Space, City Marketing, and the Creative City Discourse in 2000s Berlin.)

- For example, in Berlin, the "Creative City" was incorporated into politics and strategies, as the city gradually realized the potential for temporary use of spaces: attractive image and identity of the city, housing preferences of the creative class
- Local clubs and subcultures are seen as attraction factors for creative class and companies
- As city districts become more attractive, gentrification typically results in higher rents, pressure on property development, commercialization of culture and noise generated by tourists.
- Temporary use of premises is seen as a temporary step in urban development, and too special experiments have been perceived as problematic

Temporary use of spaces have a strong tendency to turn into long-term use

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Temporary spaces have become centers that still exist. They have an administration and are not necessarily in the hands of the original actors. However, the activities are similar.

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Raine Heikkinen, Marketing and Development Manager,
Kiinteistö Oy Kaapelitalo, Trans Europe Halles Network



Kuva: Suvi Korhonen CC BY-NC-SA 2.0)



Placemaking

- A multi-disciplinary approach to the planning, design and management of public spaces, with the purpose to give places meaning and identity. Creating public spaces that promote people's health, happiness, and well being. Different approaches: (see Gleisner 2019)
- **Strategic Placemaking:** Developing places from a long-term perspective, involvement of commercial stakeholders, often focus on adding value.
- **Creative Placemaking:** Focus on cultural, creative and non-profit activities.
- **Tactical Placemaking:** Small scale interventions in order to promote major changes in the long term.
- **Quicker Lighter Cheaper:** Process to activate public places without economic risk in order to involve local stakeholders and users

Photo: Michigan Municipal League, Sandy Beach in Detroit's Campus Martius Park:
Placemaking in Action June 2015.
(CC BY-NC-ND 2.0)

Example of Strategic Placemaking: Percent for Art Principle in Finland

A certain portion of a construction project's budget (usually around 1%) spent on art. Several funding models:

1. **Arts programmes:** general plans to integrate art into the location
2. **Municipal decision to follow Percent for Art principle in public construction and renovation projects**
3. **Municipality obligates the developer** to follow the principle: obligation to commission art for new plot holders
4. **Fund Model:** a certain share of the building costs is collected from the developers into a common fund (for instance certain amount of euros per square meter of permitted building volume). Can be extended to include performing arts, cultural events, etc.

The Handbook of the Percent for Art Principle in Finland For Commissioners: https://prosenttiperaate.fi/wp-content/uploads/The_Handbook_of_the_Percent_for_Art_Principle_in_Finland_For_Commissioners.pdf

Exercise in Flinga, please open the link on your mobile: <https://edu.flinga.fi/s/ENDUJAJ>

- What international or Finnish examples do you know about areas or buildings where new cultural or other activities have emerged that differ from the previous use of the place?
- Open the Flinga page and write examples of interesting areas or buildings there
- If you know the examples in more detail, you can classify them according to the way they were established:
 - Strategic placemaking, involvement of commercial stakeholders
 - Cultural, creative and non-profit activities
 - Tactical, small scale interventions
 - Quick, light, cheap experiments



Tilapioneerit (Urban Pioneers) – project course discovering and reinventing urban space

Rami Ratvio & Olli Siitonens
University of Helsinki

6.5.2018

University of Helsinki course using project-based learning approach

**Activist group specialized in temporary
uses in urban space**



Finland is full of empty buildings – How to bring them back to life?

For example, the Helsinki metropolitan area is full of vacant properties. In this story, we present some of them.

| Kaupunkikulttuuri 8.3.2018 klo 11:46 | päivitetty 8.3.2018 klo 15:59

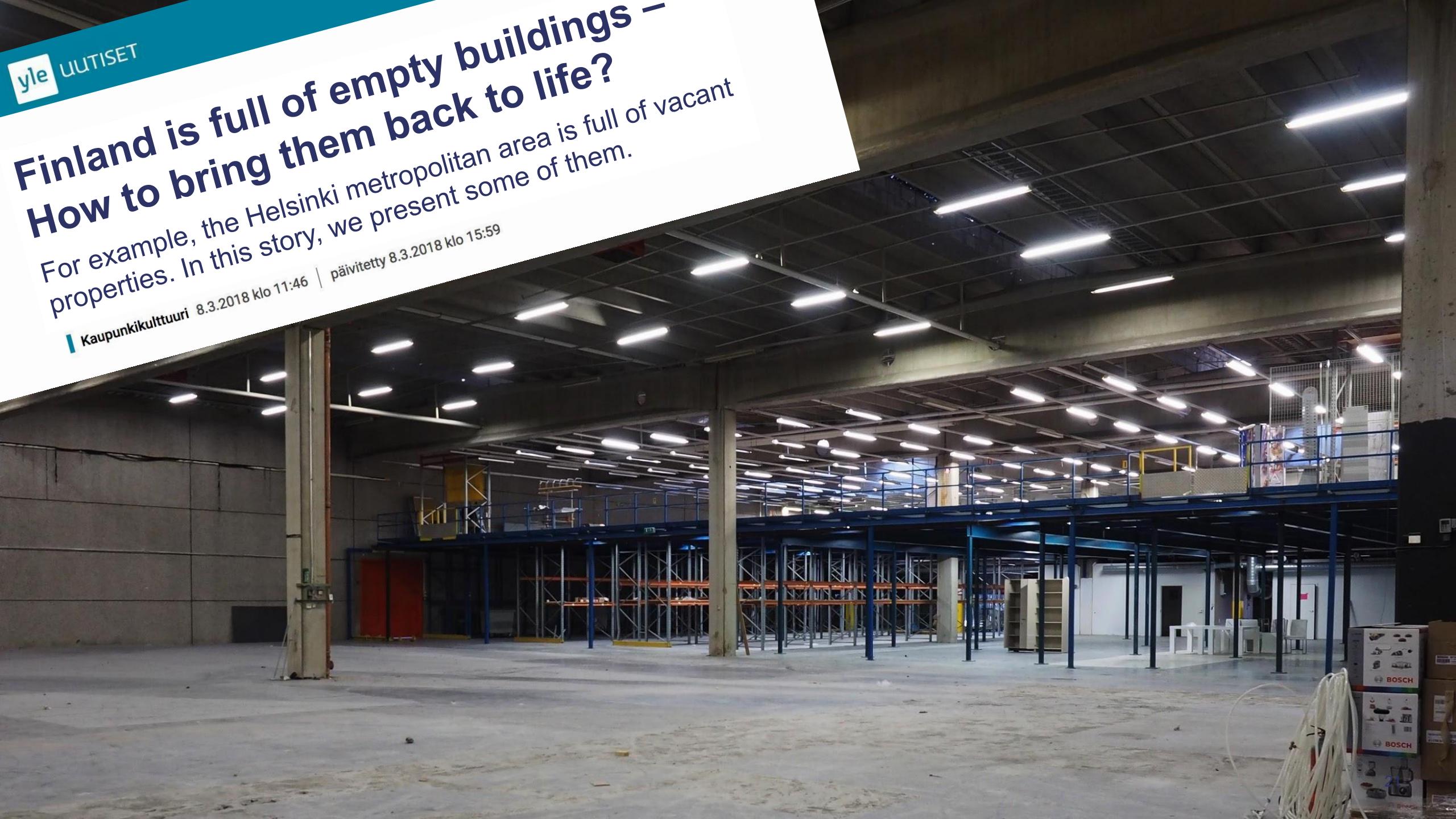


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Finland is full of empty buildings – How to bring them back to life?

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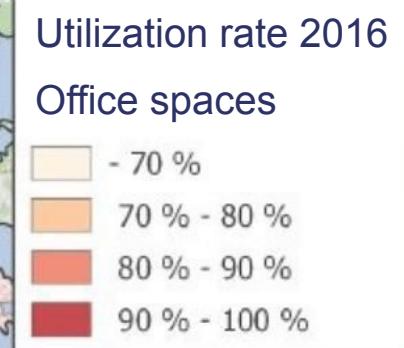
| Kaupunkikulttuuri 8.3.2018 klo 11:46 | päivitetty 8.3.2018 klo 15:59

Would you attend
a Nude Disco?



**Over 1 000 000 m²
of empty space
in the Helsinki
metropolitan area**

**Almost half the
office spaces are
vacant in some
neighborhoods of
the metropolitan
area**





Urban Pioneers 2018: Colosseum, Myyrmäki, Vantaa



Former headquarters of a state-owned
electricity company

30 000 m², Vacancy rate ca. 20 %

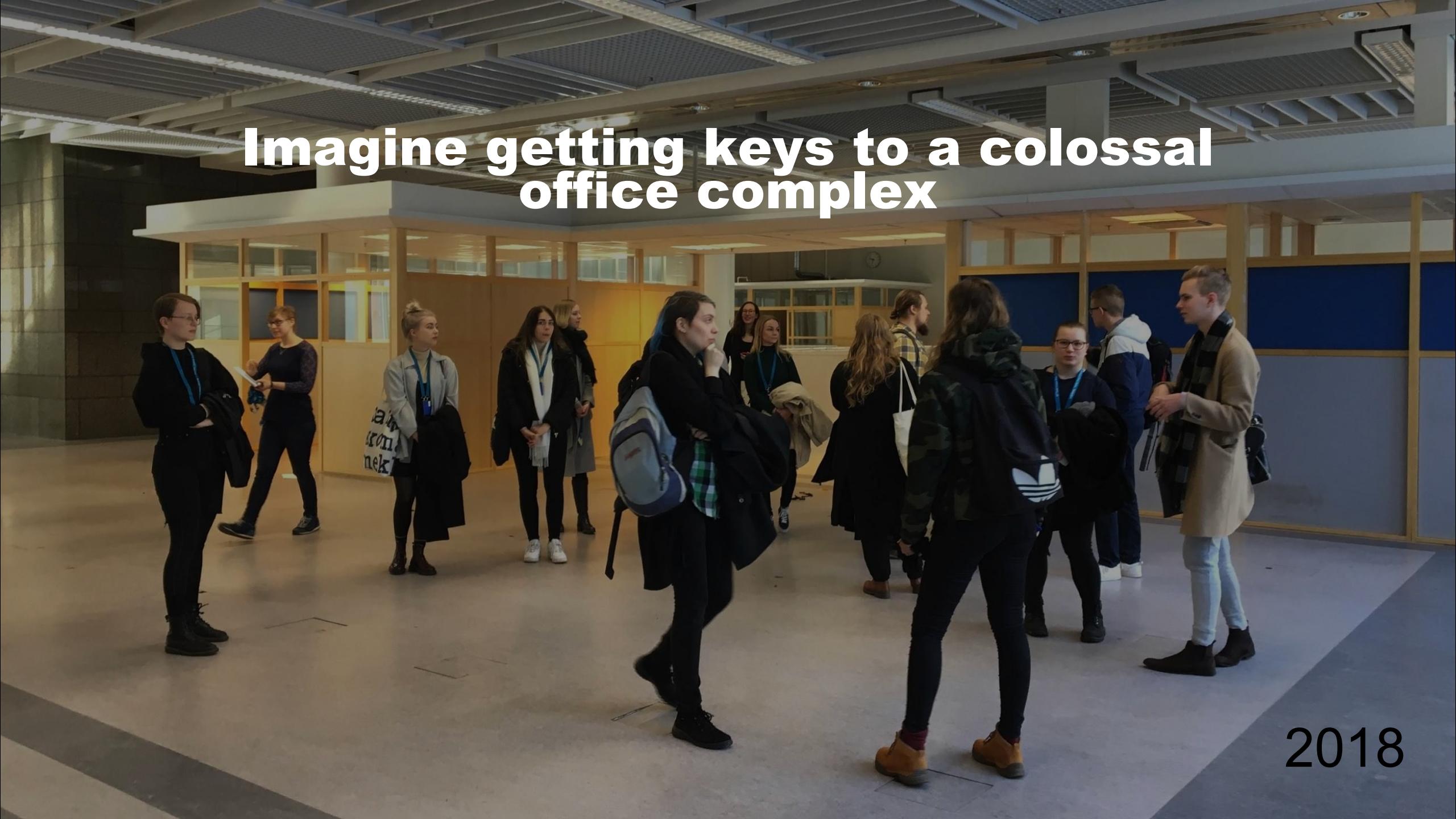
Eero Ojala @EeroOjala · 9. tammik.

Kohdekäynnillä @tilapioneerit Onko keväällä kuhinaa Myyrmäessä?
#Rajatorpartie8 #Vantaa #placemaking



Myyrmäen keskusta uudistuu – näin muutos näkyy
katukuvassa

Imagine getting keys to a colossal office complex



2018

Rebooting urban development



1. Space in need
of activation



2. Discovering
the needs



3. Co-creating
new concepts for
the space



4. Testing new
concepts
(temporary uses)



5. Results



March 2018: Opening the space with public lectures and workshops

Endorsing a horizontal organization and DIY attitude

2610
"Doers are choosers"

**"How to transform
a colossal office
space into a lively
living room? "**

Communications
team

Programme design
team

Spatial design
team

Networking team

BALL
PIT

Playing, team building, co-creating



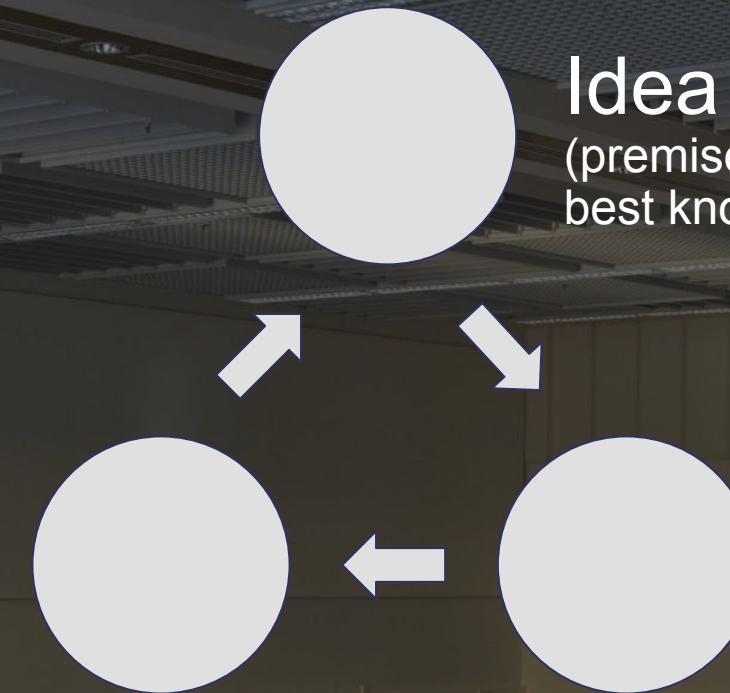
Last edit was made on July 3 by olli silainen

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10	11 9:00-13:00 TILAPIONEERIT-KURSSI	12	13 9:00-13:00 TILAPIONEERIT-KURSSI	14	15 Music & hanging klo 20-06 Ulrika
17	Kurssin yhteinen Epävarmuusilaisco klo 16-20	18 9:00-13:00 TILAPIONEERIT-KURSSI	19	20 9:00-13:00 TILAPIONEERIT-KURSSI	21 Lähöitäisi / Fanny
24	25 9:00-17:00 TILAPIONEERIT-KURSSI	26 9:00-17:00 TILAPIONEERIT-KURSSI	27 9:00-17:00 TILAPIONEERIT-KURSSI	28 MaOlympialaiset 14-18, alustava varaus (esimerkki toteutusta ulkonäön om töihin) Huono asti! Tommy + Hengellisiltä pro-vapaa 19-04, Venna Seimähäät Tilapioneerit Graffitijamit Street Art Vantaan kanssa / Fanny	29

Trying out concepts: One month of experimental temporary uses

Further development
developing the idea by
applying new information



Idea
(premises) based on our
best knowledge

Testing
"the minimum viable product"

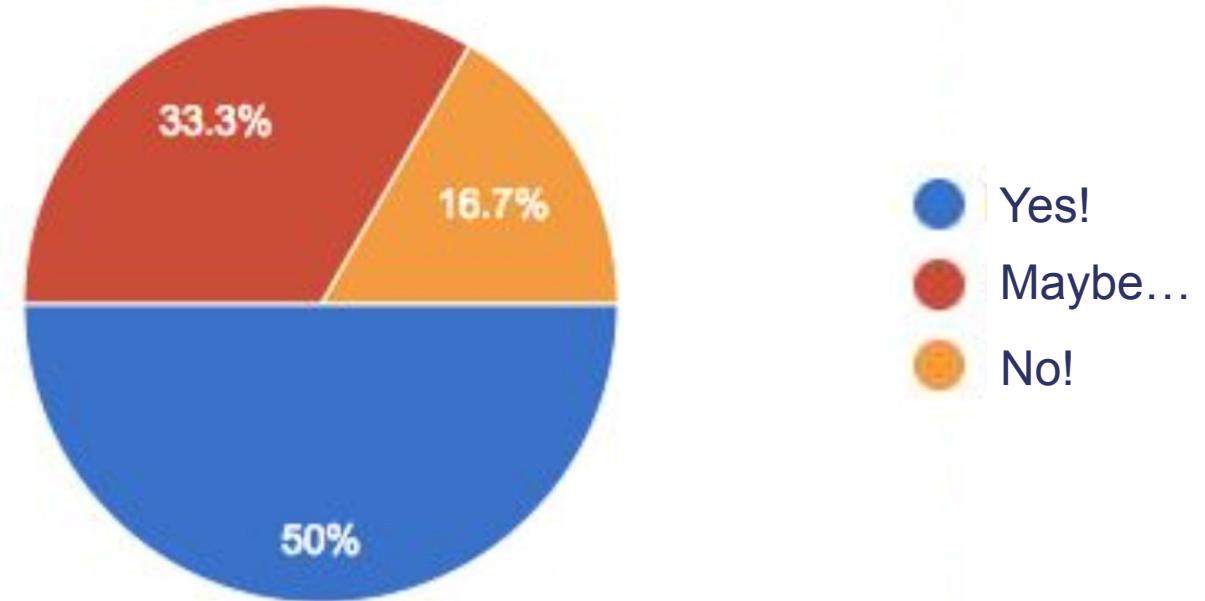


Nude Disco Idea



Testing

Would you like to come to a Nude Disco?

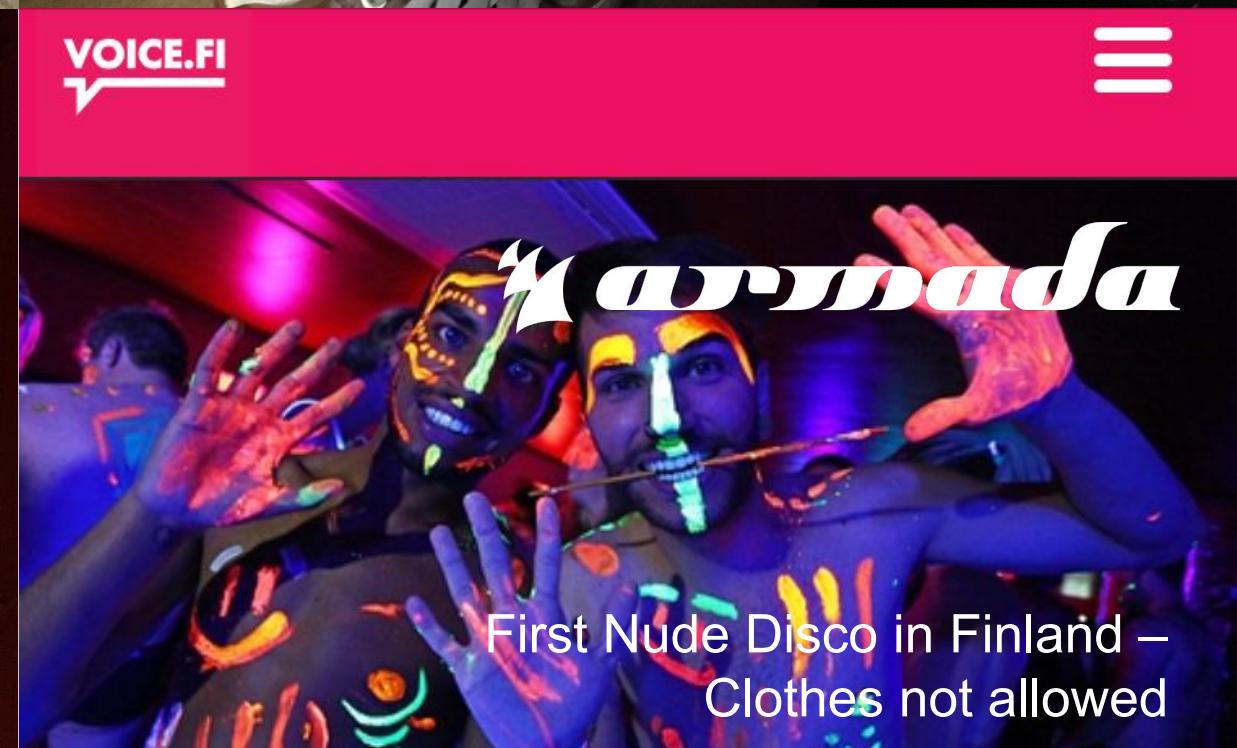


If yes, why would you like to come to a Nude Disco?

Further development



End result



MAKSUTON KAUPUNKIFESTARI



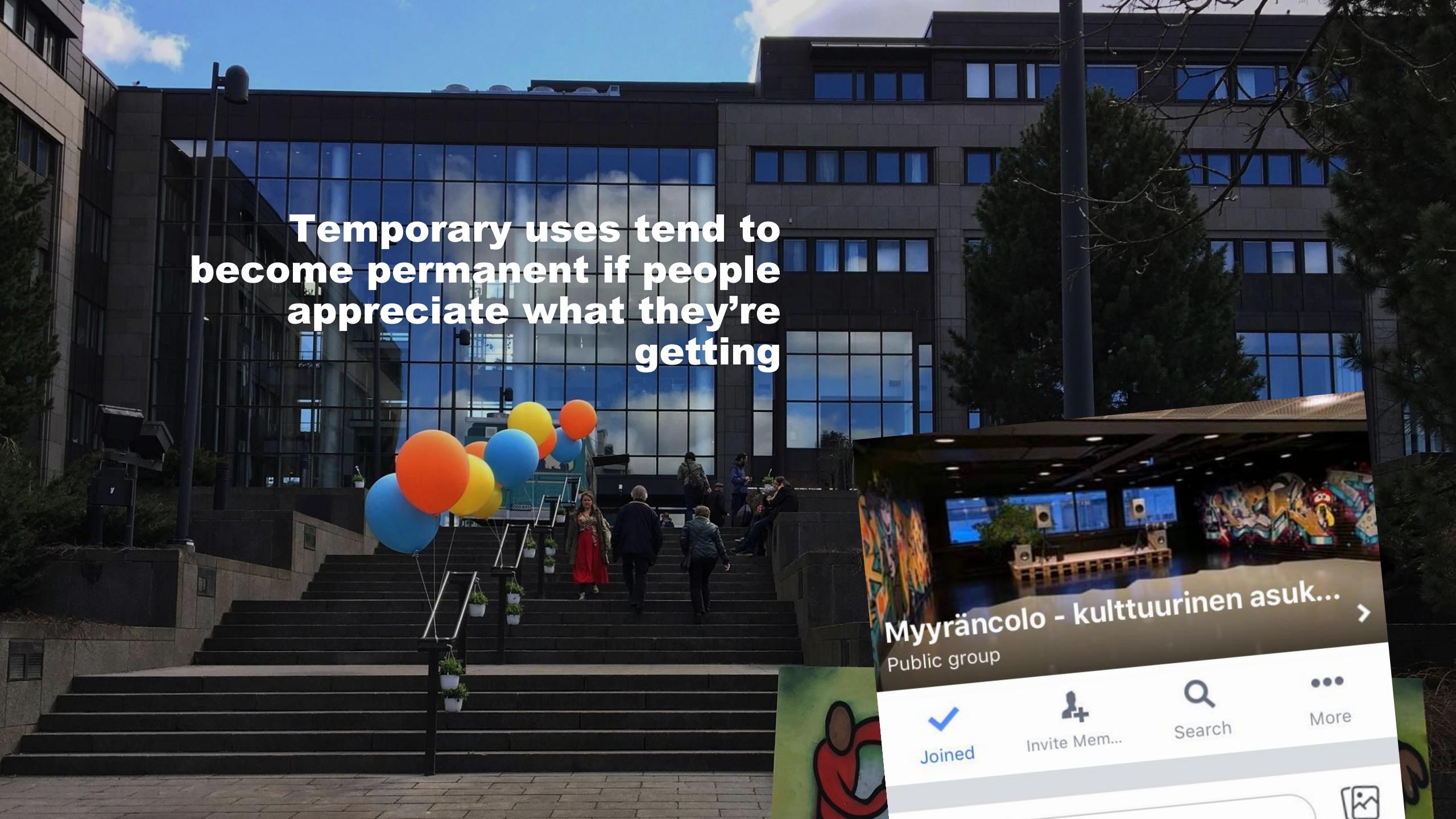
COLOSSEUM / RAJATORPANTIE 8 / MYYRMÄKI, VANTAA
K-18 JATKOKLUBI Tanssit 2.0 / 20-04 / KAUPUNGIN KAIKU Ry

[tilapioneerit](#)

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Temporary uses tend to become permanent if people appreciate what they're getting



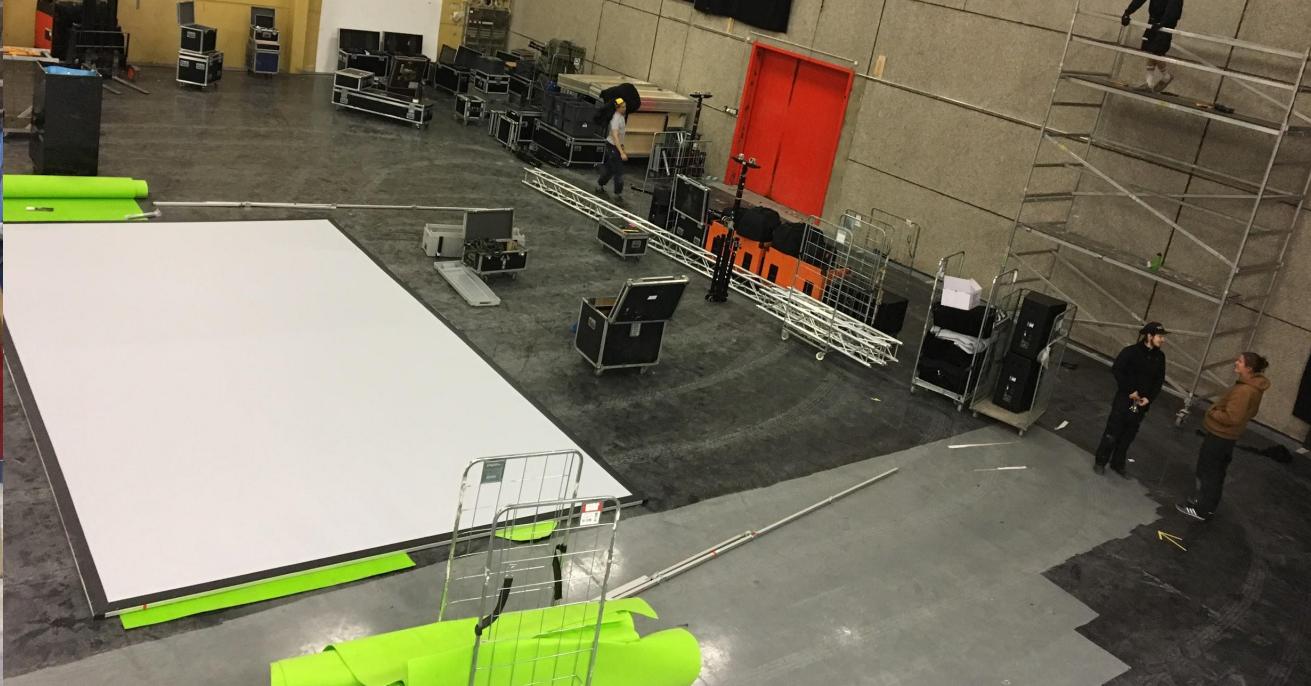


Myyrmäki 2018





Kera 2017





Q

P

O



terapia



Maria 2016



Stay tuned!
We will be publishing the
Tilapioneerit (Urban Pioneers)
teaching materials online in
spring 2019

<http://tilapioneerit.fi/>





Thank you!
<http://tilapioneerit.fi>

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