

Competitors' impressions of Pasila and contact information

Second phase proposals

(in alphabetical order)

Kvartsi by Sponda Plc

Silva by Fira Group Oy, Bonava Finland Ltd. and NREP Oy

South Pasila by Skanska Talonrakennus Oy, Skanska CDF Oy and Sato Oyj

Trigoni by YIT Construction Ltd.

What makes Pasila a specifically interesting location for investors?

What benefits can be achieved through high-rise buildings?

What is the significance of this contest for the participants?

What are the most important objectives in Pasila for competitors?

Kvartsi

by Sponda Plc

Pasila is an area undergoing major growth and development, even at its very heart, as well as benefiting from excellent transport connections. Its dense city structure and transport connections, combined with the park zone extending to the centre of Helsinki make the area multidimensional and interesting in terms of its cityscape, as well as desirable from the perspectives of a range of different operators.

Its location, alongside diverse public transport connections and services, offers an excellent location for all kinds of activities (living, services, offices), and makes the area appealing both to investors and potential tenants alike.

In terms of city structure, high-rise construction facilitates the realisation of new, interesting and functionally versatile environments for living, working and services. High-rise construction can provide properties that are flexible when it comes to changes, as well as energy efficient, in which different functions – living, offices, services – are located close to one another, allowing for a new, close interaction between different functions.

Living in a high-rise building offers privacy and quality, which will also be supported by the services located in the area. In the best case scenario, high-rise construction emphasises the best sides of city living.

helsinkihighrise

The Pasila area constitutes one of the key regional centre projects in Helsinki, and Sponda wants to be involved in Helsinki's growth, developing and implementing the new Helsinki in Pasila.

For the Sponda planning group, its proposal is the result of long-term, determined work. Creation of the entry involved technical, functional and aesthetic development of the concept of high-rise construction, to create something fitting and feasible for the central Pasila area.

Sponda's objective is to provide a versatile operating environment and flexibly adaptable and energy efficient towers that create a new and interesting cityscape and give Pasila a new identity as Helsinki's second centre.

We want to give Helsinki and its residents the best possible new city environment. In Helsinki's silhouette, Pasila will stand out as an identifiable, dynamic and harmonious entity. We want to provide the area with a human-centric, technologically advanced, and architecturally refined city environment that is also sustainable, interesting and versatile.

Silva

by Fira Group Oy, Bonava Finland Ltd. and NREP Oy

Positioned in the midst of everything, Pasila is growing rapidly, becoming a flourishing platform for interaction between communities. The high number of users and residents supports the formation of diverse communities.

The heights offer expansive views and the small-scale street environment a basis for a beating urban pulse. The variety of purposes and means of use of the facilities provided will accelerate the blossoming of businesses in the area. All of this attracts investment in Pasila, which will grow even further in value as it becomes ever more urbanised.

The competition holds great significance in many ways for Fira and the entire coalition. Alongside construction projects, Fira is also developing a range of digital tools and services that accelerate its internationalisation. It would be an honour to be part of the development of this area and the operations and activities it is home to, as they grow from strength to strength.



helsinkihighrise

South Pasila

by Skanska Talonrakennus Oy, Skanska CDF Oy and Sato Oyj

You cannot find a better location in Finland than Pasila. In our proposal, the area named South Pasila is located in the middle of Helsinki, with exceptionally accessible traffic connections: you can reach it by train, tram, bus, car, bike or on foot. Through the development of new infrastructure projects and significant new property development, Pasila will emerge as a prominent and dynamic hub that will bring the international interest in Helsinki to a new level. South Pasila will tie together the now separated areas of West and East Pasila and reinvent the identity of Pasila as a whole.

Pasila is highly attractive in terms of both living and working. When buying an apartment in this location, one can trust that it will maintain its value. It also creates a brand for high-grade rental housing. The companies who want to be in the center of everything will be located in Pasila. For the international experts who work for them, the cosiness and liveliness of their working location is a central criterion for living and working in Helsinki.

High-rise buildings will strongly shape the image of Helsinki. The city will become more urban, a trait which has often been called after. Helsinki is the only metropolis in Finland, and it should look like one. Our experience and customer surveys indicate that, without a doubt, Finns are interested in high-rise residential options. High-rise buildings allow us to provide supply for the existing demand.

In high-rise buildings, there are enough residents to provide a breeding ground for various services either in the building itself or the nearby area that make everyday life easier. These services will also grow and maintain a healthy customer basis. So far, very few truly vibrant city environments have emerged in Finland due to the insufficient population density and efficiency of land use. Dense and urban city structures create possibilities for services that will keep attracting even more residents to the area. The result is a metropolitan complex with its restaurants, distinctive cultures and own special characteristics. A dense, well designed high-rise area will add to the vitality and diversity of the city. Comparison points for the area are the green blocks of Toronto, New York and Hong Kong.

The Helsinki High-Rise competition offers a unique opportunity to design and construct an area that will profoundly shape Pasila as a part of the city as well as the entire image of Helsinki. The new South Pasila will become an impressive urban high-quality area of high-rise towers that will also improve the expertise of high-rise development and construction in Finland.

Through the competition, the City of Helsinki has every opportunity to reinvent Pasila as a diverse district close to nature. In this project, we will be building a better Helsinki.



helsinkihighrise

For Skanska, the project enables us to utilize our international expertise in high-rise development and construction as well as the expertise of all our business streams in unison.

Our objective is to design and build a hub for diverse residential, commercial, and service facilities. The towers will not form a uniform mass of buildings – instead, each of the buildings will have its own strong and individual characteristics. Special focus has been put into street level design to assure a cosy and safe street level environment.

Urbanism is not defined by ungainly masses of stony-faced buildings: nature is seamlessly integrated into the design of the area and is strongly present through proximity of the Central Park of Helsinki, among others. Those who work and live in the area have all the services they need as well as excellent recreational environments at their doorstep. South Pasila reconnects the different part of Pasila and transforms the area into the most important hub in Helsinki. From the majority of the apartments and offices located in the high-rise buildings, there will be magnificent views over the entire city and direct routes everywhere, for example the old rail engine halls, the Töölönlahti Bay, and the city center in the South as well as the Central Park of Helsinki in the West.

We are aiming for the comprehensive well-being of those who live and work in the area. This means functional transport connections and the vicinity of all amenities which decrease the portion of time people will spend travelling. Wellbeing is also increased by high-quality city planning, homes, and services.



helsinkihighrise

Trigoni

by YIT Construction Ltd.

The shaping of Pasila into a new centre for living, working, enjoying and transportation will affect the development of the entire Helsinki metropolitan area. Moving the focus of the city structure to an area close to the densely constructed inner city offers a solution for the growth needs imposed by future urbanisation and internationalisation.

High-rise construction creates new possibilities for the development of the local areas. When buildings are coordinated with the existing city structure, in the best case scenarios they complement and enrich the area. The TRIGONI proposal was created by dividing the three functions – living, working and commercial spaces – evenly. Despite the high-rise buildings, the area has been developed with pedestrians in mind. The general solution creates a good basis for the area's dynamic and diverse housing, working and travel provisions.

The concept for the functions located in the area is based on three main themes: the cityscape, flexibility, and the proximity to central Pasila. The grouping of the buildings binds together the silhouette presented and the existing city structure by creatively combining high and low rise construction. Parks and open spaces interact, forming alternating urban spaces.

A tower is a new building type for Finland. The TRIGONI tower, with its equilateral triangle-shaped floorplan, is distinctive and intrinsically creates an architectural and urban identity. In the area bordering the triangular towers, the aim is to ensure retention of a human scale and meandering, living street areas for people to walk through and enjoy. The proposal brings together restrained Scandinavian high and low rises, in which towers and a base providing protection from rain and wind create an identifiable entity befitting of Helsinki's silhouette and the Finnish cityscape. At the functional core of the proposal are so-called hybrid or mixed-use buildings.

Planning group lead Professor **Rainer Mahlamäki** states: 'This is the first time it has been possible to develop an international-level group of towers suited to our conditions here in Finland. This opportunity is unique – our aim was to create an impressive, yet technically simple tower concept.'

The Helsinki High-Rise competition and the development of the Pasila Tower Area, as well as future implementation, are a major opportunity for YIT and the competition group it has formed. We will be focusing fully on further development of our proposal during the second stage of the competition, whilst working with the organisers. We believe that our proposal will make Pasila a year-round attractive and vibrant urban area, that further increases Helsinki's appeal and interest in the area on a global scale.



Competitors' contact information

Kvartsi by Sponda Plc

Contact persons for the media

Sponda Plc, Veli-Pekka Tanhuanpää, tel. +358 (0)40 700 9646, veli-pekka.tanhuanpaa@sponda.fi

Contact information of the proposal's chief planning officer for the media:

Trium Architects, Ilkka-Antti Hyvärinen, Toni Peltola, tel. +358 (0)50 368 4846, ilkka@trium.fi

Silva by Fira Group Oy, Bonava Finland Ltd. and NREP Oy

Contact persons for the media

Fira Group Oy, Tero Vanhanen, Phenomenon Creator, Architect SAFA, KJs certified real estate director, +358 (0)50 3602276, tero.vanhanen@fira.fi

Contact information of the proposal's chief planning officer for the media:

Cederqvist & Jäntti Arkkitehdit Oy, Tom Cederqvist, Architect SAFA, +358 (0)50 563 6169, tom.cederqvist@cej.fi

South Pasila

by Skanska Talonrakennus Oy, Skanska CDF Oy and Sato Oyj

Contact persons for the media

ALA Architects Ltd., Architect, Partner Samuli Woolston, tel. +358 (0)40 555 5709, samuli.woolston@ala.fi
Skanska Talonrakennus Oy, Project Development Director Satu Ryyänen, tel. +358 (0)40 727 8902, satu.ryynanen@skanska.fi
Skanska CDF Oy, Director Antti Nousiainen, tel. +358 (0)40 746 7584, antti.nousiainen@skanska.fi

helsinkihighrise

Skanska Oy, Communications Manager Liisa Salmela, tel. +358 (0)50 374 3070,
liisa.salmela@skanska.fi
SATO Oyj, Vice President Antti Aarnio, tel. +358 (0)40 164 7052, antti.aarnio@sato.fi
SATO Oyj, EVP, Marketing and Communications Miia Eloranta, tel.+358 (0)50 441 4221,
miia.eloranta@sato.fi

Contact information of the proposal's chief planning officer for the media:

ALA Architects Ltd., Architect, Partner Samuli Woolston, tel. +358 (0)40 555 5709,
samuli.woolston@ala.fi

Trigoni by YIT Construction Ltd.

Contact persons for the media

YIT Oyj, Antti Inkilä, Head of Segment; Housing Finland and CEE, tel. +358 (0)40 8644 358,
antti.inkila@yit.fi
YIT Construction Ltd. Teemu Haataja, Sales Director, tel. +358 (0)40 747 8773,
teemu.haataja@yit.fi

Contact information of the proposal's chief planning officer for the media:

Lahdelma & Mahlamäki Oy, Professor Rainer Mahlamäki, tel. +358 (0)10 315 4311,
rainer.mahlamaki@arklm.fi

