



PRODUCTIVE CITIES

TornioHaparanda – EMBRACE THE BORDER

SITE LOCATION

TornioHaparanda twin city in Finland and Sweden

SITE FAMILY

From Functionalist Infrastructures to Productive City

SITE PROPOSED BY

TornioHaparanda twin city

SITE REPRESENTATIVE

Jarmo Lokio, Architect SAFA, City architect, City of Tornio

EXPECTED SKILLS OF THE TEAM

We encourage competitors to form multidisciplinary teams of architects, landscape architects, urbanists and other professionals.

TEAM REPRESENTATIVE

Architect, landscape architect

SITE VISIT

March 13, 2017 at 12:00, location Team Botnia Oy, Pakkahuoneenkatu 1, Tornio

TYPE OF COMMUNICATION DURING THE COMPETITION

All the entries will be displayed anonymously after the first jury meeting both in an exhibition and online, dates TBA.

TYPE OF COMMUNICATION AFTER THE COMPETITION

Awarded teams will receive a travel grant to arrive to the prize ceremony and a kick-off seminar in Finland, dates TBA.

PRIZES

There will be a first prize of 12 000 Euros and a runner-up prize of 6 000 Euros. The jury can also award special mentions when appropriate (no reward). According to a decree by the

Finnish Ministry of Finance, the prizes for the Finnish European 14 competition paid in Finland are tax free.

<http://www.finlex.fi/fi/laki/alkup/2016/20161461>

FURTHER MEASURES AFTER THE COMPETITION

The intention of the City of Tornio is to give a commission to the winner/s at the level of urban planning.

JURY

Riikka Kuittinen

Architect SAFA, Luo Architects, Oulu

Tina Saaby Madsen DK

Architect MAA, City architect, City of Copenhagen

Antti Lehto

Architect SAFA, Serum Architects, Helsinki

Martin Videgård SE

Architect SAR/MSA, Tham & Videgård, Stockholm

Johanna Palomäki

Architect SAFA, Master planning architect, City of Lahti

Jon Sundell

Social entrepreneur, Helsinki

Juha Kostainen

Senior Vice President, Sustainable Urban Development, YIT, Helsinki

Client experts who will be present at the jury meetings: Site representative Jarmo Lokio (voting right in the first jury meeting) and Göran Wigren, Executive director, Civil administration, City of Haparanda.

In addition there will be an expert panel consisting of 4-8 specialists in different fields for comments and assessment. The external specialists do not participate in the selection process.

RULES

See the Rules of the European 14 Competition at www.european-europe.eu/en/session/european-14/rules/

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ATTACHMENTS

The competition documents consist of this brief and the following attachments:

- Brand Mapping of the Southern Tip of the Island of Suensaari
- Aerial photos
- Photos from the project area and the strategic area
- 2D map of the area (dxf)
- 3D map of the area (skp)
- Maps
 - Street map
 - Technical restrictions

1. / Introduction



View from the project site towards the Tornionjoki river

Competition task

Tornio in Finland and Haparanda in Sweden have received international recognition for their mutual cooperation and interaction while planning projects which unite the twin city. The development and construction of the joint center has been ongoing for 20 years and the process continues with European 14. The aim of the competition is to create unique and compelling urban content for the prestigious shoreline area shared by the two cities.

Theme Productive Cities

The project site at the southern end of Suensaari island is important and visible in the city structure. It holds potential to unite the two cities, yet it's mainly unbuilt and underutilised at the moment. The busy highway E4 runs through the area separating part of the site from the city center.

The objective is to find both functional and urban ideas, such as buildings for travel and recreational uses, to combine the project site to the center and its urban structure. Also, the scale and nature of the highway needs to be studied – how to make it a productive street.

The TornioHaparanda site is in the sub group **From Functionalist Infrastructures to Productive City** with the sites from Amsterdam Piarcooplein (NL), Aschaffenburg (DE), Aurillac

(FR), Évreux, Portes De Normandie (FR), Graz (AT), Helsinki (FI), Madrid – Plazas (ES), München/Taufkirchen (DE), Torrelavega (ES) and Vinkovci (HR).

“Infrastructures are crucial actors to introduce a dynamic economy in the city. But they have most often been introduced against the city itself – motorways, parking lots, intermodal areas act as gaps and reinforce urban fragmentation. New city visions on a soft mobility model offer new opportunities to reconsider those infrastructures for adaptation. But how can we make sure this leads to a more sustainable urban life and the hybridisation of programs including productive activities? How to reinforce infrastructures as a fertile ground for a productive city? Could downgraded roads become productive streets? Could obsolete parking areas turn into productive places? Could updated intermodal nodes generate productive hubs? And which space strategies could arise from these scenarios?”

Implementation process

The competition is organized by the twin city of TornioHaparanda in collaboration with European Finland. The intention of the two cities is to give a commission to the winner/s at the level of urban planning. The commission will be to develop the ideas of the competition proposal further and to work with the cities to design the new area. TornioHaparanda will make a detailed plan for the area based on the competition results.

2. / Site information



The competition site is situated on both sides of the border between Finland and Sweden.

2.1 TORNIO-HAPARANDA

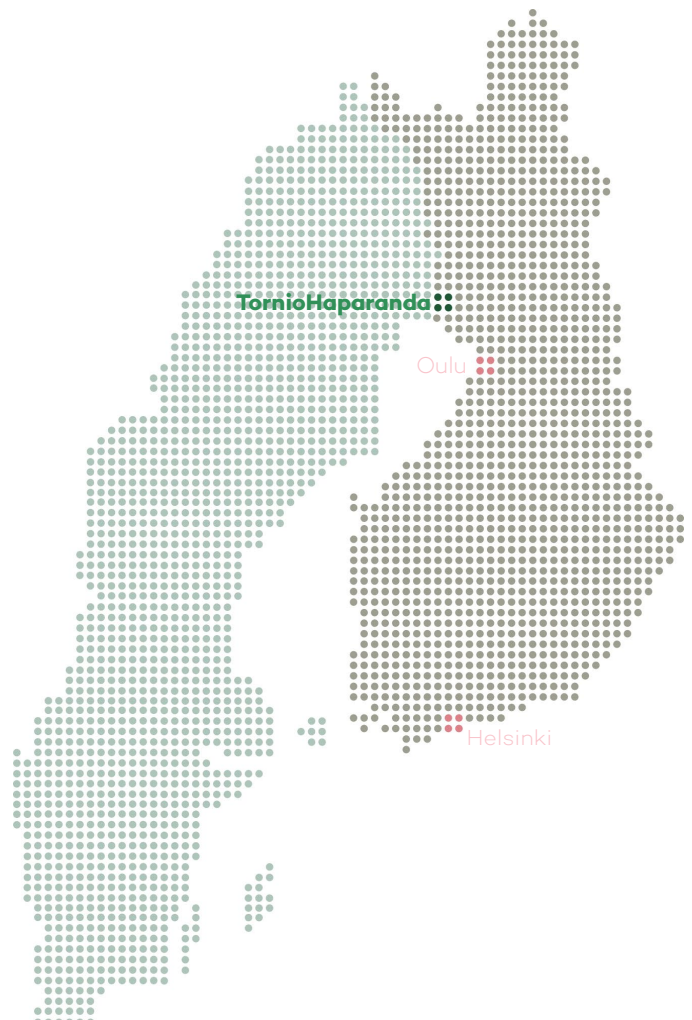
TornioHaparanda is located at the north end of the Bothnian Bay in Lapland. Tornio in Finland and Haparanda in Sweden make up an international twin city that has 32 500 inhabitants. The area is a center of cross-border trade and known for its steel industry.

2.1.1 History

The history of TornioHaparanda has been examined in the Brand Brand Mapping of the Southern Tip of the Island Suensaari attached to this competition brief. The following text is an abridged version of the brand mapping's history section.

The prerequisite for founding Tornio, and the source of life and prosperity of the city, was the cause of the surrounding vibrant river valley, partly also the entire Lapland. Even before the city was founded in 1621, it was for centuries a bustling market town. The town of Tornio and its commerce became quite successful by the early 18th century.

In 1809 Tornio became an important Russian garrison town, which brought its own color to the cityscape. The national border was drawn along the deepest part of the river. Although the town of Tornio was located on the island of Suensaari, which by then had in fact become a cape with a land connection to the river's west bank, Alexander I of Russia declared it part of the empire. In response, Sweden founded Haparanda (Haaparanta in Finnish) on the west bank of the river Tornionjoki. Haparanda received its town privileges in 1832.



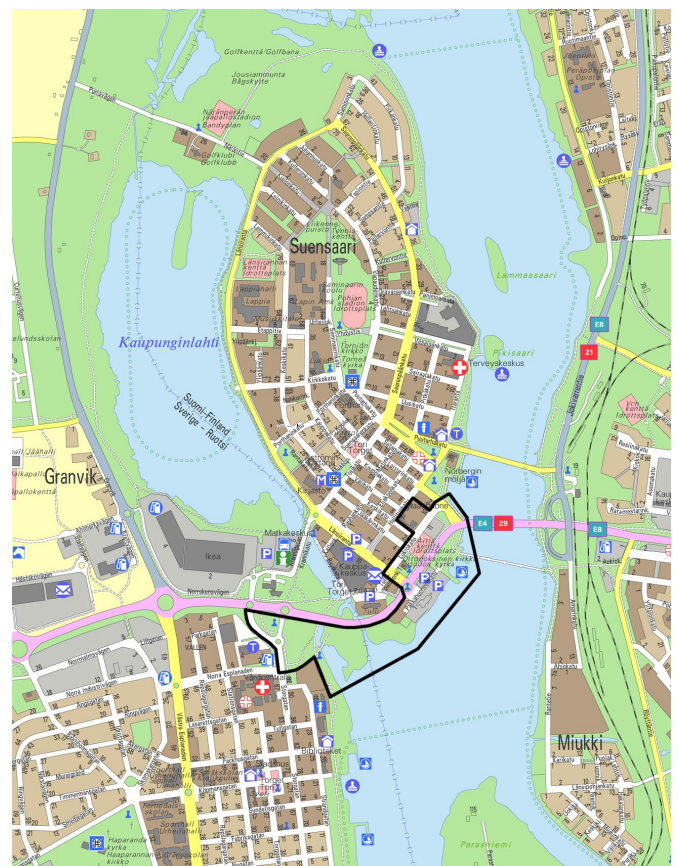
The transportation of wares during the First World War through the TornioHaparanda region brought wealth to the area in many ways. The most notable brokers moved from the cities and towns of Southern Finland and Southern Sweden to Tornio to manage the transportation of their cargo between Tornio and Haparanda. Although Tornio and Haparanda did not play a major national role in foreign trade during the First World War, it was the busiest crossing point for transport to and from the west.

The local smuggling business – “joppaaminen”, as it is known in the region – is a whole different story; it brought wealth to many, and some have even made their fortune doing it ever since the 19th century. Haparanda has been able to utilise the Finnish buying power, and Tornio the Swedish buying power. Unfavourable price development in Finland, along with increasing taxation and living costs, drove people to move to Haparanda in the 1970s. These expats would mainly visit Tornio to work at the steel mill, which is now one of the largest producers of refined steel in the world.

Border town status advantages and commerce alone are not a sufficient basis for the development of the city. The development of Tornio and Haparanda relies on strong cooperation in almost all areas of economic, administrative and cultural areas. As of late, the strongest influence on the commercial development of TornioHaparanda has been the commercial construction completed in the joint center of the two towns.

During the 1500s to 1800 Tornio-Haparanda was, in foreign learned circles, linked to the notion of the exotic Lapland and the Lapps - the City, behind which began the mysteriously shady, of people, reindeer and witches consisting Lapland. Curious foreigners first came to stop in Tornio and Haparanda and afterwards went further on up the Torne River into Lapland. When many of these travelers published travel books in different European civilized languages, Tornio became a prominent feature.

In addition to the notion of Romantic Lapland, another early tourist attraction, which held the reputation of Tornio high in Europe, was the summer night and the brightness of the never setting midnight sun. This was what people came to marvel at, and it was vividly described in travel descriptions from the 1600s onwards. One of the first tour operators, Thomas Cook, said: “A Globetrotter is a person who has visited Timbuktu, Samarkand and Haparanda.” However, despite this interest in TornioHaparanda, it has not been able to refine and meet the modern traveler’s needs of service entities as a tourist destination, and tourism, thus not yet risen to the ranks of the most important livelihoods. However, tourism growth potential in the whole of Lapland also extends to Tornio and Haparanda and tourism by-products and services is an interesting new business development branch.



Tornio in the 1700
TornioHaparanda and the competition site

2.1.2 Twin city

The towns of Tornio and Haparanda have built a joint downtown area for over two decades. After the Nordic architectural competition held between 1996 and 1997, the development plan phase was launched, where the joint objective became to build a single functioning entity out of the two towns.

The economic area of TornioHaparanda and its 32,000 residents has an otherwise unified urban structure, but the downtown areas have separated into two districts. By combining their strengths, the twin towns have created a center of power in the northernmost part of the Bay of Bothnia. This is also significant from a national and international perspective: this is a meeting place, a center of co-operation that stands as a model of borderless international co-operation for European nations, built right on the national border.

The announcement in 2005 by IKEA that they would build a store in the area gave a huge boost to the completion of the På Gränsen–Rajalla project's area. Joint infrastructure, including Krannikatu street as well as cycle and pedestrian ways, was built, the construction of housing began in the PGR zone, the European route E4 was moved to a new location and the shopping center was opened in 2008. A joint travel center was opened in 2014, and in 2017 an eight-storey building for business and housing is due to be started in block 19 north-east of the shopping center.

The På Gränsen–Rajalla shopping center is a unique example of determined mutual development between two Nordic towns through town planning, utilising the natural strengths of the area, as well as open interaction that yields positive results. The project has been recognised by the UN World Urban Forum in 2004 and the Nordic Urban Forum in 2007, among others.

The European 14 competition site is a logical and timely next step in the creation of the joint downtown area in TornioHaparanda. The aim is to create unique content through the contest in the most prestigious part of the area, in terms of visibility and accessibility – to make the area productive.



Border between Finland and Sweden

TornioHaparanda travel center

IKEA in Haparanda

Rajalla – På Gränsen shopping center on the border



Competition area from the east

2.2 COMPETITION AREA

The competition site is 24 hectares in size and marked by European route E4 that divides the site into north and south areas. The site's landscape is mostly open: Buildings are sparse and between them lie park and grass areas, as well as the mostly unused sports field, Aittakenttä, between the Lukiokatu street and route E4. East of the large route E4 roundabout located on the Tornio side is a large underutilised parking lot.

The competition site provides a panoramic view south over the river Tornionjoki, all the way to the church of Alatornio, which is part of the Struve Geodetic Arc, a UNESCO World Heritage site. The Tornio half of the TornioHaparanda downtown area is located north of the competition area, and directly south-west is the old Haparanda downtown. The IKEA store and IKANO Retail Park are located in the north-west of the competition area, along with the joint TornioHaparanda travel center (bus station), opened in 2014.



Project site and strategic site



2.2.1 Floods

Rajakaari is a semicircle-shaped pedestrian way that acts as a levee, dividing the competition area into two zones in terms of construction. The inner area of the semicircle towards the Tornionjoki river is a flooding zone where many building restrictions apply, especially in the area demarcated by route E4, Rajakaari and the river. Inside Rajakaari (outside the competition area) there is only one building, Etelätulli customs building owned by the State of Finland.

2.2.2 Route E4

Over 11,000 vehicles passed by each day on the four-lane route E4 located in the planning zone in 2015.

<https://extranet.liikennevirasto.fi/webgis-sovellukset/webgis/template.html?config=liikenne>.

A road connection was opened in 2007 from the route E4 roundabout on the Tornio side to the roundabout on the Haparanda side. The connection was the result of an interactive and open planning process that explored, among other things, tunnel and bridge options, until the current solution was reached. A curiosity of the connection, aside from the roundabouts, is that no road lighting is installed on the border zone between Finland and Sweden, so as not to disturb the view of the river Tornionjoki from the Victoriantori square shared by Tornio and Haparanda.



Building information and area not suitable for construction

Photos of Route E4



2.2.3 Building stock

The private commercial building on the Tornio shore (approximately 2,100 m²) will remain, but new functions may be proposed for it. The building currently houses office space and a furniture shop. The Orthodox church (150 m²) will remain, but its relocation has been discussed with the parish. The church was relocated once before some 60 years ago to make way for a school.

The oldest buildings in the gymnasium block, the part of the school facing Lukiokatu and the wooden buildings, including the old town hall (1,200 m²), outbuilding (178 m²) and the Säipä building (500 m²) must be preserved, and new uses considered for them, the school building in particular. The gymnasium building (1,700 m²) was originally used as a barracks in the early 1900s, as a military hospital and for other purposes during the Second World War, and as a refugee registration center after the gymnasium moved out. The utility company buildings (970 m²) can be demolished, if this is necessary for land use.

2.2.4 Land ownership

The Orthodox parish of Oulu owns the church, Vägverket Region Norr owns the Haparanda part of route E4 and the ELY Center of Lapland owns the Tornio part of route E4. The commercial property located on the Tornio shore is owned by a private party. The town of Tornio owns the abandoned school block, the power plant building south-east of the school block, and the towns of Haparanda and Tornio own the parks and streets.

2.2.5 Marina

The marina is mostly used by motorised riverboats. Its breakwaters are built to stop the river's flow from reaching the inner marina and to prevent damage from ice floes drifting downstream.

2.2.6 Planning situation

The joint TornioHaparanda master plan puts the competition area mostly in zone C intended for central functions. Several detailed plans exist for the area, but they do not limit the competition. Any necessary plan changes regarding land use and allocation in the planning zone will be made after the European 14 competition as an extended phase. The current Tornio detailed plan is available at www.infogis.fi/tornio/?link=S2CxtsieU.

Orthodox church
Gymnasium block
Commercial building by the shore
Warehouses

3. / Brand mapping



View across the border from Haparanda to Tornio.

3.1 ANALYSIS

The strengths and opportunities of TornioHaparanda and the competition site have been studied and described in detail in the Brand Mapping of the Southern Tip of the Island Suensaari attached to this competition brief. Competitors should familiarise themselves with the contents of the attachment. Competitors will be expected to take the analyses of the strengths and opportunities into account in their work, and highlight and support the topics in their competition entry.

3.1.1 Strengths

MAN-MADE AND NATURAL ENVIRONMENT

In terms of the man-made and natural environment, the most notable strength of TornioHaparanda is its geographical location. Location is a multifaceted aspect that can be viewed from multiple perspectives. Tornio's location on the border makes it "Finland in Sweden", which creates positive tension in the region, as well as its logistical characteristics. This location on the border makes Tornio a natural center for trade; it has seen recent rapid development and is home to IKEA and Rajalla-På Gränsen, as well as the future Barents Center.

The commercial opportunities bring visitors and shoppers to the region in abundance. TornioHaparanda is also a gateway into Lapland. It is part of Sea Lapland and a twin town, where people can experience both the sea and the river. The location of downtown Tornio on an island, the river Tornionjoki, and the marine national parks bestow a unique Arctic profile on Tornio and Haparanda.

HARD INFRASTRUCTURE

European route E4 stretches across the planning zone, and is the single most important factor in the accessibility of the TornioHaparanda region. The TornioHaparanda border crossing sees 12 to 14 million crossings annually, which makes it the busiest border crossing in Finland. Aside from route E4, the waterways, rail connections, the joint TornioHaparanda travel center and the excellent bicycle and pedestrian networks of the downtown area contribute to the accessibility of the planning zone.

Tornio is also known for its existing industrial and harbour activities, as well as future energy projects. In the future, the energy projects planned for the region will further cement the foundation of the twin towns, and companies may find themselves part of the story of Tornio's industrial ecosystem as it takes a leap towards the future after decades of development.

CUSTOMS

The local people of Tornio and Haparanda are well-known for their sense of humour and kind-hearted mischief. Positive whimsy, known as "pörröys", is part of the unique character of the populace. International attitudes and a fraternal competitive spirit make for natural cross-border co-operation and trade. Notable unique local features include a double new year, made possible by the two different time zones of the location, celebrated in the shared town square of the twin towns, along with other cross-border events. The surrounding waters provide endless recreational opportunities. For example, fishing is a passion shared by residents of both Tornio and Haparanda.

SOFT INFRASTRUCTURE

Internationality, dual cultures, positive fraternal attitudes between neighbours and the three languages spoken in the region – Finnish, Swedish and Meänkieli (a Finnish dialect peppered with words and expressions originating from Swedish) – are all results of the towns' location on the border. Historical figures Pierre Louis Moreau de Maupertuis, Thomas Cook and Blackbeard, as well as the region's importance for both the Swedish and the Russian empires, have made the twin towns rich in both historic and storytelling capital. TornioHaparanda is also known for its vibrant art and sports scenes and the famous artists and athletes who have started their successful careers there.

3.1.2 Opportunities

The survey of market-orientated internal and external opportunities in the TornioHaparanda region and the selection of which of these to develop will reinforce the package being built on the strengths of the region.

LOCATION

Utilising the region's location on the national border, particularly from the perspective of industry, commerce and logistics, as well as the time differences and events, will emphasise the existing strengths of TornioHaparanda. By offering exotic and pörrö functions and services, TornioHaparanda will benefit from the growth of tourism in Lapland. In addition, the immediate access to nature and the scenery of Sea Lapland are excellent starting points for unique Arctic downtown living.

ACCESSIBILITY

The increasing tourism flows to Lapland will improve the region's flight and rail connections, which will support the development of the tourism industry and other industries in TornioHaparanda. By improving local signage, the massive traffic flows can be diverted to stop in the region. The enjoyment of residents, visitors and tourists will be improved by upgrading the cycle and pedestrian network in the joint downtown area of the twin towns.

HEALTH & SAFETY

TornioHaparanda has excellent potential for utilising and productising the booming international interest towards nature and wellness tourism. The growing sense of insecurity in other destinations creates opportunities for productization of the "most peaceful border in the world" that the twin towns share.

TECHNOLOGY

The use of new technology presents great opportunities for tourism, for example. The fascinating local history and stories can be used as part of the experience and to market the region. Developing the twin towns towards becoming a laboratory for Arctic living will make it possible to create an urban center that stays lively throughout the year.

NATURE

The diverse natural profile of TornioHaparanda (including the national parks and Natura 2000-Tornionjoki) combined with ample opportunities for utilising natural resources make the region highly appealing for living and tourism.

Winter activities in TornioHaparanda.





View from the site towards Tornio city center

3.2 VISION

The groundwork has been laid for developing the southern tip of Suensaari by creating a target image for the area. The target image is described in the planning zone brand survey attached to the competition programme. This competition seeks innovative and functional land use and construction plans, as well as ideas related to the functionality of the area, that would realise the target image. The competitors are expected to submit consistent plans that present innovative solutions which reinforce the target image.

3.2.1 Embrace the Border

The vision for development of the southern tip of the island of Suensaari and its surrounding area is called EMBRACE THE BORDER (rajanylityspaikka, a pun on "border crossing point - rajanylityspaikka"). It is an ambivalently dynamic area of TornioHaparanda, which at the same time is international and traditional, active and relaxed, as well as competitive yet friendly. The plan is that the area would serve the needs for as well residents, businesses, tourists as visitors. It functions as an international trade and business center, the starting point for outdoor experiences, and an active operating area, which offers traditional services for recreation and rest. It is an urbanlike active retreat, wherein the locality condenses in smuggling and positive idleness.

Embrace the Border is a regional hub - a base camp for everything and everywhere. Companies from many different countries create an international feel with the business they go in for. The development of tourist facilities and events in

the region will bring an abundance of foreign tourists, which underlines the international atmosphere at Embrace the Border. As a counterpart to all this the characteristics of the local culture are highlighted, for example in the form of services: smoke saunas and peat treatments, local food, fishing and others.

Business activities and tourism services bring an active feel and buzz to Embrace the Border. The area and its surroundings also offer the possibility of many kinds of active recreations, snowmobiling, (ice) fishing, ice skating, games, etc. A full range of events emphasizes the active character of the area. In counterbalance for active days there are plenty of opportunities for relaxation and rest. It is the starting place of adventure trips that breathe calm and offered services for purification and relaxation through treatments and saunas. A tranquil and safe environment for pedestrian and bicycle ways and an interesting town structure with captivating details; For example, art, the border and places to spend time in, make the area pleasant for pedestrians.

The functions of Embrace the Border present in many ways the cultural characteristics of the region, the positive craziness and playfully competitive spirit amongst brotherfolk. The border and cross-border events emphasize on playfulness. In addition to physical exercise and competitive activities TornioHaparanda has a strong artistic and cultural life, which is visibly present in the functions of the area with premises, events and artwork. The thematic sections of the area and a diverse town structure form an operational profile aimed at different target groups and

targeted residential environments – for example, beach living, landscape housing, physical housing, targeted housing, etc.

Embrace the Border in Tornio-Haparanda is a show case to the world. It creates the first impression that captures you and invites you to experience, and it forms an image in your mind that gets you to return.

3.2.2 Thematic elements

The following were selected as the key thematic elements of the Embrace the Border: the border, business center, cultural and event area, traditional area for leisure time, and a showcase of high-quality construction.

THE BORDER

The regions location on the border is the strongest defining factor. The border placement creates a scene with a historically strong position in international trade. It creates a positive tension and rivalry between different parts of the city and amongst brotherfolk. Also it forms a region of exotic specificity, for example, in the form of the time difference.

BUSINESS CENTER

Embrace the border is a business orientated place that emphasizes international cooperation in encounters, trading and agreements. The area holds premises for regional companies that will benefit from the central location and the two countries' markets, as well as the diverse town and service structure

CULTURAL AND EVENT AREA

The placement on the border creates interesting starting points for various cultural events and competitions. The area holds premises for as well artistic and cultural activities as for the various types and sizes of events. Personalized events, for example marriage across the border ('poikkinainti'), communicate cultural and special features of the area. The active spirit of the area creates a joint meeting place for both residents and visitors to the area.

TRADITIONAL AREA FOR LEASURE TIME

The area provides for both accommodation and event services for travelers staying on a longer time as well as activities and services for visitors, such as shopping tourists and cultural visitors. The area is a great leisure center, where in addition to a wide range of opportunities for social gatherings there are also possibilities for traditional recreational relaxation, saunas, food and others, that have been processed into high-quality services.

A SHOWCASE OF HIGH-QUALITY CONSTRUCTION

A wide range of services and the location in a scenic spot will create high-quality living premises in the neighboring area. The area of housing facilities and activities are targeted to serve a variety of different categories of residents. The city blocks have strong thematic profiles that make up interesting housing areas. Apartments open up to the views of the natural landscape of the Arctic and the yard and street modes support the functional or thematic profiles of the housing sections. Local culture of the region, expressed by services and functions, as well as construction in the highest quality in the twin city of Tornio-

Haparanda, both buildings and the environment, act as a showcase and a calling card to the world. The area forms a modern and urban city landscape postcard.

3.2.3 Target groups

The aim of the definition of target groups, is to understand potential customer groups in a way that guides the development of the functional profile of the region. The competitors must come up with and design activities, living, premises, services and such for the area that support the target groups.

- Residents: Emphasizing families with children, young people, students
- Business: Companies that take advantage of the two markets. Operating on an European arctic area.
- Tourists: Tourists and event visitors from Barents area. International adventure-seekers and active travelers of nature and well-being, emphasizing on adults.
- Visitors: Shopping tourists from the Barents region, the day tourists who yearn for ancillary services during their shopping holiday. Event visitors..

3.2.4 Strength and brilliance

Strength and brilliance factors are factors refined from the verified strengths and opportunities and are aimed at differentiating the region from other competing regions. The purpose of strength and brilliance factors is to compel the chosen target groups in particular.

- TornioHaparanda is the most natural center of international trade with the most interesting cross-border events and functions.
- The southern tip of Suensaari is the most inviting place to live in Sea Lapland, right in the downtown of the twin towns, on the shore.
- The region offers excellent access to the most diverse Arctic nature and refined adventure travel products.
- The most comprehensive wellness and recreation services are located in the heart of the new urban service center of TornioHaparanda.

3.2.5 Brand values

Brand values have been created for the area to develop the functional profile of the southern tip of Suensaari, to develop the regional service mission and to support communication. The values are based on the Embrace the Border vision. The contestant's proposal must be based on these brand values.

- Open, broadminded and international; proud of its identity and home region.
- Promotes business and activity; close to nature and respects relaxation.
- Competitive and positively whimsical (pörrö); civilised and artistic.

4. / Design guidelines

4.1 DESIGN DRIVERS

Design drivers are concentrated action proposals for the planning of the region found in the brand survey attached to this competition programme. The competitors must make sure that the urban structure and overall profile of their proposal support the target image of the Embrace the Border brand. The contestants must create solutions that support the different design drivers and the functionality of the area in diverse and innovative ways.

The design drivers are as follows:

- Take advantage of the state border and the positive situation created by the border.
- Take advantage of the location by the water.
- Create a diversified living aimed at different target groups.
- Confirm operating conditions for businesses and visibility in the region.
- Improve operating conditions for the arts and culture.
- Highlight of leisure and recreational opportunities.
- Respect the traditions.
- Stop bypassing traffic on the highway E4.

4.2 TECHNICAL GUIDELINES

4.2.1 Construction

The contestants must define the extent of construction themselves (housing, commerce, services, recreation, etc.). Between 2006 and 2016, the construction rate in TornioHaparanda was 45,000 m² per year on average. In the last three years, an average of 4% have been commercial buildings (some 2,000 m²/a) and 1% has been office space (some 400 m²/a). Most of the construction has been for housing production – about 50% on average. This amounts to an annual average of 110 apartments. In practice, this is equivalent to one or two apartment buildings (four or five storeys) and between 40 and 70 detached houses in TornioHaparanda.

The prime construction zone is the area outside Rajakaari due to the local flood height and ground conditions (old landfill and soft silt soil). Buildings located close to the river Tornionjoki must be designed with the annual flooding hazard in mind, as the water level may rise by as much as two meters above the average. This requires the moisture-sensitive structures of the buildings to be located above level +5.10 (N2000).

4.2.2 Route E4

A part of route E4 located in Tornio is included in the planning zone, as it may be modified, repositioned, shrunk and divided, and new junctions may be added to it. The barrier effect of route E4 must be reduced and the road environment developed to be more urban in terms of speed, greenery, townscape and scale. In addition, a filling station for fuel, gas (LNG) and electricity must be included in the area.

4.2.3 Marina

The marina may be developed, but its location along the free-flowing Tornionjoki river (one of Europe's largest natural Natura 2000 rivers) must be considered – the location has high variance in water level and strong currents that prevent the use of larger yachts and sailing boats.

4.2.4 Pedestrian and bicycle network

Particular attention must be paid to the smooth flow of the bicycle and pedestrian network; one bicycle parking space must be allocated for each apartment, or one for every 40 m², as well as one public space for every 120 floor m².

The car parking space requirements have been drafted with the notion that internal public transit in the TornioHaparanda region is small in scale. Car parking space must be planned as follows:

- Apartments must have 1 space/100 m².
- Offices, businesses and the like must have 1 space/60 m².
- Hotels, restaurants and the like must have 1 space/80 m².

4.2.5 Phasing

The vision presented in the brand survey for the planning zone is projected until 2030, when the area can be expected to be completed (compare with the På Gränsen–Rajalla project in 2.1.2 History). The contestant must present a phasing plan that will support the logical long-term development of the area (2019–2031).

5. / Evaluation criteria

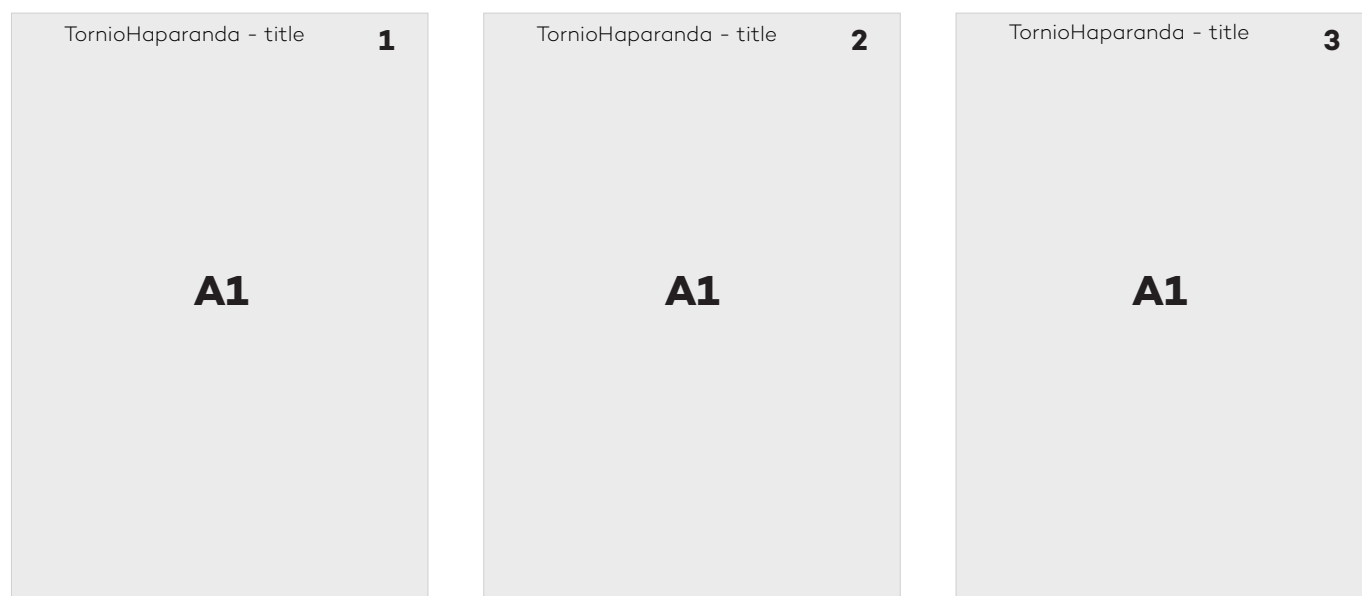
The competition proposals are assessed in regard to how well and innovatively they have solved the competition task in accordance with the set objectives and design guidelines.

The jury will also evaluate how the competitors have addressed these aims:

- How the scale and functions of the proposal connect with the existing environment.
- How the existing and positive qualities of the site have been harnessed and emphasized.
- How route E4 has been integrated to the urban structure.
- How well the design drivers have been turned into concrete design solutions.
- How the urban structure and overall profile of the proposal support the target image of the Embrace the Border brand.



6. / Submission of entries



Board 1

1:2000 PLAN OF THE PROJECT AREA

- Show block structures, buildings, road areas, parking and yard layouts.
- Indicate quantities: number of storeys of the buildings, floor areas and number of parking places.
- Indicate heights: relevant land elevations of the roads and building blocks from the sea level (N2000).

AREA SECTIONS

- Sections along route E4 towards south and north.
- Section across route E4 from the bank of the Tornionjoki river to the north edge of the competition area.
- Indicate ground and building heights with numbers.
- Indicate the locations of the sections in the plan.

Boards 1, 2 or 3

URBAN CONTEXT DIAGRAMS

- Illustrate some aspects of your design, such as green zones, traffic network, parking, pedestrian and bicycle routes, public transportation etc.

PHASING DIAGRAM

- Show the construction phases from 2019 until 2031.

1:500 DRAWINGS OF A TYPICAL BLOCK

- Floor plans, sections and/or elevations that are central to the competition proposal.

ILLUSTRATIONS

- One birds-eye view of the design area.
- Perspectives that illustrate the design solution.

DESCRIPTION TEXT

- Description of the project including a brief summary of the concept.

A 3D model is available of the competition area and its surroundings.

These are the minimum requirements for the boards. The contestants are encouraged to present other material to illustrate and clarify their proposal.

The submission includes three A1 size boards and communication documents: three images and a short text.

Entries are submitted digitally in a pdf format, see Rules of the European 14 Competition at www.european-europe.eu.

European Suomi Finland
Runeberginkatu 5, 00100 Helsinki
tel. +358 45 1393665
european@european.fi
european.fi



EuropeanFinland



@europeanfinland

Brand Mapping of the Southern Tip of the Island of Suensaari

2017



3	5	6	8
Brand Mapping	PART 1 BRAND ANALYSIS	Statistics on Tornio-Haparanda	History
13	14	18	21
Planning area characteristics	Strengths	Potential	PART 2 "EMBRACE THE BORDER"
24	25	26	27
The Border	Business center	Cultural and event area	Traditional area for leisure time
28	30	32	34
A showcase of high-quality construction	Target groups, Strength & Brilliance, Brand Values	Design drivers	Bibliography

BRAND MAPPING

Brand mapping of the island of Suensaari is the inclusive first part of the total process on long-term. This phase prompted the development process on both the southern tip of the island of Suensaari and its seamlessly linked areas in Haparanda, on the Swedish side. The purpose of the mapping is to clarify the brand of Tornio-Haparandas new joint center with its ready-built environment, and to set the guidelines for further development.

The work has been carried out by planning bureau MUUAN Oy. The work has been carried out through participatory methods developed by MUUAN and in cooperation with the cities of Tornio and Haparanda and an assembled group of local operators. Purpose of the study is to commit partakers to a long-term development, and to form with them, and with their help, the vision and objectives for a future development of the region.

WHY IS A PLACE BRAND IMPORTANT?

There are more than 500 regions and more than 100 000 municipalities, which are competing for the same resources, investments, capital, skilled labor, visitors and residents. Places need new competitive means and tools to attract residents, tourists, visitors, businesses, investments and skilled labor.

For each area there is a personally attractive entity that creates unique areas. A strong place brand can increase the attraction of new businesses and investment, promote tourism objectives, to achieve visibility and prestige, to confirm the identity of the inhabitants and the operators and to attract skilled labor.

During the work process we have mapped the strengths and development opportunities for the area of Tornio-Haparanda and created the basis for planning the future of the area towards our target image, towards which we strive with our further development. In 2017 the area will hold an international architectural competition EUROPAN, which is intended in helping to determine the structural and pictorial principles of the city. The overall follow-up of the process stages is to involve the inhabitants of Tornio and Haparanda to diversely develop the area into a common versatile and comfortable city center area.

“On the brand; It's not just about a good slogan, a good logo or a fine advertising campaign but, above all, what kind of experience a place creates for the visitor and what kind of imprint it leaves in the visitor's mind.”



PART 1 | BRAND ANALYSIS

STATISTICAL INFORMATION TORNIO-HAPARANDA

TORNIO		HAAPARANTA	
Land area	1 188 km ²	Land area	960 km ²
Population	22 199 pop	Population	9 831 pop
Population density	18,83 pop/km ²	Population density	10,70 pop/km ²
Aged less than 15 years of age as percentage	18,0%	Aged less than 15 years of age as percentage	18,7%
Aged 15-64 years of age as percentage	62%	Aged 15-64 years of age as percentage	54,8%
Aged of over 64-year-olds as percentage	20,1%	Aged of over 64-year-olds as percentage	26,5%
The average annual temperature	0° - + 2°C	The coldest month in February	- 11°C
The average annual maximum	about + 28 °C	A permanent snow cover	about 4-5 m/yr
The average annual minimum	about- 30°C	Length of the day in summer	max 24 hrs
The hottest month in July	+ 16°C	Length of the day in winter	min 3 hrs

LIVELIHOOD
Tornio-Haparanda twin-city holds about 12 500 jobs. The largest employers include Outokumpu, Tornio and Haparanda cities, Norrbotten County Council, Vocational Collage Lappia, as well as IKEA. Companies operating in fields of expertise include metal, wood products, food processing and textile industry as well as trade and tourism. The business area concentrating on the border is visited annually by 2-3 million visitors. About 14 million people travel each year through the Tornio border crossing points. Many of these visitors are shopping tourists that have travelled to Tornio for several hundreds of kilometers, from northern Norway and the Murmansk region. Röyttä harbor in Tornio is located approximately 12 km from the city center. The port is mainly used by Outokumpu and its cargo transport. The region has a strong industrial base which is reflected by the fact that it is located close to other important ports such as the ports of Kemi and Kalix.

DISTANCES		
Kemi 25 km	Oulu 131 km	Helsinki 739 km
Rovaniemi 123 km	Kilpisjärvi 459 km	Nordkapp, Norway 779 km
Luleå, Sweden 125 km	Tromsø, Norway 620 km	St. Petersburg, Russia 849 km
	Murmansk, Russia 695 km	Stockholm, Sweden 1020 km

Bibliography:

Statistical data
<http://www.stat.fi/tup/alue/kuntienavainluvut.html#?active1=851&year=2016>

Livelihood:
[1] <https://www.tornio.fi/index.php?p=Tyoyrittaminenjaelinkeinot>
[2] <https://www.tornio.fi/index.php?p=Tyoyrittaminenjaelinkeinot>
[3] <http://www.bothnianbusiness.fi/torniohaparanda/yksi-kaupunki-kaksi-maata/>



HISTORY

#Twin City
#Sea Lapland
#Smuggling
#Finland on the Swedish side

The prerequisite for founding Tornio, and the source of life and prosperity of the city, was the cause of the surrounding vibrant river valley, partly also the entire Lapland. The name of **Torne River** is originally from the region of Häme and includes the word **Tornio** 'spear'. Even before the city was founded in 1621, it was for centuries a bustling market town, through which the vast majority of the northern products, primarily salmon, dried fish and furs, traveled far and wide to the world in the hands of foreign merchants visiting the area. Even at this stage the trade area, where eg. in 1554 is mentioned to have been 60 trade-sheds, located in what is obviously the island of Suensaari. During the Middle Ages and the 1500's these trade sheds were probably already located at the south shore of the island of Suensaari and the city port was located opposite the Tornio Church on the northern tip of the island of Pirkkiö.

On the 12th of May in 1621 Gustavus II Adolphus gave a signed order letter of the establishment of the city of Tornio. The town was ordered to be set up at the island of Suensaari. The third section of the letter held an order about the seal of Tornio: a tower was given as its theme on the grounds that the name of the city of Tornio, in Swedish Tornö, was thought to bare the meaning: Tower Town. Gustavus Adolphus advisers thought, of course, as the historian Olaus Magnus already had argued, that the place name comes from the Swedish word **torn** 'tower'. Later on, the seal that was ordered in the letter, was also taken as the city's coat of arms - a grand red tower placed in a silver background.

When established, the city of Tornio did not form its own parish, but it was connected with the old Tornio parish. However, Tornio city received its own church in 1647. It burned down in 1682. After the fire a new church was constructed, and this church is still in use and is a beautiful, construction wise historically valuable unique wooden church.

Tornio city rose, as did the trade, into a hefty flourish by the beginning of the 1700's. The main target of the sailing merchant ships was Stockholm, but also the Baltic ports were visited. Through the 1600s also plenty of Karelian merchants passed through Tornio. The most prosperous merchants were able to exercise their wealth to diversify investment activities and hobbies including wine and other pleasures of vanity. This also appealed to the visiting foreigners who described their vibrant social life in Tornio in their travel books.

The wealth of the merchants increased exceedingly by the beginning of the 19th century. Calculated on a per capita basis, Tornio was wealth wise ranked quite well among the cities of the kingdom. This time in the late 1700s was also a significant time of education. Noted that only from the Torne lower elementary school, in the years 1783-1800, 16 young men went to study directly to the University of Uppsala. Among them was a certain Jöns Svanberg, who later became a professor of mathematics and a well-known scientist at the same university.

When the rest of Finland was eating with their fingers, we already had forks in Tornio and Haparanda!"



ILL. 2



ILL. 3

In March of 1809, and for more than a century hereafter, Tornio became an important Russian garrison town, which brought its own color to the cityscape. Alexander I personally drew the border line of the Torne River. The border was supposed to run along the deepest riverbed. Although the location of Tornio, on the island of Suensaari, was by then already in fact a dried up river on the west shore peninsula, Alexander ordered it to belong to Finland. Apparently, Alexander realized the importance of owning the border city, both trade policy and military policy wise. It may be that the reputation of Tornio - thanks to travelers and travel books it was perhaps the most famous city in Finland from a European point of view - made Alexander to want this city to belong to his kingdom. The border town became Finland's gateway to the west. At the beginning of the 1840s a marked decline in the vigor of trade took place, largely due to the change in Haparanda in 1842, which received full rights as a city.

The events of the Crimean War (1854-56) tells of inventiveness of the twin city residents. Tornio survived the military operations better than other coastal towns of the Gulf of Bothnia, where at least harbors were destroyed. When the English fleet arrived at the island of Röyttä, Torne citizenry took their ships to the neutral Haparanda, drove the Russian soldiers out of town and entertained the English to the extent that their bellicose mood became milder.

Even after the war Tornio trade continued to be quite refreshed. In the period of 1886-87 a 700-meter-long bridge was built between Tornio and Haparanda, the so-called *Handolin Bridge*. It was replaced in 1929 with a culvert that allowed for the traffic to pass easier. Tornio obtained a railway in 1903 and the harbor track to Röyttä was finished in 1928.

First World War-era goods that were transported via Tornio left money in the town in many ways, and on the side, also, Tornio's own trade experienced success.

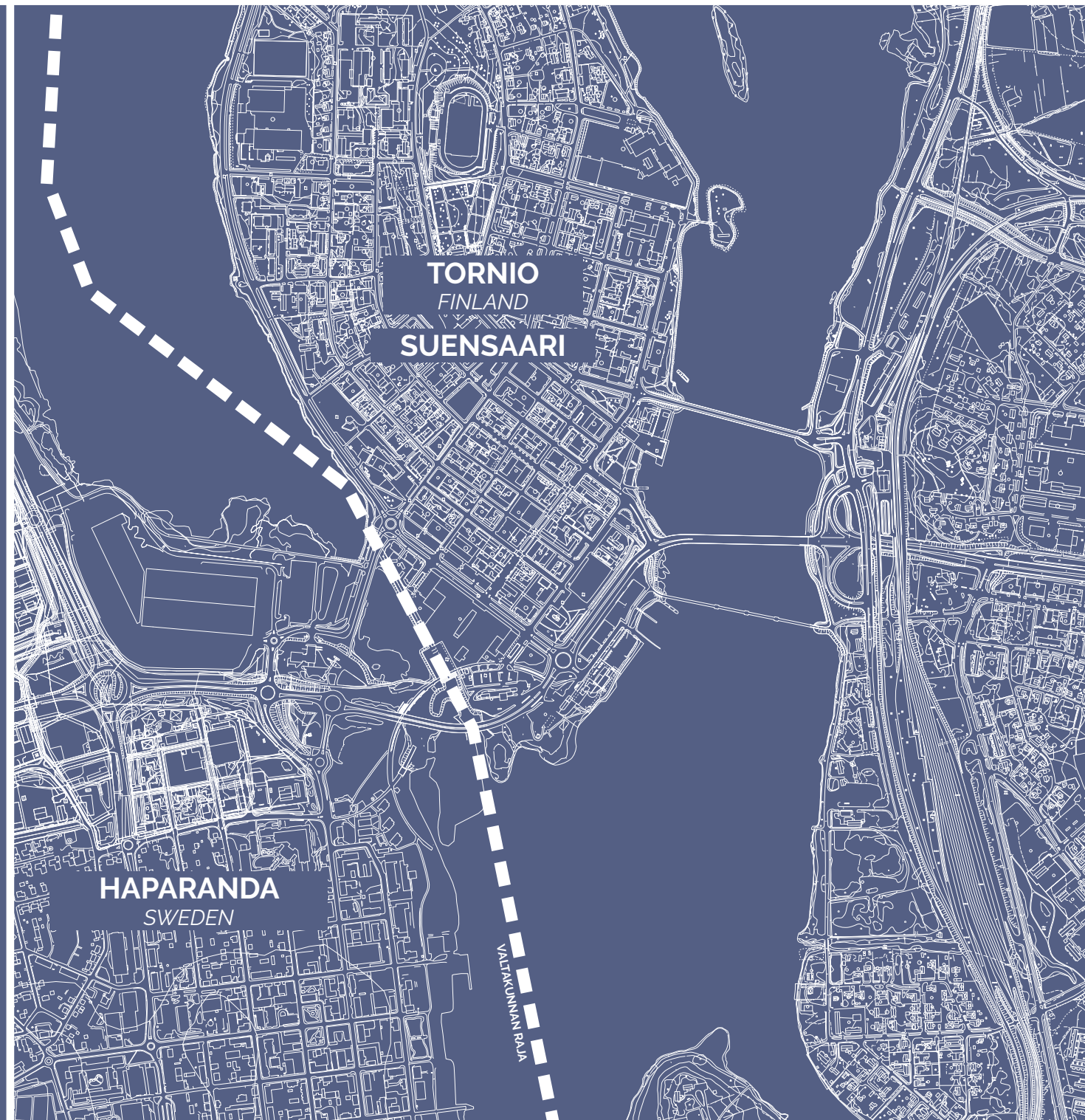
Proxy stores from all the major cities in Southern Finland were transferred to Tornio to handle the transfer of goods between Tornio and Haparanda. The most successful proxy store, *Karl Boström*, arranged lively horse freight via Kilpisjärvi and into Lyngenfjord, Norway. The peak year in this unbroken flow of goods was in 1916, during the revolution in Russia in 1917, the traffic came to a halt, but in the early spring of 1918 Tornio was still a commercial gateway to the white Finland.

Even though Tornio was not of very crucial national importance in foreign trade after World War I, it was becoming the busiest transport hub location for traffic from the west and that was west-bound. During the inter-war period new bridges were built, for example the so-called *Hannula bridge*, between the mainland and the island of Suensaari. Since then, traffic conditions were continuously refurbished to meet the needs of the expanding traffic. Development in Tornio since the wars has been strongly going forward - it shows eg. in the city's population that has trippled. Tornio was still a small town at the beginning of 1973 with ca 8 000 inhabitants. When, at the beginning of that year, a municipal merger was carried out by connecting Alatornio (8 700 pop.) and Karunki (2 200 pop.) to Tornio, it had a population approaching 20 000 people, but the population grew also thanks to natural evolution and migration.

The smuggling, "joppaaminen", is in a league of its own and has allowed many to become rich, even to create fortunes since the 1800s. In recent wars regulated economy meant a golden age for smugglers until the beginning of the 1950s, when rationing of coffee ended as the first of rationings to end. But also in licit trade and the position of the border city has given Tornio and its inhabitants primarily benefits. Tornio has often been able to benefit from the Swedish purchasing power. The unfavorable price developments, elevated levels of taxation and the cost of housing in Finland drove



0 500m



people to move to live in Haparanda by the 1970s, and only to work in Tornio. This movement has leveled off in recent decades, and nowadays it goes in both directions.

Border town status advantages and commerce alone are not a sufficient basis for the development of the city. The development of Tornio and Haparanda relies on strong cooperation in almost all areas of economic, administrative and cultural areas. Because of municipal merger the agriculture became an important industry in Tornio. In addition, Outokumpu's ferrochrome plant in Røyttä started up in 1968, and in 1976 a stainless steel mill was started in the same area. Outokumpu's Tornio steel industry is one of the largest employers in the area. In addition to this heavy metal industry Tornio has several machine workshops. In the past, Tornio was also known for eg. Lapin Kulta factories, owned by Oy Hartwall Ab, and also textile mills. Recently, Tornio and Haparanda commercial development is strongly influenced by the twin cities newly built center of the new joint commercial centers. Tornio and Haparanda has also earned a reputation as a city of culture. The most notable achievement, much due to Aine museum of art, is the one of Fine Arts with its rich and diverse collections, exhibitions and their other functions. The city is also known as an athlete town. Among others, the alpine skier Kalle Palander and hockey player Jesse Puljujärvi come from Tornio.

During the 1500s to 1800 Tornio-Haparanda was, in foreign learned circles, linked to the notion of the exotic Lapland and the Lapps - the City, behind which began the mysteriously shady, of people, reindeer and witches consisting Lapland. Curious foreigners first came to stop in Tornio and Haparanda and afterwards went further on up the Torne River into

Lapland. When many of these travelers published travel books in different European civilized languages, Tornio became a prominent feature. In addition to the notion of Romantic Lapland, another early tourist attraction, which held the reputation of Tornio high in Europe, was the summer night and the brightness of the never setting midnight sun. This was what people came to marvel at, and it was vividly described in travel descriptions from the 1600s onwards. One of the first tour operators, Thomas Cook, said: "A Globetrotter is a person who has visited Timbuktu, Samarkand and Haparanda." However, despite this interest in Tornio-Haparanda, it has not been able to refine and meet the modern traveler's needs of service entities as a tourist destination, and tourism, thus not yet risen to the ranks of the most important livelihoods. However, tourism growth potential in the whole of Lapland also extends to Tornio and Haparanda and tourism by-products and services is an interesting new business development branch.

"A Globetrotter is a person who has visited Timbuktu, Samarkand and Tornio-Haparanda."



STRENGTHS

Mapping of Tornio-Haparanda strengths of the current situation creates a foundation for the development of the selected areas. The purpose of this analysis is to clarify the competitiveness and position in the market of the region's brand.

BUILT ENVIRONMENT & NATURAL ENVIRONMENT

LOCATION

- Tornio is the "Finnish Swedish side"
- The border creates a positive tension to the twin city. It does not appear, but it is present.
- Bridges create a coastal town identity
- Tornio-Haparanda is the gateway to Lapland
- Mariners 'must-see' place (cf. Nordkapp)

THE BEACHES AND WATER

- Tornio-Haparanda is a city where you can experience the river and the sea
 - Sea Lapland
 - Bay of Bothnia National Park
 - Torne River
 - City Bay
 - Kukkolankoski

TORNIO OLD CENTER AND VILLAGES

- Churches
- The Nordberg Quay
- The Museum of Torne Valley
- Three large villages and the villages on the Swedish side

EXERCISE

- Joint sports facilities of Tornio-Haparanda
 - Gränsvallen sports facility
 - Aspen community center
 - Stadion stadium
 - Swimming pools
 - Skating rinks

TRADE CENTER

- Shopping Center: On the border
- Barents Center
- IKEA

ART

- Teatria
- Aine Art Museum
- Public works of art
 - Kihlat (The Engagement)
 - Rajaleikki (Border Game)
 - Joutsen (Swan)
 - Tulevaisuudenkaarri (Arc of the future)
 - Sotalapsi (War Child)
 - Särkynyt Lyhty (The broken lantern)



III. 6

III. 7



III. 8

HARD INFRASTRUCTURE

ACCESSIBILITY AND ROUTES

- Tornio is a logistical hub
- The E4 Highway - Very busy border crossing
- Joint Travel Center
- Rail connection between Finland and Sweden
- Good pedestrian and bicycle networks
- Water passages
- Ports

EDUCATION

- Vocational Collage Lappia
- Lapland University of Applied Sciences
- Peräpohjolan Opisto

INDUSTRIAL

- Port
- Outokumpu
- House manufacturing plants
- Experience factory Lappari
- Beer factory
- Polarica Wild Food

ENERGY

- LNG terminal
- Wind power
- Joint wastewater treatment plant
- Joint district heating

“14 million border crossings. It is more than anywhere else in Finland.”

CULTURAL BEHAVIOR

THE HUMAN CHARACTER

- Crazyness and a positive whimsicality
- Humor and leg-pulling = 'fuzzy' fooling
- Smuggling = entrepreneurship & entrepreneurialminded
- Positive idleness = a peaceful rhythm of life

COOPERATION BETWEEN HAPARANDA AND TORNIO

- Brotherly (spirit of) competition
- Co-operation comes naturally
- Trading across the border

“We are a bit crazy!”

EVENTS

- The North Cap Jazz & Blues Festival
- Tattoo-weekend
- Venezian festival (end of the boating season)
- We do it twice - Tornio-Haparanda joint celebration of New Year's Eve
- Toranda - event and entertainment centre
- Provincia Midnight cup - floorball tournament

FISHING

- A passionate relationship for fishing
- Salmon fishing
- Fishing (white fish) with a bag net
- Ice Fishing competitions

ILL 10



ILL 9



ILL 12



SOFT INFRASTRUCTURE

THE BORDER

- A free, peaceful and secure border
- International – Two-cultural
- A positive relationship with neighbours
- Brotherhood and the fellowship "Finnkampen"

LANGUAGES

- Finnish
- Swedish
- Meänkieli

HISTORY AND STORIES

- History as part of Sweden
- History as part of Russia
- Seaport
- Isaac Blackbeard
- Thomas Cook
- Pierre Louis Moreau de Maupertuis
- Struve Geodetic Arc

FOOD

- Everyman's rights
- Sea Lapland kind of "wild food"
 - Game
 - Berries
 - Fish

CULTURE

- A strong art scene, with plenty of well-known artists, who either come from Tornio, or have studied in Tornio
 - Jaakko Heikkilä (photography)
 - Titta Court (dancer)
 - Antti Haase (screenwriter, documentary director)
 - Teija and Pekka Isorättä (painters)
 - Sirpa Alalääkkölä (visual artist)
 - Terveet kädet (punk orchestra)
 - CMX (rock band)
- Strong sports culture, plenty of well-known and successful athletes who have come from Tornio
 - Kalle Palander (alpine skier)
 - Jari Isometsä (cross country skier)
 - Teemu Tainio (footballer)
 - Ville "Röyttä Bear" Pörhölä (olympic champion)
 - Ville Pokka (hockey player)
 - Jesse Puljujärvi (hockey player)
 - Henri Sankala (snowboarder)

POTENTIAL

Tornio-Haparanda market-based external and internal opportunities for mapping a range of exploitable opportunities to strengthen the building of the region brand. The purpose of this analysis is to clarify the competitiveness and position in the market of the region's brand.

Smuggling and positive idleness!

LOCATION

LOCATION ON THE BORDER

- Finland on the Swedish side
- Border exoticism
- The time difference concerning trade and events
- Business center. Invest in Finland-Sweden
- Use of logistical location, logistic hub
- International trade centre

TOURISM GROWTH POTENTIAL CONCERNING THE WHOLE OF LAPLAND

- Exoticism of Lapland
- The Arctic city destination
- Crazyness and foolishness

REGIONAL COOPERATION AND NETWORKS

- Lapland
- Sea Lapland
- The Barents region

ENHANCEMENT OF THE NATURAL HOUSING / HOUSING ON THE BEACH YET STILL IN THE CENTER OF THE CITY

ACCESSIBILITY

IMPROVED TO INCREASE THE TOURIST FLOW CONNECTIONS TO THE AIR AND RAIL TRAFFIC, SUPPORT THE DEVELOPMENT OF THE TOURIST AREA.

- Development of the rail connections in Finland and Sweden
- Rail connection between Finland and Sweden
- TEN-T Bothnian corridor

STOPPING TRAVERSAL TRAFFIC = REASON TO STOP

THE DEVELOPMENT OF SIGNS AND GUIDANCE

THE DEVELOPMENT OF PEDESTRIAN AND BICYCLE TRAFFIC IN THE JOINT CENTER OF TORNIO-HAPARANDA

SAFETY & HEALTH

GROWTH OF INTERNATIONAL NATURE AND WELLNESS TOURISM

FEELING OF INSECURITY IN TOURIST DESTINATIONS ELSEWHERE IN THE WORLD

PRODUCTIZATION OF SECURITY AND TRANQUILITY; THE WORLD'S MOST PEACEFUL BORDER

- Finland's reputation as a place for negotiations and for being a good negotiating partner, a place of reconciliation
- Positive idleness, relaxation and easing

CLEANLINESS

- The selling of clean air
- Productization of health-promoting nature experiences and natural products

TECHNOLOGY

EXPLOITING NEW TECHNOLOGIES IN TOURISM

- Utilization of the history, traditions and stories
- Experiences
- Marketing

ENERGY ECONOMICS

- LNG (Röyttä terminal)
- Kemi biorefinery plant
- Wind power
- Clean energy

THE ARCTIC LIVING LAB

- Smart city
- Smart way / road
- Circulation Economy
- Urban culture

NATURE

LAPLAND AWARENESS AND A POSITIVE NATURE PROFILE; THE FOUR SEASONS

VERSATILE NATURE OF THE TORNIO PROFILE

- Arctic
- Marine Nature
- The proximity of the fells
- Wild river
- Deserts / wilderness

MAKE USE OF NATURAL RESOURCES AND TOURISM

- Berries
- Game
- Fishing
- Bird life
- Boating
- Archipelago
- Safari Services

NATIONAL PARKS

- Bothnian Bay National Park and Haparanda Archipelago National Park



PART 2 | “EMBRACE THE BORDER”
THE SOUTHERN TIP OF THE ISLAND OF SUENSAARI 2030

“EMBRACE THE BORDER”

OUR VISION is a state of joint visionary, the future of the target image, towards which the development of the region is consistently pursued.

The vision for development of the southern tip of the island of Suensaari and its surrounding area is called **EMBRACE THE BORDER**. It is an ambivalently dynamic area of Tornio-Haparanda, which at the same time is international and traditional, active and relaxed, as well as competitive yet friendly. The plan is that the area would serve the needs for as well residents, businesses, tourists as visitors. It functions as an international trade and business center, the starting point for outdoor experiences, and an active operating area, which offers traditional services for recreation and rest. It is an urbanlike active retreat, wherein the locality condenses in smuggling and positive idleness.

Embrace the Border is a regional hub - a base camp for everything and everywhere. Companies from many different countries create an international feel with the business they go in for. The development of tourist facilities and events in the region will bring an abundance of foreign tourists, which underlines the international atmosphere at Embrace the Border. As a counterpart to all this the characteristics of the local culture are highlighted, for example in the form of services: smoke saunas and peat treatments, local food, fishing and others.

Business activities and tourism services bring an active feel and buzz to Embrace the Border. The area and its surroundings also offer the possibility of many kinds of active recreations,

snowmobiling, (ice) fishing, ice skating, games, etc. A full range of events emphasizes the active character of the area. In counterbalance for active days there are plenty of opportunities for relaxation and rest. It is the starting place of adventure trips that breathe calm and offered services for purification and relaxation through treatments and saunas. A tranquil and safe environment for pedestrian and bicycle ways and an interesting town structure with captivating details; For example, art, the border and places to spend time in, make the area pleasant for pedestrians.

The functions of Embrace the Border present in many ways the cultural characteristics of the region, the positive crazyness and playfully competitive spirit amongst brotherfolk. The border and cross-border events emphasize on playfulness. In addition to physical exercise and competitive activities Tornio-Haparanda has a strong artistic and cultural life, which is visibly present in the functions of the area with premises, events and artwork. The thematic sections of the area and a diverse town structure form an operational profile aimed at different target groups and targeted residential environments - for example, beach living, landscape housing, physical housing, targeted housing, etc.

Embrace the Border in Tornio-Haparanda is a show case to the world. It creates the first impression that captures you and invites you to experience, and it forms an image in your mind that gets you to return.

ILL 14



ILL 13



ILL 16



ILL 15



ILL 18



ILL 17

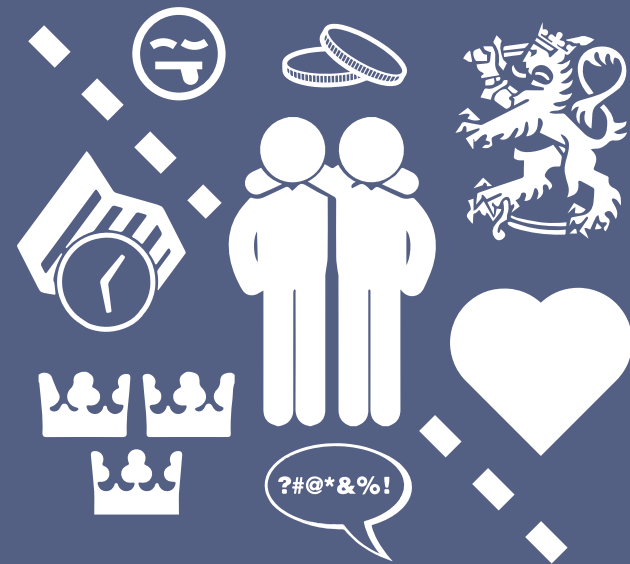


ILL 20



ILL 19





THE BORDER



The regions location on the border is the strongest defining factor. The border placement creates a scene with a historically strong position in international trade. It creates a positive tension and rivalry between different parts of the city and amongst brotherfolk. Also it forms a region of exotic specificity, for example, in the form of the time difference.

“
*In Tornio the inhabitants of Haparanda
are ahead of their time*

Let's do it!



BUSINESS CENTER



Embrace the border is a business orientated place that emphasizes international cooperation in encounters, trading and agreements. The area holds premises for regional companies that will benefit from the central location and the two countries' markets, as well as the diverse town and service structure



CULTURAL AND EVENT AREA



The placement on the border creates interesting starting points for various cultural events and competitions. The area holds premises for as well artistic and cultural activities as for the various types and sizes of events. Personalized events, for example marriage across the border ('poikkinainti'), communicate cultural and special features of the area. The active spirit of the area creates a joint meeting place for both residents and visitors to the area.



TRADITIONAL AREA FOR LEISURE TIME



The area provides for both accommodation and event services for travelers staying on a longer time as well as activities and services for visitors, such as shopping tourists and cultural visitors. The area is a great leisure center, where in addition to a wide range of opportunities for social gatherings there are also possibilities for traditional recreational relaxation, saunas, food and others, that have been processed into high-quality services.

“
I'll do it myself!

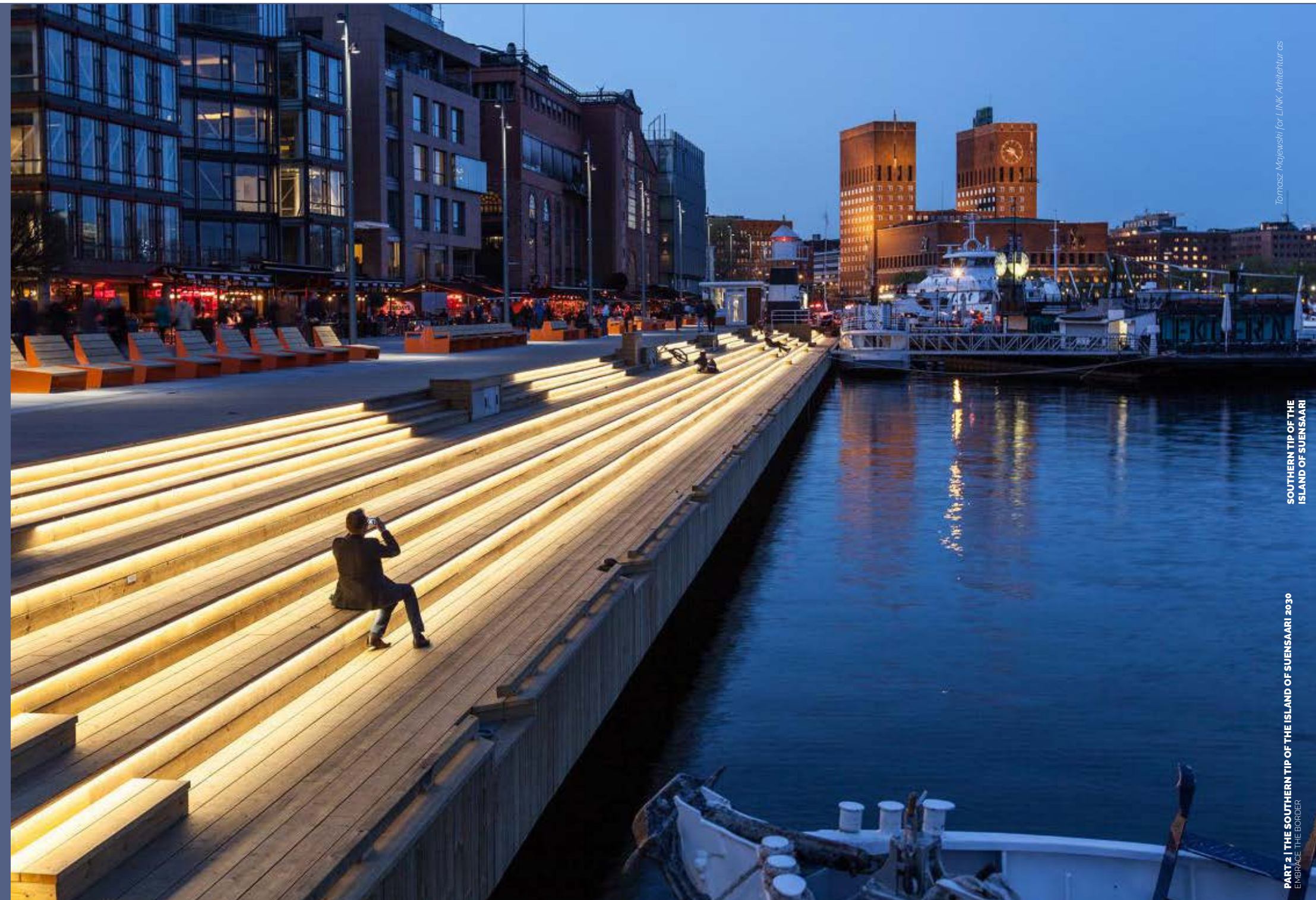


“
Just do it!”

A SHOWCASE OF HIGH-QUALITY CONSTRUCTION

.....

A wide range of services and the location in a scenic spot will create high-quality living premises in the neighboring area. The area of housing facilities and activities are targeted to serve a variety of different categories of residents. The city blocks have strong thematic profiles that make up interesting housing areas. Apartments open up to the views of the natural landscape of the Arctic and the yard and street modes support the functional or thematic profiles of the housing sections. Local culture of the region, expressed by services and functions, as well as construction in the highest quality in the twin city of Tornio-Haparanda, both buildings and the environment, act as a showcase and a calling card to the world. The area forms a modern and urban city landscape postcard.



TARGETS, STRENGTH & BRILLIANCE, BRAND VALUES

TARGET GROUPS

The aim of the definition of target groups, is to understand potential customer groups in a way that guides the development of the functional profile of the region.

STRENGTH & BRILLIANCE

The factors of strength are based on the identified strengths and opportunities for the compensating elements, which pursues the differentiation of the region from competing regions. Strength and the purpose of differentiating is to appeal to the representatives of the specially selected target groups.

BRAND VALUES

The brand values are values that we, by following them, give a direction for the development of a functional profile of the region, define the amenity services and communication.

TARGET GROUPS

RESIDENTS

Residents, emphasizing families with children, young people, students

BUSINESS

Companies that take advantage of the two markets. Operating on an European arctic area.

TOURISTS

Tourists and event visitors from Barents area; International adventure-seekers and active travelers of nature and well-being, emphasizing on adults.

VISITORS

Shopping tourists from the Barents Region, the day tourists who yearn for ancillary services during their shopping holiday. Event visitors.

STRENGTH & BRILLIANCE

THE MOST VERSATILE PROFILE OF ARCTIC NATURE AND PROCESSED PRODUCTS IN ADVENTURE TOURISM

After a two hours' drive from the town, in an area consisting of two countries, you will find everything from Santa Claus to waterfalls and from fells to marine wildlife

THE MOST COMPREHENSIVE WELLNESS AND RECREATIONAL SERVICES AT THE HEART OF AN URBAN CENTER

THE MOST INTERESTING CROSS-BORDER EVENTS AND ACTIVITIES

THE MOST NATURAL INTERNATIONAL TRADE CENTRE

The historic role of trade between the countries of destination

THE MOST ATTRACTIVE SEA-LAPPISH RESIDENCY IN THE CENTER OF THE TWIN CITY AND BY THE WATER

BRAND VALUES

The brand new identity of the island of Suensaari is based on the core values of three counterparts

TRANSPARENCY, OPEN-MINDEDNESS AND EXUDING INTERNATIONALITY

EMPHASIZING THE IDENTITY AND TAKING PRIDE IN THEIR HOME REGION

• • • • •

COMPANYMINDED AND EMPHASIZING ON ACTIVENESS

CLOSE TO NATURE AND APPRECIATIVE OF POSITIVE IDLENESS

• • • • •

COMPETITIVENESS AND POSITIVE MADCAPPING (CRAZYNES)

CIVILIZED AND ARTISTIC

DESIGN DRIVERS

Design drivers for the planning area of land-use hold crystallized proposals for action, and on responding to these proposals we guide ourselves towards the forming of the town structure and image, and thus in the direction of supporting the target image.

SOUTHERN TIP OF THE ISLAND OF SUENSAARI

PART 2 | THE SOUTHERN TIP OF THE ISLAND OF SUENSAARI 2030
DESIGN DRIVERS

1

TAKE ADVANTAGE OF THE STATE BORDER AND THE SPIRITUAL LIFE CREATED BY THE BORDER



2

TAKE ADVANTAGE OF LOCATION ON EDGE OF WATER BODIES



3

CREATE A DIVERSIFIED LIVING AIMED AT DIFFERENT TARGET GROUPS



4

CONFIRM OPERATING CONDITIONS FOR BUSINESSES AND VISIBILITY IN THE REGION



5

IMPROVE OPERATING CONDITIONS FOR THE ARTS AND CULTURE FIELD AND VISIBILITY IN THE REGION



6

HIGH-LIGHTING OF LEISURE AND RECREATIONAL OPPORTUNITIES



7

RESPECT THE TRADITIONS



8

STOP BYPASSING TRAFFIC ON THE HIGHWAY E4



SOUTHERN TIP OF THE ISLAND OF SUENSAARI

PART 2 | THE SOUTHERN TIP OF THE ISLAND OF SUENSAARI 2030
DESIGN DRIVERS

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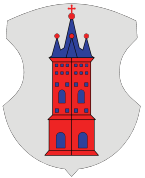
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BRAND MAPPING

Brand mapping of the island of Suensaari is the inclusive first part of the total process on long-term. This phase prompted the development process on both the southern tip of the island of Suensaari and its seamlessly linked areas in Haparanda, on the Swedish side. The purpose of the mapping is to clarify the brand of Tornio-Haparandas new joint center with its ready-built environment, and to set the guidelines for further development

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