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Preamble


A project the size of Helsinki.

Imagining Helsinki, with its 175.55 km² of surface area (only one third of which is land) and its 60 districts, as a shifting, multi-layer urban canvas where creativity can run wild.
Imagine...

Just imagine Helsinki were the stage for a show of epic proportions, with its catalogue of public spaces – streets, squares, parks, harbours, shorelines, bridges, beaches, peninsulas, headlands, islands and more – all transformed into high-visibility media for a cultural, artistic, urban, environmental, ethical, social, educational and festive celebration. Imagine a gargantuan kaleidoscope of ephemeral and permanent multidisciplinary projects turned to the tune of contemporary artists from the twenty-eight countries of the European Union.

Just imagine Helsinki were the shimmering beacon of the avant-garde, especially digital art, unleashing a wave of cultural, global and sustainable experimentation and showcasing art’s most innovative new movements.
Just imagine the process involved input from residents, local events organisers, arts centres, community associations, primary and secondary schools – anyone with something to contribute. And that they had access to an interactive website to choose candidates, watch projects advance, pick their favourite for the year, and get the whole world talking about the event that once a year came bursting into every district in the city.

Just imagine the aim of it all were to inaugurate a new cultural-economic model as an alternative to conventional museum practices. And that it made Helsinki a huge open-air, multidisciplinary playground for research and innovation, a quirky and community-minded launch pad for avant-garde art in Europe, and the epicentre of a new breed of tourism blending culture, humour and fun.
**PROCESS**

Website, interactive media, community consultation, etc...

**RETURN ON INVESTMENT**

A new set of economic criteria promoting cultural, architectural and sustainable development in the city.