

Everyman's City

ENGAGING PEOPLE IN URBAN CHANGE
AND DEVELOPMENT

Hella Hernberg
Urban Dream Management
Metropolis Lab Seminar, Copenhagen, 23 May 2014

URBAN
Dream
MANAGEMENT

URBAN *Dream* MANAGEMENT

A YEAR IN GOVERNMENT

By HELLA HERNBERG | Published: 21/11/2013



Photo: Johannes Romppanen

Urban Dream Management is a design practice focusing on creative and systemic solutions for a more sustainable and enjoyable living.

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SOME EXAMPLES OF UDM PROJECTS:



KALASATAMA TEMPORARY
REVITALISING AN OLD
HARBOR AREA

Client: City of Helsinki / Part design



HELSINKI BEYOND DREAMS
BOOK ABOUT NEW URBAN
CULTURE IN HKI

Self-published



PARTICIPATORY AND USER-
CENTERED DESIGN FOR THE
BUILT ENVIRONMENT

Various clients: e.g. cities + construction companies



DESIGN FOR GOVERNMENT
EDUCATING DESIGNERS FOR
PUBLIC SECTOR CHALLENGES

Client: Aalto University



VACANT SPACES
TOOLS FOR UTILISING
UNUSED SPACES

Client: Ministry of the Environment



URBAN DREAM MANAGEMENT
TEMPORARY USE OF URBAN
RESIDUAL AREAS

Master's Thesis / Aalto University



Hernberg, H.(ed) (2012) *Helsinki Beyond Dreams - Actions towards a Creative and Sustainable Hometown*. Helsinki: Urban Dream Management



RESTAURANT DAY AT KARHUPUISTO, KALLIO DISTRICT, AUGUST 2011.
PHOTO: TUOMAS SARPARANTA



LEFT, BELOW RIGHT: URBAN FARMING IN JÄTKÄSAARI, PHOTOS HELLA HERNBERG
TOP RIGHT: DODO URBAN FARMS IN PASILA RAILSIDE. PHOTOS: DODO



PUNAJUURI BLOCKPARTY, 2011
PHOTO: CARL SEBASTIAN LINDBERG

Everyman's Urbanism

In the forests of Finland people enjoy “everyman’s rights.” Helsinki citizens have translated this tradition into a new urban attitude. People and communities are engaging in developing the city’s corners into better places and Helsinki is becoming a more enjoyable and inspiring hometown.



**HOW CAN DESIGN SUPPORT
BOTTOM UP INNOVATION?**

**WHAT ARE THE ROLES OF
“DESIGNER” AND “USER” IN THIS
PROCESS?**

Design of:

~~**end product**~~

**PLATFORMS and
PROCESSES that
enable positive
outcomes**

THE CITY AS PLATFORM

THE OFFICIAL OPENING OF THE KALASATAMA HARBOR SHORE ROUTE, 2010
PHOTO: HELLA HERNBERG

An aerial photograph of the Kalasatama Harbor construction site in 2010. The image shows a large, flat, muddy area with a winding road in the center. Several blue shipping containers are scattered around, along with piles of debris and construction materials. In the background, there are industrial cranes, a body of water, and a line of trees. The sky is overcast.

KALASATAMA TEMPORARY

KALASATAMA HARBOR BEFORE CONSTRUCTION WORK BEGAN, 2010.
PHOTO: CHARLOTTA BOUCHT



OPEN BRUNCH IN EXCHANGE OF IDEAS AT KALASATAMA HARBOR, 2009.
PHOTO: PART OY

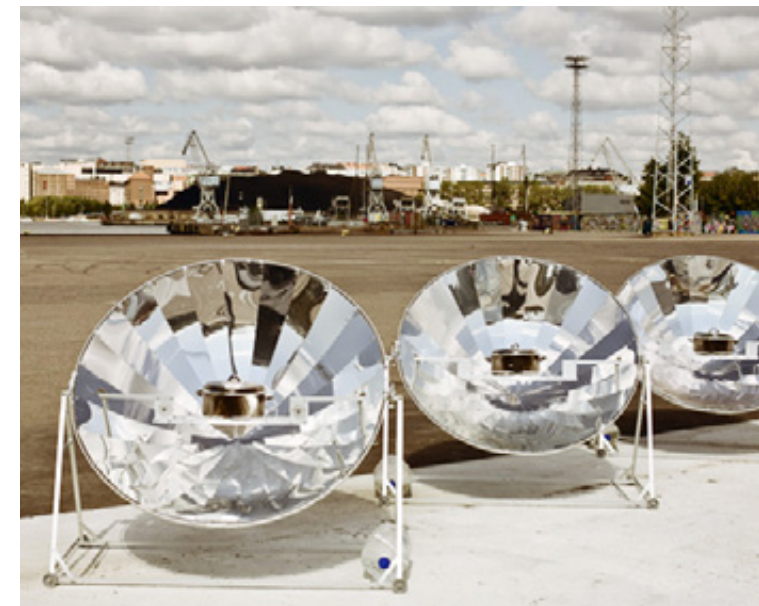
MITÄ
HALVAISIT
TEHDÄ
TÄÄLLÄ?

(PAITSI
SÄKKEN
PAIKKOJA!)

MAALATA
(SPRAYS)

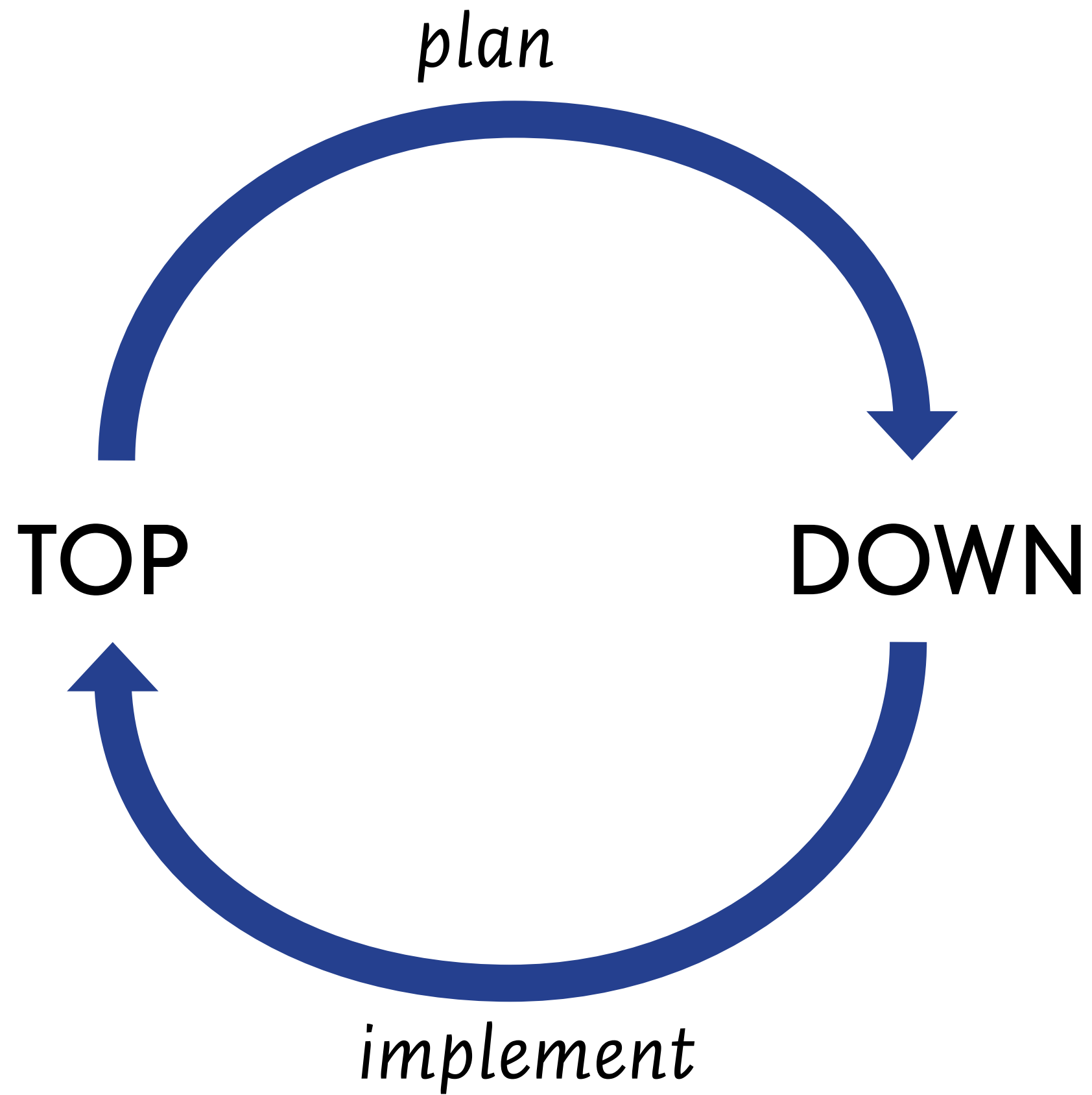
NUORISO.
TULO

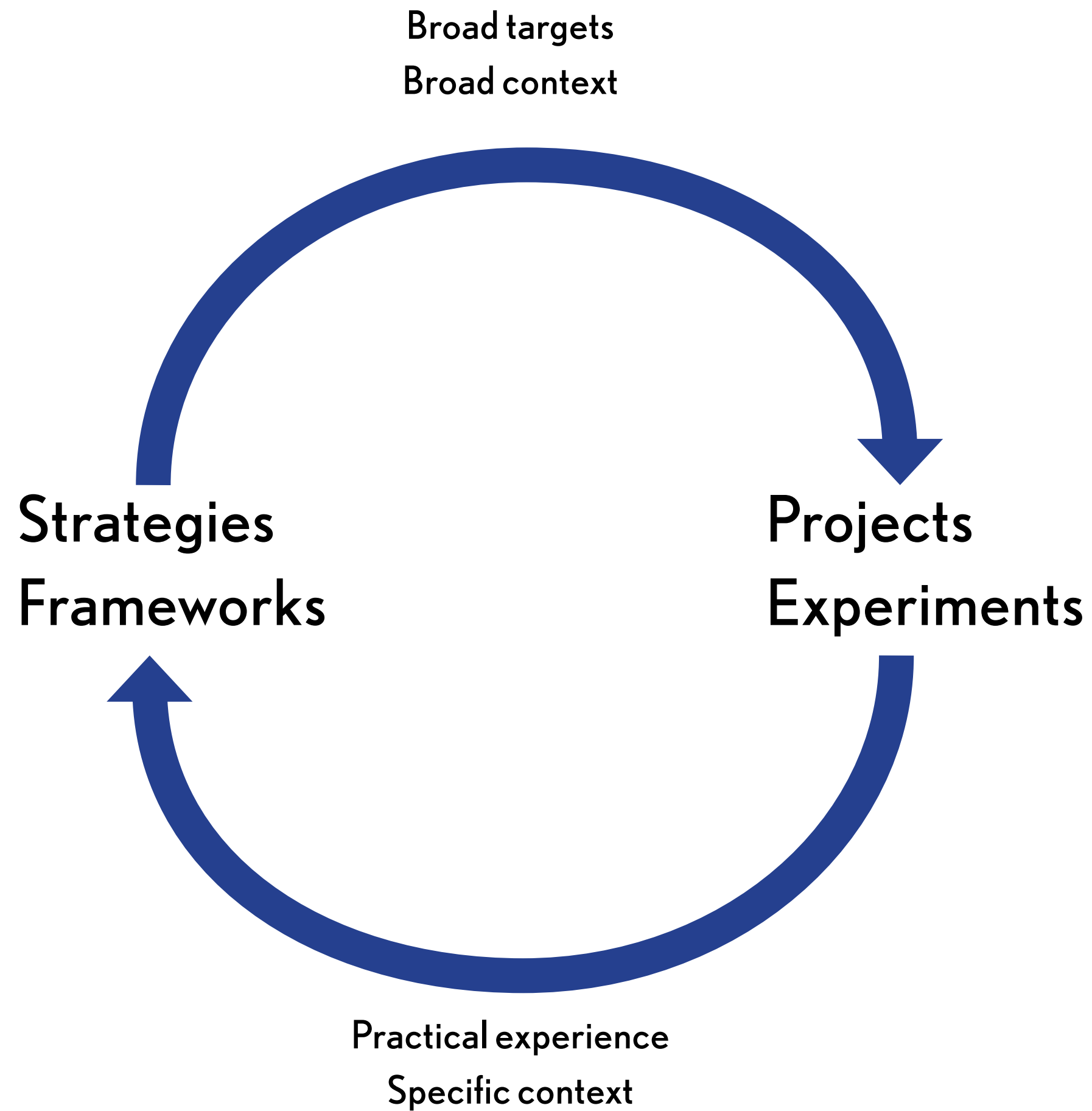
BOSTAILLA
JÄRJESTÄÄ



VARIOUS COMMUNITY PROJECTS IN KALASATAMA, 2009-2011. PHOTOS: JOHANNES ROMPPANEN, HELLA HERNBERG

THE PUBLIC SECTOR AS ENABLER?





“Even though there is still much to do, the seeds of
urban happiness are already germinating.
Much ground has been covered by creating a new
We out of Us and Them.”

-TOMMI LAITIO, DEMOS HELSINKI



Kiitos! Thank you!

Hella Hernberg

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