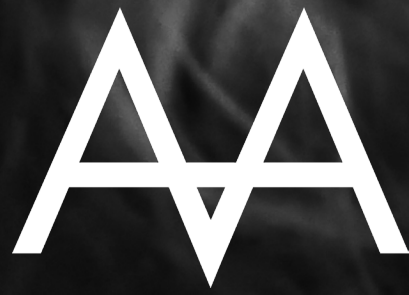


ROVANIEMI ART MAP



emphasis on the development of new art-based
tourism services in Lapland

collaboration with a gallery in Rovaniemi

the challenge was to bring attention to Lapland's
artists and public art Rovaniemi has to offer

the key aim for our collaborator was to welcome
more visitors to the gallery

international / cross-disciplined

my role: to plan and map out the work process
and find appropriate tools fitting our workframe /
visual design

(bonus: research the collaboration of the
participants)

01

DISCOVER

research, discover
and understand the
project frame

02

DEFINE

what was the main
challenge

03

DEVELOP

develop solutions to
the defined challenge

04

DELIVER

manufacturing and
testing of service,
feedback and
adjustments, and final
delivery of product

hvernig

01 DISCOVER

understand the area of research and getting to know the collaborator

research target audience and getting to know users / user personas / user journey mapping

brainstorming workshop



USER PERSONA

NAME:

WINTER

Yi

SUMMER

Franziska

KEY ATTRIBUTE:

has lots of money

is stressed short time travel

Want to enjoy - SLOW -

A story to tell

SHORT DESCRIPTION:

many pictures (16)

flight traveler

Experience

- slow traveller
- not of a budget traveller

- Seeks experiences
- mainly travels by land (bus, train)

NEEDS:

Cheap (or free of charge) accommodation

authentic experiences

Postcard person

pre-booked services

gift shopping

support + guidance

HOSPITALITY

CHALLENGES:

Needs to have his expectation fulfilled

WANTS TO FIND SOMETHING NEW & DIFFERENT, BE AMAZED

LACK OF TIME

WEATHER CONDITIONS

OPPORTUNITIES:

MORE FINANCIAL CAPACITY

BETTER WEATHER CONDITION FOR OUTDOOR/TECH. ACTIVITIES

02

DEFINE

site exploration

ideation / sketching

service mapping

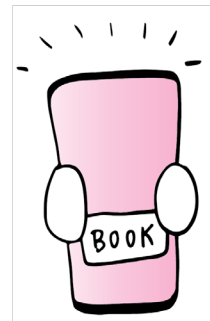
storyboarding

How might we?

ROVANIEMI IS NICE



LET'S FIND SOMETHING
COOL AND UNIQUE!



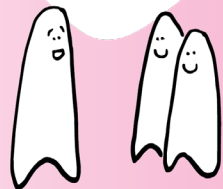
I'M SO EXCITED



NAPA

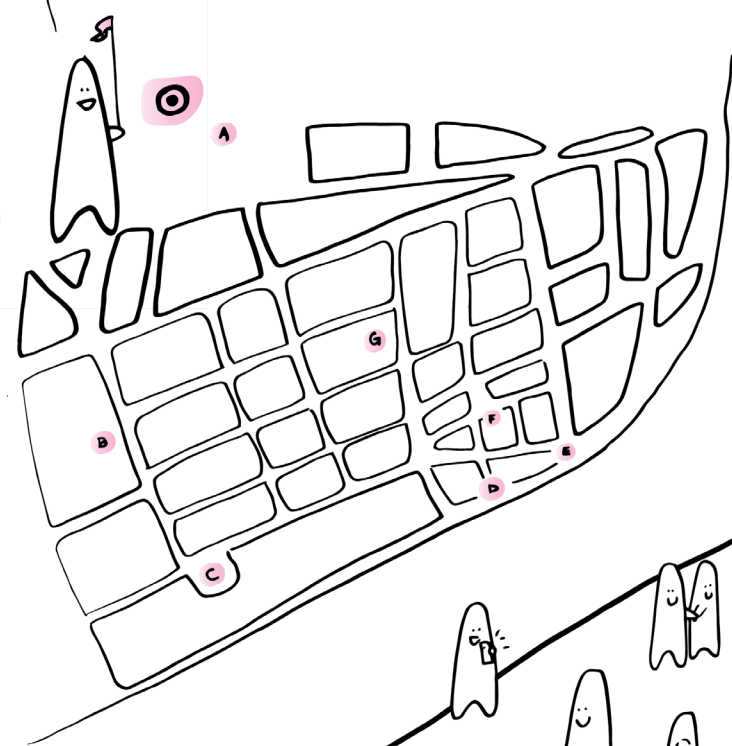


WELCOME



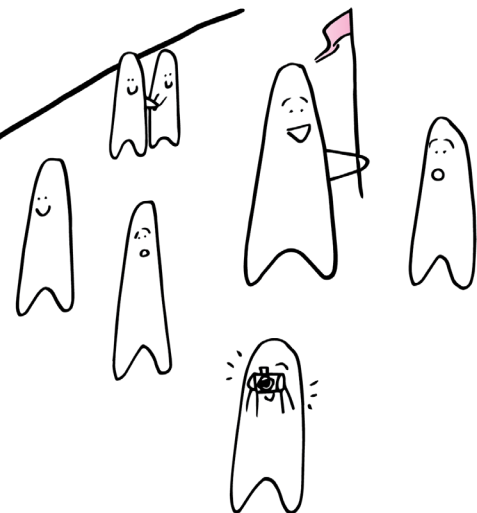
THEME:
CLASSIC ROVANIEMI MEETS
THE CONTEMPORARY URBAN.

OUR TOUR STARTS...

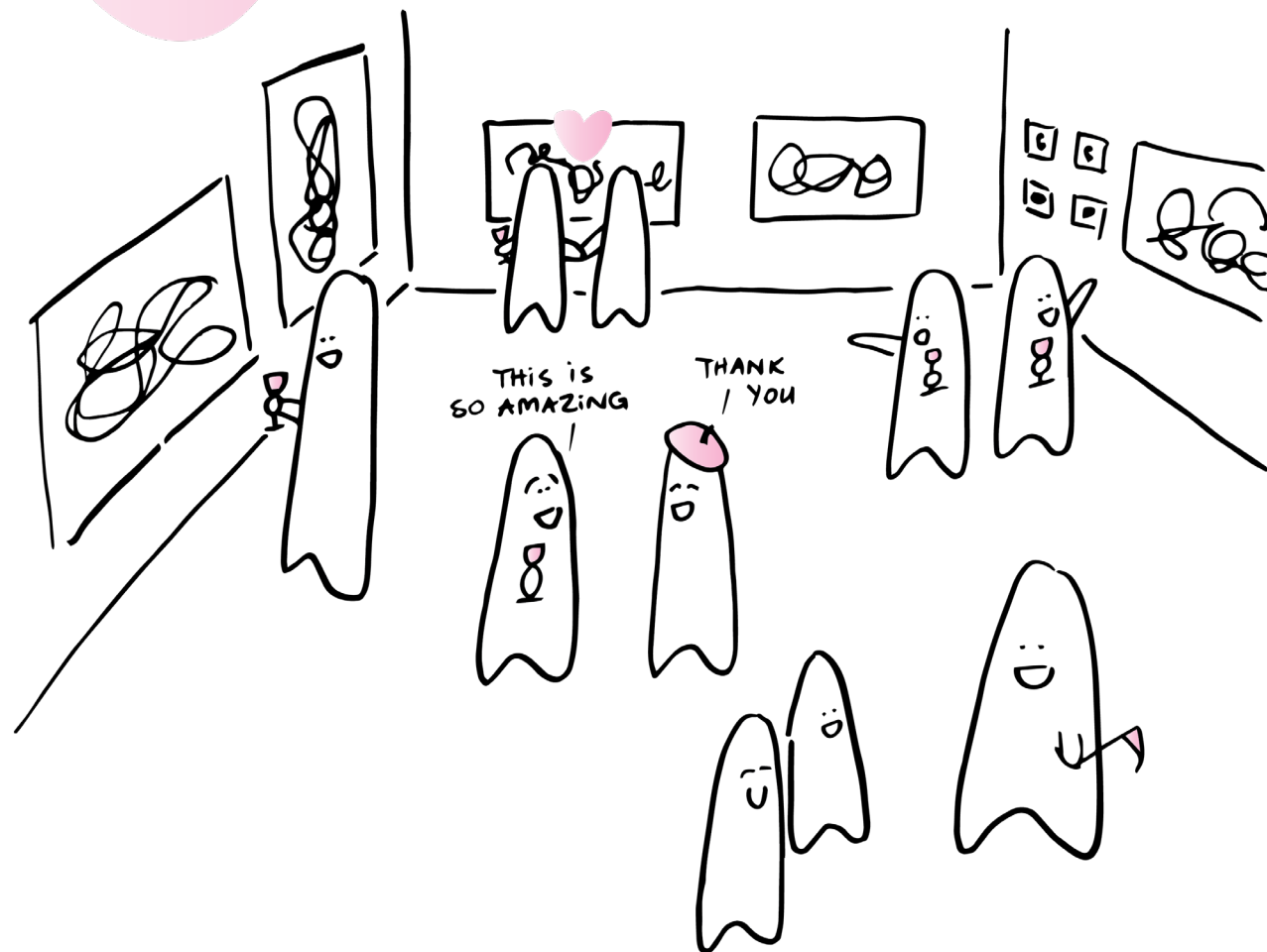


NAPA GALLERIA...

- A. KORUNDI
- B. REINDEER SCULPTURES
- C. ÄITI LAPPI
- D. TIMO JOKELA'S COMPASS
- E. MURALS UNDER JÄTKÄNKYNTILÄ
- F. MURAL BY VALTAKATU
- G. PARKING GARAGE GALLERY



MEET THE CURRENT EXHIBITION ARTIST.



THIS IS
SO AMAZING

THANK
YOU

STORIES. DISCUSSION. QUESTIONS.
CONVERSATION.

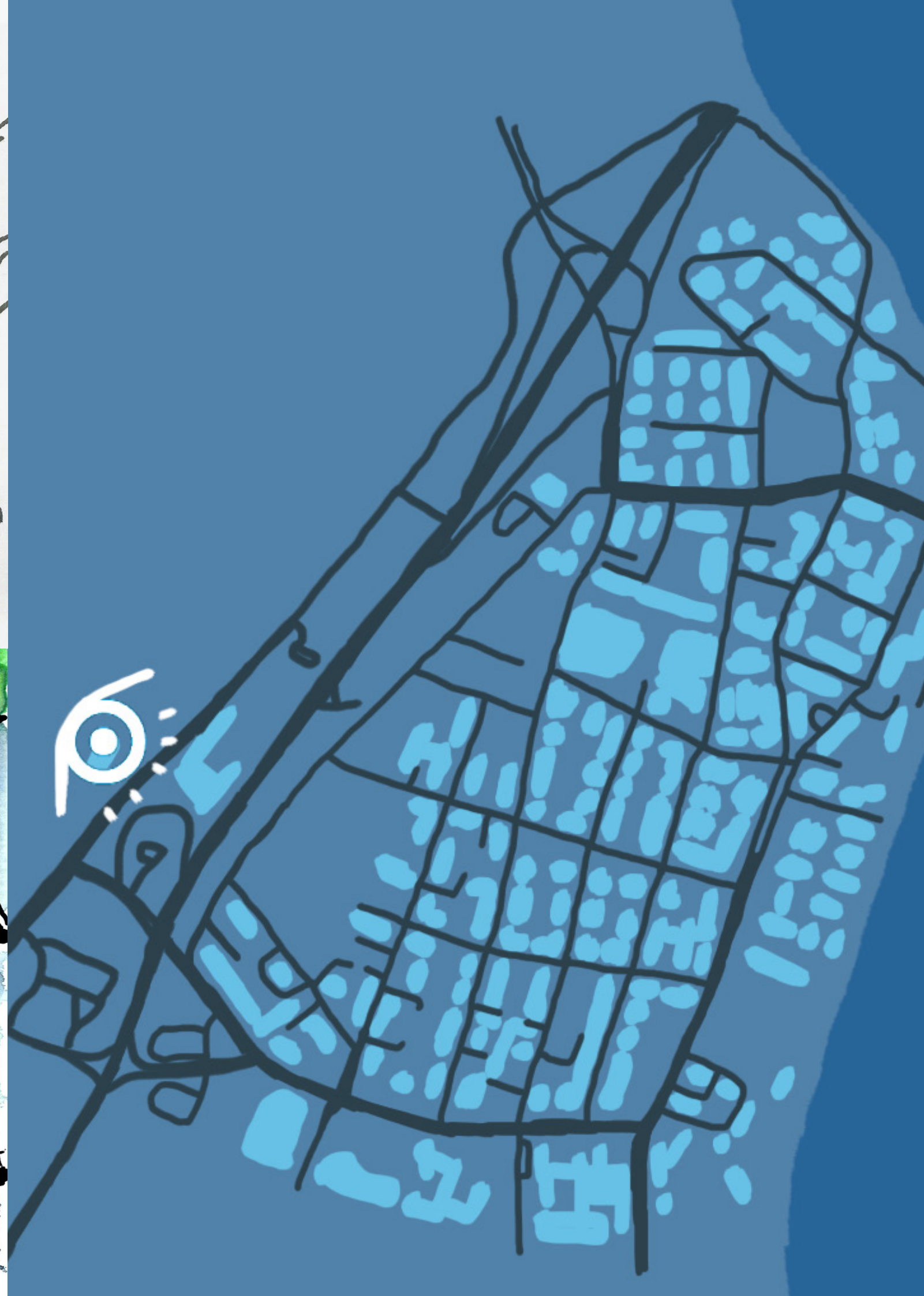
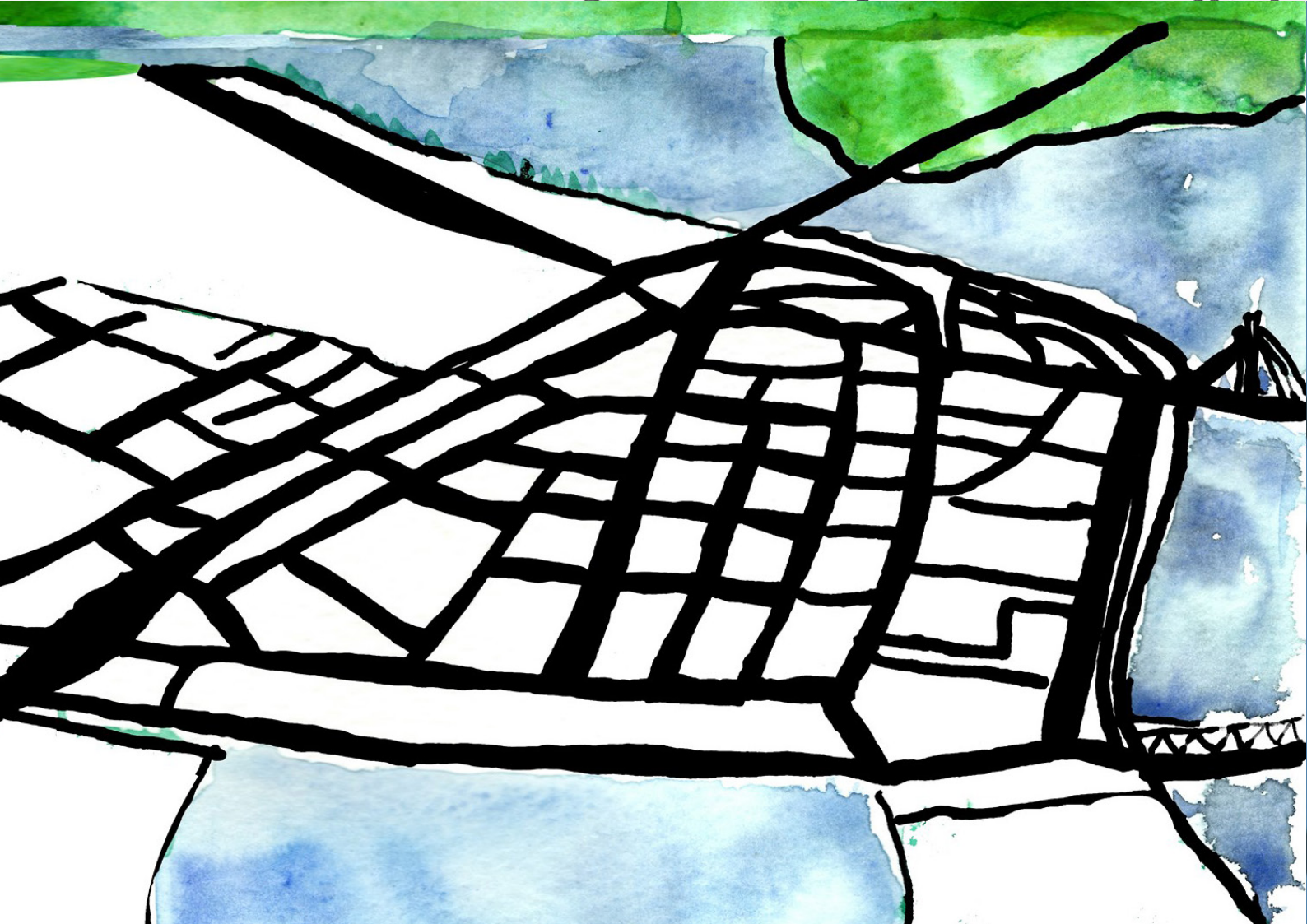
03 DEVELOP

~~participatory design workshop~~

online discussion with locals

ideation / sketching

prototyping



04

DELIVER

printing

pilot / testing and feedback session

adjustments

final product delivery





WELCOME TO ROVANIEMI

- | | | | |
|--|-------------------|--|-----------------------|
| | GALLERIA NAPA | | ÄITI LAPPI |
| | KORUNDI MURALS | | KOMPASSI |
| | PRIMAVERA | | VESSEL |
| | LOIKKA | | DIASPORA |
| | VUORTEN SYNTY | | JÄTKÄNKYNTTILÄ MURALS |
| | ULOSMARSSI | | PALOMUURI |
| | OONKO MIE TIELLÄ? | | ?WHAT'S HERE? |

ARTWORKS



GALLERIA NAPA



KORUNDI MURALS

Hanna Kanto, Esa Meltaus, Tuomas Korkalo, Samuli Kontio, Anders Sunna, Error, Jarno Kantanen, Iliya Baidak, Antti Kuurne / 2018-2019 / Lapinkävinjantie 4, Korundi Museum.

Local themes in public paintings from northern artists exhibited 24/7 all year round.



PRIMAVERA

Laila Pullinen / 1964 / Ainoankatu 4-6 inside yard.

The bronze sculpture is privately owned and publicly displayed. The Italian name means "spring" and it presents two female figures and their clothing lightly dancing in the air.



LOIKKA

"Jump"

Touvo Tuomivaara / 2008 / Library Park Hallituskatu 9.

Two opposite arcs present a figure of reindeer, it's horns representing the northern sun.



VUORTEN SYNTY

"The Birth of the mountain"

Kain Tapper / 1988 / Library Park Hallituskatu 9.

According to artist, The Birth of the Mountain describes the rising of Rovaniemi after the war in Lapland. Partially hidden in the winter.



ULOSMARSSI

Risto Immonen / 2008 / Library Park Hallituskatu 9.

A steel work of a reindeer marching out from the frame.



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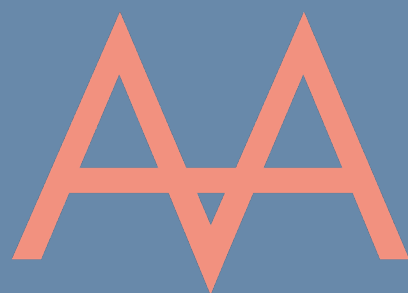
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thank you



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