




# The Museum of Future Building

Summary of the concept and implementation plan  
for the New Museum of Architecture and Design  
in Helsinki, Finland

February 2024



# If not here, then where?

Illustration: Anja Reponen

In spring 2021, the Finnish government and the City of Helsinki launched an initiative in collaboration with the Design Museum Helsinki and the Museum of Finnish Architecture that aimed to create a museum of international excellence, a new national museum of architecture and design.

An ambitious plan has been compiled to support the decision-making process for establishing the museum and provide its execution roadmap. It is the result of a two-year project involving a wide array of experts, stakeholders, and future museum visitors. This is a summary of the plan.

This new museum would not only solve the spatial challenges of the Museum of Finnish Architecture and the Design Museum – it would also champion Finnish design and architecture on a global stage and add a compelling point of difference to the city of Helsinki's profile in the region.

# The tools of architecture and design for everyone.

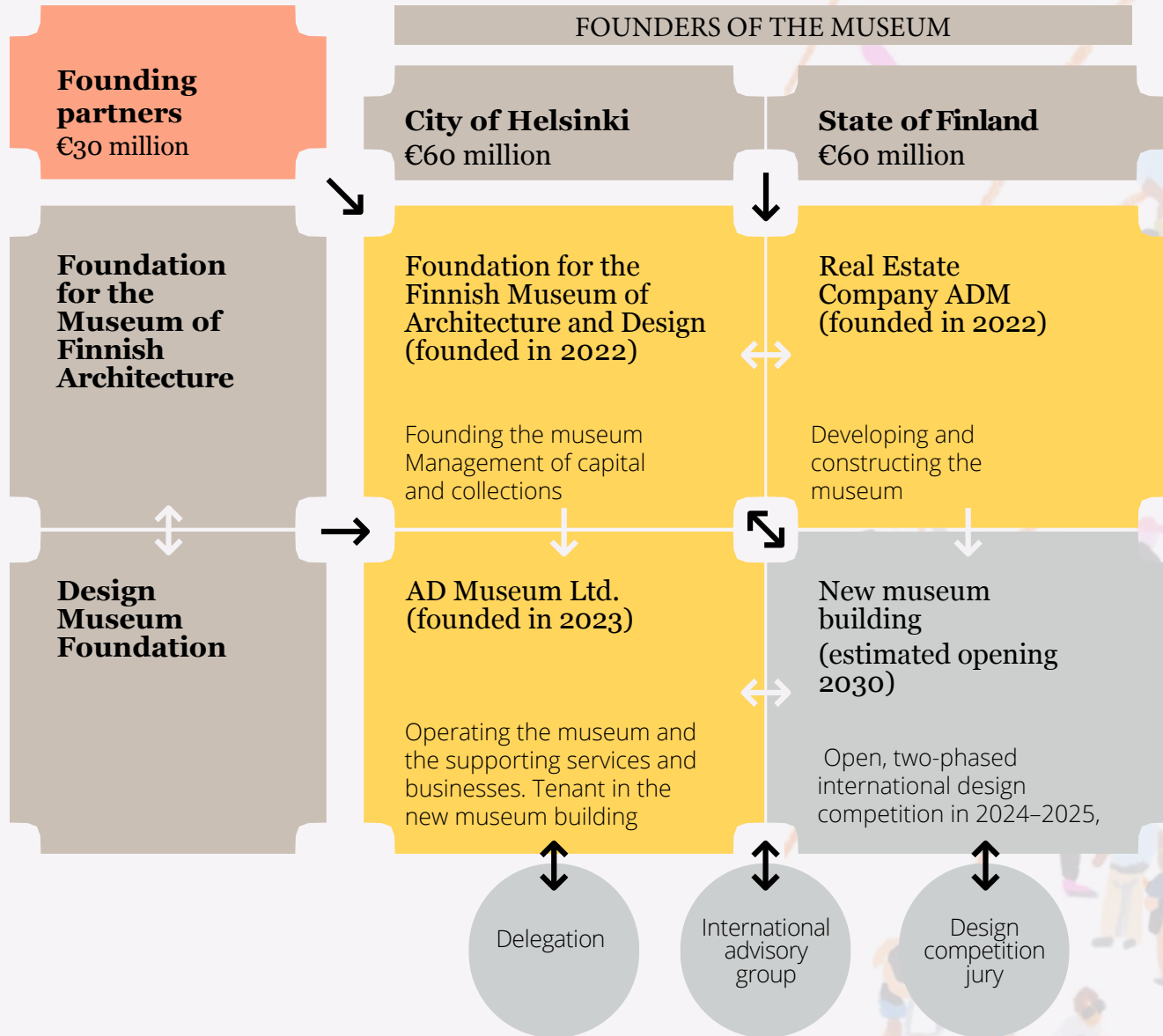


Change is transforming the world around us faster than ever before. To meet this change, we require fresh thinking and new approaches to tackle the challenges that face us.

To achieve a sustainable tomorrow, we must reshape the world around us today. We must share the skills of architects, designers, artists, researchers to better observe the world, understand the past, and imagine the new.

The AD Museum centres on the tools of design and architecture – materials and forms, the interplay of built environments and their users, the principles of creating beauty, and new ways of thinking. In the AD Museum, architecture and design are your guides in exploring our world and societies.

Residents and visitors of all ages will find it easy to visit us. The AD Museum is a human-sized museum where everyone is welcome.



The new museum is made possible by a substantial capital endowment within the Foundation for the Finnish Museum of Architecture and Design. This capital stems from donations made by the Finnish government and the City of Helsinki, as well as private donors. The annual proceeds of the endowment will enable the foundation to support ambitious museum operations in a new museum building.

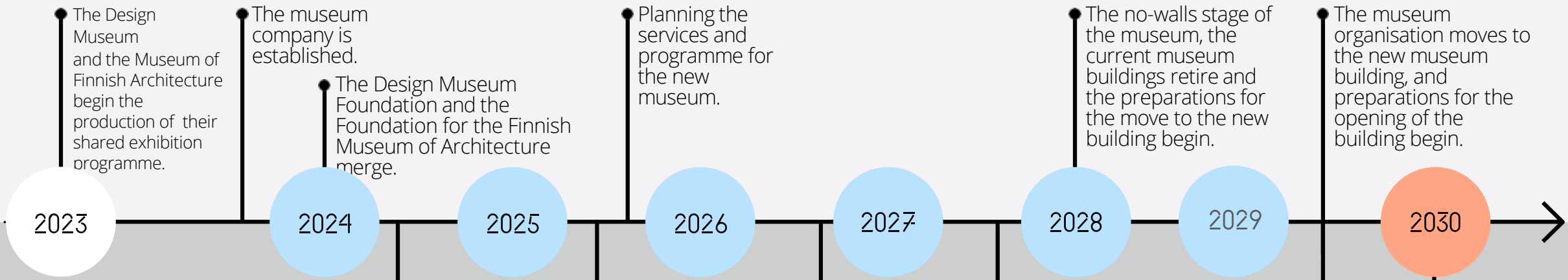
The foundations for the Museum of Finnish Architecture, and the Design Museum Helsinki have merged on 1 January 2024. A newly founded company (AD Museum Ltd.) operates the museum and its supporting services.

The building project will be managed by Real Estate Company ADM that was founded by the city and the state for the project.

# Estimated schedule

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FORMING THE MUSEUM ORGANISATION



The Design Museum and the Museum of Finnish Architecture begin the production of their shared exhibition programme.

The museum company is established.

The Design Museum Foundation and the Foundation for the Finnish Museum of Architecture merge.

Planning the services and programme for the new museum.

The no-walls stage of the museum, the current museum buildings retire and the preparations for the move to the new building begin.

The museum organisation moves to the new museum building, and preparations for the opening of the building begin.

Design competition is launched.

Winner of the design competition is announced.

Application for building permit.

Construction begins.

Handover

Doors open!

NEW BUILDING PROJECT

Further development of the winning design  
Further planning and zoning

The Museum of Finnish Architecture and Design Museum have merged along with their globally significant collections. The new museum will continue their work as a national specialty museum in the fields of architecture and design.



Photo by Heikki Hämäläinen

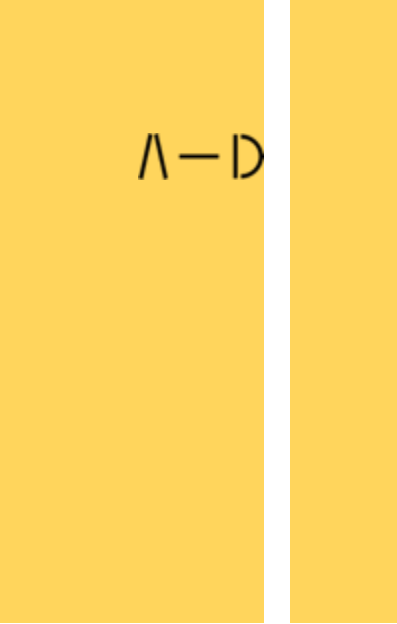


Photo by Paavo Lintunen

	The Museum of Finnish Architecture	The Design Museum	The AD Museum
Year of foundation	1956	1873	2030 <small>(2024)</small>
Visitors per year	20,000	200,000	380,000
Number of staff	25	40	120
Building size (m <sup>2</sup> )	1,130	2,490	9,000
Annual budget	2.0 M€ <small>(2019)</small>	4.3 M€ <small>(2019)</small>	22.35 M€

At the AD Museum, the realms of architecture and design will unfold through experimentation, observation, and engagement. It will tell the success story of Finnish design – as well as outline potential, sustainable futures. Its influence will extend worldwide through programs and services delivered across digital and virtual platforms.

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## MUSEUM 3.0

The digital and virtual services of the museum

## MUSEUM IN FINLAND AND ABROAD

National and international activities



### STORIES AND EVENTS

Exhibitions and multisensory public programmes

The story of Finnish design and architecture, Temporary & touring exhibitions, installations, projects and programs.

### LEARN AND DISCOVER

Design tools for all to use

Space for experimentation and co-design, workshops, library and resource centre.

### CREATIVE PLATFORM

Events, spaces and services for coming together

Cross-industry events and encounters.

### SAVORY STOP

Encounters over food, drink and design

Café, restaurant, terrace and bar by the sea, all run by the museum as part of the museum.

### DESIGN TO GO

Buy, sell, borrow and recycle at the museum shop

Brick-and-mortar and online shop, pop-up shops and showrooms.

### SPACE FOR RECOVERY

Museum as a place for quiet contemplation.

## CORNERSTONE COLLECTIONS

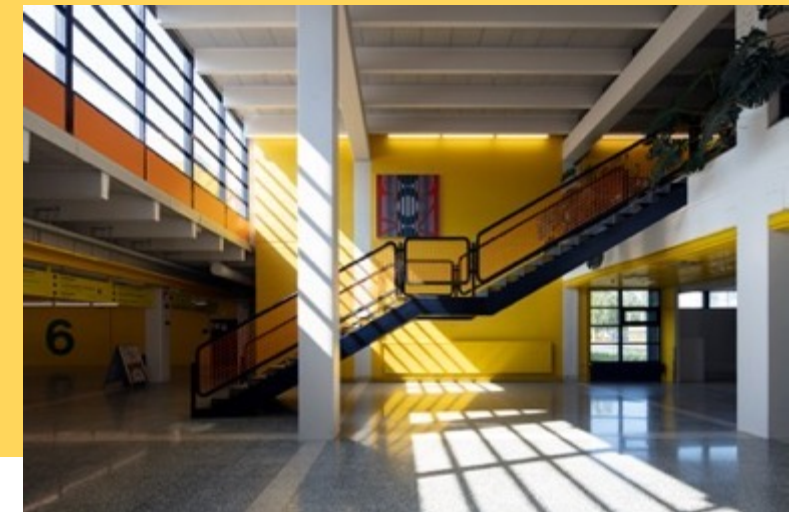
A one-of-a-kind cultural heritage of design and architecture

# Cornerstone collections.

The AD Museum brings together the collections of the Finnish Museum of Architecture and Design Museum. The collections range from early crafts to art nouveau and from the golden age of Finnish modernism to contemporary design innovations.

75,000 ITEMS  
550,000 DRAWINGS  
280,000 PHOTOS  
850 SCALE MODELS

Altogether, the collections include works from approximately 5,500 different designers or design groups.



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The AD Museum invites you in for a journey through the Finnish design heritage – from Aaltos to Angry Birds, baby boxes to bold prints, from Nokia to nanocellulose, Saarinen to Suuronen and from Vuokko to Vaarnii.

The museum is also host to internationally prized exhibitions and immersive installations. As a new architectural landmark, with iconic exhibits, the best cinnamon rolls in town, and timeless sea on its doorstep, the museum plans to open doors in 2030.

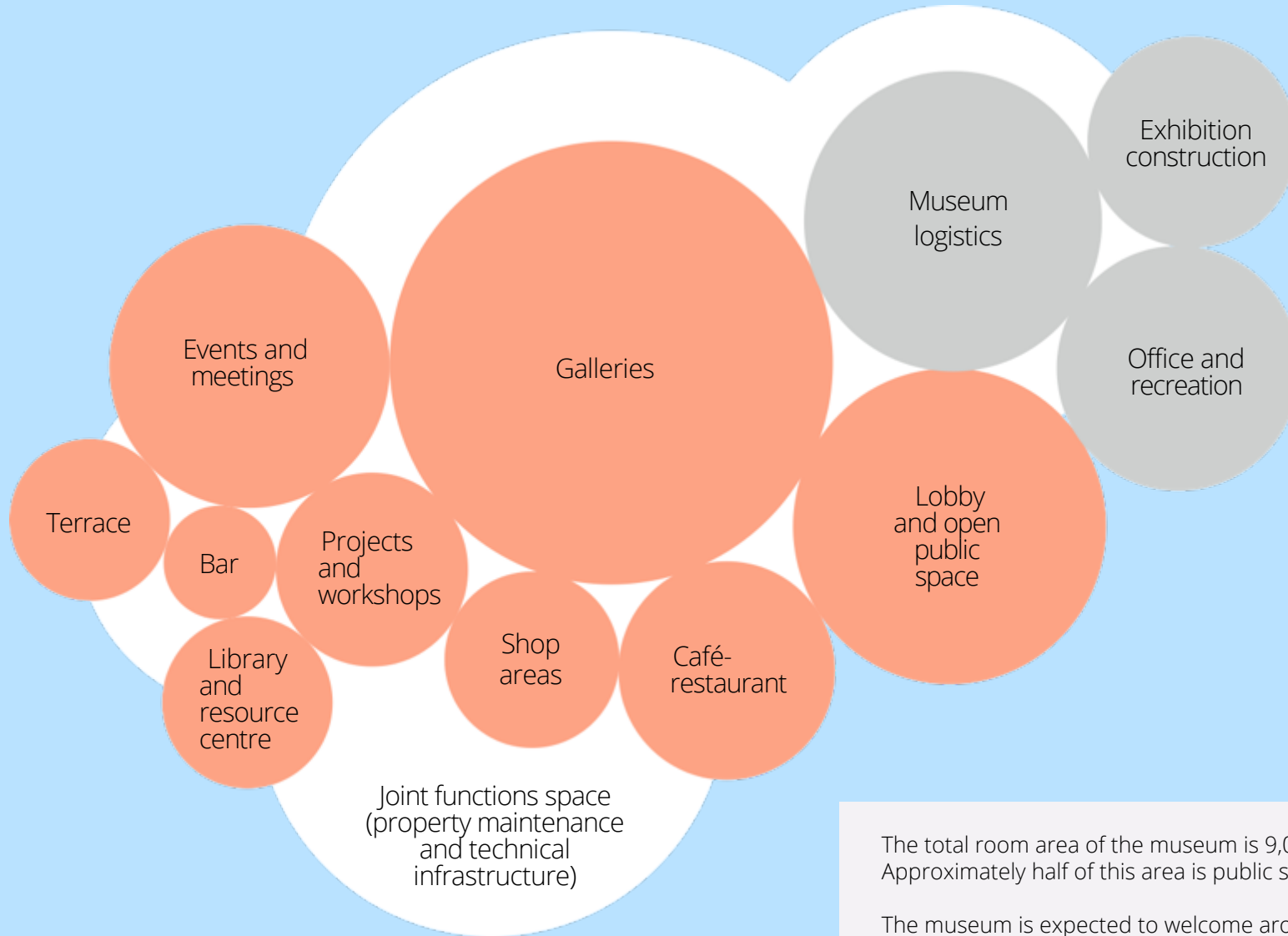
# A museum by the sea.

An open and international design competition for the new museum building will be launched on April 11, 2024.

The goal is a new museum building that is architecturally, functionally and aesthetically exceptional.

The museum opens its doors in 2030, inviting both Helsinki and visitors into the new maritime urban centre shaped by the museum and the Makasiiniranta district.





The total room area of the museum is 9,000 m<sup>2</sup>.  
Approximately half of this area is public space.

The museum is expected to welcome around half a million visitors annually of which 380,000 purchase a museum ticket.

## Museum spaces that transform to meet the evolving needs of communities.

The core exhibition of the AD Museum is a dynamic and evolving story of Finnish architecture and design.

The museum also offers two large and medium-sized temporary exhibitions along with smaller exhibitions, installations and projects annually.

Various events and programs, spaces for learning and leisure, a library, store and café complement the museum experience.

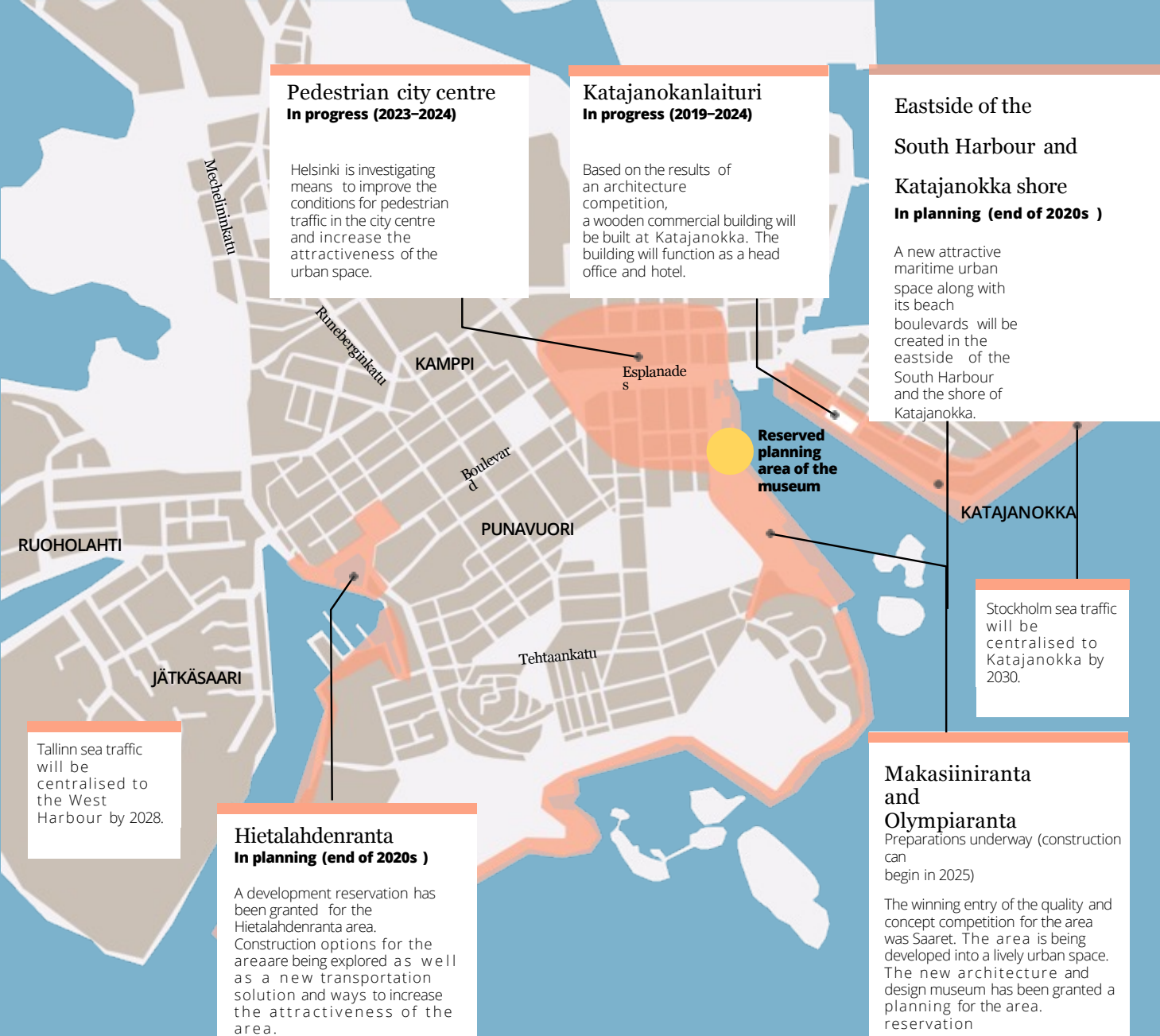
# The AD Museum will become a part of the new urban fabric of Helsinki's South Harbour.

The museum was granted a planning reservation by the City of Helsinki in 2023 for the Makasiiniranta district.

The City of Helsinki organised an international quality and concept competition to develop the Makasiiniranta area, and the winning entry was 'Saaret' (Islands). The museum project and Saaret co-operate as individual projects.

The development of the area is dictated by design principles, that respect the significance of the location as part of Helsinki's historic centre and its proximity to the Unesco Heritage site, the Suomenlinna Fortress. These principles will also be taken into consideration in the design and implementation of the museum.





**Pedestrian city centre**  
**In progress (2023–2024)**

Helsinki is investigating means to improve the conditions for pedestrian traffic in the city centre and increase the attractiveness of the urban space.

**Katajanokanlaituri**  
**In progress (2019–2024)**

Based on the results of an architecture competition, a wooden commercial building will be built at Katajanokka. The building will function as a head office and hotel.

**Eastside of the South Harbour and Katajanokka shore**  
**In planning (end of 2020s )**

A new attractive maritime urban space along with its beach boulevards will be created in the eastside of the South Harbour and the shore of Katajanokka.

Stockholm sea traffic will be centralised to Katajanokka by 2030.

**Hietalahdenranta**  
**In planning (end of 2020s )**

A development reservation has been granted for the Hietalahdenranta area. Construction options for the area are being explored as well as a new transportation solution and ways to increase the attractiveness of the area.

**Makasiiniranta and Olympiaranta**  
 Preparations underway (construction can begin in 2025)

The winning entry of the quality and concept competition for the area was Saaret. The area is being developed into a lively urban space. The new architecture and design museum has been granted a planning for the area. reservation

Tallinn sea traffic will be centralised to the West Harbour by 2028.

Helsinki is strengthening the vitality of the city centre by opening its waterfronts for the public.

The AD Museum will a highlight on the new waterfront pedestrian route that surrounds the southern part of the city.

## The AD Museum is a profitable investment.

The economic impact of the AD Museum affects not only the Helsinki area but the whole country.

The construction of the museum accrues €20M in tax revenue. The amount of tax revenue from museum operations for the State, Helsinki and other municipalities is estimated to be €126M within a 30-year time period.

Thus, the total estimated tax revenue will be €146M by 2060, at which point the revenue will have surpassed the public investment (€120M).

**475,000** visitors annually

Increase in employment created by the museum

**318**

person-years of work annually

Increase in tax revenue in Finland created by the museum

**6.4**

M € annually

Public investment for the museum will be surpassed by the tax revenue from the museum in

**30**

years

Construction project creates

**1,200** person-years

and **20** M € of tax revenue

The AD Museum is founded on  
a promise of a better future.

1

**Together, design and architecture unlock more potential.** The New Museum of Architecture and Design showcases creative industries as catalysts for imagining the new. It engages visitors in meaningful dialogue and tells the story of how sustainable, functional societies are built and shaped - both now and in the future.

2

**A new reason to choose Finland.** The New Museum of Architecture and Design embodies Finland's creative design pedigree. It globally enhances Finland's profile and supports the continued flow of impact-making Finnish innovation. It attracts international professionals and students to Finland and provides a new, meaningful incentive for tourists to visit Finland and Helsinki.

3

**A further boost to Helsinki's appeal.** The New Museum of Architecture and Design revitalises Helsinki's city centre, generates new urban culture and contributes to the vitality of the entire metropolitan region. Along with the rapidly developing Makasiiniranta area, the museum creates a lively, inviting urban space in Helsinki's prime maritime location.

4

**A sustainable investment.** The New Museum of Architecture and Design delivers many positive impacts – both direct and indirect – for the economies of Helsinki and Finland. It creates jobs, generates commerce, and attracts tourists to Finland. The museum is a responsible investment that pays for itself.

5

**A promise of the future.** The New Museum of Architecture and Design is a cultural hub where residents, visitors, and professionals come together in a place of knowledge and experiences. It is a place for all, building shared trust in the future.





Don't forget to play.

– ALVAR AALTO