

Real

SPONDA STAKEHOLDER MAGAZINE | AUTUMN 2011

Citycenter welcomes its customers with variety and brightness

Text Joanna Sinclair
Photo Miika Kainu

Since 1910, the quickest and, without a doubt, the most popular shortcut through the centre has been from the back of the building, known as “Makkaratalo” (“sausage building”). In the past few years, many have walked around the building because the renovation has brought many obstacles to the familiar route. But now it’s worthwhile to step in again!

Citycenter is the latest downtown shopping centre. And the shopping paradise to come out of the Makkaratalo cocoon is worth showing!

When stepping in, one imme-

diately notices the women’s clothing store Promod, which opened its doors in September.

– Promod only opens new stores in prominent locations. In places where people like to gather, says the chain’s managing director in Finland **Beatrice Gustafsson**.

Fazer is a Helsinki city centre icon. After having opened its first café in Kluuvikatu 120 years ago, the company has opened its newest oasis in Citycenter.

– We’ve had our eye on Citycenter for years. Leaning on our Kluuvikatu tradition, we’re offering an urban and easy to approach Fazer Café, says customer-ship manager **Kristian Helanne**. Many businesses have persisted

in their premises throughout the renovation. The most persistent of them all is Leonardo Bar & Ristorante.

Where did Leonardo find the verve to carry on in the middle of the renovation? The question makes Restaurant Manager **Süleyman Aydoğan** smile.

– Location, location, location. Many think of Helsinki as the heart of Finland and when one thinks of Helsinki, where would one pinpoint its nucleus, the heart of the centre? Quite a few of them would draw it on a map exactly here, Aydoğan says and points around him.

Next on the renovation list is the courtyard of the Saarinen

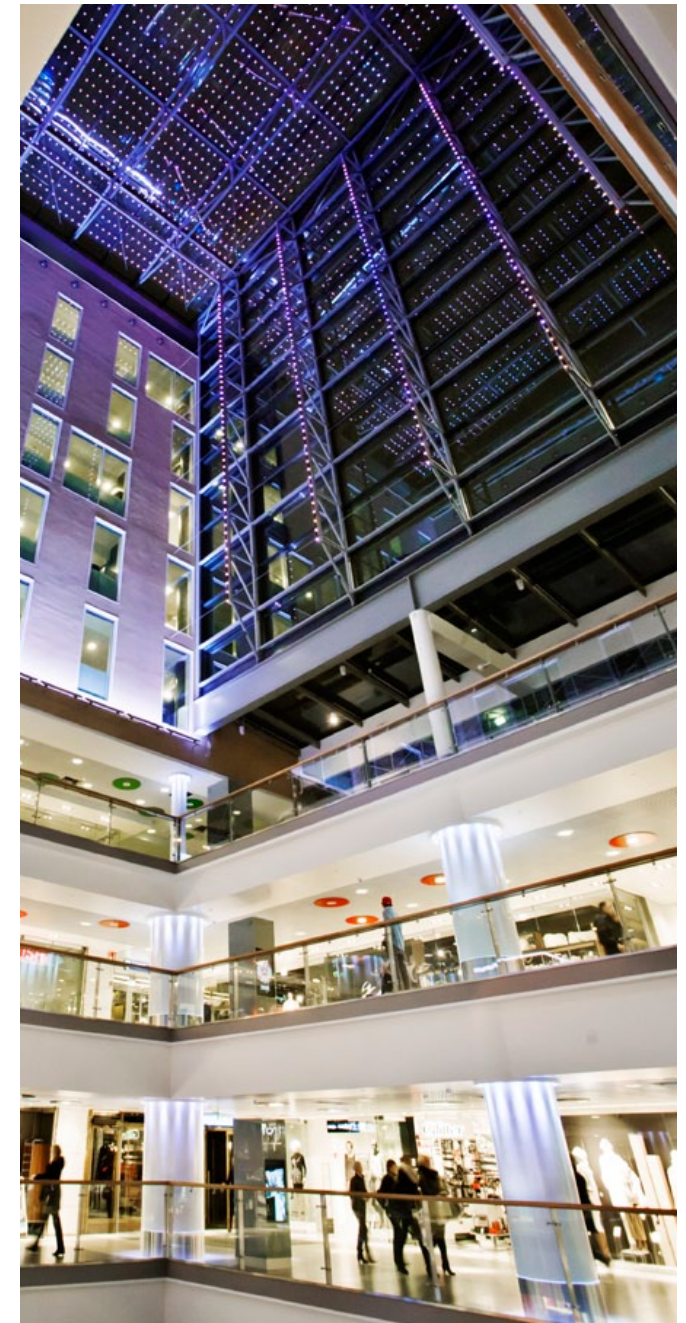
house. Sponda’s Citycenter construction manager, **Jouko Pelkonen**, is eagerly waiting for this stage.

– The courtyard of the Saarinen house will be renovated and extensive glass roofing will be built during the summer of 2012.

The third stage in Sponda’s project will bring about many changes. Already over the autumn visible changes will take place, for example the driving ramps will be removed from the flank of Citycenter.

Keskuskatu will be transformed into a pedestrian precinct by the city of Helsinki. It now looks like the process will begin in the spring of 2013.

Across the street from Helsinki’s central railway station, the renovation of Citycenter is about to be completed. The familiar route from the station to Aleksanterinkatu has opened as even more enticing than it was in the past.



Real

EDITOR IN CHIEF
Anita Riikonen

SPONDA PLC
Korkeavuorenkatu 45
P.O. Box 940
FI-00101 Helsinki
www.sponda.com

TEAM OF JOURNALISTS
Alma 360
P.O.Box 502, FI-00101 Helsinki
www.alma360.fi
Translation: Nina Garlo-Melkas

Citycenter Brings Light to Downtown Helsinki

..... KARI INKINEN | CEO

editorial

Sponda's largest-ever renovation project is about to be completed as the multi-year Citycenter project reaches its final phase. The bright heart of the renewed shopping center has already been completed. The old, gray concrete shop corridors are now bathing in natural light, and the flow of customers seems to have already found the new shops and services of Citycenter.

Due to Citycenter's central location in Helsinki, and the fact that the building has served as a shopping center ever since the early 1900s, culturo-historical and city center development-related aspects have naturally been emphasized in the Sponda project.

The corridor connecting Kaivokatu and Aleksanterinkatu, which has served as a busy shopping alley for more than 100 years now, is still in place, although some of the block's buildings have had to make room for new building trends. The so-called "Soopeli" block underwent major reform in the 1960s, when architect Viljo Revell carried out an assignment related to the City-corridor to develop the block.

Out of the original plan, only a portion of it was completed, when Citycenter – also known as "Makkaratalo" or "Sausage House" together with its parking deck – was finalized in 1967.

The Sponda project emphasizes customers of the premises instead of cars, as well as the needs of businesses located there. Cars will make room for new services also on the Keskuskatu side of the building, as new retail space is built in place of the driving ramps leading to the former parking deck.

The so-called "sausage"-structure that has been protected by the decision of the Helsinki City Council remains in place, since it is part of the building's identity. The interior of the building has, however, gone through noticeable transformation, of which the addition of light is in my opinion the most prominent change.

Citycenter now supplements the services offered in downtown Helsinki. The renovation project is an investment to develop and invigorate downtown Helsinki, at a time that encourages us to use public transport and local services.



A Tower at the Heart of Centre



"Evli Tower was a good solution for us," says Evli Bank's head of management Marko Koukkunen.

Text Joanna Sinclair
Photo Miika Kainu

Evli's new office tower, which adjusts to the City-Center skylight, is a unique construction project at the heart of Helsinki city centre.

The building, called Evli Tower, is commissioned and owned by Sponda but built with respect to Evli's wishes. The design comes from architectural agency CJN's drawing board with architect **Olli Rouhiainen** as the main designer.

– Evli Tower was a good solution for us. Our customer service is in the familiar location at the prestigious Aleksanterinkatu address, but our staff can work in modern premises in the high rise office building, says Evli Bank's head of

management **Marko Koukkunen**.

– A successful result in projects of this scale is guaranteed by years of experience and expertise in finding construction technical solutions both by the builder and the end-user, Koukkunen emphasises.

Evli has been granted a WWF Finland's Green Office certificate. Green Office criteria have influenced the entire construction project.

– Sustainable development isn't just about making certain material and building solution choices. It's also about making premises that serve customers' needs for a long time. The cheapest doesn't always guarantee the best result, Koukkunen stresses.

The Fennia block pulsates 24/7

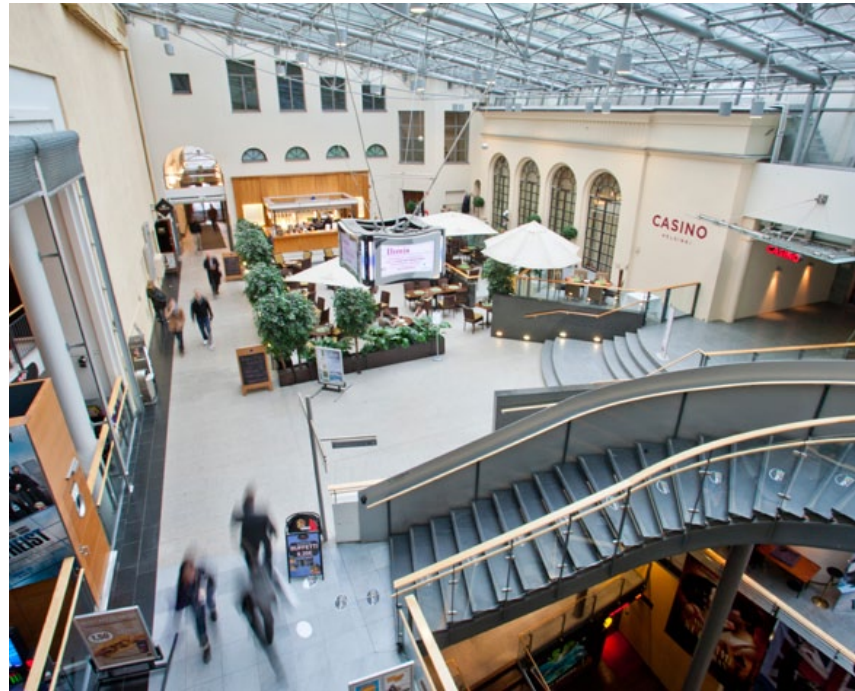
Text Leena Filpus
Photo Teemu Murtomäki

The historic Fennia block that consists of six buildings pulsates with activities around the clock, all year round. With a modern centre protected by a sheltering outside, the Fennia block comprises approximately 42,000 square meters of rental space and nearly 150 tenants, a dozen of restaurants, a cinema, casino, 19 shops and a myriad of office rooms.

Logistics is a huge palette to handle. It is a challenge to make maintenance, cleaning, security, and various transportation operations run smoothly. The Fennia block, which is located in the Helsinki Central Business District, is passed through by as many as 150,000 people each month. This increases maintenance and cleaning needs. It also causes places to wear out quickly due to the heavy use.

– We work closely with Sponda, a security company, our maintenance crew and cleaning company, says Real Estate Manager **Erja Mitikka**, from Corbel Oy – the company, which manages the Fennia block premises. Mitikka has been responsible for the property for nearly four years now. Cooperation that began with Sponda in the beginning of May is well underway.

– We have an electronic locking system at the premises, and public areas are monitored by video surveillance cameras. Tenants also have their own video monitoring



systems, and a guard is on duty around the clock, Mitikka says.

Sponda keeps in touch with its tenants by meeting them as well as on-line.

Buildings of the district are equipped with good-as-new technology, for instance, air conditioning and lighting is controlled based on the use of the premises. In the cellar-floor there is a shared space for all tenants to use, with waste management facilities and a place where all building technology is centrally con-

trolled. A majority of all deliveries entering the building also passes through these facilities.

– Compared to the number of people visiting the Fennia block premises each day, the neighbourhood is quiet, says Erja Mitikka from Corbel Oy.

Nearly 60 surveillance cameras are set to monitor public areas at the Fennia block. Guard Sami Niskala, from ISS Security Service, has been working at the premises for four years.



Casino Helsinki – Closer to the Client

Text Leena Filpus
Photo Teemu Kuusimurto

The revamped Casino Helsinki has invested in client comfort.

There has been a casino in Helsinki for 20 years, yet, for the first time, Finnish architects have been trusted with the building in the renovation project that was completed in early autumn. Interior architect **Jaakko Puro's** agency had the goal of making the casino easy to approach.

Marko Hurme, who at the turn of the year transferred from Hotel Kämp to become the director of Casino Helsinki, is visibly satisfied with the new and spacious look of the casino that has stood in the Fennia block for eight years.

An effort has been made with

the casino reception, which is located by the Railway square. From street level there is access to Bar All In, where one can play RAY online games or just stop by for a coffee or a drink. Even the entry fee has been abandoned.

– We have 100 different gaming ideas and we follow international trends closely. If need be, the staff will walk you through each phase to acquaint you with the games. You don't have to be afraid of silly questions, Hurme says.

Casino Helsinki is the only casino in the world that donates all its profits for charity. This year Finland's Slot Machine Association (RAY) aims to collect 10 million Euros to give away.



The Emperor's New Ideas

Text Jenni Junkala
Photo Kakkukeisari

Three years ago, a traditional pastry making virtuoso “Kakkukeisari” i.e. “Cake Emperor” expanded its offering palette to also include bakery products. The “Kakku & Leipä Keisari” i.e. “Cake & Bread Emperor” was then formed. Now, the fast growing company is moving its production to new premises, located in the Sörnäinen industrial district of Helsinki.

– The new facilities differ in every way from our old facilities in Lauttasaari. They are modern, and improve the synergy between our bakery and pastry businesses. Logistics will

also improve, says company Managing Director **Tatiana Aminoff**.

Renovation of the new premises in Sörnäinen is nearing completion now. Facilities were organized in a way that separates bakery and pastry production from each other, but maintains, for instance, dish washing and storage facilities in a common space.

The company that makes mouth-watering delicacies is also investing in the near future in the production of organic products, such as organic breads and cakes.

– We are responding to the current trend of consumers preferring healthier, organic foods, Aminoff stresses.

Downtown Helsinki area highly valued

Text Marita Kokko

Property markets are taking a breather now as people wait for clarity on the European debt crisis. Still, the position of downtown Helsinki continues to grow stronger.

– The downtown Helsinki area has a unique position in the Finnish real estate market. Now, thanks to, for example Sponda’s Citycenter, the downtown area will also offer new options to choose from, stresses CEO **Hanna Kaleva** from KTI Property Information.

As investors’ attention is focused on low-risk prime locations, new possibilities can arise for those willing to carry more risk by investing in locations that are considered more risky, according to a new market review from KTI and the RAKLI association. The results of the survey were presented at KTI’s event at the Casino Helsinki. Sponda hosted the event which took place in the Fennia Block.

Sponda Fund II grows wisely

Text Matti Sovijärvi

Sponda Fund II has been actively investing in new property over the past year. With Sponda managing the fund, the target is to increase the funds asset base to around 200 million Euros. This amount is now almost fully invested.

Sponda Senior Vice President, Real Estate Funds **Kari Koivu** says that the fund will continue to focus on investing in production, logistics and storage facilities, by selecting the cream of the crop – in line with company strategy. Unlike previously, the Sponda Fund II has even made some purchases in the Helsinki metropolitan area.

– During the past months, we have invested just below 90 million Euros in 14 different locations. We believe that now is a good time to make acquisitions, Koivu says.

Extranet – as an Interactive Bulletin Board

This autumn Sponda is offering its clients a new extranet service that will facilitate work at its premises.

– Extranet is a channel for spreading information that benefits our customers. Via the extranet, we can, for instance, inform clients on renovations and property maintenance issues, says Development Manager **Merja Julin** from Sponda.

Sponda’s property-specific extranet service offers an effective communication channel for providers of property management services and their customers to use. It will also enable the notification of faults and the booking of conference facilities and catering reservations.

The extranet service provides updated information on premises. For instance, monthly data on the energy consumption of a building and notifications of upcoming events will be published on the site. Press releases with safety and recycling instructions of a building and contact person details could also be found easily on the site.

– The customer can, for instance, follow with detail how energy consumption at its premises has development in the last month, Julin says.