

# Real

## The Union of Space and Brand Engages the Client

The Master of Arts MoA 2011 festival is held from May 12 to May 29 in the Salmisaaritalo building in Ruoholahti.

Joanna Sinclair  
Mira Kotamäki, photos

In her thesis project, Brand in Space, Master of Arts **Marika Tesolin** concludes that more and more businesses have realised the potential of space as brand indicator. Tesolin's thesis is on display at Aalto University's Master of Arts festival in Salmisaari.

– Space alone is already a lot, but when you add a professionally designed interior to it, you can have a significant effect on employees' as well as clients' experiences, she says.

Adjusting space to indicate brand does not necessarily require drastic measures: changes are usually subtle rather than obvious. And they needn't cost a fortune. Marika Tesolin stresses that a professional can carry out a client's wishes within the given budget.

– For example, material choices alone allow you to create an array of things. The Brand in Space thesis examines business spaces as brand indicators: how company image is present in the business space and how that space helps to engage clients and employees on an emotional level.

The Master of Arts, MoA 2011 festival, celebrating new art graduates, has as its premises the red brick building on the Salmisaari waterfront. The building is described as a monumental work in Finnish industrial building on the National Board of Antiquities' website.

– MoA is different every year. Therefore, it makes sense that we change location each year, says **Tuuli Sotamaa**, creative manager in charge of strategic visibility at Aalto University.

The premises for this year's MoA are good. The white space, shaped by the grand industrial columns, is an impressive setting.

Most graduates taking part in the MoA 2011 exhibition have had man as the starting point of their work. The theses examine consumers' experience, the needs of today and tomorrow. One of the ideas of the exhibition is to challenge visitors to ponder what the next generation homes, offices and summer cottages might be like.

Sponda is the MoA 2011 festival's main partner and Sponda's slogan "Sponda promotes its customers' success" describes the MoA festival well.

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## Functional facilities meet customer needs

KARI INKINEN | CEO

editorial

Work environment demands have changed over the years, and the value of business premises is already acknowledged as one of the most important resources of a company. It is no longer enough that a company has sufficient space to operate. Premises should reflect the company's brand as well as its holder's values and services – not forgetting working conditions and employee satisfaction.

Sponda has extensive experience in real estate development and the implementation of solutions for the creation of individual space. Companies' individual space needs can be best met in our newly built premises or when we renovate our existing buildings, as this is when customers' wishes can be taken into consideration in the planning stages.

The assessment of customer needs starts as soon as first contact is made. When the

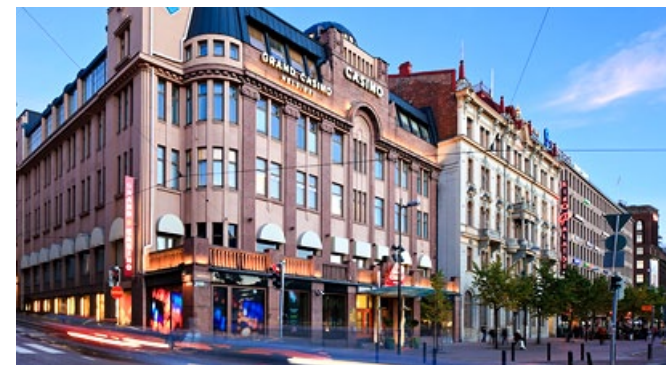
wishes and needs of a company are identified, a first-stage premise plan is made. Usually there are a few architectural plans to choose from – one of them will form the base plan that is then developed further based on customers' individual needs.

The demand for new building projects has picked up, in particular, following the economic recovery. A growing interest in highly individualized work premises is also reflected in such increase in demand.

Our goal is to develop long-lasting and highly adaptable buildings that could be easily modified in terms of spatial solutions and purposes of use, when the holder of the premise changes or when customer needs change. As a professional partner offering business premises, we can offer our customers premise solutions that are tailored to fit specific needs and wishes. In this sense we also save our customers both time and resources.



## Sponda acquires historic Fennia block



The historic Fennia block forms one end of the Helsinki Railway Square.

Marita Kokko  
@kuvio.com, photo

Sponda has acquired from Suomi Group the historic Fennia block located in the Helsinki Central Business District. The acquisition supports the company's real estate investment portfolio as well as its strategic objectives to focus on investing in prime locations within the Helsinki metropolitan area.

Fennia block was named after a cultural-historically and architecturally valuable hotel and restaurant building. Hotel-Restaurant Fennia was opened in 1899.

Fennia block consists of the entire capital stock of six property companies as well

as a proportion of a company that manages Kaisaniemi metro premises. The buildings include 25,500 square meters of office space in total and approximately 14,200 square meters of commercial space.

Sponda will pay Suomi Group a debt free purchase price of 122 million euros in total for the acquisition. As part of the deal Sponda will also offer Suomi Group 5.5 million new shares through a directed issue.

Sponda has estimated that the Finnish real estate market will develop positively this year. Rents in particular in the Helsinki Central Business District are expected to increase.

Together with Sponda we have created a work environment suitable for us for years to come since growth opportunities have also been taken into account, says the Customer and Marketing Manager of Krogerus & Co, Olli Sotka.



## New premises to fit brand

Matti Sovijärvi  
Miika Kainu, photos

Law firm Krogerus & Co. was facing a positive dilemma: success and growth was forcing the company to search for new premises. Criteria set for the new premises were quite strict.

– We set out to find not only functionality, but also higher quality and comfort from our new premises. But we also wanted modern, energy-efficient facilities where environmental requirements have been fully taken into account, says the Customer and Marketing Manager of

Krogerus & Co, **Olli Sotka**.

Growing international customer requirements were also crucial elements behind the need for new premises. Employees at law firms work long hours, and employees need a work environment that supports this.

– Our customers are on the top of the business world, and their representatives expect to discuss their affairs in functional and even comfortable surroundings, Sotka says.

– At the same time we wanted our brand to be reflected in our facilities. The

premises must be stylish, and professional, and they must show our commitment to sustainable development.

Olli Sotka points out that the nature of advocacy requires for negotiations to take place, in most cases, in-house, hence the need for a wide range of meeting rooms, suitable both for small and large groups. Furthermore, issues handled at law firms are always extremely confidential.

– Our own architects have been involved in the entire process. Together with Sponda we have created a work environment suitable for us for years to come.



## Talentum moves to Ruoholahti

Tony Öhberg  
Colourbox, illustration

Sponda is building an environmentally friendly office building in Ruoholahti, Helsinki for media company Talentum. Construction work at the site will begin in August 2011.

– The building's central location is ideal for conducting media operations, and its good transport links are important due to frequent customer visits. For Talentum employees, also the fact that commuter traffic flows smoothly by public transportation, is important, says Talentum's CEO **Juha Blomster**.

Talentum was interested in Sponda's plan of an eco-friendly building.

– Reducing energy consumption is economically efficient as well. Still, it is important that the building breathes, that air-conditioning works, heating is sufficient during winters and that lighting is good. Responsibility also means responsibility for the well-being and health of company staff, says Blomster.

Talentum is involved in the design process of the building by taking into account the company's own media-specific work methods and processes. The media company will move to the new premises in April 2013. The total project cost is estimated at 23.5 million euros. An environmental certification will be sought for the building after the construction work is completed.



# Nordea premises go green

Nina Garlo-Melkas  
Katri Tamminen, photo

In autumn 2008, Banking group Nordea launched an Ecological Footprint programme, which seeks to reduce the environmental impact of the group's own business operations. Nordea is also involved in Sponda's Energy Efficiency Programme that was launched in late 2009.

– The Ecological Footprint -programme was organized from the beginning as part of the group's Corporate Responsibility programme. Emission reduction targets set in this framework are expected to be reached by 2016, says Nordea AB office manager **Juha Olkinuora**, who is also responsible for the company's environmental programme. Nordea's 14 office buildings have been granted LEED certification for Existing Buildings.

Nordea has observed that, on average, less than half of workstations are in use during office hours due to its staff's frequent meetings with clients or colleagues. Therefore, the aim is to share workstations between employees that are frequently on the go. When more than one person uses the same workstation, less heated and lit space is required.

Nordea has already been able to reduce electricity consumption in its certified

Reforms brought by Sponda's Energy Efficiency Programme at Nordea's Kaivokatu office:

- Replacement of light bulbs
- Changes in automated ventilation / AVC operating time
- Installation of wind sensors and changes in building automation control system
- Partial renewing of taps and water fittings

Under consideration/review

- Lighting controls
- Checking and sealing of windows

premises by approximately 11.7 percent in two years.

Nordea's office building on Kaivokatu, Helsinki, has taken part in Sponda's Energy Efficiency Programme, which aims to spot areas in which energy savings can be made in co-operation with the users of the premises. The programme already covers about 60 percent of energy consumption of Sponda-owned office buildings.

Sponda is also developing extranet services for the use of its customers, with which they are able to monitor their own energy consumption in buildings on a monthly basis.



## Impartial Information for Sustainable Building

Marita Kokko  
Susanna Kekkonen, photo

Green Building Council Finland's goal is to reduce the carbon footprint of the built environment.

– Using impartial information, we estimate which methods and indicators help to reach the goal in different locations, says **Maija Virta**, CEO of FIG-BC.

The organisation's most important assignments include a research project looking into environmental management methods of Finnish built environment. The project is about

to commence and it is run together with the Finnish Funding Agency for Technology and Innovation, Tekes, and the Finnish Innovation Fund, Sitra, funds it.

The goal is to create a set of means to decode Finnish environmental management processes.

– Whether it's about housing management or area development, we should be able to locate the right management methods and indicators. When we know that the selected key indicators measure desired things, we can create target values.

## LEED Certificate to Sörnäistenkatu Office Building

Sponda's Sörnäistenkatu office building has been granted LEED® (Leadership in Energy and Environmental Design) certification for Existing Buildings. The Sponda owned office building was completed in 2008. The office building, mainly leased to Suomen Lähikauppa Ltd. and the insurance company Tryg, is located in Helsinki's Kalasatama, on Sörnäistenkatu 2.

The LEED certification process for existing buildings measures how environmental efficiency is accomplished in energy spending, building cleaning and operations. Environmental requirements are an inherent part of all Sponda real estate development operations. The building passed the certification process without significant alteration needs, even when planning requirements from 2007 were observed in the building process.

– With the certification process we can offer our clients better quality and more environmentally friendly office spaces. We also support the energy efficient use of our real estate by our Energy Efficiency Programme, says environmental manager **Tiina Hovinen**.