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## HELSINKI TOURIST STUDIO

**The renovated Helsinki City Tourist Information opened in the spring of 2009. The visually impressive premises now house a media service that offers tourists ample information on local attractions. As darkness falls, the exterior windows showcase a diverse collection of changing images that highlight the many faces of the capital city.**

Every year, Helsinki City Tourist Information at Pohjoisesplanadi 19 is visited by more than 400,000 customers. Since the spring of 2009, a new kind of experience-based information service now awaits them.

Inside the tourist information building, six video projectors transform the walls into a visual experience of the city by displaying helpful, interesting information about different tourist attractions. The information is classified according to different themes. The image surfaces contribute to an enhanced customer

experience by providing tourists with important information while they wait to be served. With the assistance of staff or on their own, the customers can search for information at the six thematic info points which also contain an info terminal and brochures.

### **Media surfaces provide memorable experiences**

As night falls, the media surfaces in the exterior windows of the Helsinki City Tourist Information come alive. The surfaces display diverse images of Helsinki that provide glimpses of the local people and surroundings as well as Finnish design and architecture. So even though the tourist information building is closed, tourists can still have the opportunity to view the many different facets of Helsinki's vibrant life and culture.

The surfaces of the tourist information building were part of the first phase of the Tourist Studio project which was

completed in 2009. The second phase follows in 2010.

### **Part of the Urban Media projects**

The Helsinki Tourist Studio project is part of a group of projects known as Urban Media. These projects are designed to enhance the digital tourist services of the Helsinki metropolitan area. Forum Virium Helsinki is responsible for the conceptualisation of the Tourist Studio media project and is also partly responsible for its implementation. The other cooperation partners are the Helsinki City Tourist & Convention Bureau, BrandSon Oy, Pro AV Oy, and Davidsson & Tarkela Architects.

### **Further information**

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