



HELSINKI GUESTBOOK

Launched at the Helsinki-Vantaa Airport, the Helsinki Guestbook is a digital service that gives tourists the opportunity to leave their messages to the city. While the guestbook entertains the passengers waiting to board their planes, it also shows pictures of a Helsinki that is full of fun and action.

First introduced in the autumn of 2009, the Helsinki Guestbook is designed for both tourists and residents of Helsinki alike. The user interface at the airport consists of a touch screen computer and a digital camera with which people can take photos of themselves. The service gives users an opportunity to add their image onto one of the many backdrop images taken from around the Helsinki metropolitan area. Users can write messages to go along with their photos sharing their thoughts and impressions of Helsinki. Located next to the guestbook is a large screen that shows the comments and pictures. The service is available also online.

The guestbook is located in the first part of the terminal extension which is mainly used by the growing number of long distance and transit passengers. The organisers hope that it will keep passengers entertained while they are waiting for their plane departure. In addition it will enhance the positive feelings of Helsinki by showing pictures of an active city that is full of fun and friendly people. In 2010, the Helsinki Guestbook is presented at the Shanghai World Expo.

New content to Helsinki's story bank

The main objective of this project is to provide new content to Helsinki's collective story bank and to open up new perspectives on the city. The project itself supports the "Invitation to Helsinki" theme used in the activities of the City of Helsinki and Greater Helsinki Promotion where incipient international cooperation is symbolised by an invitation to the Helsinki metropolitan area. Social media applications are used to share the stories,

memories and contacts with a wider audience.

Forum Virium Helsinki is the head of concept of the Helsinki Guestbook project. The cooperation partners are BrandSon Oy, Pro Av, Greater Helsinki Promotion and Finpro. Other partners and specialists are also involved in production and in the implementation and design of the social media applications. The project is part of the Urban Media project group which aims to develop digital tourist services for the Helsinki metropolitan area.

In the next phase, a networking option will be added to the guestbook service. It will allow people to go online and search for contacts according to their preferences.

Further information

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