

# Rovaniemi- the Arctic Capital of Finland

## the Capital of Lapland



Arctic Design



Rovaniemi



# Rovaniemi

THE OFFICIAL HOMETOWN  
OF SANTA CLAUS®

- **Location** *Finland, Lapland, the Arctic Circle*
- **Area** *8 000 km<sup>2</sup> – Largest city in Europe*
- **Population** *61 515 inh.  
15. largest city in Finland, 5th biggest arctic city*



• **Rovaniemi**

• 66° 33' 39" (2000)

• **Helsinki**

• **St. Petersburg**

• **Stockholm**

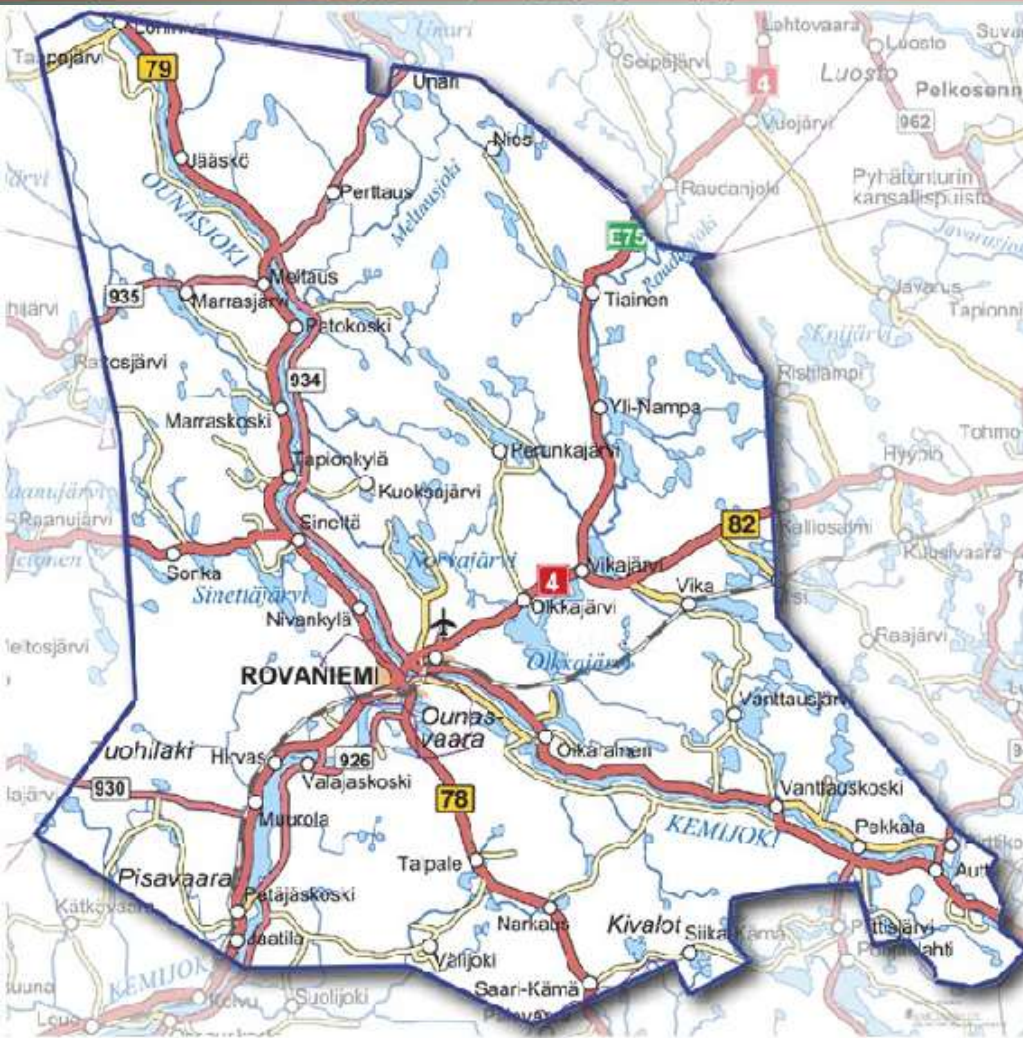
• **Tallinn**



# Rovaniemi

THE OFFICIAL HOMETOWN  
OF SANTA CLAUS®

## Rivers and extensive land area



Located at the crossing of  
two biggest Finnish rivers  
(Kemi-river and Ounas-  
river)



# Rovaniemi in winter



Rovaniemi

THE OFFICIAL HOMETOWN  
OF SANTA CLAUS®



17.4.2020

Rovaniemi

THE OFFICIAL HOMETOWN  
OF SANTA CLAUS®

# Arctic Design



“It Works”



## Arctic Design

- How to plan winter cities
- How to run a business
- Winter fun and activities
- Inspiration
- Well built infrastructure combined with harsh conditions provide excellent testing possibilities





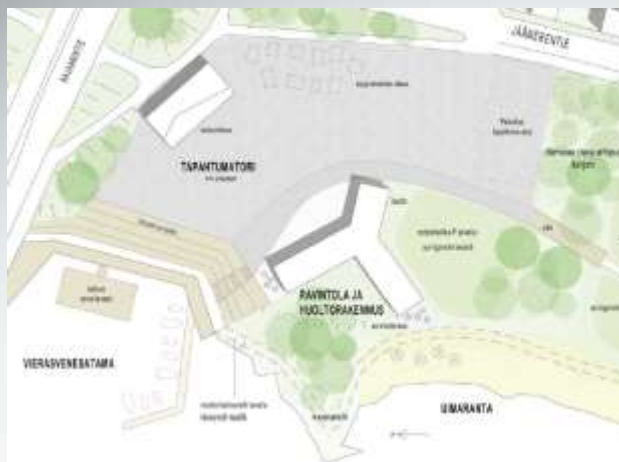
Rovaniemi

THE OFFICIAL HOMETOWN  
OF SANTA CLAUS®

## Some examples from Rovaniemi



17.4.2020



Ehdotus nro 1, illtatuulen viesti





# Case Sports Arena and Auditorium

ARKKITEHTIHUONE APRT OY



Will be finalized in summer 2015  
Operates around the year  
Such winter activities as skiing,  
skating, mini snowmobiles, snow  
constructions, etc.

**141 kilometers of all-year-round maintained  
bicycle ways**





# Snow mobiling in Lappish nature

(Bombardier Recreational Products)



**Snowmobile routes and tracks in 2014  
in Rovaniemi :**

**Official routes: about 320 km**

**Unofficial tracks : about 700 km**

**Lakes and rivers (ice): about 500 km**

We love winter!





# Winter is an opportunity !



# Arctic Tourism

Real growth of Christmas tourism begun, before this we closed the hotels for Christmas

BA 9075C



49 direct Concorde - flights in years 1984-2000 to Rovaniemi from London and Paris



Santa Claus Village is located on the Arctic Circle, only 3 km from the airport and about 9 km from city center



# Icehotels, Icebars, Snow constructions





# Snow architect



# Arctic Design Week in February





# Wooden houses from Rovaniemi





# • Reindeer products: Fashion, Dolls, Hides





- Cold climate and winter testing expertise



# • Construction, infrastructure and logistics in cold climate





## Telling stories



## Filming



**The aim of arctic design subcommittee is to  
use arctic design to solve problems**

**by using**

**The know-how and experience of the  
members of the World Winter Cities  
Association**



# Arctic design

Defining

Quantifying

Planning

Testing

Participants  
Local businesses  
Experts

Problems  
Opportunities  
Solutions

Know how  
The need of know  
how

Discovering  
overlapping  
synergies

Piloting  
solutions

Participants  
Local businesses

## Results

- Better Cities
- New business opportunities for local companies



## Workflow of the Arctic Design subcommittee

- Defining the objectives of the subcommittee together with feedback from participating cities
- Creating the questionnaire for the participants
- Collecting the produced data from participating cities and creating a visually interesting summary
- Presenting the summarized data to the participants
- Gathering feedback from participants
- Meeting at the WWCAM conference in Sapporo summer 2016
- To decide next steps after the comments of WWCAM conference summer 2016



## Next steps

Rovaniemi will send to member cities a list of questions:

- Showcase of innovative solutions in each member city in Arctic Design
- Know-how in cities, educational institutes and local businesses
- Important problems or opportunities to be solved

Rovaniemi will make a summary of the answers of the member cities

Each member city selects the problems which it would like to solve or opportunities it would like to develop

To use virtual workshops between meetings





Rovaniemi

THE OFFICIAL HOMETOWN  
OF SANTA CLAUS®

Thank you



17.4.2020