Rovaniemi- the Arctic Capital of Finland
the Capital of of Lapland

Arctic Design
- **Location**: Finland, Lapland, the Arctic Circle
- **Area**: 8 000 km² – Largest city in Europe
- **Population**: 61 515 inh. 15. largest city in Finland, 5th biggest arctic city

Diagram showing Rovaniemi's location in relation to other cities like Helsinki, Stockholm, Tallinn, and St. Petersburg.
Rivers and extensive land area

Located at the crossing of two biggest Finnish rivers (Kemi-river and Ounas-river)
Rovaniemi in winter
Design is not just what it looks like or feels like. Design is how it works.

Steve Jobs
"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
Some examples from Rovaniemi
City Planning
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!
Real growth of Christmas tourism begun, before this we closed the hotels for Christmas.

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

SHOWCASE - ARCTIC SNOW HOTEL

Family experiences the magical surroundings of Snow, Ice and Light
Arctic Design Week in February
Wooden houses from Rovaniemi
Reindeer products: Fashion, Dolls, Hides

17.4.2020
Cold climate and winter testing expertise
Construction, infrastructure and logistics in cold climate
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
- Participants
- Local businesses
- Experts

Planning

Testing

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

17.4.2020
Thank you