

An aerial photograph of Kuopio Market Square in Finland, overlaid with a semi-transparent blue filter. The image shows a large, open public square with various architectural design elements. In the foreground, there are several rectangular and circular paved areas, some with low walls or planters, suggesting pedestrian zones or small gardens. A prominent feature is a large, curved, cylindrical structure on the left side. The background shows a dense urban environment with various buildings, including a large, ornate classical building on the right. The overall scene is a conceptual rendering of a public space design.

Kuopio

Market Square

Design Concept

Public Presentation

10. September 2024

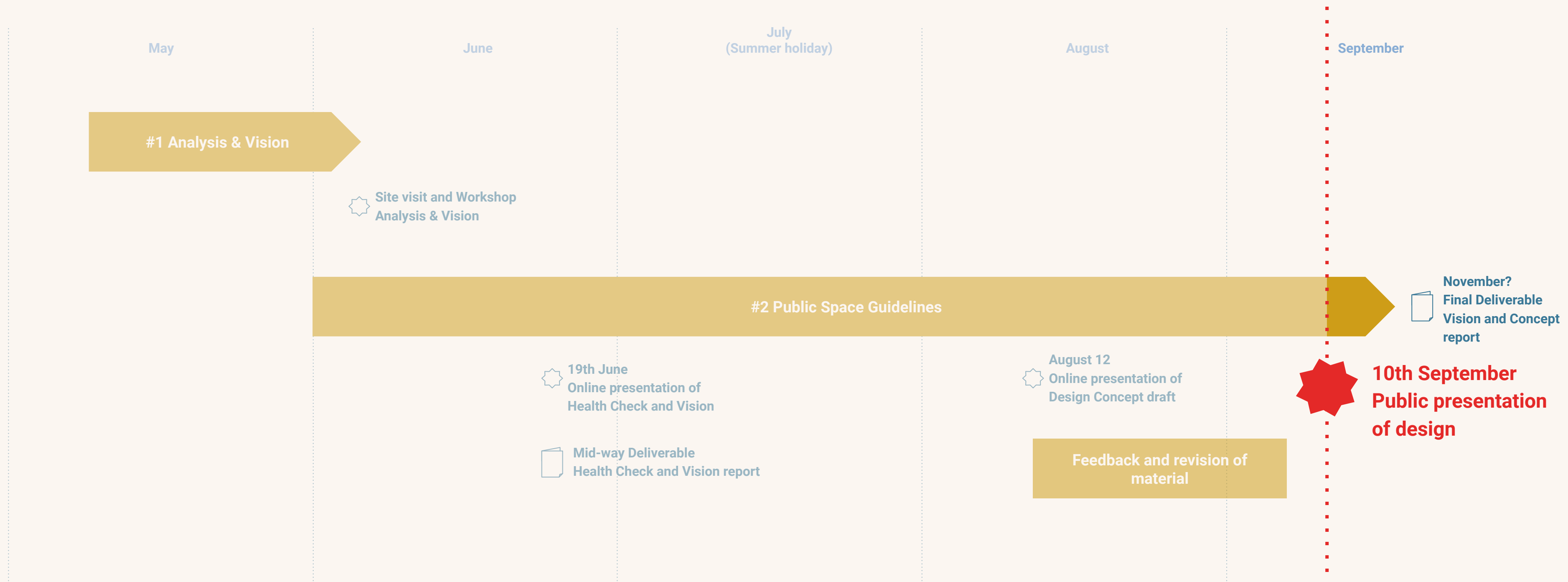
Gehl

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Where are we in the process?



Vision

Vision for public life

A vibrant public space network seamlessly blends activity, aesthetics, and accessibility. Through thoughtful design and integration, it creates a lively and cohesive urban environment that fosters community and connection.

Based on this vision, we have developed a coherent design concept for Kuopio's inner city, from the station all the way to the market hall!

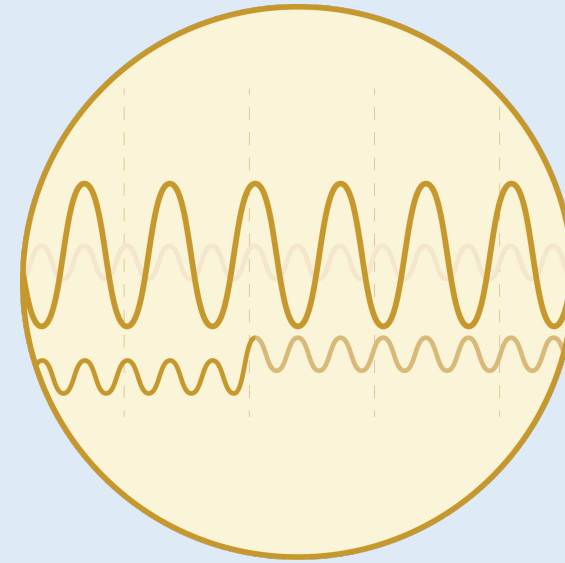
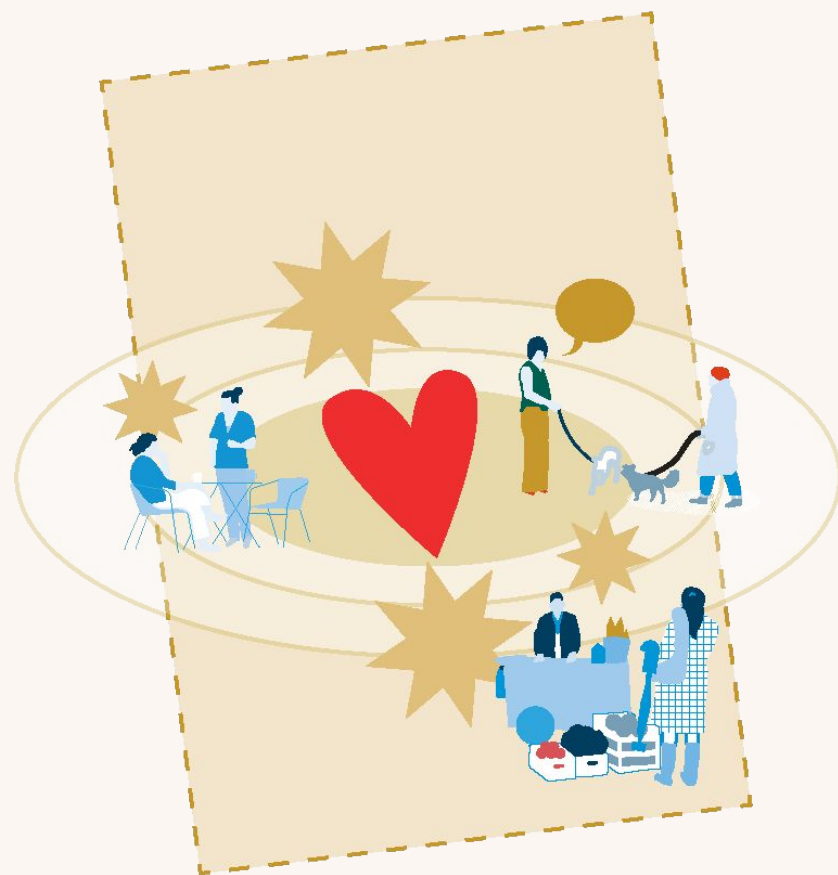


01

Recap:

A new public space
network for the center of
Kuopio!

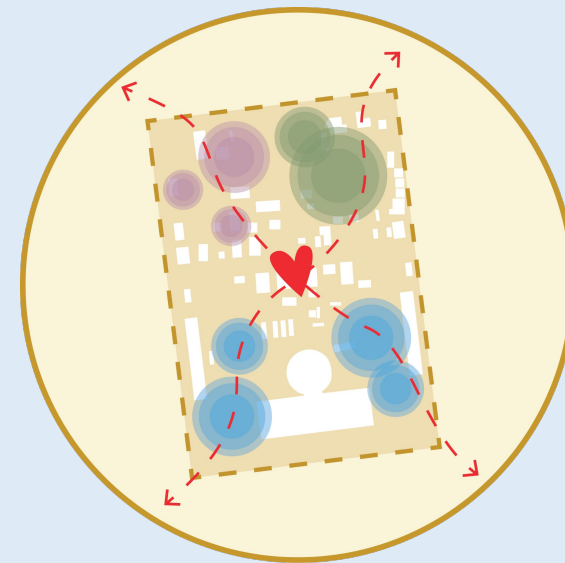
The heart of Kuopio



Balancing activity peaks 24/7/365

Enhancing the vibrancy of Kuopio Market Square by strategically managing peak times for various activities, ensuring a lively atmosphere around the clock and throughout the year.

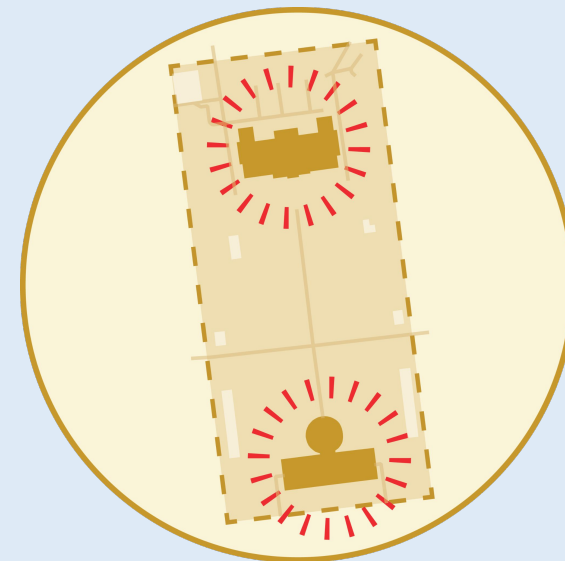
- Filling the event calendar
- Increase everyday activity



Harmonizing Square layout

Creating a cohesive and navigable layout for Kuopio Market Square that optimizes space utilization, facilitating easy movement and interaction for all visitors.

- Designing a cohesive and navigable layout
- Optimizing space utilization
- Facilitating easy movement and interaction



Celebrating icons

Highlighting and integrating key landmarks and historical elements within Kuopio Market Square

- Integrating key landmarks
- Enhancing the cultural significance of the square

Concept sketches

Creating an inclusive and dynamic spaces supports year-round engagement and diverse community activities. Integrating green areas, landmarks, and well-organized spaces enhances overall user experience and movement.



Celebrating icons



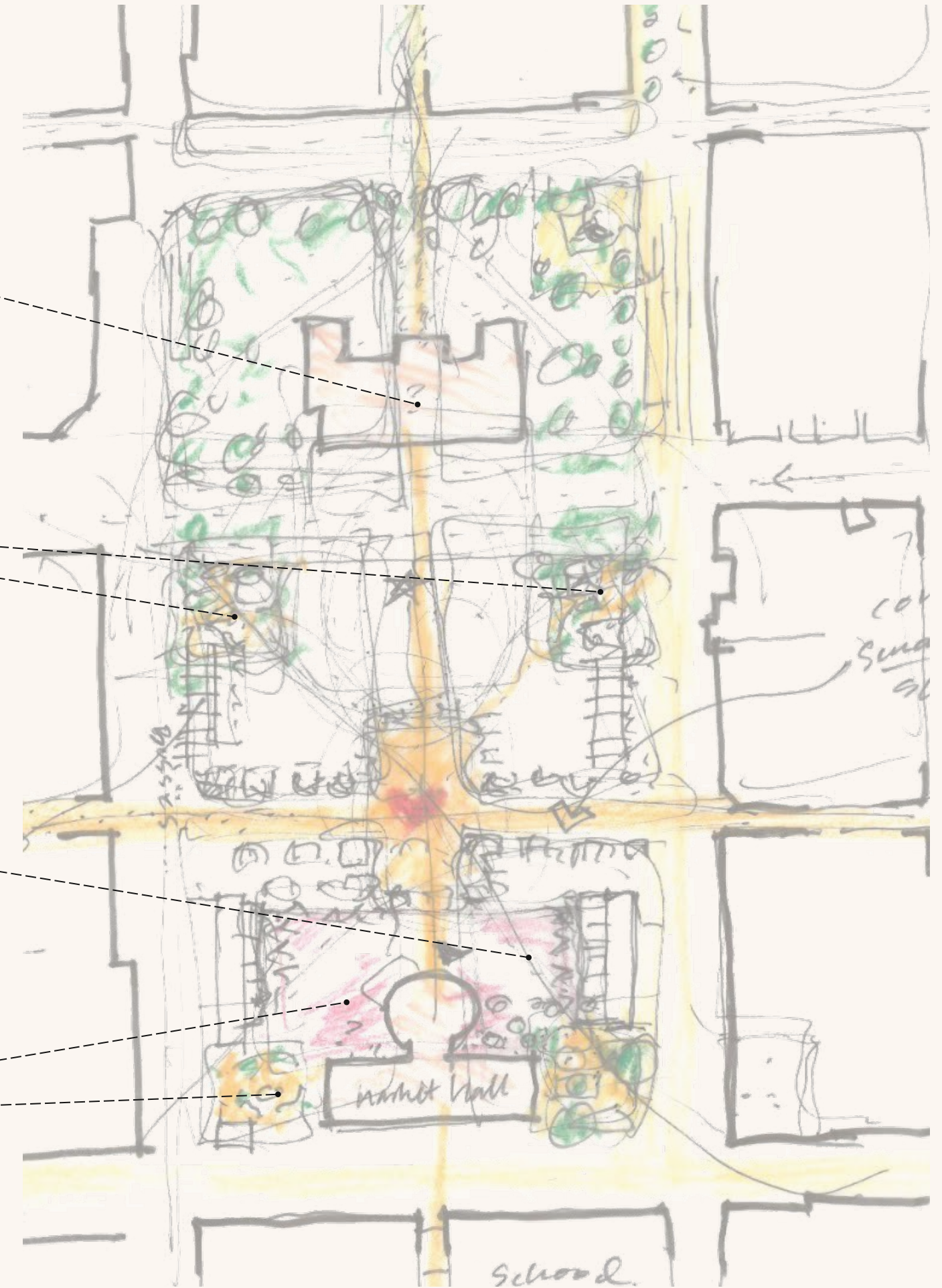
Extending green



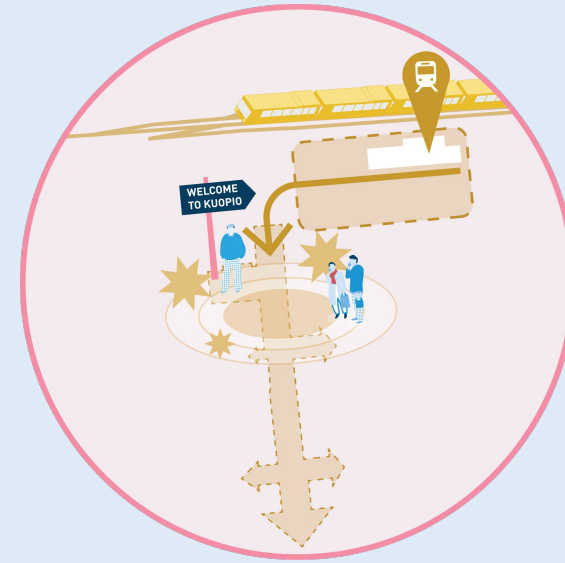
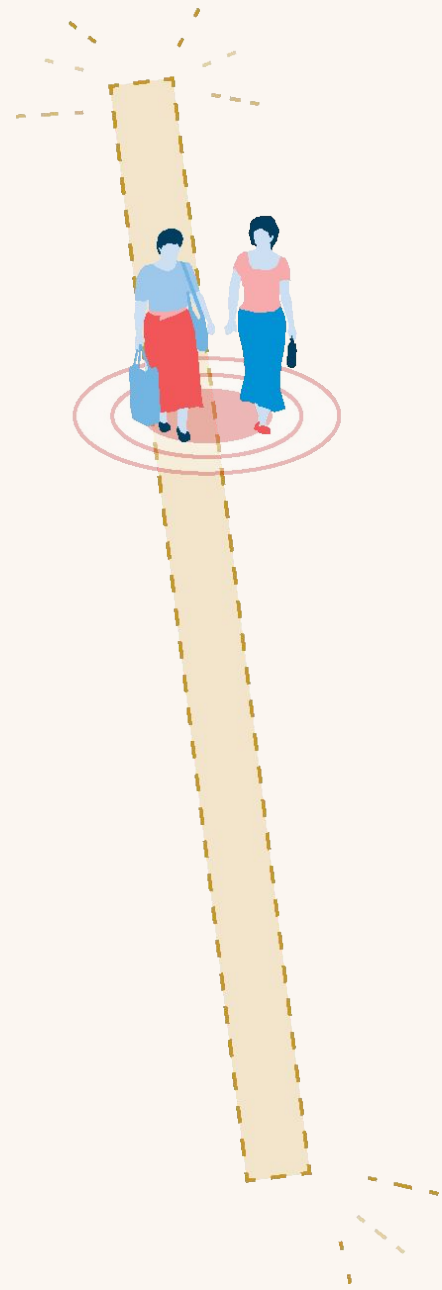
Following desire lines



Organisation of secondary spaces



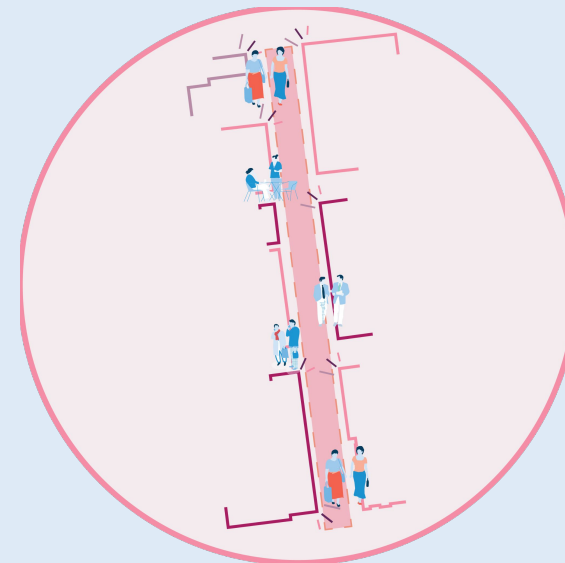
The welcome street



Welcoming Gateway

Creating an inviting entry point from the station and bus area along Puijonkatu Street, enhancing the approach to the city center and market square.

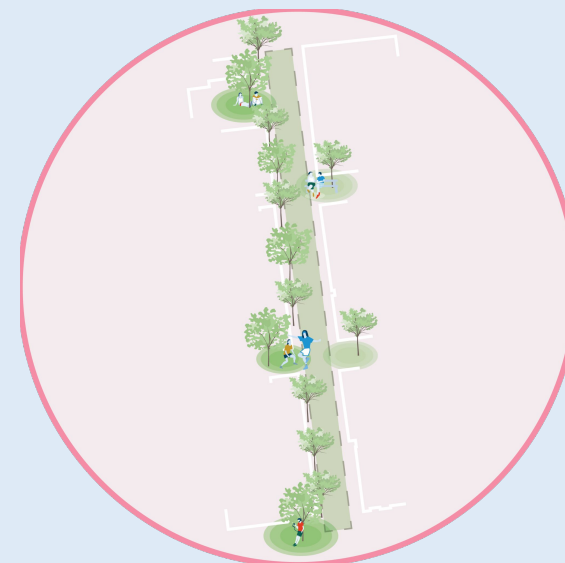
- Enhance the entry experience from transit hubs
- Create a seamless approach to the city center



Active and Safe Streetscape

Activating storefronts, widening sidewalks, and enhancing safety measures to encourage pedestrian activity and create a secure environment.

- Boost pedestrian engagement and activity
- Improve safety and widen sidewalks for better access



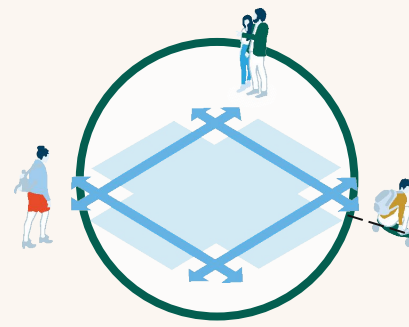
Sustainable Green-Blue Infrastructure

Implementing green and blue infrastructure to promote sustainability and improve the urban landscape along Puijonkatu Street.

- Integrate sustainable green and blue elements
- Enhance the streetscape with green features

Concept sketches

Enhancing safety with well-designed intersections and active edge zones. Integrating green buffers improves aesthetics and safety, while accounting for a secondary grid ensures a more coherent flow.



Safe intersections



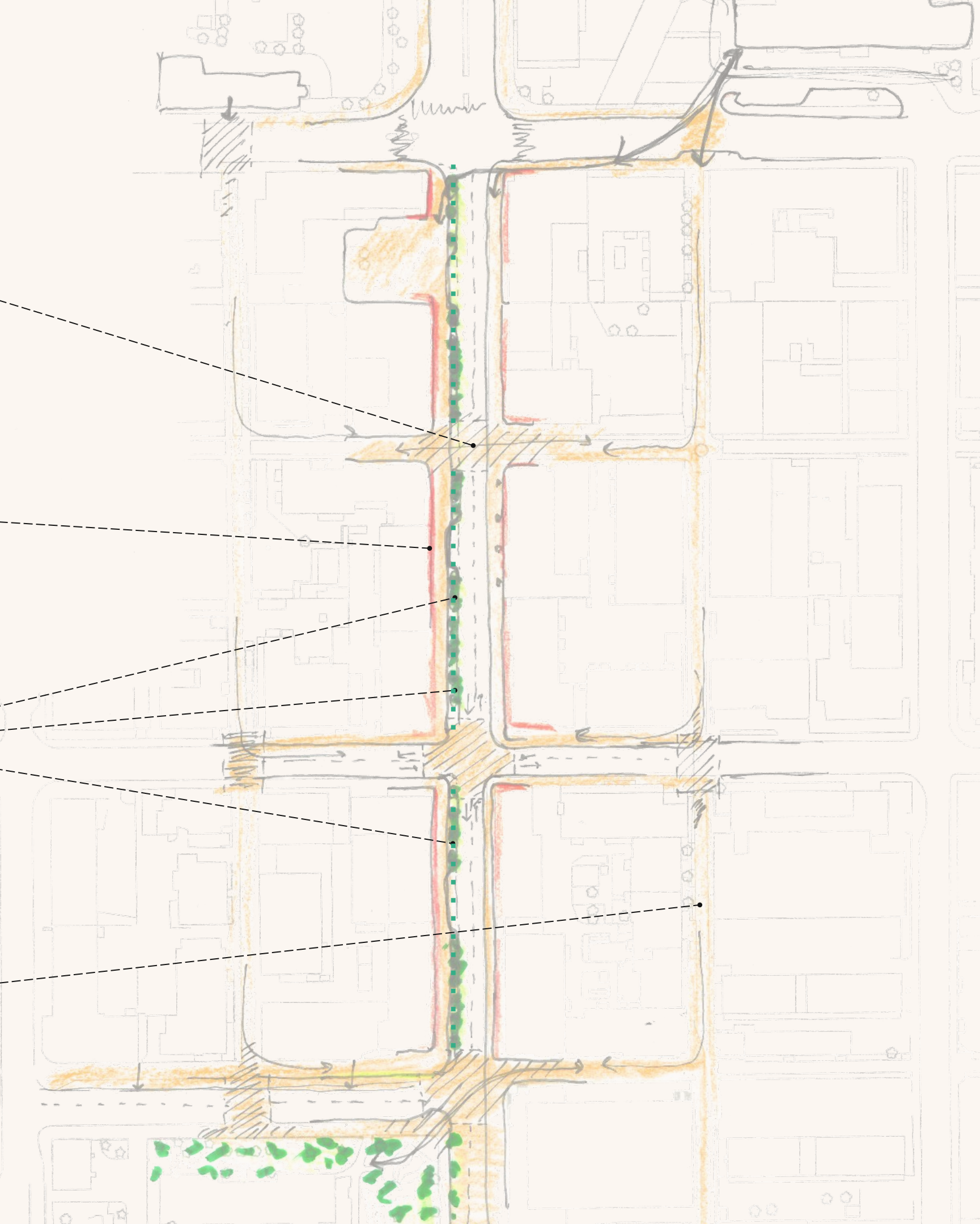
Active edgezones



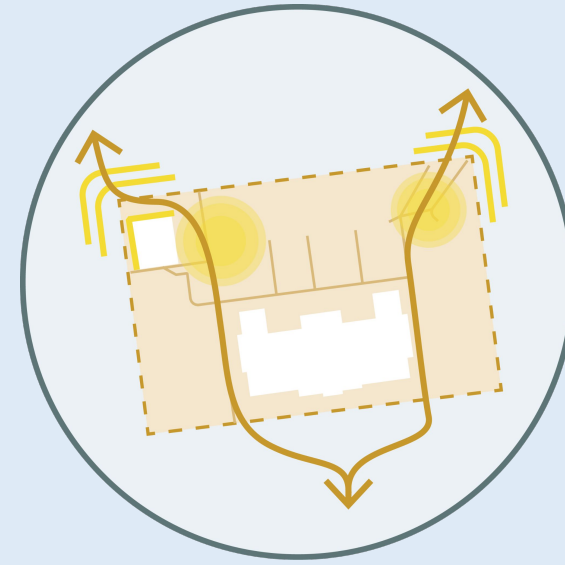
Green buffer



Secondary grid



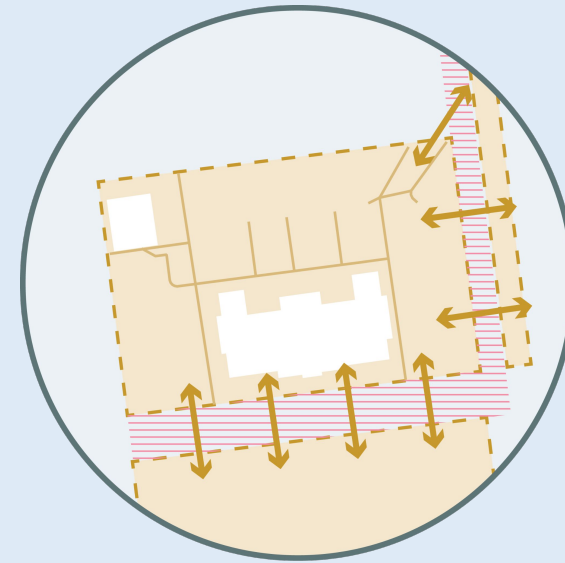
The missing link



Inviting corners

Creating welcoming entry points that enhance accessibility and provide an inviting atmosphere for visitors.

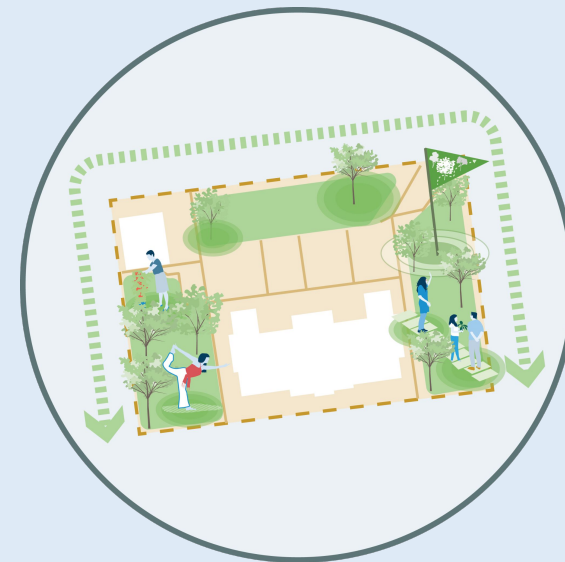
- Enhance entry points for better accessibility
- Create an inviting atmosphere for visitors



Integration with the square and the street

Strengthening the connections between the City Hall area and the surrounding streets and the square, creating seamless interaction

- Strengthen connections between the City Hall area and surrounding streets
- Promote seamless interaction within the square



Enhancing and programming green spaces

Upgrading the green areas and introducing diverse activities to foster a vibrant, sustainable, and engaging public space.

- Upgrade green areas to foster vibrancy and sustainability
- Introduce diverse activities to engage the public space

Concept sketches

Enhancing the square with welcoming corners, well-programmed green spaces, and paths that follow desire lines creates an inviting and functional environment. Integrating these elements with the existing context supports diverse activities and fosters community engagement year-round.



Welcome corners



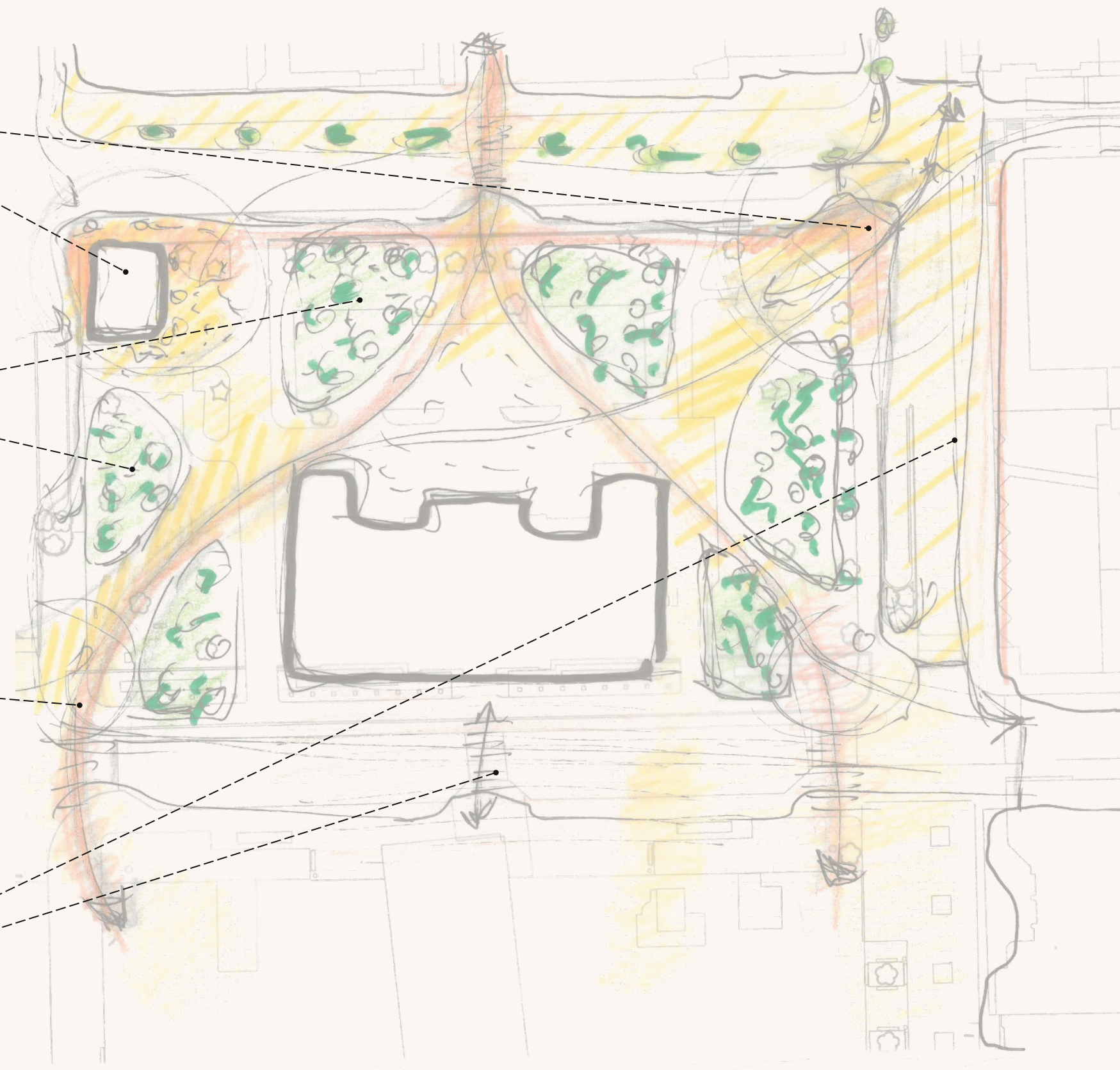
Programming green spaces



Following desire lines

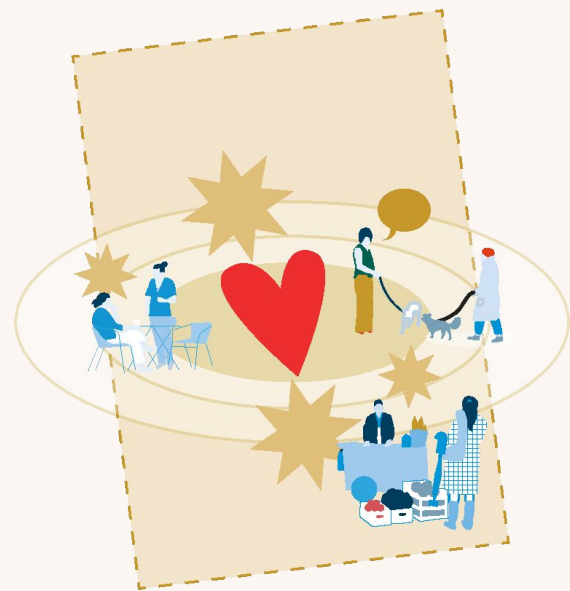


Integration with the context



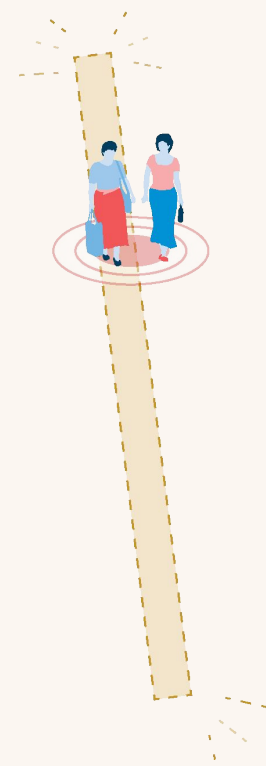
For this we need to think of all components together

To achieve the overall vision for Kuopio, we are proposing a public space network that consists of the three components, Tori, City Hall Square and Puijonkatu. For each, we unfold the key moves that support the overall vision.



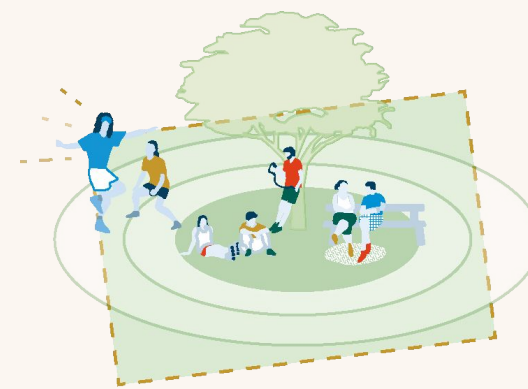
The heart of Kuopio

+



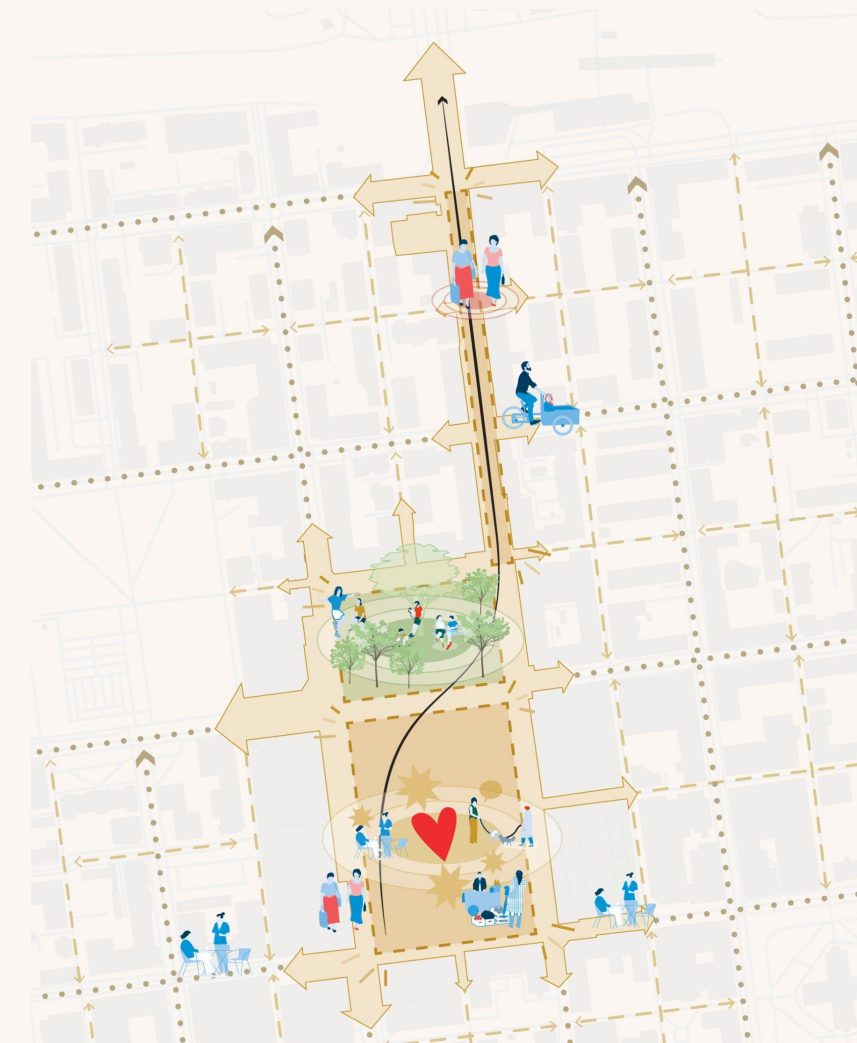
The welcome street

+



The missing link

=



What we want to achieve for Kuopio?

A cohesive public space

Create a welcoming cohesive public space where all three sites seamlessly blend together.

A bustling public space

Create a public space which is continually busy throughout the winter months and later hours of the day.

An inclusive public space

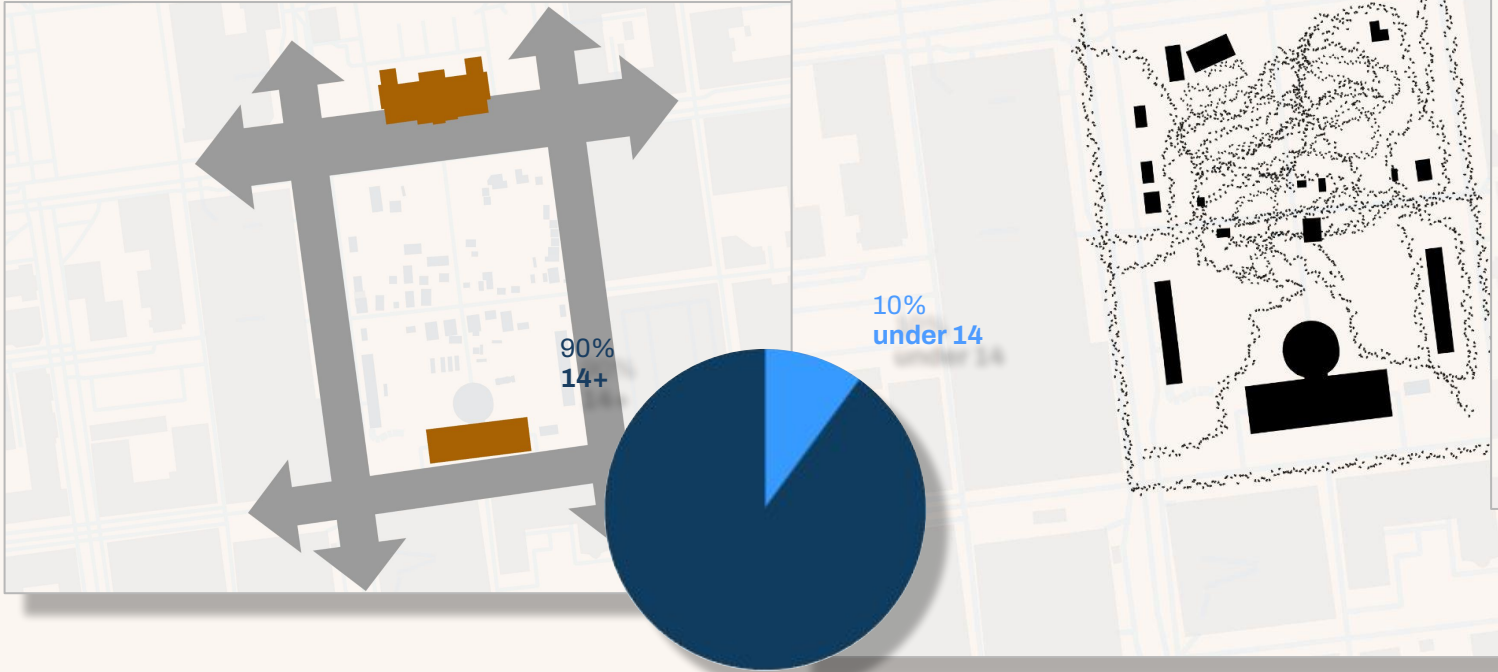
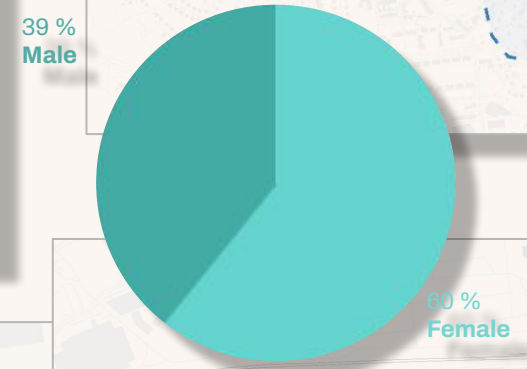
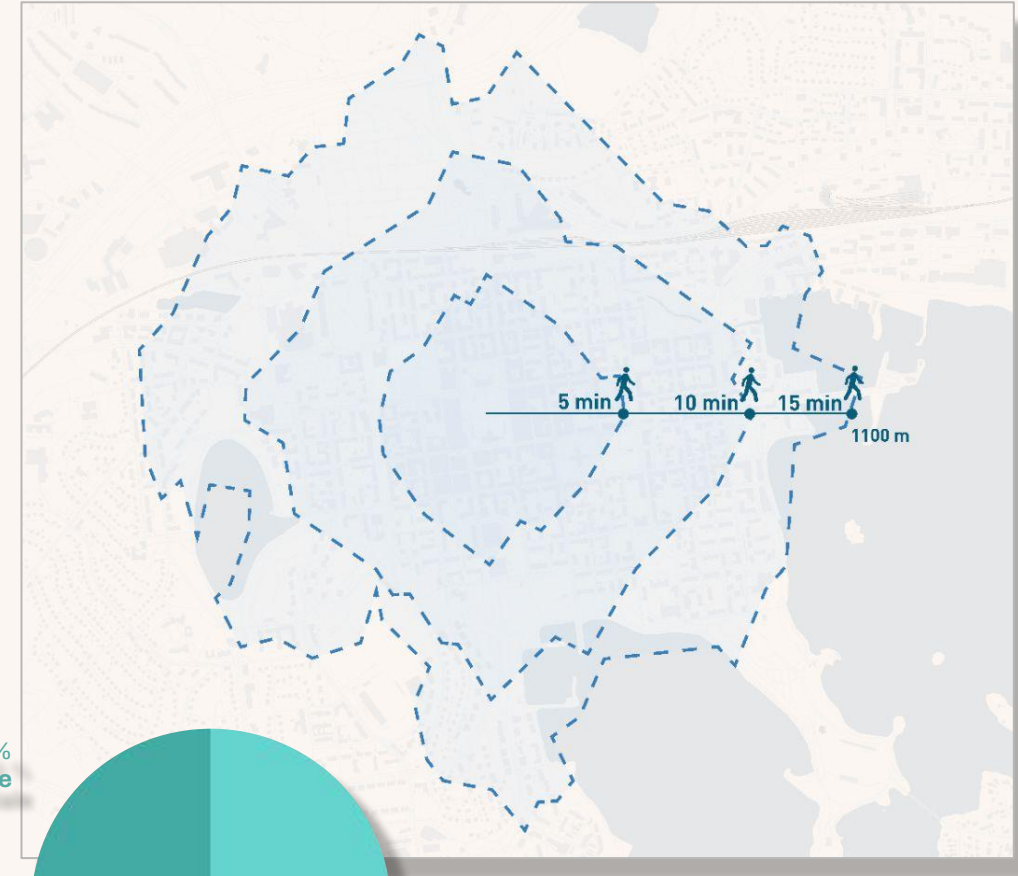
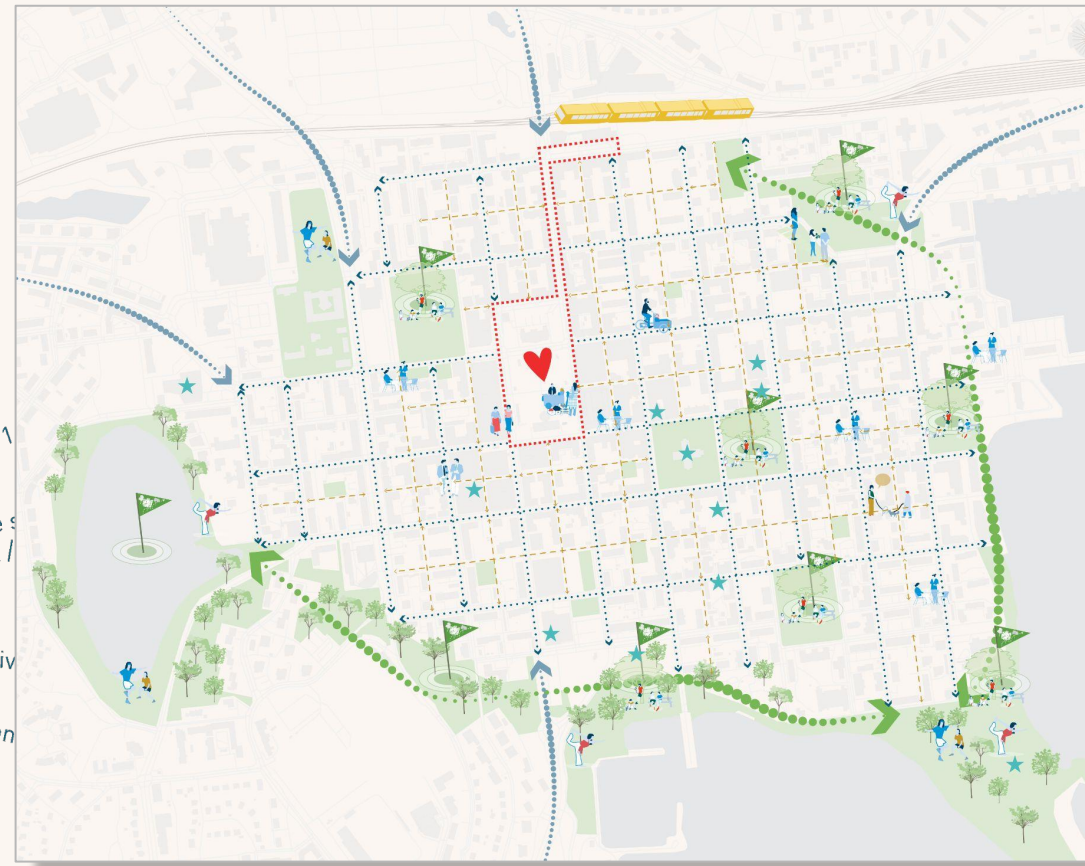
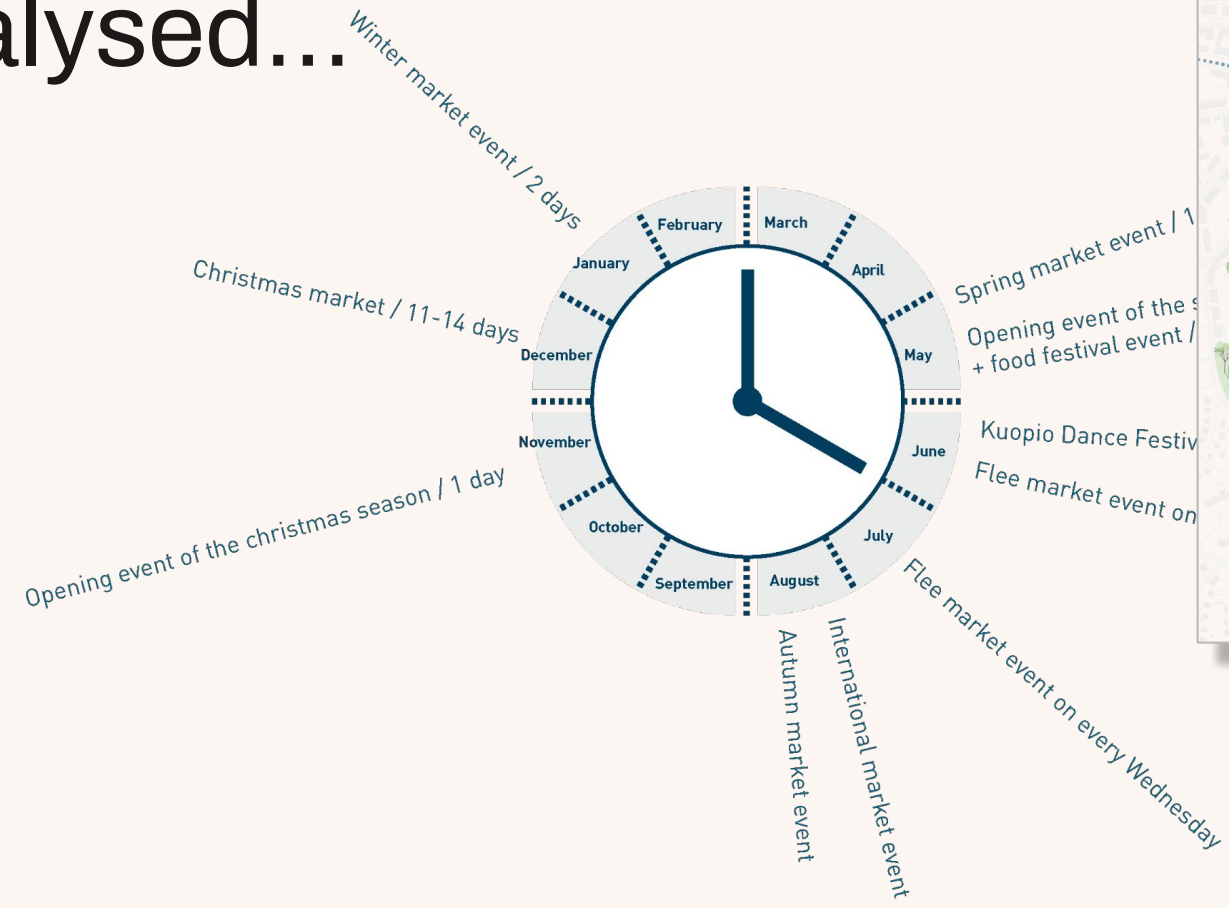
Design inclusive spaces for all age groups, fostering community bringing people together of all ages



02

Analysis and Public participation

We analysed...



... we counted...

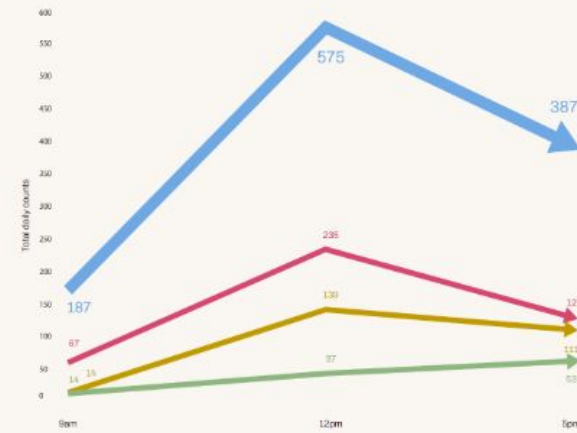
At Gehl we study public life. When doing so, it has proven valuable to get as close to the people we are designing for in order to understand diverse user needs in public space. That is, understanding lived experience from eye-level. Lived experience is often surveyed through registrations (PSPL), on-site surveys, workshops, focus groups, and interviews.



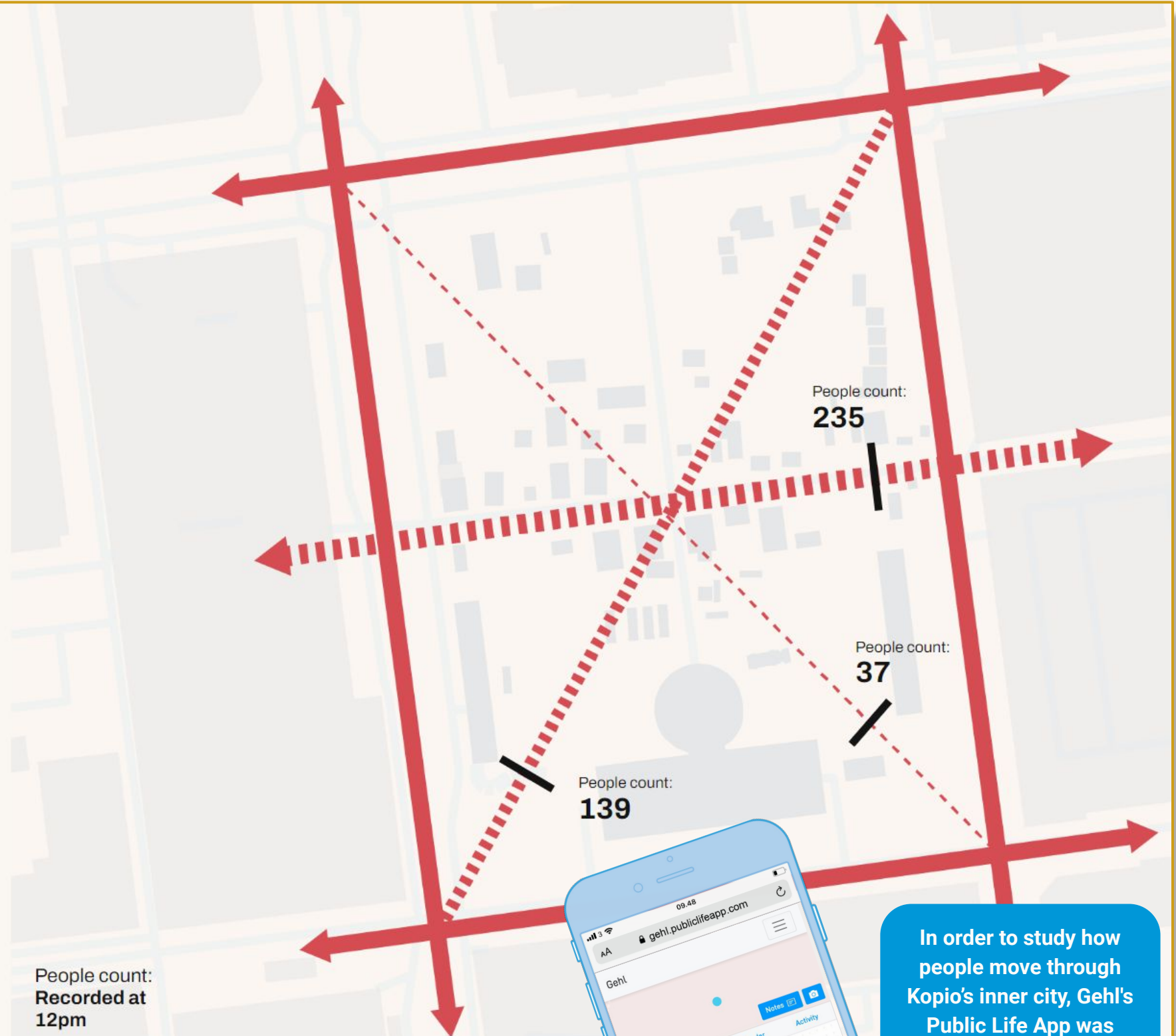
Tori

The organization of the market stalls don't fit the diagonal movements we observed

It is clear that there is a discrepancy between the desire lines and where the market stalls are placed. Due to the lack of structure the layout of the square blocks natural flow than aids it.



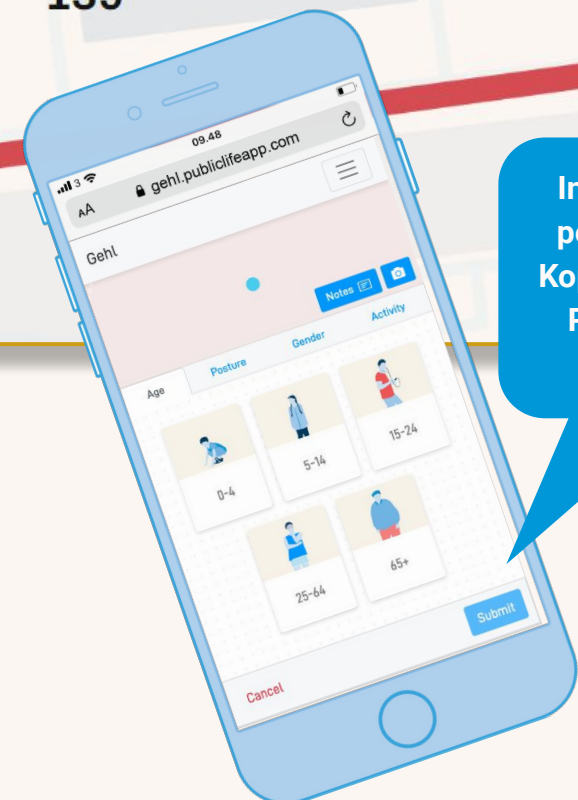
People count:
Recorded at
12pm



People count:
235

People count:
37

People count:
139



In order to study how people move through Kopio's inner city, Gehl's Public Life App was used.

... and we discussed about your city!

We have lots of plantings and comfortable places to sit, good places to eat, and big terraces. Beautiful restaurants.



The Kuopio Market Square is bringing the city centre to life with its activity, both in summer and winter.

Social Life



Winter Life



The year rest stalls, children and green are big during t



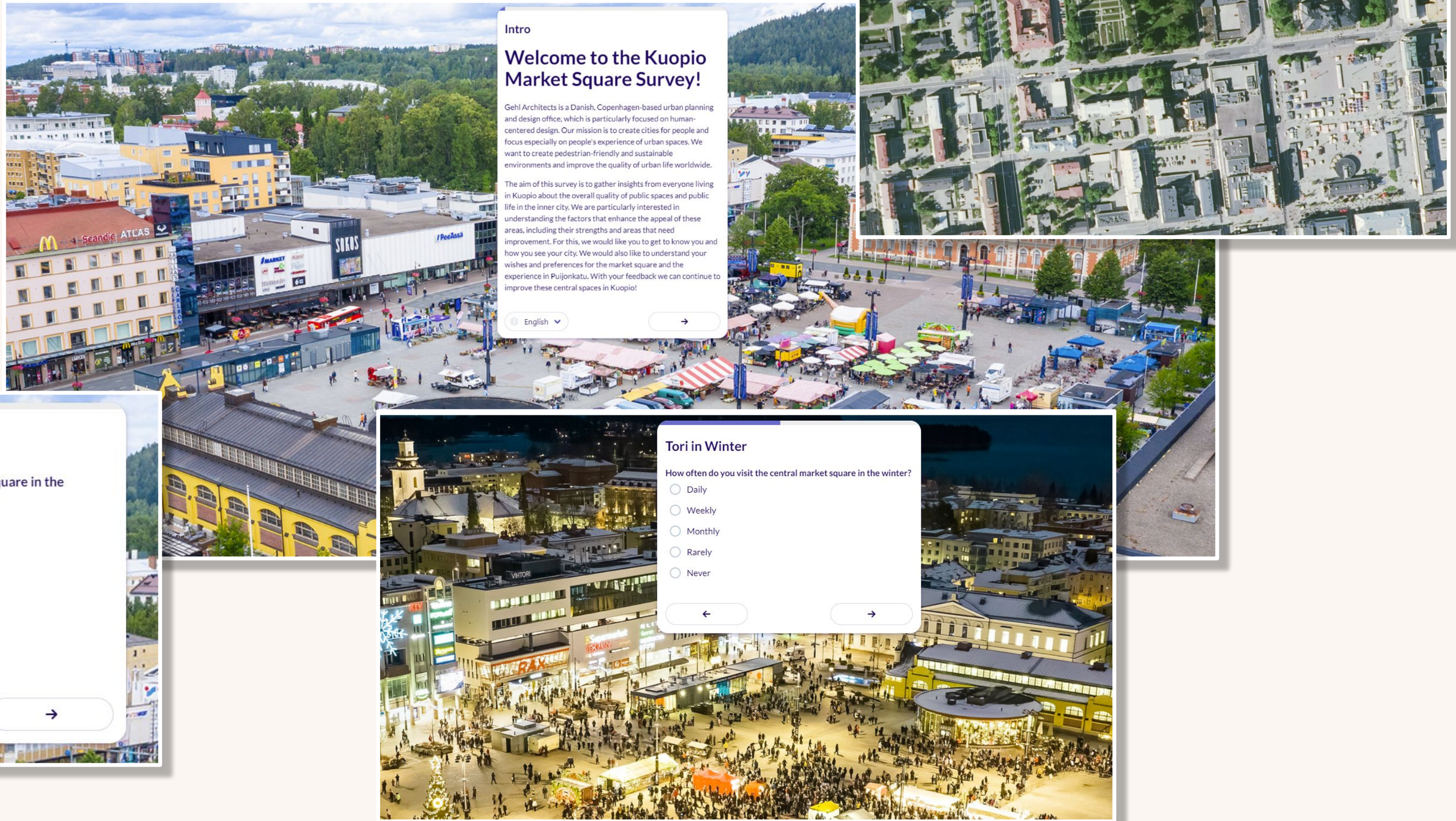
Hello! We have lots of plantings and comfortable places to sit, good places to eat, and big terraces. Beautiful restaurants.

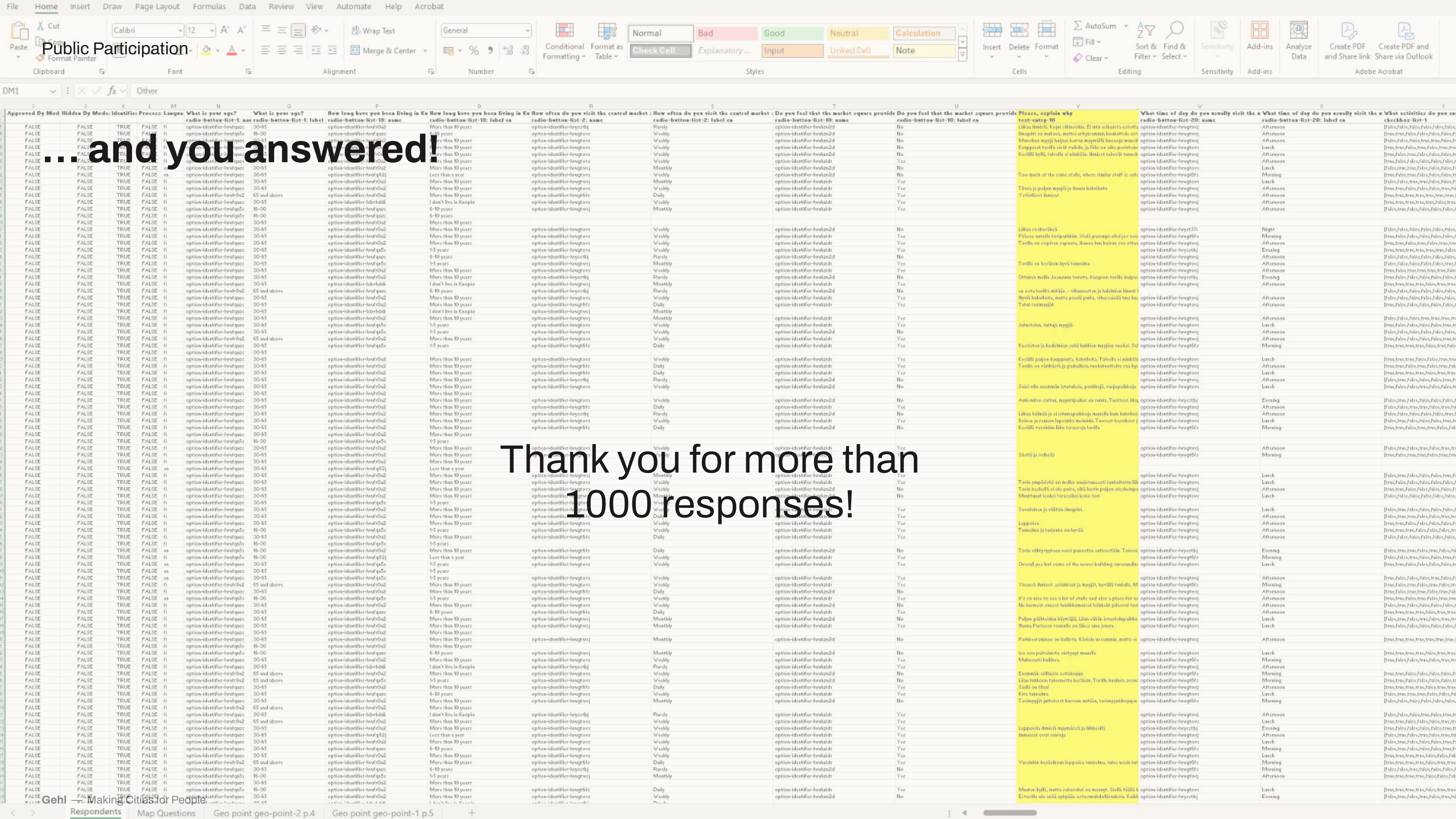


Hello! I just walked along the Puijonkatu, wow! What a nice green boulevard where there is space for all street users.



Then we asked you...





Public Participation

...and you answered!

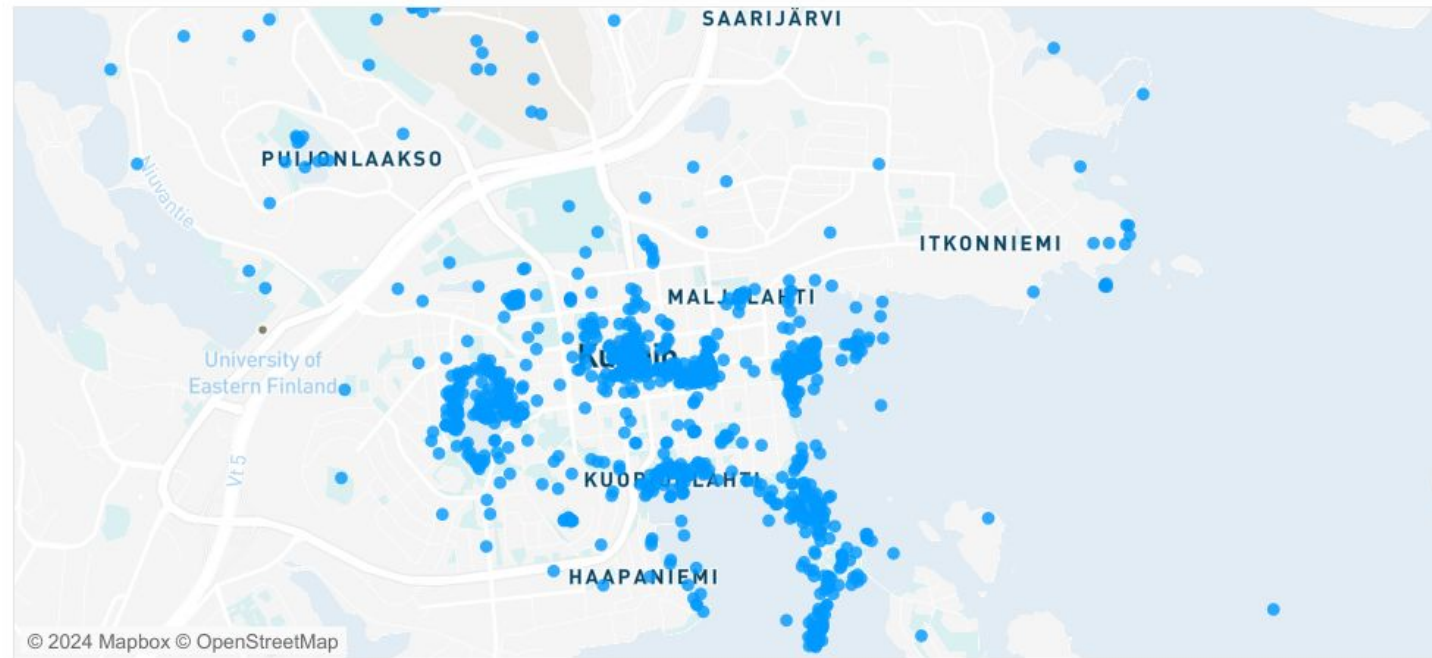
Thank you for more than 1000 responses!

Getting to know you

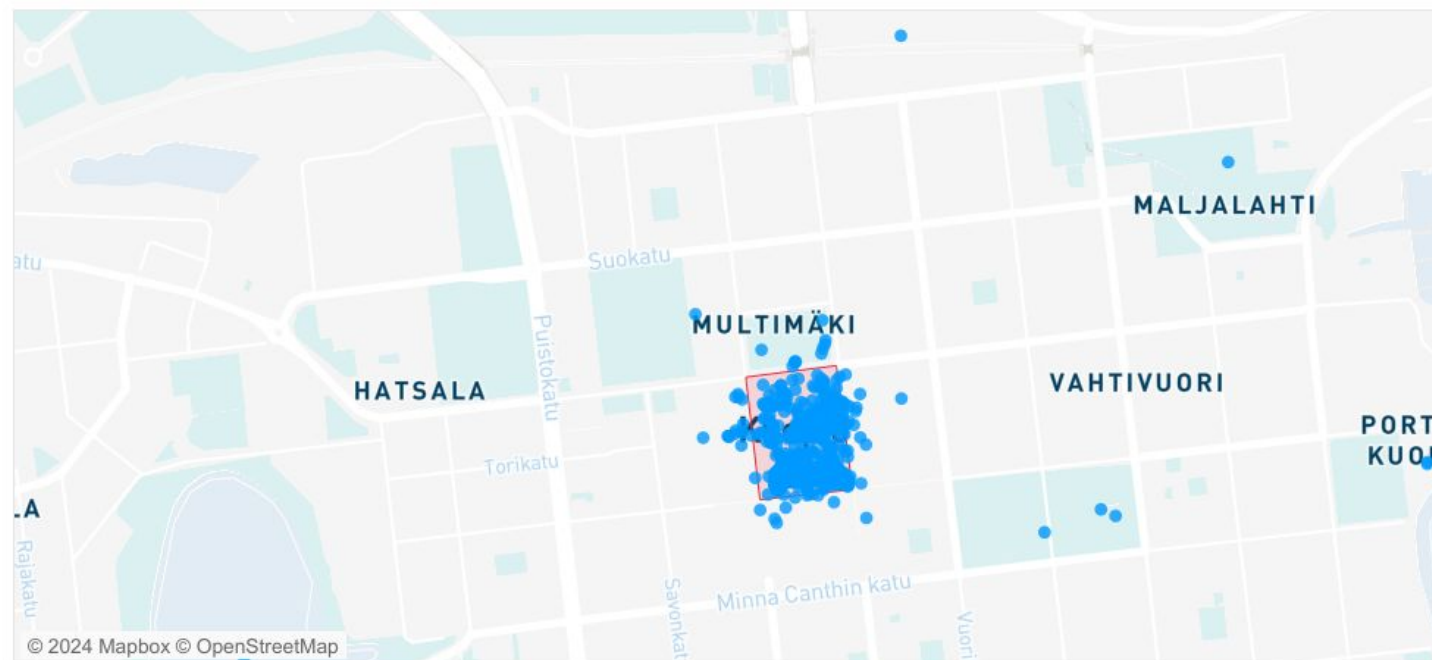
Favorite Places & Respondents

1,027 respondents with current filters

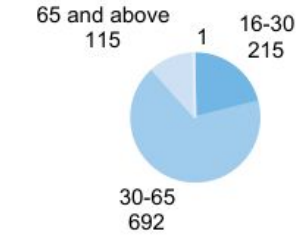
Favorite Place in Kuopio



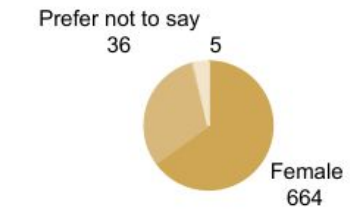
Favorite Place in Tori



Age

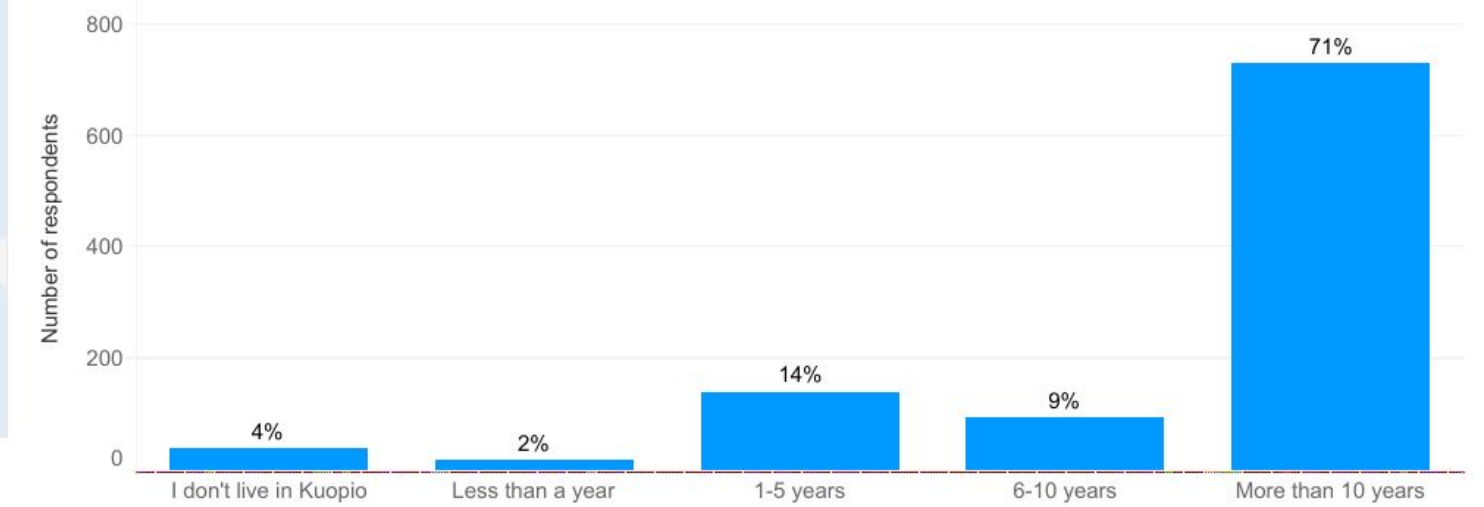


Gender

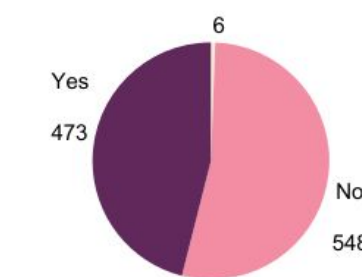


A wide range of citizens with various backgrounds!

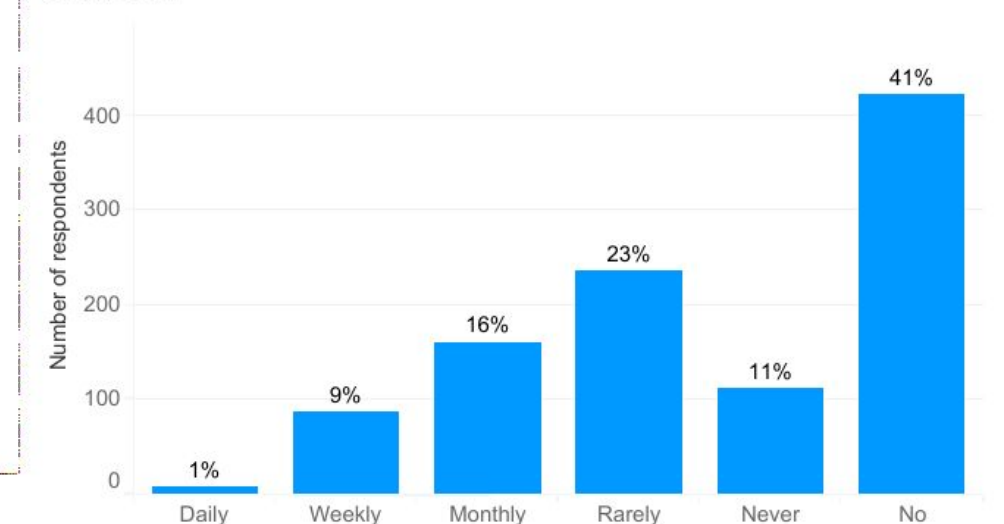
How long have been living in Kuopio?



Do you have children?



If yes, how often do you visit the market square with your children?

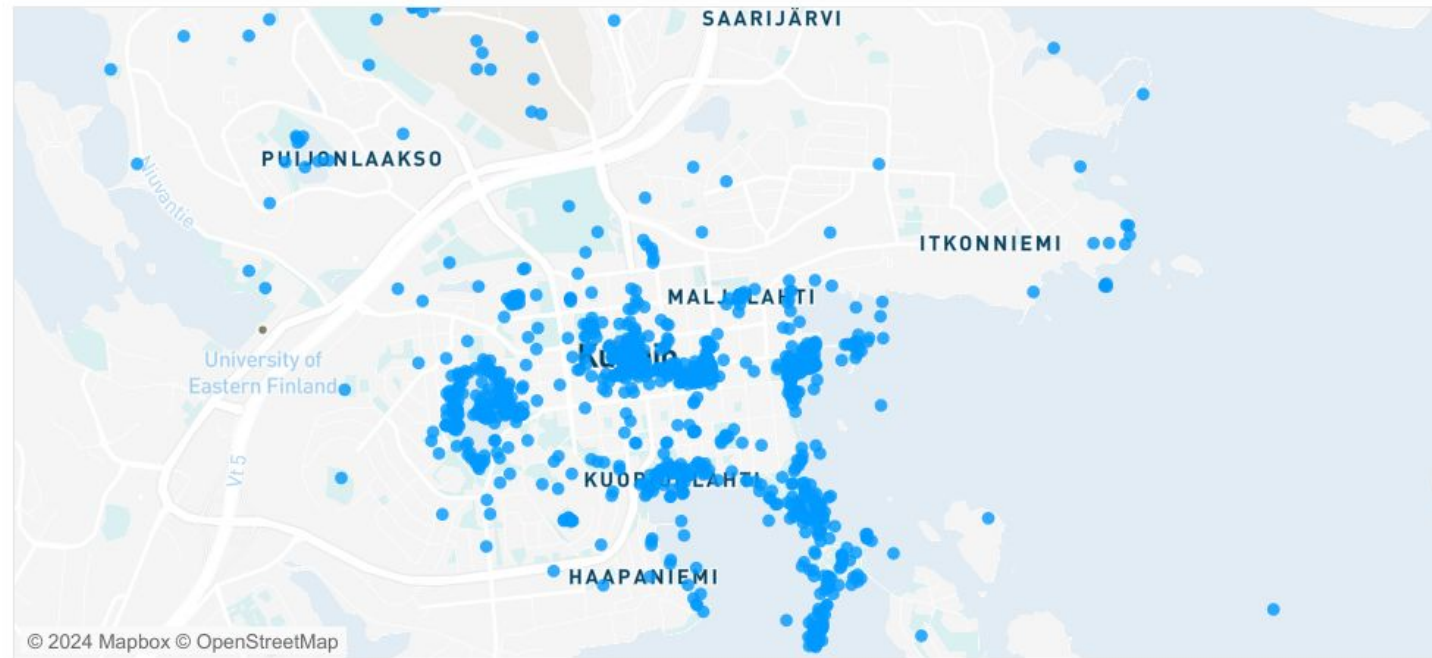


Getting to know you

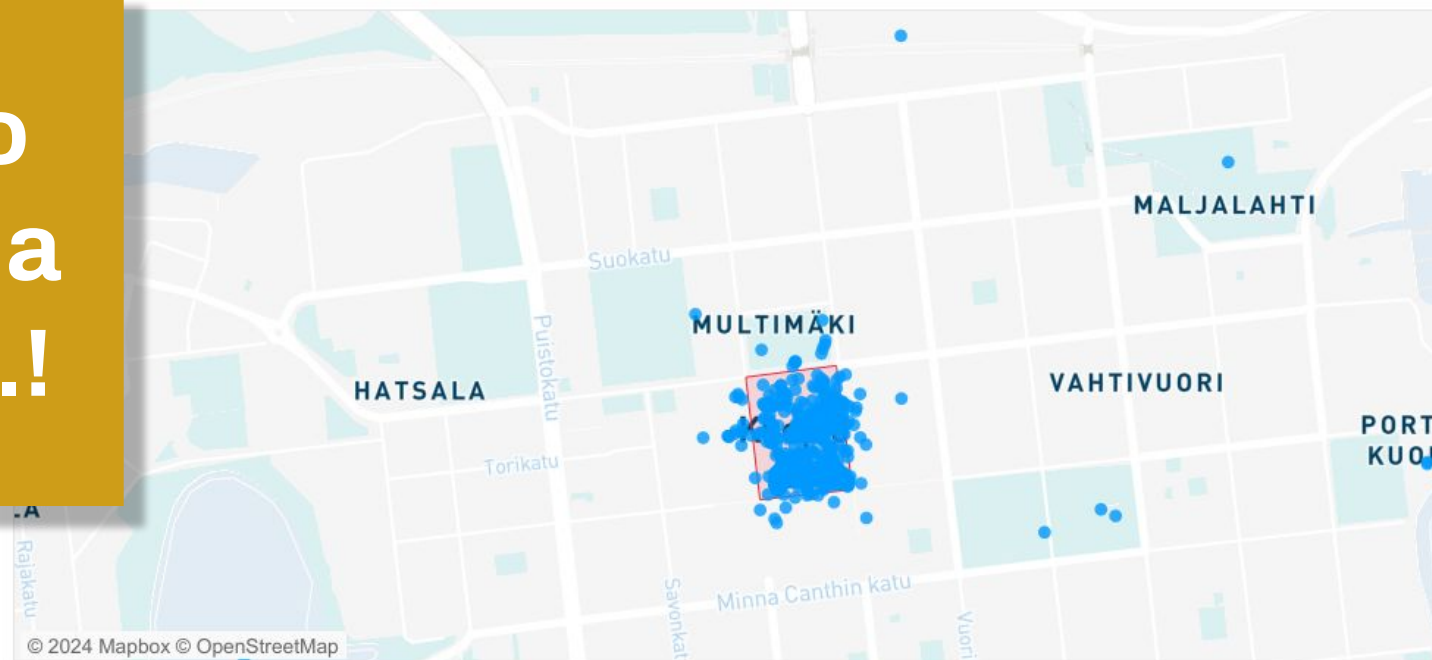
Favorite Places & Respondents

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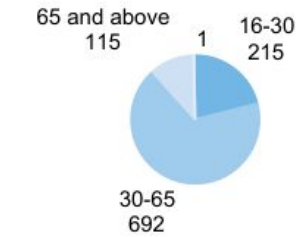
Favorite Place in Kuopio



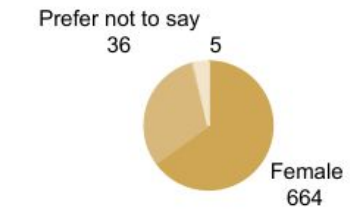
Favorite Place in Tori



Age

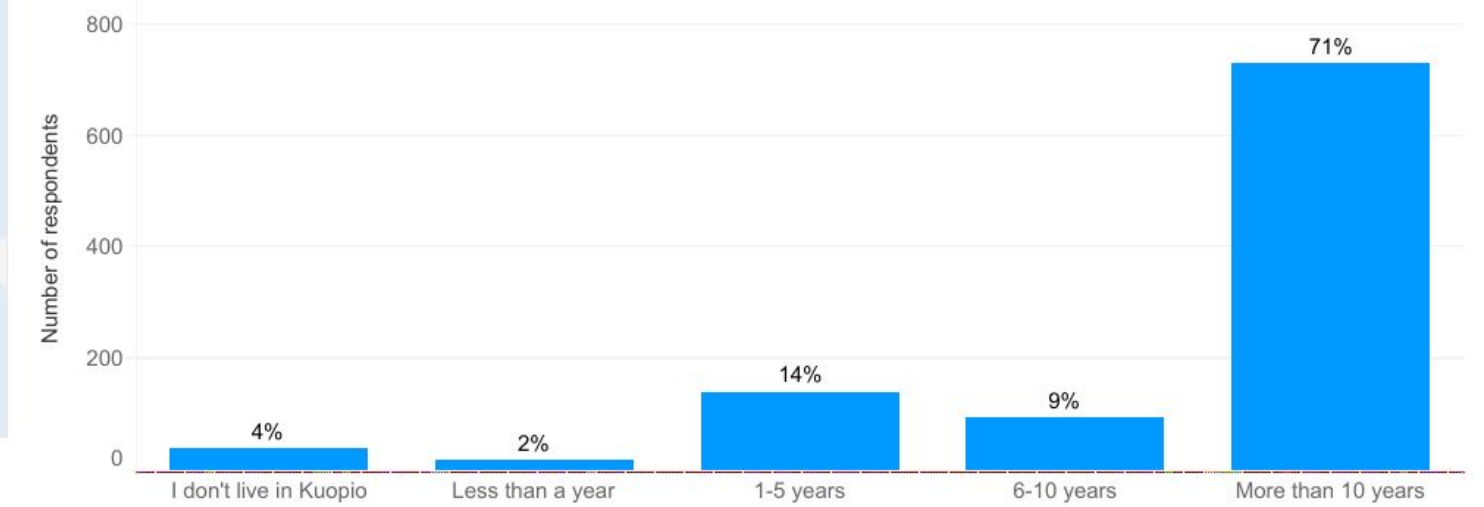


Gender

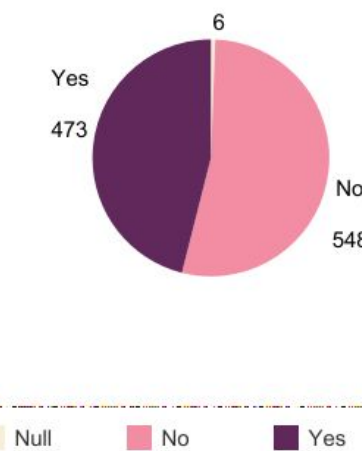


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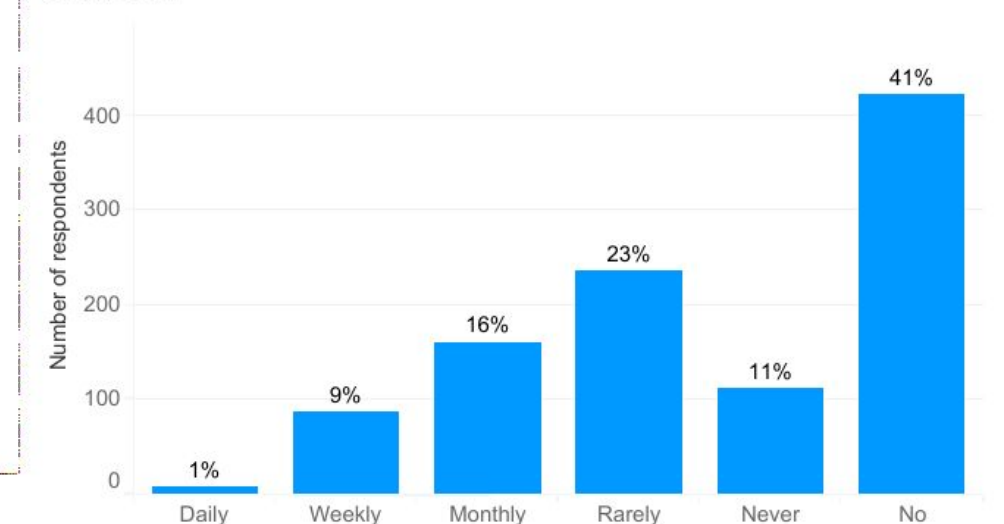
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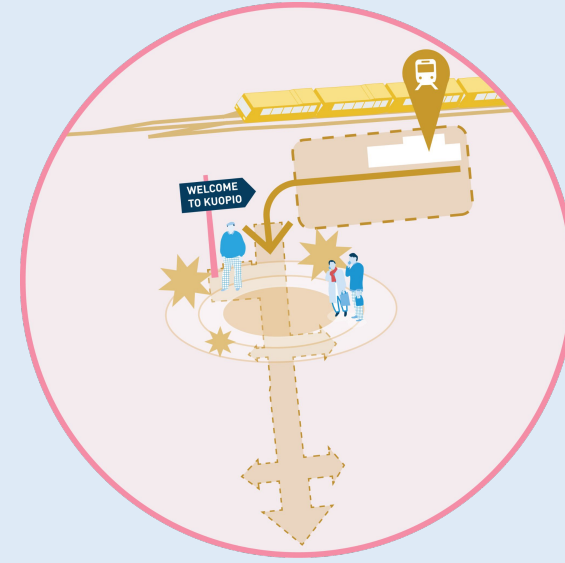
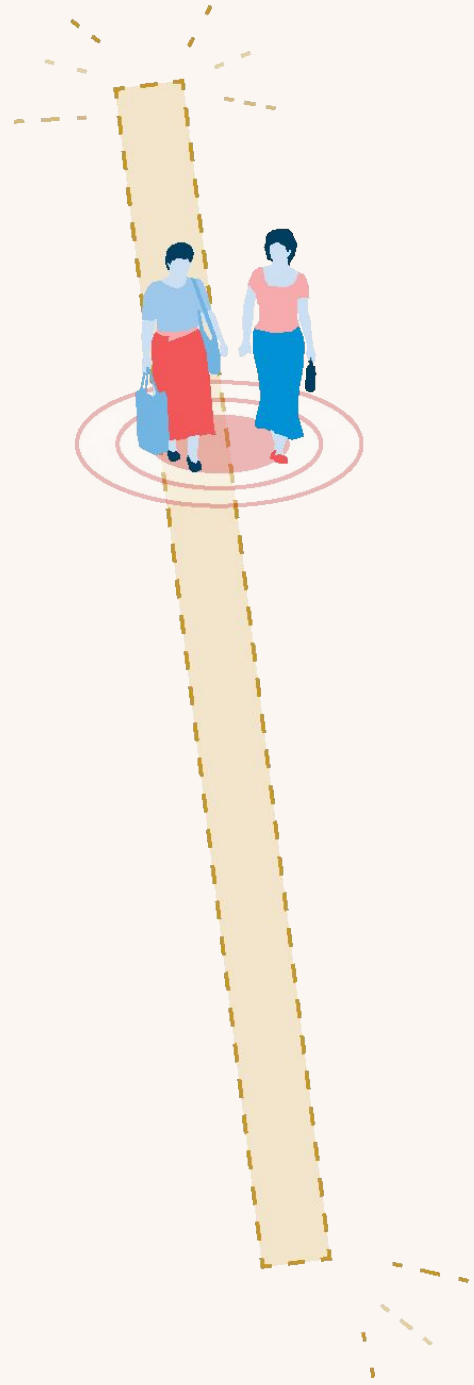


We will get to the results in a few minutes..!

03

Puijonkatu

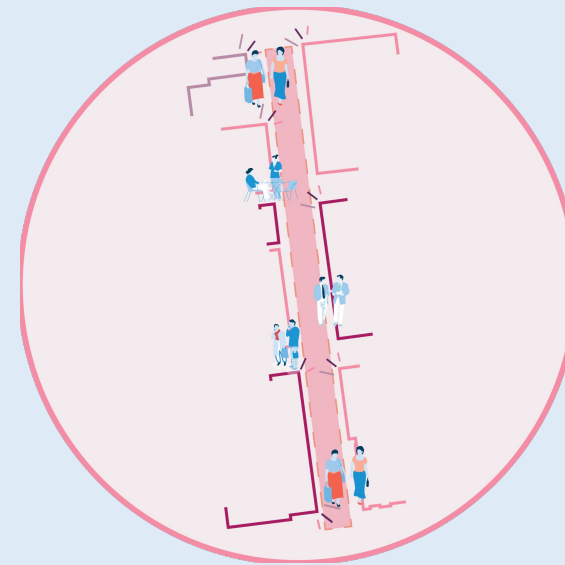
Goals for Puijonkatu



Welcoming Gateway

Creating an inviting entry point from the station and bus area along Puijonkatu Street, enhancing the approach to the city center and market square.

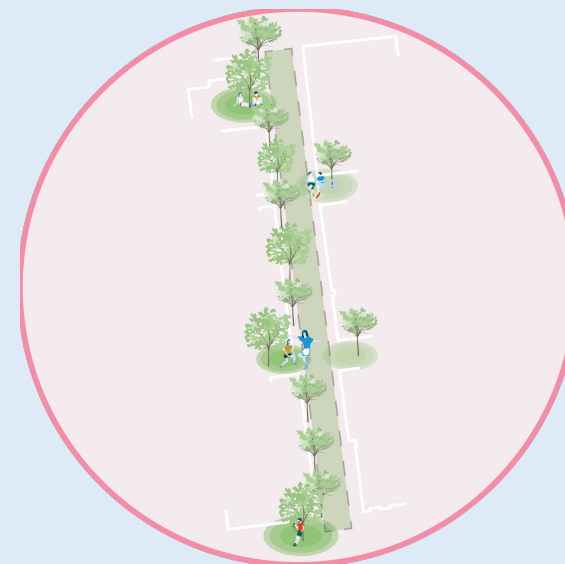
- Enhance the entry experience from transit hubs
- Create a seamless approach to the city center



Active and Safe Streetscape

Activating storefronts, widening sidewalks, and enhancing safety measures to encourage pedestrian activity and create a secure environment.

- Boost pedestrian engagement and activity
- Improve safety and widen sidewalks for better access



Sustainable Green-Blue Infrastructure

Implementing green and blue infrastructure to promote sustainability and improve the urban landscape along Puijonkatu Street.

- Integrate sustainable green and blue elements
- Enhance the streetscape with green features

How did you feel about Puijonkatu?

Around 75% of you want Puijonkatu to be more pedestrian and cycling friendly!

Puijonkatu

1,027 respondents with current filters

What improvements would you like to see in the market square in winter?

	I don't know	Very low importance	Low importance	High importance	Very high importance
Adding greenery and flower plantings	92	26	83	413	356
Adding seating	136	37	118	395	276
Development of general and Christmas lighting	135	21	70	430	287
Development of movement activity and collaboration between the shops and services	121	14	32	394	377
Development of road traffic or public transport	225	77	161	308	172
Development of shop windows and general appearance	131	17	45	352	385
Making cycling easier and cozier on Puijonkatu	136	85	127	342	267
Making parking easier on Puijonkatu	161	145	216	255	174
Making walking easier and cozier on Puijonkatu	117	34	84	421	308

Most of you want an improvement of the atmosphere through lighting, plantings and seating together with an improved ground floor experience!

Public transportation and parking were a little less important to most of you.

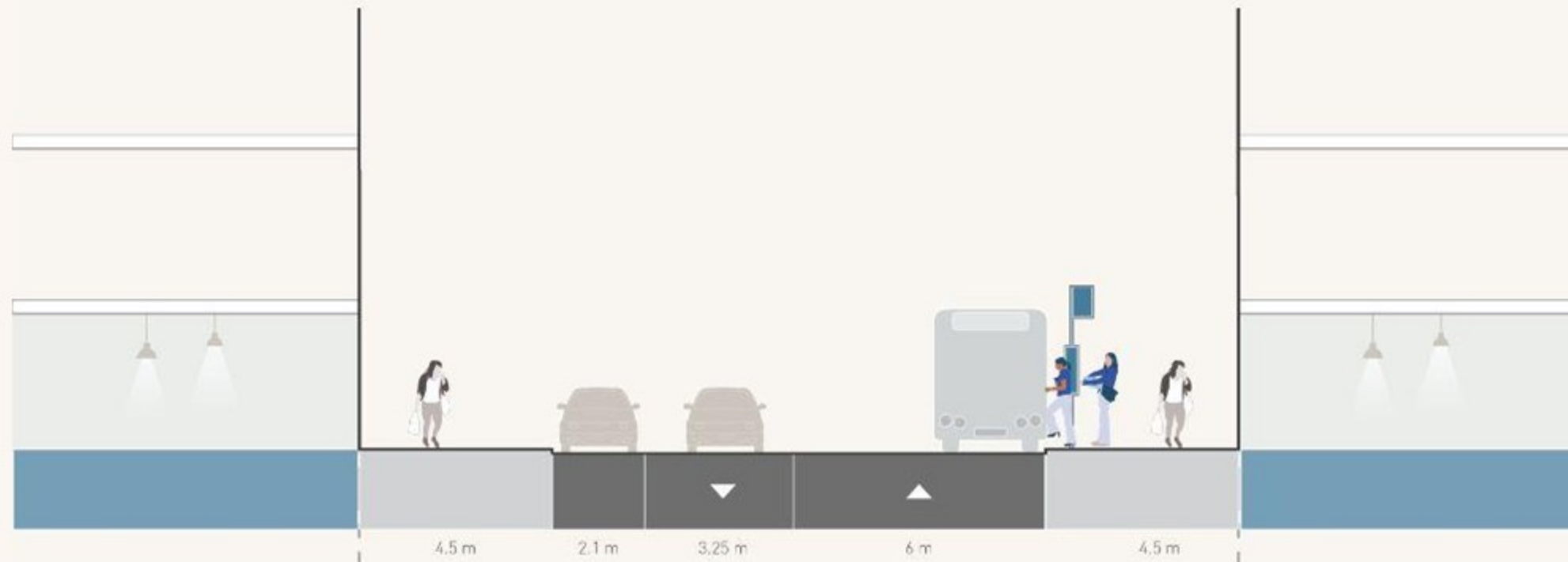
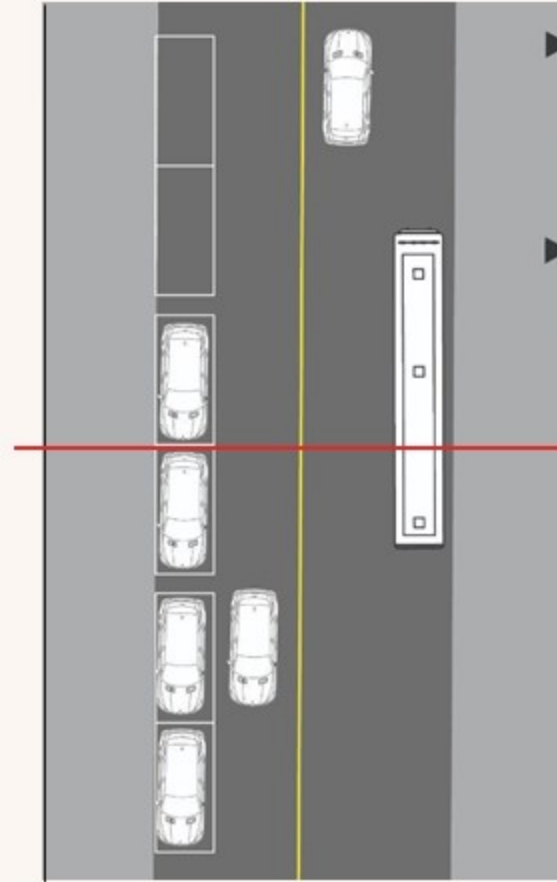
Puijonkatu



The challenge

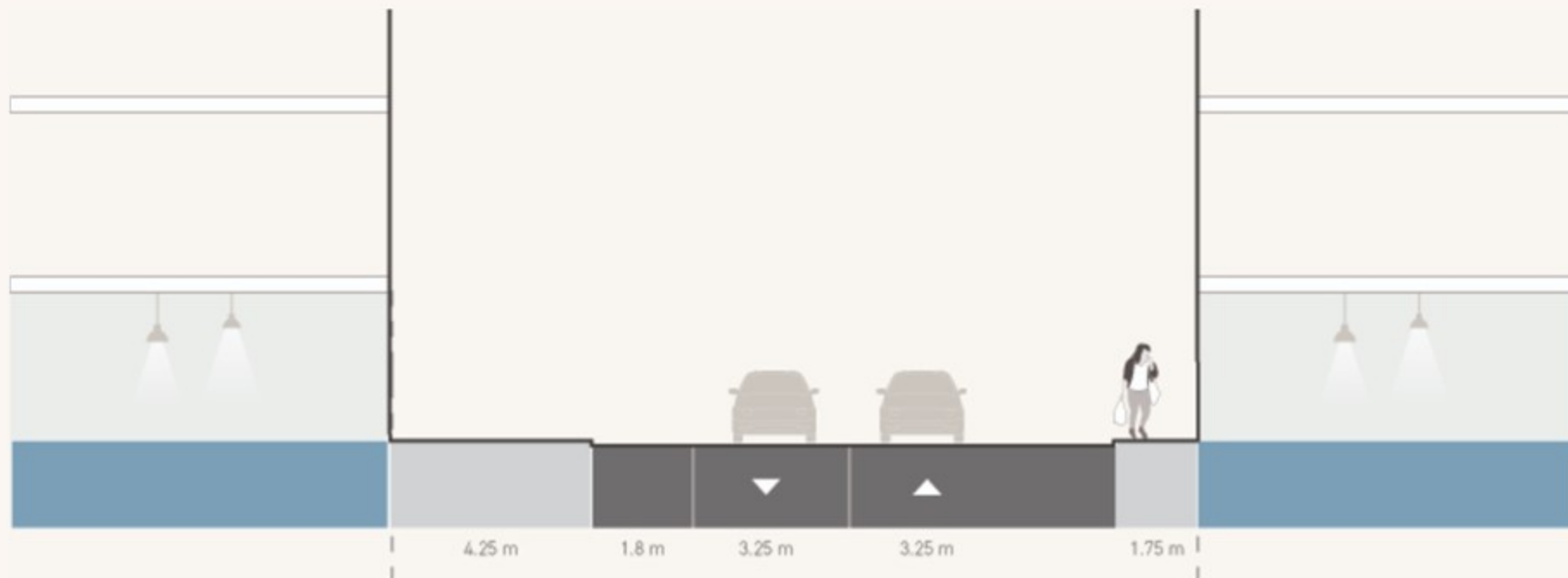
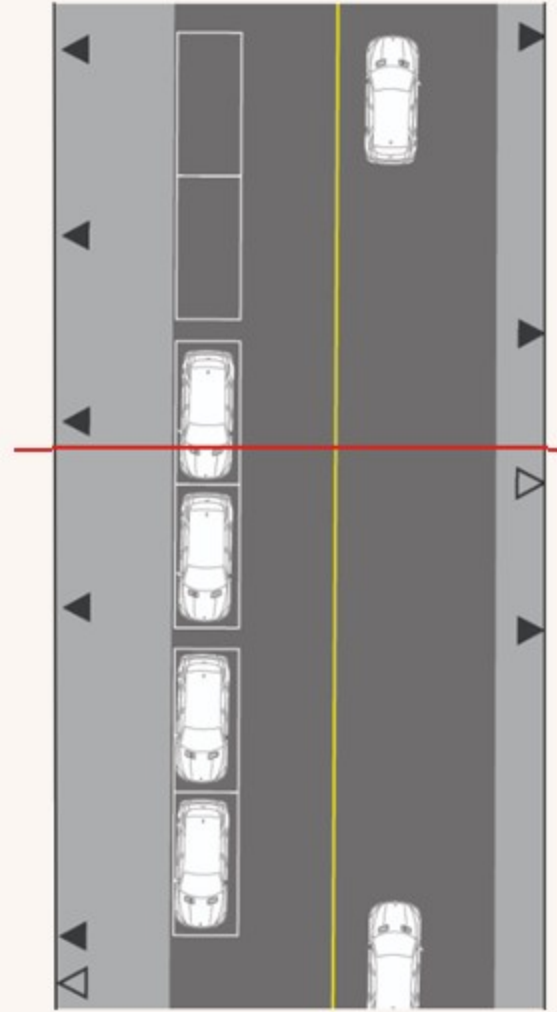
The challenge

The inactive, empty facades on the ground floors lack inviting features such as seating, signage, and high-quality materials, further detracting from the street's appeal. With little greenery and seating, especially close to the bus stops, Puijonkatu feels more like a thoroughfare to pass through quickly rather than a place to linger and enjoy.



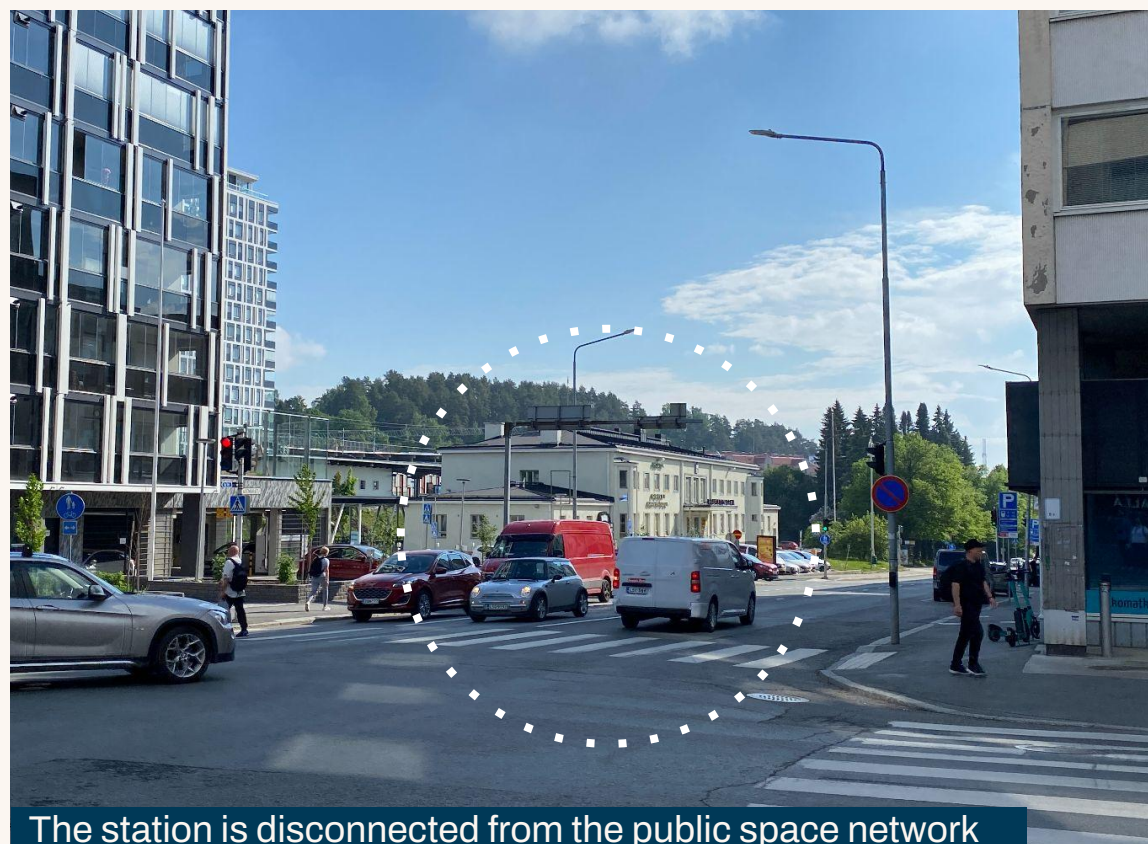
The challenge

The shared bike and pedestrian spaces are cramped, with the sidewalks on the east side being too narrow. The southern stretch of Puijonkatu is not very inviting to people entering the inner city, regardless of mode of transportation. Green, seating and space for ground floor functions to spill out are missing.

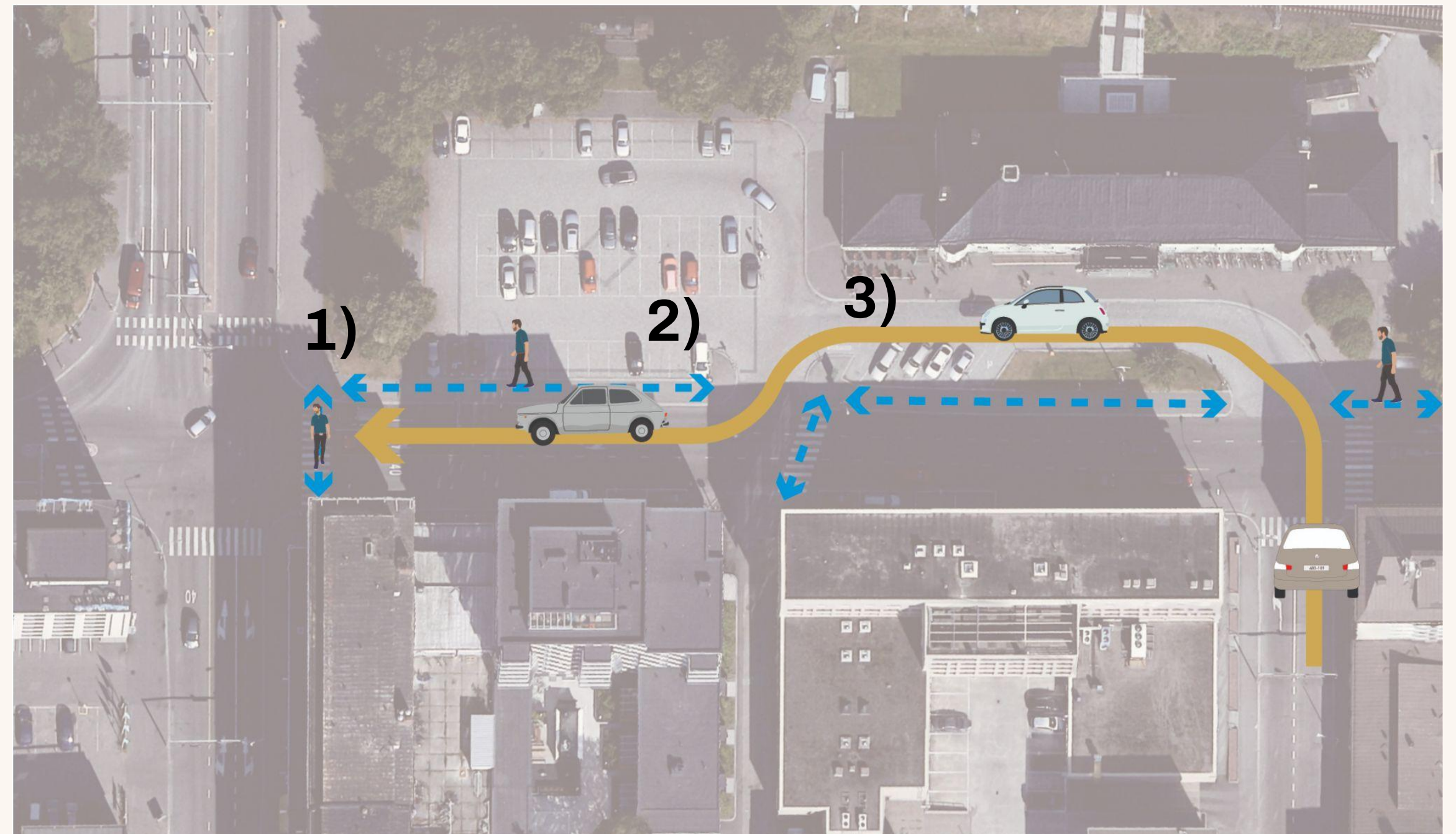


The starting point for Puijonkatu

Currently, the design of train station prioritises vehicle access and circulation for cars and taxis. Pedestrians have to cross **1) Asemakatu**, **2) a private parking lot** and **3) the drop-off zone** in front of the station to get to the trains. This reduces the importance of the station in the city.



The station is disconnected from the public space network

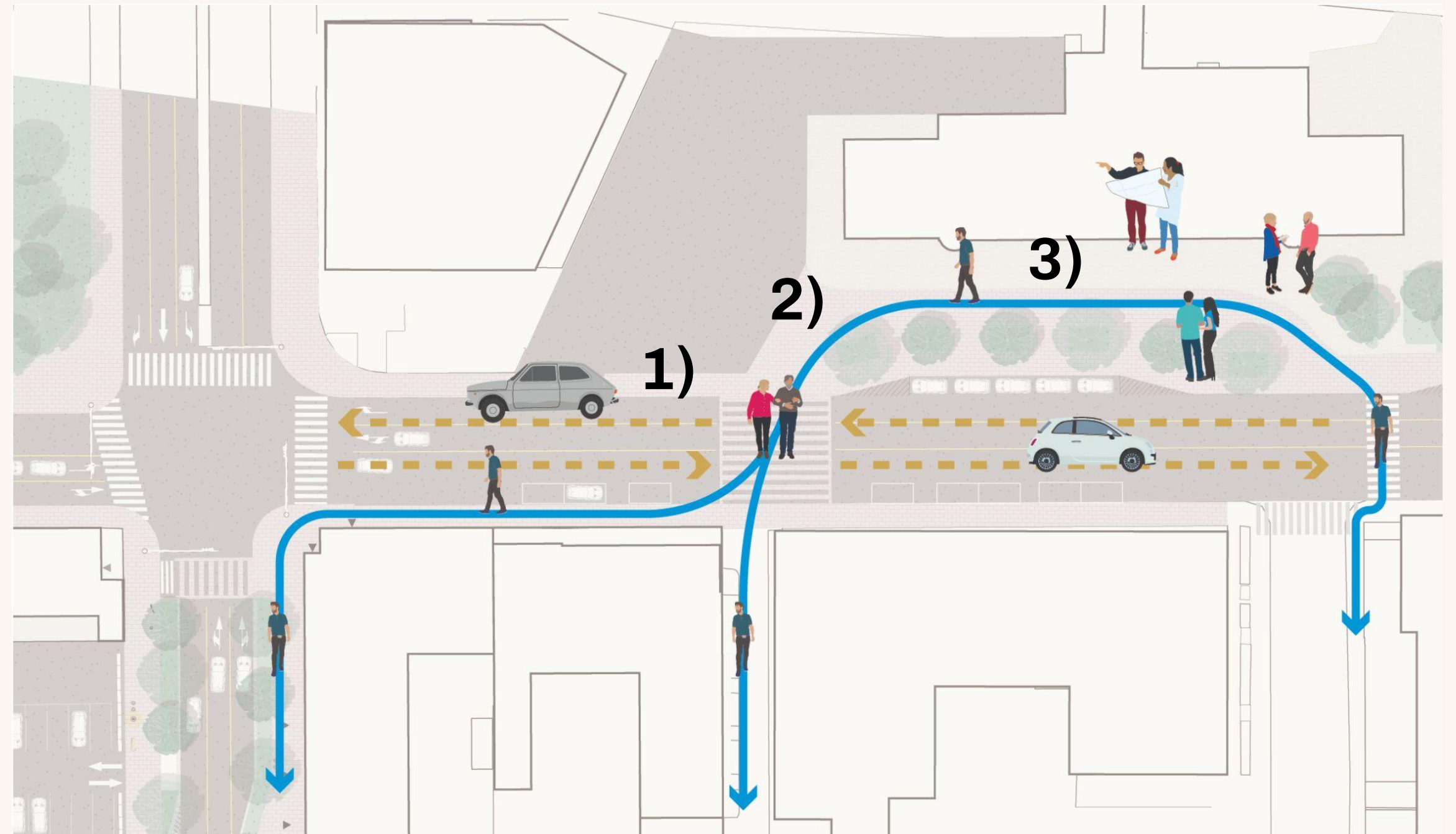


Turning the station into a welcoming destination

To better connect the station, soft mobility connections to main destinations in the city should be prioritized. By integrating the train station in soft mobility network, it becomes a local destination and connects the new development north of the tracks to the city.

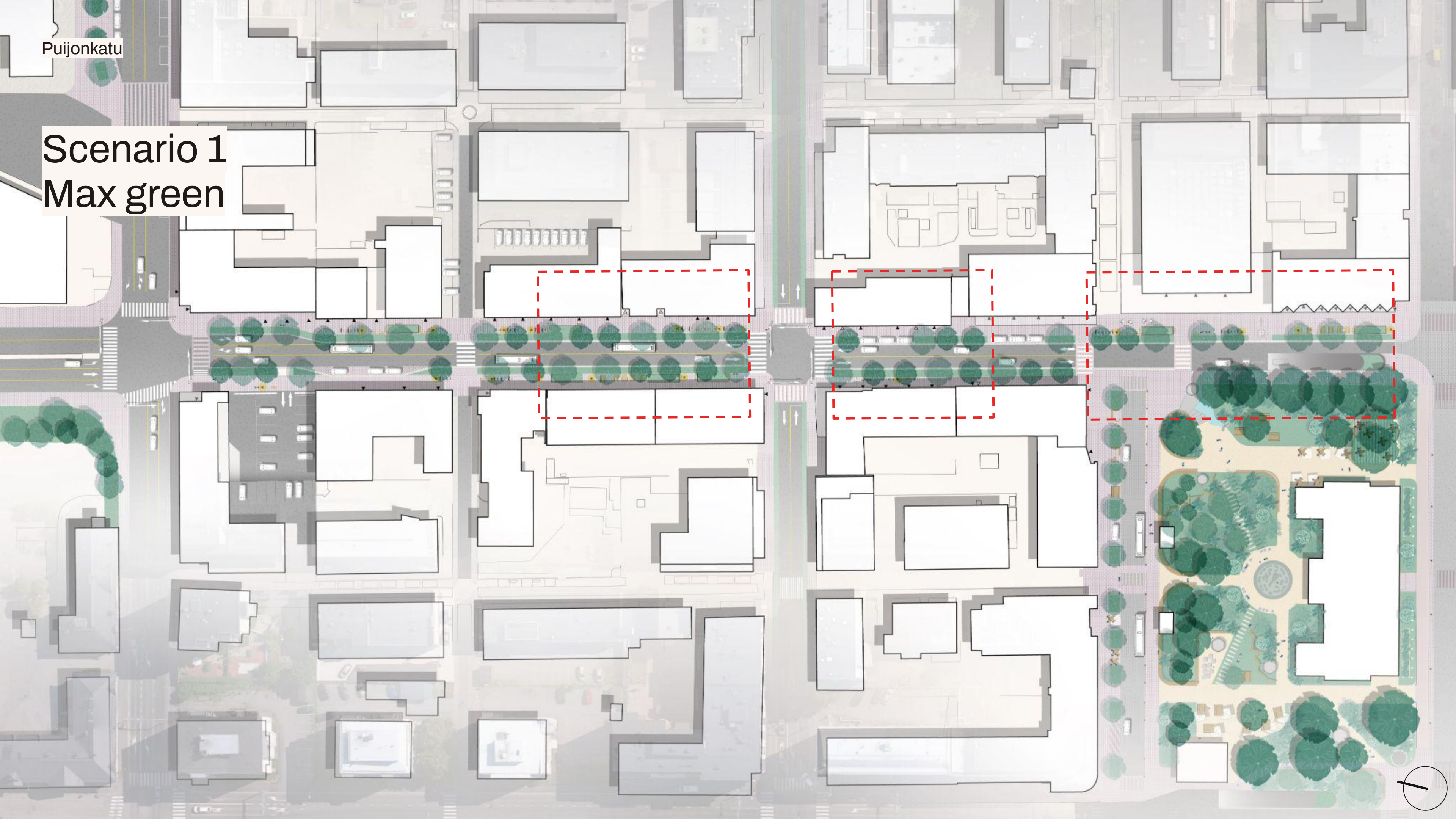


Pedestrian connections, Winterthur, Switzerland



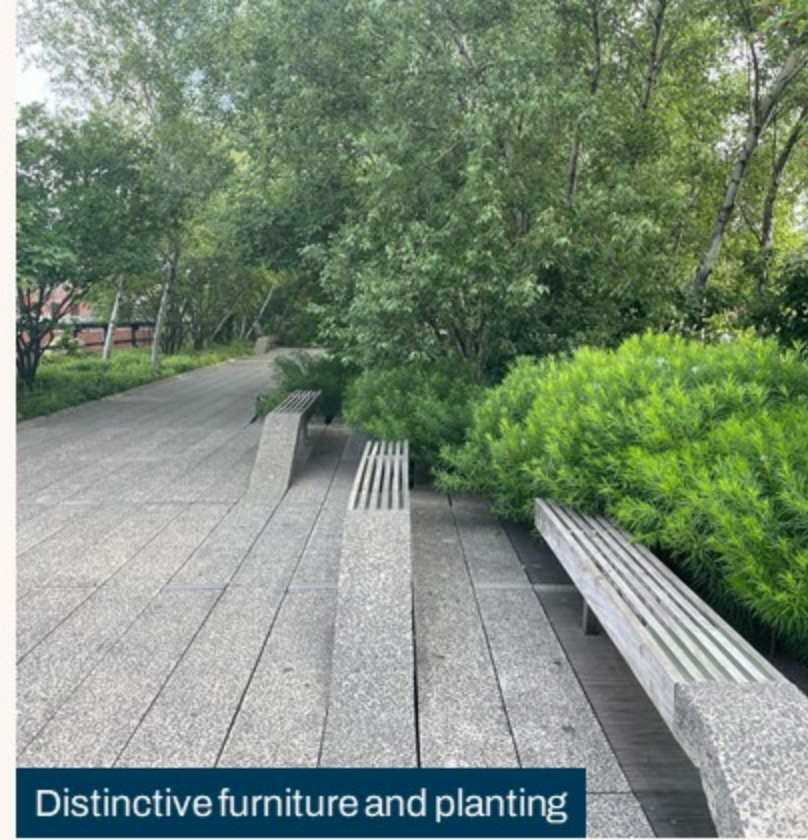
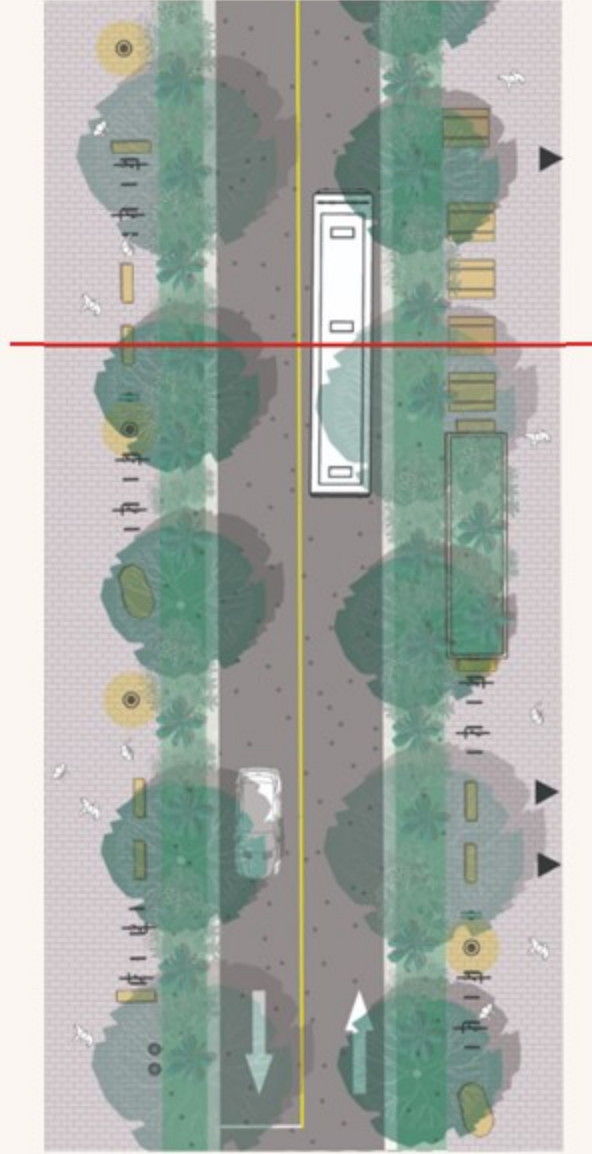
Puijonkatu

Scenario 1
Max green



Scenario 1 Max green

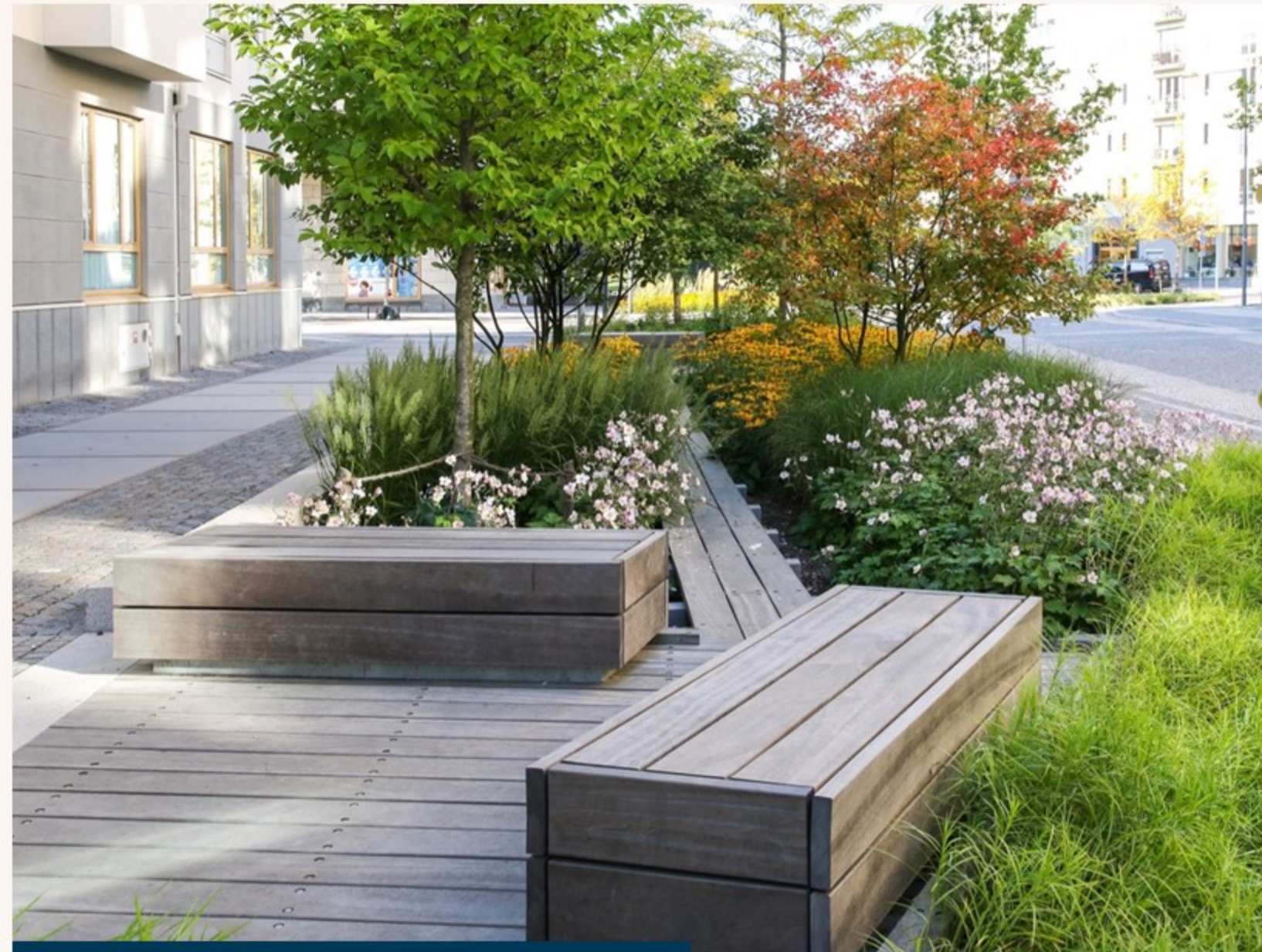
In this scenario, widened sidewalks would better accommodate both cyclists and pedestrians, enhancing safety. The extra space allows for a green flex zone with seating, bike parking, and short-term drop-off areas. This clearer, more organized layout makes the street safer and more inviting for everyone.



Distinctive furniture and planting



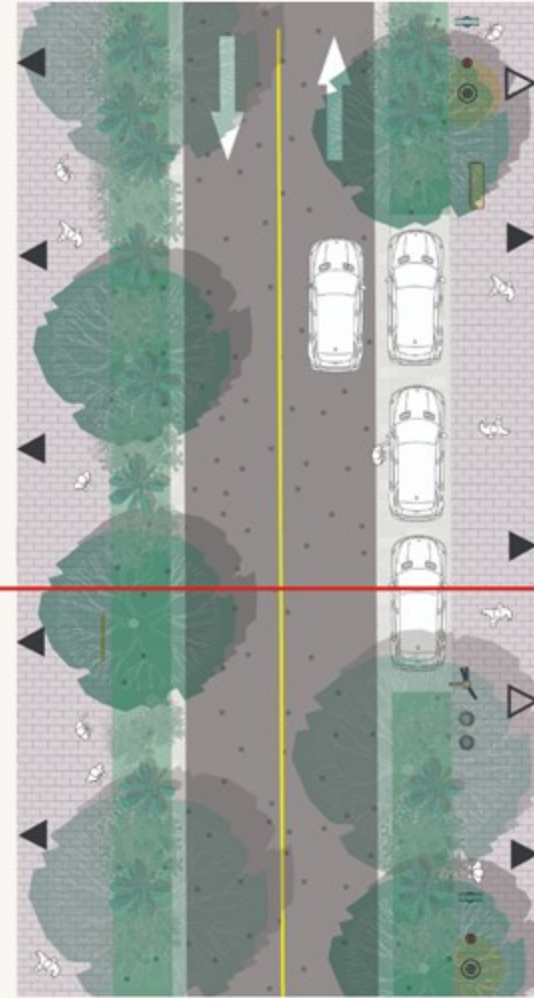
Continuous sidewalks establish hierarchy



Biodiversity along the street, Jaktgatan, Stockholm

Scenario 1 Max green

This scenario integrates the current shared bike and pedestrian sidewalks that are used in Kuopio. By providing more space and separating the sidewalk from the driving lanes, a “semi-shared space” with flexibility for ground floor program and other functions is created.



Active Edge zone in Copenhagen



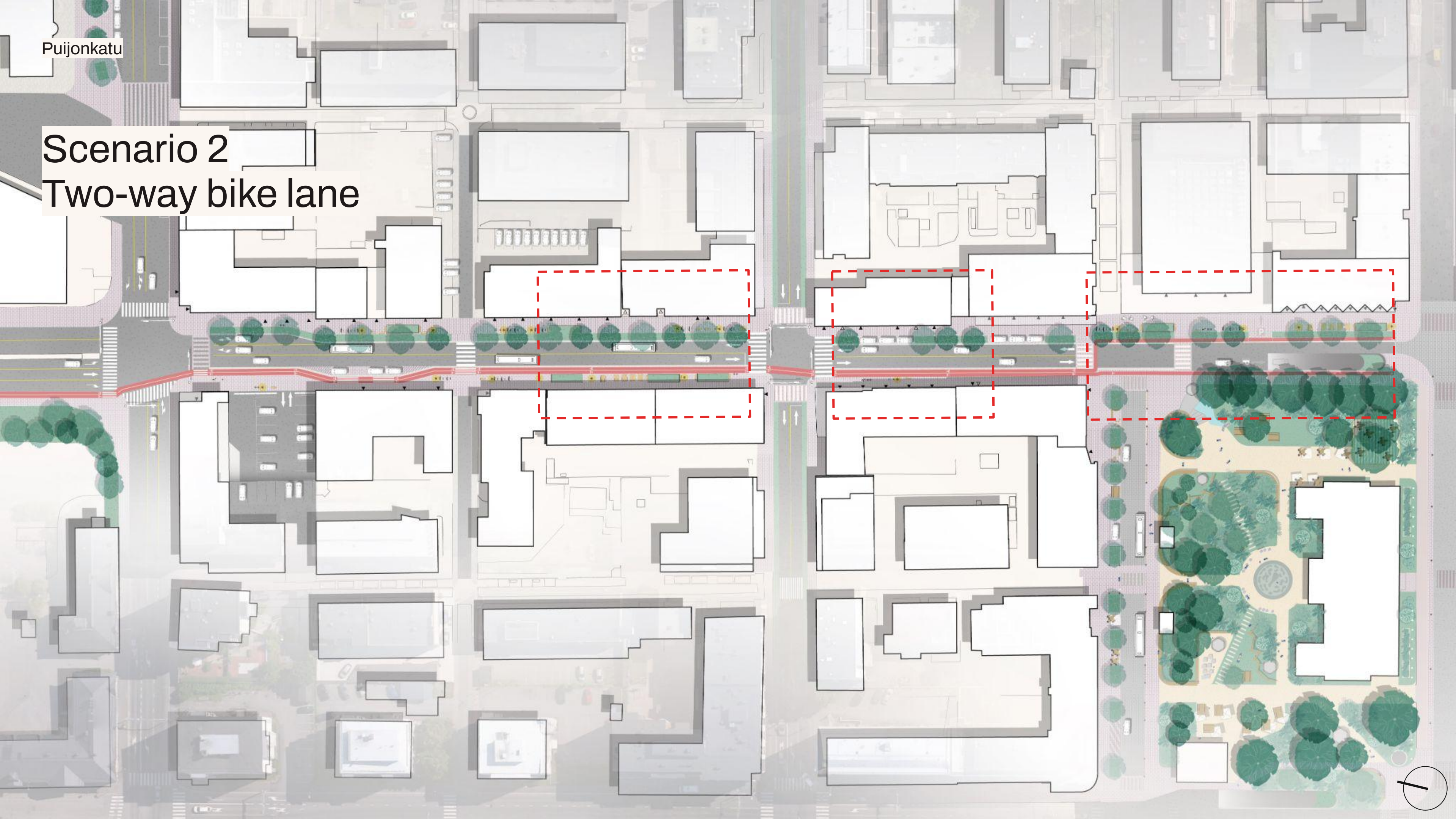
Green buffer and seating along edge



Clear separation and shading through street greenery

Puijonkatu

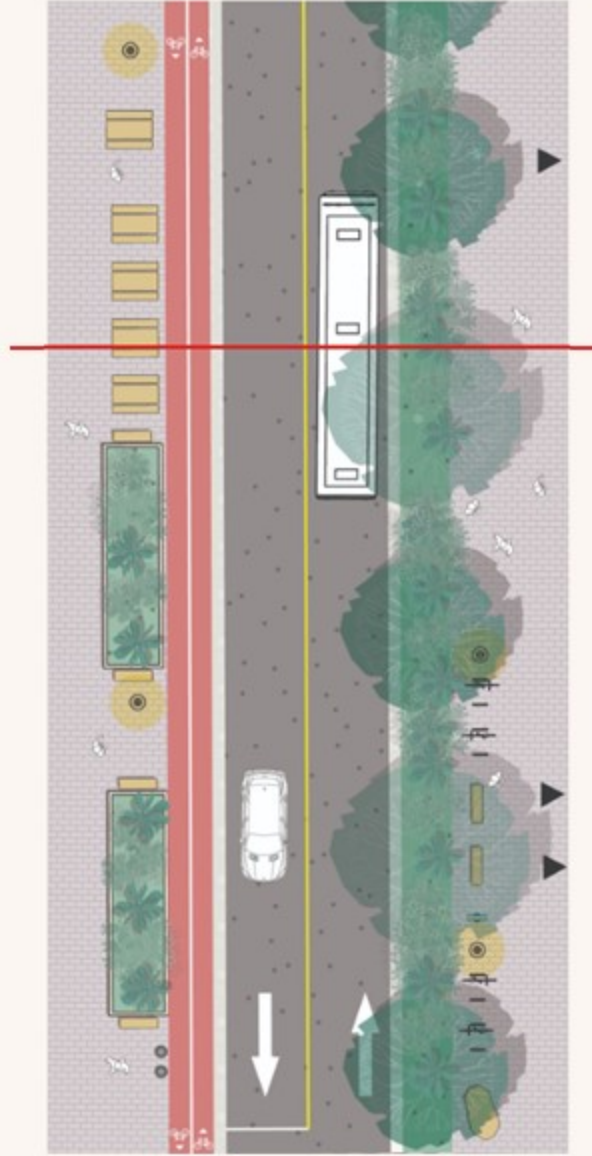
Scenario 2 Two-way bike lane



Scenario 2 Two-way bike lane

In the third scenario, the street layout features a pedestrian sidewalk and a two-way bike lane on the left side, separated from each other for safety. The bike lane allows cyclists to move efficiently in both directions while keeping them away from pedestrian traffic.

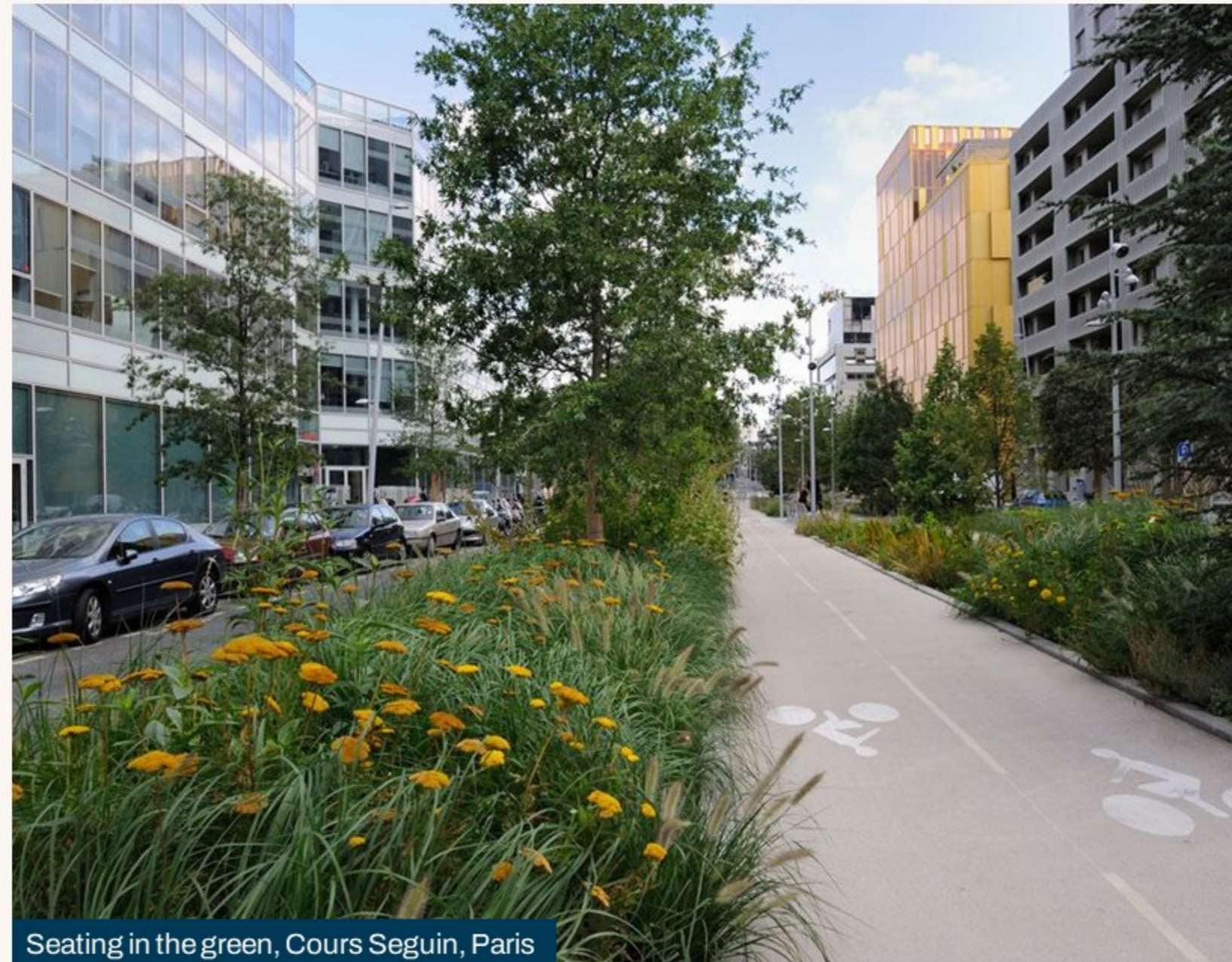
The two driving lanes in the center provide continuous flow for vehicles but without bays for bus stops, keeping the roadway clear and straightforward.



Traffic light for bidirectional bike lanes



Separated bike lanes with seating

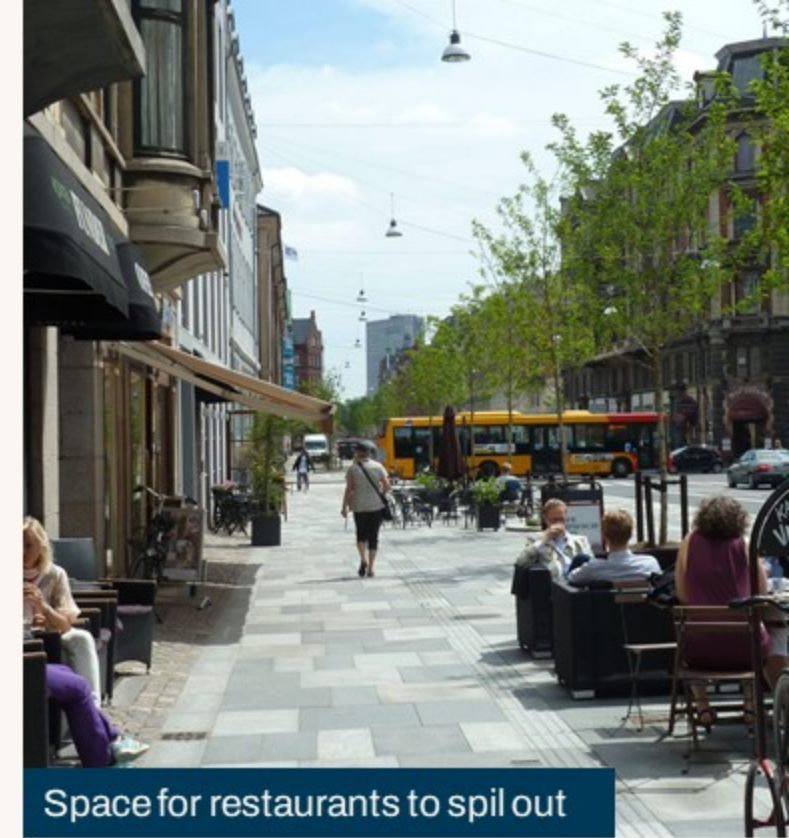
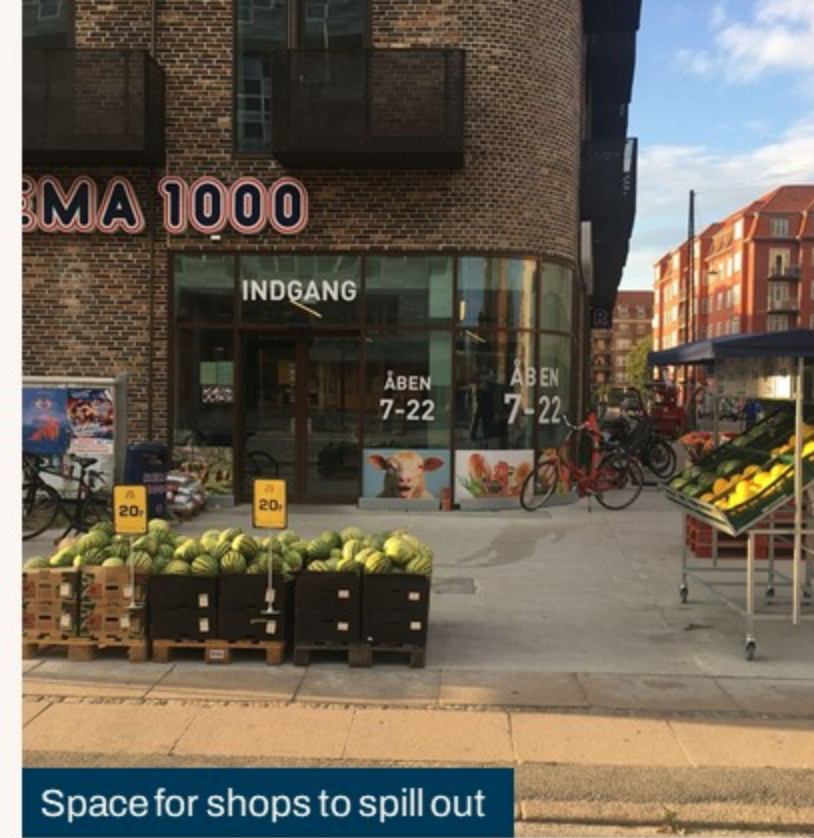
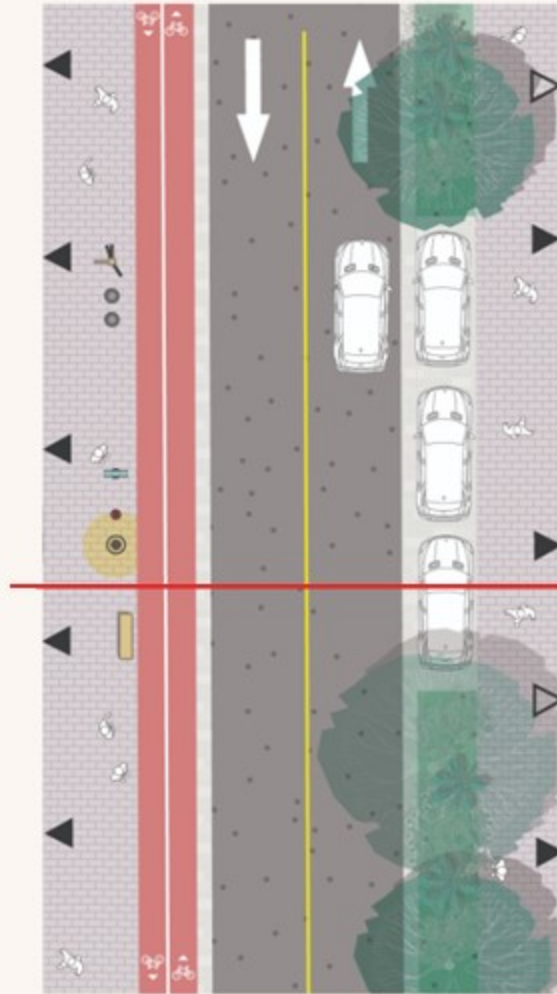


Seating in the green, Cours Seguin, Paris

Scenario 2 Two-way bike lane

On the right side, a wide sidewalk includes generous edge zones, offering space for activities like seating, outdoor dining, or short-term parking. This sidewalk is enhanced by planting beds that add greenery and improve the street's aesthetic appeal, creating a pleasant environment for pedestrians.

The design balances efficient traffic flow with ample space for pedestrians and cyclists, making the street functional, attractive, and safer for all users.



Overview of different solutions



Scenario 1: Maximize green

Pros:

- **Flexibility:** The green flex zone allows for seating, bike parking, and short-term parking or drop-off areas, offering multifunctional use.
- **Space Efficiency:** Shared sidewalks maximize the use of space, accommodating both pedestrians and cyclists.
- **Accessibility:** Provides convenient drop-off zones, benefiting businesses and pedestrians.

Cons:

- **Safety Concerns:** Shared sidewalks may lead to potential conflicts between cyclists and pedestrians.
- **Organization:** Without clear separation, the area could become chaotic, especially during peak times.



Scenario 2.1: Two way bike lane

Pros:

- **Safety and Clarity:** The dedicated two-way bike lane on one side and pedestrian sidewalk on the other reduce conflicts between different types of street users.
- **Generous Space:** The wide sidewalk with edge zones allows for seating, bike parking, and planting beds, creating a more inviting and functional environment.
- **Visual Appeal:** Integrating greenery and well-defined areas enhances the street's aesthetic and usability.

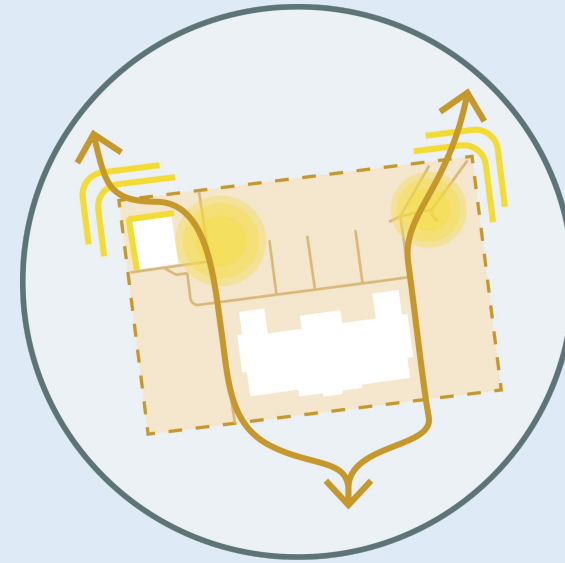
Cons:

- **Traffic Flow:** Without bus stop bays, vehicle flow might be impacted, particularly if there is a high demand for public transportation.
- **Complexity:** Managing the wide sidewalk and various features might require additional coordination and maintenance.

04

City Hall

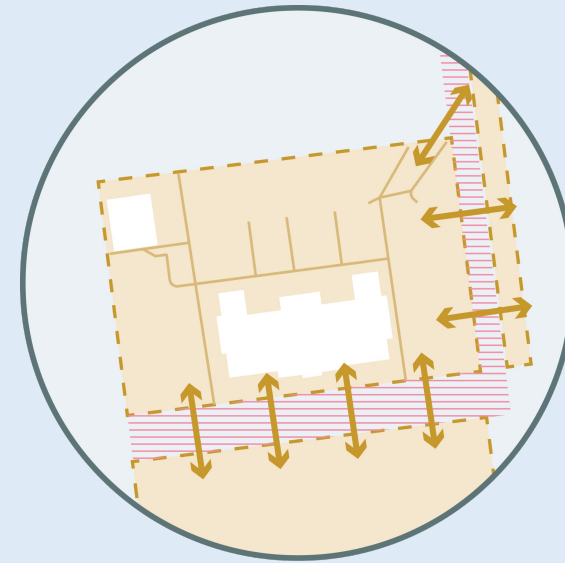
The missing link



Inviting corners

Creating welcoming entry points that enhance accessibility and provide an inviting atmosphere for visitors.

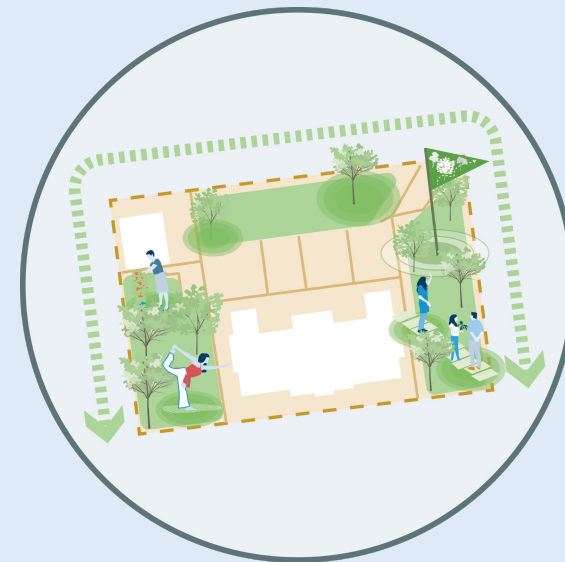
- Enhance entry points for better accessibility
- Create an inviting atmosphere for visitors



Integration with the square and the street

Strengthening the connections between the City Hall area and the surrounding streets and the square, creating seamless interaction

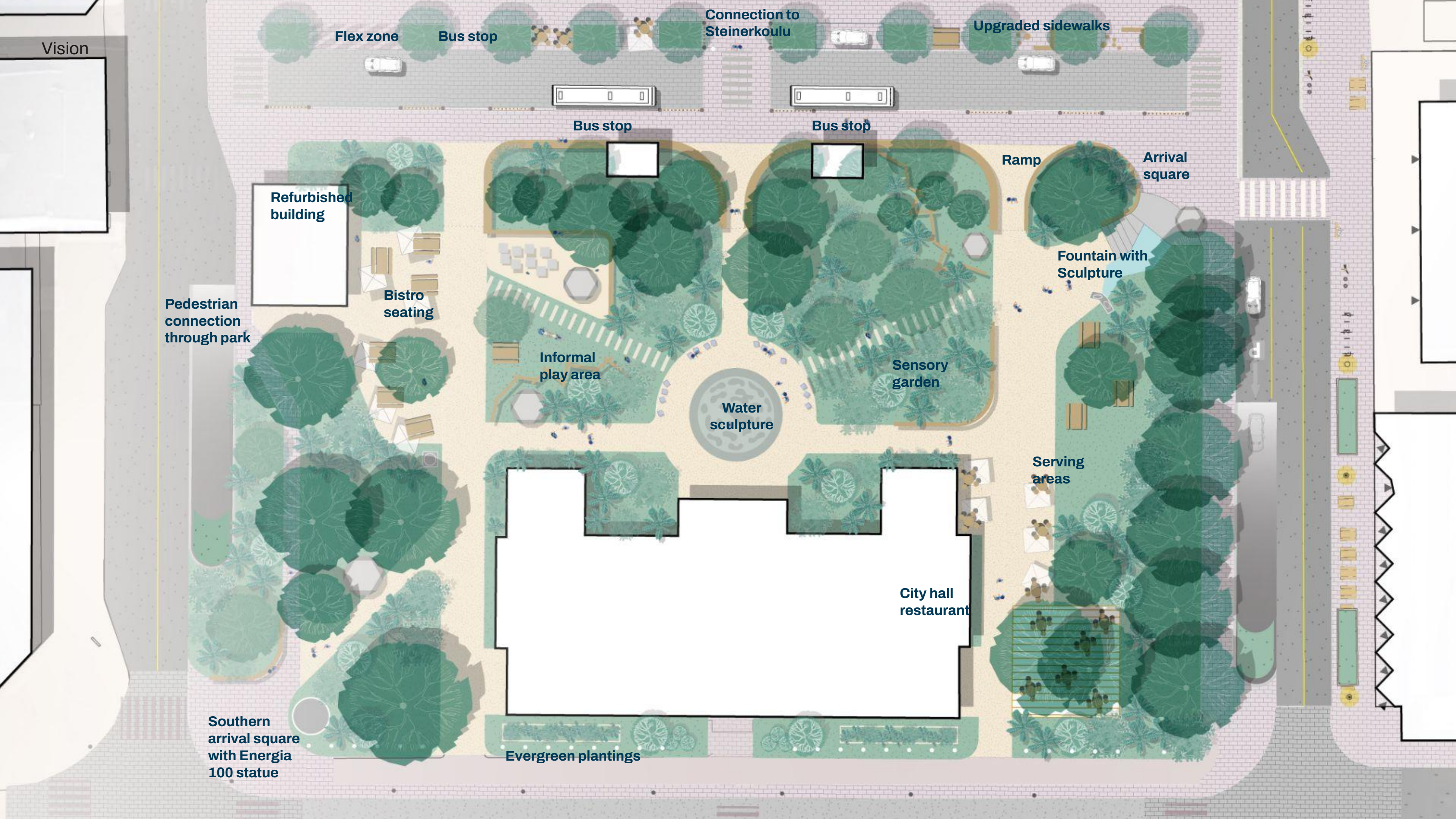
- Strengthen connections between the City Hall area and surrounding streets
- Promote seamless interaction within the square



Enhancing and programming green spaces

Upgrading the green areas and introducing diverse activities to foster a vibrant, sustainable, and engaging public space.

- Upgrade green areas to foster vibrancy and sustainability
- Introduce diverse activities to engage the public space



Vision

Flex zone

Bus stop

Connection to Steinerkoulu

Upgraded sidewalks

Bus stop

Bus stop

Ramp

Arrival square

Refurbished building

Bistro seating

Pedestrian connection through park

Informal play area

Water sculpture

Sensory garden

Fountain with Sculpture

Serving areas

City hall restaurant

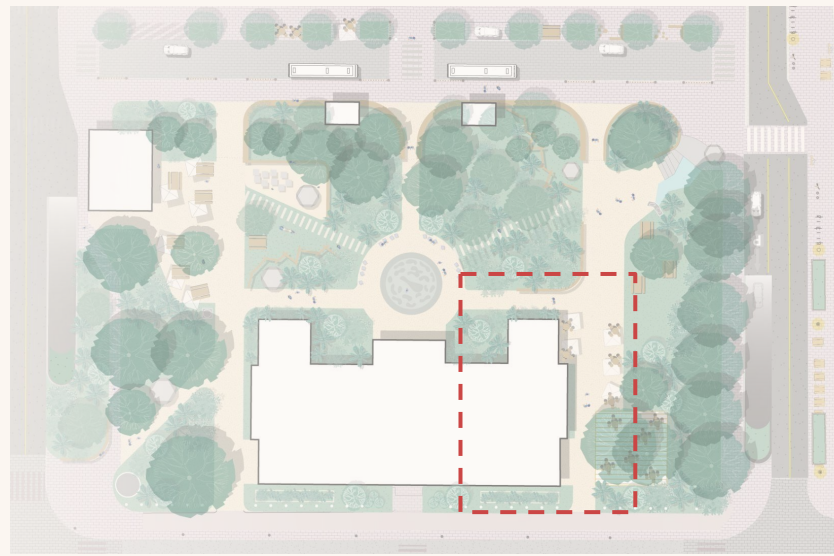
Southern arrival square with Energia 100 statue

Evergreen plantings

Vision

A new dining destination

The West side of the City Hall could be envisioned as a new fine dining experience for both residents and visitors of Kuopio drawing people to the park. By creating spaces for outdoor seating, diners can enjoy the view of both Tori and the park whilst watching their children play in natural playscape.



Serving areas along the edge of historic building



Trees frame and the outdoor serving areas

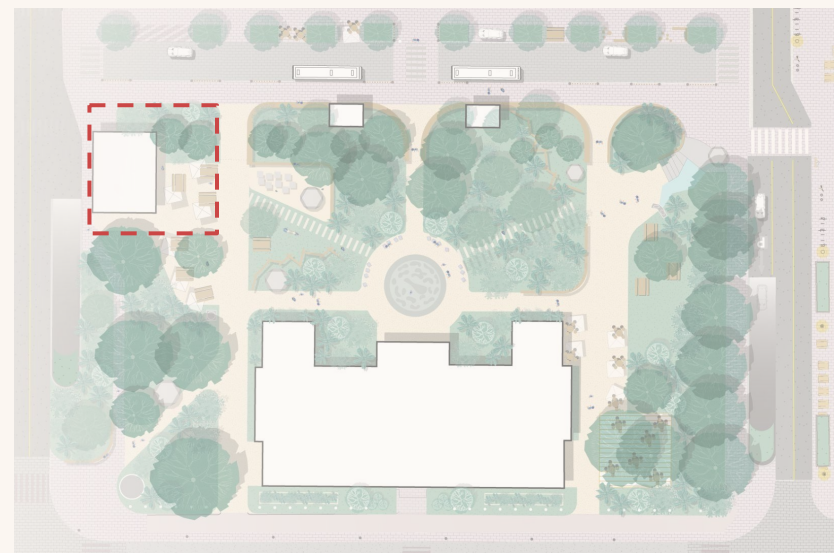


A more refined dining experience

Vision

A new place to relax and drink...

The yellow structure to the North-West of the site could be transformed into a casual cafe / micro brewery where parents are able to relax and have a drink while watching their children play on the adjacent playscapes.



Space for informal and grass roots program



A more rustic and informal experience



Beer garden atmosphere activates this forgotten corner

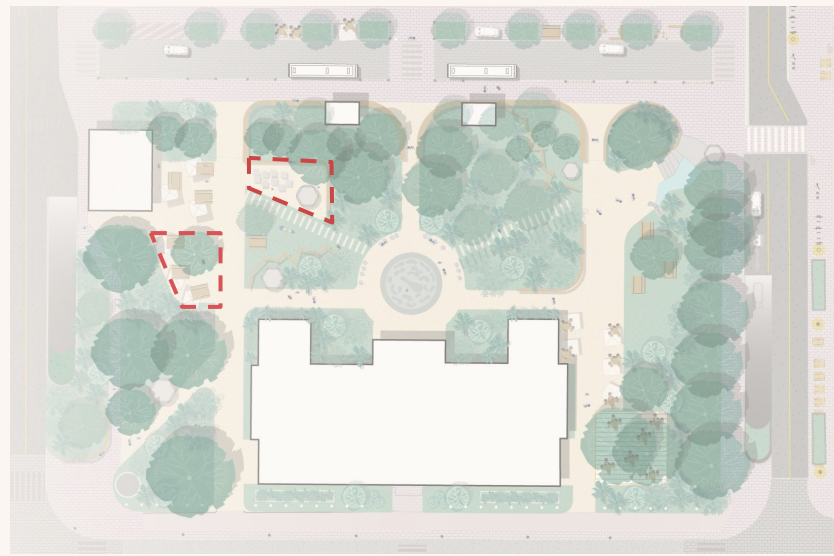


Heated seating in winter

Vision

Art & play for all seasons

Working alongside local artists, sculptures could be designed and implemented within the park which could double as durable 3d playscapes allowing for play even in the winter seasons. The duality of the artwork can therefore create an enjoyable experience for all age groups.



*AI vision image

Sculptural play elements...



*AI vision image

... that work both in summer and in winter!



Sculptures integrated in overall design...



*AI vision image

... function both passively and actively!

Vision

A central feature for all ages

By implementing a non-descript central feature that can be used by children during the day and teenagers in the evening, the transformed park can draw in a number of age groups throughout the day.



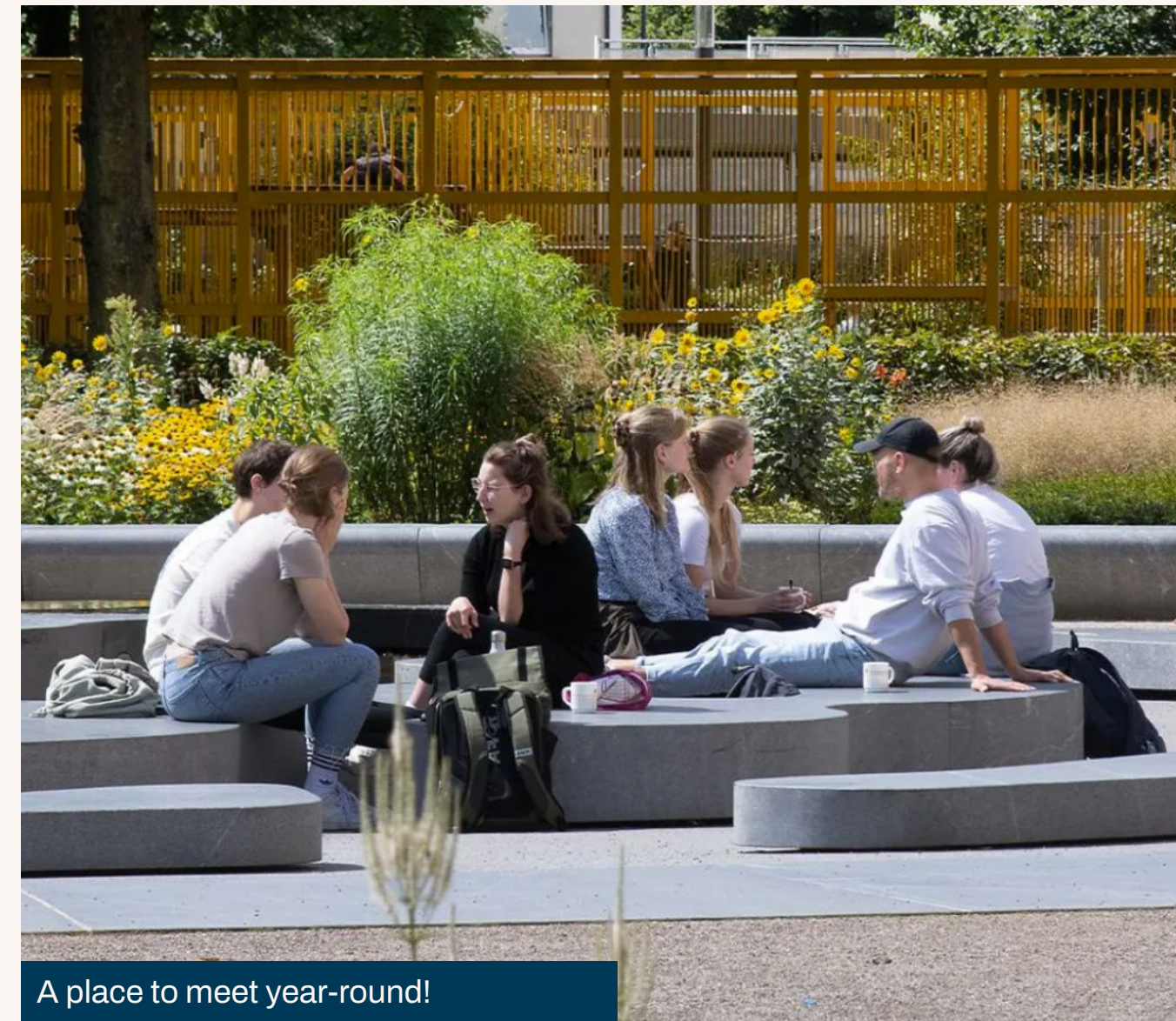
Usable edges



Water as sensory experience in summer



Sculptural features remain visible in winter

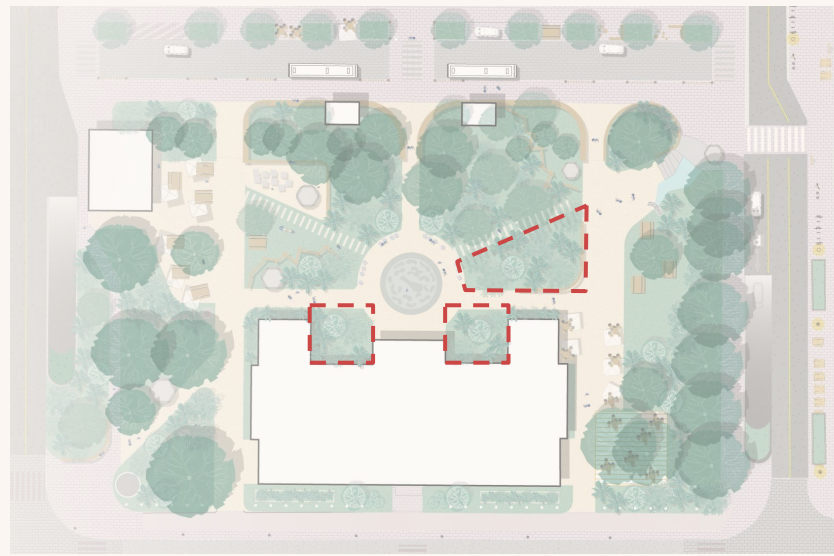


A place to meet year-round!

Vision

Biodiverse playscapes

Introducing biodiversity to Kuopio and especially the city centre is crucial for wildlife to flourish in an urban environment. By incorporating play elements within these biodiverse spaces, children from the nearby school can learn and immerse themselves in an alternative environment.



Play for all ages



Simple installations that do not cost much



Integrated in landscape design

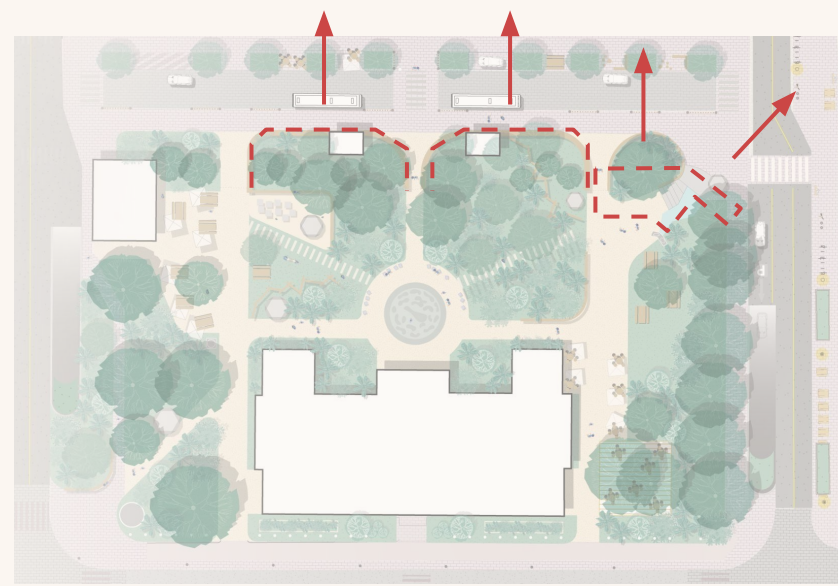


With a nod to nordic landscapes

Vision

An outwards facing park

In order for the park to draw in more visitors and be more welcoming, one of the main interventions was to winden the staircase dramatically to the North-East to draw in travellers from key spine of Puijonkatu. Likewise creating a new bench to frame the park can create a new seating area for children to wait for the bus after school.



Inspired by amphitheaters...



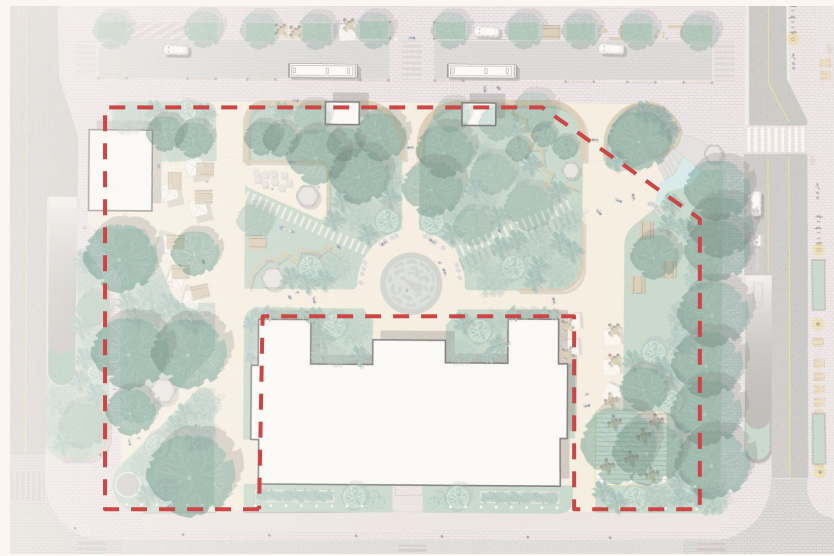
... the townhall park can open itself up



Best practise: Seating edge along New Road in Brighton, England

A change of pace complementing Tori

In order to create a variety of spaces between Tori and the City Hall Park, Tori focuses upon desire lines to go focus on ease of flow with minimal fixed elements. The park in contrast is a place to rest, promotes slower movement and creates more opportunities for rest and play.



A calm green space for lingering and spending time



Formal staying opportunities provide structure



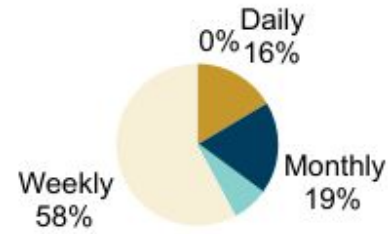
Close-to-nature plantings soften the atmosphere

05

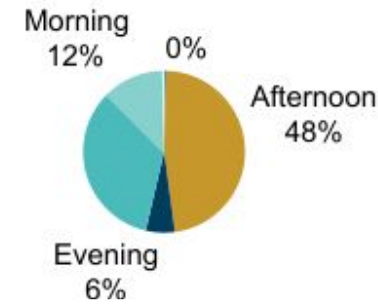
Tori

This is how you felt about Tori in summer...

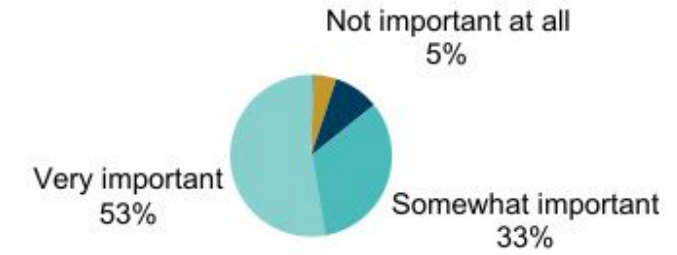
How often do you visit the central market square in the summer?



What time of day do you usually visit the market square in the summer?



How important are child-friendly features in creating a family-friendly market square?



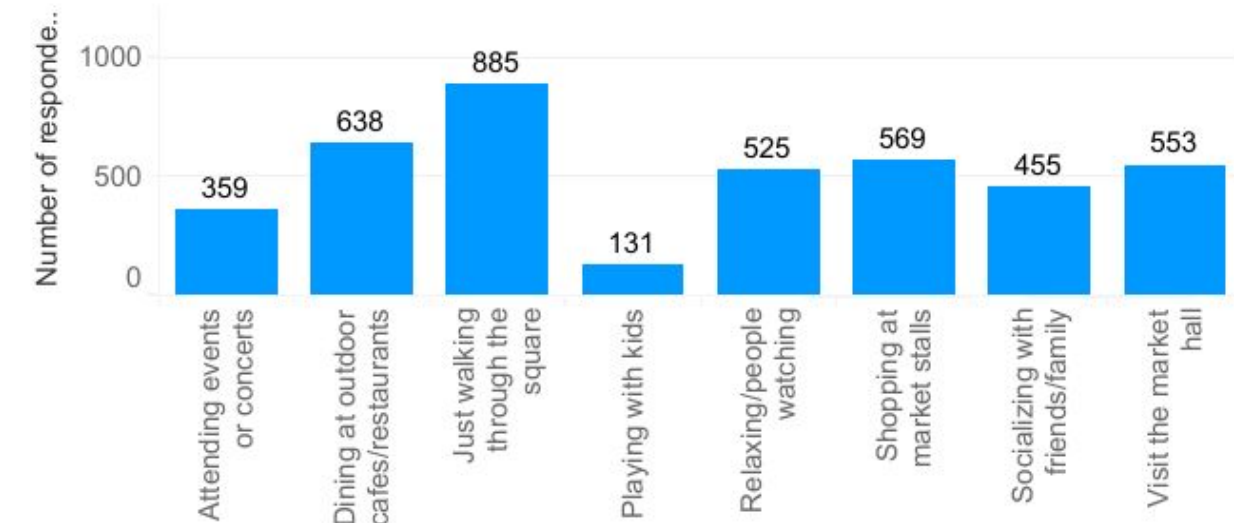
Summer

1,027 respondents with current filters

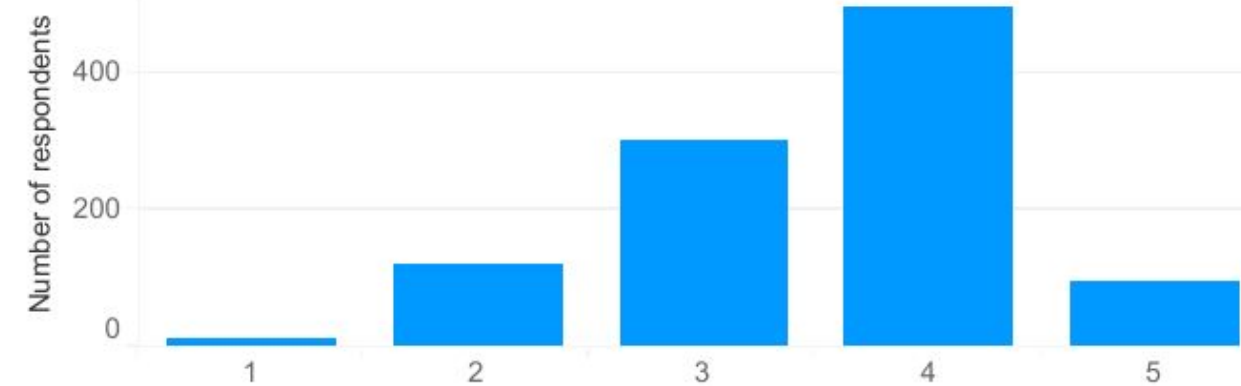
What improvements would you like to see in the market square in summer?

	I don't know	Very low importan..	Low importance	High importance	Very high importa..	Very high Importa..
Adding greenery and flower..	92	26	83	413	356	
Adding seating	136	37	118	395	276	
Better parking facilities	148	237	207	228		148
Big events and concerts	142	62	199	356		181
Colourful planting areas an..	82	18	59	430		381
Development of general an..	135	21	70	430	287	
Development of movement ..	121	14	32	394	377	
Development of road traffic ..	225	77	161	308	172	
Development of shop windo..	131	17	45	352	385	
Enhanced safety measures	289	39	120	354		160
Improved access to public t..	185	117	157	340		152
Improved cleanliness	153	17	61	465		270
Making cycling easier and c..	136	85	127	342	267	
Making parking easier on P..	161	145	216	255	174	
Making walking easier and ..	117	34	84	421	308	
More different kinds of cafe..	154	35	123	374		251
More market vendors	202	31	109	451		177
More restaurant and cafes ..	108	45	118	482		222
More things to do for childr..	275	67	94	344		152
More things to do for seniors	352	63	98	308		119
More things to do for young..	238	46	81	349		212
Nicer public restrooms	90	18	30	302		521
Shady and sheltered rest ar..	74	20	53	490		338
Small events like street mu..	114	31	85	432		291
Summer activities	185	26	123	393		215
Sunny resting areas and pl..	95	27	132	445		276

What activities do you engage in at the market square during the summer?



How satisfied are you with the things to do at the market square during the summer?



... and in winter!

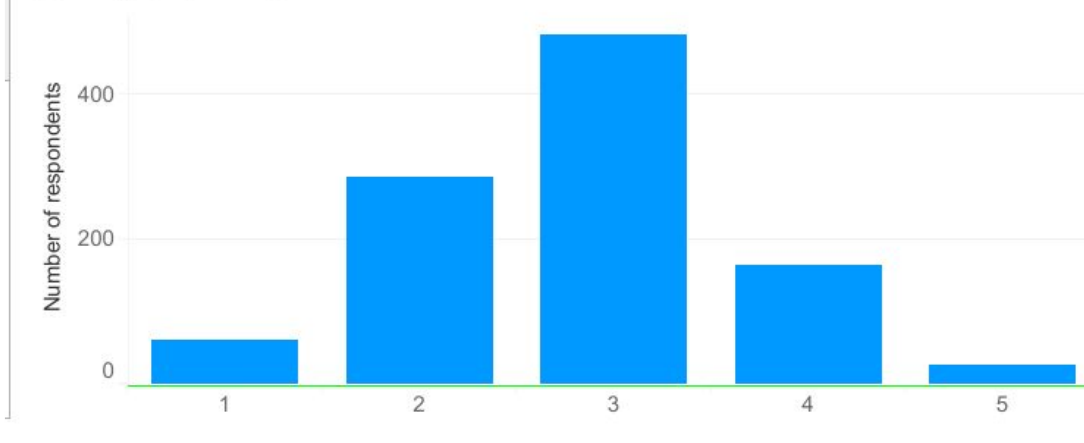
Winter

1,027 respondents with current filters

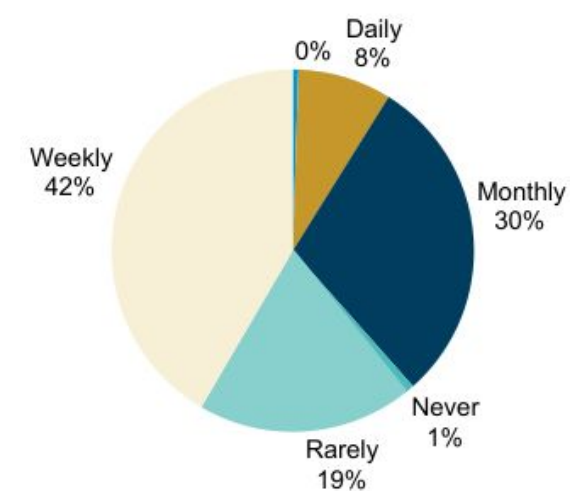
What improvements would you like to see in the market square in winter?

	I don't know	Very low importance	Low importance	High importance	Very high importance
Better general lighting	241	36	185	353	136
Improved snow and ice removal	248	31	106	350	212
More seasonal winter lightning	118	23	103	445	280
More sheltered sitting areas	171	50	157	348	221
More winter activities or seasonal events	148	33	66	499	225
More winter season vendors	253	29	135	358	183
Year-round restaurant and cafes with heated customer spaces	91	28	77	404	371

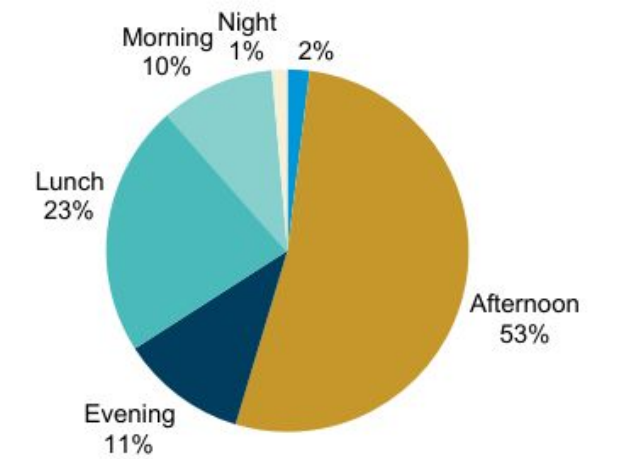
How satisfied are you with the things to do at the market square during the winter?



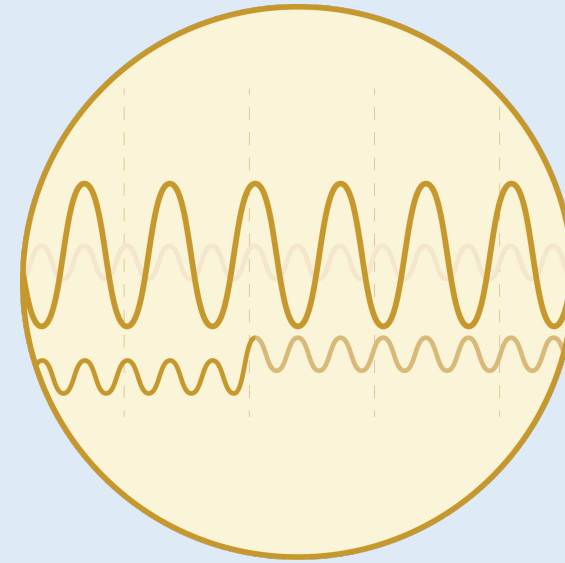
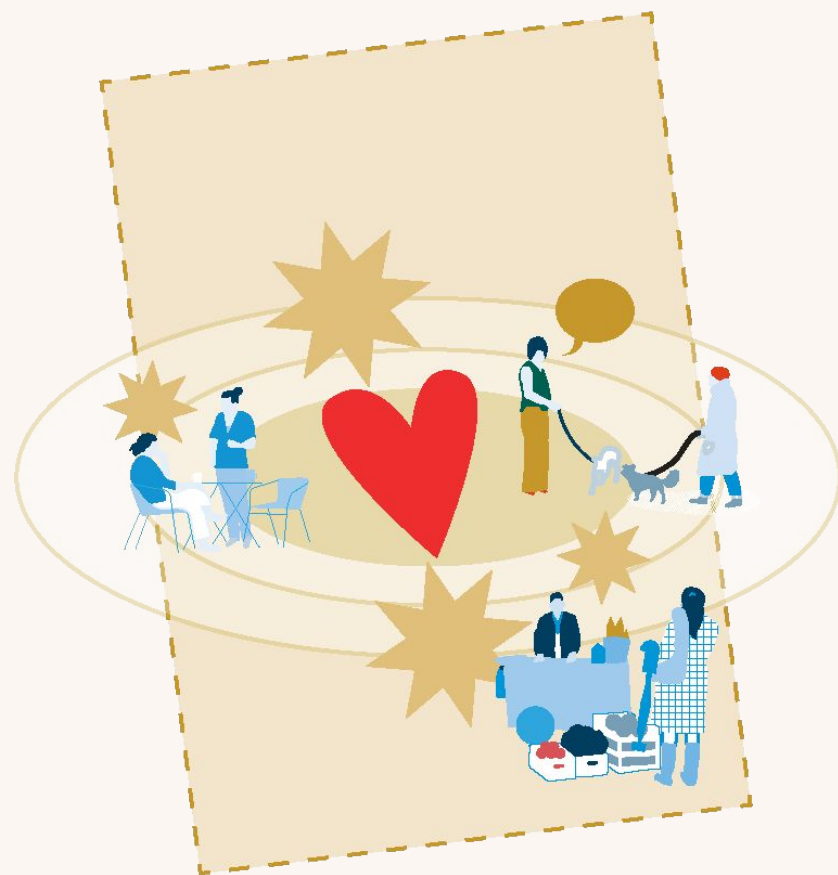
How often do you visit the central market square in the winter?



What time of day do you usually visit the market square in the winter?



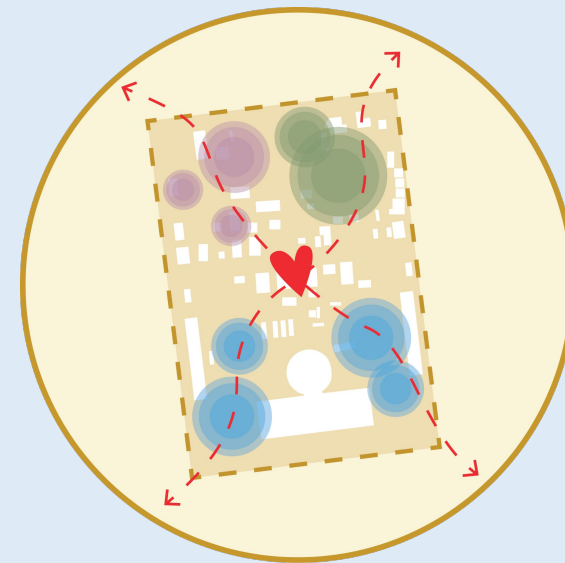
The heart of Kuopio



Balancing activity peaks 24/7/365

Enhancing the vibrancy of Kuopio Market Square by strategically managing peak times for various activities, ensuring a lively atmosphere around the clock and throughout the year.

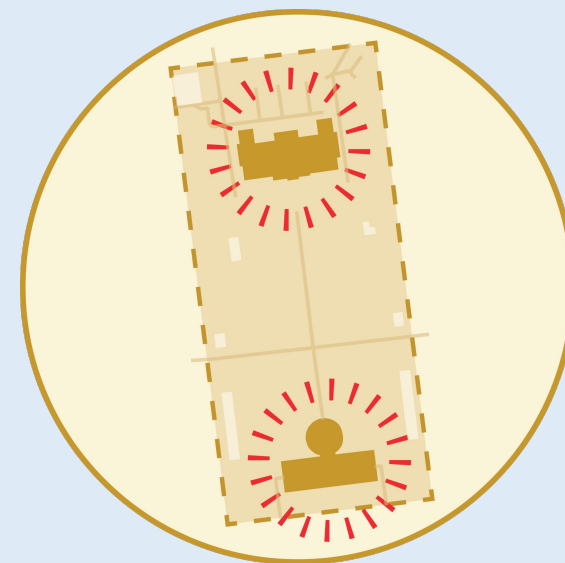
- Filling the event calendar
- Increase everyday activity



Harmonizing Square layout

Creating a cohesive and navigable layout for Kuopio Market Square that optimizes space utilization, facilitating easy movement and interaction for all visitors.

- Designing a cohesive and navigable layout
- Optimizing space utilization
- Facilitating easy movement and interaction



Celebrating icons

Highlighting and integrating key landmarks and historical elements within Kuopio Market Square

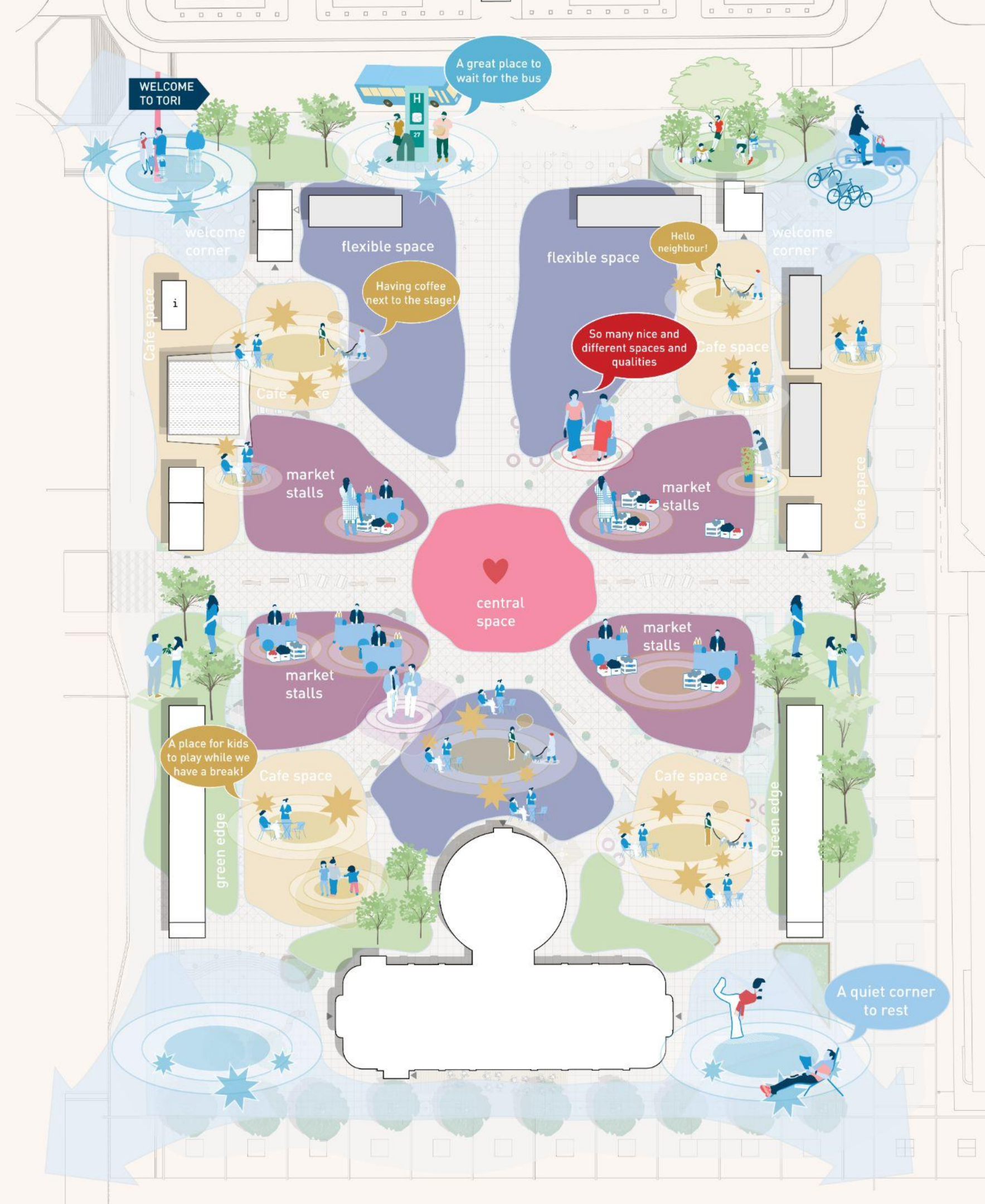
- Integrating key landmarks
- Enhancing the cultural significance of the square

Public Life Vision for Tori

Using a few strategic moves can unlock Tori's enormous potential to become a vibrant community hub. With enhanced pathways for smooth movement and a captivating central feature as its centerpiece, this revitalized space will attract visitors and energize the city.

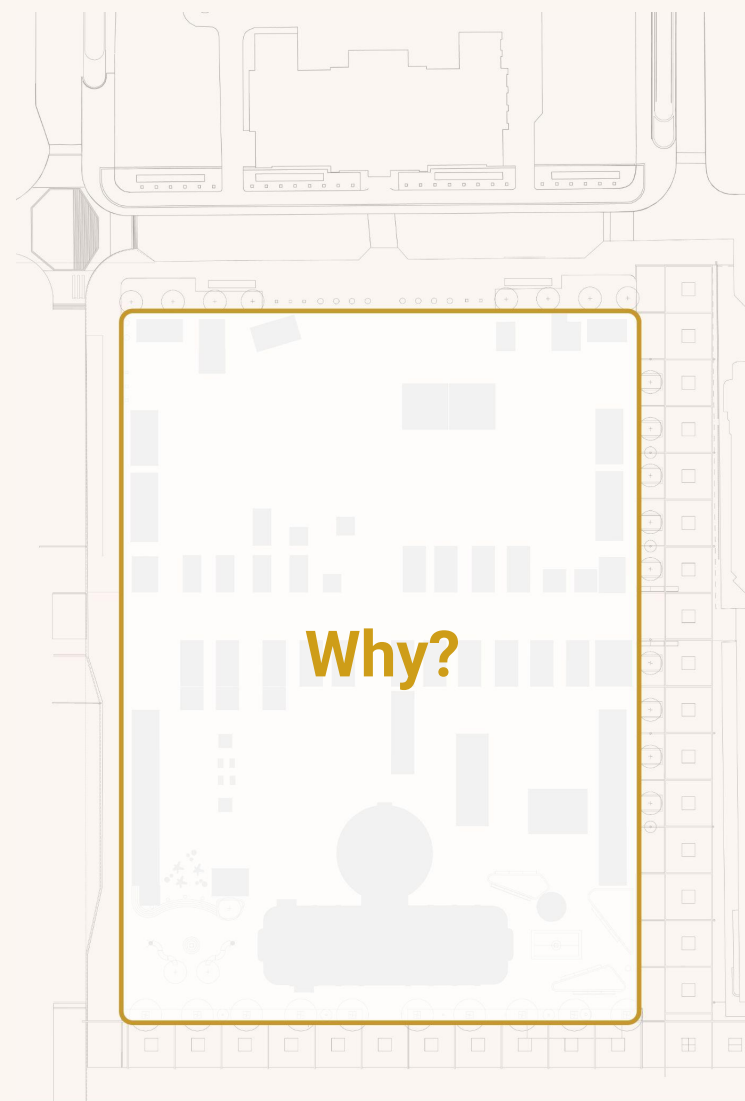
Strategically positioned sightlines will highlight landmarks like City Hall, integrating them seamlessly into the square's daily experience. Integrated access routes and active market edges will optimize space, offering flexibility for diverse activities and ensuring a dynamic, open environment.

This transformation promises to make Kuopio's market square a premier destination, inviting everyone to enjoy a central public space brimming with opportunity and excitement.

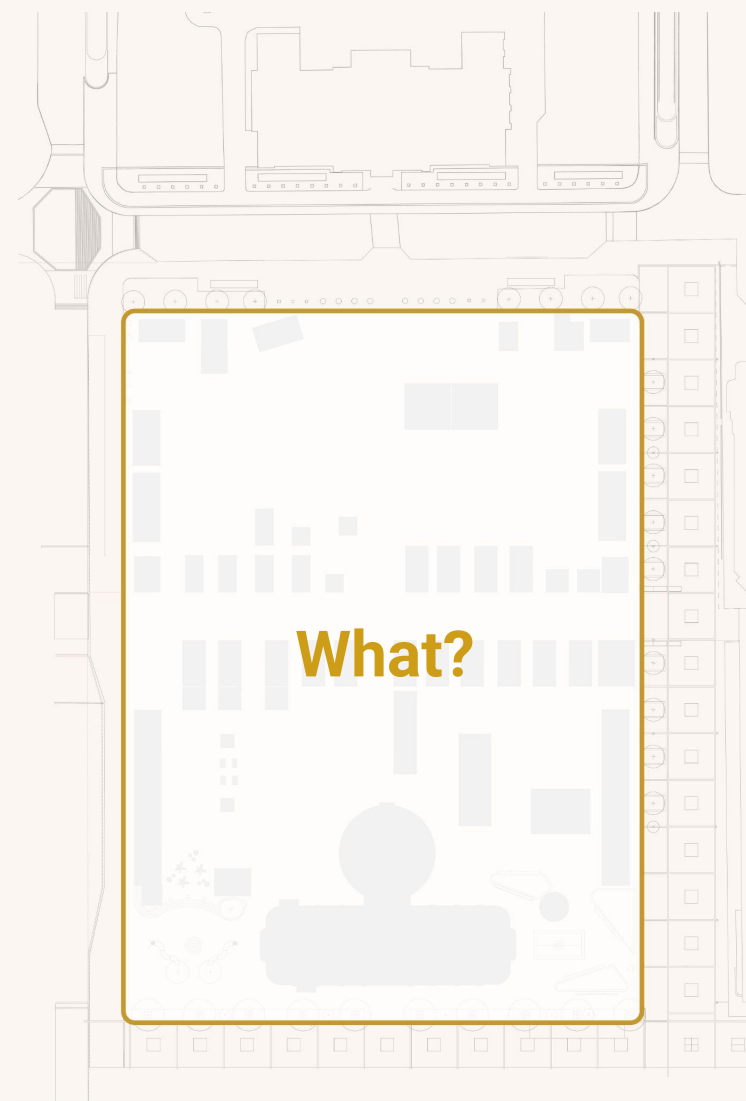


Our Approach to Transforming Tori

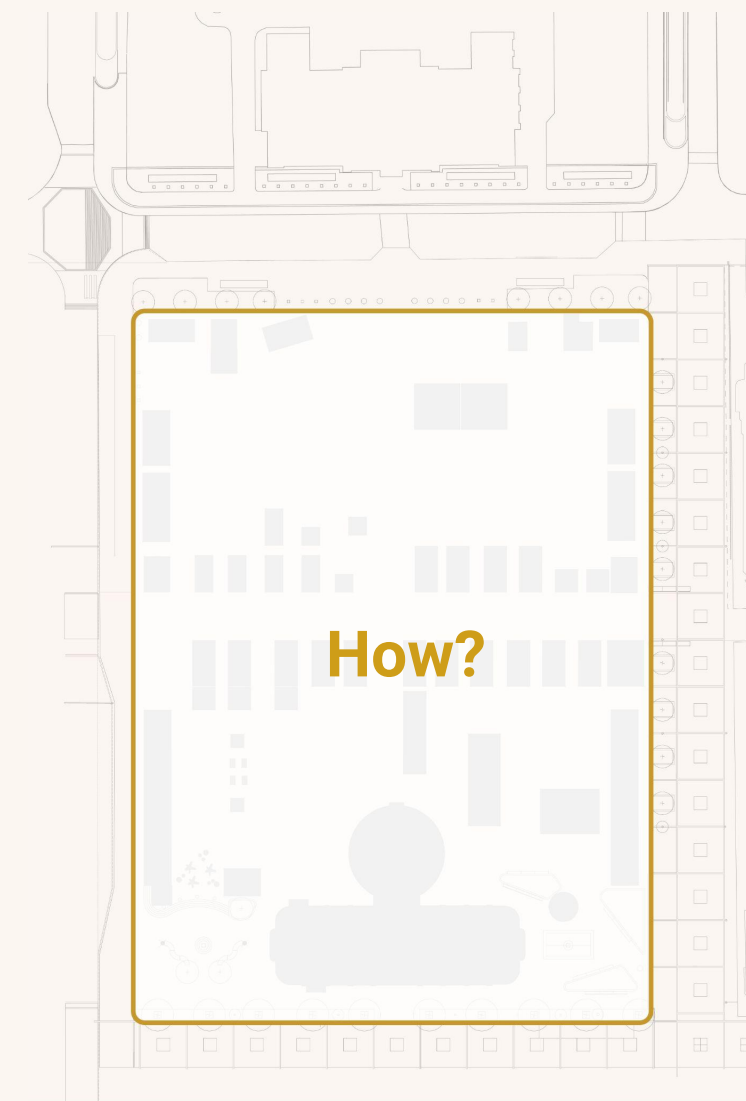
From Identifying Challenges to Implementing Solutions



Identify Challenges



Define Key Moves



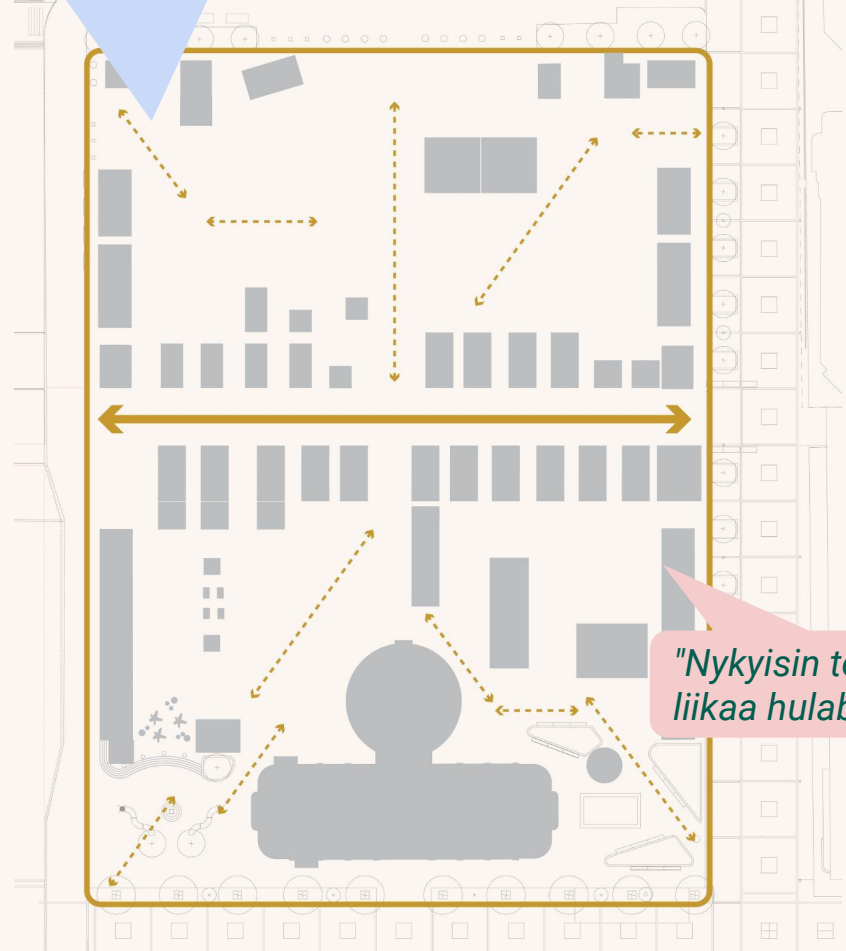
Propose Design Guidelines

01 / Challenge

Lack of hierarchy and clear flows

The market layout currently lacks a defined structure and clear movement paths, making navigation less intuitive for visitors.

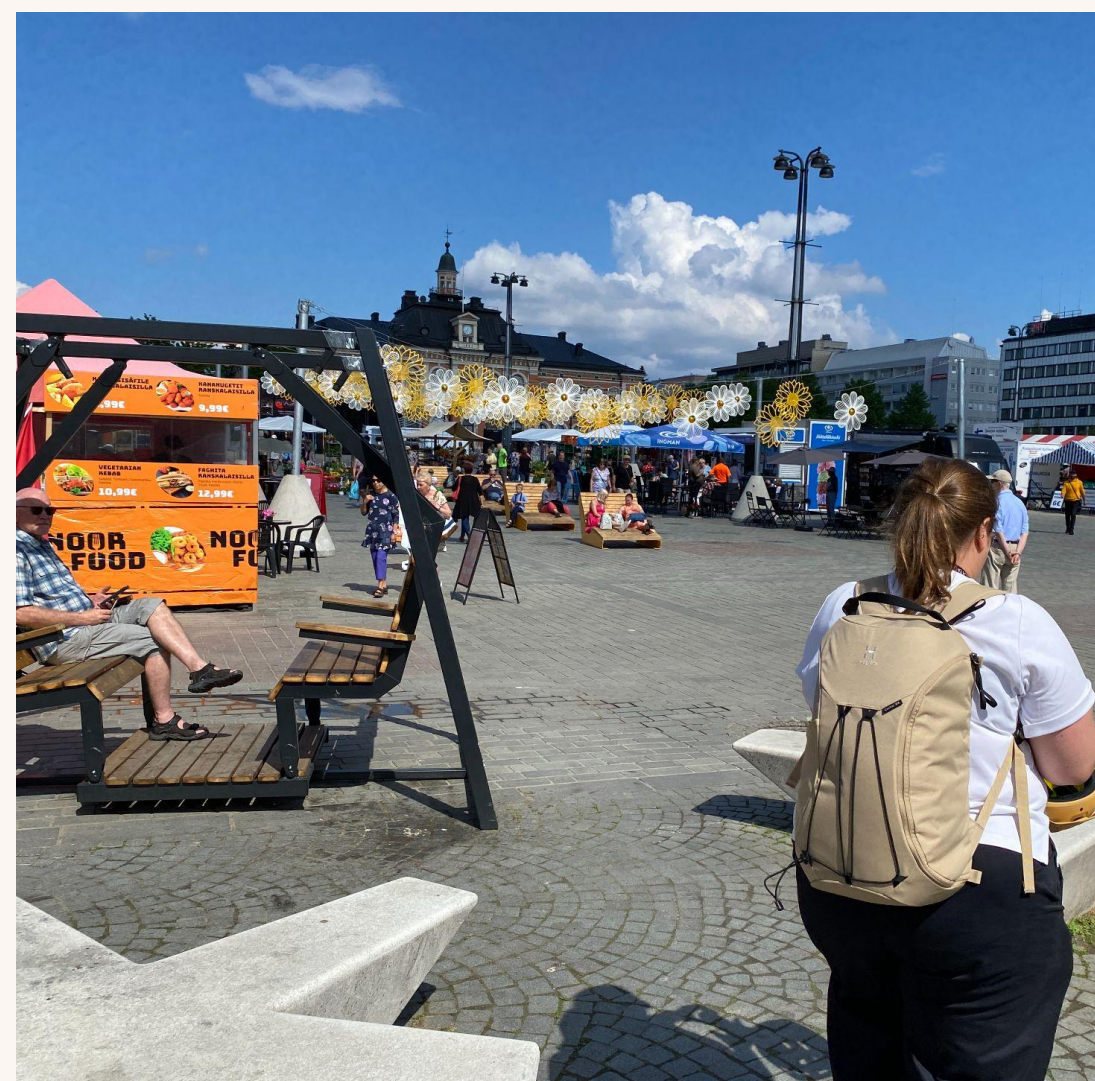
"Tori on kaottinen, usein ei ole selkeitä kulkureittejä torilta esim bussipysäkeille."



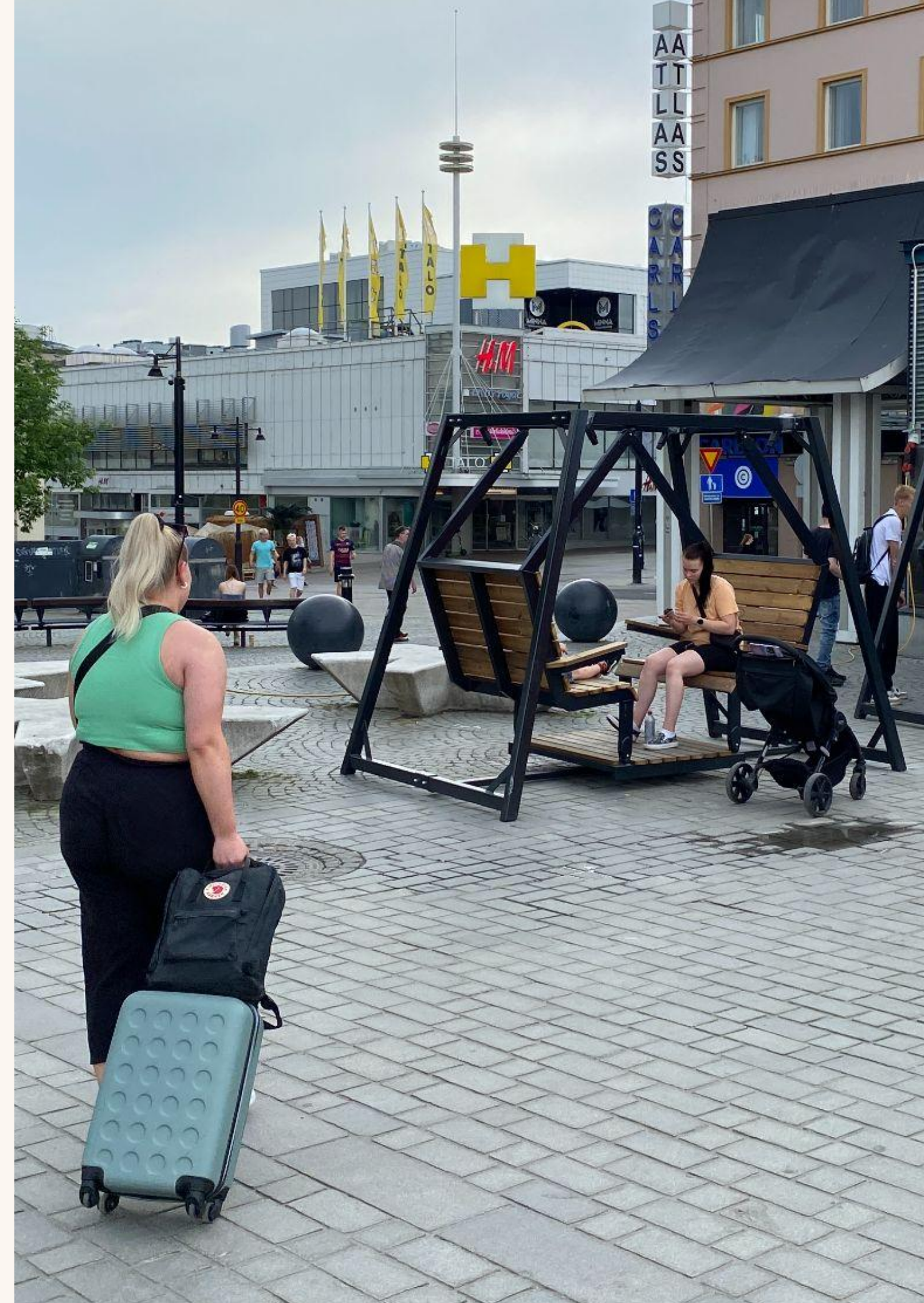
"Nykyisin torilla on liikaa hulabaloota."



City Hall covered by the stage.



Urban furniture disturbs flows...



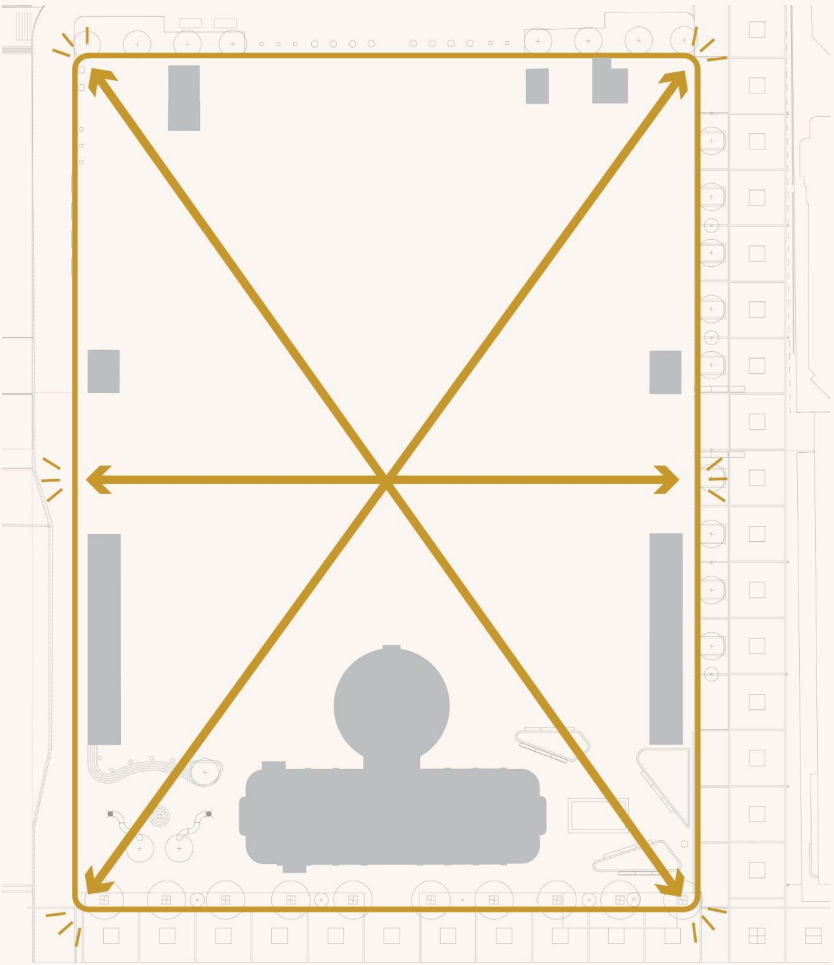
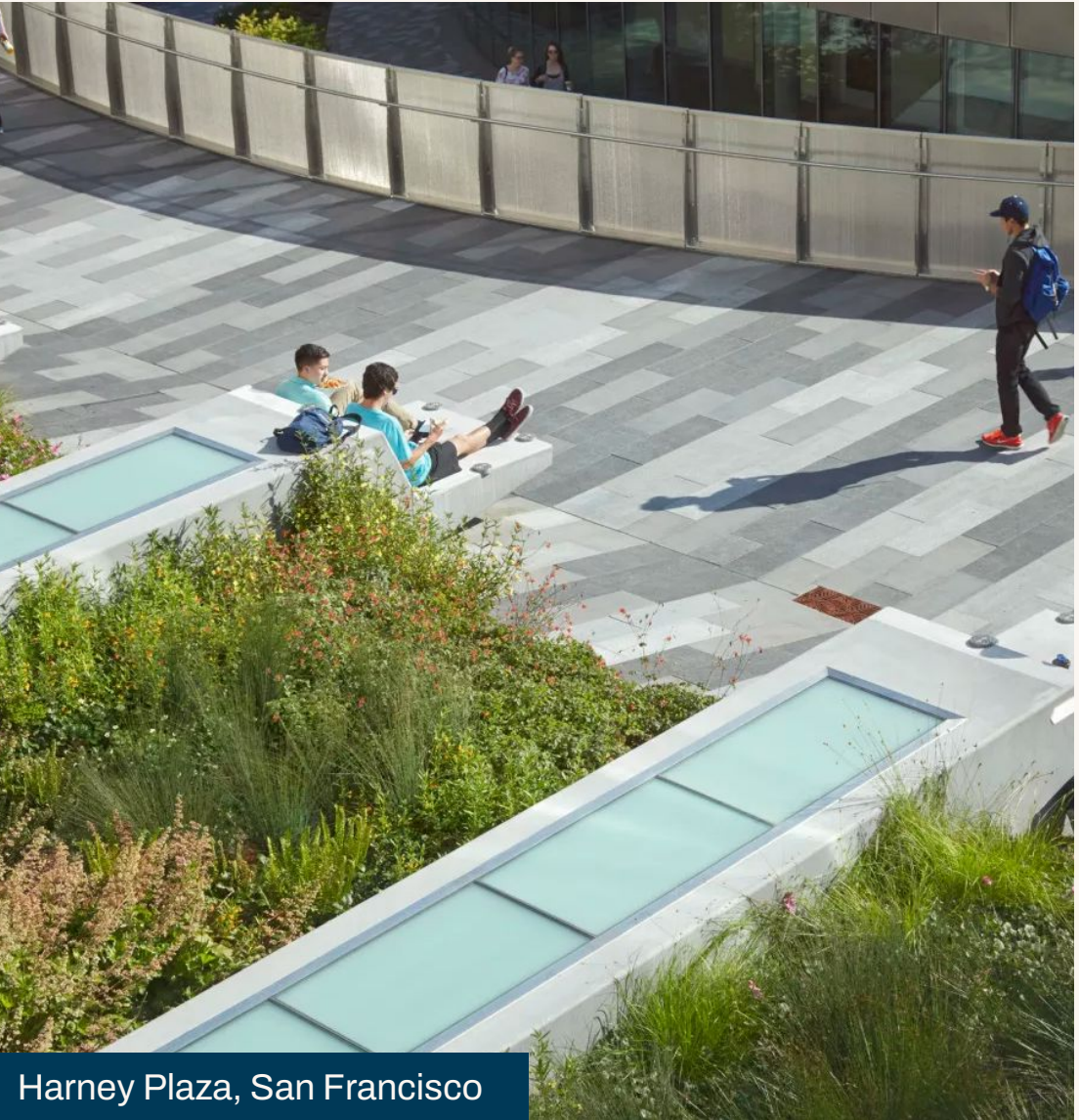
... especially at highly frequented southwest entrance

Market Square

01 / Key move

Enhance Diagonal Connectivity

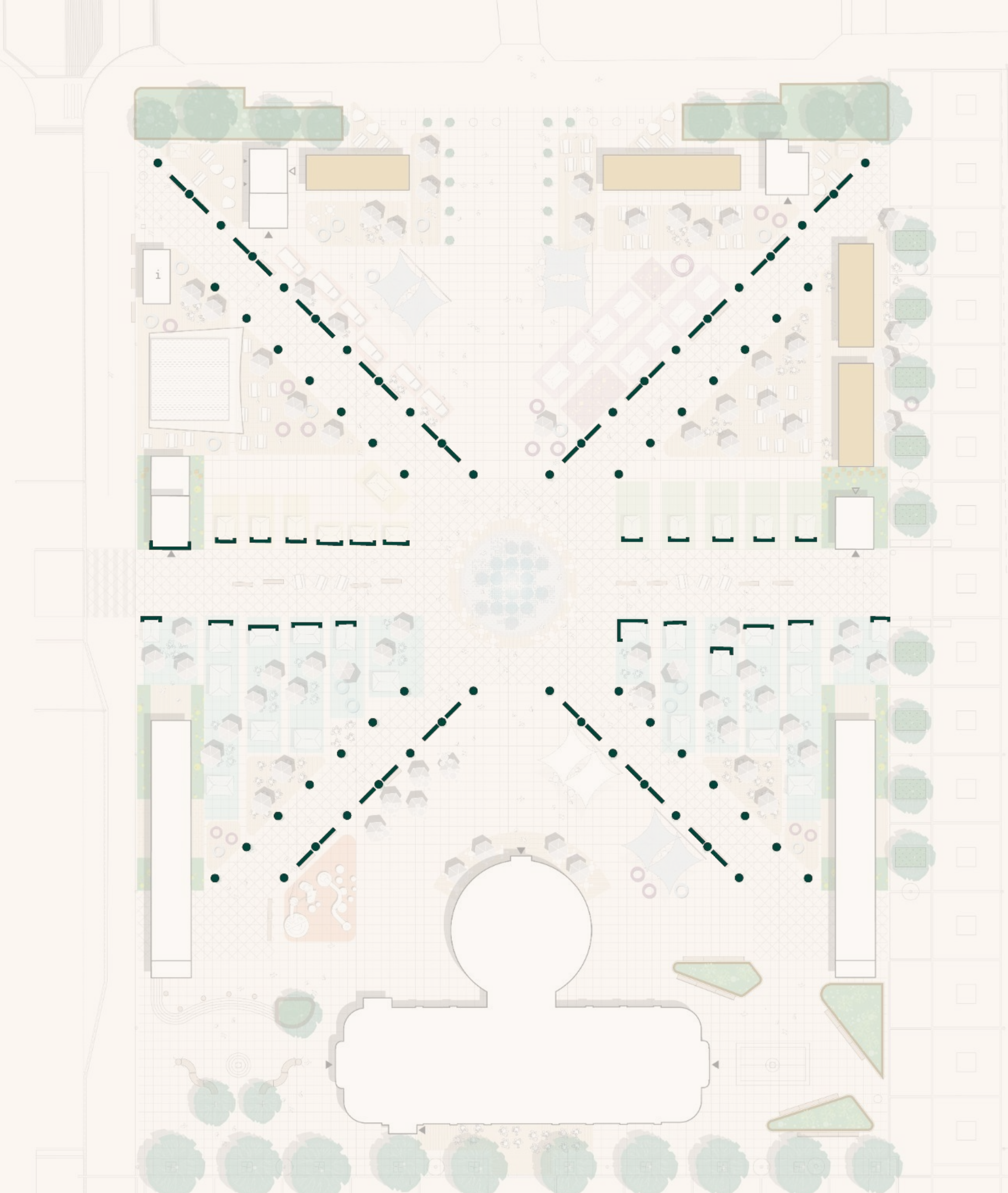
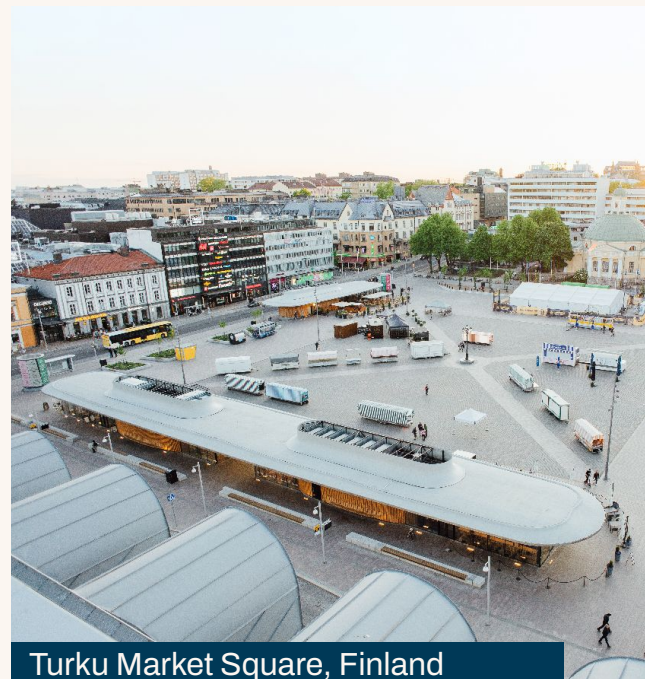
Strengthening diagonal pathways within the market square will improve intuitive movement, efficiently connecting different areas and creating a cohesive spatial experience.



01 / Design Guidelines

Clarifying Primary Routes

1. Incorporate urban furniture to frame pathways and create subtle boundaries.
2. Utilize contrasting pavement patterns or colors to clearly define key routes.
3. Position market stalls, cafes, and other active elements along these primary pathways to enhance the square's vibrancy and organization.



02 / Challenge

Cluttered Centre

The central area has a number of obstacles, which limits open space for gatherings and activities.



Market stalls disturb diagonal flows



Market stalls act as barriers

Market Square

02 / Key move

Introduce a Central Landmark

Establishing a central feature as a visual and social anchor will encourage visitors to gather and interact, revitalizing the market square.



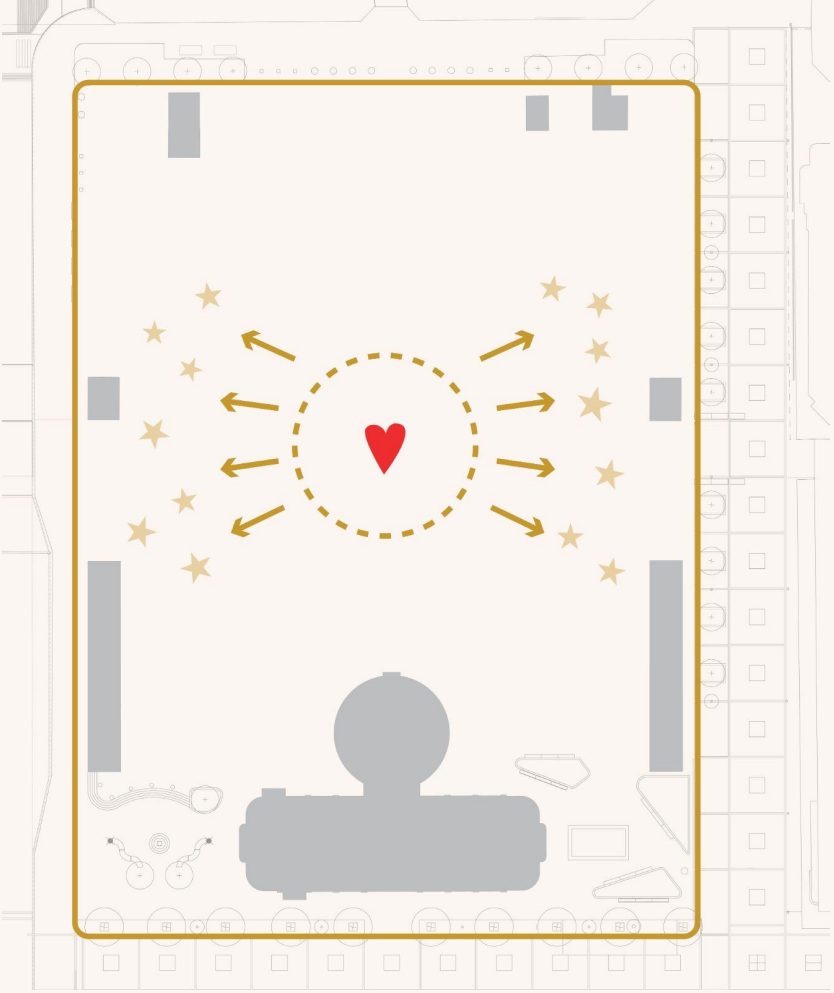
30th Street Station Porch Swings, Philadelphia



Kulturvet, Copenhagen



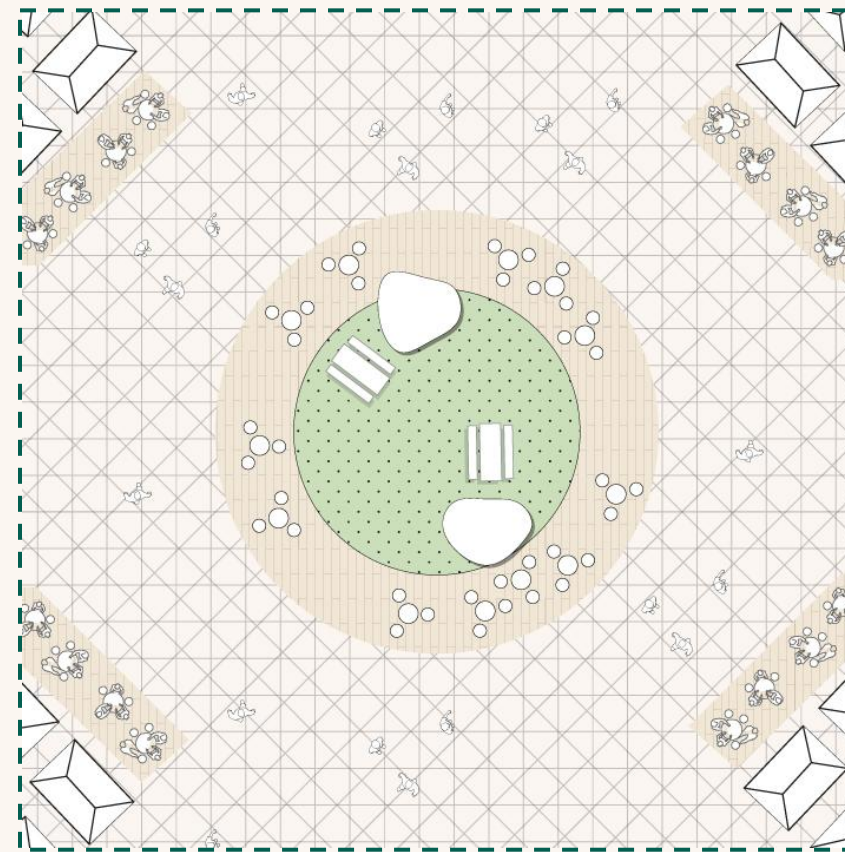
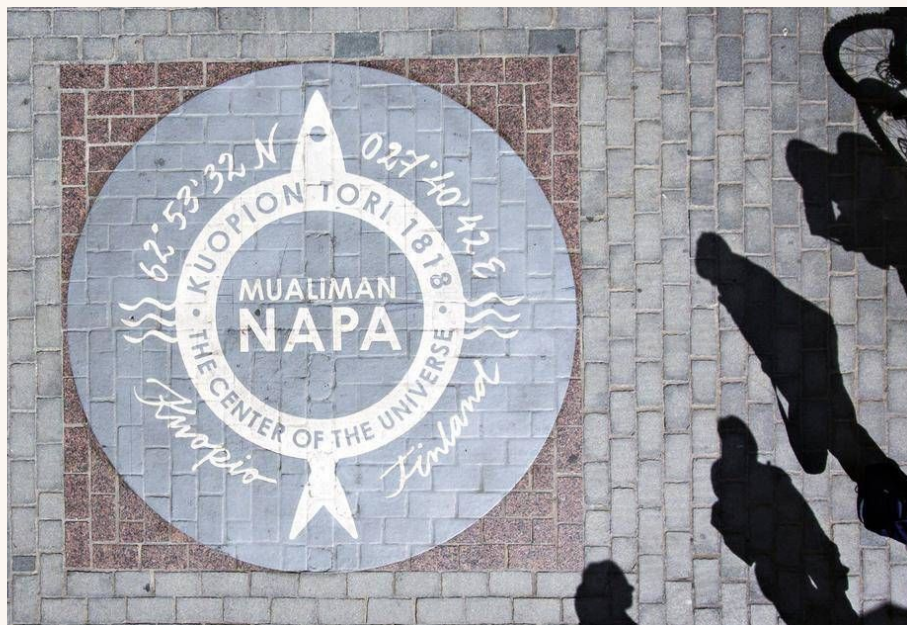
Plaza Mayor, Madrid



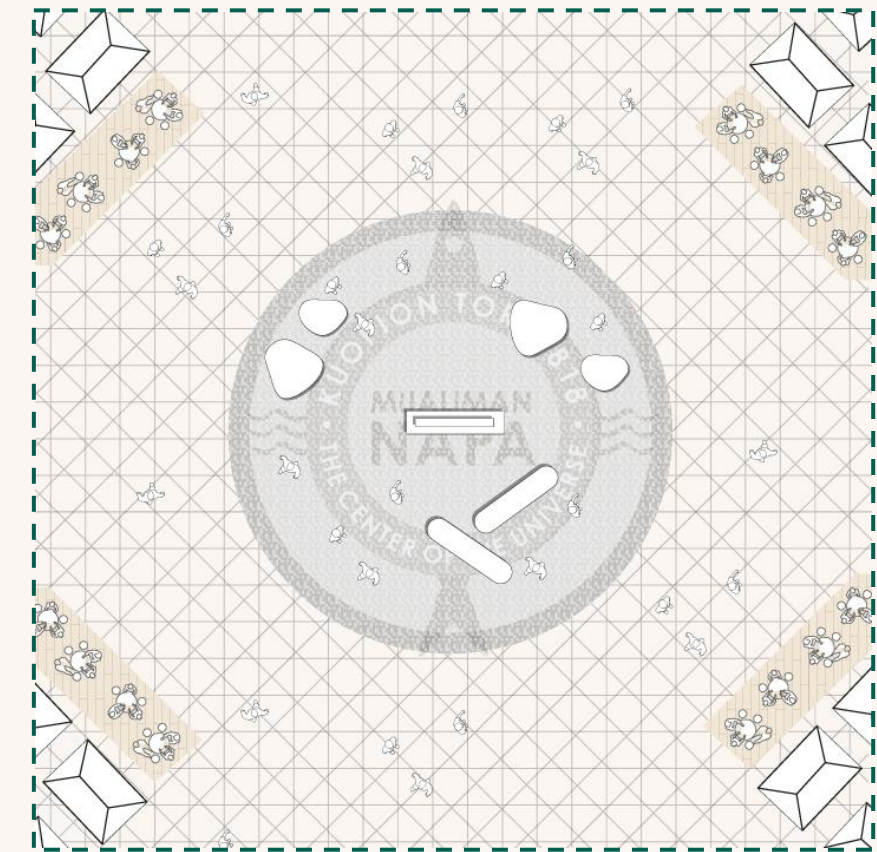
02 / Design Guidelines

Year-Round Active Central Feature

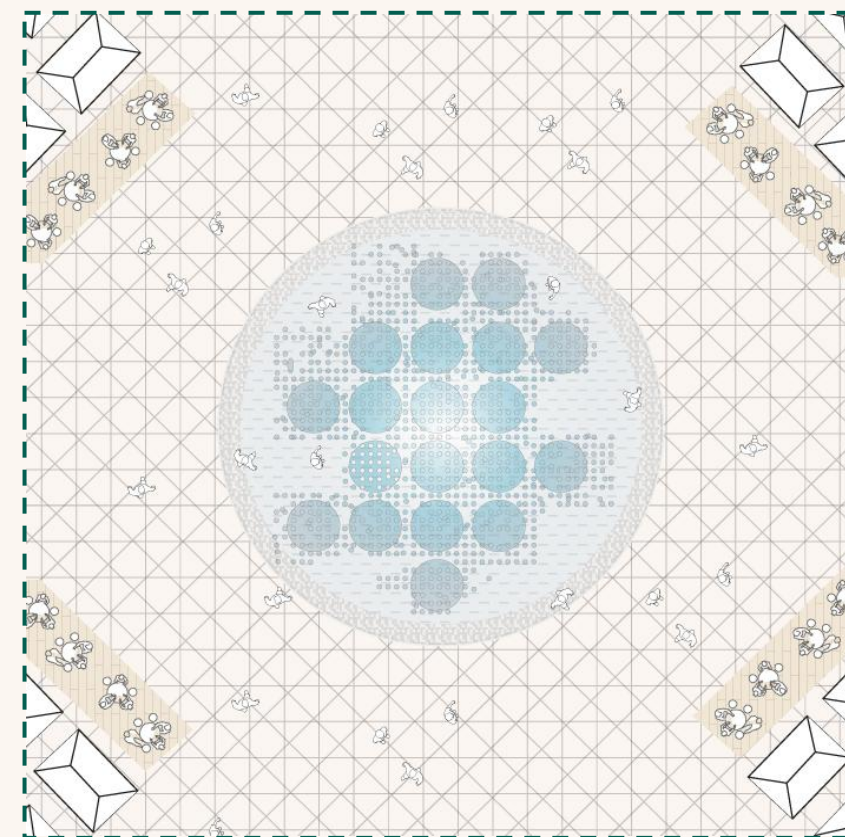
1. Create a space that stays active year-round, incorporating features like a splash fountain in summer and an ice rink in winter.
2. Use established identity of Kuopio Market square: Mualiman Napa
3. Ensure the central feature is adaptable for different events, from concerts to seasonal markets, making it a dynamic focal point.



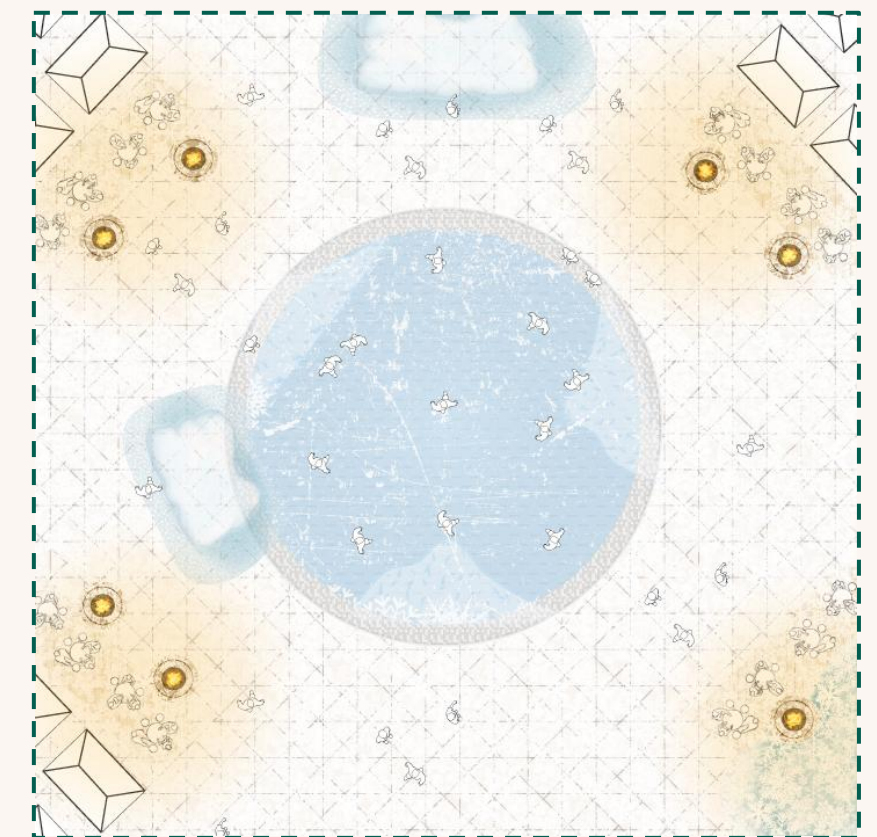
Option 1
Green centre with seating



Option 2
Mualiman Napa sculptural element



Option 3.1
Splash fountain in Summer



Option 3.2
Ice rink in Winter

Best Practice / Guelph Market Square

Active community hub throughout the year

The Guelph Market Square serves as an exemplary case study for integrating a dual-purpose splash fountain in summer and an ice rink in winter within a central public space. The design creates a year-round hub that remains vibrant and active, regardless of the season. During warmer months, the fountain with programmable jets attracts families and provides a playful, cooling space. In winter, the same area transforms into an ice rink, drawing visitors for skating and winter festivities.

By implementing a similar concept in Kuopio, the market square can achieve similar success, ensuring it remains a central, dynamic space throughout the entire year. Additionally, such a permanent installation can be specifically adapted to accommodate Kuopio's sloped terrain, solving the issue of flattening the area for temporary ice rinks. This would provide a flat, consistent surface for both summer and winter activities, ensuring ease of use and long-term functionality.



Guelph Market Square in summer



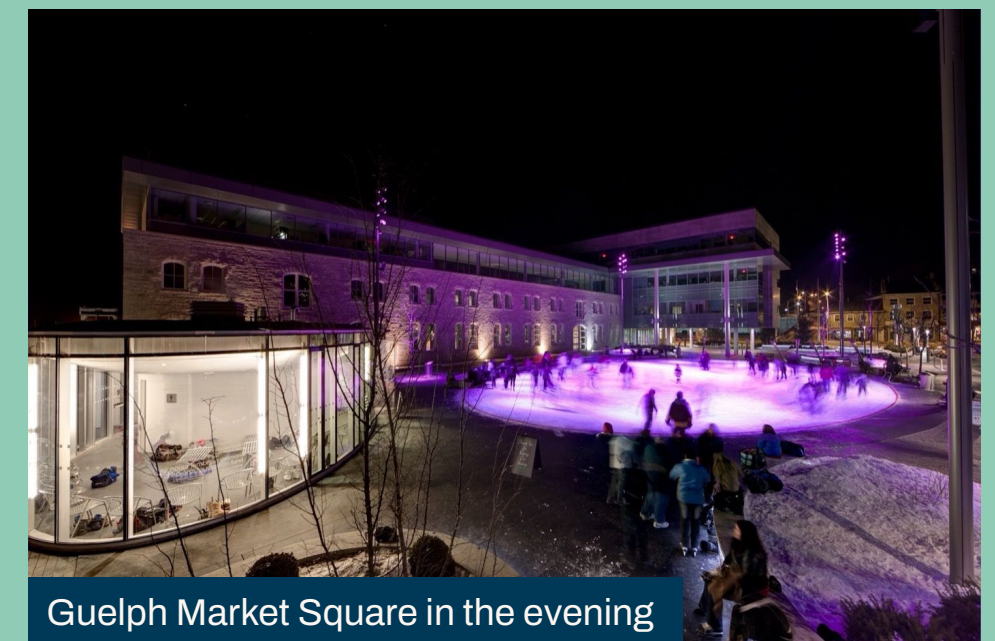
Guelph Market Square in winter



Guelph Market Square in the evening



Guelph Market Square in the evening



Guelph Market Square in the evening

03 / Challenge

Obscured Sightlines and Landmarks

There a lack of clear sightlines within the market, which makes orientation and landmark visibility less effective.



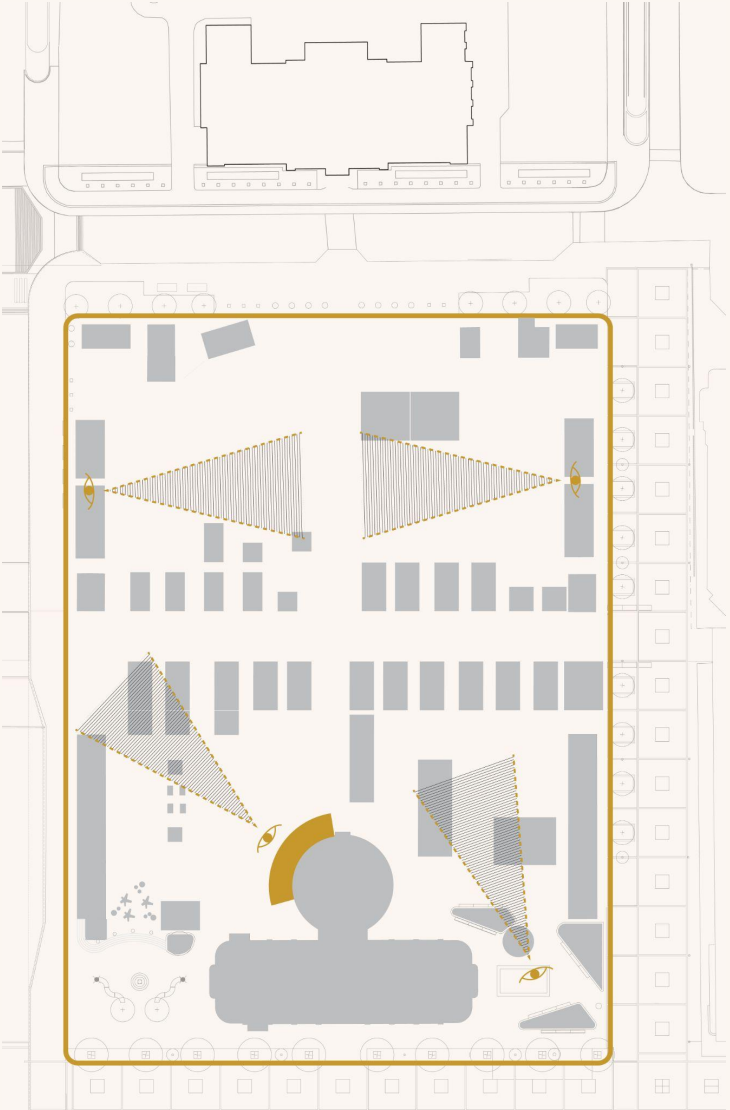
Market hall covered by the stage



City Hall covered by the stage



Undefined sightlines from cafe areas

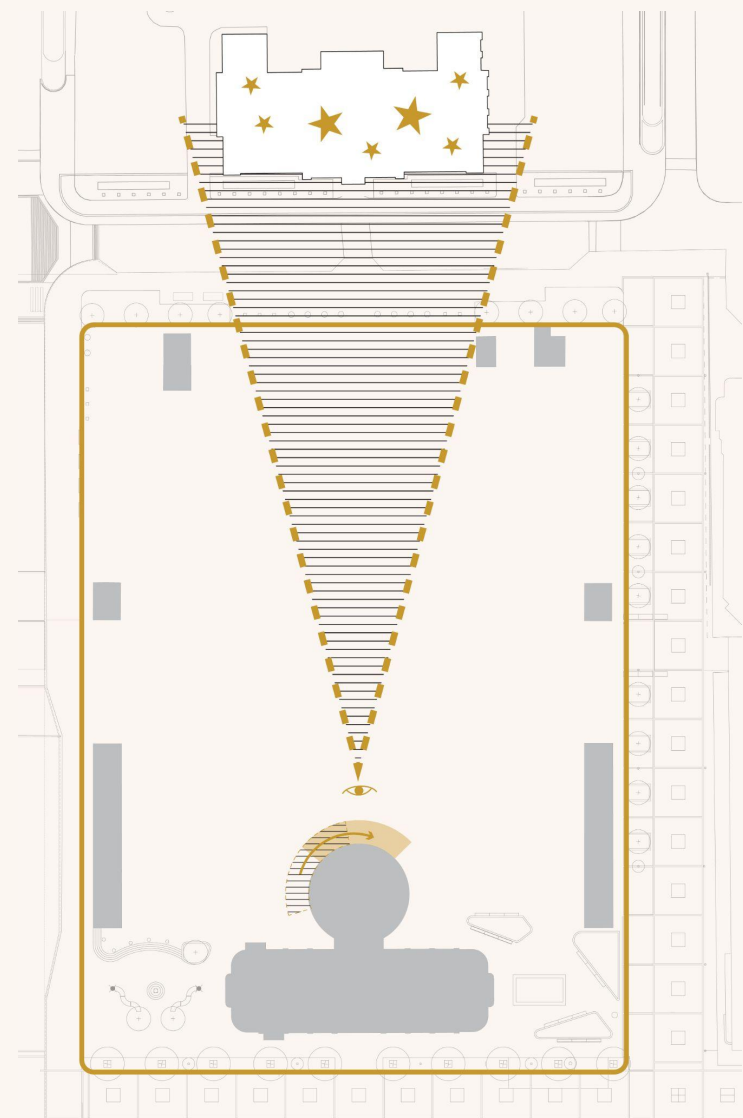


Market Square

03 / Key move

Establish viewpoint towards landmarks

Aligning sightlines towards prominent structures like the City Hall emphasizes their importance and integrates them into the daily visual experience of the space.



Light festival, Copenhagen



Church of Our Lady of the Rosary of Black Men, São Paulo



Old Market Square, Nottingham

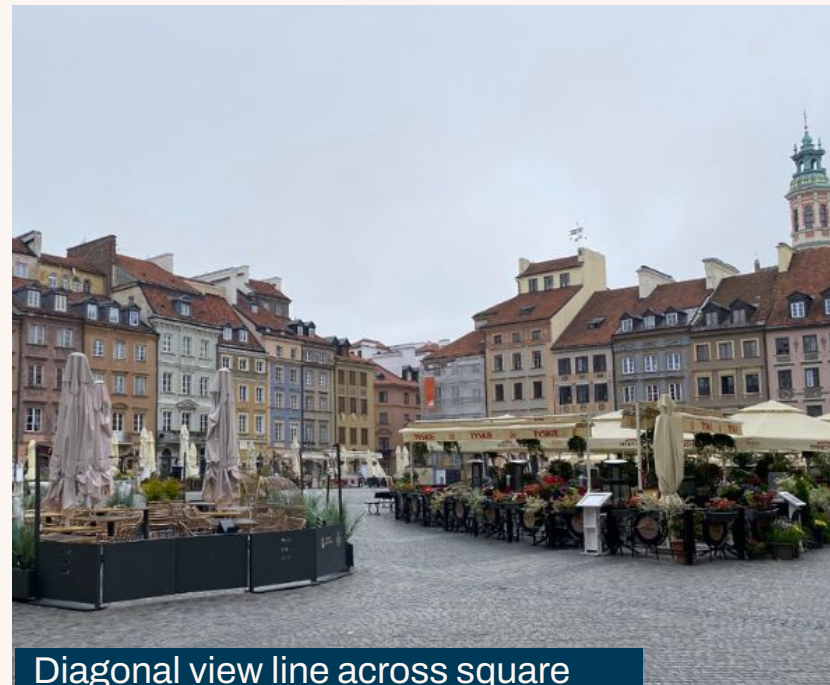
03 / Design Guidelines

Establish viewpoint towards City Hall

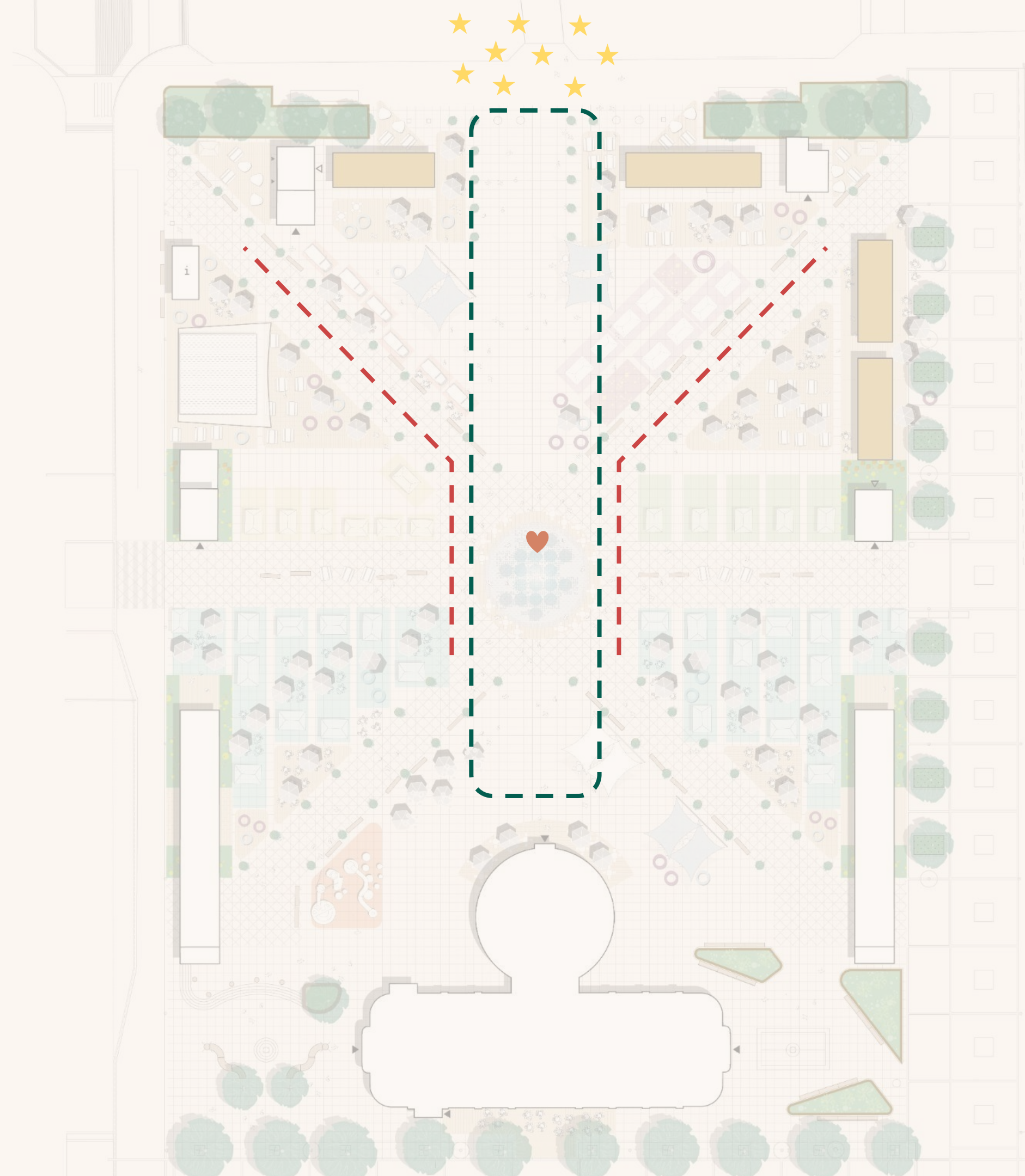
1. Position lower height features in the central area to maintain unobstructed sightlines.
2. Use market stalls and other elements to frame the view rather than block it.
3. Design the central feature to complement rather than compete with surrounding landmarks, ensuring a harmonious visual environment.



Monuments help with identification



Diagonal view line across square

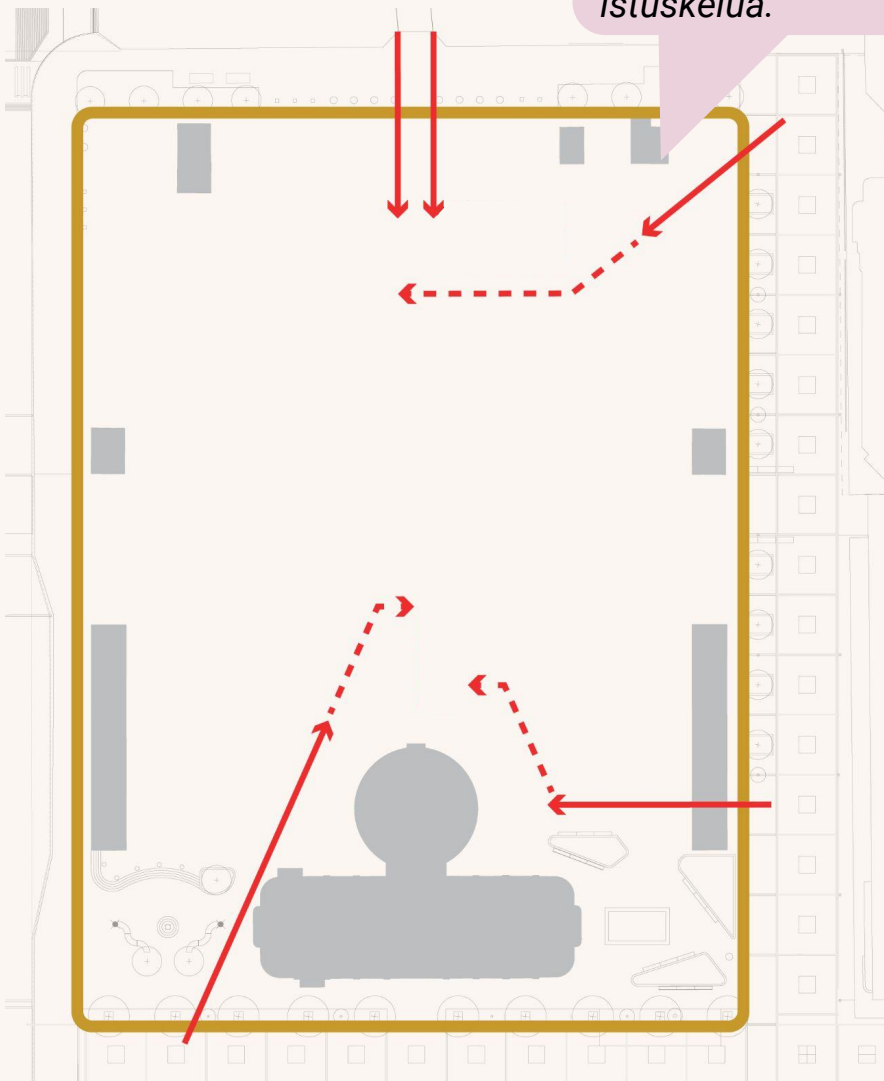


04 / Challenge

Disrupted Flow Due to Service Routes

Service routes currently intersect with pedestrian paths, causing disruptions in flow and accessibility.

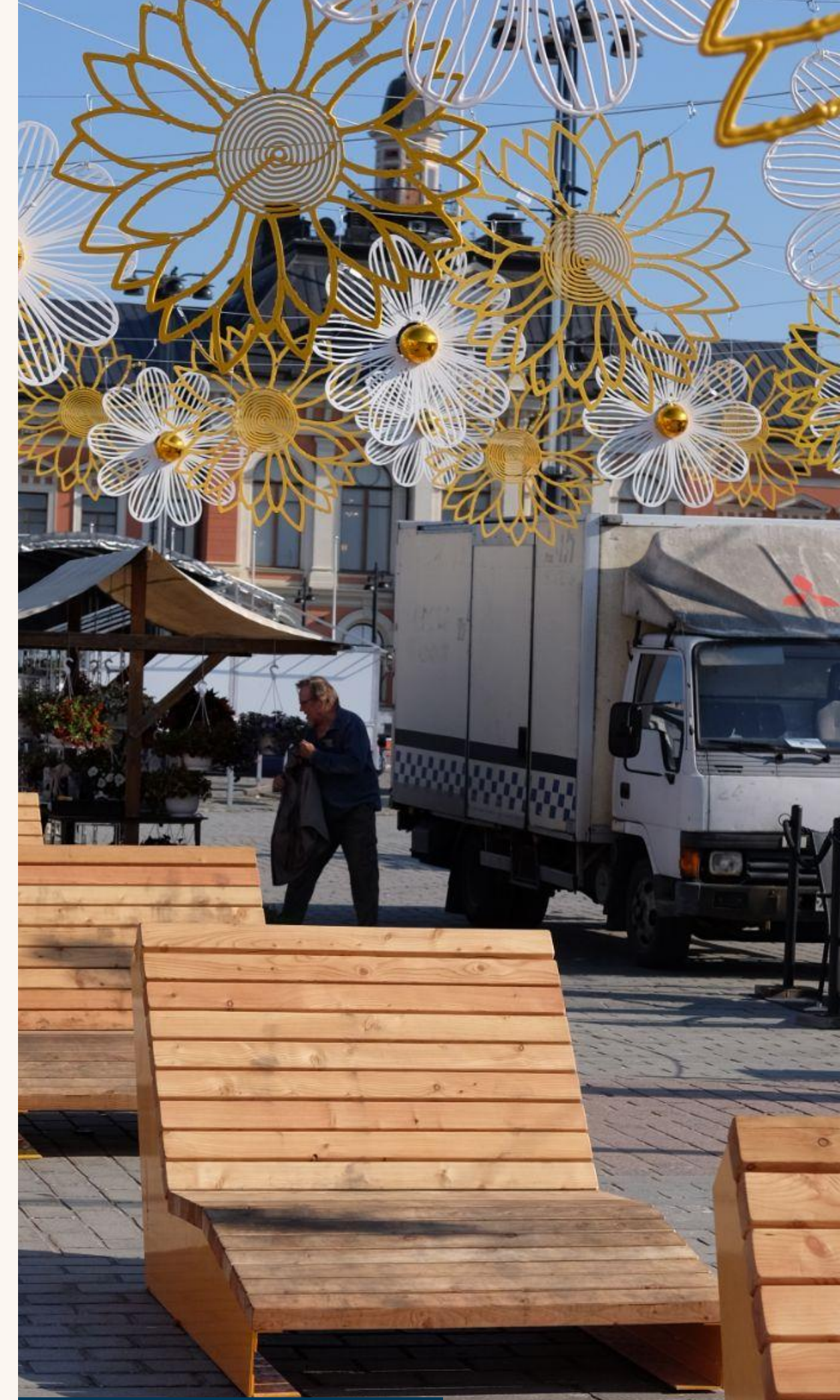
"Torin puhdistus koneella häiritsee toisinaan kahviloissa/terassilla istuskelua."



Trucks parking on the square



Delivery trucks arriving at peak hours

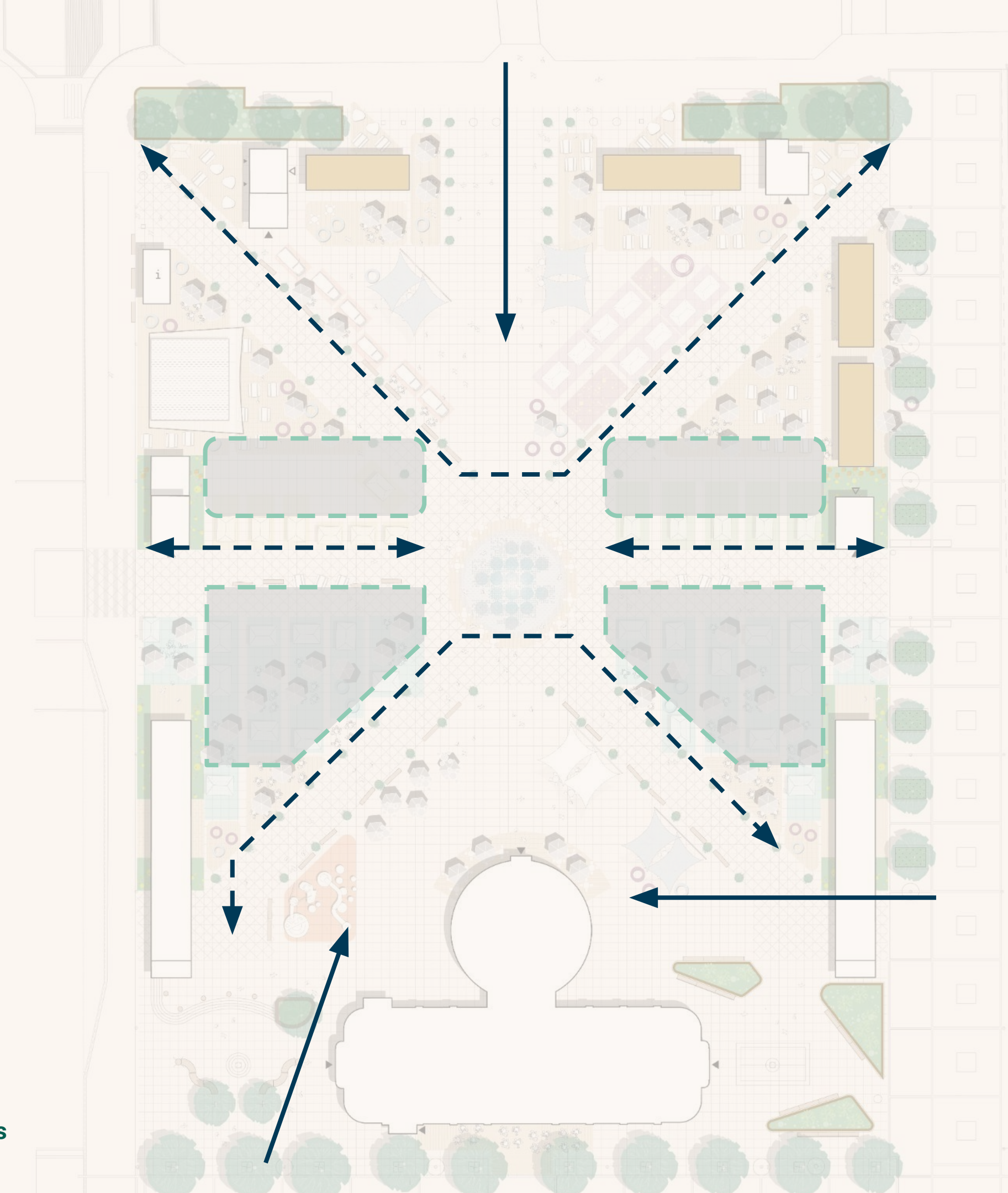
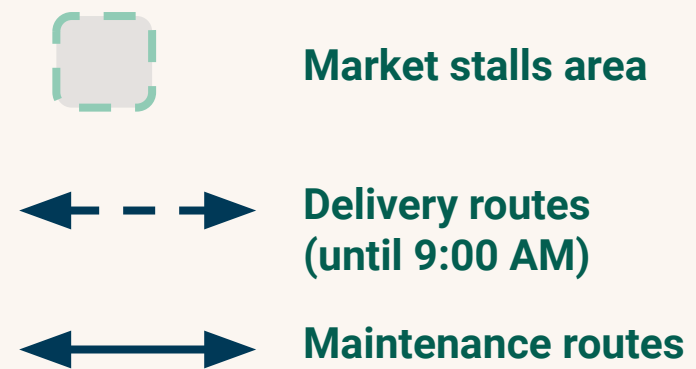


Delivery trucks next to seating area

04 / Design Guidelines

Organise delivery routes along the diagonal

1. Utilize new diagonal routes for early-hour delivery access to reduce congestion during peak times.
2. Restrict delivery access to before 9:00 AM to ensure unobstructed pedestrian movement throughout the day.
3. Utilise existing maintenance routes, limiting their use to off-peak hours, to maintain a smooth flow in the square.



05 / Challenge

Few active edges on the market square

The backside of the market faces the square, creating inactive areas that miss opportunities for engagement and functionality.

"Ruuha aikana eteneminen vaikeaa ja osa kojuista jää käymättä."



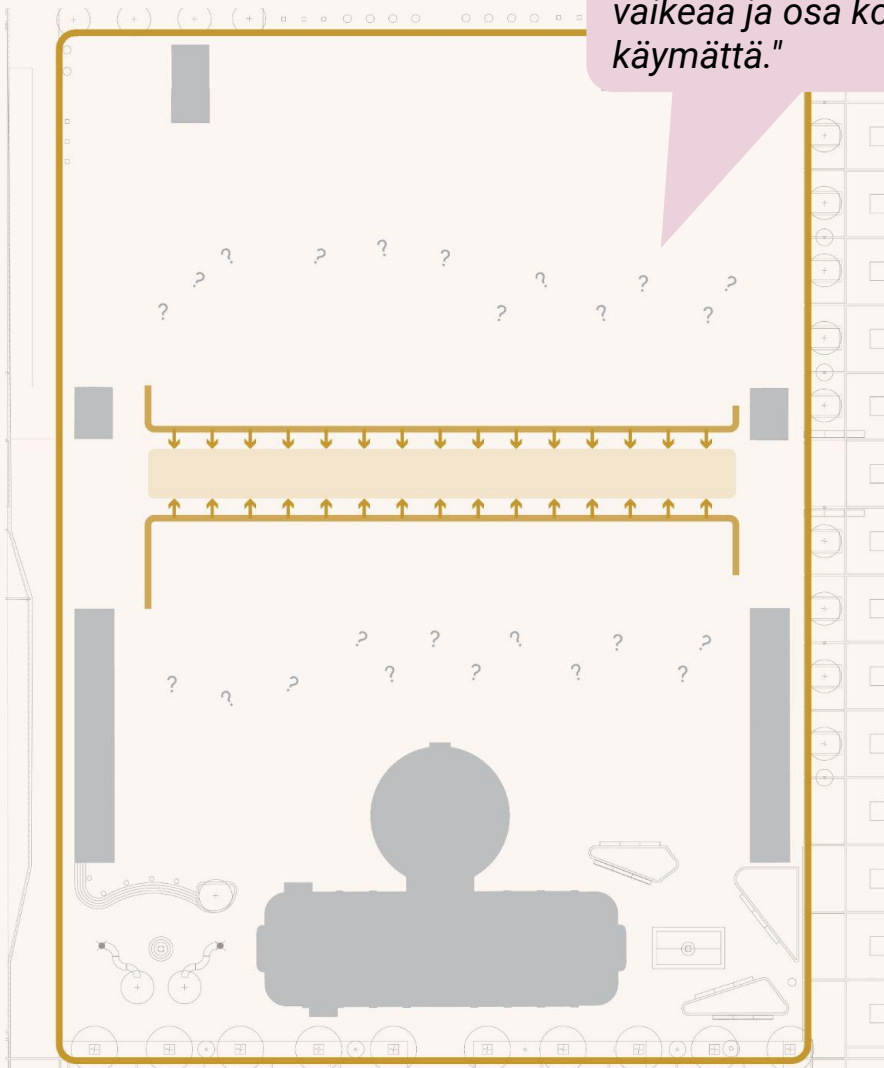
Trucks parking on the square



Disconnect between City Hall and Market



Backsides oriented towards public space



Market Square

05 / Key move

Use market edges to frame spaces

Reorienting the market edges towards the square will maximize usable space and create more dynamic, engaging edges.



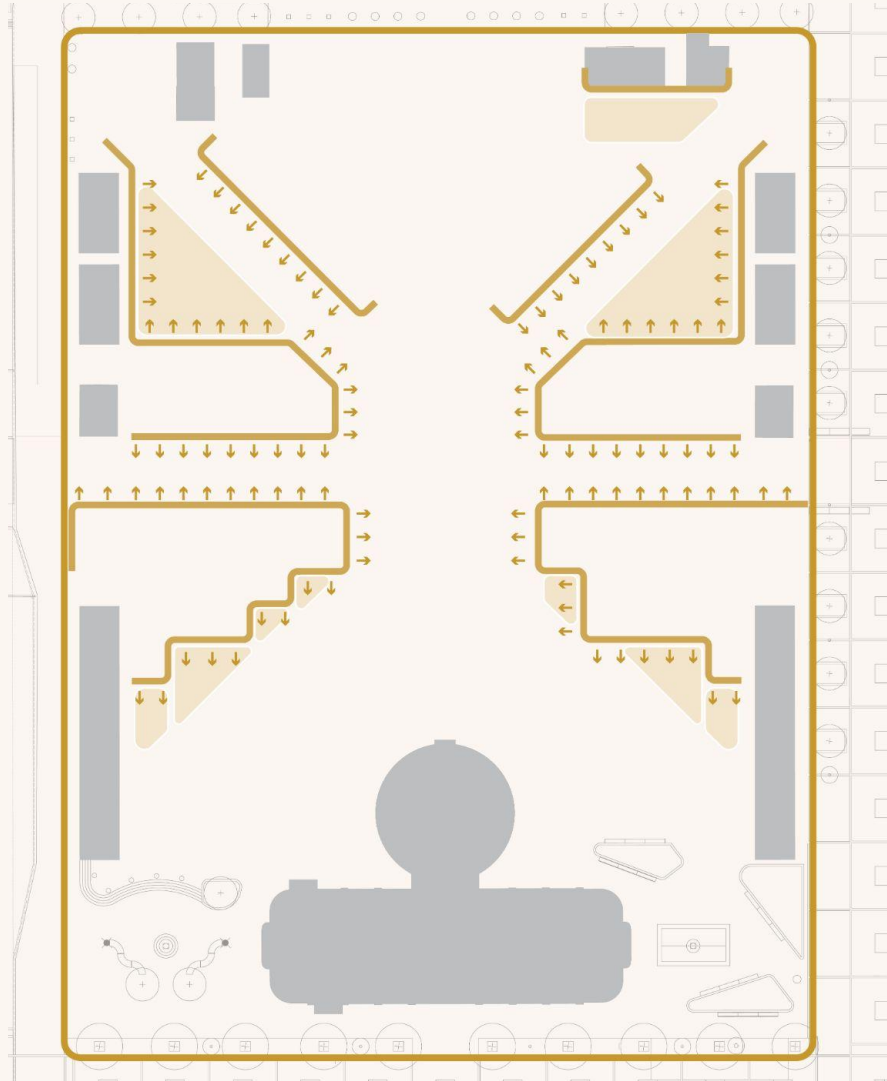
Market in Hauptmarkt, Nürnberg



Outdoor Market, Bangkok



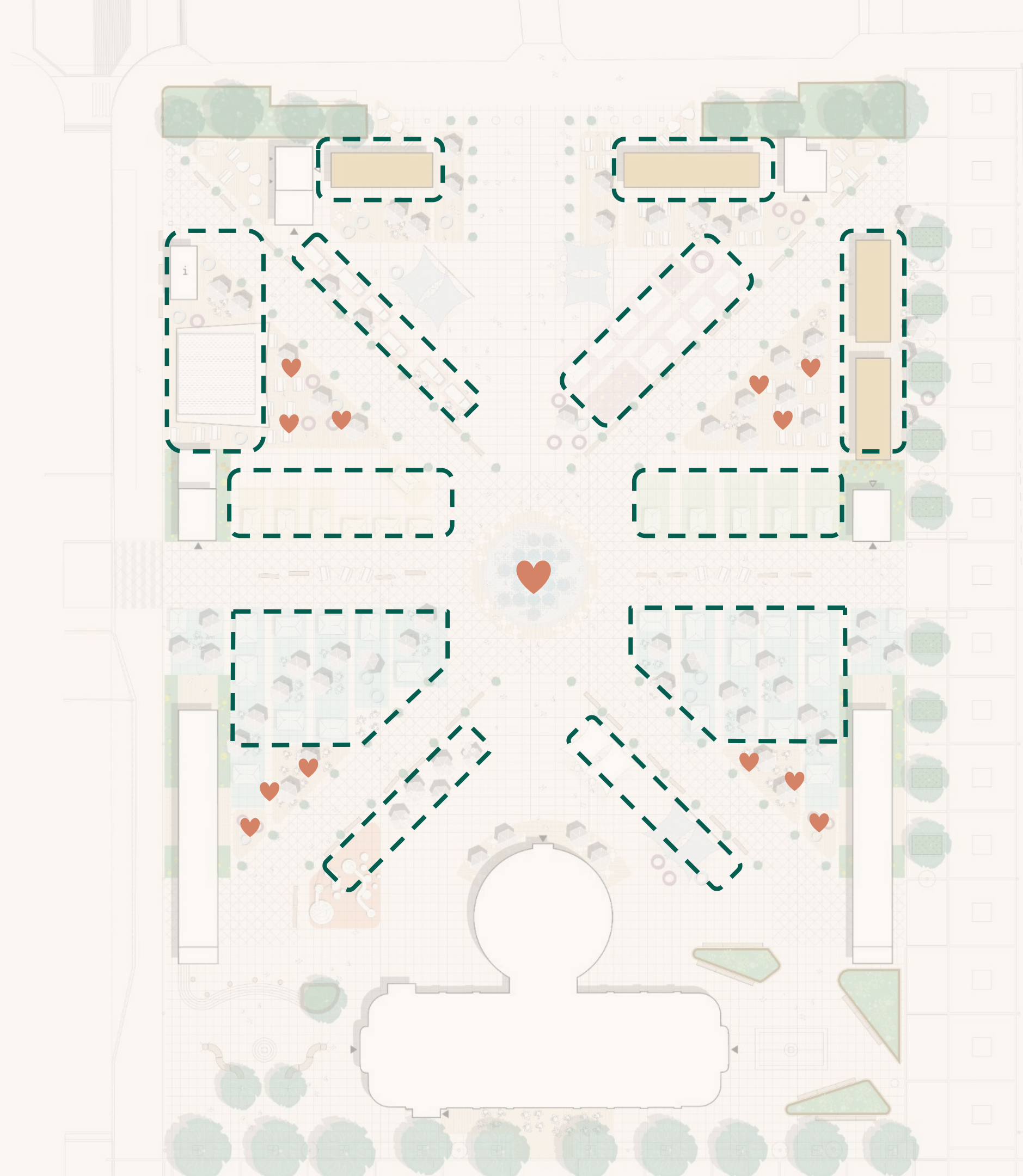
Harbour Market, Croatia



05 / Design Guidelines

Framing the Square with Active Edges

1. Align market edges with natural pedestrian traffic to create a seamless transition between the square and surrounding areas.
2. Ensure the design of the market edges is cohesive with the overall aesthetic of the square, enhancing visual harmony.
3. Use the market edges to define and highlight key spaces and focal points, enriching the visitor experience.

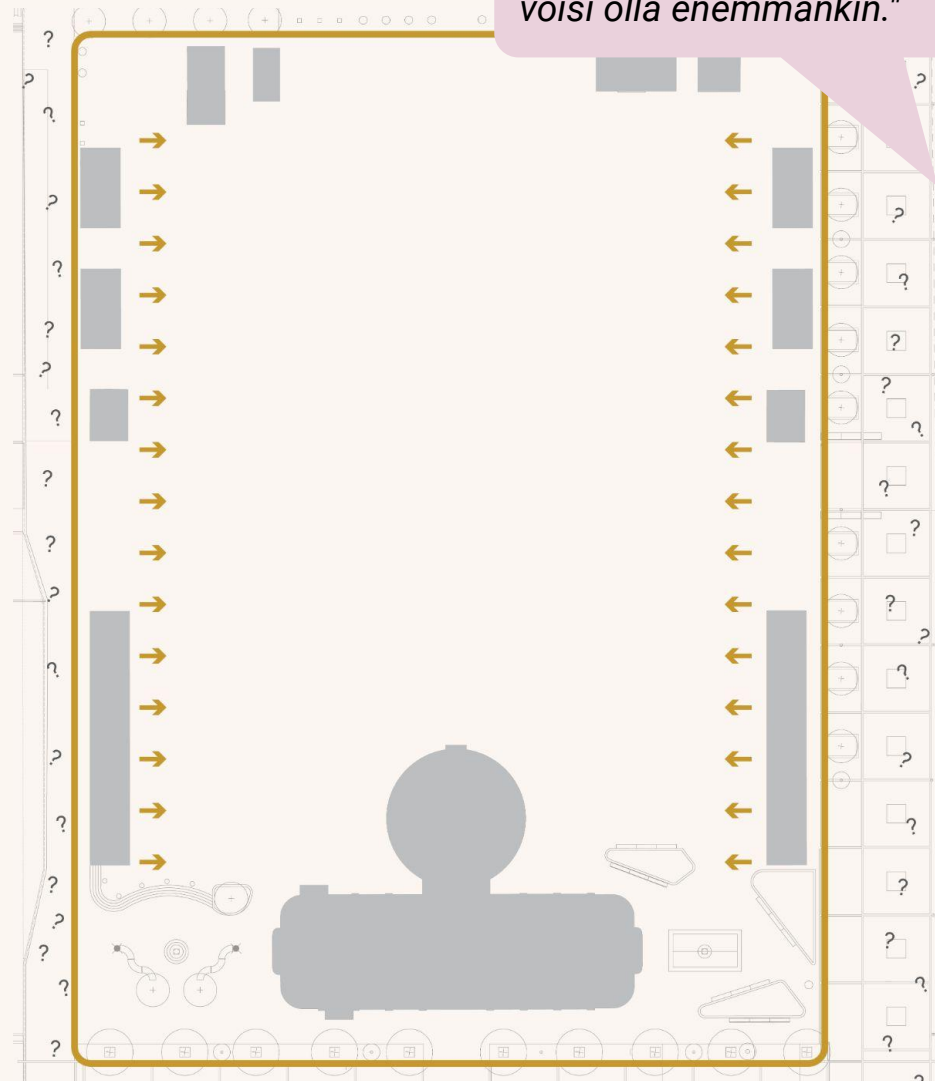


06 / Challenge

Passive edges around the square

The edges around the square are underutilized, restricting the market's ability to expand and engage with adjacent streets.

"Pienempiä tapahtumia voisi olla enemmänkin."



Barriers along the market edge



Inactive facades of parking entrances



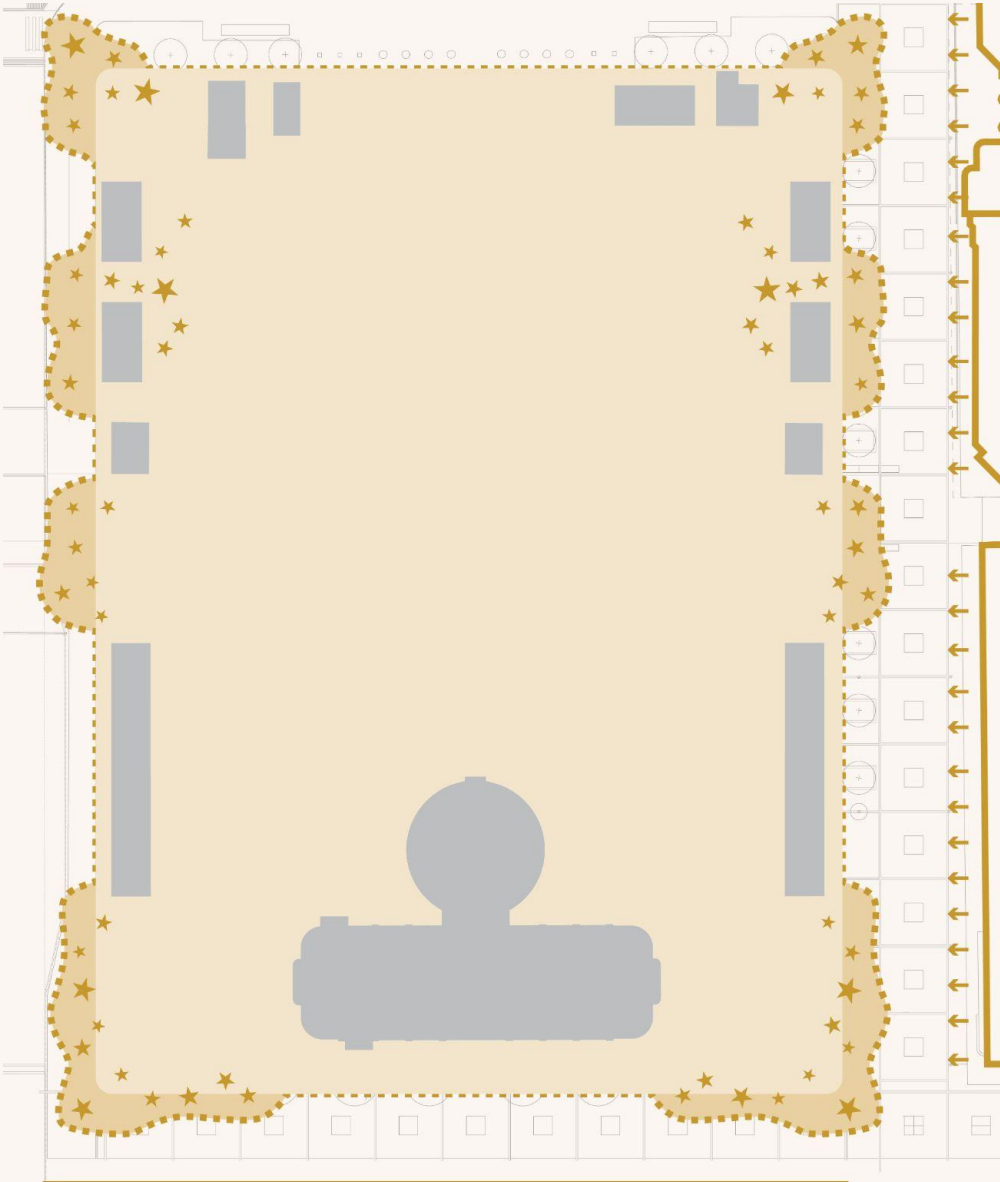
Uninviting atmospheres at the entrances

Market Square

06 / Key move

Extend Market Activity to Adjacent Streets

Encouraging the market to spill out into surrounding streets will create a more vibrant and expansive market experience.



Santa Ana flea market



Edge zones, Copenhagen



Flexible seating along main street, Santa Monica

06 / Design Guidelines

Integrating Adjacent Areas

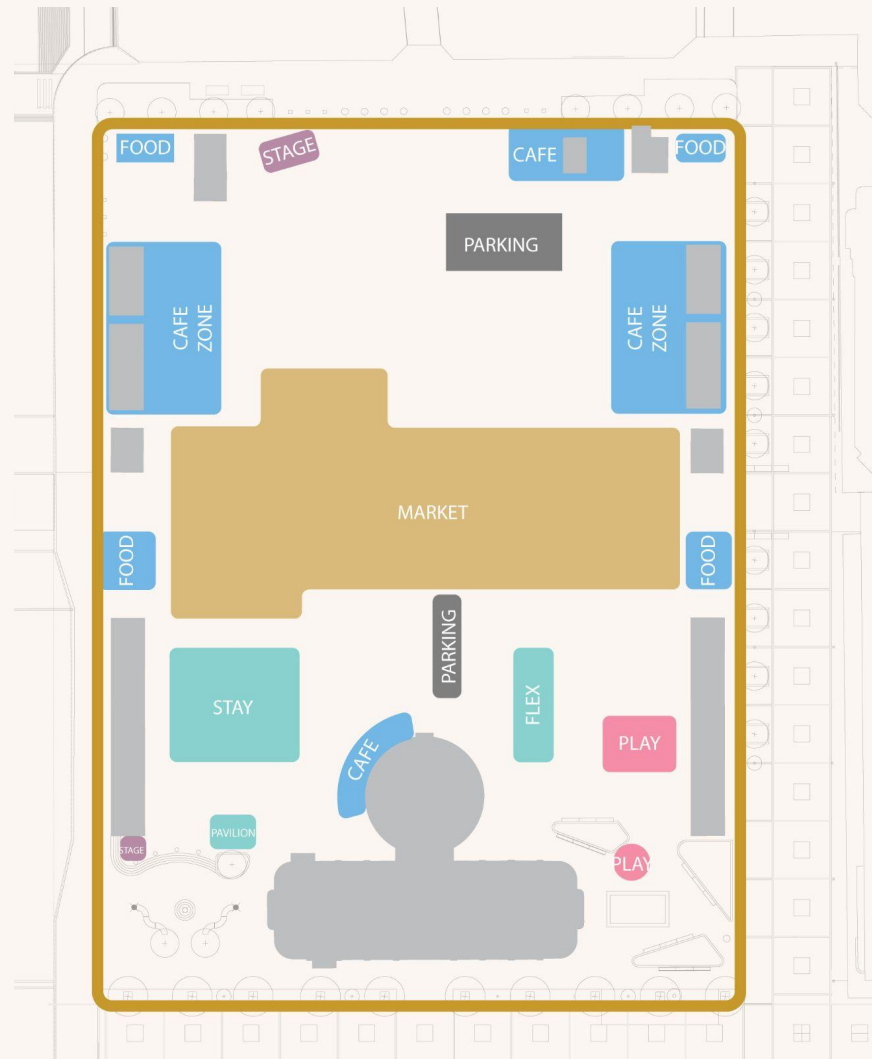
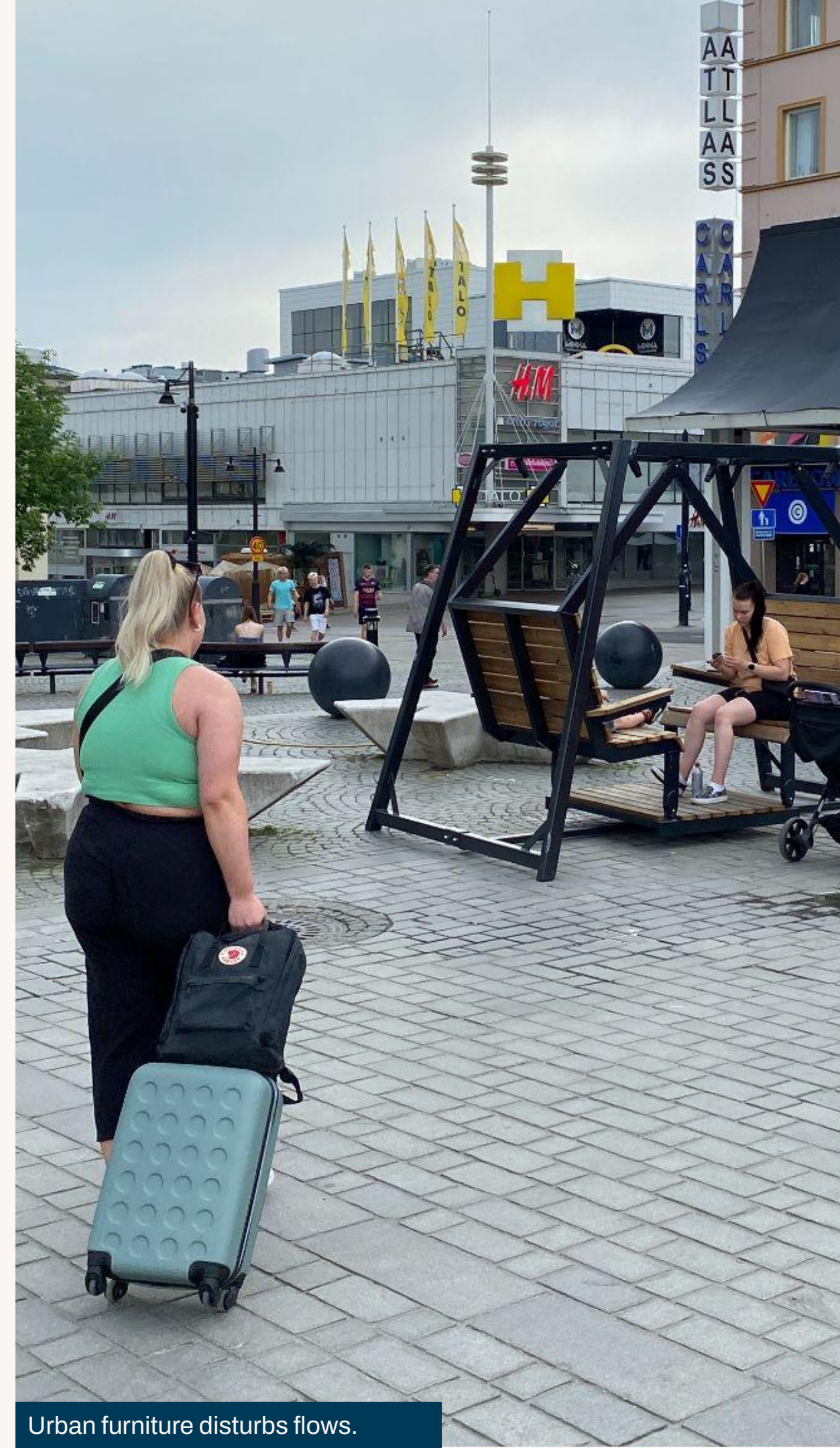
1. Design flexible layouts that prioritize cafe spaces and seating areas along the market's edges, allowing them to spill out onto adjacent streets.
2. Incorporate street furniture and lighting to extend the market's atmosphere beyond the square, drawing visitors further into the area.
3. Coordinate with local businesses and street vendors to create a seamless and active extension of the market into adjacent streets.



07 / Challenge

Lack of clear programming

The current layout lacks distinct areas for specific activities, leading to a space that feels unfocused and underutilized.



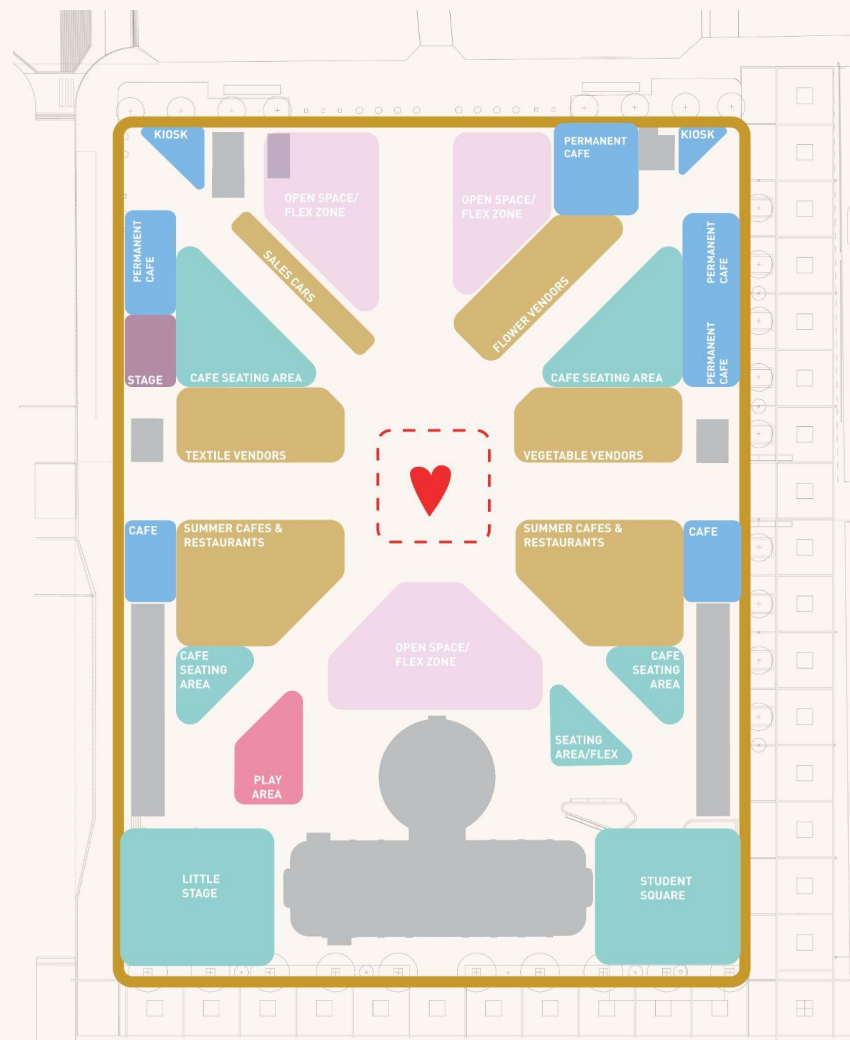
07 / Key move

Establish Distinct Zones for Activities

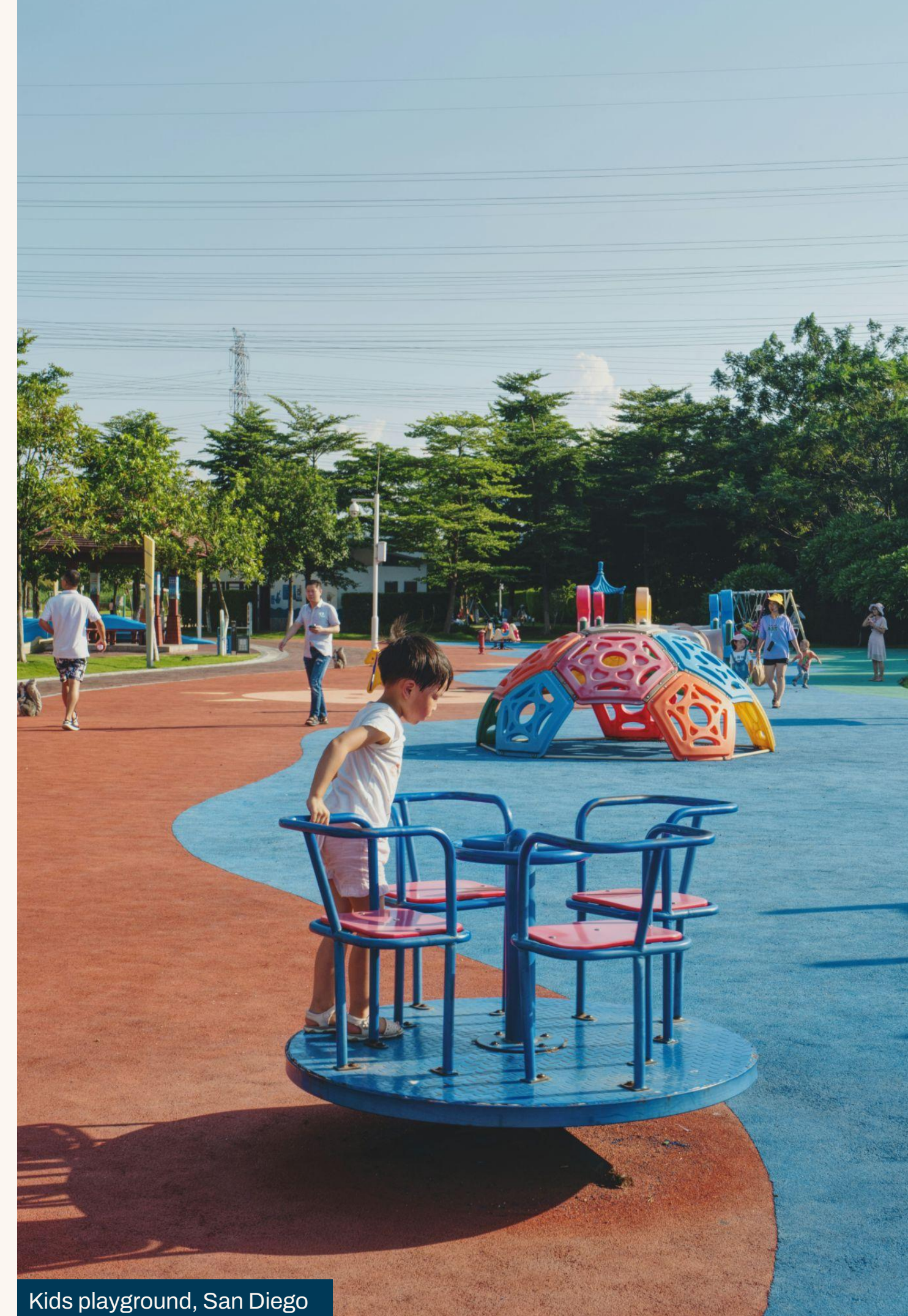
By clearly defining zones for different activities, the market square can cater to a wide range of uses, making it a vibrant and dynamic space.



Seating arrangement



Flower Market, Munich

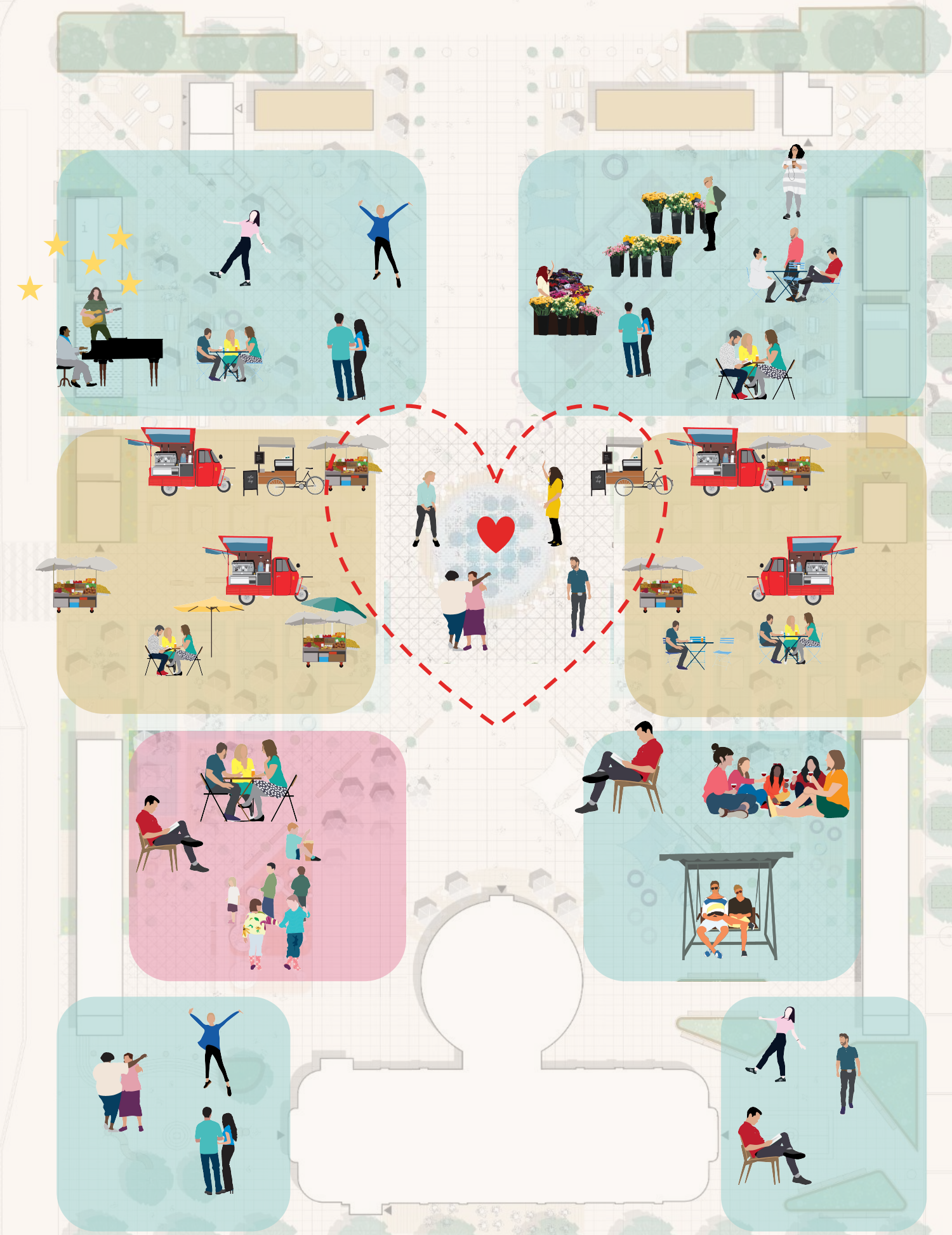
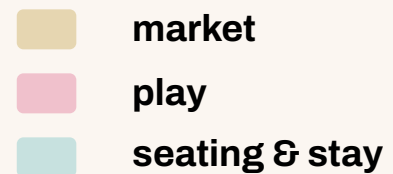


Kids playground, San Diego

07 / Design Guidelines

Curating Diverse Environments

1. Create distinct zones around the square by varying functions and spaces to evoke different moods and experiences.
2. Incorporate a mix of open and intimate spaces to cater to diverse activities, from social gatherings to quiet reflection.
3. Strategically align different atmospheres with the surrounding context, ensuring harmony between the square and its environment.



07 / Design Guidelines

Curating Diverse Environments

Design the central area to feature popular vendors, creating a vibrant and bustling atmosphere that attracts visitors who are looking to enjoy a variety of offerings in one place.



Farmers' market, Munich



"Torilla on iloisia torimyyjiä, jotka parantavat ilmapiiriä."



All of my favourite vendors!

07 / Design Guidelines

Curating Diverse Environments

Create a welcoming space where visitors can take a break while listening to live piano music, providing an inviting atmosphere that combines recreation spaces with live music.

"Paljon tapahtumia, vaikka pieniäkin. Kansalaisista lähtöisin olevaa toimintaa!"

"Pienempiä tapahtumia voisi olla enemmänkin."



Cafe Nemoland, Copenhagen



07 / Design Guidelines

Curating Diverse Environments

Establish a zone with a cozy café spot adjacent to flower vendors, where the natural beauty and scents of fresh flowers enhance the ambiance for those enjoying a drink or a meal.

"Ruokaa ja juomaa miellyttävässä ympäristössä."



"Tykkään tosi paljon käydä torilla aamukahvilla."



Flower vendors at Kuopio Tori



07 / Design Guidelines

Curating Diverse Environments

Design a family-friendly spot where kids can play while parents enjoy a snack, ensuring that the square caters to the needs of all ages and promotes a playful, relaxed environment.

"Olisi ihanaa, jos torilla olisi paikka, jossa aikuinen voisi syödä/kahvitella samalla kun lapsi voisi leikkiä."



Play & Stay at Metcalfe Park, Sydney



07 / Design Guidelines

Curating Diverse Environments

Develop a space where visitors can take a break, providing shaded seating and a calm atmosphere perfect for rest and quiet conversation.



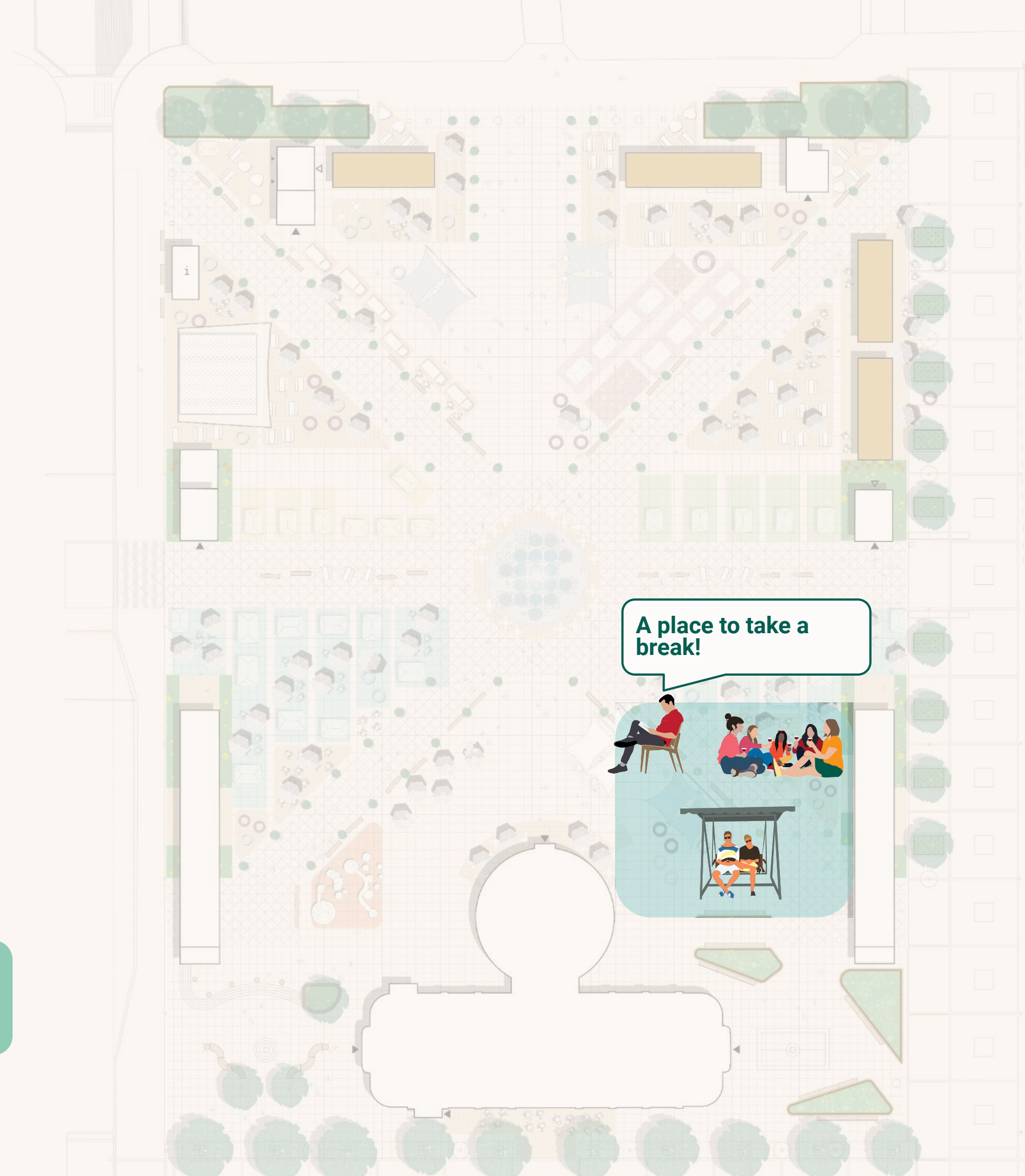
"Enempi voisi olla semmoisia istumapaikkoja mihin ei tarvitse ostaa jotain tuotetta että saa istua."



"Varjopaikkoja ei ole riittävästi. Maksuttomia ei lainkaan, jolloin kuumalla ei jaksaa jäädä torille vaikka haluaisi."



The Porch at 30th Street, Philadelphia



07 / Design Guidelines

Curating Diverse Environments

Create a central meeting point that is ideal for gathering with friends, making it a convenient and recognizable spot within the square for social interactions.

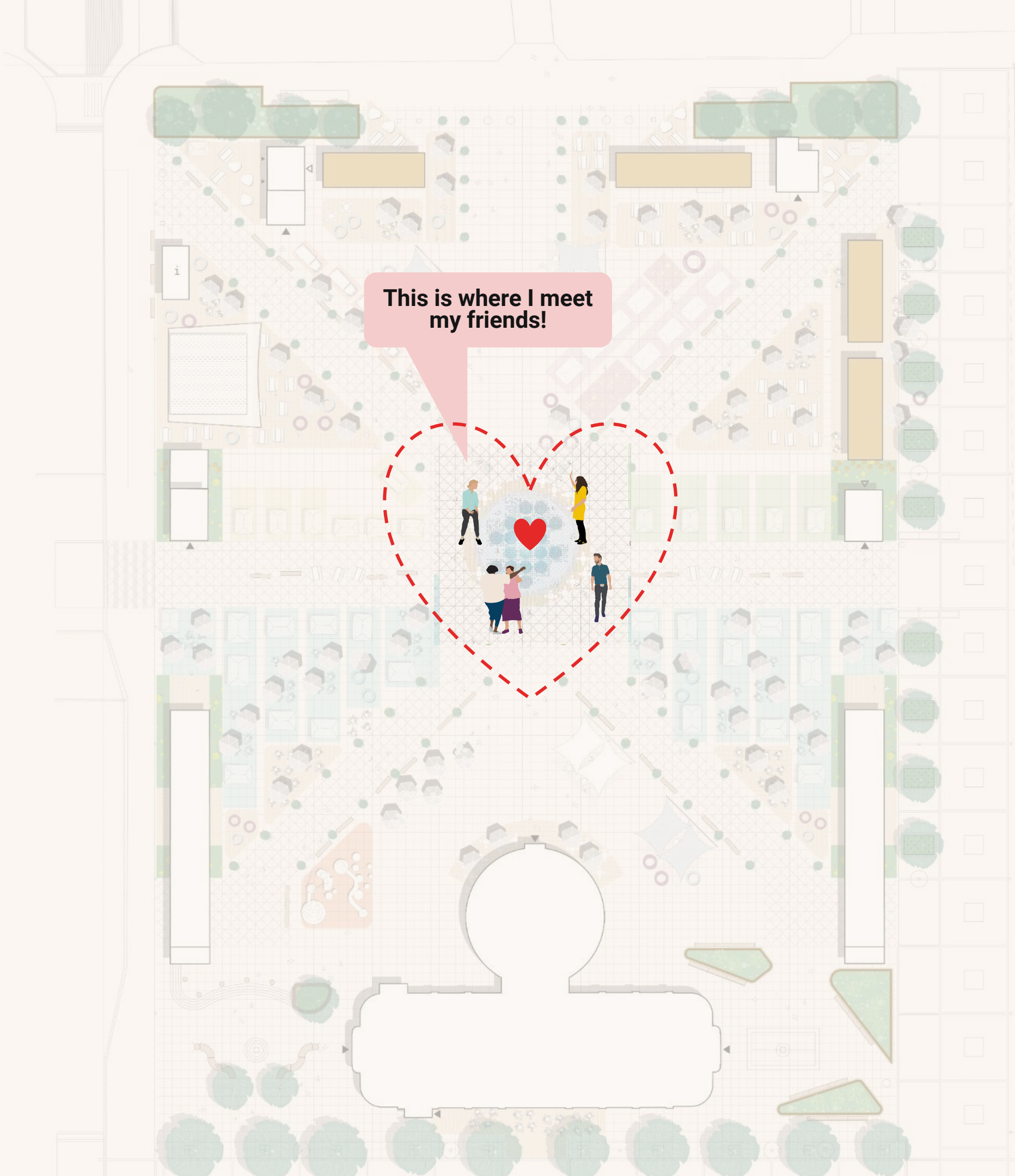
"Yleensä tavataan ystävän kanssa."



Ede Market Square



Central seating on Market square, Copenhagen

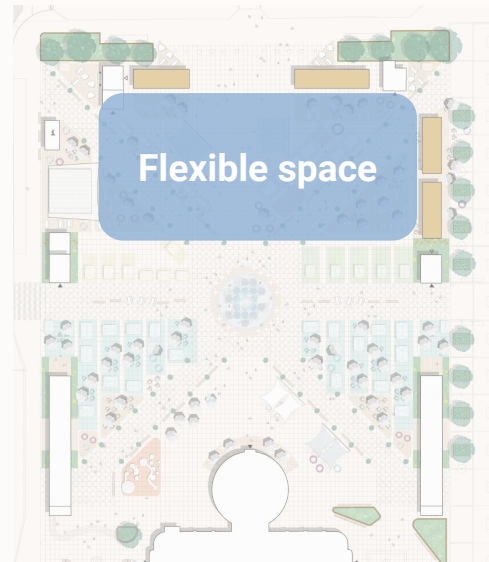


07 / Design Guidelines

Curating Diverse Environments

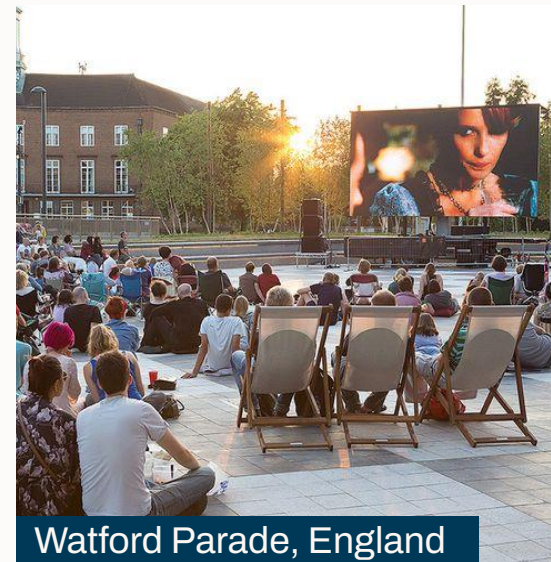
Situation 01 Temporary movable installations

Keeping the current flexibility allows for a dynamic range of uses, from daily activities to large events, ensuring spaces remain active and engaging for diverse community needs.



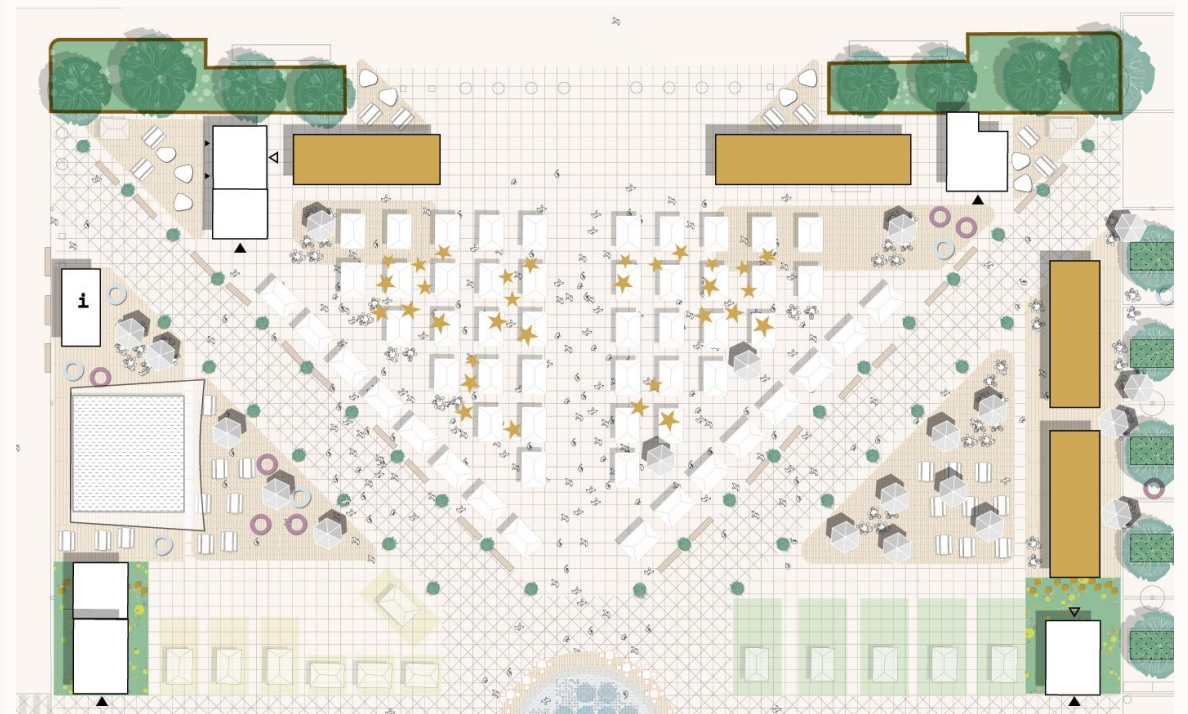
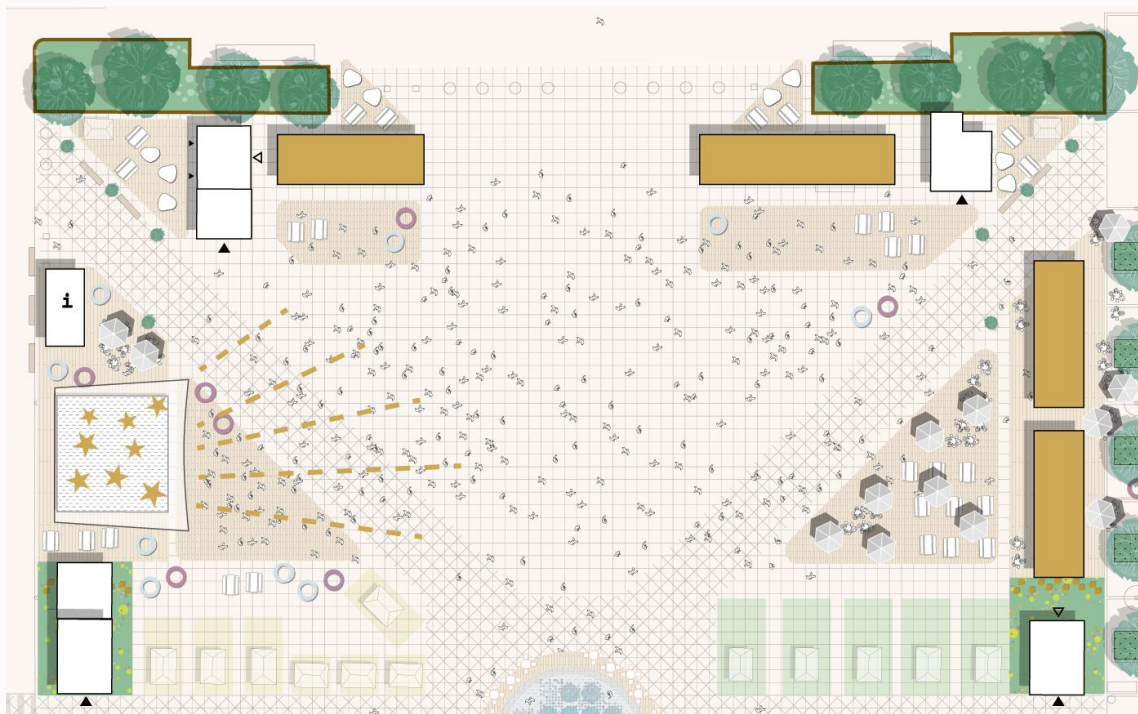
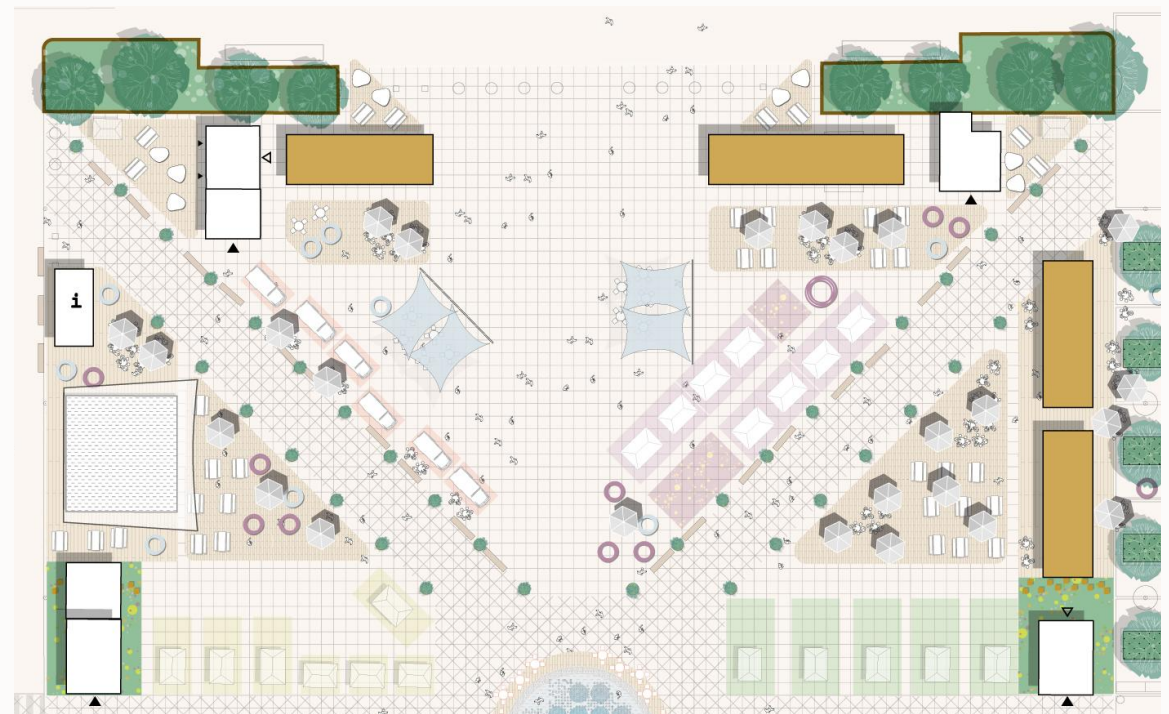
Situation 02 Event space

The square changes to a vibrant event location. The flexible functions are removed or relocated and the space for concerts and festivals is framed by the restaurants and vendors on the edges of the square.



Situation 03 Market event

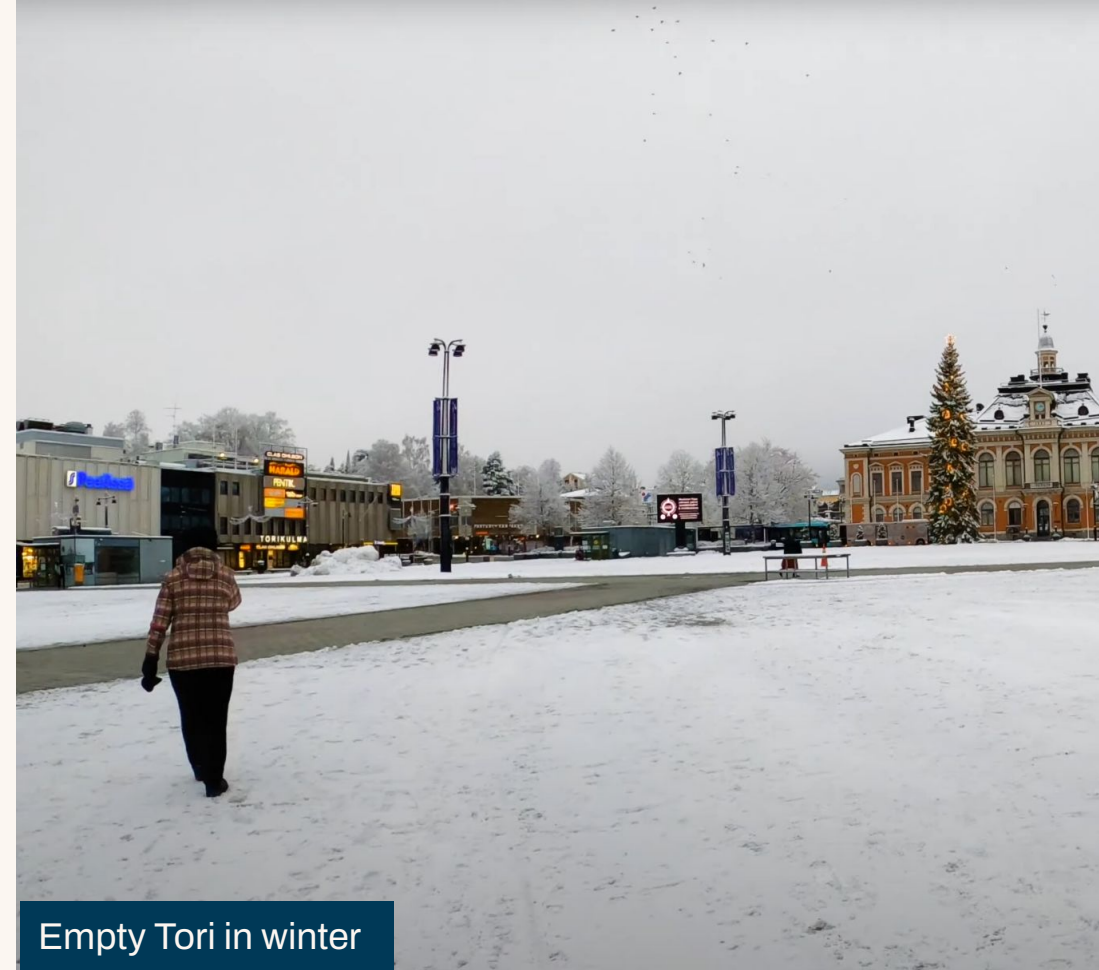
If more space is needed for other specialized market events, the flexible space can accommodate more stalls. The diagonal flows will still remain intact.



08 / Challenge winter

Passive winter layout

The square's current design does not support vibrant activity during the winter months, leading to a drop in use.



Empty Tori in winter



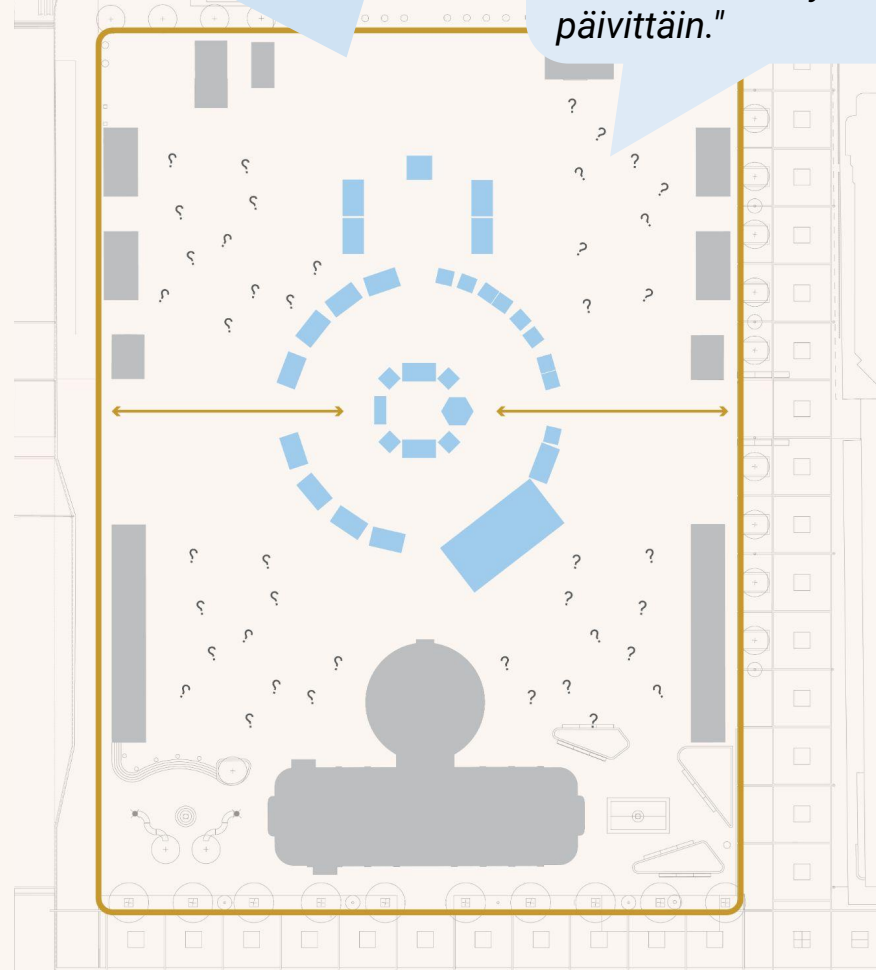
A lot of space for temporary activation?



Inactive market hall in winter

"Talvella tori on vain keskustan ylityspaikka."

"Itse torilla ei talvisin ole varsinaisesti kahviloita, mutta torin ympäristön kahviloissa ja ravintoloissa käyn lähes päivittäin."



Market Square

08 / Key move winter

Design a Winter-Friendly Spaces

Redefining the square for winter will ensure year-round engagement, with features and programs tailored to colder months.



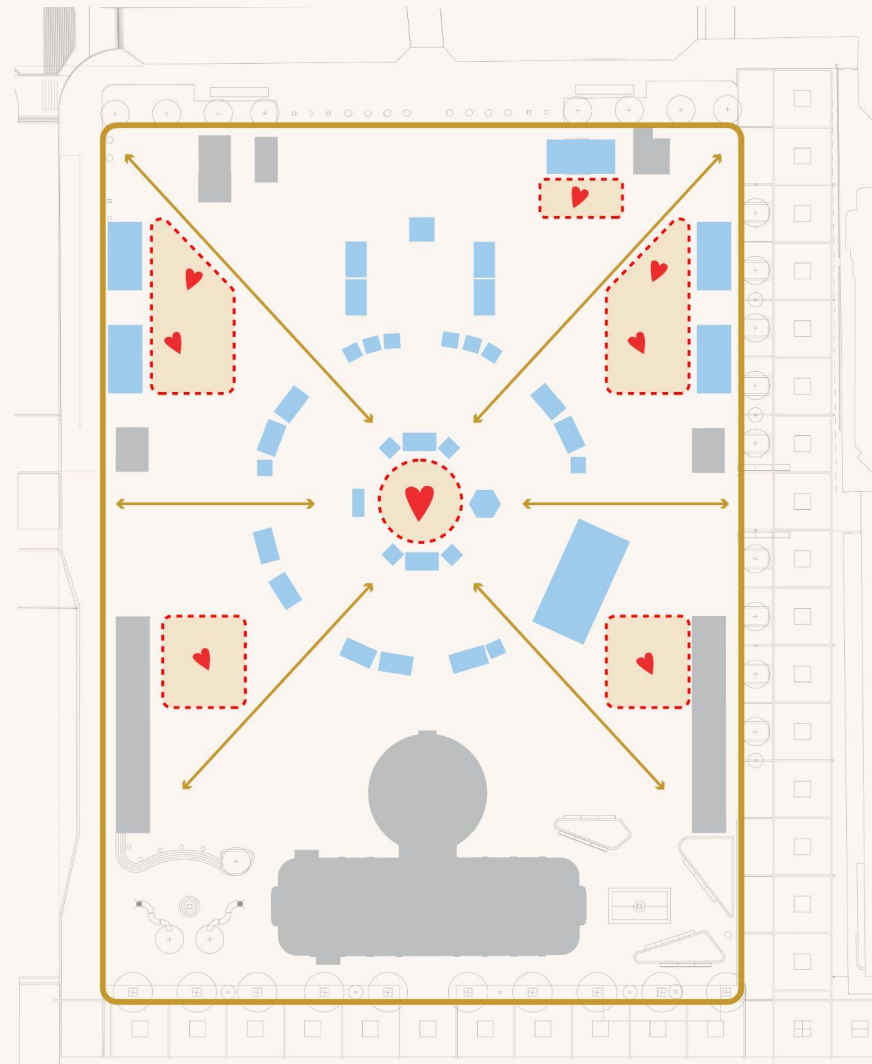
Guelph Market Square



Winter activities, Östersund, Sweden



Winter activities, Östersund, Sweden



08 / Design Guidelines winter

Creating a Winter Atmosphere

1. Extend the Christmas market operating days to cover more of the winter season, keeping the square lively.
2. Introduce year-round cafes with heated outdoor seating areas to encourage social activity even in cold weather.
3. Introduce a central feature which attracts people to the square even if the market is not present during winter months

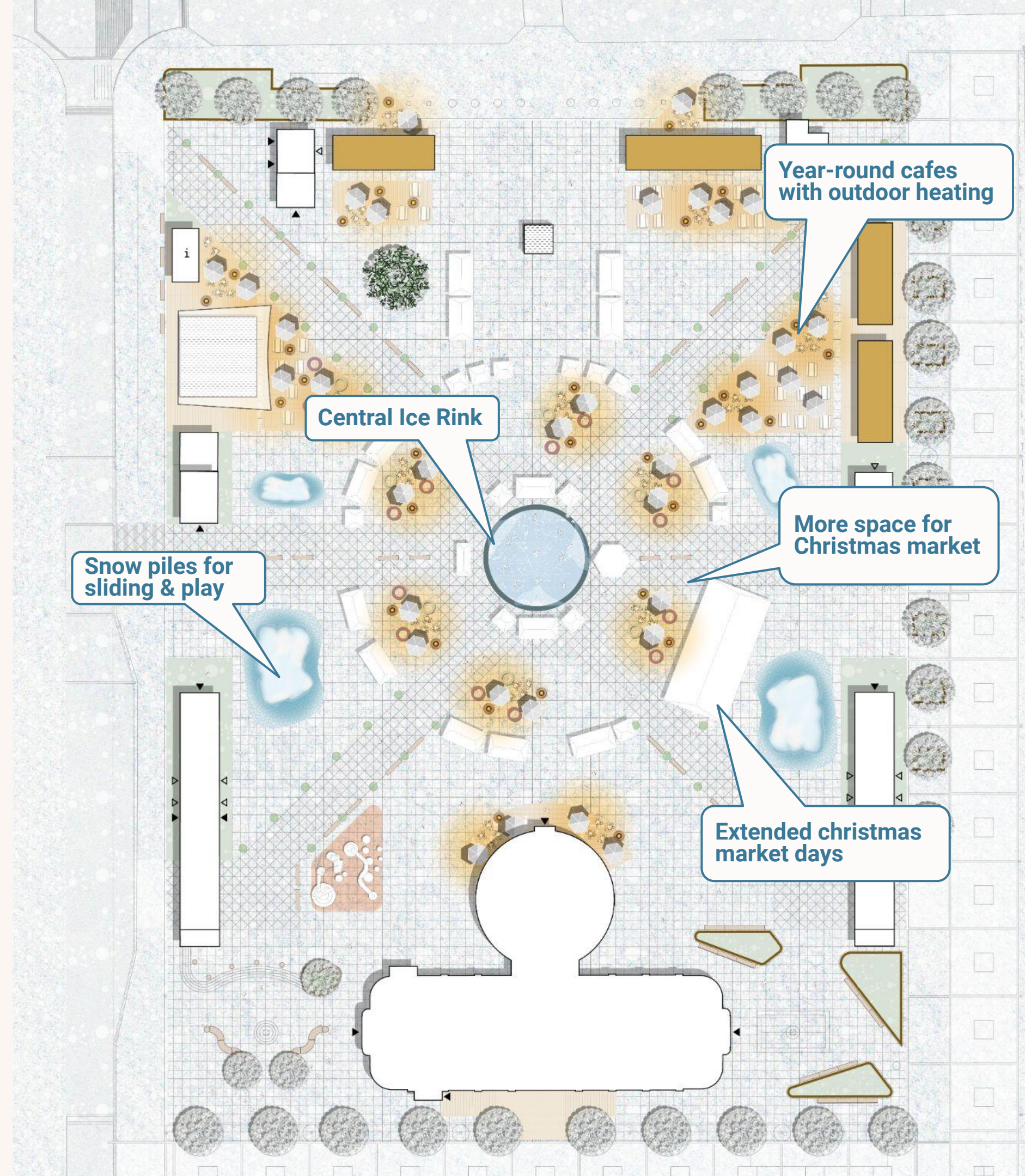
"Lämmitetty paviljonki, joka voisi toimia rentona kaikenikäisten kaupunkilaisten kohtaamispaikkana"



"Lämmintä ruokaa, katettuja ja lämpimiä kahviloita ja ehkä ravintoloita kin"



"Joulutori voisi olla koko talvikauden"



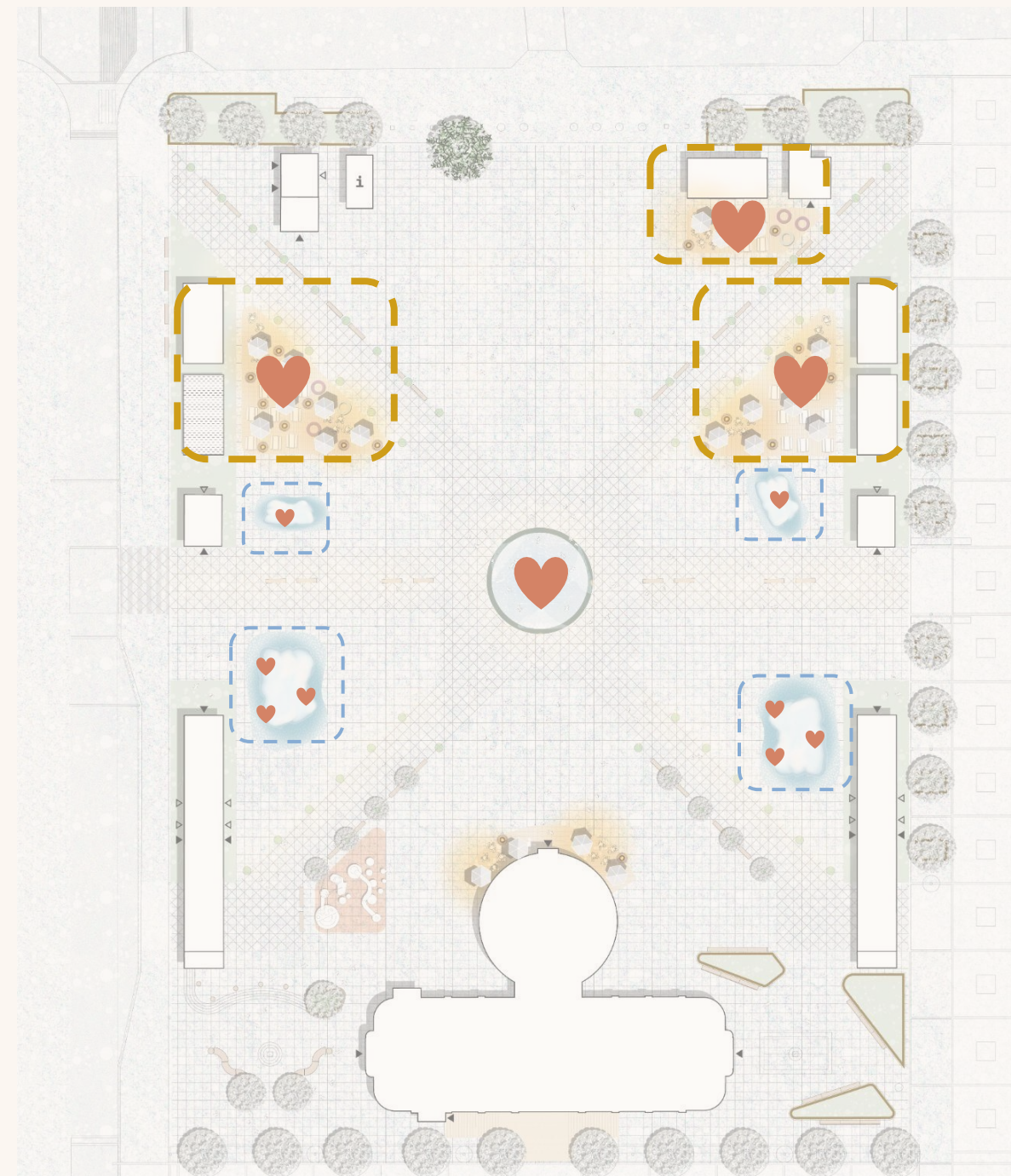
08 / Design Guidelines winter

Keeping square active during market off-season

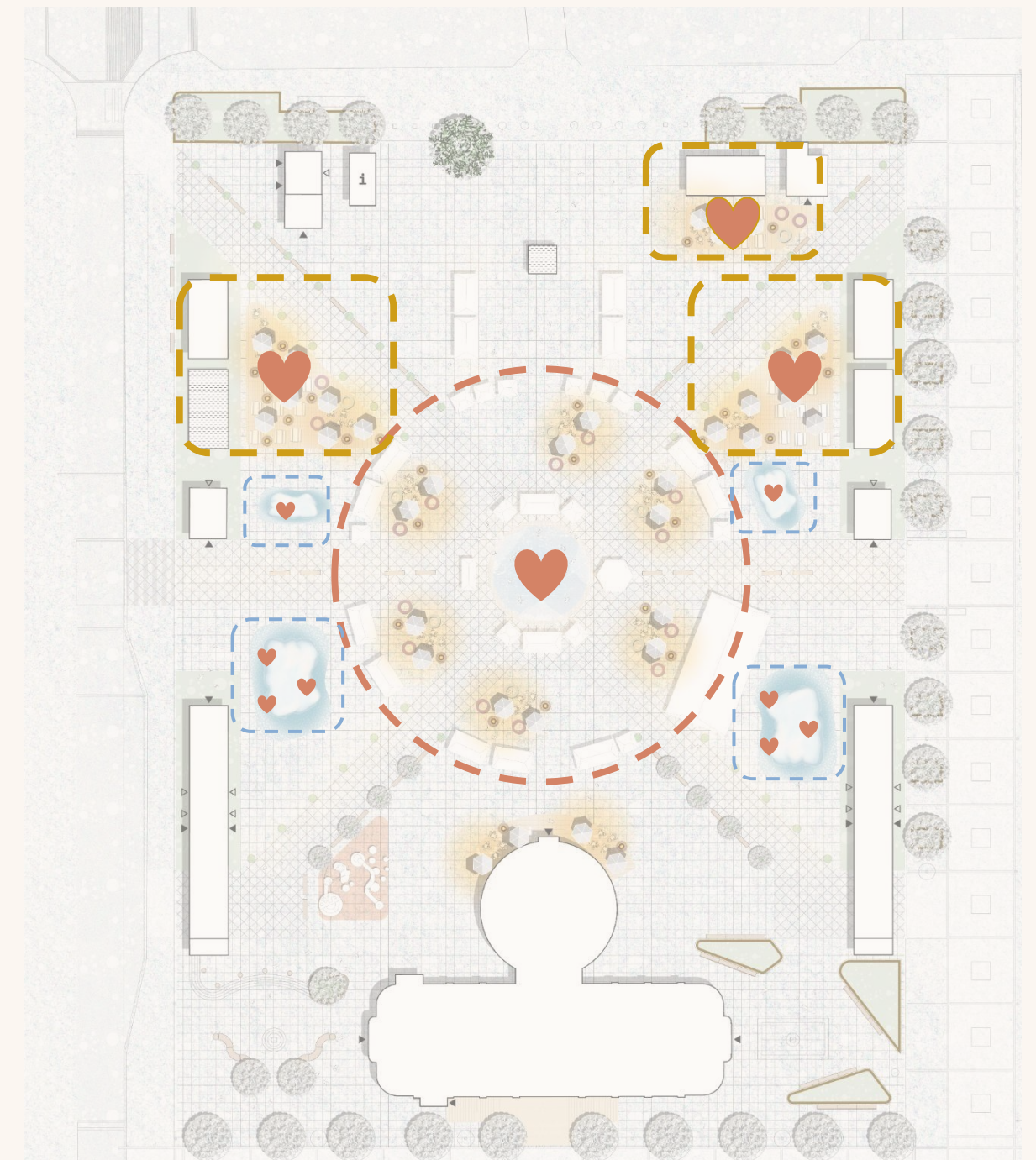
1. The square should support both passive and active winter activities, with or without the Christmas market.
2. A central feature is crucial to keeping the square lively outside of Christmas market times.
3. Year-round cafés and snow play areas can help keep the square's edges active during winter.



Guelph Market Square, Canada



Winter, **without** christmas market



Winter, **with** christmas market

Best Practice / St Andrew Square

Central landmark as winter destination

The St Andrew Square Ice Rink in Edinburgh serves as a striking example of integrating a temporary winter feature into a historic public space. Each year, during the city's Christmas festival, the elliptical ice rink is constructed around the iconic Melville Monument, allowing skaters to glide along a track that loops the monument. This setup is carefully designed to respect the monument and minimize impact on the surrounding gardens. Despite its seasonal nature, the rink attracted significant footfall, becoming a vibrant hub for winter activities.

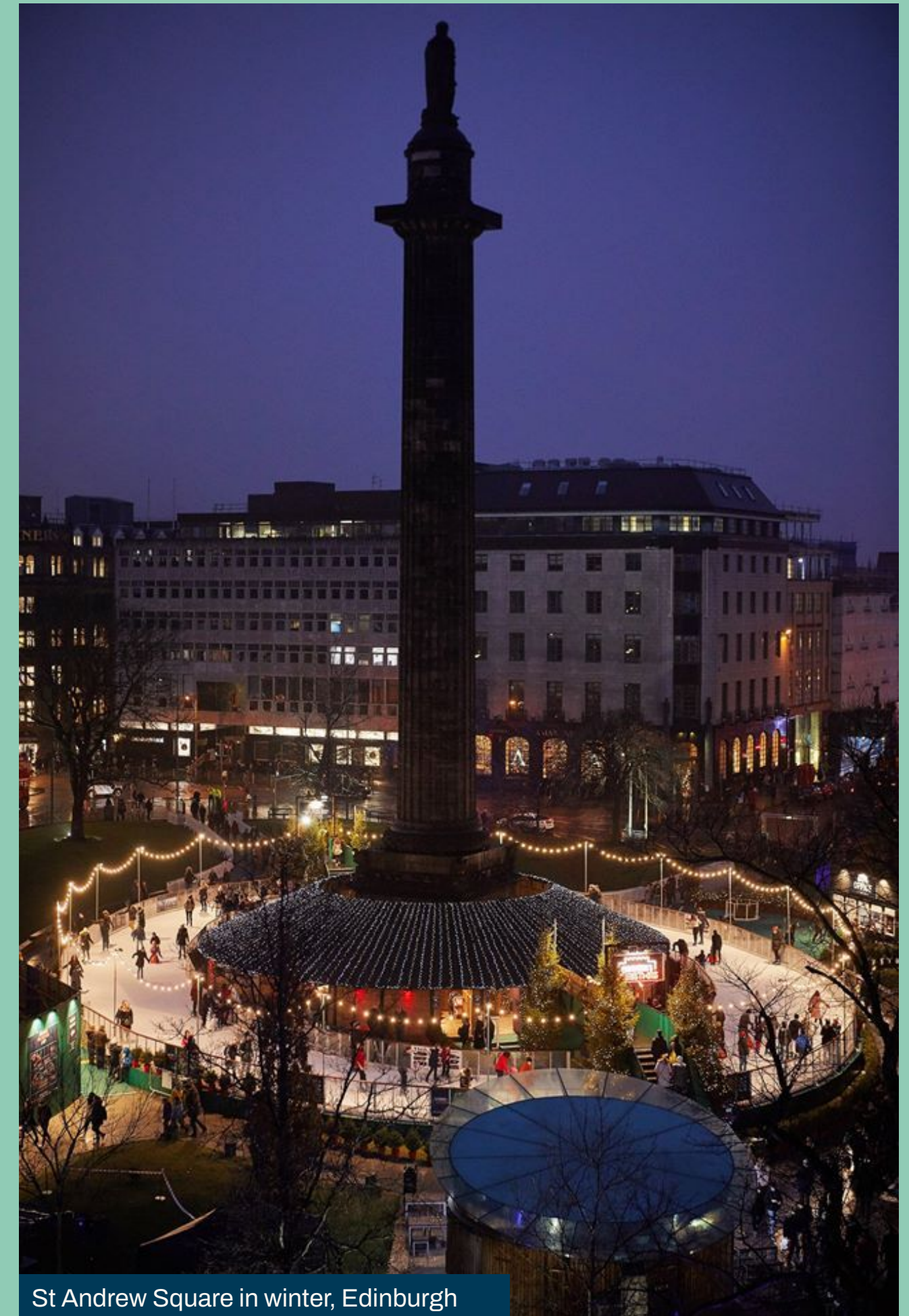
This case illustrates how a central monument can be harmoniously integrated with a seasonal activity, showing that Kuopio's public square could similarly balance a significant landmark with an active winter feature, enhancing year-round use.



St Andrew Square in summer, Edinburgh



St Andrew Square in winter, Edinburgh

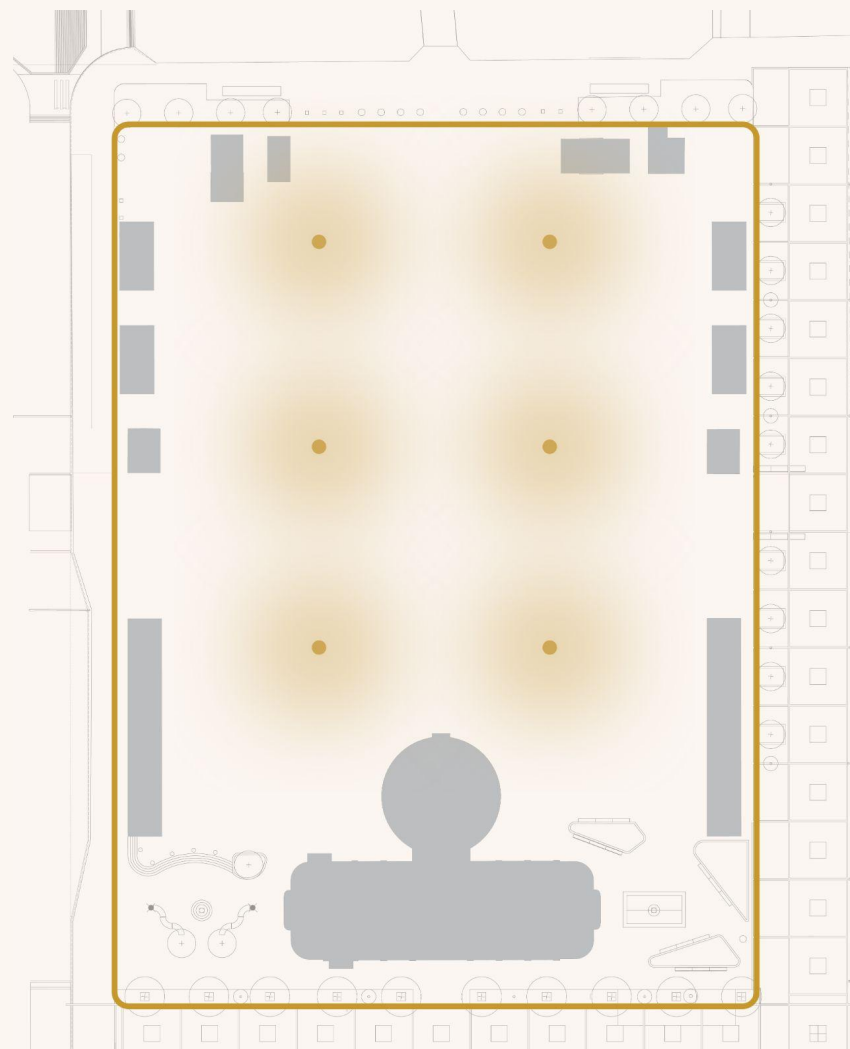


St Andrew Square in winter, Edinburgh

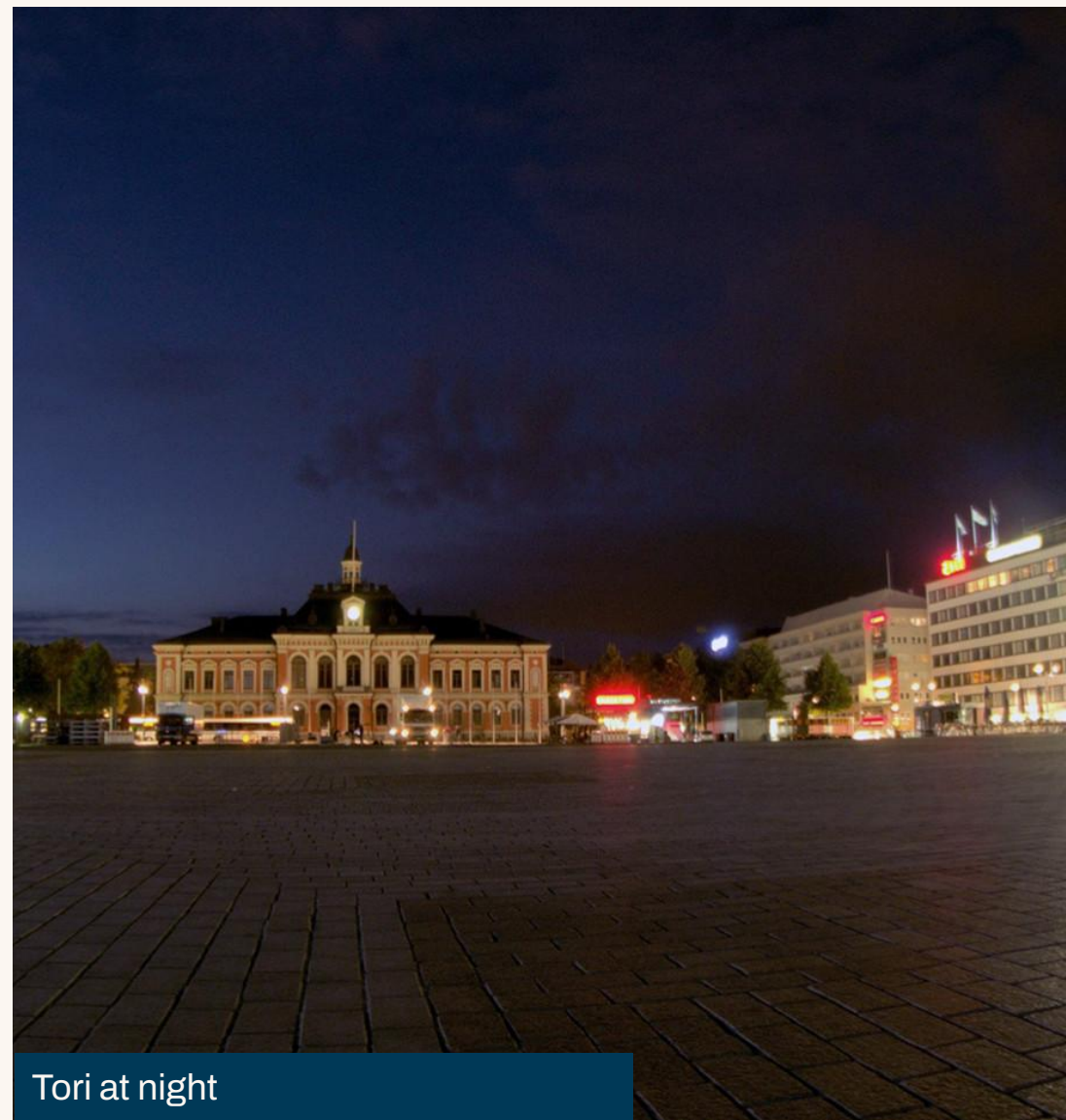
09 / Challenge

Scarce and isolated lighting

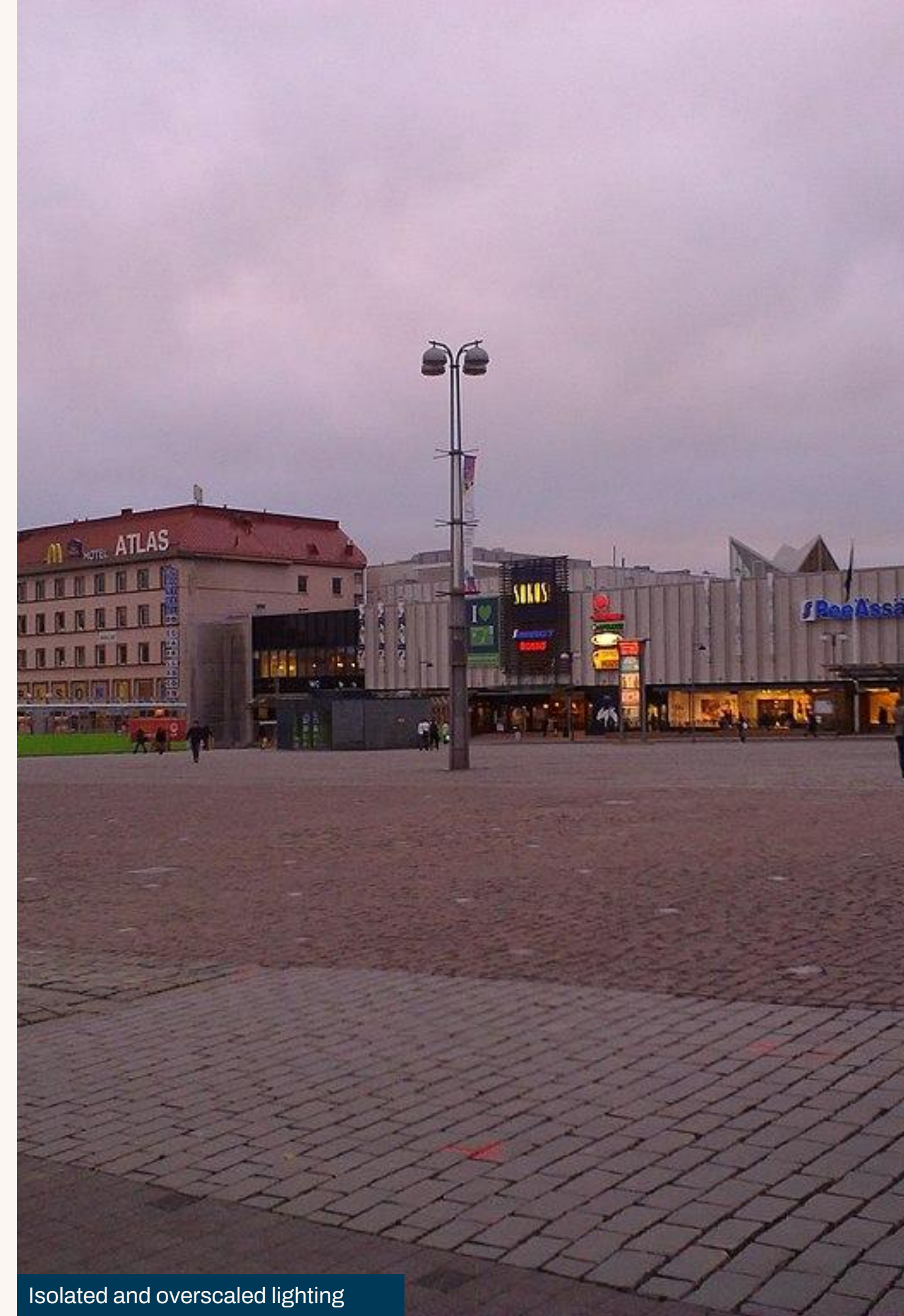
The market square suffers from scarce and isolated lighting, which diminishes the ambiance and safety of the space after dark.



Tori in the evening



Tori at night



Isolated and overscaled lighting

09 / Key move

Integrate Layered Lighting

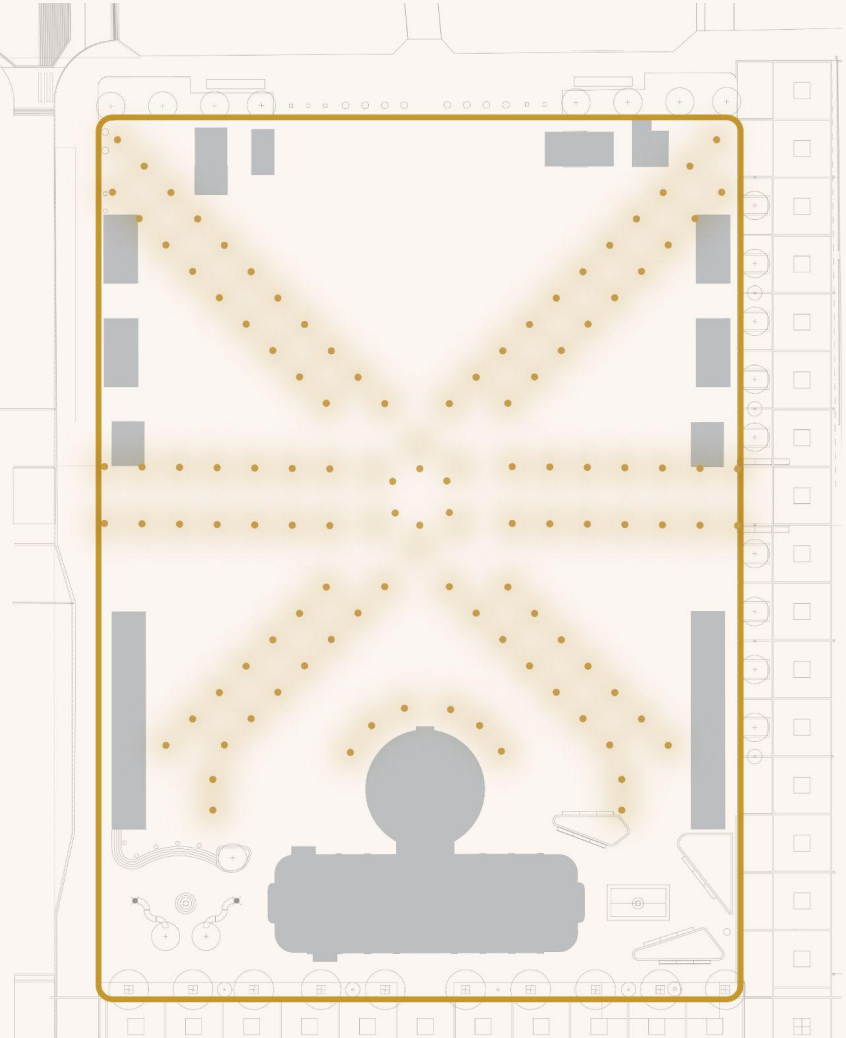
Introducing smaller-scale lighting elements will highlight key routes and spaces, enhancing both aesthetics and safety.



Zhongshan Park, Singapore



TorvehallerneKBH, Copenhagen



Uplights in public space

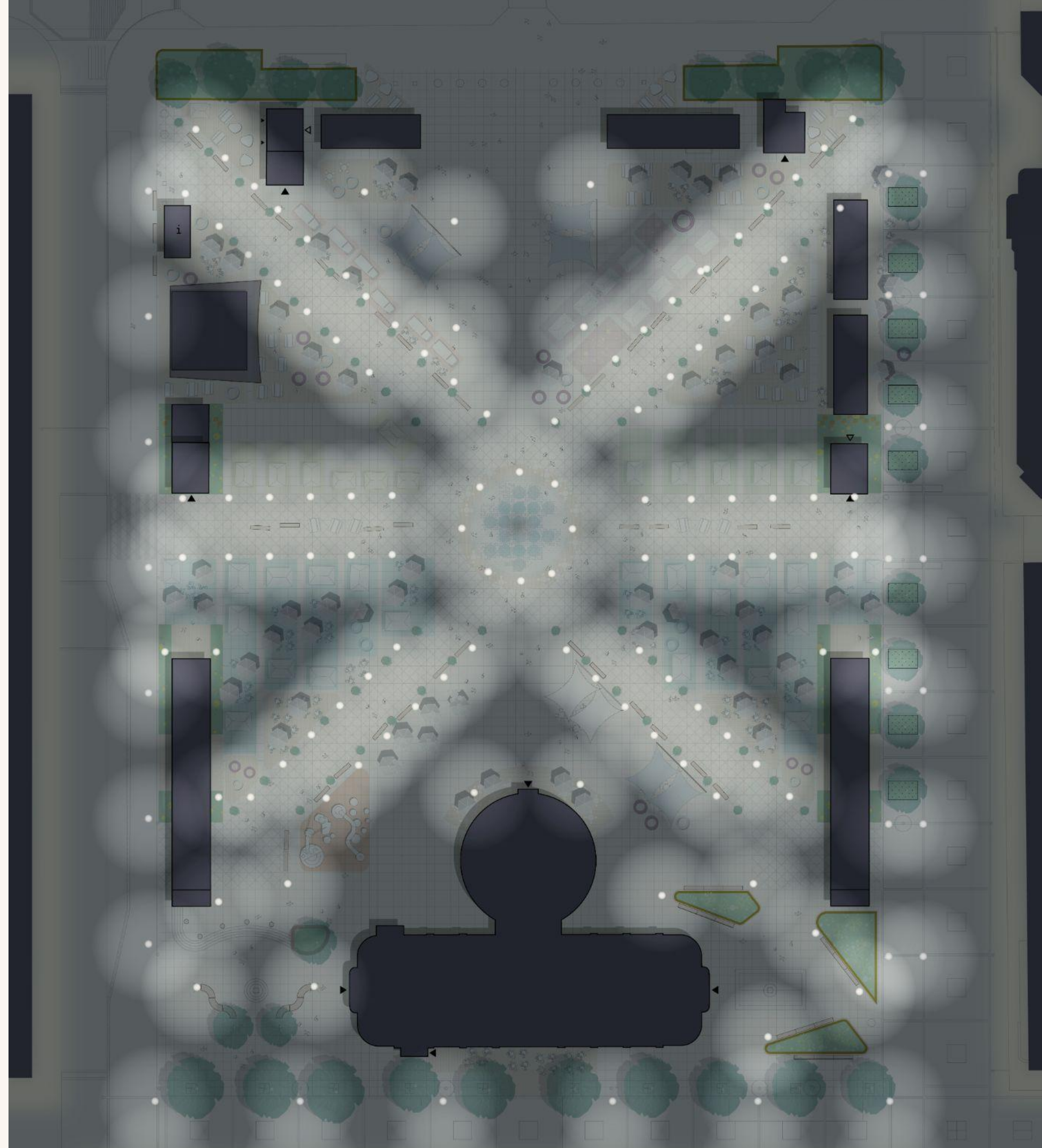


Small scale lamp posts on a square in Puigcerdà, Spain

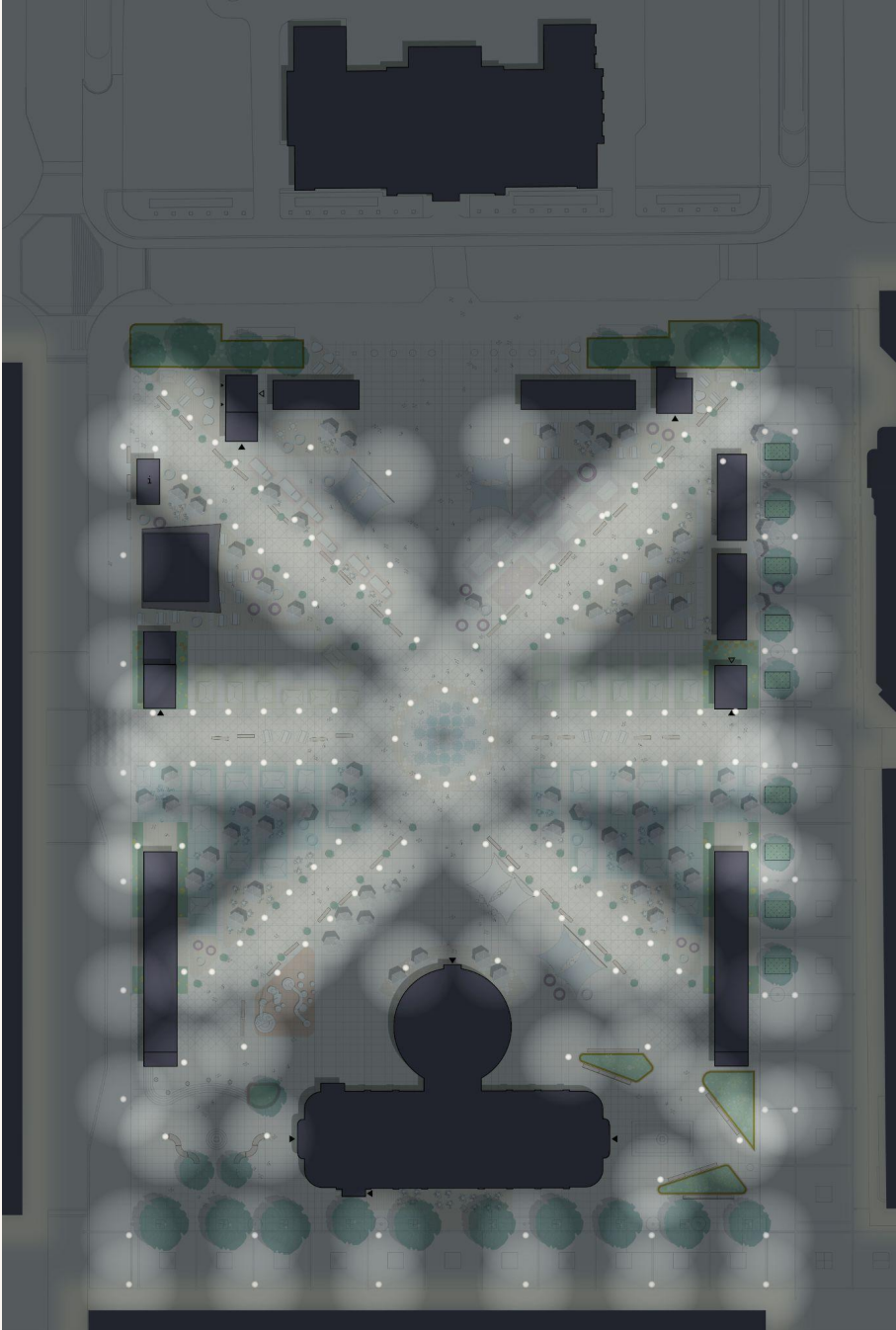
09/ Design Guidelines

Illuminating Key Areas

1. Use small-scale lighting to highlight the main pathways, ensuring they are well-lit and inviting after dark.
2. Incorporate decorative lighting around the central feature to create a focal point and enhance the evening atmosphere.
3. Distribute lighting evenly across the square to eliminate dark spots and ensure a safe, welcoming environment.



Tori throughout the day and seasons!



Tori at night



Tori in winter



Tori in summer

Vision

Vision for public life

A vibrant public space network seamlessly blends activity, aesthetics, and accessibility. Through thoughtful design and integration, it creates a lively and cohesive urban environment that fosters community and connection.

