

Granny energy!

**To make a great change
in
A village by the
commynity people
themselves!**





Arctic Pull 2015

Brief

Arctic Design Week and Kemijoki Oy are organizing a design contest to find prerequisites for quality of life in the arctic villages of Finnish Lapland.

The contestants will cooperate with village residents to design services that support the quality of life of ageing residents in particular.

The goal of the contest is to develop the village communities of the Kemijoki riverside together with the local residents, and to find new ideas to bring quality of life to ageing people in Lapland and in arctic areas in general.

TEAM INTRODUCTION

Annika Heinonen,
University of Lapland, applied psychology

Anna Kemppainen,
Lapland university of applied sciences, tourism

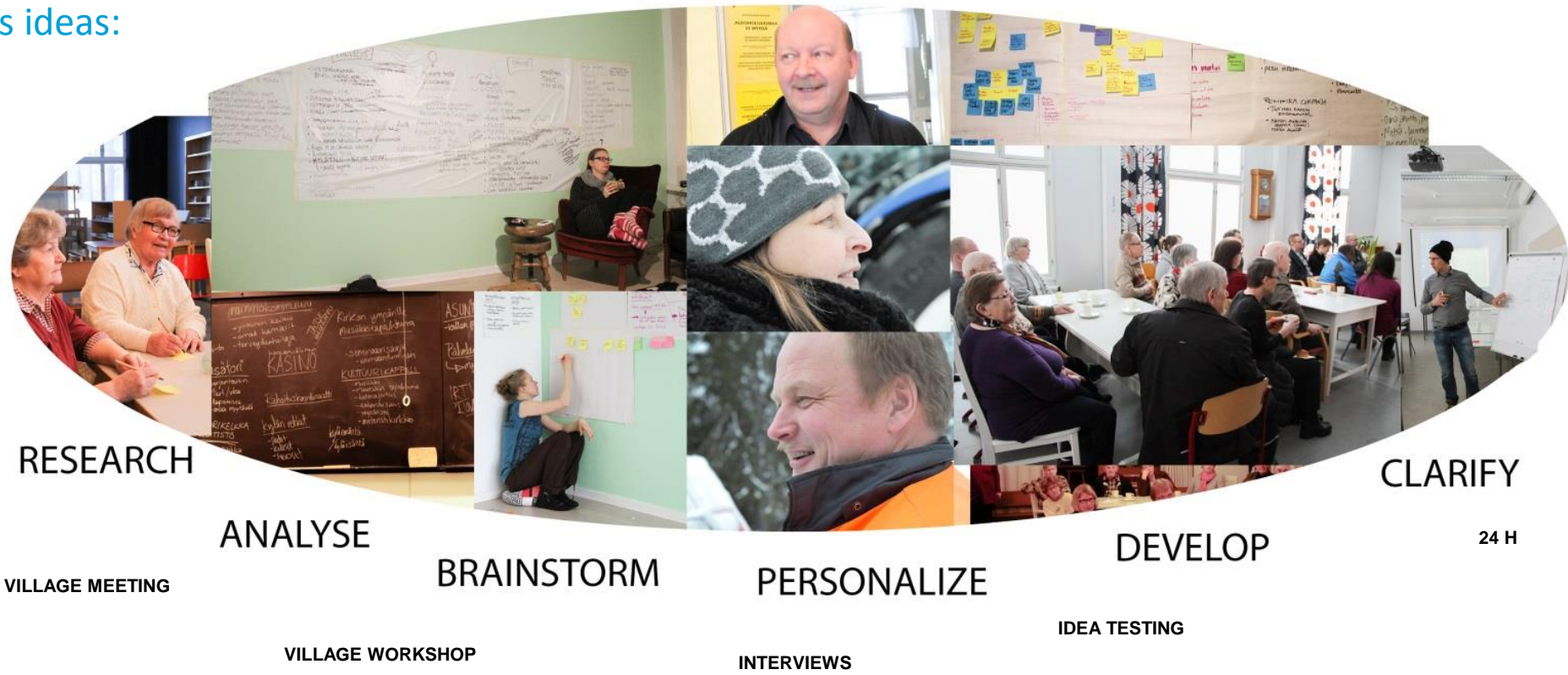
Ossi Korhonen,
University of Lapland, industrial designer

Maija Rautiainen,
University of Lapland, industrial designer

Petri Viherkoski,
Lapland university of applied sciences, physiotherapist



Village peoples ideas:



"Autti on loistavassa kohdassa moottorikelkkareittien kannalta, mutta reitti häviää Auttissa"

"Kyläisäntä tai emäntä voisi tehdä kylälle lisää toimintaa"

"Olisi hienoa saada kulttuurikirkko, jossa voisi pitää nykymusiikin festivaaleja ja seminaareja"

"Ei täältä puutu oikeastaan mitään, täällä on kaikki mitä tarvitsee"

"Jos asuntoja olisi tarjolla, tulijoita kylään olisi varmasti"

"Kaipaamme kylään nuoria perheitä, sillä oli mukavaa kun kylän lapset juoksenteli ympäriinsä"

"Pidimme kesällä kesätorin ja sinne pyrähti hirveä määrä ihmisiä. Tätä pitäisi pitää joka viikko niinkuin enti vanhaan"

"Oli mukavaa, kun oli työleiri ja koko kylä eli mukana sitä prosessia"

"Kansainvälinen Casino!"

Recipe of good life

plenty of health and exercise
a cup of nature
fairly security
one village of neighbours and friends
add some communality as a spice

Stir with huge heat
let it bubble in crowds
And now the elixir of good life is ready
to be served to the whole village!

By all we heard and
learned we created recipe
for good life to represent the
village community

Autti ☺

Present travel trends

1. challenge of the spare time and snacking – culture become more common
2. travellers want individual and their identity reflecting services
3. travellers want new kind of community
4. seniors and singles are remarkable increasing travel groups
5. luxury and low-price travel are increasing
6. ethical and responsible travel are increasing

Lapin matkailustrategia 2015-2018

http://www.lappi.fi/lapinliitto/c/document_library/get_file?folderId=1252845&name=DLFE-24497.pdf

Great Potential

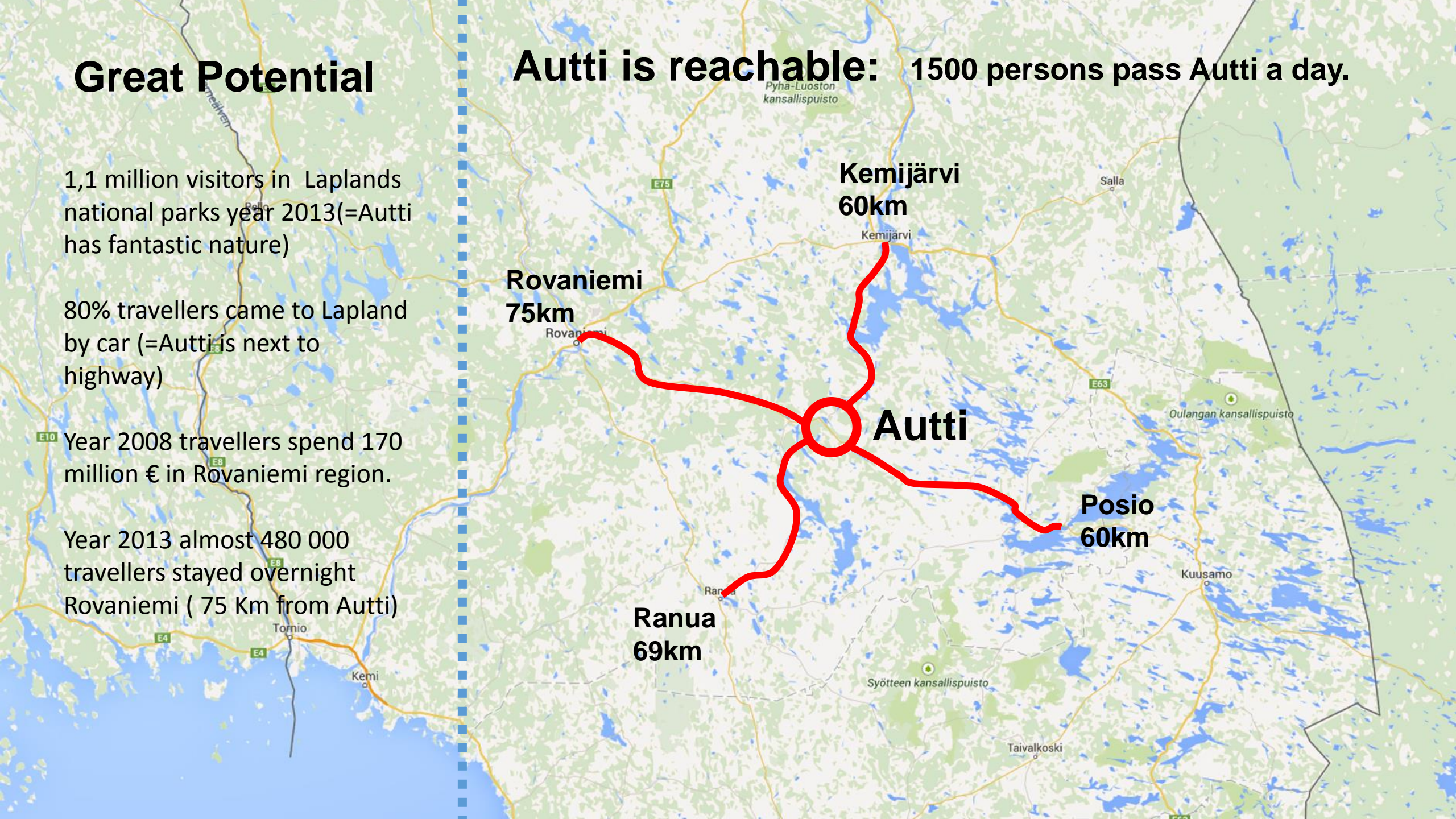
1,1 million visitors in Laplands national parks year 2013(=Autti has fantastic nature)

80% travellers came to Lapland by car (=Autti is next to highway)

Year 2008 travellers spend 170 million € in Rovaniemi region.

Year 2013 almost 480 000 travellers stayed overnight Rovaniemi (75 Km from Autti)

Autti is reachable: 1500 persons pass Autti a day.



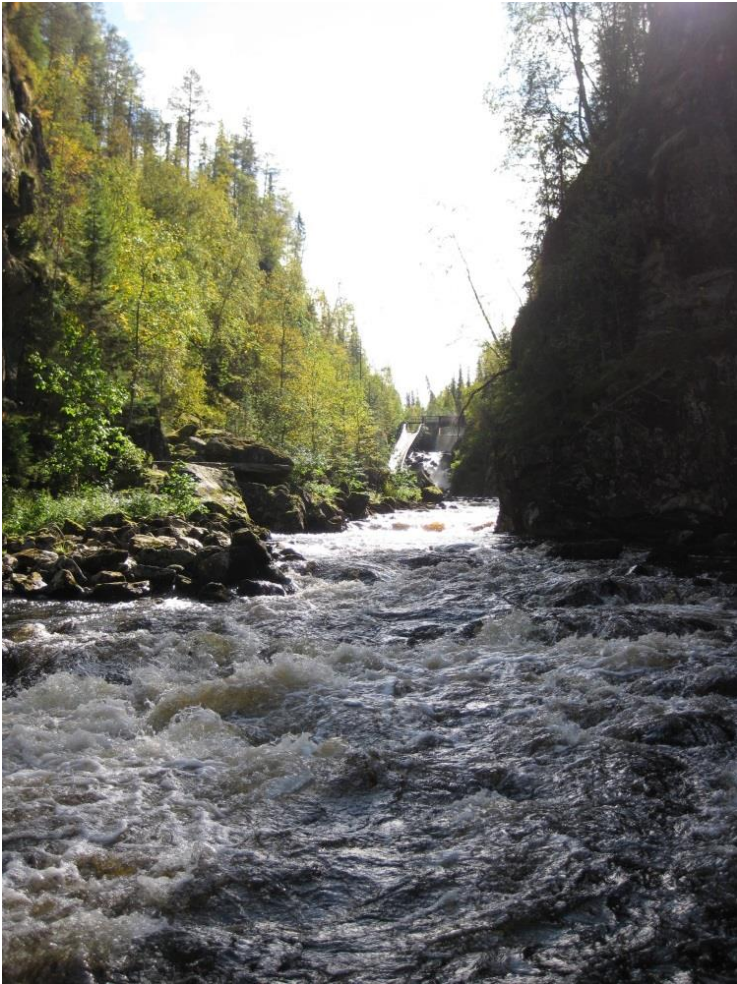
...today lost,

...Tomorrow found!

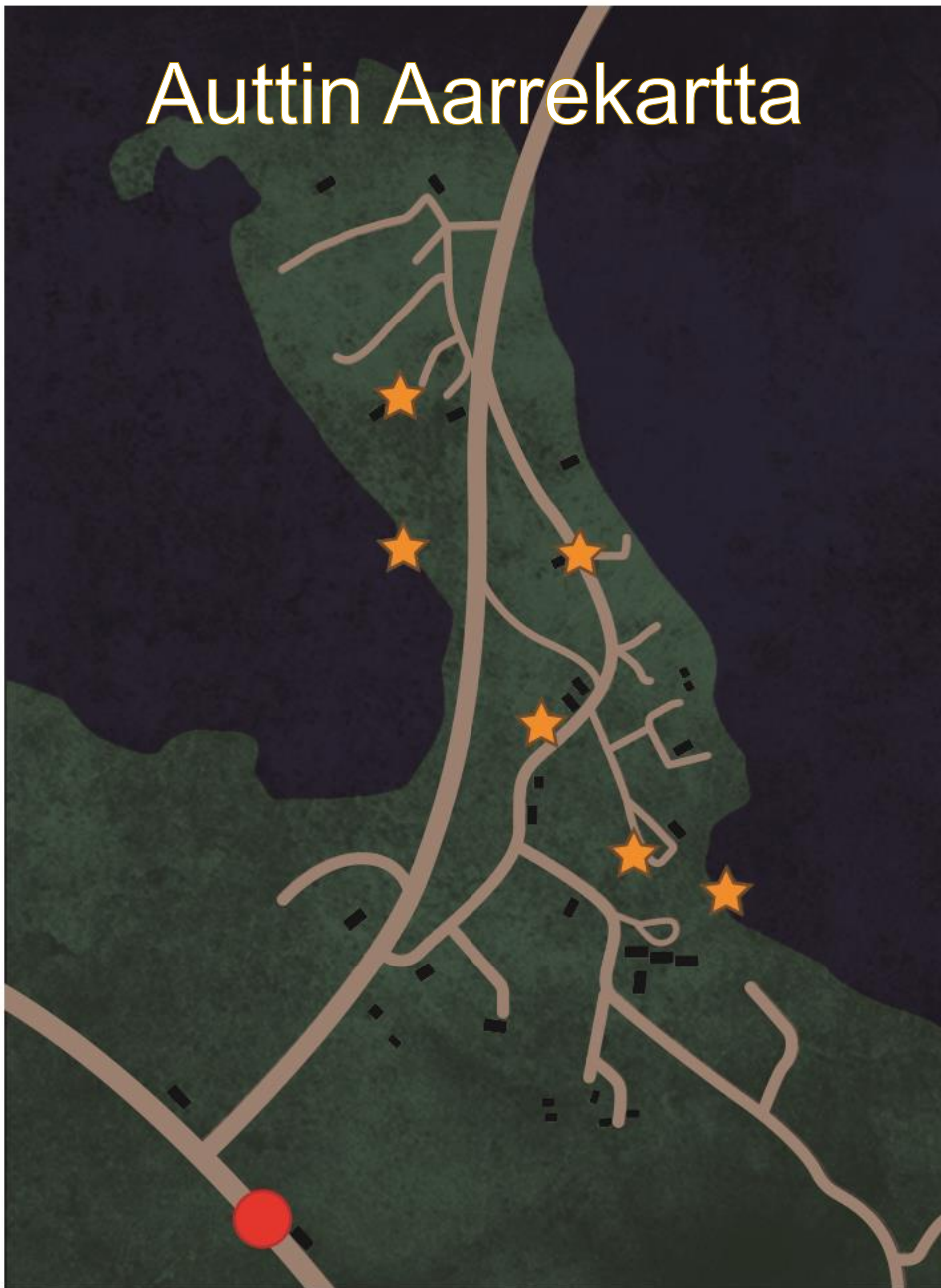
A photograph of a snowy road in a winter forest. The road is covered in snow with some tire tracks. On the right side of the road, there is a green rectangular sign hanging from a black metal post. The sign has the text 'Tervetuloa Auttiin' in black serif font. The background shows snow-covered evergreen trees and a hazy sky. A vertical blue dashed line is positioned to the left of the sign.

**Tervetuloa
Auttiin**

Hidden treasure



Auttin Aarrekartta



A village tour can be taken by bicycle or kick sledge from the village coffee shop

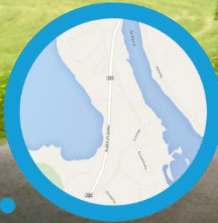
Saapuminen



Kyläkylätano



Kartta



Pyörän vuokra



Pyörä



Lähtö



Autti offers treasures:

Nature, culture, leisure time, agriculture, real village people, authentic downshifting.

Step by step development:

- Get people to stop for coffee
- Get people visit again
- Get people stay over night
- Get people for week holiday
- Create larger community



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"We want more young families to the village because it is nice to have children running around"





Visit Autti U2!

Help us to make the next steps.

Thank you!