

## Press summary

Guggenheim Helsinki is required to relate strongly to the context it's placed in. The historic city center, the harbor and the urban block with the beautiful facades of Helsinki are some of the elements nearby. The new Guggenheim Museum shouldn't only be an iconic building with a strong symbolic value - as we can see now all over the world. That's why it's very important to produce a new image of a contemporary museum in the 21<sup>st</sup> century that is both innovative and authentic.

How can Guggenheim Helsinki communicate with the history of the city and such a beautiful environment? In order to emphasize the potential of this waterfront, to make a gathering place for city residents of all ages and tourists, and to create a new form of exhibition space which is open to surroundings, our proposal focuses on mainly three concepts -- 'Dock', 'Courtyard', and 'Exhibition with Landscape'.