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Concept design develops the combination and intertwining of the most meaningful features of Finland and of the Guggenheim Foundation: water, silence, light and the lack of light, hot and cold, polar lights, birch trees, connections and relations with the surrounding environment and green areas are all concepts which have been interiorized, broken into pieces, re-elaborated and materialized in architecture to create forms, art, beauty and emotions so that the Guggenheim museum in Helsinki may become a distinctive and identifiable symbol of the land where it is hosted in this world.

Archetypes of lighthouse and silence have emerged with great strength in this project. Lighthouse refers to the idea of a haven in safe waters, a fixed point on the landscape where travelers can find help. Silence, instead, is the requirement for direct communications between art and visitors: thanks to the void created by silence all contents can convey their essence