

## The philosophy

Helsinki will meet Guggenheim - two great addresses. It forces quality, a great location at the edge of the center of the city. The chosen site is an ideal triangle of the Southharbor, historical quarter and the Tahtitorin Vuori Park. With the knowledge of the historical development of Guggenheim worldwide, regarding building conceptions and forms, we decided to reduce the architectural idea to a classical and timeless building structure. We think that a museum should only serve the art, artists and society. The art is the object and not the building. The honor to the historical extraordinary Guggenheim institution and collection is the main goal and not just the attraction of a building. One goal of our building design is to force the visitors' enthusiasm and curiosity.