

hellon

# Aalto Studios

## Initial space concept

Summary version for the steering committee  
November 28, 2018

# Foreword

This presentation summarises the joint service design project with Aalto Studios, Hellon and SARC Architects to initiate the design of the future media center to be built by 2022 at the Aalto University's Otaniemi campus.

The project run from August to November 2018. The presentation is a snapshot in time, and the design process continues and plans will evolve over time.

# New Aalto Studios 2022



**S A R C** AALTO STUDIOS

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00180 Helsinki Finland  
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Ortokuva  
LUONNOS

1:1000  
19.9.2018

# Content of the presentation

- Aalto Studios' vision
- Background and objectives of the project
- Design process
- Key findings: space types, space concepts & Aalto Studios concept
- Service promise and position in Aalto ecosystem
- Next steps

# Project background, objectives & team

# Project background

## Starting point

Aalto Studios has a vision to be the media center of the future by 2022, where teaching, research and product development can rise to the challenges of a rapidly evolving digital society. To enable this Aalto Studios is building a new media center in the middle of Otaniemi campus. This new facility will be a unique, shared socio-technical infrastructure that will serve the whole university and wider Aalto community.



# Project background

## Purpose

Aalto Studios aims to weave together interdisciplinary players of the creative economy: designers, filmmakers, youtubers, engineers, game developers, new technology media creators and educators to name a few. To better understand each parties' needs and hopes, Aalto Studios chose a co-design approach to initiate the planning of the future media center. With this joint project with Hellon, Aalto Studios kickstarted the co-design phase of the project together with the key stakeholders, Aalto University's staff and students.



# Project background

## Objectives

The objective of the project was threefold; first, to identify the key users and understand their varying needs and wishes. Second, to initiate and establish 8 thematic groups coming from different Aalto University schools to work together towards most optimal learning and research space that enables synergies between various stakeholders and strengthens the Aalto innovation ecosystem. And third, to produce insight for the architectural design.





# Project Team

## Aalto Studios



**Marcus Korhonen**  
Chief Operating Officer  
Project Owner

## SARC ARCHITECTS



**Antti-Matti Siikala**  
Director & Partner



**Max Hartmann**  
Senior Architect

## hellon



**Sanna Marttila**  
Senior Service Designer



**Terhi Silvennoinen**  
Service Designer &  
Project Manager



**Petra Kiuru**  
Service Designer



**Juha Kronqvist**  
Lead Designer



**Pauline Ranta**  
Client Service Director

# Design process

# Design process



**Desk research**

**September**

Understanding the context, benchmarking innovative learning & research spaces



**Workshops**

**September & October**

Workshop 1 - Need mapping & Service ideation  
55 participants

Workshop 2 - Concept creation & Layout ideas  
35 participants



**Analysis and concept design**

**October**

Hellon together with SARC architects & Aalto Studios



**Results**

**October - November**

Aalto Studios steering group and the public report

# Co-design workshops

Over 90 workshop participants in two co-design workshops.

The participants were members of the Aalto University staff, faculty and students from ARTS, ENG, BIZ, SCI, ELEC & CHEM and Aalto Studios.



# Outcomes



**Desk research**

**September**

OUTCOME  
**First version of the  
Design drivers**



**Workshops**

**September & October**

OUTCOME  
Workshop 1 -  
**Identified users and  
space types &  
qualities**



**Analysis and  
concept design**

**October**

OUTCOME  
**Crystallised layout  
design based on  
user needs and  
user description**



**Results**

**November**

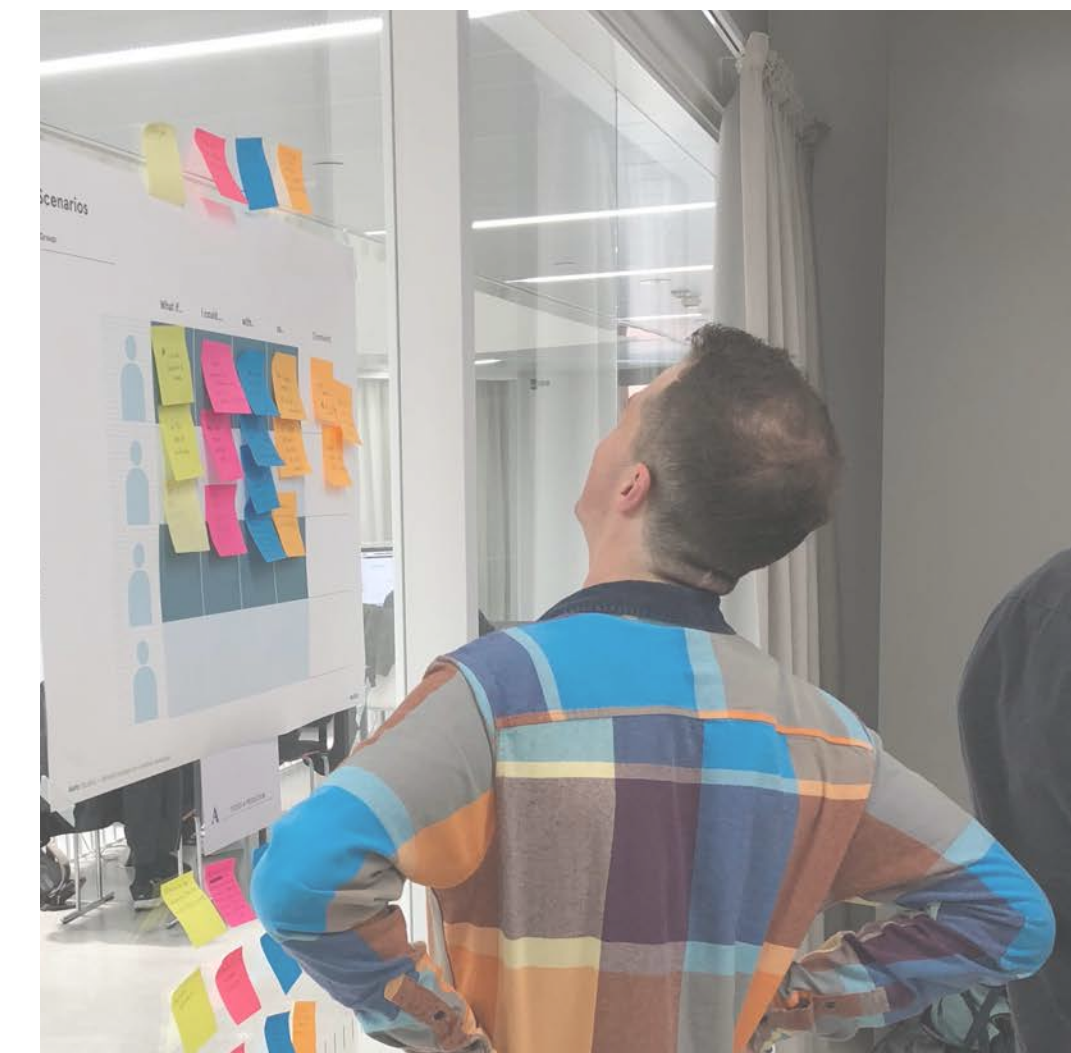
OUTCOME  
**Published report**

# Key findings: User profiles & space types

# Use scenarios and profiles

In the first co-design workshop the participants were asked to create mini-scenarios how the future media center could be used. **The groups ideated over 120 use scenarios**, from which they identified 48 as most relevant. These scenarios were selected for further analysis. The participants were also asked to map their needs on the provided canvas.

From the obtained data the key user profiles and use cases were identified. In addition, the pre-identified space types and their qualities were validated.



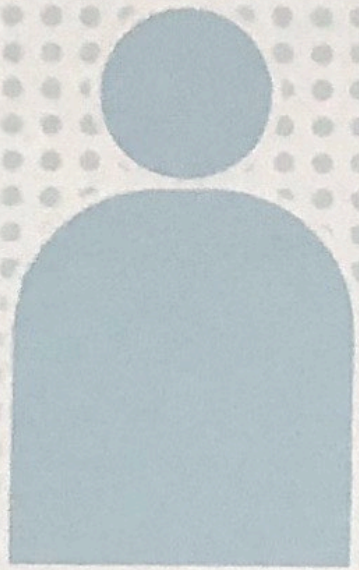
What if..

I could...

with..

so..

Comments



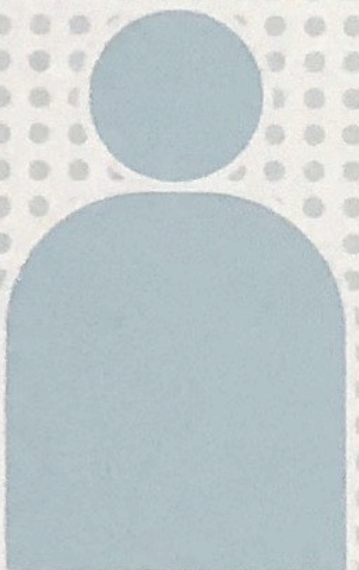
STUDENT

could instead  
try an  
ake

in a booth  
with easy-to-use  
dms set up

I would use  
my personal  
talents in studying  
in stead

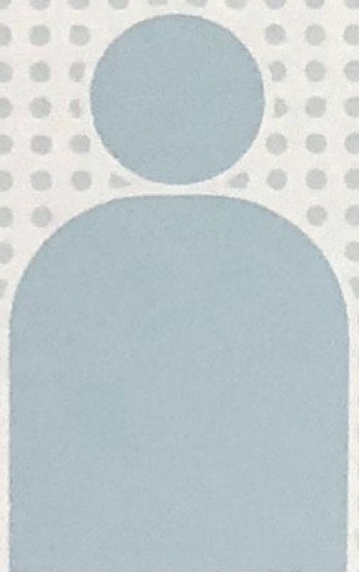
-how relevant is a recording studio for this? We assume students would make podcasts on their own laptops.  
-COULD BE EXPANDED INTO VIDEO/STREAMING?



RESEARCHER

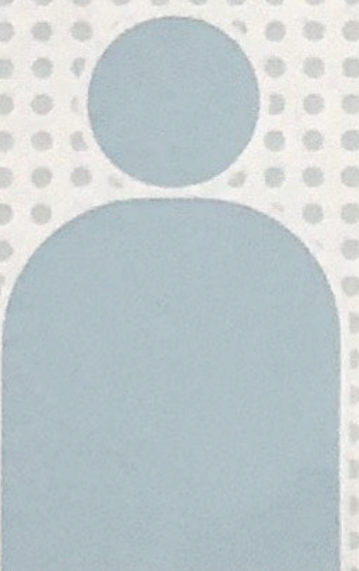
**“What if as a researcher I could translate my theoretical findings with multi-level visualisation tools so that I could better communicate with other researchers and disciplines?”**

- This is actually kind of nice!



TEACHER/  
PROF...

NEED OF PERSONNEL TO HELP STAFF  
SUPPORT/HELP



COMPANY  
+ "OTHERS"

to  
co develop  
prototypes,  
instructions  
etc...

with  
VR, AR  
Studios

Increase  
Sales; festing.

Should company research be outsourced to universities? How UNIVERSITY RESEARCH TURNS INTO INNOVATIONS IF NOT COMPANIES ARE





**"Common spaces  
(sauna, kitchen,  
gaming lounge) for  
bringing people  
together around  
gaming and building  
communities and  
organizing events and  
attracting people"**

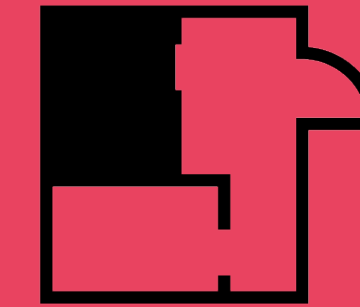
# Space Types and Their Qualities

From the first co-design workshop different space types were identified; who uses spaces, and what kind of qualities are connected to the space types.

Most of the facilities are used for learning, research and other knowledge work. These spaces should accommodate various needs and requirements such as practice-based activities for experimentation and play, collaboration and co-creation, as well as spaces for concentration and privacy. The different space qualities and use can be enabled through spatial design, technical infrastructure, signage, and cultural practices.



Calm/quiet space



Auxiliary space & facility



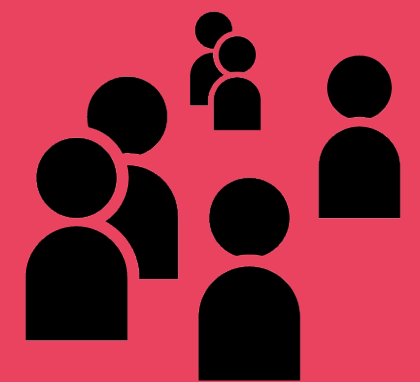
Personal space



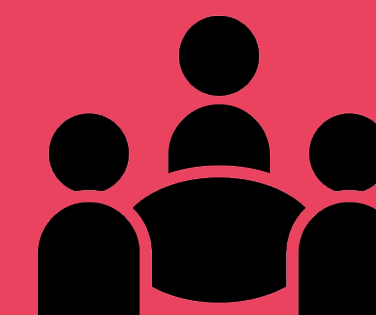
Presentation space



Making and hands-on space



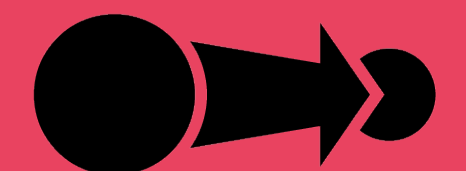
Social space



Meeting space



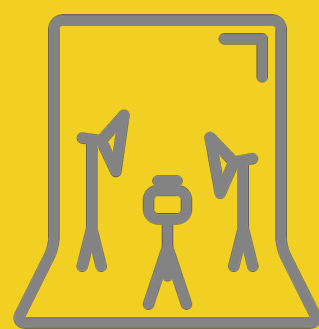
Collaboration space



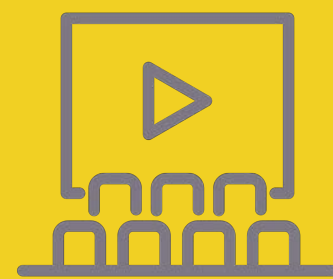
Transition space

# Space types

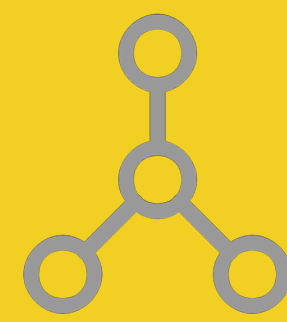
As a result from the second co-design workshop, the different space types were validated and regrouped. After the analysis these groups were produced into space cards that specified the use purposes, user groups, time of use and connections to other spaces. Also the readiness for commercial use of these spaces was explored. The space cards are especially meant as a tool for the architects to support their design work with the user understanding.



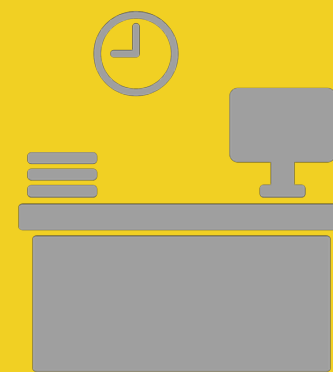
Studios



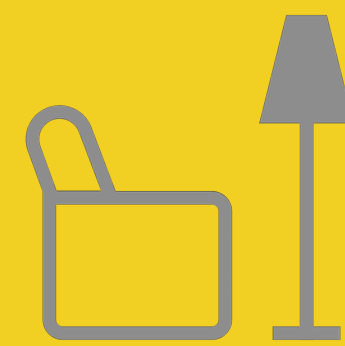
Theatres &  
cinemas



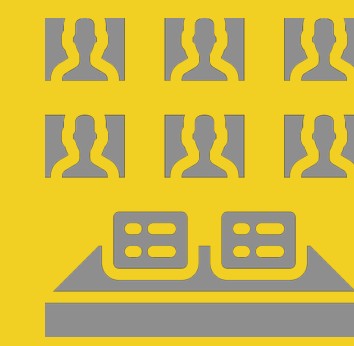
Hubs



Offices &  
making spaces



Lounges &  
libraries



Technical  
spaces



Facade / Open  
access areas

# Identified space concepts

## Identified space concepts

In the second co-design workshop the participants were invited to imagine their ideal Aalto Studios building and its floor-plan in three floors. The participants were divided in thematic groups, and each group was given a set a cut-of pieces of the initial space plan. This space plan version 1.0 contains rough inventory of the envisioned facilities, and their function and estimated size. Using provided paper-cut pieces seven groups developed their vision for the future media center building.

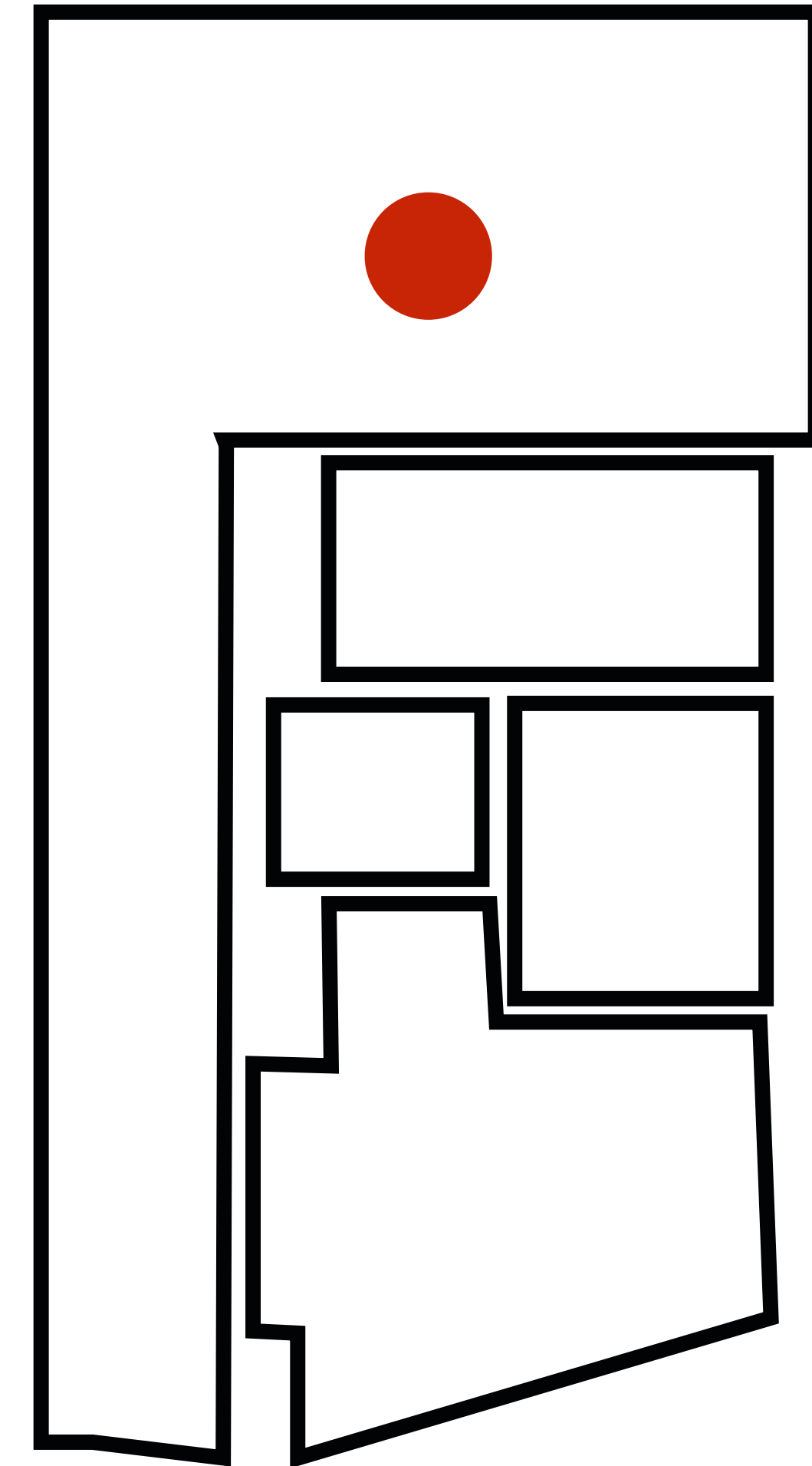
These plans can be grouped into the three different spatial concepts:



## Concept A: Multiplex cinema — offering services and spaces for multifunctional and flexible use

The building has modular and multifunctional spaces that support variety of current and emerging activities. The main function is to facilitate Aalto's core activities such as teaching and research, as well as attracting other actors operating in the field of audiovisual and digital media by offering high level service and state-of-the-art technology.

The building invites visitors into a spacious and high foyer area, and through a service point. A large share of the spaces are generic and built for flexible use.

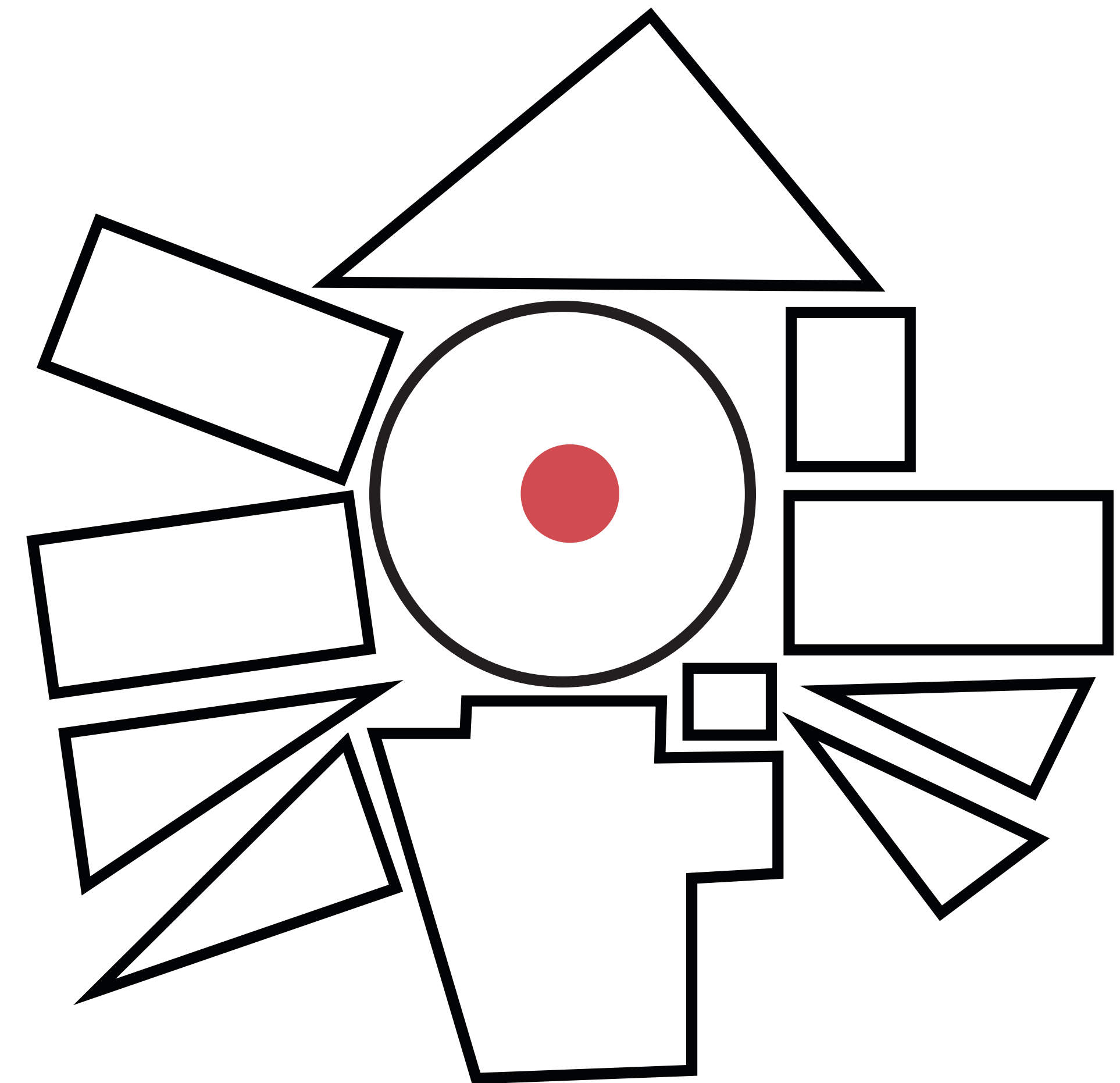


## Concept B: Social and flexible learning environment — fostering shared ownership and partner- and relationships

The building supports and fosters creativity and collaboration through open and inviting spread-form spaces.

In the heart of the building, in every floor, is an open lounge area that brings people together from different disciplines and backgrounds. Spaces are organised around activities rather than structures, fields of endeavour, or specific user groups.

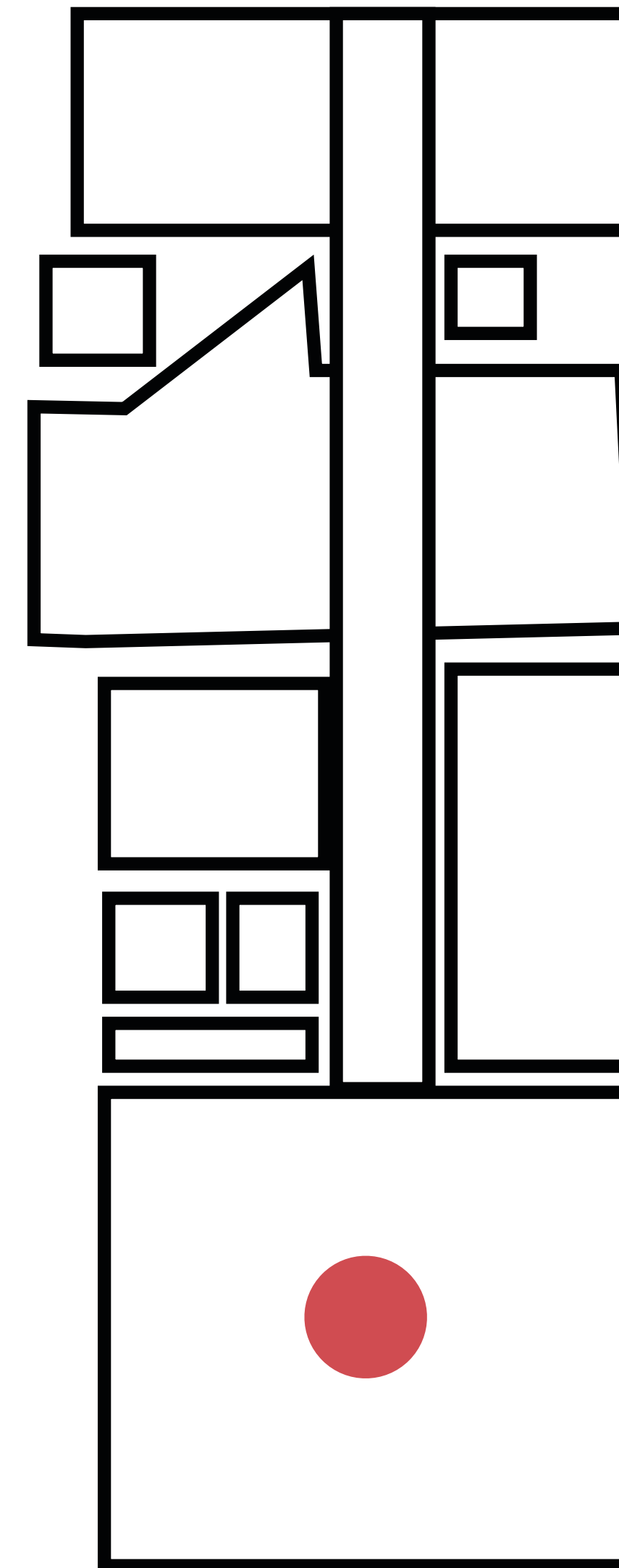
Aalto Studios offers high level services for newcomers, and creates mechanisms to support frequent users to gain more ownership of the space, and to form new relationships and develop new skills.



## Concept C: Studios, labs & hubs — supporting departments' core activities and developing high expertise

The building offers dedicated spaces and services to cater and facilitate varying needs of different actors and stakeholders of Aalto University and campus partners. Spaces are organised around specific user groups, and existing departments and units.

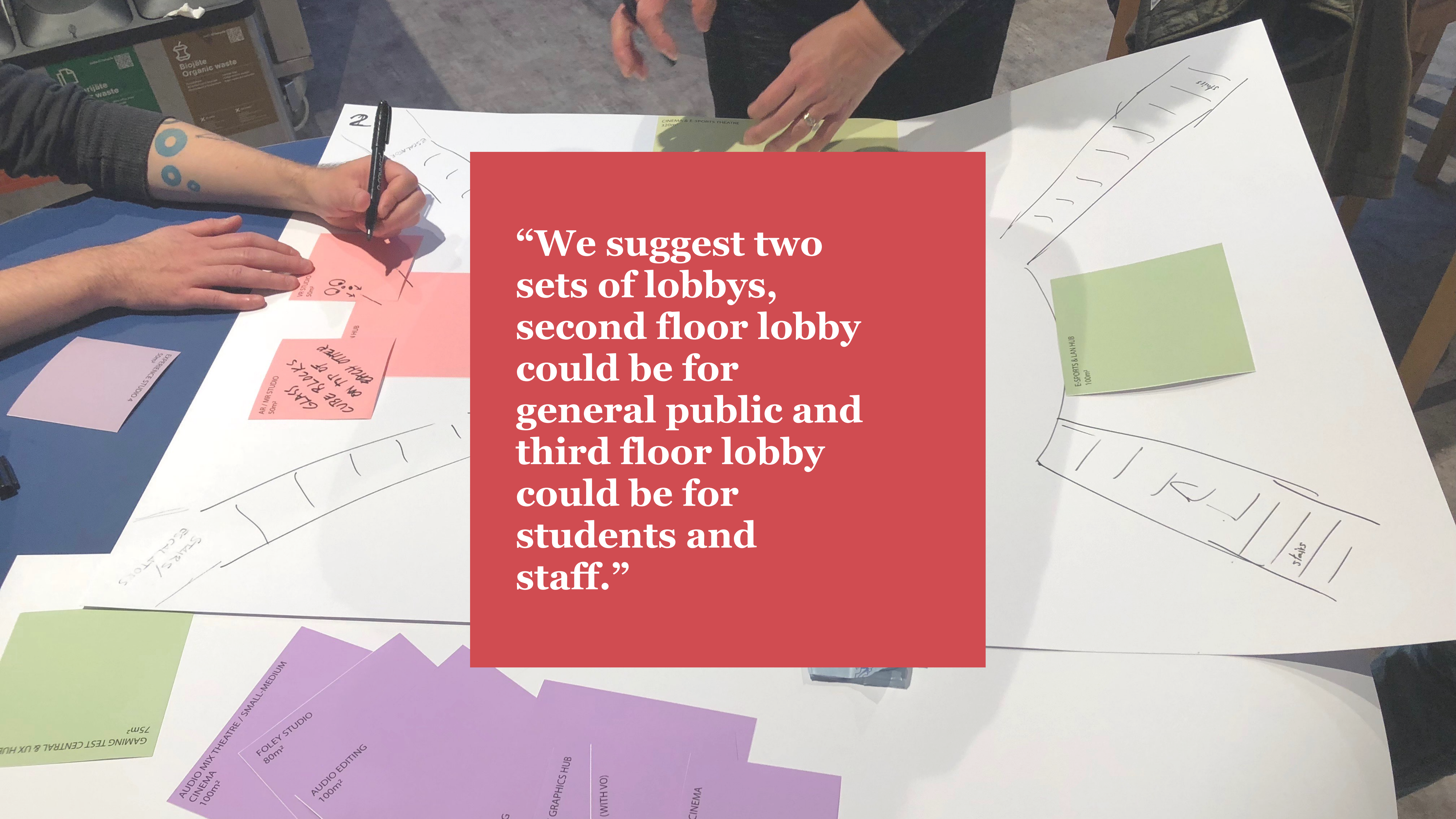
Aalto Studios offers high level services during the office hours by providing a dedicated service point for each specific unit and activity. Supporting services are offered to newcomers (e.g. driver's license).



● Main entrance and meeting point



**“We suggest two sets of lobbys, second floor lobby could be for general public and third floor lobby could be for students and staff.”**



# Envisioned draft floor plan & core functionalities



## Design drivers for the space layout

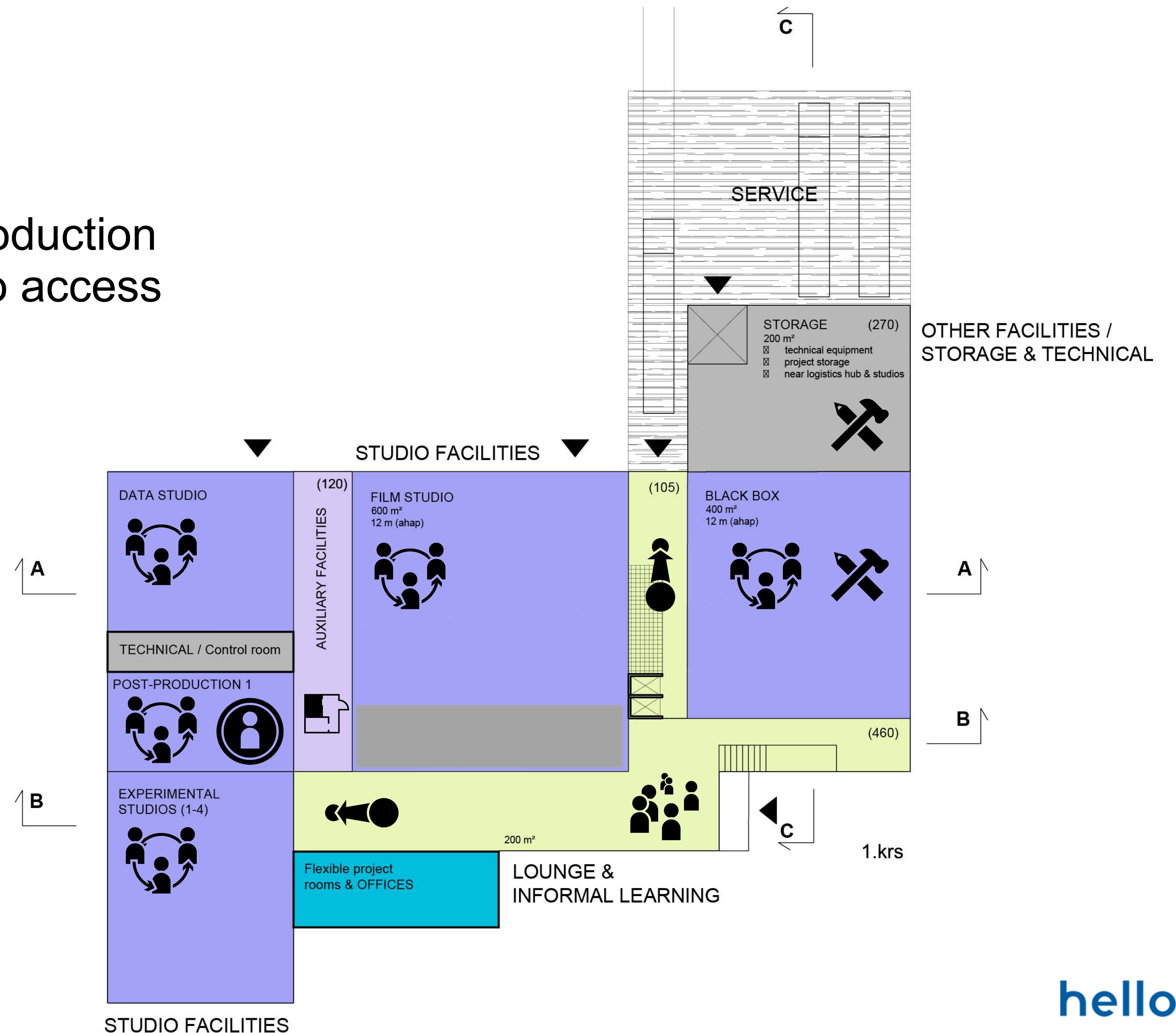
From the desk research and co-design phase we identified three key design drivers for the space layout and to support knowledge work, learning and research:

- 1) The spaces are **flexible and modular multi-functional spaces** that support diverse use needs beyond office-hours.
- 2) The space design **supports collaboration, co-creation and experimentation** in practice.
- 3) Space and its use is structured to enhance **collective ownership and looking after** of the common facilities.

Building upon these drivers and co-design insights we developed the draft space concept.

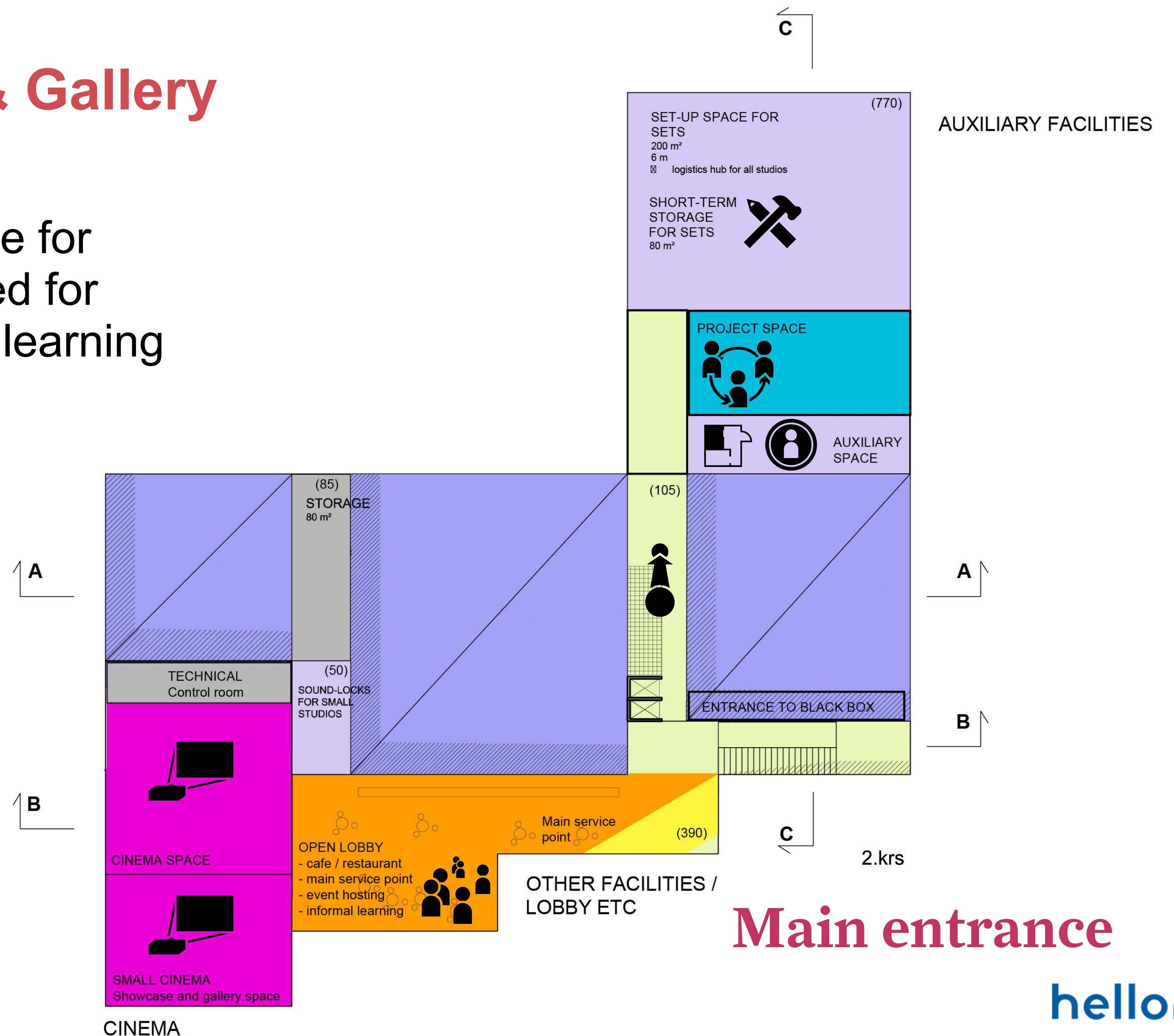
# Ground floor - Studios

The ground floor is a dedicated environment for audio-visual production work and experimentation. Aalto access required.



# Second floor - Cinema & Gallery

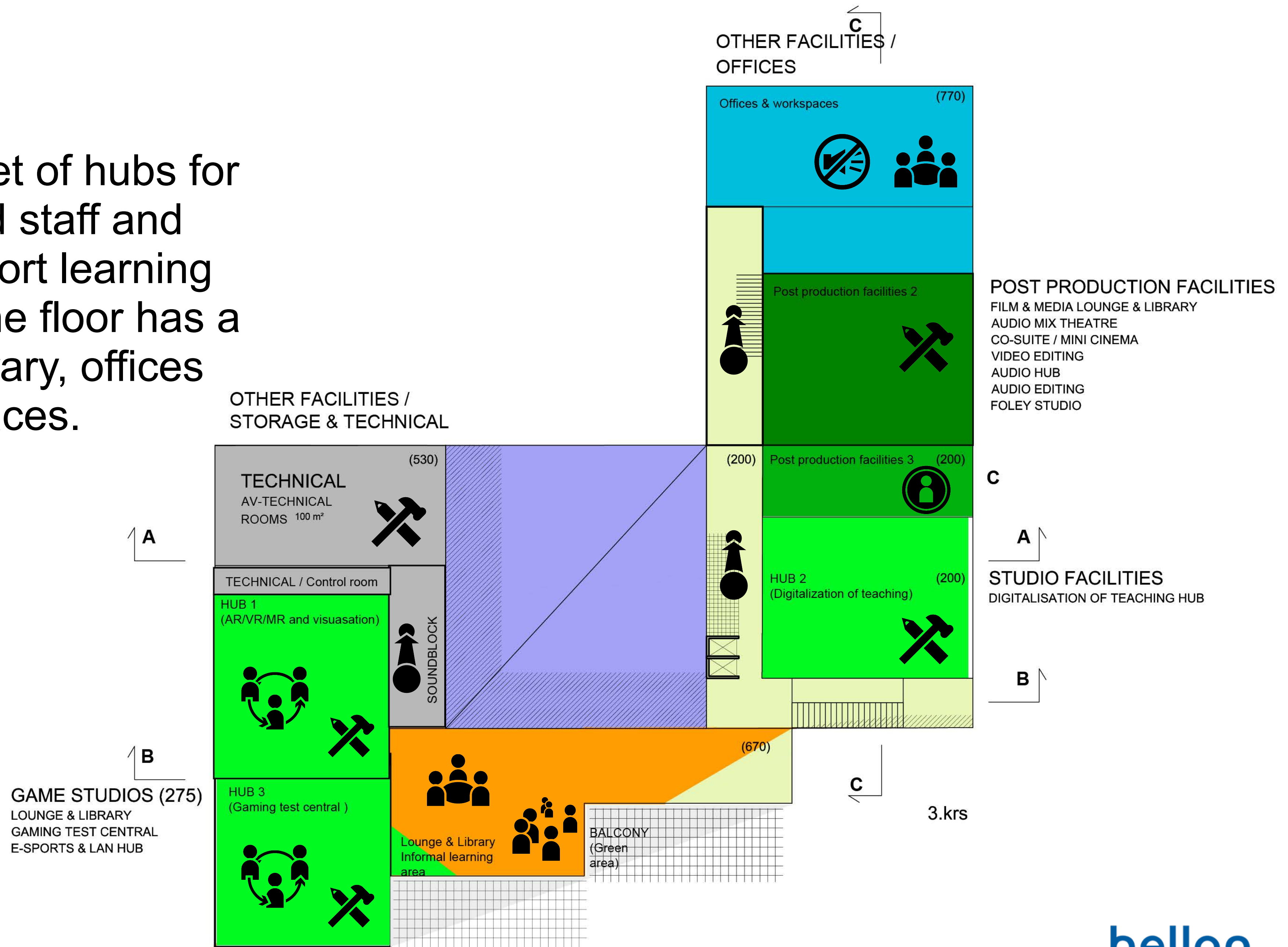
The second floor is an open environment and a meeting place for everyone. The space is dedicated for events and exhibitions, informal learning and networking.



**Main entrance**

# Third floor - Hubs

The third floor houses a set of hubs for Aalto students, faculty and staff and their collaborators to support learning and research activities. The floor has a large open lounge and library, offices and temporary project spaces.



# Other key insights for the architectural design

# Acoustics

Many groups mentioned that acoustics is a very important factor, and should be paid special attention to. As a concrete suggestion, some groups recommended to have an **acoustic specialist** involved from the beginning of the process.

Furthermore, when choosing the air conditioning solution, sound levels and acoustics should be taken into consideration. At Aalto there are in-house experts on acoustics that offered their expertise to the process during the workshops.

Calm/quiet space    Personal space

Collaboration space    Making and hands-on space

When will this space be used?  
Tick suitable option

opetus

opistielijät

24/7

Usage requirements:

Open to public

staff & students

Research

Commercial use

SPECIAL NEEDS

What kind of special needs are there for the space?

- natural light
- sound proofing
- pimennys verot
- jäähdytys el
- kerkiharmat

INFORMAL LEARNING  
200m<sup>2</sup>

- 1 OPETUS EDELLÄ
- 2 JÄLKITUOTOANTO YHDESSÄ + KATSELUTILAT
- 3 ACOUSTIC CONTROL AND NOISE CONTROL IN THE WHOLE BUILDING



# Other key insights for the architectural design

## Working spaces in conjunction to the studios

Some working spaces and offices and project rooms should be in conjunction to the studio spaces, and not *only* in the separate office blocks. This was highlighted by many of the groups, especially by the faculty members.

## Natural light

Many spaces are designed dark by default even if there is no specific need for that. The participants specifically wished for more natural light into the spaces, and a possibility to make spaces dark if needed.

# Other key insights for the architectural design

## Control rooms

Many thematic groups wished for control rooms in connection to studios and to experimental studios. In addition to managing the technology and equipment these control rooms could be used for observing various kinds of tests and experiments (e.g. usability tests). Control rooms could be shared with activities around e.g. virtual and augmented reality.

## Service points

Service points are not visible in the first version of the space plan. Many groups requested to make the service points visible also as a separate space or floating activity in the space that requires some unique qualities. There should be one centralised service point that is located near to the main entrance and the lobby area. Supporting service point should be close to the studios.

# Aalto Studios strategy & vision

# Aalto Studios vision

**Aalto Studios offers the whole Aalto University the following key digital audio-visual services and socio-technical infrastructure:**

## **Studios, Post & Production Services**

For world-class media & culture production & digitalization of teaching

## **VR, AR, MR & Future visualization Studios**

For storytelling and digital economies of the future

## **Data Studio, ABL & UX hubs**

For researching human activity both in the digital and physical worlds

## **Game Studios**

For gamers and games, and for gamifying everything else

## **Media Events & screenings, Partnership & Research Facilitation**

For being inspired and inspiring others



# Service promise: what, to whom & how?

**Aalto Studios provides  
Aalto University with state-of-the-art  
facilities housing cutting-edge  
audio-visual resources that enable  
world-class teaching, research and  
practice.**

# Aalto Studios service promise



“Everything will be offered as a service, meaning that we will not house technologies that we don’t have the experts to use with faculty.

We will promote multidisciplinary learning and research by special allocations and close strategic partnerships with different departments and the industry.

All technical investments will be designed from the beginning to be flexible and renewable so that the media center of the future does not turn into museum after initial investment.

We will let students to make the facility their own by fostering student managers for evening and weekend use and by letting student associations to organise hackathons, screenings, game jams and events in the space on weeknights and weekends.”

*Marcus Korhonen, Aalto Studios Chief Operating Officer*

# We will help you with...

## **Studios, Post & Production Services**

As learning goes digital universities need to provide engaging learning and research materials. We will help you to produce learning and research content in captivating audio-visual form that can be published to students and larger audience online.

## **Events & Screenings**

Knowledge needs to be shared. We will help you to deliver your presentations with cutting edge audio-visual facilities that makes sure that your content is not just heard and seen, but truly experienced.

## **Game Studios**

Games and gamification are reshaping many industries. We will help you to push the boundaries through gamification, and to develop game-based thinking and techniques. How about digitalising a new ocean liner on a gaming engine and being able to simulate evacuation routes etc.?

## **VR, AR, MR & Visualisation Studios**

Virtual worlds are entwined into our physical worlds. We will help you to create visualisations and captivating virtual and augmented realities for varying needs. We also offer tools for distributed digital collaboration and remote presence.

## **Data Studio, ABL & UX Hubs**

Data is the new currency. Data gathering will penetrate all aspects of human experience and will expand from digital domain to perceptual domain – from online world to street corners and living rooms. We will help you to gather and visualise perceptual data, be it for the creation of stunning animations or cognitive neuroscience, or anything in between.



# Aalto Studios service commitment

**Aalto Studios is for hands-on making.** Aalto Studios thrives to be a creative playground for the trailblazers of digital industries. Mode of operation is centred on creative audio-visual thinking based on exploring and experimenting.

**Aalto studios enables creativity and courage.** The Aalto Studios facilities and encourages new ways of working, where transparency, collaboration and entrepreneurial spirit are standard practices, and personal expression, intellectual curiosity and critical thinking are abundant.

**Aalto Studios is open and for everyone.** We have no-barriers entry points for all Aalto students, faculty and society. We strive beyond 9 to 5 usage plan that emphasises the importance of evening and weekend activities.

# Service position in the Aalto Campus ecosystem

## **Studios, Post & Production Services**

For world-class production & digitalisation of teaching

## **VR, AR, MR & Visualisation Studios**

For storytelling and digital economies of the future

## **Data Studio, ABL & UX hubs**

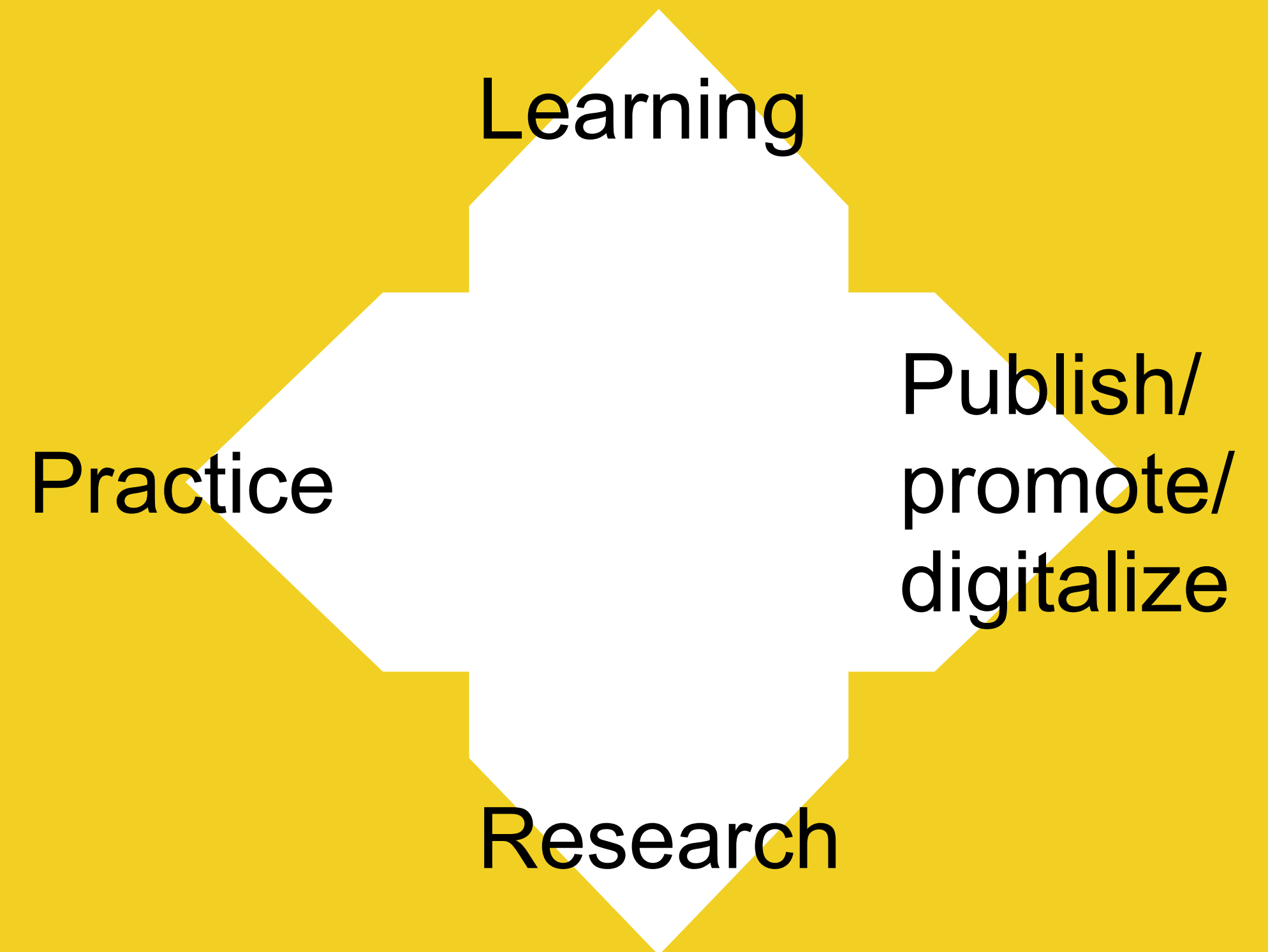
Human activity in the digital and physical worlds

## **Game Studios**

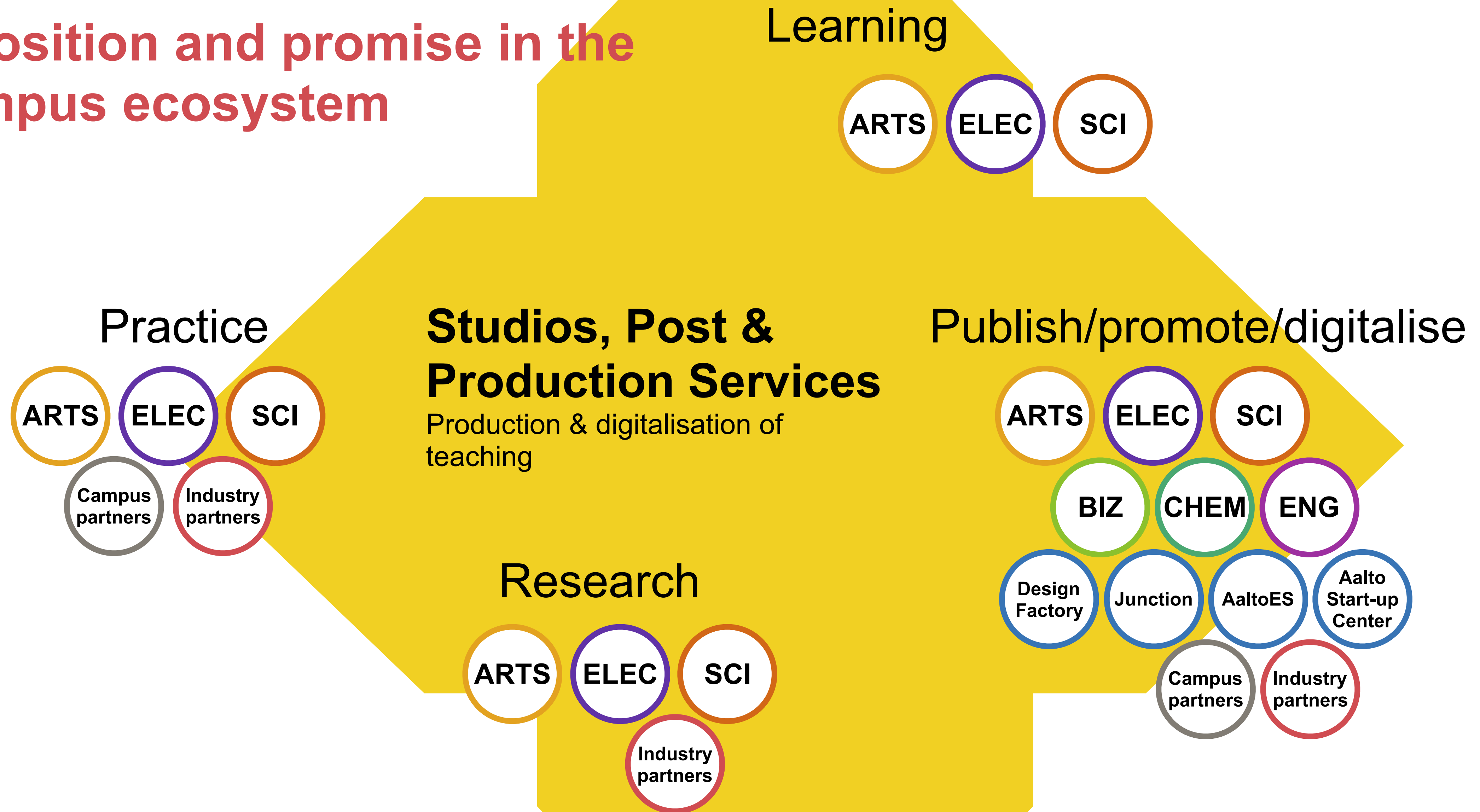
For games and gamifying

## **Media Events & Screenings**

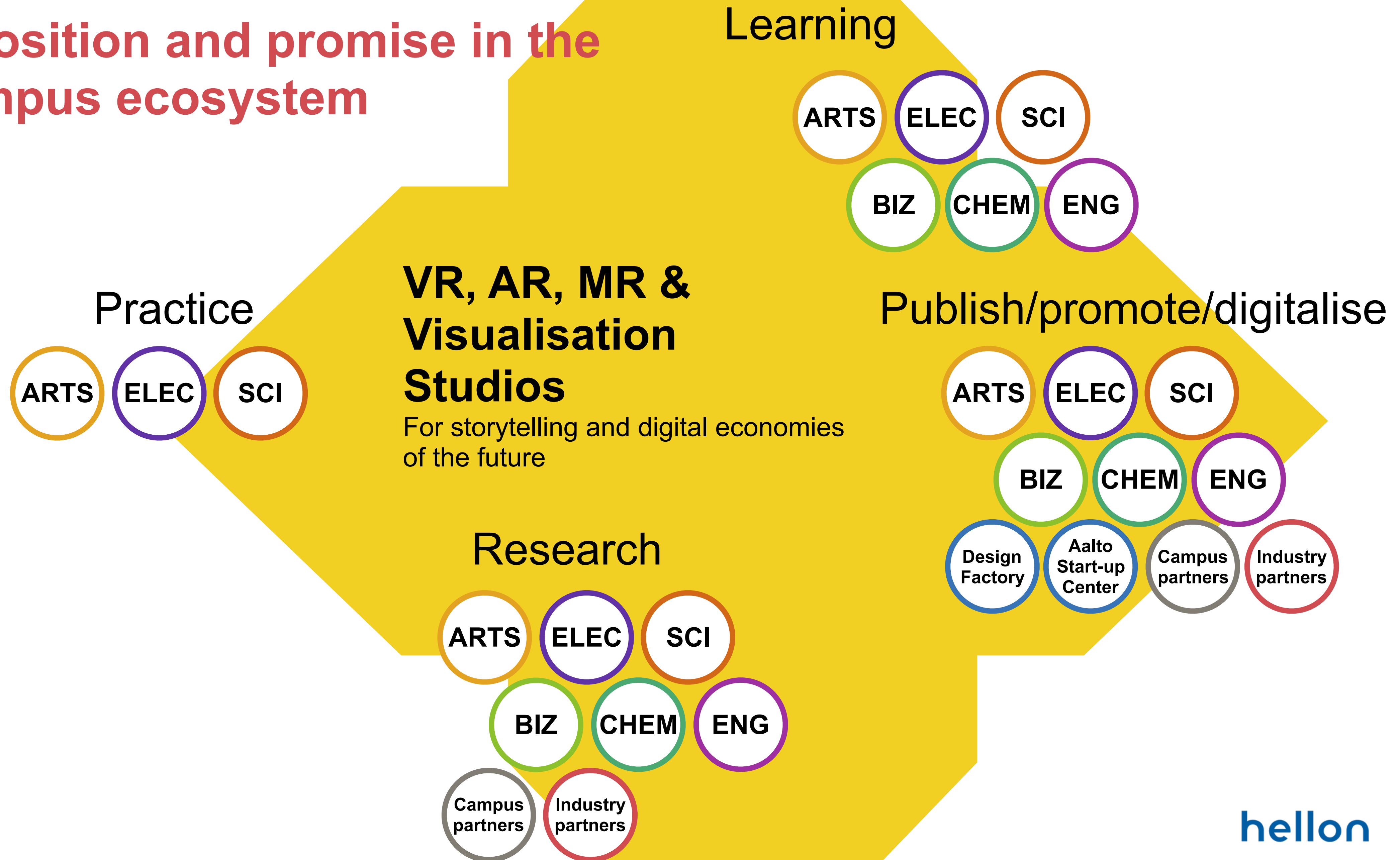
For being inspired and inspiring others



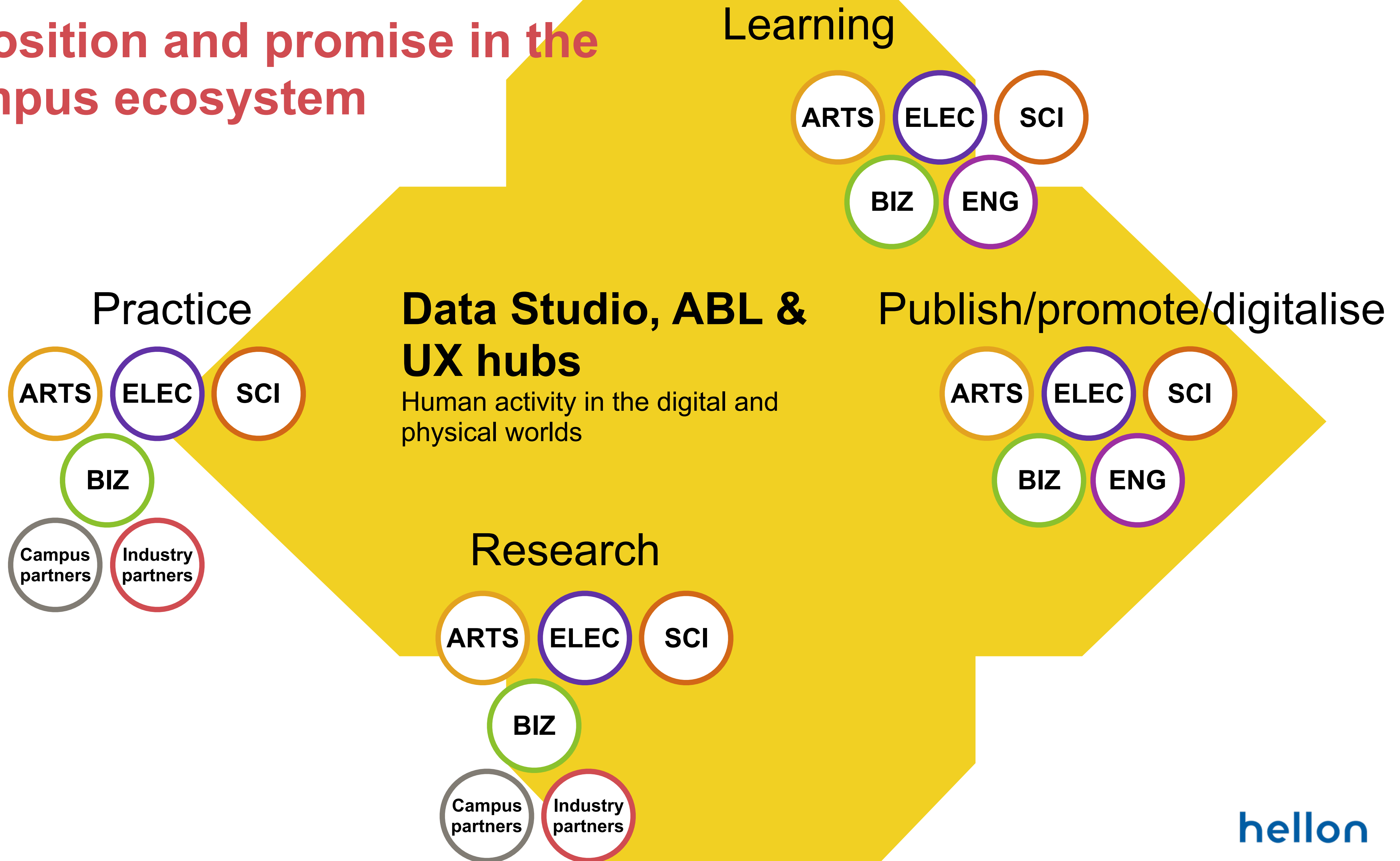
# Service position and promise in the Aalto Campus ecosystem



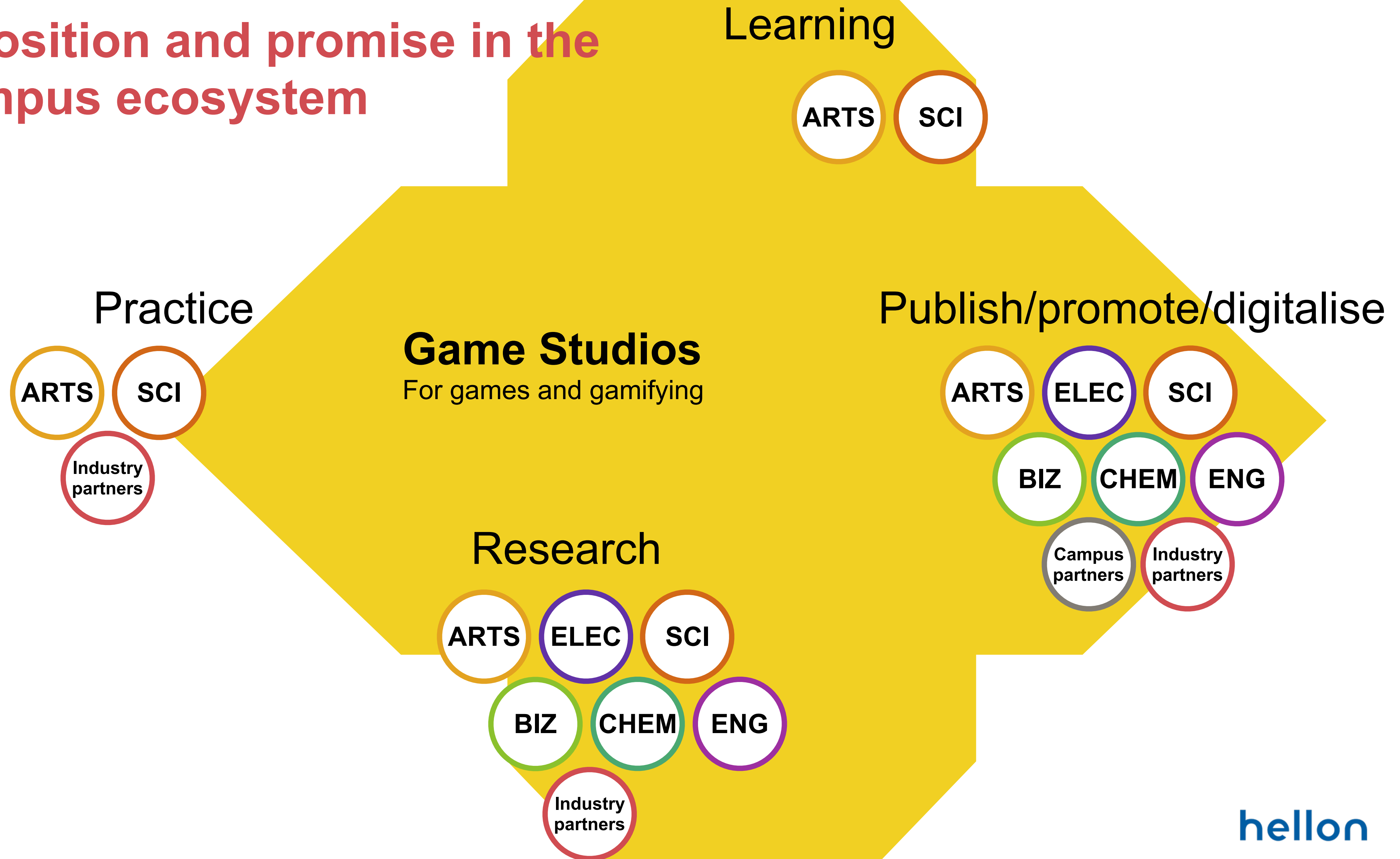
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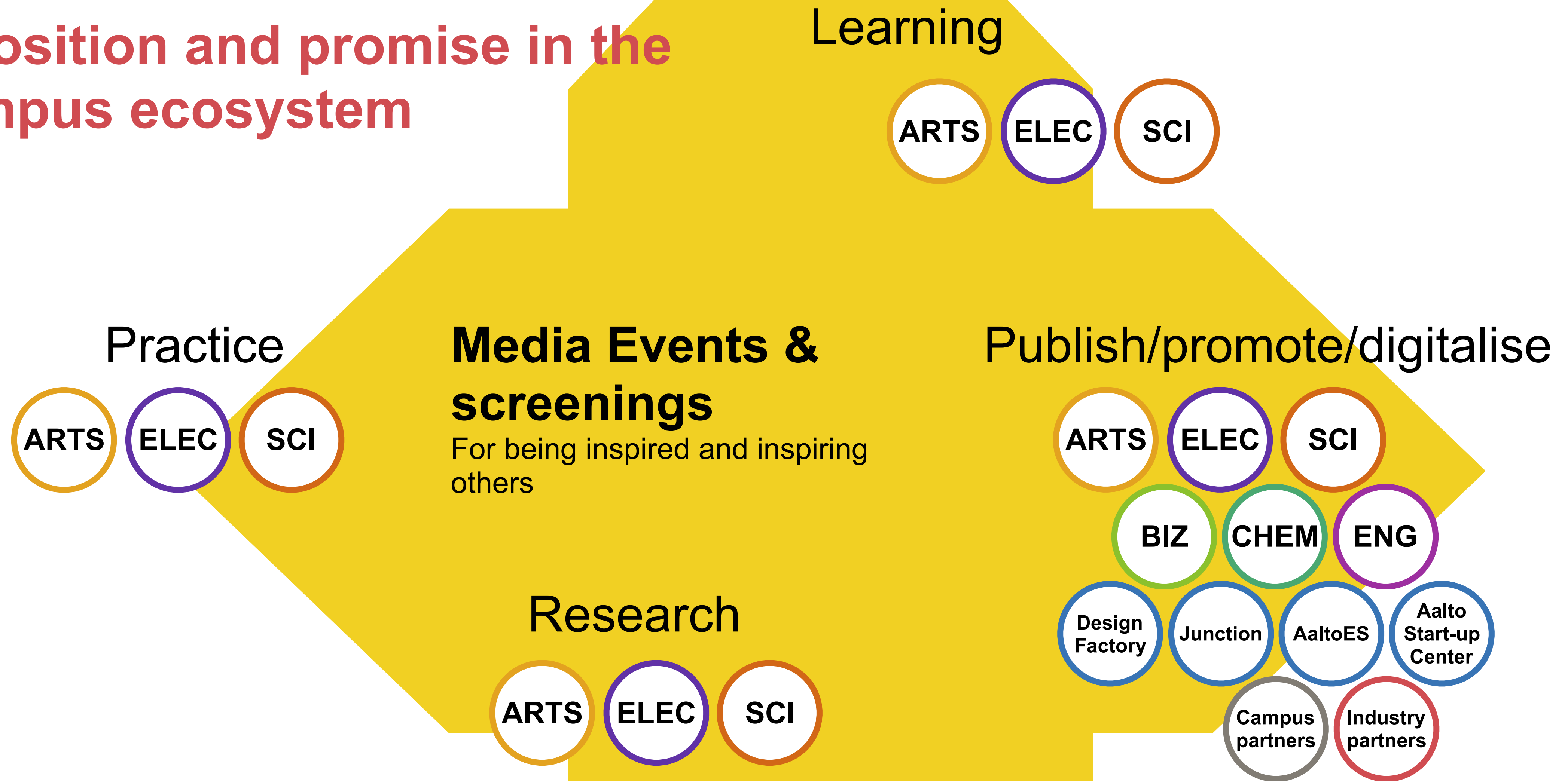
# Service position and promise in the Aalto Campus ecosystem



# Service position and promise in the Aalto Campus ecosystem



# Service position and promise in the Aalto Campus ecosystem



hellon



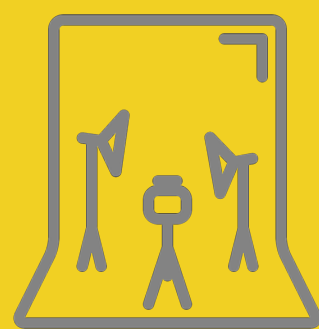
Hellon  
Pursimiehenkatu 26 C  
00150 Helsinki  
[www.hellon.com](http://www.hellon.com)



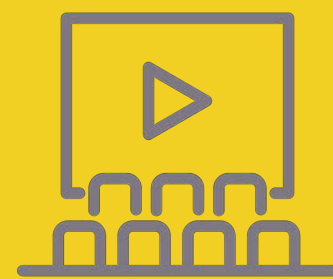
# Appendix 1. Space types

# Space types

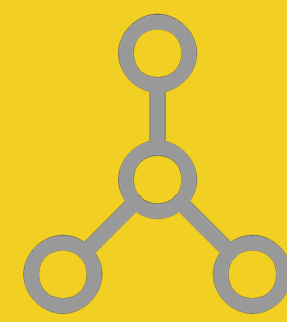
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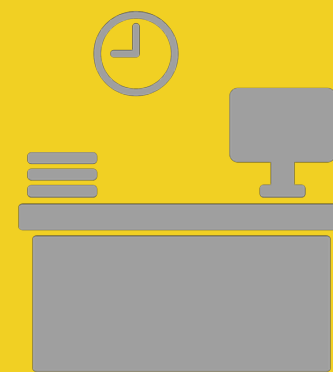
Studios



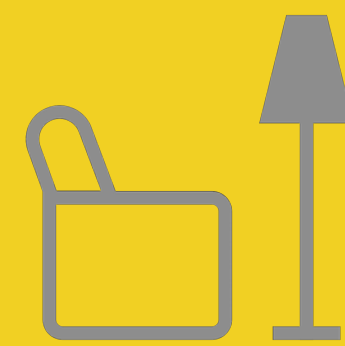
Theatres &  
cinemas



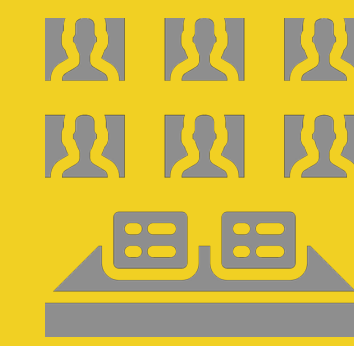
Hubs



Offices &  
making spaces



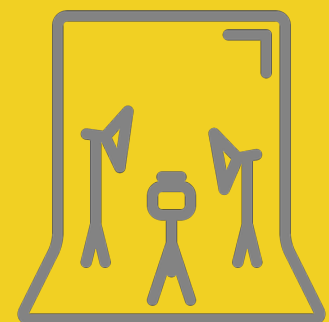
Lounges &  
libraries



Technical  
spaces

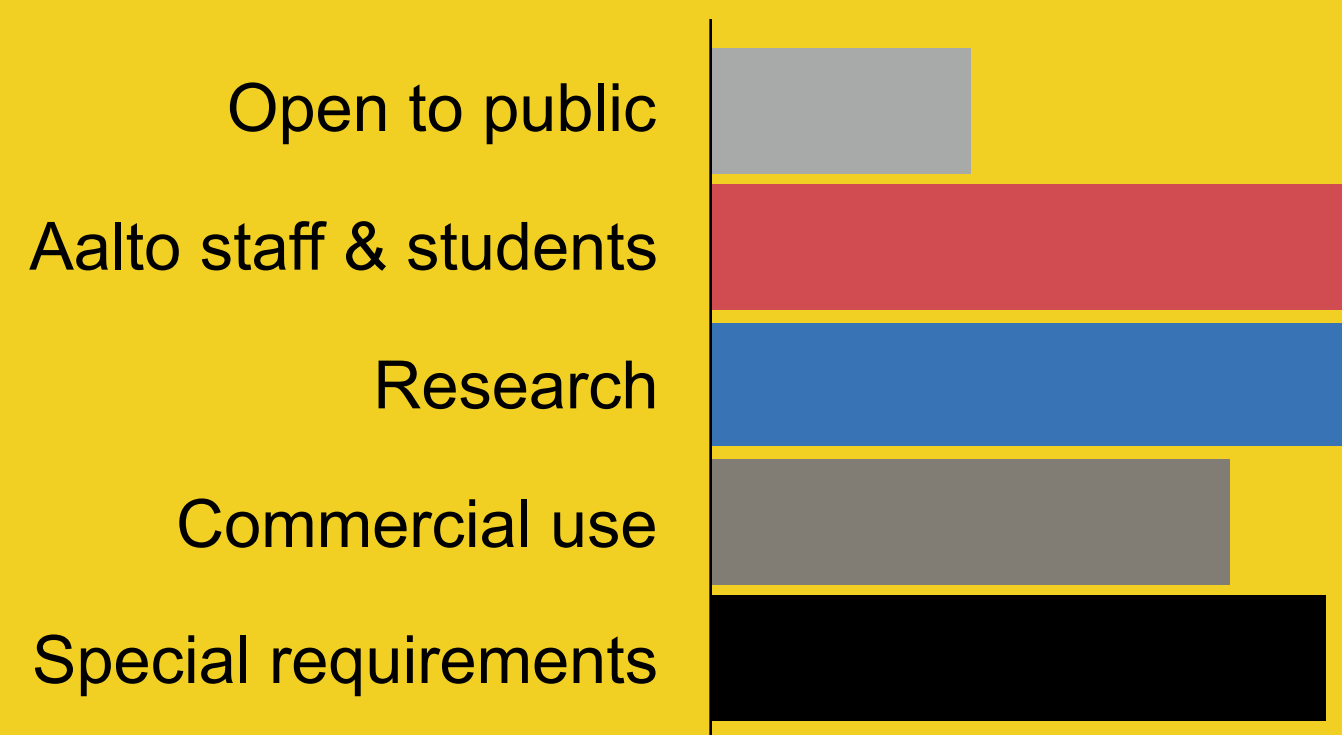


Facade / Open  
access areas

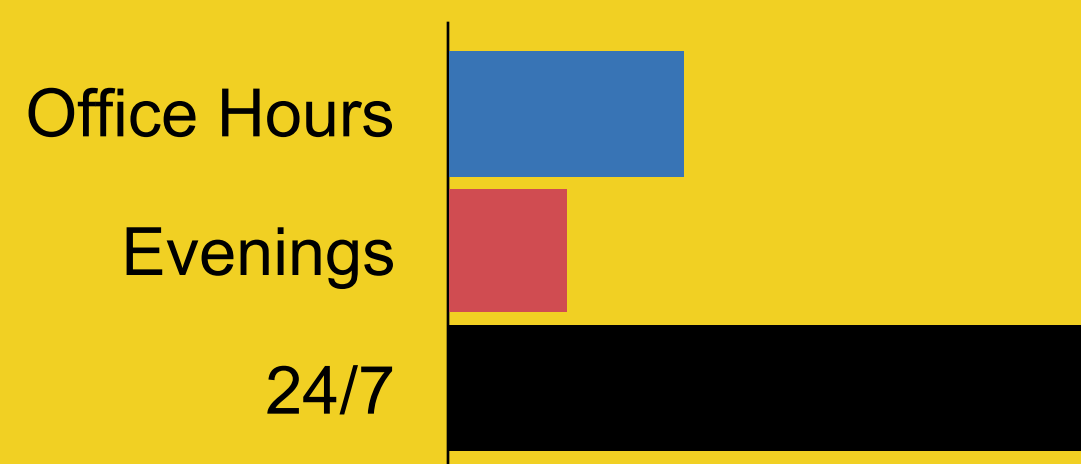


# Studios

## Access



## Time of use

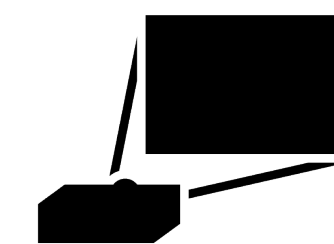


## Description

Studios are used for teaching and research, and require service personal and skills from the user. When needed they are secluded from the buzz outside and locking the buzz of making inside. Studios have the most specific spatial and technical requirements of Aalto Studios and they require working spaces, offices and project rooms in conjunction to the studios together with the sound locks, and dressing and makeup rooms. Studios require also many technical options for manual handling of AC, smoke and fire alarms.

## Spaces

Film studio, black box, data studio, experimental studios, foley studio



Presentation space



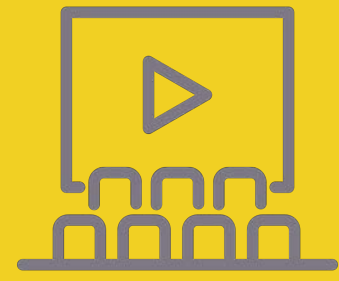
Collaboration space

## Must have connections

- Technical spaces (sound locks, control rooms)
- Office/Project rooms
- Support spaces (makeup, dressing rooms, green room)
- Setup storage
- Delivery & transport access

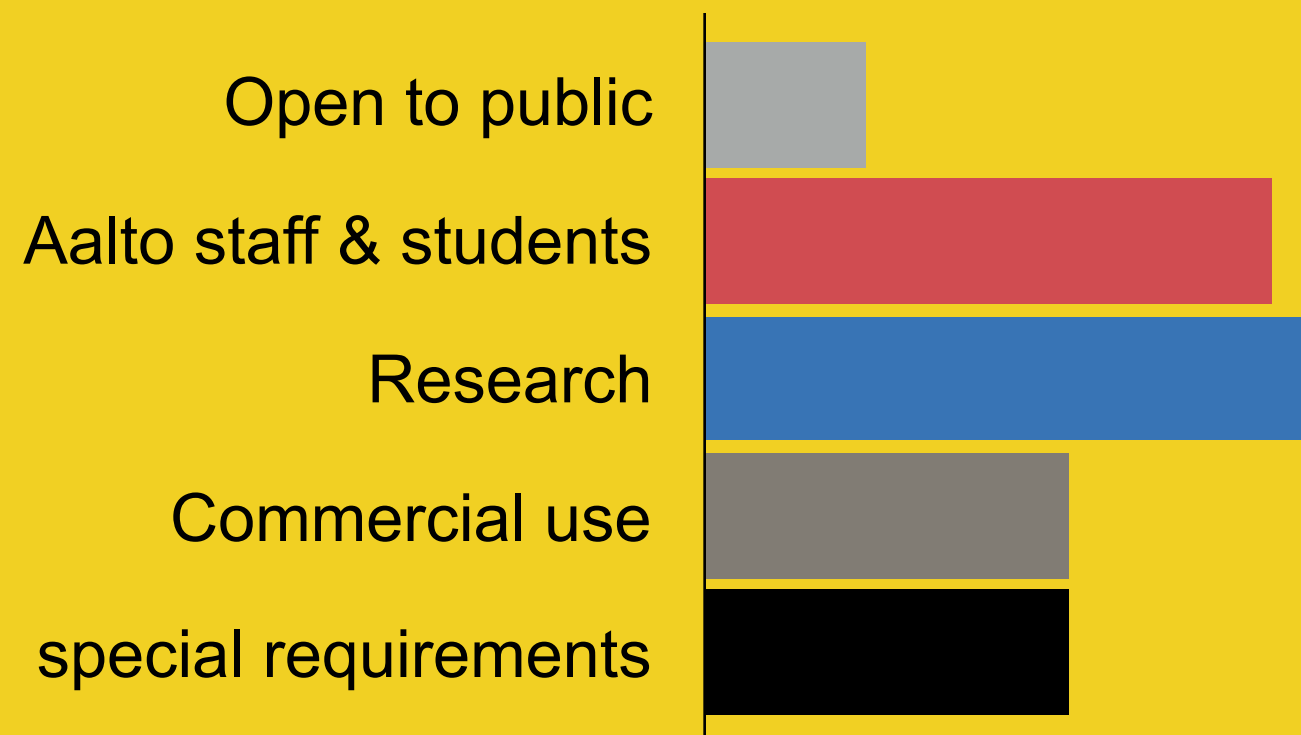
## Use

Studios can be open for public during events and also commercial usage is acceptable, and required skills can be enabled through partnerships with externals and for research.

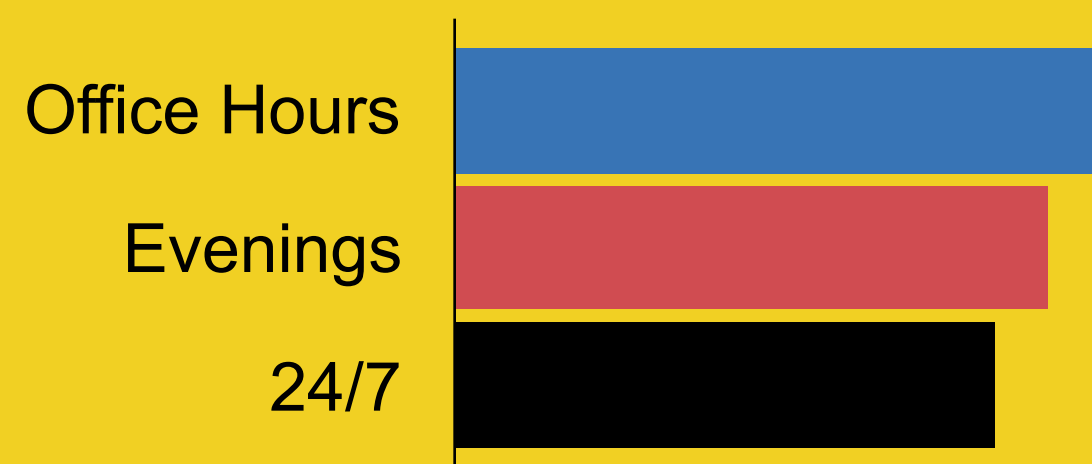


# Theatre & cinemas

## Access



## Time of use

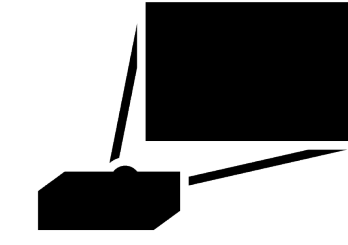


## Description

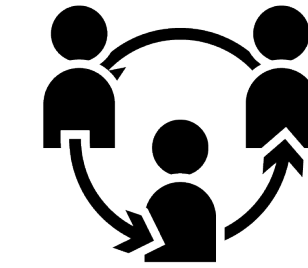
Hubs are collaboration and hands-on making spaces where teaching takes place in during office hours but students socialise and collaborate in at evenings and weekends. Mostly the hubs are not seen for public or commercial use and the use of many of the hubs require skills. Sound proofing and natural light should not be forgotten but light needs to be adjustable. Hubs include several smaller units but for teaching purposes units close to each other and being partly modular would help. Visualisation hubs also serve on occasions as presentation spaces and should be public.

## Spaces

Cinema & E-sports theatre and presenter booth, audio mix theatre, small-medium cinemas, mini-cinema, cc-suite, black box



Presentation space



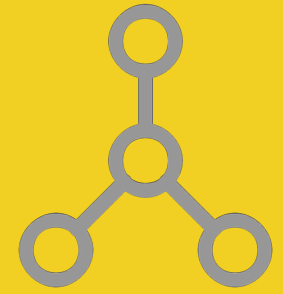
Collaboration space

## Must have connections

- Technical spaces (sound locks, control rooms)
- Support spaces (makeup, dressing rooms, green room)
- Setup storage
- Delivery & transport access

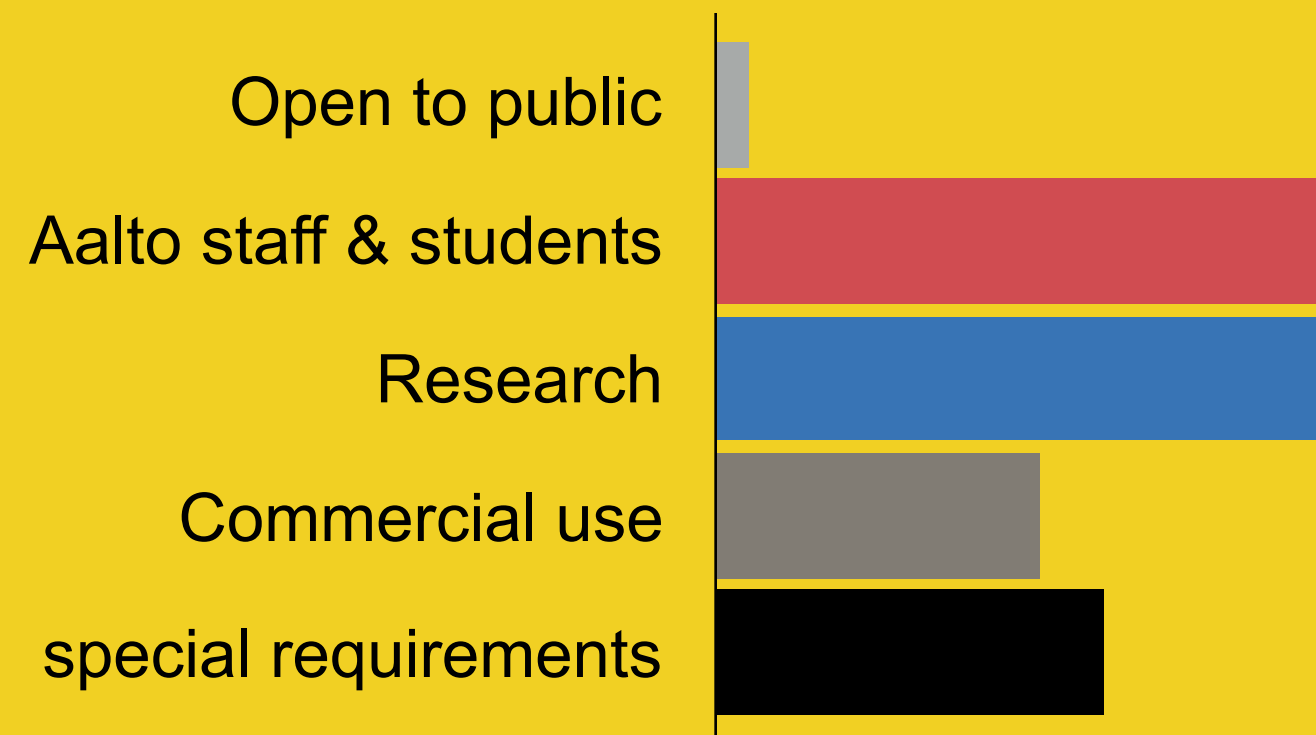
## Use

Especially small cinemas are considered for teaching and research during office hours when also technical support is available. Events and student project work happens more in the evenings and weekends and the question of support should be solved.

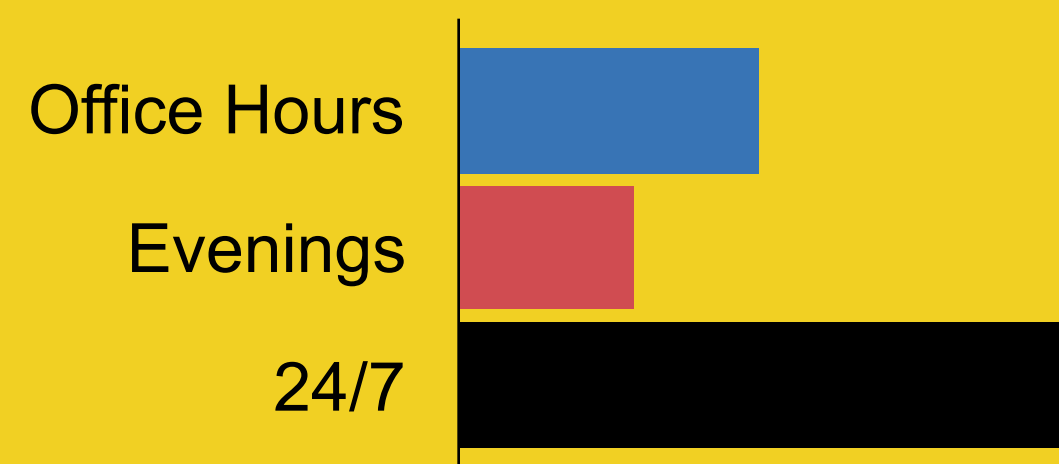


# Hubs

## Access



## Time of use

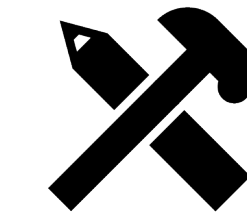


## Description

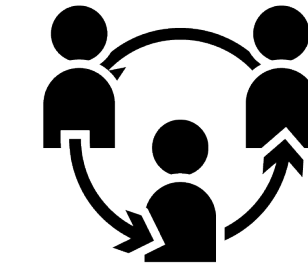
There is a need for a flexible cinema & theatre space, that can be used for traditional screenings and events, as well for esports with high quality and advanced IT technology to enable specific esports events and streaming. The space of the theatres and cinemas needs to be efficiently used and empty spaces under seatings are to be used efficiently for storage. The small and medium sized cinemas are mostly considered for teaching and research, and presentation purposes whereas large cinema for events and social purposes is open to everyone.

## Spaces

Digitalisation of teaching, post-production hub for video and audio editing, foley studio, game developing and testing, e-sports & lan, digitalisation & visualisation hub, AR/Mr & VR studios



Making and hands-on space



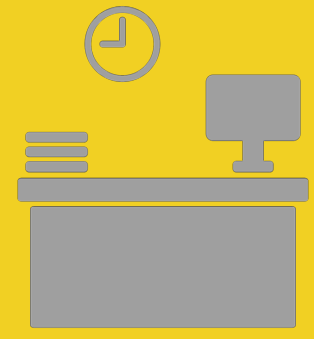
Collaboration space

## Must have connections

- Game developing, perceptual data gathering & user testing should be close to lounges

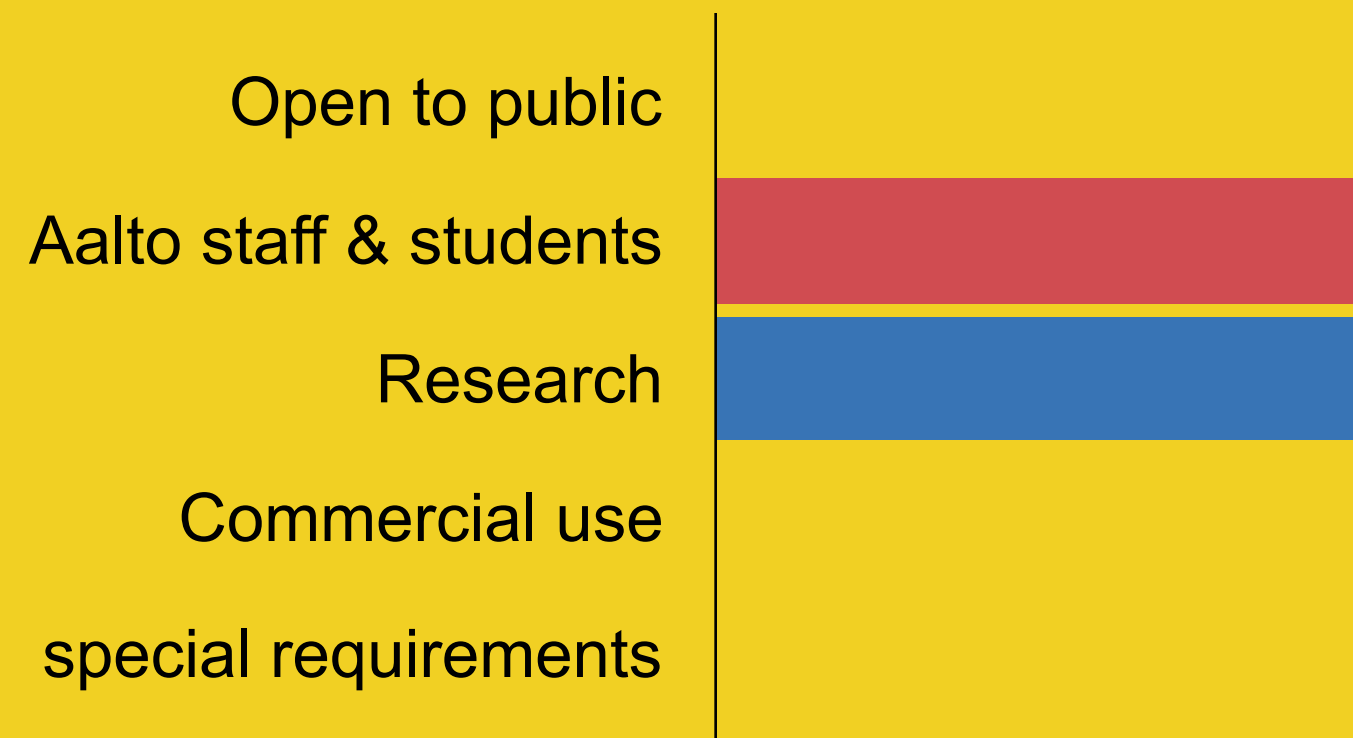
## Use

Teaching takes place in the hubs during office hours but students socialise and collaborate in these spaces at evenings and weekends.

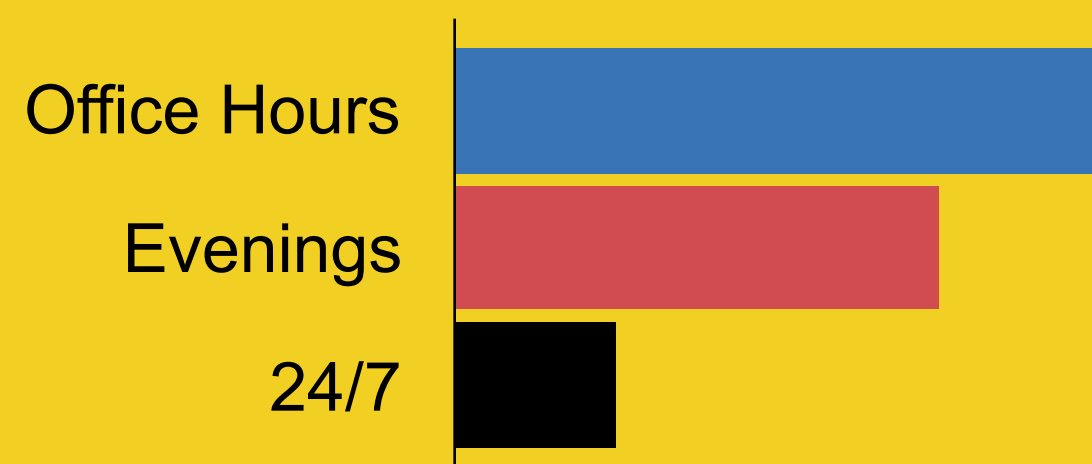


# Offices and making spaces

## Access



## Time of use



## Description

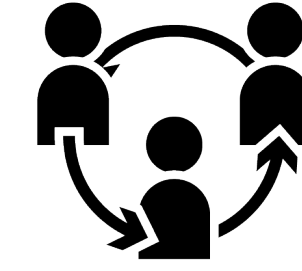
Offices are modular and have different use-purposes that should be considered in the floor plan. Some offices are spread around Aalto Studios to support other functions like productions and others are located to more quiet parts of the building to provide working rooms for longer term project work and for staff offices. Pop-up working spaces can be tied closely to lounges and open areas for easy access for short-term use. Project offices should be considered as extensions of the studios in that they are making spaces and not office hotel type environments. User should be able to use mixed materials that can also be dirty, hang stuff from the ceiling, use hand tools, etc.

## Spaces

Production offices, staff offices, project rooms, quiet areas, open-call



Personal space



Collaboration space

## Must have connections

- Production offices near to studios
- Technical staff offices at the ground floor near the main facilities to enable good service

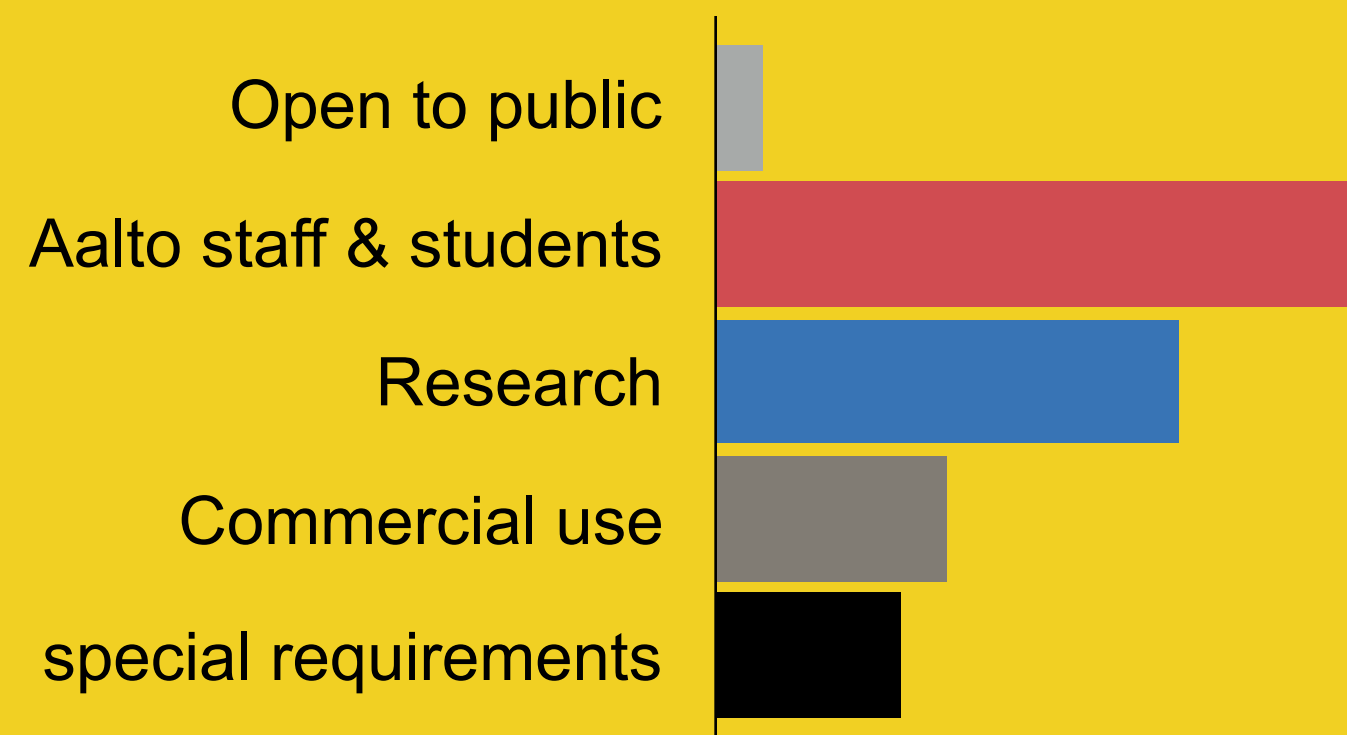
## Use

Staff use during the day, students and researchers more in the evenings also.

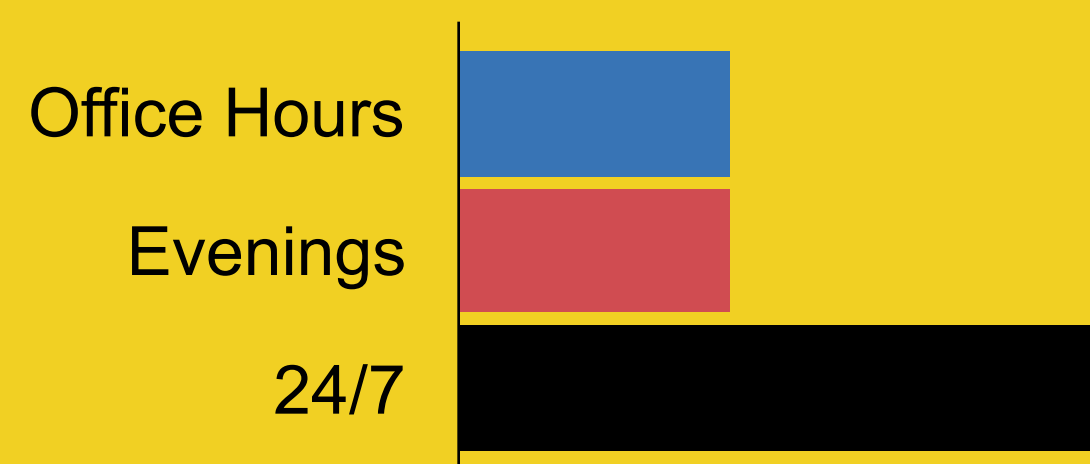


# Lounges & libraries

## Access



## Time of use



## Description

Lounges are areas for socialising, meeting peers and mentors, and learning together from others. Libraries are for more quiet learning but also have areas for collaboration and hands-on making. To these informal learning spaces students have access 24/7 to ensure social interaction, colliding of people, skills and projects of different disciplines, and ensuring the possibility to work on projects at any time. The spaces are modular, have sound proofing and provide tools, hardware, software and literature of specific study areas.

## Spaces

Gaming lounge & library, informal learning area, film & media lounge & library. Also other social lounge areas were suggested like small kitchen for students and sauna for event and socialising purposes.



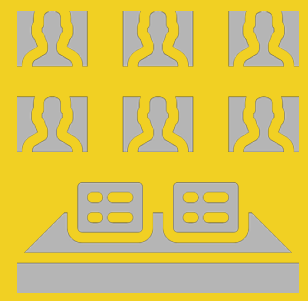
Social space

## Must have connections

- Near game/project development rooms

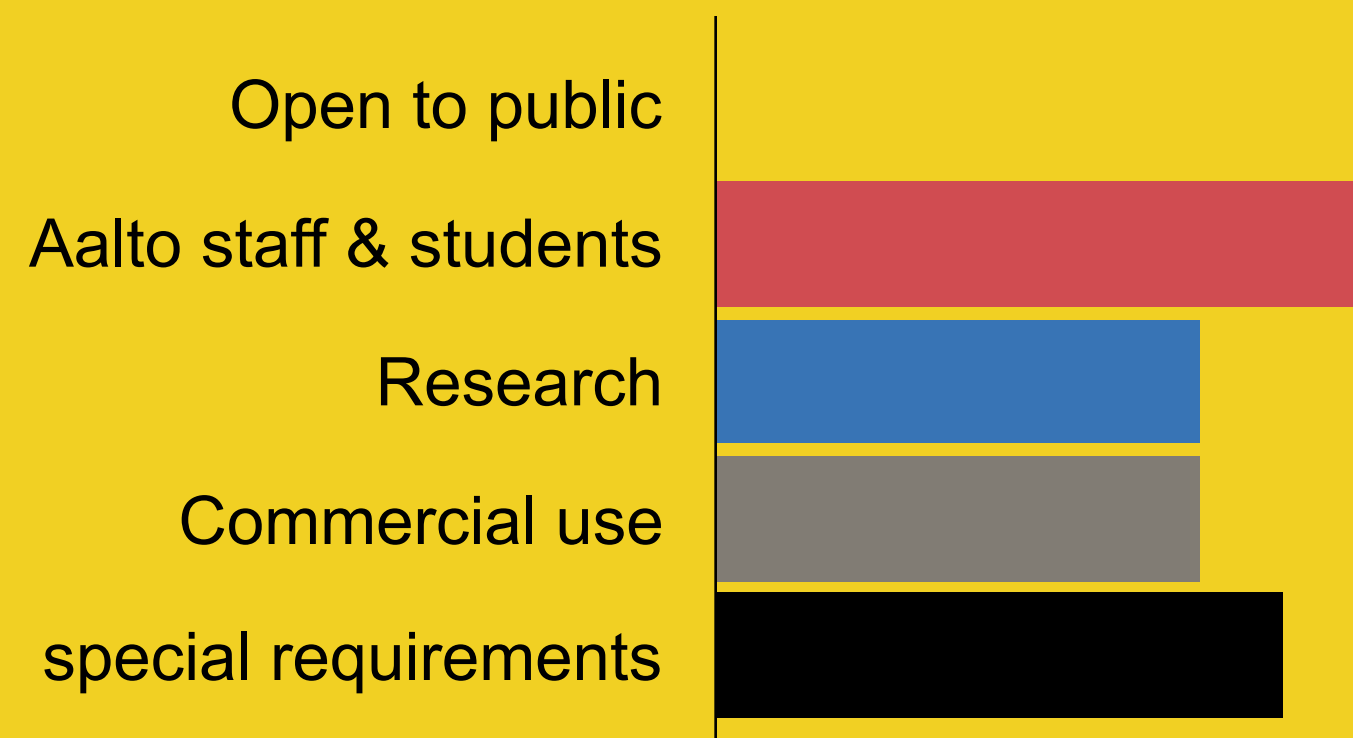
## Use

Lounges and libraries should have open access at any time to enable colliding of people, skills and projects of different disciplines. Could film & media and gaming library be combined on some occasions?



# Technical space

## Access



## Time of use

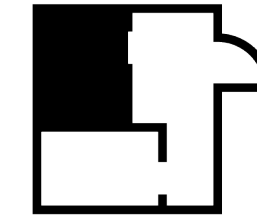


## Description

Technical spaces are at the heart of studios but also intertwined among them. The sound locks surround studios and are to be used efficiently for storage and transition, yet ensuring that they are calm and quiet during productions. Sound locks and storage have spatial needs for high ceilings and wide doors, control rooms technical floors and powerful electrical solutions. Main gallery also needs audience seating for teaching and monitoring purposes. Lot of the production building happens outside of production times and therefore the areas needs non-stop access.

## Spaces

Control rooms (main & audio gallery), sound locks, storage, AV technical rooms

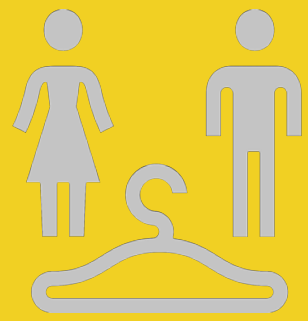


Auxiliary space & facility

## Must have connections

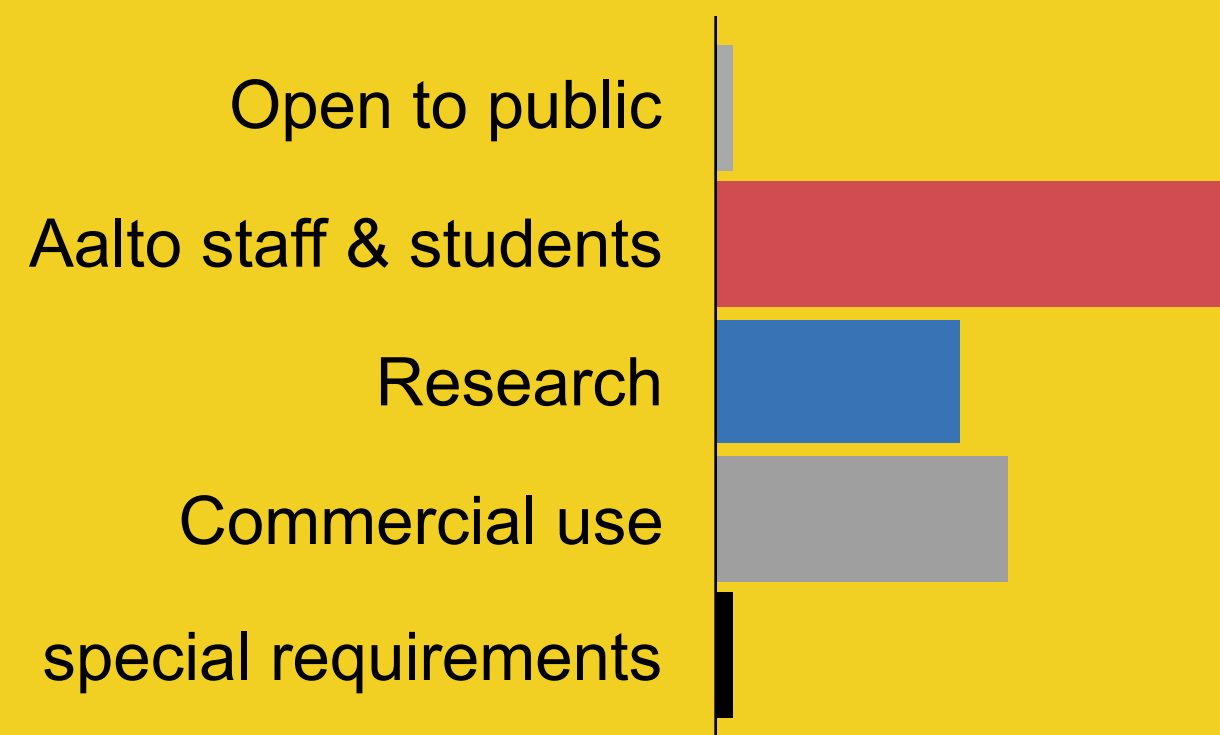
- Control rooms in the middle of studios and theatre & cinemas to provide quick access. Direct access to data studio
- Sound locks surround studios and theatre
- Storage is also placed close to studios, partly possibly within either sounds locks or cinemas
- AV technical rooms are in close proximity to control rooms and post production hubs



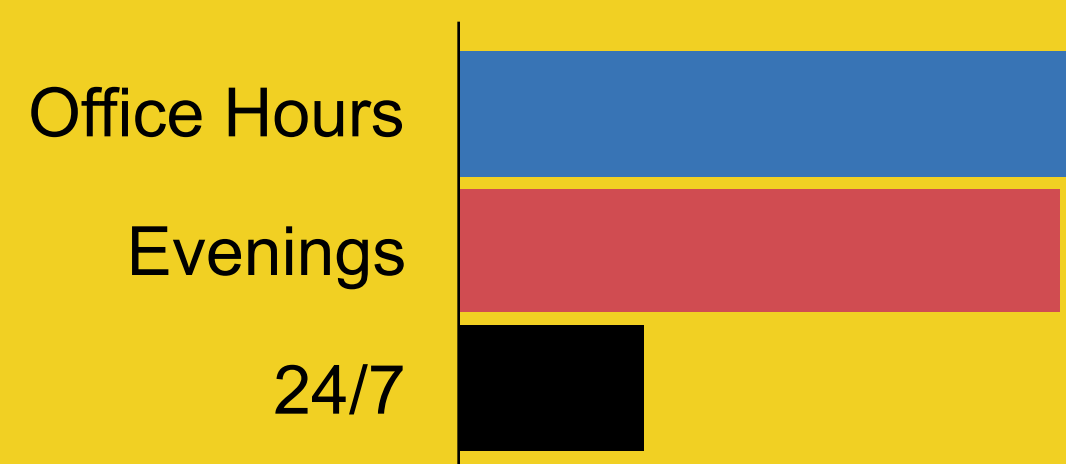


# Support space

## Access



## Time of use

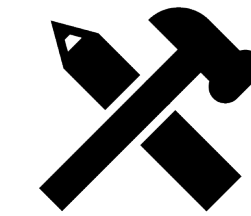


## Description

Set-up spaces are hands-on making and preparing for sets, using tools that may cause wear and tear. Dressing rooms, make-up and green room are close to studios to minimise the transition. These are hidden background areas where public has no access but there is an easy access to these areas from outside for the production members. These all are well lit, have water points, lockers and privacy for everyone. Part of the spaces may be included in to the studio bookings automatically to ensure production long reservation.

## Spaces

Set-up spaces for sets, short-term storage for sets, dressing rooms, make-up rooms, green room



Making and hands-on space

## Must have connections

- Direct access to studios
- Direct access to equipment storage
- Direct access to loading bay
- Close access to industrial recycling point
- Easy exit and entrance from outside of the building

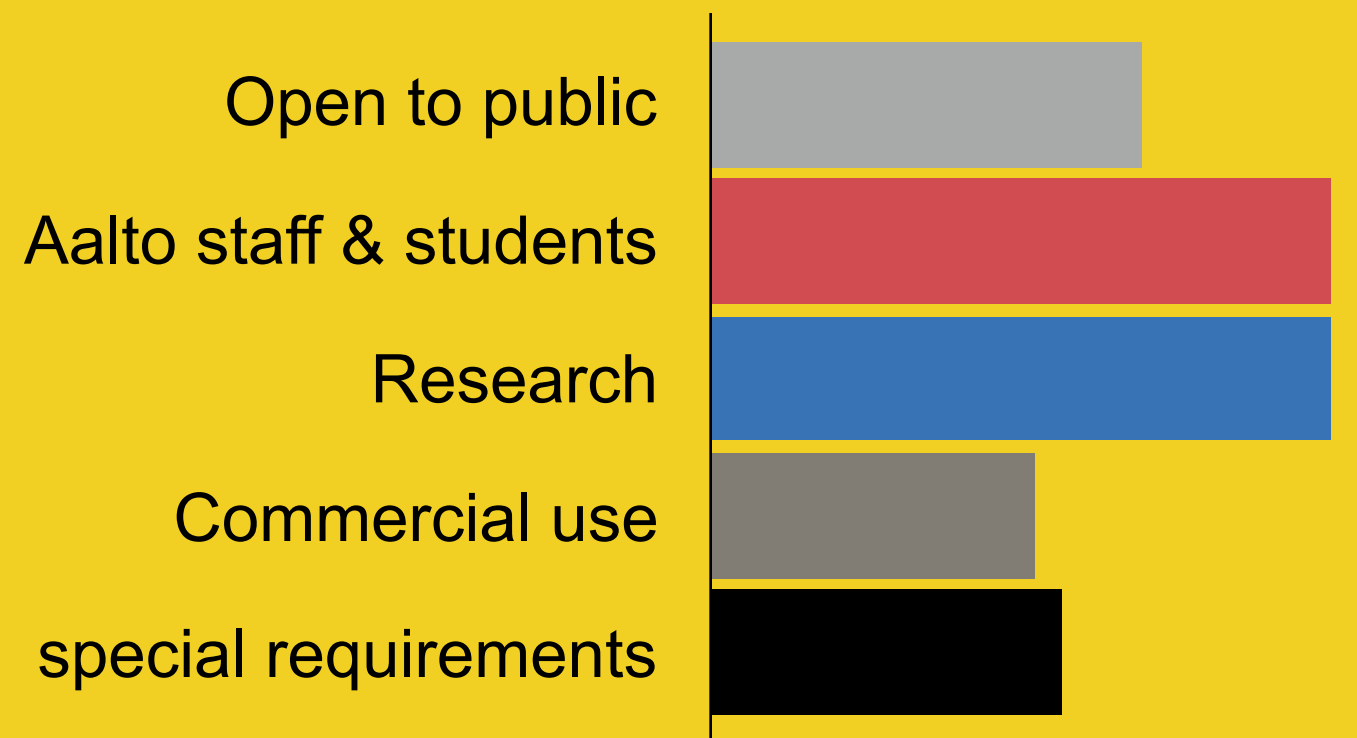
## Use

These spaces are reserved for productions and the access is tied to the studio production times. These spaces can have a high commercial potential

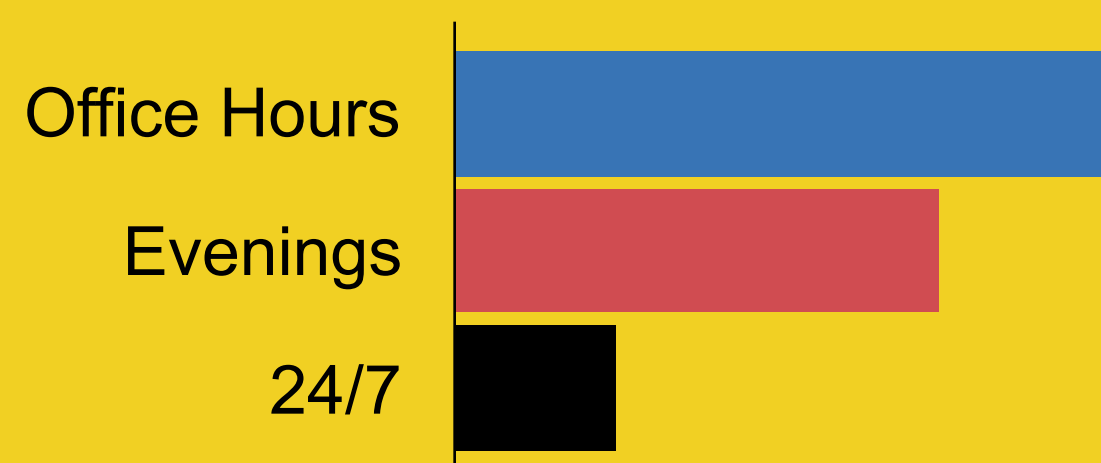


# Facade / Open access areas

## Access



## Time of use

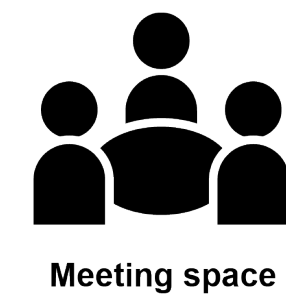


## Description

Easy access spaces that are inviting and open for all and used for transition, events, socialising and meeting others. Modular space that enables multiple use purposes. These spaces are the facade and introduction to Aalto Studios. Service and navigation needs to be visibly present in these areas. Open areas should be cosy and inviting. A space that all the different users and especially students can feel at home in, a space that you feel happy to spend also your evenings and weekends in.

## Spaces

Café/bar catering, lobby, equipment lending hub, service point, showcase room/gallery



## Must have connections

- 

## Use

These spaces are the most open spaces for public and for commercial use in the form of events and happenings. They provide services but e.g. equipment lending hub is accessible at any time in the way post automated lockers function.