Project RAAW:

The future of traditional market hall (A study case of Hakaniemi market hall, Finland)

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Special thanks to

Everyone in my life who brings love,
care and inspirations.
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A. Personal prologue

"Animals that we eat are raised for food in the most economical way possible, and the serious food producers do it in the most humane way possible. I think anyone who is a carnivore needs to understand that meat does not originally come in these neat little packages. “_Julia Child_

Watching the steam storming out from the bum-backer, hearing vendors shouting to each other, observing all the varieties of vegetables with a sense of earthiness, and seeing different cuts of meat hanging from the booth; unexpectedly you find yourself witnessing a very live scene of a butcher skinning a chicken or duck then chopping off a pig’s leg. This was my first experience at the traditional market in Taiwan: Feeling alive and scared at the same time. In my early childhood, my dad rarely brought us to the traditional market and only on very special occasions like the Chinese New Year. Considering ourselves as a modern generation family, we always bought groceries from the supermarket that are bright and clean, embracing more western culture than a traditional Taiwanese one. Visiting traditional markets was one of the few chances that I got to experience bit of the rougher side of Taiwanese traditions. In the beginning, I had mixed feelings between discomfort and excitement when being inside a traditional market. The exciting part comes from exploring a new world apart from your comfort zone; watching animals losing their life and witnessing different raw ingredients before being cooked. The traditional market is the place that illustrates a scene, showing how life is lost and then reborn.
Knowing where the food comes from has not urged me to become a vegetarian, but has actually made me appreciate the food I consume more. Growing up, weekends were often the times that I would visit traditional markets, and what fascinated me was the lively energy exuded and I became inspired by it. I found that it was very interesting to see the tools they use in the traditional market, and through the methods that they process food, it was almost like watching a show. With this admiration, I began to constantly seek the local traditional markets whenever I travel to a new city or country.

I want to get a glimpse of what the locals’ lives look like as well as observe their traditional practices of making or processing food. I strongly believe that you can understand a nation’s culture through their traditional markets, and thus, when I moved to Helsinki, I visited Hakaniemi Kauppahalli for the first time to try the famous fish soup, and got my first impression of the Finnish lifestyle through its bright and clean environment, and all while sitting under a beautiful wooden structure. One of the things that also stood out was the fact that not much blood could be seen in the butcher’s stand, and merchants were all well-dressed in a nice and clean manner. There was also no noisy shouting in the market, which contrasted from my experience in Taiwan. Upon visiting the second floor of Hakaniemi Kauppahalli, I noticed that the atmosphere is completely different than the first floor: it was oddly quiet. There is not much to taste, nor to experience. It is a nice traditional market but can come across a bit dull. I am left wondering “Is this why such nice place have become neglected from the locals’ daily lives?”

During the past few years of my studies here in Finland, my interests has not only been focused towards aspect of traditional culture, but also in combining different traditional cultures and finding new ways to re-experience these conventional cultures in a modern context. I want to explore beyond the definition of a single object and delve into its greater influences, for instance space, and the users or groups that I have involved in my design concepts. I want to generate more creative ways of making conversations in our daily lives between a designer and the audience.

In a place like Kauppahalli, I will have the chance to work with bigger groups of people and will also be able to encounter more stakeholders like locals and visitors. Another reason why the Kauppahalli has been chosen is due to my passion towards food and the experience which traditional markets can offer. In the past few years of living in Helsinki, the reason I often visited Hakaniemi kauppahalli is due to the fact that it is the only place offering special cuts of meat such as innards. During my more recent visits there, I have also noticed the changes and struggles of Kauppahalli in Helsinki, which makes me wonder more about the true story behind the scene: “Why does the public still need a traditional market hall?”, and “What would it stand for in the future?”

(A) Personal prologue
1.0 Introduction
1.1 The purpose of this thesis

This thesis explores the subject of the Helsinki Traditional Market Hall (Hakaniemi Kauppahalli) as a frontier site of experiencing something conventional in the contemporary context. It focuses on the understanding of opinions from different stakeholders, seeking the potential future role for the market hall in society. Furthermore, it will try to provide a new method of building connections between the merchants and consumers in order to unite a new generation of consumers with the older generation, therefore providing a new vision for the Kauppahalli and its future.

In Kevin Drain’s (2015) study of Britain’s traditional markets, he indicated that conventional market halls are caught between a narrative of decline and revival. Many traditional market halls have been transformed for other purposes. The value and the purpose of the existence of traditional markets is facing a challenge. Our society’s diet and shopping patterns as well as personal mobility have changed. Traditional markets are fading out from our living circles. This brings forward one main concern: Why do we still need to keep traditional markets alive? Why is it still an important part of the city? How do we sustain it? Some might argue that Traditional market halls have become more and more like a museum; it is still beautiful but has become unaffordable. However, despite the lack of affordability, traditional markets are still appreciated


by the public, and some consumers are still visiting them but in rarity. Many merchants are now struggling to survive financially and are seeking new ways to promote the traditional market. One of these ways is to attract new consumers back into the market while retaining their loyal senior clients. This presents a challenge when considering that the traditional market halls involve not only the traders themselves, but also many different parties like governments, locals and visitors of varying age groups. Hence, it could be a good opportunity for designers to get involved and act as a liaison between all the parties involved.

1.2 Research question

To answer the questions from the previous section, Hakaniemi Kauppahalli has been chosen as the research case. Hakaniemi is an interesting study case due to its heritage, but also because it is under discussion for transformation at this time. There are four aspects which make the Hakaniemi Kauppahalli stand out. Firstly, the Hakaniemi Market Hall has not changed its role for almost one hundred years. Less and less people can afford to shop there or simply be present. Another reason is the booth vacancy situation in the Hakaniemi Kauppahalli. At the second floor, there are many stall spaces neglected. This is unfortunate for such a historical and meaningful space and it could bring down the whole user experience in the market hall. A better usage for these neglected stalls would be beneficial for both merchants and visitors to discover. Thirdly, the reason why the Hakaniemi Kauppahalli should be studied now is because it is positioned at a crossroad for change. The upcoming renovation could provide a great chance to reintroduce the market hall along with a new concept and new role to attract both new and old audiences. It is important not only for designers, but also all parties involved in market hall, to understand its core value through further research and practice. Lastly, the location of the Hakaniemi Kauppahalli is influential. It is located in the Kallio area, which historically, is a labor-associated neighborhood. Recently, however, the entire Kallio area is reinventing itself with different style of living. The old bars are being replaced or renovated into more design-oriented locations, new vegan shops and restaurants are popping up in Kallio, and there are also many ethnic food markets around the neighborhood. Public events have also uplifted the Kallio living atmosphere, including the Kallio block party and other music festivals. Despite all the changes of Kallio area, Hakaniemi Kauppahalli appears to remain the same is absent from this surge of lively energy.

The reasons stated above suggest that there is an urgent need of understanding the core value of traditional market halls in Helsinki, especially in Hakaniemi. Therefore, this research presents a main research question and two supporting questions in regards to the primary hypothesis.


Primary hypothesis:

What could be the new role of the traditional market hall, in the case of Hakaniemi Kauppahalli?

In the contemporary lifestyle, which is surrounded by all different channels for grocery shopping like the supermarket, convenience stores and department store, the traditional market hall is facing challenges and possibilities of replacement. The role as supplier is not enough to sustain the livelihood of the market hall. Therefore, this thesis aims to seek the potential upcoming role for Hakaniemi Kauppahalli in the future.

Secondary hypothesis:

This thesis focuses not only on the theoretical hypothesis but also on practical design solutions. Two extension questions will also be discussed:

• Does the traditional market need to be changed according to contemporary society?
• What methods could be more efficient in building up connections between merchants and consumers?
1.3 Research Methodology

Fig.1 Map of research methodology
The thesis research is divided into three major parts: background research, design, and then data collection. The background research focuses not only on literature reviews, but also in field observation through site visits, interviews and a distributed questionnaire. However, due to the lack of information on the subject, the interviews have become the vital part and were conducted with various stakeholders of Hakaniemi Kauppahalli. These include the authority, the stall operators, and also innovators. The questionnaire further serves the purpose in receiving insights from the public, especially the younger generation, to understand the key influencers toward their thoughts on the traditional market hall. The background research aims to build up a comprehensive understanding around the traditional market hall, from the continental scale to the local Helsinki scale.

The design and production phase will take design drivers defined from the background research and generate a new concept based these drivers. This phase will provide visualizations of different concepts to test the future possibilities of the traditional market, and also to establish the final form of physical experience that will be used to receive the real feedback from users. Lastly, after exploring, discovering and contextualizing, the final outcome will be an experimental experience conducted in the site of Hakaniemi Kauppahalli. The fieldwork and discovery will provide this research a closer observation. The method of documenting will be through photos and words, and the thesis will deliver the data received from the fieldwork for further analysis.
2.0 What do you mean by “Traditional Market”?

2.1 broad definition

“Conventional market hall” or “traditional market hall” is made up of a variety of vendors and consumers. It is usually located in an indoor architectural structure with an outdoor market square. They are often located at sites of historical and architectural significance, and are public social spaces usually managed by the local government. The merchants you can find in conventional markets include: readymade food, raw ingredients, livestock, clothes and goods produced from local areas or specialties imported from other countries. In the traditional market hall, the buyer and the seller transact directly with each other. Because of this, the producer owns both their tools (or means of production) and their finished product (peer-to-peer, P2P economic). This means consumers need to trade with storeowners face-to-face. Moreover, the reason it is called a traditional market is also due to the business model that has been passed down for many generations. It builds up an authentic form of social connection in the conventional market hall. Apart from this social connection, conventional market halls also represent the local diet habits, local arts, and crafts aesthetics. The traditional market once represented an economic and cultural hub, and was often valued as an architecture asset in its own right. Different cities have different style of traditional market halls, possessing local architecture features and characteristics. Traditional markets are often introduced in the travel books and websites as an important part of city, because it gives opportunities for traveler to get a glimpse of the local life scene and diet.”


2.1.1 The function of traditional market hall

Traditional market halls allow small merchants or producers to sell their selected goods directly to the consumer. In the interview, it shows that merchants in the market hall consider themselves as select-shops that provide good services such as social interaction with the consumer and providing advice based on their professional knowledge. Also, purchasing in conventional market halls means fresher food compared to the supermarket. It gives the consumer some degree of trust because due to the face-to-face nature of this form of consumption.

Traditional market halls provide a place for not just shopping, but also a place to stroll, to socialize, and to simply be in public. More important than its trading functions, conventional markets have multiple social functions. In Coles and Crang’s (2010) research**, it points out that conventional markets provide a space for locals to meet up, and is a site where culture is practiced through traditional ways of trading. Also, conventional market halls are considered a safe place for elderly and migrants to visit. For the tourists, conventional markets are a must visit place for them to explore local traditional foods and to get to know local seasonal ingredients.

Conventional market halls are sites that own collective memories of its local society. The memories of visiting and discovering market halls have been passed on from generation to generation. Many visitors revisit these sites due to their childhood memories with their grandparents or parents. These memories could set an impenetrable foundation and be used as an asset of conventional market halls. It creates an emotional attachment between consumers and merchants, as well as towards the site itself.


2.1.2 Covered market in Europe

Market halls stand for a modern movement in urban development. They stand for a transition between public open air spaces and street accessibility to communal interior structures. It also showcases a form of architecture and town planning which was established in urban Europe in the early nineteenth century. Spread throughout the continent thanks to the proliferation of iron and glass markets in the second half of the century, traditional markets have managed to become one of the most obvious expressions of municipal pride, architectural innovation, urban renovation and the new commercial structures of capitalist cities.

It is hard to tell when the very first covered market hall was introduced. In Manuel Guàrdia and José Luis Oyón’s study, they have suggested that conventional food markets in Europe can be divided into four generations based on its era and architecture style:

* Manuel Guàrdia and José Luis Oyón. Introduction: European Markets as Makers of Cities. Pp.11-41
Primeval-generation Covered Markets (mediaeval- 1850)

The history of covered market halls can be traced back to mediaeval cities. At that time, covered market halls basically corresponded to the shape of cities and also coincide with various unbuilt areas—plazas, small squares, crossroads and arcades. The first generation of covered markets can be considered as the economic administration of cities due to the need of economic development, and in many cases, the market and the town hall were mixed together. The common materials they used for market halls consisted of lumber, stone and iron. According to the study of James Schmichchen and Kenneth Carls, the first-generation was gradually stepping into the golden age of covered market.*

Second-generation Covered Markets (1850- 1896)

The Second-generation Market, the post of the golden age, started using more iron structures. The first case appeared in France, but it was only until 1860 that it started to become the main trend among the larger countries in Europe like Italy, Austria and Germany. Something worth noting is that even though the building of the Helsinki Market Hall started in this era, it was not open to public until 1889, and therefore will be categorized as a Third-generation Market.

Third-generation Covered Markets
(1897-1948) WWI & WWII

As the covered markets in pioneer countries, for instance Great Britain and France, started to decline, more and more covered markets started to appear in the other European. This marked the start of the Third-generation Market. During this period, Europe went through The Great War and World War II, therefore, the markets built in this period were structured with stronger concrete materials. This period also saw more structural techniques and materials being used in building covered markets, and it became harder to categorize the architecture based on only building materials.

Fourth-generation Covered Markets
(1948-)

In its fourth-generation, covered market starts to emerge in the outer regions of Europe. Many of these covered markets were built in newly develop cities which the modern food chain, for example supermarkets and chain stores, had not been introduced yet. The Fourth-generation Markets were no longer using iron and glass structures, and some markets in the core countries like France and Great Britain, were facing the problems of deterioration or abandonment. Covered markets were fading out from economic centers.
Knowing these different generations of covered markets has provided researchers with a glance into the entire market movement in Europe. It shows how markets have transformed and adapted with social trends in different countries. Reviewing the history of these markets provides an awareness that covered markets have developed closely with historical events and technology innovations, and it is reasonable to regard covered markets as symbols representing a certain era’s food supply situation, architectural trends and local social culture.
2.2 Traditional markets in Helsinki: Past role

There are many traditional market halls (in Finnish: Kauppahalli) within Finland; but Helsinki is the only city in Finland where there are currently three traditional market halls still functioning, all located in different areas of city. Helsinki was also the first city in Finland to introduce a covered market to the public. This chapter will explore the roles Kauppahalli has played in the past and present. The separation between past and present here is defined by the year 2000, when Finland joined the EU, which introduced the new food trading agreement between the European countries. After becoming a member in EU, Finland changed its food supply system and diet habits. The Kauppahalli started to introduce more a wider variety of food selections from other countries in Europe, like France, Italy and Spain.

* Manuel Guàrdia and José Luis Oyón. Introduction: European Markets as Makers of Cities. pp.62

** See http://vanhakauppahalli.fi/history/

*** See http://vanhakauppahalli.fi/history/
2.2.1 Brief history of Kauppahalli in Helsinki

At the beginning of the 19th century, people were still purchasing their daily groceries from the open-air market square, called Kauppatori in Finnish. It was located in the center of Helsinki and close to the Presidential Palace and Helsinki City Hall. Remote vendors showed up to sell goods such as dairy, fresh fish from the boat, vegetables, and many other supplies to the public. In the last decades of the century, the City of Helsinki came to the decision of building a new indoor market in town. The major reason was to provide an environment with better hygiene for food merchants.

*but there was also the ambition that by building a covered market, it could prevent unsystematic vendors in the Kauppatori through new rules and regulations.

* p.104 Helsinki, Historic Towns Atlas by Marja Hietala/ Martti Helminen/ Merja Lahtinen published by City of Helsinki-Urban facts
The Vanha Kauppahalli (Old market hall) is the first proper market hall, built in the year 1889. It offered meats, eggs, butter, cheese and gardening-products, sold according to regulations.* It is located at the hub of Helsinki’s center area, serving upper-class residents, and has become a tourist attraction in Helsinki nowadays. After Finland declared independence, many other market halls started to appear: Sturen Halli, Euroran Halli, Töölön Halli, Vasanhalli, Vallian Kauppahalli, Harjutorin Halli and Pasilan Halli. There were also some new market halls built in newer areas of Helsinki, for example Pohjois-Haaga and Herttoniemi. Most of these newly built market halls were not long lasting. Today, among all the market halls, only three market halls still survive: Vanha Kauppahalli, Heitalahti Kauppahalli and Hakaniemi Kauppahalli. Only two these three still maintain its traditional function, and they are Vanha Kauppahalli and Hakaniemi Kauppahalli.**

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* p.104 Helsinki, Historic Towns Atlas by Marja Hietala/ Martti Helminen/ Merja Lahtinen published by City of Helsinki-Urban facts

** p.105 Helsinki, Historic Towns Atlas by Marja Hietala/ Martti Helminen/ Merja Lahtinen published by City of Helsinki-Urban facts
2.3 Traditional markets in Helsinki: Present role
2.3.0 The rise of shopping centers

Before 1905, most of the food shops were run by private owners who ran a single store. The worker’s co-operative, Osuusliike Elanto, was established in 1905, which began to form small businesses into large corporations. It introduced the first self-service store (Supermarket) in Helsinki in the year 1950, but this concept did not become common until the 1960s. The K group, which continued to develop K retail in the new residential areas, became the pioneer of supermarkets. People could fulfill daily needs, all at once, and all in one store. This changed the consumers’ shopping habits, and also gradually started to replace small individual businesses. *

* p.105 Helsinki, Historic Towns Atlas by Marja Hietala/ Martti Helminen/ Merja Lahtinen published by City of Helsinki-Urban facts
1889 Helsinki’s Old Market Hall opens.

1903 Hietalahti Market Hall opens.

1914 Hakaniemi Market Hall opens.

1920–1930s
1920 Vaillian kauppahalli opens
1926 Sturen halli opens
1928 Euran halli and Töölön halli opens
1929 Harjutorin halli and Pasilan halli
1930 Vaasan halli

1926 1928 1929 1930
1926 Sturen halli opens
1928 Euran halli and Töölön halli opens
1929 Harjutorin halli and Pasilan halli
1930 Vaasan halli

1939 Winter War

1941 Keka formed, Kretal introduced

1944 Winter War

1952 First supermarket in Helsinki

1954 WWII ended, Post-war food rationing ends

1956 Hakaniemi Market Hall first renovation

1960 Population: 231,631

1971 Hakaniemi Market Hall second renovation

1995 Population: 443,675

1999 Hietalahti hall become organic hall

2003 Organic trade ended in Hietalahti hall

2012 Helsinki as world design capital

2012–2013 old market hall is under renovation, venders from vanha kauppahalli move to Hietalahti hall

1896 Population: 77,484
1930 Population: 205,833
1950 Population: 337,896
1980 Population: 483,675
2012 Population: 596,233
2.3.1 Development of Helsinki’s Market Halls

In the year 1903, the second covered market hall opened in a southern part of Helsinki called Hietalahti. The market hall was designed by Selim A. Lindqvist, who was one of the most influential architects at that time. Hietalahti Market Hall was positioned as the trading center in Helsinki, and along with its success, more offices and shops started to pop up around the hall. Five years after Hietalahti, Selim designed another market hall at Kasamintori (Kaartin halli in Finish), which did not last for long time, and was demolished at the end of 1950s. There was, however, another successful market that appeared after Hietalahti Market Hall and still stands today. It is the Hakaniemi Market Hall. Unlike the other market halls located in the historically wealthy community, Hakaniemi Market Hall was located on the other side of a long bridge that divided the city from the wealthy and working class community. The Hakaniemi Market Hall was designed by Einar Flinckenberg, who presented a brick building of two stories high and has the biggest capacity for vendors among the market halls in Helsinki. Most of the market halls were launched within the 1930’s-50’s, when the population in Helsinki was growing rapidly due to immigration.

A couple of years after the Hakaniemi Market Hall was built, Finland claimed its independence, which meant the occurrence of winter wars and civil wars. The Hakaniemi Market went under renovation twice after the wars in 1956 and 1971. Meanwhile, the Hietalahti Market Hall was suffering from losing their business, but was improved shortly after by setting up a flea market in front at the Hietalahti Market Square in the 1980s. At the turn of the century, the City of Helsinki also made a bold yet no so successful move in attempts to save the Hietalahti Hall by changing its role from a daily-grocery supplier into an organic market. In 2003, the organic trade ended, and the Hietalahti Hall transformed into an antique trading hall for a decade. Despite the changes in roles of the Hietalahti Hall, Hakaniemi maintained its same role.

* see Hietalahti Kauppahalli website

** p.33 Helsinki, Historic Towns Atlas by Marja Hietala/ Martti Helminen/ Merja Lahtinen published by City of Helsinki-Urban facts

*** see form Hietalahti Kauppahalli website
2.3.2 Renovations of the market halls

All three traditional market halls in Helsinki that are still functioning have gone under renovations. The market renovations can be considered as great opportunities to introduce new roles or functions to the traditional market halls. Nowadays, the market halls in Helsinki are under protection by the National Board of Antiquities as culture heritage sites, which means that renovation works cannot change its original features, but only make technical improvements to meet modern demands (e.g., improving air circulation, renewing water pipes and upgrading electricity capacity for traditional market halls).

The Vanha Kauppahalli was under renovation from 2012 to 2014, through which the Story Café, a new business, was introduced to the Vanha Kauppahalli. It is situated in the middle of the Vanha Kauppahalli, where the horse carriage used to exist. It was the result of a competition announced by the Food Culture Strategy Department of the City of Helsinki in 2013, seeking a new proposal for the middle section of the Vanha Kauppahalli. The competition was not about who could pay the highest rent, but who could bring the best concept to the Vanha Kauppahalli. The Story Café owners have been aware that there were much more potentials in traditional market halls that have been previously neglected. Therefore, they proposed and won the competition by introducing old but good stories in the market hall, and presented it in a new contemporary way. After renovations, the Old Market Hall became a popular place for locals and visitors, with some visiting solely for Story Café. The success of Story Café suggests that traditional markets could present more possibilities through combining traditional and contemporary values together. In an interview with the research of this thesis, one of the owners, Anders Westerhölm, points out that Story Café brings a new concept to the traditional market hall with the respectful means. Story Café understand that for new entrepreneurs it is hard to blend in at a big market like Vanha Kauppahalli. Therefore, they use ingredients they find inside the market to prepare the food which they sell. In this sense, they can co-exist with the other vendors, while also promoting each other’s businesses through this cooperation.

Story café not only offers food found in market hall, * see appendix 2.0: Story café: Anders Westerholm
but also new experiences. Westerhölm points out that the importance of cooperating with designers is crucial for him. He also indicates that restaurants and entrepreneurs need to bring themselves to the international level, and to not just wait for the government to support them, because the process would be too slow. Westerhölm has been to many workshops hosted by the City of Helsinki, became aware that the government works in a different pace than the industry’s needs. He suggests that entrepreneurs need to push and renew themselves to go further all the time; to discover good stories and to create your own good story."

A few highlights are worth keeping in mind for further research and design practices. First is the value of learning from tradition, then discovering new values worthy of being reintroduce to an international audience. The creator could then gain credibility for the new ideas presented. Secondly, there needs to be exposure of the new experiences that could be provided. On an international level, people are looking for new experiences that they have never seen in from different local cultures. Thirdly, the making of co-existing systems is important. As a new player in town, the most important part would be in finding balance with the old players. New ideas also need to take care and pay respect to existing circumstances. One good way of achieving this could be in drawing from the same interests within community, using their strengths to empower the creator’s ideas, and bringing benefit to everyone.

** interview of Tukkutori manager: see appendix C2.1
2.4 Roles changed

The transformation of traditional markets is not over yet. After organic trade in Hietalahti Halli ended in 2003, another proposal appeared, which was to turn the space into an antique market. In 2012, the same year when Helsinki was chosen as the World Design Capital, the idea for a change of role for Hietalahti rose again. The idea this time was to bring the food scene back to the market hall by introducing a variety of restaurants, including restaurants serving Japanese ramen, hamburgers and other street foods. Hietalahti Halli nowadays has more restaurants booth than food trading vendors. While these restaurants are bringing in a different group of consumers back to the market hall, the original food trading function is gradually dying. This was pointed out by a cheese vendor in the market stating, “People come for dining but are not up for shopping”. These grocery vendors are moving out from market due to a lack of paying customers. Some might argue that market halls should meet multiple proposes in the modern society instead of just serving food, but others are claiming that the market hall should still keep and stand for its tradition values. However, it in necessary that we learn from Hietalahti Market Hall’s role changing experience, and try to discover the core value of the traditional market hall in contemporary society.

Vanha Kauppahalli, due to its good connection to the Helsinki center, its location next to the central Kauppatori, as well as connecting boats to the world heritage site of Suomenlinna, has historically been considered as the market hall for middle and upper class residents. Its role hasn’t changed much, only with the added significance of becoming a tourist site as a local heritage attraction. Along with the latest renovation, Vanha Kauppahalli also hired the design company, Agency Leroy, to redesign their branding. As a result, Vanha Kauppahalli possesses high-quality promotion materials such as a new website, new fonts and visual identity for the market, designed paper bags and an informative booklet. It is apparent that the Vanha Kauppahalli is bringing itself to an international level by merging new designs with old atmosphere of local history. Vanha Kauppahalli presents an exquisitely sophisticated atmosphere among the other market halls in Helsinki, but for the same reasons, it might also be blocking away the food scenes which are closer to an authentic local experience.

Hakaniemi Market Hall still stands today for the working-class consumers, and vendors in the market hall have been discussing and negotiating

*Kevin Drain “Strategies and Conflicts of market hall renovation: the case of Helsinki” pp.14
with the City of Helsinki regarding the upcoming renovation, which is expecting to happen in 2018. This negotiation has lasted for many years,” but it seems that it has just finally settled down in 2016. Currently, the majority of the vendors in Hakaniemi Market Hall are still food-related vendors, and most of them are located in first floor. In the second floor, 21 vendors are providing gift-related goods, handcraft materials, shoes repair, antique shops, art supplies and a Marimekko vendor.”

Market halls were once considered as a symbol of modernization,” but now it is a symbol of tradition and can even be argued as outdated. Hakaniemi Market hall seems to be aging along with its majority of customers, while the Kallio are where the market hall is situated is transforming from a factory worker’s residence to a neighborhood of young couples, students, and hipsters. An older clientele still pay their visits to the Hakaniemi Kauppahalli from time to time, and they are still the main and steady customer stream for merchants in the hall, but what will happen when the old generations are incapable of making purchases due to their age? The other issue here concerns the role of the Hakaniemi Market Hall for society, and the need for redefinition towards the locals’ needs; the make-up of the local demographic is changing. Kallio is considered as a younger neighborhood than before, and the new generation of residents might see Hakaniemi Market Hall differently, and also have different expectations toward the traditional market hall.

Drawing a brief conclusion, it seems that the transforming roles of the traditional market hall can be considered as an act of modernization. These changing roles of the traditional market hall through practice is also a way to find out its core value. From Hietalahti Market Hall’s experience, it suggests that food should still be the main focus in a conventional market hall. Despite the fact that conventional markets might not be able to compare with large chain stores in price and accessibility, they can still play a vital part in enhancing the city’s visibility and value.” The key is to find varieties of ways to listen to its histories and connect it to the future, within the context of the conventional market. In response to the thesis questions, it poses some other considerations: Conventional markets in Helsinki need to find new methods of popularization, and explore different forms of collaborations in the market halls. Furthermore, it is important to determine how people see the significance of traditional market halls in the contemporary society.

** interview of Tukkutori manager; see appendix C2.1

*** see from Hakainde kauppahalli website

**** Manuel Guàrdia and José Luis Oyón: Introduction, European Markets as Makers of Cities pp.1

***** Changing times and changing place for market halls and covered markets P.9
3.0 Research

3.1 Let's talk about the Hakaniemi Kauppahalli.

From the previous chapter, it is easy to deduct that market halls have already past their golden age. They are now caught between a narrative of decline and revival, existing on the frontiers of gentrification. Considering the lack of information and understanding of the Hakaniemi Market Hall, it is essential to hold discussions with the stakeholders before the upcoming market hall renovation. In that regard, the timing of this thesis is very appropriate and an example of the necessary dialogue that needs to take place. It is in the intentions of this thesis that more audiences will be able to understand the Hakaniemi Market Hall, and take part in defining what it could be in the future. Furthermore, through learning from the case of the Hakaniemi Market Hall, the revelations that are made through this thesis could potentially apply to struggling conventional market halls in other cities, and help to formulate their visions for the future.

* Traditional retail markets: The new Gentrification Frontier? P.1
3.2 Stakeholder research

After gaining a historical understanding of different conventional market halls’ movements in Helsinki and Europe, it is safe to say that conventional market halls involve many different stakeholders. The existence of the conventional market hall is not only influential for the, it also affects the city’s development, the local food scene, local residents and visitors. Considering the complexity of the topic, it is essential for this design-oriented project to get a deeper understanding of the scene, and this is achieved through multiple interviews and analyses with the stakeholders. The other path to approach the thesis questions is to look further and wider, learning and observing examples on an international scale. By analyzing different international cases and studying the future trends of living, we can gain an understanding of the whole context around convention market halls on a global scale.
3.2.1 Stakeholder research: Interviews

The interview subjects were chosen due to their important roles within the Hakaniemi Market Hall. One interview is conducted with a personnel from Tukkutori (Wholesale market), which is one of the administrative branches in the City of Helsinki and it is responsible for eight market squares, three market halls, as well as various flea markets in Helsinki. It provides the service of leasing premises for merchants who want to take part in the market hall. Additionally, Tukkutori is a promoter of urban culture and has even has an internal food culture strategy department. Another interview subject is the spokesperson for the Hakaniemi Market. There are two market spokespersons for the Hakaniemi Market Hall, and the one chosen is Jukka Rosendahl, owner of Rosendahl, a stall on the first floor selling a variety of smoked fish and preserved fish. It is also a family business, and started from Jukka’s grandparents, who sold fish at the Kauppatori during the early 19th century, then moved into the Vanha Kauppahalli, and then finally into its present business location at the Hakaniemi Kauppahalli. Their family business has served in different markets in Helsinki for over 70 years, and it makes Jukka as a valued representative of the Hakaniemi Market Hall merchants, as well as a vital stakeholder among this thesis’ interviewees in providing insights.

3.2.2 Tukkutori

In the previous chapter, it is mentioned that conventional market halls are usually connected with the public sector. In the case of Helsinki, all covered market halls and squares are in charged by Tukkutori,* and current Tukkutori manager, Merja Sorakari, explains that Tukkutori is like the landlord of conventional market halls in Helsinki. Besides the lease agreements, Tukkutori also needs to help merchants cope with daily issues like facility problems or electricity connections, etc. She also points out that even though Tukkutori has different unwritten strategies for each market hall in Helsinki, in reality their role is much more akin to coordinator than director. They will not interfere with the merchants or their business, but only try to keep a balance between the different market halls, and ensure that there are a variety of offerings for the costumers. (See the interview notes at Appendix C2.1)

* Tukkutori is part of city of Helsinki administration.
“LOTS OF PEOPLE [HAVE BEEN] IN TOUCH WITH ME AND ASKED TO [KEEP] HAKANIEMI KAUPPAHALLI THE SAME AFTER RENOVATIONS. DON’T CHANGE IT INTO A RESTAURANT CORNER OR FOOD CORNER OR TOURIST TRAP ”

People consider the Hakaniemi Kauppahalli as a part of Helsinki’s history, along with part of their childhood memories. In her personal experience: Hakaniemi Kauppahalli is a symbol of the memories for her time spent with her grandmother in the childhood. The upcoming renovation is not going to change the structure of the Hakaniemi Kauppahalli, due to laws protecting the original building. The new vision that might be introduced to the Hakaniemi Kauppahalli is a new restaurant on the second floor, which will transform the current storage space into a restaurant space with 100 seats, if everything goes as planned. The main reason for the renovation is to update facilities inside the Hakaniemi Kauppahalli, where the electric system has not not been updated for a very long time, and also to improve the air circulation inside the market hall. During the renovation period, all vendors are invited to sell their goods in the temporary building on the market square, next to Hakaniemi Kauppahalli. After renovations, there may be some rearrangements of the vendors.

“TO ME AND LOTS OF OTHERS, WE GO THERE ONLY DURING HOLIDAYS.”

Even though Merja is the manager of the Wholesale Market, she still does not shop in the kauppahalli on a daily basis. Visiting conventional markets seems to be a special activity rather than part of a daily routine. She points out a few of the difficulties Hakaniemi Kauppahalli is facing. Firstly, the renovation has been postponed for almost a decade, and it has made lots of consumers confused about whether the Hakaniemi Kauppahalli is open or not due to the ongoing discussions and misleading reports in newspaper headlines. Secondly, is the isolation of the second floor of Hakaniemi Kauppahalli. There are events hosted by merchants in first floor sometimes, but the second floor a place where nothing exciting ever happens. During the Christmas season, Tukkutori will try to recruit some pop-up shops for the second floor, so the booth vacancy situation will decrease a bit, however after the holiday season there may be 5 to 6 booths left vacant at the second floor.
“TUKKUTORI [KEEPS] TRYING TO FIND NEW IDEAS FOR KAUPPAHALLI AND HOPING [THROUGH] THAT TO ATTRACT A YOUNGER GENERATION TO PAY THEIR VISITS AND SHOP THERE. “

In general, organizing events are not a part of Tukkutori’s work, but if there is a third party (for example Helsinki Design Week) that comes with a proposal, Tokkutori might be able to provide some assistance. As landlords of the conventional market halls, Tukkutori’s priority is its mission to rent out all spaces in the market hall, and will not interfere much unless there are interests to host events or have pop-up booths, in which case they will assist where necessary.
3.2.3 Kauppahalli Spokesperson and Social Media Manager

In addition to understanding from the organization’s view, it is also beneficial to speak to merchants who work in the market hall and gain a good understanding of their experiences. Jukka Rosendahl and Soile Erilaian were selected as interviewees because they both speak for Hakaniemi Kauppahalli in different ways; Jukka is one of the market spokespersons, and Soile Erilaian is in charge of the Hakaniemi Kauppahalli’s Facebook page. The other reason they were chosen is that they both represent different parts of the kauppahalli; Jukka from the first floor and Soile from the second floor of the market hall. (See the interview notes at Appendix C2.2, C2.3)
"I THINK MAINLY PEOPLE NOWADAYS JUST SIMPLY [DON'T] HAVE MUCH TIME TO DO GROCERY SHOPPING IN TRADITIONAL MARKET HALLS ANYMORE"

The consumer behavior and lifestyle change is very noticeable. Jukka points out that consumers are spending shorter times in the market than in the past; in his grandfather's time, women came to the market hall not only to purchase daily groceries, but also to socialize. According to Dailymail's report: people nowadays only spend an average of 17 minutes per day for grocery shopping,* and shopping in conventional market hall means you need to take more time for purchasing each ingredient. Meanwhile, due to the expansion of the residential area, people might just want to choose supermarkets or chain stores near their workplace or home. The difference of time arrangement could be the reason that most of their loyal consumers in the Hakaniemi Kauppahalli are senior citizens who are willing to spend their time on grocery shopping. At this point, merchants are putting more attention on senior costumers than the younger generation. Jukka indicates that the younger consumer spends less time in market halls and they come just for the atmosphere. This observation validates a statement by The guardian, "Consumers now are willing to spend more on experience than on products". **

Hakaniemi Kauppahalli is the only market hall in Finland that has two floors, and there are some fundamental differences between the first and second floor, according to the interviews. Firstly, is the discrepancy of costumer groups; the first-floor merchants cater to local residents rather than tourist, while on the second floor, merchants are mainly targeting consumers who are tourists. Therefore, the division creates a totally different atmosphere and segregates the shopping experience between these two floors. It would be beneficial to unite the atmospheres between first floor and second floor, forming a more cohesive overall experience.

* [http://www.dailymail.co.uk/femail/article-2295244/Brits-spend-18-days-year-shopping.html](http://www.dailymail.co.uk/femail/article-2295244/Brits-spend-18-days-year-shopping.html)

** The Guardian (2016). The way we shop now: The revolution in British spending habits: "We increasingly see a trend for consumers to spend more on experiences rather than on products," said Kevin Jenkins, the UK and Ireland managing director of payment card group Visa Europe
“HAKANIEMI KAUPPAHALLI NEEDS A PROJECT MANAGER AND THE SPACE FOR MARKET PROMOTION. VENDORS IN HAKANIEMI KAUPPAHALLI HAVE KNOWLEDGE AND PASSION OF FOOD BUT WE DON’T HAVE TIME TO PULL IT ALL TOGETHER.”

Although merchants are aware of the decline in traditional market halls and the need for more marketing, they do not have the time and energy to pull off events by themselves. The opening times of Hakaniemi Kauppahalli is from 8:00 A.M. to 18:00 P.M., and from Monday to Saturday. Every merchant has their own business to take care of, and there is not much spare time to organize events or promotions. “The market hall needs a project manager to put it all together,” Jukka points out. “Vendors in Hakaniemi Kauppahalli have knowledge and passion of food, but we don’t have time to pull it all together.” Although merchants are aware of the decline in traditional market halls and the need for more marketing, they do not have the time and energy to pull off events by themselves. The opening times of Hakaniemi Kauppahalli is from 8:00 A.M. to 18:00 P.M., and from Monday to Saturday. Every merchant has their own business to take care of, and there is not much spare time to organize events or promotions. “The market hall needs a project manager to put it all together,” Jukka points out. “Vendors in Hakaniemi Kauppahalli have knowledge and passion of food, but we don’t have time to pull it all together.”
3.3 Stakeholder research: Questionnaires

**Questionnaire responses from target consumers**

One important part of the stakeholder’s research is the user experience of the conventional market hall in Helsinki. The questionnaire for user experience was web-distributed, and gathered a total of 43 responses from participants with a range of nationalities, many of which have either lived in or visited Helsinki.

Very few people answered that they have never visited any market halls in Helsinki, which could be a good sign showing that conventional market halls are still a part of the target consumer’s awareness. The majority of the interviewees fall within the age group of 21 to 30 years old. The graphs, show the visiting frequency of different age groups; for the group aged 21 to 30 years old, the highest visiting frequency is once per month, and the same for respondents aged 31 to 35. This observation could prove that the younger generation still visits traditional market halls from time to time.

Another result of the questionnaire showed that the top purchases of this younger generation are café/tea and meat, which might suggest that this age group of consumers choose to visit market halls not only for purchasing foods, but also for the atmosphere or just simply hanging out in the market hall. The graphs also clearly show that most shopping activities are taking place on the first floor, which could prove that the traditional market hall is still tightly connected with food and food culture.

Another interesting comparison is the visiting frequency between international visitors and Finnish visitors. 43% of international residents stated that they visit kauppahalli once per month, while only 29% of Finnish residents stated the same frequency. Only international residents responded as visiting the kauppahalli 1 or 2 times per week (a total 7%), while this level of visiting frequency was not present amongst the Finnish respondents. One big influencer to their reasons for visiting in both groups are when friends visit, or when there is an event or happening. This suggests that people need more reasons to motivate their willingness of visiting the Kauppahalli.

**Have you ever been to any Market hall in Helsinki?**

![Image of survey results](image-url)

*Fig.15 Traditional market hall visiting rate*
Visiting Frequency

- Once per month
- When there's friends visiting Helsinki
- Only in special event or holiday
- 1-2 days in the week
- A few times per year
- Never been there

Fig.16 Traditional market hall visiting frequency divided by age group

What have you purchased from the Kauppahalli?

- Meat
- Seafood
- Vegetable
- Souvenir
- Cafe/Tea
- Ready-made food
- Tool
- Dairy
- Nothing

Fig.17 Purchased goods in different age group
I don't go there

Only when there's event or holiday

Only when friend visiting

Few times per year

Once per month

Fig.18 Pie chart of the proportion about Finnish residence visiting Kauppahalli

International residence visiting Kauppahalli rate

Few times per year

Once per month

Only when friend visiting

1-2 days in the week

Only when there's event or holiday

Fig.19 Pie chart of the proportion about international residence visiting Kauppahalli
What does traditional market hall mean to you?

- **43%**
  The feedback related to Food awareness and quality of kauppahalli

- **40%**
  The feedback related to Traditional feeling and culture of kauppahalli

- **18%**
  The feedback related to Higher price and being tourist part of kauppahalli

Fig. 20 Pie chart of the proportion about user’s feedbacks related to the meaning of traditional market hall.
Questionnaire responses from vendors

A total of 13 merchants in the Hakaniemi Kauppahalli participated this questionnaire, which aimed to explore the real situations and thoughts that Hakaniemi merchants have. The questionnaire was conducted with both first and second floor merchants, and only 27% of merchants rating their business a 4, on the scale 1 to 5 (1 meaning very bad and 5 meaning very well). The majority of merchants rated their business financial situation now with an acceptable mark of 3. They also claim that the majority of their customers are aged 36 or more. This confirms the statement made during the interview with the spokesperson of market hall, that their target customer is a more senior consumer, and figure 3 shows that this structure has not changed for years among the majority of the merchants.

Worth noticing is that 45% of merchants indicated they have better services than supermarkets that include packaging, food related consulting, etc., while 36% of merchants consider themselves as offering more unique products and fresher food. This shows a difference of focus when comparing to the consumers’ opinions. From the consumer questionnaire results, 43% responded that the market hall for them is much more for raising their food awareness, while 40% responded that the market hall is synonymous with food culture and tradition.

Through this research and observation, it has become obvious that traditional markets are still a part of the younger generation’s life, especially for international residents. Food culture and tradition is still worthy of being updated or maintained because people still appreciate many aspects from it. It is also worrying that merchants in Hakaniemi Kauppahalli have only focused on a certain group of consumers for a long time and that poses a threat when considering that this type of consumer group is fading. Even though merchants have noted the value of service, it seems that consumers have not really sensed this nor was it enough for them to create a noticeable value and draw them to visit the traditional market hall.
In your opinion, what makes shopping in traditional market special?

- 18% Others
- 36% The feedback related to Uniqueness and Freindiness
- 45% The feedback related to Service

How do you see the changes through these years in traditional market?

- The customer range has been changed
- I have same kind of customer all the time
- Both
- I don’t know
3.4 From farmer to market hall: where does food come from?
During the interview and from the responses of the questionnaires received, one common feedback from the visitors’ opinions is that the conventional market halls in Helsinki are higher in price range than supermarkets, but possibly offer a higher quality of food. However, is this fact or just people’s stereotypical perception towards the conventional market hall? If so, then why is there a price difference? How do these foods even reach the market hall? With these three questions in mind, I went back to Hakaniemi Kauppahalli to conduct interviews with five different traders at the first floor, each selling a different product, and have done so for many years.

In the interviews, three merchants indicated that they do have higher prices than supermarkets, while only one cheese merchant claiming that their prices are cheaper, and another merchant claiming they have certain products that are more expensive, and others are cheaper than the supermarkets. Besides the actual price difference, one merchant pointed out that the time people spend shopping are sometimes more valuable than monetary considerations in the contemporary society. Even though Hakaniemi Kauppahalli has great transportation connections, such as trams, buses, metro and underground parking spaces, it seems to be too much of a fuss to travel there if only for grocery shopping proposes.

Almost all merchants indicated that the price difference is due to the quantity they purchase from producers aside from the self-producing merchants like the bakery. Nevertheless, merchants also argue that they have fresher goods than supermarkets because unlike supermarkets who store fresh goods until they are ready to be delivered to individual branches, the merchants aim to sell their fresh goods right after they have been purchased from the producer. However, this so-called freshness is too difficult to notice and amount of difference is not enough to drive contemporary consumers back to the traditional market hall.
4.0 What could be the future role of traditional market halls in society?
4.1 New food movement in Helsinki

There are many exciting restaurants and events happening during Restaurant Day in Helsinki.* Restaurant Day is a food festival; it allows anyone, anywhere to open a pop-up restaurant for a day. It also challenges the strict food regulations in Finland in a fun and creative way. The event started in May of 2011 with 40 pop-ups in Helsinki on its first run, but now it has become a global phenomenon, with more than 75 countries embracing the idea.

“Restaurant Day is a prime example of how food can give birth to a new type of communality” — Johanna Mäkelä, professor of Food Culture, University of Helsinki (Helsingin Sanomat newspaper Jan 3 2012)

On the first-time I encountered Restaurant Day, the energy and atmosphere was something I could have never imagined to witness in Helsinki. It is a sense of freedom and liberation with lots of potentials. For foreigner students like my friends and I, it was the perfect chance to experience local and international foods. In addition to the food adventure, the most importantly part was meeting up with other people, getting to know the locals, and learning about Finnish culture through food experience. Restaurant Day has established a good example for breaking the current modules in promoting food culture, and has harnessed collective power to become a game changer.

Besides Restaurant Day, there are many other events around the Kallio area from which the Hakaniemi Kauppahalli has also been excluded: the Kallio Block Party, Flow Festival, etc. These events are gathering lots of attention and generating a global reputation. For instance, Flow Festival has many times been deemed the most visited music festival in Finland, and it attracts many well-known restaurants in Helsinki to take part as a method of promotion. The Kallio Block Party is also a missed opportunity as it happens just next door to Hakaniemi Kauppahalli, by not taking part, the kauppahalli could be losing out on lots of potential future clients. Hakaniemi Kauppahalli has only stood in its place and watched as these new urban food events are happening. They could a good opportunity for promoting the traditional market hall, in addition to building up their reputation as a trendy venue in order to appeal to a new clientele. Furthermore, by joining these trendy events, it could break barriers surrounding the traditional market hall and make it more approachable and interactive.

* in Finnish: Ravintolapäivä
4.2 International market hall case study:

4.2.1 Aqua design / traditional market with new input (old character with new role)

Aqua design is a design studio based in Taiwan Taipei, focusing on conceptual design for improving everyday life. In the year 2006, Aqua design start a side initiative called “City Yeast”. It aims to collaborate with different designers to contribute to the city they live in, in hopes of enhancing the quality of life. One of the projects that City Yeast created in 2016 is called “Parent-children market”. In this project, they invited designers, citizens and market merchants, as well as children, to reimagine what conventional markets could offer for the younger generation. The conventional market in Taiwan is also facing decline and struggles to search for their future. The conclusion that Aqua design reached through this project was to offer better service and to integrate education.*

* See from http://www.cityyeast.com
Parent-children market aimed to reshape conventional markets into “urban knowledge” or “everyday knowledge” educators. They believe that market halls could be the hotspot for locals to practice food knowledge, local diet cultures, local stories and communication. Conventional markets in Taiwan also face the problem of the generation gap difference; most of the visitors are elderly, while young couples or parents tend to visit the supermarket for daily grocery shopping instead. This was the reason why City Yeast targeted children as a focus, because they believe that parents will come along if the children are invited. Moreover, by involving children involve, it could provide a connection with schools, who are the have the authority for creating events, which means that there would be even more opportunities to take the idea further.

Communication was the most essential factor in this project; City Yeast conducted several meetings and seminars with different stakeholders in order to finding common a understanding and to communicate the visions that City Yeast wanted to promote through the Parent-children market project. Several co-design workshops hosted by City Yeast also made a great impact on this project; it helped designers understand key words related to conventional markets and their users. As result, City Yeast came out with three major conceptual events for their targeted traditional market: Xinfu Market.* The first event was the Parent-children market exhibition. This exhibition was took place in the market hall booth. By taking one space in the market, it is not provided the necessary exhibition area, but it could also host different seminars and events. The Parent-children market exhibition featured three categories: Market Chromatics, Market Measurelogy and Lunchbox Theory. All of these categories allowed participants the opportunity to touch and interact. In addition to the ongoing exhibition, City Yeast hosted another event for children: Marketlogy. This event allowed designers to bring children to visit different merchants in the

* As known as Donsanshui street market, located in Taiwan, Taipei.
market and learn various knowledge regarding each merchant’s profession. The last event in the Parent-children market project was the transformation of vendors; this is the only project that collaborated with IKEA. Unlike conventional markets in Helsinki, Taiwanese conventional markets are less organized and chaotic. Therefore, City Yeast tried to change the disorganized image of the market. In order to achieve that, City Yeast invited different design studios, designers and vendors to the market together, and using mainly products provided by IKEA, helped the vendors to makeover their booths. Some designers even help vendors to redesign their trademarks or logos.

Fig. 28 Learning from vendors: Market school day (City Yeast 2015)

Fig. 29 Learning from vendors: The mission card designed by City Yeast for Market school day (City Yeast 2015)

Through the Parent-children market project Facebook page and the interview with its designer, it is clear that this project received many feedbacks and provoked people to go back and visit their local conventional markets. The strategy to invite children also worked well. Some of the feedbacks the designer received indicated that some children were even asking their parents to revisit Xinfu Market again so they can show what they learned the last time. During the online interview with the founder of Aqua design, Aqua Chou, she indicted that designers should put the right links together and use design thinking as a tool to deal with social issues. She also hopes that through this project, it can provoke even more people to revive the conventional market, helping it to integrate with contemporary values. However, the project was only funded by the government for a short period of time, so the problem of creating consistency is one issue here. Learning from the Parent-children market project, it seems also important that designers become involved. Designers can facilitate aesthetic integration and information integration. Moreover, designers can use co-design as a tool and host workshops to establish the core values or problems that market halls now face. In this case, designers are not only rebranding the market hall, but more of branding the lifestyle.
What could be the future role of traditional market halls in society?

Graphic of Parent-children market project (City Yeast 2015)
4.2.2 Rotterdam market / A new form of covered market and new roles

Markthal Rotterdam is another case study that could provide different visions for the future of market halls. It is the latest raised covered market hall in the Netherlands and serves as a futuristic example among market halls in Europe. Markthal Rotterdam has become an icon of the new generation of market halls; it combines residential slabs with capacity of 230 flats, a food market in the center and parking space for visitors and residents. The Markthal project was a design competition organized by the City of Rotterdam. The propose of this design competition was aimed at finding a design proposal that creates a new covered space to extend the current open-air market. Due to the tightening of EU regulations; fresh and chilled foods will need to be sold in the newly added covered space in the future. Besides that, the City of Rotterdam aimed to augment inhabitation in the local area in exchange for more services for locals. The proposal designed by MVRDV architecture firm won the competition in 2004, and posed 2 core questions in response to the City of Rotterdam: ‘Can we use this operation to evolve the market typology as well as densify the city center?’ and ‘Can we increase quality as well as density of programming at Blaak?’

* http://www.archdaily.com/553933/markthal-rotterdam-mvrdv
** https://www.mvrdv.nl/en/projects/markethall

“I’M SECRETLY HOPING THAT HOUSES WILL GROW UP ALL AROUND IT, LIKE A MEDIEVAL CATHEDRAL.”
WINY MAAS, THE ENERGETIC PRINCIPAL OF MV RDV

Fig. 30 Markthal, Rotterdam (Tom Roeleveld 2014)
Markthal Rotterdam is more than just a food hall. It has become a hot spot for Rotterdam. While being built, there were already 12,000 daily visitors, and about 7 million visitors are visiting per year after construction. Economically speaking, it provides strong contributions to the urban economy and also attracts more investors to build residences around it. Moreover, Markthal Rotterdam provides a concept that shows how living functions can be connected with market hall in a contemporary lifestyle, and also demonstrates how market halls can become the center of urban life again. Inside the architecture of Markthal Rotterdam, you can find multiple definitions for the space; it includes an art gallery, which has the biggest art work in the world, covering 11,000 m2 on the arch of market hall space, drawing visitors' attentions rapidly.* A mini urban farm on top of the market hall is in the planning phase. Residential blocks are also built on both sides of the market hall. In addition to all these, it has 96 stalls and 8 restaurants inside the market hall for the ultimate foodie experience. This multi-functional hybrid space will generate highly successful visitor numbers, as well as drawing more touristic attentions. Although the new traders being introduced inside the market hall are happy about the design solution, the original plan actually involved relocating one-third of the existing merchants form outdoor to indoor. Now only a few of vendors can afford the hike in rents at the new market hall, so they have to remain outdoors. The Markthal Rotterdam is aimed at an upper-class consumer, with interests towards ecological butchers and artisanal food vendors. However, lots of consumers are only wondering around the building to experience the atmosphere, and then purchasing the same products for cheaper at the outdoor market, according to an interview with a merchant of Markthal.**

** https://www.theguardian.com/artanddesign/architecture-design-blog/2014/oct/02/-sp-rotterdam-markthal-superdutch-market-mvrdv

What could be the future role of traditional market hall in society?

Fig. 31 Blaak market (Alphast 2007)
Market halls usually give the image of being an interwoven space, with barely any connections to its surrounding area. Markthal Rotterdam reverses this old image of the market hall with huge glass windows that allow natural light to permeate the market hall. With colorful artworks on the walls, it also has the effect of enhancing the visitor’s experience with a vivid way. Furthermore, by combining apartment blocks alongside the market hall, it minimizes the consumer’s mobility efforts when accessing the market. Beyond these details, the uniqueness of the architecture design has made Markthal Rotterdam an architectural wonder. Some might argue that the new market hall has become a tourist attraction rather than an everyday living place. Others would say that MVRDV provided a futuristic vision for locals, and shows the potential of market halls. However, when the original merchants couldn’t afford to move into the new market space, it begs the question of whether or not it has fulfilled its original purpose. Does this mean that market halls should move on to serve more a more high-end consumer? Through this project, it has been demonstrated that art and design can change the local life and help a site to become a well-known hot spot in a city. Markthal Rotterdam is a good example of a modern market hall with a clean, united and stylish environment, but it also demonstrates the downside when smaller merchants are eliminated due to the rent. The value of the existence of small merchant is being challenged here at Rotterdam.
4.3 Conclusion from case studies

No matter which design case or projects in any country, it is undeniable that chain markets and new forms of retailers are taking over our living area. It has caused changes in consumption habits and affected the roles of traditional market halls. Even though the traditional market is on the decline and cannot meet or fulfill its original capacity, traditional market halls are still a big part of people’s perception of life and culture, and stands for the local diet traditions. It also connects the memories of different generations, and passes on stories from one to another. There is an urgent need for transformation and integration; a smooth way to upgrade traditions as well as integrating visitors from different generations. It must be done so in a way so that merchants will not lose their majority and loyal consumers, but still embraces the efforts of finding new customers for the future.

From the case of Rotterdam’s new market hall, we could see that the trend of market hall transformations is focused more on creating multipurpose spaces as well as featuring the international food scene to meet the contemporary consumer’s tastes. From the questionnaire responses, international residents were shows as one of the major consumer groups for traditional market halls. These groups have yet to be clearly noticed in Hakaniemi Kauppahalli. Consumers need more reasons to visit traditional market halls, and the need to purchase products is no longer enough of a reason to drive them to visit. If the traditional market hall could become a miniature representation of an ordinary resident’s every daily life, could it then fit into the contemporary society with a new set of values and practice? Does Hakaniemi Kauppahalli have the capacity to upgrade its tradition? It is getting clear that traditional market halls need to meet contemporary lifestyles and push its boundaries further. Traditional market halls cannot solely serve a shop-
4.4 Field observation / consumer observation

When reviewing the archive photo collections on Helsinki City Museum’s website, Hakaniemi Kauppahalli surprised me with its stillness. The market has never changed, and the only obvious difference might be fashion of the visitors. There are two ways to regard this observation: Is it classic or just boring?
The uncertain and varying opening times of different booths.

Even though the market hall itself has strict opening time, the vendors inside Kauppahalli each have their own timetables. This situation is most apparent among merchants on the second floor.

Poorly conceived signage and hidden services inside market hall

It is there but nobody knows. Within previous chapters it was mentioned that many potential visitors have misunderstood the renovation period, and to increase the confusion, Hakaniemi metro station’s renovation, which started in 2017, has seen the addition of more misleading signs.
New ideas in Hakaniemi Kauppahalli now:

Bosfård is the new hot spot on the first floor. It is a combination of a butcher booth and kitchen. The buyer can order meats at the counter and ask the chef to cook it, or simply order a fresh homemade burger from the local farmer. Bosfård attracts many office workers around Hakaniemi area during lunch, and many merchants inside market hall eat there as well. The owner believes that this should be the future of Hakaniemi market hall: a place not just to purchase the product, but also to enjoy it on site. On the second floor, a new booth, ART BY CORK, sells design products made from cork and is attracting some new audiences due to its design-oriented vibe. The owner believes Hakaniemi Kauppahalli has great potential, yet still needs some improvement due to the lack of buzz and energy on the second floor.
Consumers from documented observations:

Based on visits to Hakaniemi Kauppahalli. In the site observation, it has been noticed that the majority of consumers who visit Hakaniemi Kauppahalli to shop are senior citizens, office workers, and international residents such as Asian tourists. The senior citizens often visit the market hall during day-time, followed by the office workers who come for lunch. Many Asian customers can be found on the first floor as well, one major reason being that the market hall provides rare ingredients that are usually hard to find in the supermarket, like fish head, pork ears and organs, which are common in Asian cooking.

First floor vendors seem to have more active shopping visitors than the second floor. One reason could be the poorly designed signage that is supposed to guide the customers to visit upstairs. One vendor on the second floor expressed that even some residents who have lived next to the market hall for years do not know that there is a second floor. The other reason might be because local residents lack certain expectations for the second floor. At this moment, there are still many vacant booths on the second floor waiting for new ideas or pop-up shops to claim them. This emptiness and feeling of uncertainty, along with the low energy atmosphere could cause damage to second floor merchants. Since visiting traditional market halls have become more of a luxury experience, not only financially but also time consumption wise, the key point could lie in how to make visiting the market hall more meaningful or how to add value to customer visits.
4.4 A glance into the living style of the future

After reviewing and reorganizing SPREAD’s Sustainable Lifestyles 2050 report,* many points that are worth considering have surfaced as future insights for this traditional market hall: Firstly, the report mentions about local food supply, and how that will become increasingly important for the local diet. Traditional market halls need to keep developing within the local market and put focus on how to upgrade its roots and foundations. The second point worth noticing, is that the value of service is replacing ownership. Consumers in the future tend to consume less on psychical goods and look for more experiences instead. This suggests that traditional market halls in the future should not only position themselves as providers or suppliers, but also as a place where you can have unique experiences and enjoy different services. In the case of Hakaniemi Kauppahalli, the experiential aspect is neglected now and should be introduced in the future, possibly in the form of consumer education, by allowing visitors to visit the market halls longer. The new market hall should be a meeting point between the old and new generations.

Interviews with the merchants have shown that the traditional market stallholders consider themselves as specialists in certain food categories. One of the methods to deliver their knowledge to consumers could be through consumer education; this fits with the future casting report about the importance of transmitting knowledge and sharing skills.

* SPREAD Sustainable Lifestyles 2050, iFuture
4.5 Mind mapping and design drivers

After the thorough examination of the background and stakeholders research regarding Hakaniemi Kauppahalli, many opinions point to various aspects that can start to shape the future role of traditional markets. In order to answer the thesis questions, all the studies made thus far must be placed on the table in order to trace the routes toward the design solution.

Extracted from the interviews, stakeholders lack the resources to make promotions or changes for Hakaniemi Kauppahalli. This is true not only from the stallholders’ point of view, but also from the side of the authorities. Both parties, who are in a passive mindset, have admitted to the declining situation of Hakaniemi Kauppahalli, and cannot address this situation due to the complex daily workload. However, in the user questionnaires, feedback shows that citizens and tourists still appreciate the existence of traditional market halls, but it has just gradually become a new luxury place to visit, both in terms of finance and time. All feedbacks and thoughts from the research is leading to the clear design driver that if traditional market halls want a more sustainable future, there is a need to uplift the visiting experience by creating an interactive way to educate and involve the different generations of consumers.

Fig.40 Mind mapping
Gathering from the section on future visions, many signs show that traditional market halls need to be decoded and re-introduce to the public. Summing up all the points from the research, it has become clear that education is one of the important topics needed to be discussed in order to build solutions for sustaining the traditional market hall. Through all the evaluations and considerations based on research and findings, a few design drivers are becoming clear:

> Decoding the Traditional market hall

Traditional market halls need to be re-introduced to a new audience by sharing their resources. The future trend is heading towards a more open-resource society, meaning that the knowledge which the merchants possess should not be held as a great secret. Their knowledge, experiences, and stories need to be passed on to others in order to deliver a better value proposition for the market hall. Traditional market halls in the future should consider themselves not only as a supplier but also as an open-resource platform where one can share knowledge around food and local diet culture enriched by arts and esthetics.

> Increased interaction between consumer and merchant

The experience of visiting traditional market halls should be more interactive. The space itself should not only have commercial usages but also a public domain purpose, that allows them to stay in the space freely. Currently in Hakaniemi kaup-pahalli, the spaces where a visitor is allowed to stay are only the café and the aisle. The interactions between consumers and merchants, especially with new potential customers, are very limited. The future of the traditional market hall should provide a more welcoming feeling and an easy access for audiences to build up connections with vendors and, consequently, the entire space.
Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, beliefs, and habits. Educational methods include storytelling, discussion, teaching, training, and directed research. (Wikipedia)
> Consumer education: Traditional market halls as a new form of urban knowledge.

Many of the current consumers come back to Hakaniemi kauppahalli to reminisce their childhood memories. However, memories tend not to be always at focus due to the development of a fast-paced mobile lifestyle, and the change of consumer behavior and diets. Educating the consumer is vital in order to build up the connection between consumer and traditional market hall again. The aim of the education is to create a new habit that drives the consumer to visit the traditional market more frequently. Consumer education can be achieved in two different ways: leaning from receiving and learning from experience.

In the context of food, there are myriad aspects that can be covered. Therefore, the part of consumer education should mainly focus on customization in a cooperative manner. It is important to have a platform which allows people to discuss food as a topic, and eventually educate and be inspired by others. The traditional market hall in the future should be able to provide various dining experiences through various mediums, and be the space that allows for other food cultures to be infuses with the local culture.

> Embrace digitalization

Mobility and technology has brought forward a new digital era, that Hakaniemi Kauppahalli has not fully embraced yet. For instance, the website of Hakaniemi Kauppahalli only shows most information in Finnish and does not update frequently enough according to the real-time changes constantly happening in the traditional market. In order to attract a wider and international clientele, which is typical for the fast-growing city of Helsinki, more language versions are needed. In addition to the website, the new traditional market should consider developing a new digital platform that allows for efficient communication.
4.6 Putting things together
What is the place that provides free knowledge, and allows people to come as they are? The library could be the most common and approachable living space in society. And what could happen if the traditional market hall can integrate food, culture and knowledge all together? Every consumable we have had today could be considered as a form of knowledge, as it contains hints of a diet, history and more. Imagine a new platform inside the market hall where visitors can gain knowledge on the local food culture through experience, and can visit freely like a public exhibition to receive inspiration to pass onwards. A place that makes you feel a part of the traditional market hall community, and teaches you new ways of cooking first-handedly. An edible library which provides a new platform for merchants to have the chance to introduce their goods and knowledge for new and old consumers, building up links with younger generations and keeping the market hall alive. Hence, this thesis proposes an edible library experiment inside Hakaniemi market hall in order to test how the public reacts to this new concept.
5.0 Eureka! A new platform proposal for Hakaniemi Kauppahalli

5.1 Context of RAAW

Why name it RAAW?
In order to provide a brand new image and impression inside the Hakaniemi Kauppahalli, it is necessary to generate a new title for the project. The name of RAAW comes from the combination of two different words: Raw and Roar. Raw is the word that people can directly link with food, and covers the meaning of what traditional market hall stands for; originality and high quality ingredients without excessive decoration. Roar stands for the rattle caused by the expectation for the market hall to open up new potential for Hakaniemi Kauppahalli.

What is included?
The RAAW conceptual library focuses on delivering different visiting experiences with a variety of sensational approaches: by physical and collective means. Both experiences are aiming to extend and develop user experience through design, to answer the thesis question. It also emphasizes the role of Hakaniemi Kauppahalli as a public institution of food and culture. In order to test different methods to increase interaction within Hakaniemi Kauppahalli, various events and experiences are to be designed accordingly. RAAW Taste will gather tasting pieces under different themes; its priority is to promote the market vendors in the format of a package that includes the design of how food is presented and gives a sense of exploration to the audience. RAAW Collection is the spice and ingredients exhibition, where the audience is welcome to use their sense of smell to explore their taste palate. RAAW Hands provides hands-on work-
shops related to design and art within food as the main context.

Another part of the experience is to gather a collective understanding from the public on traditional Finnish food and food culture. RAAW Collective provides a discursive platform in Hakaniemi Kaup-

pahalli as well as online. The collective knowledge generated from the public will be intended to preserve food memories and stories, that are also part of the core values of the traditional market.
Target audience

Project RAAW aims at engaging different groups of people to build a conversation between old and new generations who share a common interest in food. Currently, Hakaniemi Kauppahalli is still financially heavily dependent on senior consumers, therefore, it is important to be able to receive valuable stories from them and pass it on to others in the future. In order to answer what is the future role of the traditional market hall, it is vital to also understand its past in order to prevent repeating mistakes.

Everyone is welcome to visit RAAW to gain food knowledge from Hakaniemi market hall. Visitors can participate in food workshops free of charge to contribute their own food stories and knowledge into the collective library.

Gyotaku making

RAAW Hands presents the first hands-on workshop: Gyotaku, a fish-printing experience originating from Japan. Gyotaku was chosen to intensify the visiting experience under the conceptual food library, as it was used as a practice to document the fish caught by fish men in the mid-1800s, and fits the core idea of introducing both the new and old into Hakaniemi Kauppahalli. Fish as a consumable seems fitting, as seafood in Hakaniemi kauppahalli still has high reputation, according to a questionnaire. It is rare nowadays to have a variety of Finnish local fishes in a joint selection, even though it is a common ingredient in contemporary diets. Moreover, it is a very simple and fast-to-make art practice that everyone can participate in. Gyotaku’s aim is to introduce local fish species through their form, color, and texture through art. It is also a workshop that is friendly to all ages.

* Jordi Savall, Musician and EU cultural ambassador, Spain 2011: The first step in all human action is to know the past. If you do not, it means repeating earlier mistakes.
Eureka! A new platform proposal for Hakaniemi Kauppahalli

Fig. 44 Gyotaku sample
5.2 Visual identity of RAAW

The new visual identity diverges from the current visual references that exist in Hakaniemi Kauppahalli and helps to grasp the visitors’ attention and to guide them through new experiences, including in helping them to notice the pop-up space easier. The whole package of visual identity aims to create a new, design-oriented and experimental atmosphere. It should be able to be used even after the pop-up in Hakaniemi Kauppahalli. What is more, it should be easy to use in any kind of media, for example in website and printing materials.

Logo concept
The logo design is inspired by layers of paper, since the experimental pop-up is aiming to form urban knowledge collectively within the market hall. The logo, with the look of a layered stack, means to express that the experimental library needs to be about gathering information from everyone. The more people that contribute their stories or thoughts, the bigger the library database will be.
Fig. 45 Logo concept of RAAW
Fig. 46 Visual identity of RAAW

Aalto University
school of Arts,
Design and
Architecture.
Master student at
Product and
Spatial design

Researcher
Ketty Shih

ketty.shih@gmail.com
0451069300
Cooperative graphic style - the capacity of blending old graphics with the logo.
THESIS WORKSHOP
About Food, Culture And Collective Memories
Hakaniemen Kauppahalli / booth no.73-75

- FOOD & ART WORKSHOP
  March 18th (Sat) 11:00 - 12:00 / 14:00 - 15:00

- FOOD TASTING EVENTS
  March 15th - 17th 16:00 - 17:00

- COLLECTIVE LIBRARY
  March 13th - 18th 11:00 - 17:00
If market hall is the place that allows people to practice traditional food culture and to find nostalgia in everyday life, what will the new tradition look like in the future? And most importantly, how could we preserve these food and food culture experiences? RAAW is a thesis project that aims to test new potential sale and possibilities for Hakaniemi Kauppahalli. Kauppahalli as an ecosysm and institution, a place which provides inspiration and food exploration. RAAW proposes a conceptual food library experience inside Hakaniemi Kauppahalli. Not like regular library, it feeds knowledge with our five senses. In RAAW, you can find food knowledge in different forms and all directly from Hakaniemi Kauppahalli with love. You can become part of community, by joining collective food library and providing your own experiences and passions with food to inspire others. Come to Hakaniemi Kauppahalli, let’s link in RAAW tradition.

RAAW conceptual library will provide audiences with different library experience: for example, you can tune the library collections, you can smell it, be inspired and also have fun with it! RAAW plans to have different events and channels to promote Hakaniemi Kauppahalli as well as individual vendors RAAW. People will introduce multilayer stories behind the scenes inside market hall. RAAW Collective is a co-design workshop to gather food knowledge from participants. RAAW Hands is the workshop related to food and design. And finally, in RAAW Exhibition, you can simply enjoy and taste the food collection.

W H O
Project RAAW aims at engaging people interested, enjoying and loving food. Everyone is welcome to visit RAAW pop-up library to gain knowledge which is gathering from traditional market hall. And visitors can participate food workshops and contribute their own food stories and knowledge to the collective library. We can build a food library and food memories altogether.

E X H I B I T I O N
TIME:
MARCH 14TH – 18TH 2017

EVENTS

FOOD & ART WORKSHOP
Gyotaku making
Time: March 14th 4:00-5:00
Participation free

FOOD TASTING EVENTS
Time: March 15th 4:00-5:00
Free admission will be provided

E N D

A4 Fold flyer design for print: Double-side printed, Available in Finnish and English.
In the future of the traditional market, it should be the space where people can get their daily cooking inspiration, the place where visitors do not need to feel that they have to prepare a shopping list before visiting. The Recipe of the day as the medium would allow visitors to explore the traditional market hall through different types of recipes.

**Recipe of the day:** With the content provided by online recipes or collaborations with chefs, it aims to provide cooking inspiration for visitors in the traditional market hall. The recipe, printed on both sides of a paper, would list the ingredients and the map of Hakaniemi Kauppahalli to help the visitors to find the listed ingredients. The recipe aims to build up the cooperation between food bloggers or chefs with Hakaniemi Kauppahalli. By scanning a QR Code, the visitors can view the entire recipe online, meaning that it could create value-added benefits also outside of the market hall.
With the **taste library collection**, visitors are able to accustom themselves with tastes from local and international diets through a variety of senses. The taste collection aims to collect different spices regionally, aiming to link connections for the traditional market hall to its local area of Hakaniemi. The association with Asian markets should not be forgotten, as an Asian clientele and variety of market stores in Hakaniemi area are very evident.
Potential digital platform for new consumer experience outside Hakaniemi Kauppahalli:

A digital platform should also be included in the future of the traditional market hall. By creating more interactions through digital services, Hakaniemi Kauppahalli could integrate and educate consumers differently. The new digital services should focus on the user journey experience, and allow visiting the traditional market hall to go beyond its conventional shopping purpose, and towards an expression of lifestyle.

RAAW proposes an app idea for Hakaniemi Kauppahalli, and contains various features with an intention to open up to the public all the information that is not widely available within the traditional market hall. For example, the floor map marks which vendor will be not available today; although charming, it does cause quite an inconvenience to have randomly allocated opening hours. It is important for the visitor to be able to access such information beforehand in order to decrease the chances for disappointing visit.

The new app should also be an open platform for the vendors to promote their daily goods or news. A digital platform like the app can be a medium to ease the distance between merchants and their audiences. By providing a “behind the scene” outlook, it would provide a more humane approach in an otherwise mundane urban area.

To convey new experiences and interactions, the RAAW app provides a co-design section where users can contribute their own knowledge or stories in the different food contexts: the little food book. In addition to contributing with content, users are also able to review and learn on other updated stories and knowledge as well. When knowing more about the meaning and stories behind the food and its culture, the more appreciative consumers will become on their foods’ origins, and subconsciously activate them to visit the market hall more often. Additionally, the recipe of the day would drive users to test and practice their own cooking skills. The online version will also have an interactive route map which aims to provide an easier solution for users to find their ingredients inside the market hall.
5.3 Making RAAW pop-up happen

After a thorough negotiation and discussion with the wholesale market of Helsinki (Tukkutori), the pop-up space was settled down in the booth located at the first floor of Hakaniemi Kauppahalli which is currently vacant for a while. Previous tenant had left a wooden structure on the ceiling and also painted the wall black. Therefore, the pop-up space is mainly designed according to the current existing structure, and also using existing resources inside Hakaniemi Kauppahalli, aimed at creating components flexible enough in order to meet different kinds of adjustments during the exhibition period.

The pop up space plan was to present three different interaction parts. Including a big working table for gathering visitor’s feedback and knowledge on traditional Finnish food. Working table was also provided with different tools in order to help participants to express their stories. Second part of interaction area will be the information wall, there, visitors can take recipes along with them and also learn about spices form different cultures. Lastly, the bar table offers small taste pieces which are related to the topic on the working table.

Materials inspiration

Interior materials are chosen for the project are aims to bring a sense of originality and inventiveness. It also aims to bring more different texture and seasonal stories back to Hakaniemi Kauppahalli. For instance, the wood piece directly from the forest brings in the nice texture of moss, oats from local farm, table surface with wood grains and also the steel pieces without coating.
Information about project description and time table for pop-up events

Interaction area B: Recipe of the day and taste collection

Interaction area C: Exhibit table, small samples of food for thoughts

Interaction area A: Collective library working table

Piece of Nature: connecting Hakaniemi Kauppahalli with raw and nature

Fig. 54 The arrangement design for RAAW workshop
### 5.4 Moi. 1-week residence in Hakaniemi kauppahalli

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Activities</th>
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<tbody>
<tr>
<td>3/11</td>
<td>Saturday</td>
<td>Hakaniemi kauppahalli closed</td>
</tr>
<tr>
<td>3/12</td>
<td>Sunday</td>
<td>Pop-up open; Collective Library open</td>
</tr>
<tr>
<td>3/13</td>
<td>Monday</td>
<td>Start to build pop-up space</td>
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<tr>
<td>3/14</td>
<td>Tuesday</td>
<td>Pop-up open; Collective Library open</td>
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<tr>
<td>3/15</td>
<td>Wednesday</td>
<td>Pop-up open; Collective Library open</td>
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<td>Thursday</td>
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<tr>
<td>3/17</td>
<td>Friday</td>
<td>Pop-up open; Collective Library open</td>
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<tr>
<td>3/18</td>
<td>Saturday</td>
<td>PREPARE MATERIALS FOR WORKSHOP</td>
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<td>11:00–12:00 / 14:00–15:00 FOOD &amp; ART WORKSHOP: GTOTAKU MAKING</td>
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<td></td>
<td></td>
<td>TAKE OFF POP-UP</td>
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<td></td>
<td></td>
<td>Hakaniemi kauppahalli closed</td>
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**Fig. 55 Timetable of 1 week residence in Hakaniemi Kauppahalli**

**Timetable arrangement**

The whole pop-up opened its space from Monday to Saturday to gain a full understanding of how different visitors react toward it. The first two days of the pop-up were focused on settling down the space, practicing to introduce the concept with the public and communicating with the merchants inside Hakaniemi Kauppahalli. After the first two days of practice, from Wednesday until Friday, the late afternoons hosted tasting events under different topics. In the last day of the pop-up, it had a focus on hands-on events related to art and food to provoke more visitors differently.
Observation and discover

The experience of the 1-week residency in Hakaniemi Kauppahalli provided an even closer vision apart from previous research, and an improved understanding of the current situation of Hakaniemi Kauppahalli from the vendor’s perspective. The valuable experience also gives the designer a chance to receive feedback, opinions and discussions directly from the public.

Fig. 56 Photos above: Designer and the pop-up booth (Day 3).
Eureka! A new platform proposal for Hakaniemi Kauppahalli
The pop-up space changed its layout and arrangement from time to time according to the reactions observed from visitors. In the first two days, tasting pieces were put on the bar counter next to the working space. Many visitors did not receive the connection between the tasting pieces and the collective library. Therefore, for the rest of the time, the tasting pieces were displayed right behind the relative binder accordingly. The change helped audiences to perceive the connection and concept better. In addition, the whole experience seemed to be more complete.
Many participants were willing to spend some time to sit down and share their own thoughts during the week. However, lots of visitors were willing to talk about their stories rather than write it down, even though the time spent was the same. One reason could be the available tools were mostly pens and coloring tools, and the audience was concerned that they would not be able to draw or write creatively. The short stay of most visitors was due to the preset mindset of visiting Hakaniemi Kauppahalli for a short visit. The current consumers who come to Hakaniemi Kauppahalli already have the target of their visit and know what they will purchase. Therefore, during the week days, not as many participants joined the collective library as expected.

Another interesting feedback received is that the current week day audience are not used to unfamiliar happenings the inside market hall, especially to foreigners. The racial image did not only affect local Finnish consumers but also tourists, especially of Asian background; many tourists visit the local market hall for the pure local experience. Therefore, few Asian tourists were eventually willing to visit the space.

Fig. 58 Photos of participants: different age group
The communication and communal difficulties are also evident with vendors, even though all information were printed in Finnish. Only few vendors were willing to help and understood the whole project concept to provide the support for testing new ways of promotion. It must be kept in mind that, many of the vendors are only employed by the booth owner, and have no authority to decide and did not show genuine interest about the new platform.
A new public space takes time for people to approach, many people are still not used to leaving the aisle unless they are ready to buy something. Despite all of the friendly signs shown in the pop-up space, visitors were still afraid to get too close to the booth. One comment from a visitor was that the polished design of the space worried current audiences, and gave them a wrong image.

Food does bring people together, when the day with tasting events happened, more people were willing to stay longer and share their thoughts even without any tasting. Once the familiar food is exhibited in an exclusive way; the mixed feeling of familiar and unfamiliar draws the visitor’s curiosity. After having a taste in the RAAW pop-up, some of the visitors went to the original booths which provided the taste pieces to purchase it.
Eureka! A new platform proposal for Hakaniemi Kauppahalli
Fig.61 The Zen feeling of food display
The public space inside the traditional market hall which allows people to discuss food and culture has a great potential to pass on stories. Many visitors come to traditional market halls due to its stories, memories and human connections. During the residency, senior visitors were willing to share their thoughts and memories towards food. It was also very common for visitors to talk about their stories to each other. Foreign residents also loved to share their own understanding with Finnish food and ingredients. They also shared the experience on how to integrate their own food culture with Finnish ingredients. With the open space allowing people to communicate with each other through food, it could build up the emotional connection with the space provider: the traditional market hall.

Fig.62 A space where people meet, share and learn from each other
Introducing a new journey in Hakaniemi Kauppahalli with a new hands-on experience with art, design and food collected a lot of feedback and attention. It is also the most popular one among all other proposals. In Gyotaku workshop, people can learn a new and easy way to make art prints through fishes. Because Gyotaku is using ink, participants can leave the print to dry on the rack, and during that waiting period, they could explore Hakaniemi longer or even have a coffee upstairs. RAAW presented a new method for the traditional market to prolong the customer’s stay and add values within their visit. Since Gyotaku making can only be printed if the fishes are fresh enough, it also became a way to promote fresh fish in market hall. On the other hand, the timetable arrangement is relatively important, as there were only 2 times that could be organized in Hakaniemi Kauppahalli: one in the noon, one in the afternoon. Some participants were even willing to stay longer to wait for the second-round workshop.
Fig. 63 Gtotaku workshop: Using cultural as a tool to bring stranger together in traditional market.

Fig. 64 Participants who come to market hall due to the interest on art workshop post on Facebook.
Fig. 66 The participants miss the first round, they come back in the afternoon again.
Fig. 67 A great memory, tourists from Australia are impressed and feel they learn so much from Hakaniemi kauppahalli.
Fig. 68 Drying area for Gyotaku prints. Participants are able to come back to pick up their own print.
6.0 Conclusion

6.1 The future role of the conventional market hall

Many traditional market halls around the world are seeking new directions, some influenced by gentrification and upgrades in order to meet the needs of higher class consumers, some market halls have been modified to serve an entirely different purpose. With the mobility of living and society changing, traditional market halls need to evolve with the environment in order to remain relevant. The Traditional market hall should not be like still water waiting to be discovered, it needs to embrace the more organic movements of modern times and allow itself to remain open-mind enough to meet change and rise to meet new challenges. It is also vital for traditional market halls to rebrand themselves from just a food supplier and connect to a bigger purpose: becoming a Food and culture educator. *

* The covered market did not only emerge as a result of this new conception of public space but was also connect to the idea of “facility”. The First conceptualization of markets as facilities arose in France in connection with the appearance of a new form of “urban knowledge” (Introduction: European Markets as Makers of City. P21)
It is clear that traditional market halls have already started fading out from its position from living center to outsider and gradually heading to become a cultural heritage. But what it stands for are still important for developing local’s food education, practicing their own foodie culture, educating not only locals, but visitors in the town. Thus, by expending its core value and experience to convey and support a contemporary living is vital in order to pass it on for future generation sustainably.

In the future, with the new role as educator; the conventional market hall could have a chance to become an icon as a lifestyle provider, not being only another shopping center. Traditional market halls should be the connector between different food cultures, supporting conservative values as well as innovation by building up its value through discovery of the past and reconstructing upon it.

The key contribution of this thesis is to provide a different angle of viewpoints through different types of research; history, user survey, stakeholder’s interview and also by being a member inside the traditional market’s community. The methods and researches used in this thesis could also be applied on different traditional market halls in the future. It is also essential for Hakaniemi Kauppahalli to explore its marketing strategy and boundaries. The contemporary consumers have changed a lot from the past, and it is getting more and more difficult to build up consumer loyalty. To keep conventional market halls alive, it is important to review its past, absorb opinions form different perspectives and most importantly, to give changes a chance.

Hakaniemi Kauppahalli, the last conventional market hall in Helsinki, has served many generations in Finnish society. Lots of stories have happened under its roof, and it deserves to have a better way of not only to preserving it, but also to use it as a bridge between generations. Food is the foundation in human society; it has the capacity to connect people, the environment and histories on an emotional level. Traditional market halls are one of the best places to experience and understand the human values of connection and interaction through traditional trading within one building. Nevertheless, traditional market halls shouldn’t stay only behind the walls. In the future, market halls like Hakaniemi Kauppahalli should also be able to build up links outside the walls, using the food knowledge as a tool to educate audiences outside the wall. To build up this new connection, a new common platform is needed. A new platform which could provide a hands-on workshop, information and serve more multiple educational purposes. It could hold the capacity of infusing art, design and food together to create a whole new experience that permeates the market hall from inside out.

It is not only the architectural feature that makes the conventional market hall great. The reason why the conventional market hall is worth to preserving is due to the contribution from merchants who own a rich food knowledge, the human interactions between merchants and visitors, and also the memories between generations. Those are foundations of the conventional market hall as well as the fuel for its future.
6.2 What’s next:
The path toward the traditional market hall’s transformation needs more time to develop. Regarding the proposal and assumptions from this thesis due to the lack of time and resources, if Hakaniemi kauppahalli wishes to develop further, certain conclusions and proposals need to be validated and tested. Also before that, it is vital to improve the communications between merchants and Tukkutori.

Merchants need to bring up their awareness about the situation faced. It is a key fact that if merchants are not aware of the situations they face ahead, or if they do not have the responsiveness for change, then it will be very difficult to deliver the whole concept through them, to the consumers. Therefore, the first thing to improve would be the communication between merchants and to seek a common understanding. During that time, the pop-up event tested in this thesis could be a regular happening every weekend, to form a new tradition for the Hakaniemi Kauppahalli, in order to build up a new image for new and old visitors. For example, every weekend could be the special day for a visitor to explore under different topics and events. In exchange for consumer’s education, consistency will be the essential way for achieve it. Despite the proposed platform in this thesis, there are many possibilities, for example to find a new location for the platform, and the new official title for it. In other words, the thesis proposals are some good examples of demonstrations to expand Hakaniemi market hall’s horizon. More importantly, the feedback and research gathered form this thesis’s could contribute to the possibility of realization in the future.
6.3 Lesson learned:
During the whole project, many methods were used in order to approach the final conclusion. One of the valuable lessons is to be able to think in all different angles. The complexity between stakeholders and interwoven society like Hakaniemi Kauppahalli makes the research process more complicated. Due to the lack of English resources, it is also very important for researchers to visit the site directly. However, due to the language barrier, it was difficult to get more senior citizens involved during the interviews. Hakaniemi kauppahalli is actually situated in a gray area caused by different facts: firstly, the uncertainty of upcoming renovation, vendors and public have been looking for renovation for over decade, it starts to dry out people’s anticipation toward Hakaniemi Kauppahalli. For the vendors inside the market hall, the delay also makes them lose the motivation to try and do any promotion before that. Secondly, the lack of relationship between the authorities and merchants. Both parties are expecting someone new to make change for them. The passive atmosphere among both parties could also damage the future of Kauppahalli.

Among all the difficulties faced in this thesis, language barrier was the most difficult one. To be able to communicate directly with local stakeholders is very important in Hakaniemi Kauppahalli which stands for very traditional society. Even with print out Finnish information, people are still preferring to be able to communicate in Finnish. The language barrier makes it difficult to deliver core ideas for change to all merchants and also the intention to unify all merchants in Hakaniemi Kauppahalli. Also, during this project, it is worth noticing that people who work within a closed mini-sociality with a long history have a thick self-protection shell. It is difficult for an outsider to get close to the mini-society and one also needs to be very careful when getting close to them due to the complex relationship within the mini-society.

Another lesson learned is the fact that sophisticated design could drive people away. The pop-up booth received feedback that due to its design-oriented feeling, some audiences were mislead into thinking that the pop-up was for commercial usage and not a school’s research project. Besides that, the presentation of the tasting event also made people think it wasn’t for free. Apparently, it still takes more times for audiences to get used to the new function of the traditional market hall.

In general, this thesis has been a very interesting and challenging personally. It was a surprise to find how complicated the issue was, that the market hall belongs to the public and is also an asset of the government, merchants who have run their family business for generations, consumers who are following their grandparents’ footsteps, tourists who are seeking real Finnish life scenes, and also the Finnish who live abroad and went back to seek their roots. Valuable experiences learned through actual practice include being able to reach the real feedbacks from the public in person, and being able to communicate the concept more efficiently. It is certain that the experience from writing this thesis will be beneficial for any future projects regarding local community, food markets and in reviving tradition. There are many potential topics worth exploring more within this project.
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C.1 Appendix

c.1.1 Questions form users’ questionnaire

1. Where are you from?
   - Finland: 17 resp.
   - Russia: 1 resp.
   - Asia: 11 resp.
   - America: 6 resp.
   - Europe: 3 resp.
   - I’m just visiting: 1 resp.

2. Have you ever been to any Market hall in Helsinki?
   - Yes / Kyllä: 41 resp.
   - No: 1 resp.

3. How old are you?
   - 10-20: 1 resp.
   - 21-30: 25 resp.
   - 31-35: 13 resp.
   - 36-40: 0 resp.
   - 40+: 2 resp.

4. How often do you go to Kauppahalli?
   i. International residents:
      - 1-2 days in the week: 2 resp.
      - once per month: 12 resp.
      - few times per year: 1 resp.
      - I don’t go there: 0 resp.
      - Only when friend visiting: 8 resp.
      - Only when there’s event or holiday: 5 resp.

   ii. Finnish residents
      - 1-2 days in the week: 0 resp.
      - once per month: 5 resp.
      - few times per year: 7 resp.
      - I don’t go there: 1 resp.
      - Only when friend visiting: 2 resp.
      - Only when there’s event or holiday: 2 resp.

5. Have you ever been shopping in any Kauppahalli? : 42 resp.
   - Yes: 39 resp.
   - No / En: 3 resp.

6. What have you purchased from the Kauppahalli?
   - Meat: 21 resp.
   - Seafood: 22 resp.
   - Vegetable: 14 resp.
   - Souvenir: 8 resp.
   - Cafe/ Tea: 23 resp.
   - ready-made food: 11 resp.
   - Tool: 2 resp.
   - Cheese: 1 resp.
   - Nothing: 2 resp.

7. What brings you to Kauppahalli? What stops you to shop in there? : 42 resp.
Just to have a nice day. I don't usually shop there because the prices are a bit touristic.

Nostalgic feeling

when my friends visit me from outside of Finland, I would like to show them traditional helsinki market place. or sometimes, go there to have some fresh soups or meat shopping or seafood. they sell really fresh and better price. no actually price is not that cheap, but good atmosphere:)  

I like the atmosphere and the fresh produce. No particular store  

I have visited to Kauppahalli only when there was an event, so that brought me there.  

Fresh fish and vegetables. And, the atmosphere.  

They have fresh fish and special meat products which you can’t find in S or Kmarket. And I like the alive atmosphere that I can buy something from people not shelves. I can more believe the quality of ingredients.  

What brings me to Kauppahalli is the freshness of the ingredients (kivipiira and chicken heart) that I am looking for and the fact that I am not able to get them from anywhere else. Or at least not in the big amounts I am looking for.  

Fresh meat, local food, delicious/famous seafood soup. Good atmosphere and local products that makes perfect to show visiting friends around Helsinki local life.

8. What does Traditional market mean to you? 42 resp.  

[Better customer service, more intimate feeling, fresher food ingredients]  

[Expensive stuff for tourists, in case of food, hopefully more healthy and fresh and less processed]  

[show its countries own traditional taste and product.]  

[Means more quality and expensive product]  

[Fresh, loud, social commercial place, old fashion]  

[Tourist attraction]  

[Traditional markets (food or craft stuffs) make shopping not just “shopping” but further interaction between people. They also help to avoid over packaging (especially plastics) of the merchandice.]  

It’s nice that Helsinki still has this kind of traditional market place. However, I don’t visit there often. I think that it doesn’t mean that much to me, but it’s nice that market place exists. I could imagine tourists would like that place and maybe older people also.  

A place to explore and be inspired for your own cooking or your home, with a sense of history in the space  

It is mostly good quality bazaar place, but with strict regulations. The atmosphere there is quite nice thou. You can buy their decent fish or meat and some seasonal berries and mushrooms. But I see it more like a place for tourist or senior people who have enough money to buy food there. Too fancy for my every day for now.  

It is a vital part of the economy for small businesses and local farming. For me it is the place to get local and organic fresh and realizable produce.  

The food gives me feelings that it’s like home-made(even though it’s probably not) In souvenir dept. at Kauppahalli HKI, you can feel Hepsinki’s or Finland’s history and stories behind.

I think it is a place where I can know where my food comes from. For everything you buy, there is someone to talk to you and you can ask questions.

c.1.2 Questions form vendors’ questionnaire

1. How long have you been selling goods in traditional market? Kuinka kauan olet ollut kauppiaana kauppahallissa?

- 1 - 5 years / vuotta: 1 respondents
- 10 years / vuotta: 5 respondents
- 11 - 15 years / vuotta: 0 respondents
- Other: 6 respondents

2. What kind of business do you have? Mitä yrityksesi tekee?: 1 2 respondents

- Fresh organic products, mostly fruits and vegetables
- Bead shop
- Antique
- konnitorio
- Selling food products from all over the world.
- Savukala kauppaa
1. Myymme leipää ja konditoriatuotteita.
2. Vaatemyyymälä
3. Book
4. Tuomme jakokiviais ym kivia maahan ja teemme hopea koruja
5. Design fashion and interiors
6. Myy kalatuotteita jalostettuja saau-loimu ja paistetutkalat graavikalat fillit äyriäisetine

3. What is your customer's age group? Minkä ikäisiä asiakkaasi ovat?
   - 0-15 years old / vuotta vanhoja: 2 respondents
   - 16-25 years old / vuotta vanhoja: 4 respondents
   - 26-35 years old / vuotta vanhoja: 6 respondents
   - 36-45 years old / vuotta vanhoja: 7 respondents
   - Over 45 years old / vuotta vanhoja: 6 respondents
   - Other: 6 respondents

4. During these years selling in traditional market, do you have same kind of customer all the time or have they been changed? Ovatko asiakkaasi pääasiassa samoja vai vaihtelevatko he?
   - I have same kind of customer all the time / Yleensä asiakkaani ovat samoja: 4 res.
   - The customer range has been changed / Pääasiassa asiakkaani vaihtelevat: 2 res.
   - Other: 6 res.

5. In your opinion, what makes shopping in traditional market special? Mikä mielestäsi tekee kauppahallissa asionta erityisen?: 11 resp.
   [selected responses]
   - Special and fresh products, there is no rush, people are friendly to each other, shop owners know their customers
   - Myyjät, henkilökohtainen palvelu.
   - Yksilöllinen palvelu ja tuoreet tuotteet. Ei pakattuja tuotteita. Voit ostaa juuri haluamasi määrän ja erikoisia sesonkituotteita
   - It is down to earth. Near people.

6. From 1 to 5, How do you rate your business now? Asteikolla yhdestä viiteen, kuinka arvioit myyntisi sujuvan?
   - 1: 0 resp.
   - 2: 2 resp.
   - 3: 6 resp.
   - 4: 4 resp.
   - 5: 0 resp.

7. What are the difficulties you are facing right now? Mitä hankaluksia sinulla on nyt?: 9 res.
   [selected responses]
   - Lack of customers in the market hall (people leave town for summer holidays)
   - No business
   - Schedule of the renovation
   - People read less and less, not good for book business. The value of book is less than ever
   - Not many people come/know about kauppahall’s second floor.

8. From your perspective, what does traditional market stand for nowadays? Mitä kauppahalli tarkoittaa näkökulmasta?
   : 11 resp.
   [selected responses]
   - Perinteitä kunniottava, laadusta tinkimätön.
   - It’s a meeting point for the old and the young
   - Good feeling happy faces fresh products service
   - Traditional and trying to seek the future
   - Elamantapa

9. If you could improve 1 thing in traditional market what would it be? Jos voisit parantaa yhtä asiaa kauppahallissa, mikä
se olisi? 12 res.

[selected responses]

- Jotta nuoret loytaisi
- More clients
- Se että kaikki kauppiat oitäisivät myymälä samaan aikaan auki.
- Jotta nuoret loytaisi

**c.1.3 felid notes form vendors’ interview: form farmer to Hakaniemi kuappahalli**

**Notes from field observation: types of Venders in Hakaniemen kauppahalli**

**1th floor**

1) Self-supply farmer- Whom own their own farm and sell their product in kauppahalli
2) Select shop: Which has wide range of product some form local producer some bought from wholesale place
3) Self-production- bakery, processed food (fish pie etc…)
4) Café

**2th floor**

- Select shop: Which has wide range of product some form local producer some bought from wholesale place
  - Atelier: handmade product
  - Material supply: hand craft materials
  - Antique shop
  - Café

**Name: Rosendahl**

- Type of product: Processed fish
- Price is higher than supermarket
- Reason for higher price:
  - Fresher
  - The knowledge of vender and vender is trusted by client.
  - Young people are not so loyal customer, they came to feel the atmosphere but doesn’t shop much than older generation.
  - Chef’s TV program was a pretty good marketing for kauppahalli, because viewer want to come here to shop the same thing (Get inspire by chef)
  - Tourists are not a good target group for us. They won’t shop for fresh goods.
  - In Hakaniimi auppahalli we don’t have enough space for making promotion event

**Name: Merja Valo**

- Type of product: Fresh Vegetable / Fruits
- Price is higher than supermarket
- Reason for higher price:
  - Little among of import
  - Fresher than supermarket, not like supermarket, it won’t stay long in our vender.
  - We provide good service, whole service, and we have the trust between costumer and vender.

**Name: Lentävä Lehmä**

- Type of product: Cheese
- Price is Lower than supermarket
- Reason for higher price: we are not so greedy
C.2 Appendix

C.2.0 Interview notes with Story café: Anders Westerholm (2016 February 19th)

- Always sees potential within Kauppahalli, no matter the food section and it’s a good place to meet up with locals. See how they act with their food.
- In the end of 2013, City of Helsinki announce the competition for new usage for Vanha kauppahalli.
- It’s not the best price wins, it’s about the best idea and concept for it. Therefore, we start to work on something people has never seen in kauppahalli. We have done many history research, user observations to understand the whole context about what people needs
- It is also important to seek for professional help outside your field. Even we already have over 10 years’ experience of entrepreneurship.
- If your proposal is strong enough, it doesn’t matter how much money they can offer. Because you knew you can make it even without government’s help.
- Helsinki government make the strategic decision that Food should be the promotion for Helsinki.
- Helsinki is still very behind for example Copenhagen and France in the promotion of food and food culture wise. But Helsinki is now try to keep it up on it. There are going to have 14 quality restaurants open this year and more food-related events coming.
- Customer’s experience is very important, from personal understanding; it is not about the food served in restaurant, it is about the service, atmosphere and design.
- You cannot rely your business on government. You need to develop your own value and core and stand for it.
- He been participated many workshops and brainstorming as well as meetings hosted from government focus on how to change food and food culture. But the whole process and changes are too slow for entrepreneur.
- Story café is using fishes and cheese form Kauppahalli, it is very important to show that you respect and be part of the community. It’s also important for everyone to work together.
- Every vendor in kauppahalli is doing their best, but the opening time make the works very difficult. Story café fortunately have employees to do the shifts.

C.2.1 Interview notes with Merja Sorakari (2016 September 29th)

Brief introduction of Merja and Tukkutori

In charge of all Kauppatori and Kauppahalli merchants. Vender as her costumers, Merja in charge of lease agreement with merchants. Try to help them to cope with daily base odds but instead of be present her work mainly is to teach them how to find resource they need: electricity, facilities etc.... Merja is not the director to tell merchants or direct them how to do their business. More like coordinator.

The three market halls roles are approved by Merja
Lot of people had in touch with Merja ask to remain Hakaniemi the same after renovation. Don’t change it into restaurant corner or food corner or tourist crap. Keep it local.

For examples, in Heitalahti, Tukkutori has an agreement with venders. if there’s 1 stall vacancy, she will inform those venders who already in the market hall. And see what is their opinion about what would be good for them to have some kind of business. We don’t hire some business which already exist in the market hall (avoid business overlap) she need to try to keep every have enough business. Tukkutori try to market the place for different kind of venders and each of them pay the rent: what could be the cool idea and what could be the best business idea. That why those three market halls in Helsinki all have different roles to stand for.

City of Helsinki / Tukkutori do have different strategies toward markets hall. But it is not the written strategy. Of course, they try to stay in balance and offer varieties to customers.

**Why people want to keep Hakaniemi as original as it is now?**

One reason could be people consider Hakaniemi as part of history in Helsinki. And because of different area has different groups. For instance, Hietalahti is consider as the hipster area. And Vanha kauppahalli is the place for upper class of consumer. And people like middle class and working class and students as well as young people need to have their part of market hall as well. Plus, Merja think it is good for people in Helsinki to have 1 market hall which is still serve as traditional propose. But one concern is that after renovation, the rent in market hall will rise accordingly. It could be difficult/ affect to / for some merchants in Hakaniemi now.

**During the negotiation, do you think if there’s any opinion difference between city of Helsinki and merchants?**

No, not really

**I have heard that 2F is going to introduce one new restaurant. Do you know anything about it?**

We don’t know what it going to be for sure yet. If things go as planned, they’re going to have a restaurant with 100 seat introduced. The restaurant is not going to take over all the space at 2F: Instead of that, we are going to use/redevelopment some extra space for example the storage space and changing room which is not in use anymore. And after renovation there might have some rearrangement of venders. The renovation is not going to changing structure because it is protected by law. It is going to be some re-painted work. Just some upgrading and keep the old atmosphere. And the main propose of renovation is the technical missing in the market hall. For example, the air and electric need to be redone.

**In your person opinion, how important to keep Hakaniemi alive?**

1. I used to visit there with my grandmother when I was child. To me it is a memory symbol which just need to be there. I’m just glad the childhood place is there and working. And I think it is a beautiful and modern way to keep traditional farm and family business alive.
2. I do shop in Hakaniemi sometimes, but not daily base. To me and lots of others, we go there only during holidays. Even I don’t know if there’s any quality difference between market hall and chain stores. But porches good form market hall make you proud of it.
3. And 2F still have those traditional handcraft materials. that “the” place to go

**Do you know/ notice any difficulties Hakaniemi Kauppahalli is facing now?**

1. The renovation idea has been under discussion for many years. We are hoping to finally start it next year or the year after that. And the vary original plan should be done 10 years ago. And due to its long discussion and reported form newspaper, customers are confusing if it’s still open or not. And form my personal observation as a mother, you can’t do your daily grocery shopping there because it is pricier.
2. Merchants do have some event sponsenially. But 2F is the place that you don’t seen anything happening there. If you don’t need bottoms you won’t go there. For now, Tukkutori and merchants decide to recrew some pop-up store at 2F due to the vacancy situation. By introduce new pop-ups, Tukkutori can also learn what kind of business/ ideas would be cool for there. For now, there’s a new design shop, clock smith and sliver smith.
3. Tukkutori is keep trying to find new ideas for Kauppahalli and hoping by that to attract younger generation pay their visit and shop there.
4. Weather condition could be the difficulty part for market hall and design project. Winter depression as well. And to find the balance between stallholders and new ideas as well.
5. The vacancy stall is around 2-3 at this moment and Christmas. But after that would be around 5-6
6. Events is not part of Tukkutori’s work. Merchants need to deal it with themselves. If Helsinki design week would be contact with Tukkutori, maybe tukkutori can cooperate with them at do something together.
7. Different venders have different rents. There used to have biting for the rent but not anymore. The rent could be varying due to the needs of business: electric, water... etc.

**C.2.2 Interview notes with Jukka Rosendahl (2016 September 28th)**
Jukka continues his grandparent’s family business. His grandparent began to sale fishes in Kauppatori at 1930s and then move its vender into Vanha kauppahalli, after that they decide to move their business to Hakaniemi kauppahalli. And they have been working in kauppahalli until age 70 since that. Jukka spend lots of time with his grandparent in the market hall. Therefore, market hall is the place not only for business but also part of family history.

**What kind of difficulties do you think Hakaniemi Kauppahalli is facing now?**

There are quiet many aspects to talk about. I think mainly people nowadays just simply doesn’t have much time to do grocery shopping in traditional market hall anymore. They tend to just visit those markets in their own neighborhood. And also, people are not willing to spend too much time to shop, in Kauppahalli you need to take your own time for shopping but in supermarket you can just grab and go.

The other one is our client are getting old now. In the old time, women need their husband to drive them to Kauppahalli for grocery. But when husband died, no one can take grandmother to come to Kauppahalli anymore or they just simply move out to suburban area. Our main clients are still those senior citizens whom used to shop in Kauppahalli and who willing to pay more for quality food.

**What do you think about to attract other group of people for example younger generation or tourist?**

Young people are not royal customers; they do come to kauppahalli sometime but mainly just to feel the atmosphere, they don’t shop much as regular customers and the time they spend in market hall is lesser than senior customers. Tourist is not good for us either, because tourist won’t do grocery shopping. And I believe that tourist will try to find where does locals go anyway. I think the promotion should still keep main interest on locals.

**Have you ever seen any successful marketing for kauppahalli?**

There were this kind of cooking show in Finnish TV where those people need to invite other guest to their home and cook for them. Usually in the show, they come to Hakaniemi Kauppahalli to shop. It brings some fans of the show come to kauppahalli to find the same ingredients.

**What do you think Hakaniemi kauppahalli needs now?**

A project manager and the space for market promotion. Venders in kauppahalli have knowledge and passion of food but we don’t have time to pull it all together. That’s the reason why I think a project manager would be good for kauppahalli and merchants. For example, different merchant has different goods but we need to come out of some theme and promote it in group. It would be nice to have different events to attract visitors to know different product. But one problem is that we don’t have space for this kind of promotion in 1st floor.

We as merchant should also take care and update our products in order to keep up with time. Some merchant’s selection is too outdated it might damage its business. The latest hits good is the fish head. It became more and more popular for those fish venders; one reason could be the Asian culture is getting noticed in Helsinki.

**How to you see the different atmosphere between 1st and 2nd floor in Hakaniemi Kauppahalli?**

One majority thing is 1st and 2nd floor should benefit each other. It feels a bit distance and nonrelated between first and second floor. I am also wondering how to combine it altogether because it would be good for visitors and also merchants at second floor.

C.2.3 Interview notes with Soile Erilaian (2016 January 15th)

**Please briefly introduce yourself:**

Soile was study business and start her business with her twin sister nine years ago. Before start her business, she was working in advertising. Her sister was having some personal difficulties in her life, in order to save her sister, she decide to have this shop in Hakanemi kauppahalli with her sister and working in advertising firm in the same time in the beginning of 2 years.

By sale goodies in Kauppahalli Soile’s sister turns better due to contacting with people in Kauppahalli. After 9 years, Soile’s sister decide to give up her share of the shop and Soile bought the whole share form her. Soile is the only owner now for her gift shop.

**Why to choose Kauppahalli for your business?**

Yes, there’s one good reason is the rent. Rent in Kuappahalli is cheaper than store space on the street, if you want to rent a space with good location, clients and good deal for rent then Kauppahalli is a good place to start. In kauppahalli you can reach customers who might just visit for grocery but our shop can reach those potential clients. And also, the atmosphere, on the street shop you’re along but in Kauppahalli you can have coworker to deal with same problem and same interest. Different vender has their own profession and skill thus people can help each other with their own skills for example my own market-
ing and advertising skill can help some vendor who want to have some advises.

**Who is your majority customer? Is tourist your majority customer?**
Yes, Tourist take over 50% of my sailing. And also, some other vendors at 2F as well.

**There are three traditional market halls in Helsinki. Do you think is there’s any difference between those?**
Yes, Hakaniemi kauppahalli is the only one still remain grocery shopping propose and also the only one market hall in Finland has two floors. Sometime is the problem that people doesn’t even know there’s 2nd floor. Some customers live across the street of Kauppahalli and come to shop every day, but didn’t know there’s 2nd floor. We have try to do the marketing by ourselves now and do it hard.

**Details of Renovations in Hakaniemi Kauppahalli**
It should be start at 2017. And 1 thing for sure is that during the period of renovation, all stalls will be at the market square in front of building. They’re going to build a temporary building for vendors. Which is good for vendors because customers can still find us around the same area. But so far, I don’t know what kind of building will be built as well as materials of it. And renovation is expecting to finish within 2 years. I consider it a good thing because it will be a good marketing for stallholders. Especially for 2nd floor vendors, people find us more easily.

**Have you notice any changes in Hakaniemi kauppahalli during your career time here?**
In my shop, customer always know that whenever they need to prepare a present, they can always find it here and it goes stronger and stronger every year. Customers they tend to come here discuss with me and we find some solution together. Another thing is whenever I traveling to the world and do my prophases. I always try to find something more special and unique than Stockmann or Kotin etc. Therefore, you can recommend it to your client with your heart and make difference with others. Customers are count on me and trust me thus I don’t want to disappoint them.

**Do you have Finnish design in your shop or all goods are imported?**
At this point, Finnish design is taking 40% of my goods. I’m having divide one special zone for those products. And when I have those Finnish products, Firms sometimes order it for them as gift. Which I’m developing this part now.

**Have your business module ever change?**
All the time. I had to. Because customers need something new and demand it all the time. The stable part of my business is some Finnish design products and children's goods. But be honest to product I sale has never changed. And I check all products I sale all the time.

**Have you face any difficulties while sale in Kauppahalli?**
Mainly the opening time. The opening time here is 8-18 on Friday and 8-16 on Saturday. Days are long and quite hard if you doing it alone. If some vendor doesn’t have anyone to help them, they might close it earlier. But it is going to be changed after renovation; everyone need to stick on the same opening time. The reason behind it is its better to market kauppahalli, sometimes consumer feel frustrated if they can’t reach the vendor they want.

**If you can change one thing in Hakaniemi kauppahalli what will it be?**
More marketing for 2nd floor.

**Form your personal opinion, what does kauppahalli stands for in Finnish sociality?**
It’s a big part of their life. It’s a common memory for generations. Kauppahalli is the place where visit when they were kid. People trust and love this place. I’m very proud can be part of it.
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