

THE FINNISH INSTITUTE IN LONDON

Press release
16 January 2013

AARTI, OLLILA & RISTOLA TO DESIGN NEW FLOATING VIEWPOINT AT CAMLEY STREET NATURAL PARK

The Finnish Institute in London and The Architecture Foundation are delighted to announce that emerging Finnish architects **Erkko Aarti & Arto Ollila** delivered the winning proposal for the Viewpoint Commission for **London Wildlife Trust**. The duo will be joined by Designer **Mikki Ristola** to deliver the final design, which will be built in 2013 for Camley Street Natural Park in London's King's Cross.

Aarti, Ollila & Ristola were selected from a shortlist of three Finnish teams, including ERA and Muntola & Österlund, by a jury comprised of Marcos Cruz (Director, The Bartlett School of Architecture), Owen Pritchard (Deputy Editor, Icon), and Ken Trew (Project Director, Argent), alongside representatives of the client group.

Erkko Aarti, from the winning team Aarti, Ollila & Ristola says, *"We wanted to showcase the Finnish appreciation and respect for nature and give the visitors an exciting and enjoyable nature experience. Camley Street Natural Park is a unique and relaxing haven in the midst of a busy metropolis. The floating platform is sensitive to its surroundings, but it has its own identity and strong, recognisable shape that can be seen from afar. The Viewpoint competition gave young architects an excellent opportunity to demonstrate their skills and know-how - along with showcasing new Finnish architecture."*

Aarti, Ollila & Ristola's floating structure is designed to serve as a viewing platform and additional workshop facility for the London Wildlife Trust's popular Camley Street Natural Park. The nature reserve, which sits alongside Regent's Canal, welcomes 30 000 visitors a year and acts as an invaluable study center for many local London schools. Camley Street's new floating structure will allow the London Wildlife Trust to expand its educational remit by hosting additional workshops to examine and monitor the canal and its associated wildlife.

Phil Paulo, London Wildlife Trust's Area Manager for Camden says, *"London Wildlife Trust is delighted to be receiving this new Finnish-designed viewing platform which will support our work protecting the Regent's Canal. This educational facility will provide visitors to the park with the opportunity to get an even closer look at the wildlife on their waterways."*

The design team strives to add extra value to their design projects, with the belief that everything should tell a story. When promoting Finnish architecture in London they wanted to export something particularly Finnish to Camley Street Natural Park. 'The

Land of a Thousand Lakes' is also filled with thousands of islands, and every summer Finns escape from the cities to the islands to spend time alone in the nature. The Floating Viewpoint for Camley Street Natural Park is an island that adds a new habitat to the park and for its wildlife.

Owen Pritchard, Deputy Editor of Icon magazine and Viewpoint jury member says, *"The winning design finds a way to maximise the opportunities that the site offers to visitors young and old, without spoiling the character of the area. The design offers a visually unconventional but nonetheless thoughtful and creative response to the brief that will increase the appeal of this quiet corner of the increasingly hectic King's Cross."*

The Viewpoint at Camley Street is commissioned and will be delivered in close collaboration with the architects by The Finnish Institute in London and The Architecture Foundation for the London Wildlife Trust.

The Viewpoint competition and commission are a follow-up to the New Architects: Finland_UK exchange programme curated by the Finnish Institute, The Architecture Foundation and Museum of Finnish Architecture in 2012.

Supported by: Arts Promotion Centre Finland, Kier Group, Ministry of Education and Culture of Finland, The Alfred Kordelin Foundation

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NOTES FOR EDITORS

THE ARCHITECTS

Erkko Aarti, Arto Ollila & Mikki Ristola

Erkko Aarti, Arto Ollila and Mikki Ristola are emerging young designers from Helsinki. Studying architecture at the Aalto University School of Arts, Design and Architecture, the team works in all fields of design from product and graphic design to large-scale architecture. Public buildings are their specialty. Aarti, Ollila & Ristola strive to add extra value to their design projects – everything should tell a story. They respect traditional craftsmanship and share an understanding of materials. They have experience of working as carpenters, and using wood is a special expertise area for the team.

Aarti, Ollila & Ristola have already gained success in numerous competitions. In addition to projects and competitions in Finland, they have received awards in international competitions in the UK, Germany and Estonia. Aarti won the second prize in the Habitare competition 2012 with a large-scale furniture element the innovative structure of which he produced. Ristola recently won a Finnish design competition focused on future design solutions for rented accommodation. They are experienced in working with multi-national teams. Aarti was team leader in a pavilion project at the Technical University of Munich and Ollila organised and conducted a workshop in European Architecture Student Assembly 2012 in Helsinki.

Both Aarti and Ollila also work with and play key roles in established and award-winning Finnish practices such as Heikkinen – Komonen and Verstas Architects. Ristola worked

and gained experience in designing public spaces at the Artto Palo Rossi Tikka architectural practice in Finland.

www.erkkoarti.fi
www.artoollila.fi/

THE COMMISSIONING AND DELIVERY PARTNERS

The Finnish Institute in London

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www.finnish-institute.org.uk

The Architecture Foundation

Established in 1991 as the UK's first independent architecture centre, The Architecture Foundation has organised hundreds of design initiatives, events, exhibitions and education programmes in public venues across Britain and internationally.

The Architecture Foundation is a non-profit agency that advances architecture and urbanism to enrich life now and in future. We are independent, agile and influential. We bring together the public and professionals to cultivate new ideas and talent, stimulate discussion, and improve the quality of the built environment.
www.architecturefoundation.org.uk

THE CLIENT

London Wildlife Trust

London Wildlife Trust is a membership charity dedicated solely to protecting London's nature and wild spaces. It engages the capital's diverse communities through access to over 40 nature reserves and is committed to campaigning, volunteering and education. The Trust was started by a few passionate and forward thinking activists in 1981 declaring that people in the capital had the 'right to share our environment with nature and wildlife.' Since its first beginnings, the Trust has grown significantly as a movement, encouraging Londoners of all ages and backgrounds to love and cherish their natural environment. It has influenced the actions and policies of local government, other organisations, local communities and thousands of individual.
www.wildlondon.org.uk

Camley Street Natural Park opened in 1985 and is now designated a Site of Metropolitan Importance and a Local Nature Reserve. This freely accessible wildlife

haven in the heart of King's Cross was created from a derelict coal wharf on the edge of the Regent's Canal. The Trust and local activists campaigned to save the site for wildlife and people when it was identified as an ideal spot for a new coach station in 1981.



**The
Architecture
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