An oasis of encounters where mobile employment is supported with well-being and nature.
Introduction

The metropolitan area has plenty of attraction and pull, and this has been proved by the steady growth of international investments over the recent years. The Leppävaara district of Espoo is being developed into an oasis of encounters, expressly the Oasis of Professionals, informally referred to as OOPS. This development is prominently located in the intersection of Ring Road I, the main railway track and the future Jokeri Light Rail route. The southern elevation of OOPS immediately overlooks the green Hatsinanpuisto park at the Monikonpuro brook. The impact of climate change is taken into consideration in the design and construction of the area.

We want to encourage encounters between people from various fields of expertise visiting OOPS, whether they move about the offices, restaurants, hotels or entertainment and retail locations. This evolving urban district is founded on four strong design principles: well-being, everyday user experience, international encounters and sustainable development. Welcome OOPS – people have been waiting for this!

Pirkka Pikkarainen

“The design of the district strives to influence people by the use of nature’s own sensory stimuli. The trees, stairs, paths and the Monikonpuro brook encourage movement and add to people’s well-being.”

Pirkka Pikkarainen
Project Director
NCC Property Development
Design principles

The OOPS design principles are based on the needs of leading-edge international professionals.

1. Well-being. We build well-being in terms of the surrounding environment. We follow the principles of sustainable development both indoors and outdoors. We enhance the natural pull factors of the area and integrate them with dynamic lifestyles and technology.

We make work more meaningful and effective to benefit both the employees and the employers.

2. The everyday user experience here is fluent. We support it by seamless digital, social and physical services. User experience is considered in the stores, parks, hotels, offices and apartments. We encourage the community to test and utilize the district as a living laboratory.
3 **International encounters.** The companies seeking to operate in this area form an international digital modelling community. Random encounters and great ideas are born by creating spaces and situations where it is easy for people to seek company. Locals can easily mingle with the international top professionals visiting the events in the area.

4 **Sustainable development.** The buildings in the district aim for the BREEAM Excellent level of environmental certification. Apart from physical solutions, sustainable development includes mental aspects, such as communality, sharing economy and shared values.
OOPS is an oasis of encounters that provides a global view but has its roots deep in the green Hatsinanpuisto park close to the protected Monikonpuro brook.

The area is built on well-being architecture to create the prerequisites for growing an international ecosystem. A community with high goals can emerge and grow when it can share the fundamental values written on the universal agenda: sustainability, the highest possible level of well-being, and work.

The area becomes the number one thematic development of digital modelling where the competence accumulates from dynamic interaction between the businesses to be established in the area.

Individuals and companies are encouraged to consume and develop sustainably. The spaces, service concepts and technologies are designed to work together seamlessly. Not everything is owned, and many things are shared.

Individuals are encouraged to lead a life of well-being at work by discreetly nudging their physical, social and digital behavior towards better choices. Since work and life in general are in need of confident encounters, we created an oasis for them and named it OOPS – Oasis of Professionals.
Well-being means creating harmony between the individual and the environment

At OOPS, well-being is built in terms of the natural environment, complying with the principles of sustainable development. The area has been planned to create movement even when there is no intention to do exercise.

A comfortable, walkable environment offers urban services in the middle of a park. The OOPS environment provides everybody an opportunity to lead a healthy working life, nudging the micro choices in our digital, social and physical behaviour.

This way we can make work more meaningful and efficient to benefit both the employee and the employer. At OOPS, well-being is encouraged by providing facilities and technologies to activate those not active by nature. To support physical activity, we have explored, for example, a Virta Index service (Virta360), which could simultaneously indicate the well-being status of the entire area.

At OOPS, well-being is built in terms of the natural environment, complying with the principles of sustainable development.
The district is being planned to include service concepts, technologies and premises that encourage individuals and companies to develop sustainably.

Movement can be planned to take place at random. For example, instead of lifts, people may feel like taking the stairs, and even a long commute becomes more pleasant if doors open automatically without having to look for a key. The park offers dedicated paths for meetings, phone calls and contemplation, and the nearby forest offers opportunities for “green bathing”.

At OOPS, well-being means:
- **Bioarchitecture** or designing the environment based on use of natural elements
- **Technology** to measure and motivate choices influencing our holistic well-being
- **Services** that enable holistic well-being
Eating together is the sweetest form of sociability

We bring interesting alternatives to the restaurant offering in Leppävaara, making meals a slower experience of more versatile cuisine. This is why a considerable proportion of the premises to be completed first are dedicated to serve as a food court, ensuring enough space for two restaurants of circa 250 sq. m. and two restaurants or cafés of circa 140 sq. m. A dome in the middle of the park could be an attractive destination. The restaurants serve the employees and residents of the district and accommodate for international events organized at OOPS.
User experience is enhanced in the area and in the community every day

**Users experience** the community and the area in premises of various sizes and categories and in different situations. This entices automated solutions, modifiable premises and technology – simple things to support work and living. An overall fluency makes life easier at OOPS. We are exploring the opportunity to develop a shared application to help book, order and look for premises and professionals in the area.

Enhanced user experience also means arranging events in an experiential way. The number of international events is increasing in the entire metropolitan area. Espoo is running short of venues for international events and encounters of 100–1,500 visitors. In terms of accessibility, Leppävaara is equally well located as the district of Pasila in Helsinki. For OOPS it is therefore a natural choice to target and attract these events.

The district is becoming a community of international digital modelling. This interaction accumulates competence and encourages a culture of experimentation. Regarding retail space, enhanced user experience can mean that a store functions as a showroom with self-service desks for purchases, and purchasing is semi-automated.

The smells, sounds and aesthetic solutions provoke sensory experiences that shape the user and customer experience.
LET IT OOPS
The employees at OOPS will be empowered, for example, by allowing them to plant their own apple trees in the Hatsinanpuisto park.

GET OOPS
The residents are entitled to test certain services and premises in the area.

FEEL OOPS
Events, encounters and shareability are ways in which top talent communities evolve and scale up. This creates a value base for promoting a shared agenda: sustainable development and the highest degree of well-being at work and in life.

OOPS APP
Our objective is to develop an application that can be tailored to the needs of the users of the area.

In addition to major events, enhanced user experience translates into simplicity and serenity.

Technology supports moving from one space to another; the visitor flows measured by sensors can indicate the rush hours and approaching customers. Doors open and lights switch off automatically when people leave a space.
This shared app pushes you to thrive

The software application in the development will be a versatile tool for the people of the area, creating a seamless user experience.

We’ve envisioned the following app features:

• Receive special offers from local service providers.
• Provide feedback for the premises, report faults and participate in your building’s questionnaires.
• Navigate your way to the right meeting room and find your visitor waiting there.
• Book a room for a meeting, event, project, rest or work-out.
• You’ll find everything you need, and you can share information, event invites and experiences.
• You’ll improve your well-being. The OOPS App is linked to a separate wellness app.
• You’ll be awarded for your efforts to support circular economy – at sufficient level you’ll get to plant your own tree in the park.

All OOPSers share a positive attitude towards an experimental culture. The premises, activities and applications of the area evolve continuously – by the shared effort of everybody.

“The services and application designed for the area encourage professionals’ random encounters.”

Pirkka Pikkarainen, NCC Property Development
Retail rocks!

The location and versatile activities at OOPS make it an attractive site for retail business. The 68,000 residents and annual events held in the area, including the daily commuter flow, set strict demands on the selection of a traditional grocery store. We are therefore also looking for a retailer who can handle the OOPS mindset and support it with their own concept!

We are looking for well-being and technology forerunners to provide well-being and technology and related retail services. We are interested in innovative service concepts and logistics solutions that make it easy to use the services. Easy purchasing must be in the core of every solution. These are the conditions set by the informed consumers already seeking to vacate the area.

We are looking for well-being and technology forerunners to provide well-being and technology and related retail services.
Competence accumulates, and it is important to all leading-edge professionals to be surrounded by an active community of global players. To attract international visitors and top professionals, we will provide excellent services and space solutions for the office users’ needs. Random encounters and great ideas are born by creating situations and spaces which make it easy for people to come together. Pioneering talent is attracted to hubs that bring together companies of different profiles and sizes. We want to host both heavy-duty corporations and small enterprises to co-operate with various educational establishments. Continuous development requires bringing together multifaceted structures. Our objective is to create contacts between vocational and secondary schools, universities, higher education establishments and incubators of business life.

With our co-operation partner Tractri, we are exploring opportunities to utilize the resources of the area in the spirit of sharing economy. We encourage operators to develop new solutions for the shared laboratory facilities.

*Espoo houses 1/3 of the highly educated Chinese and Indian professionals residing in Finland.*
The shared application in development for the area is to enable a seamless user experience in terms of premises and services.

- Charging stations, recycling rooms and office supplies
- Facilities for meetings, events, project work, rest or work-out
- Transportation and connections
- Data exchange, sharing events and experiences
- Making daily life easier with, for example, “shopping bag” and cold storage services

“We The Event and Cultural Services of the City of Espoo arrange annually 5,700 events that reach 800,000 visitors. These are impressive large-scale events all around Espoo. In the future, the event offering in Espoo will become even more versatile and international.”

VISIT FINLAND 2018

We want both heavy-duty corporations and SMEs to co-operate with various educational institutes.
We want to bring respectively relevant cutting-edge professionals and businesses together at OOPS to potentially establish cooperation.

The building of the community has already started. We are collecting wishes and engaging tenants in the development of the area. Various incubators and start- and scale-ups as well as services provided by educational institutes and academic communities create added value to all companies at OOPS.

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This work environment supports the needs of personnel with the highest level of well-being.

Therefor it is designed to support:

- profitable and efficient work
- concentration
- workshops
- meetings
- random encounters
- recreation, recovery

Come have your say on the services we are developing!
Sustainable development solutions provide well-being, too. At OOPS, these are not only physical but also mental structures, including communality, sharing economy and shared values. The experiences thereof are to reduce stress and make the community tight.

The Monikonpuro brook is a unique provider of well-being amidst modern construction. Sustainability is to be achieved by structural solutions communicated to the community. The community can proudly say that they are members of a thriving district in Leppävaara.

The material choices for the premises are as long-lived as possible, while priority is given to recycled and/or environmentally friendly products.

Running costs can be lowered thanks to utilizing solar power, for example. The energy saved and produced at OOPS is reported through real-time monitoring. The structures are designed to last for 100 years.

The consumption is reported so as to enable everyone moving about in the area to make personal choices to impact the consumption of resources, energy and water. An attempt is made to encourage the use of services available in the area, to avoid losses, to recycle and save energy.

The first office building at OOPS will provide carbon footprint calculation data, and its design and indoor climate take into consideration the climate change predictions.
Everyday sustainability

The first office building at OOPS aims at BREEAM Excellent level. This is concretized in the everyday of the buildings’ users as follows, for example:

• **The cooling effect from outdoors is utilized to the maximum.** Cooling and heating systems adjust according to the number of users, temperature and carbon dioxide levels, which will optimize energy consumption and ensure pleasant working conditions.

• **Lighting is controlled using the Dali system,** which when used correctly saves energy and costs. Occupancy and daylight sensors and weekly timers control the lighting according to users’ movement and the amount of daylight, in addition to which lighting power at work stations can be individually adjusted. Thanks to Dali, the premises are more adjustable; there is no need to change the wiring when making changes to the premises as the lighting can be re-configured accordingly. A light well designed for the office building ensures a large amount of natural light for the employees.

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Offices allow three HQ-level operators. A third-party coworking operator is to guarantee adjustable space solutions for companies. Office services are priced according to membership model. Companies pay for services according to use.

A considerable area is reserved for attractive restaurant services. The restaurants also serve the residents of the area.
Support for flexible residential services comes from the hotel operator whose concept suits traditional hotel accommodation and longer-term living. Their offering scales up to satisfy the needs of event organizers and working life.

The parking solutions to extend under the deck make OOPS easy to access in every way. The rooms which cannot be easily taken to retail business are allotted to public use, for example, as recycling rooms and charging stations for cars and bicycles.

An experience centre creates the prerequisites for wellness and sports service providers.
Leppävaara transport connections

By bike
4 minutes to Sello Shopping Centre
7 minutes to Leppävaara sports park
25 minutes to Otaniemi
29 minutes to Keilaniemi
40 minutes to Helsinki city centre

By tram
15 minutes to Helsinki city centre
50 minutes to Helsinki-Vantaa airport
Prospect: light rail connection, stop in front of OOPS

On foot
10 minutes to Sello Shopping Centre
10 minutes to Perkkaapuisto school
15 minutes to Omnia vocational school
20 minutes to Laurea University of Applied Sciences
24 minutes to Leppävaara sports park

By car
1000 parking slots (incl. electrical car charging stations)
22 minutes to Helsinki-Vantaa airport
10 minutes to westward Länsiväylä
5 minutes to highway intersection towards Tuusula and Lahti
2 minutes to Turku highway

By bus
10 minutes to Aalto-yliopisto
15 minutes to Keilaniemi
40 minutes to Helsinki city centre

By bike
4 minutes to Sello Shopping Centre
7 minutes to Leppävaara sports park
25 minutes to Otaniemi
29 minutes to Keilaniemi
40 minutes to Helsinki city centre

LEPPÄVAARA Facts and Figures

Jobs: 33,000, forecasted jobs 38,000 by 2030
Residents: 68,000
Location: the busiest and most rapidly growing transport hub in Espoo

Estimated completion 2021: 18,500 floor-area sq. m.
- Work space: 18,500 floor-area sq. m.
- Of which 1,000 f-a. sq. m. of coworking space, cafés and restaurants
- Parking rights: 379
- Bicycle parking spaces: 315, of which 225 covered

Estimated completion 2022–2023: 40,000 floor-area sq. m.
- Work space: 20,000 f-a. sq. m.
- Retail and experiences: 20,000 f-a. sq. m.

Estimated completion 2024:
36,000 floor-area sq. m.
- Hotel premises: 11,000 f-a. sq. m.
- Retail and experiences: 10,000 f-a. sq. m.
- Residential: 15,000 f-a. sq. m.

Jokeri Light Rail Prospect: 102,000 users in 2040
Track construction starts in summer 2019, to be completed in the first half of the 2020s.

Photo: raidejokeri-info.fi
Leasing and project management