

Introduction

City of Turku has created an innovative and inclusive movable bicycle garage that has been promoted alongside with urban sustainable mobility in an unconventional way, by arranging a participatory art competition.

The competition brought together the city's different departments, local artists, media, and the citizens of City of Turku to discuss sustainable and electric mobility in a multidisciplinary manner.

Five artists submitted their art suggestions to the competition. The winning artwork was "Watt is Love" by artist Heidi Vuorio. The work ties together electricity and sustainable mobility in a fun and unusual way.

The garage brings together many services. It has a bike repair station, safe bicycle parking and a solar powered INSOC e-bike charging station. INSOC has been created as a part of the USER-CHI project funded by EU's Horizon 2020 program.

Definition of Needs

The Kupittaa area where the garage is located, is full of offices, schools and commuters. With this bike garage, we wanted to answer to the citizens' needs related to accessibility, safety, participation and fun.

- **Accessibility** has been taken into account with automatic sliding doors and gradual ramp at the entrance. The bicycle garage allows parking and charging of all types of bicycles from regular e-bikes to special tricycles and mobility scooters free of charge.
- **Safety** has been factored in by adding see-through walls, security camera and good lighting to the garage. The bicycle racks allow framelocking which increases safety.
- **Neat and fun** look of the bike garage has been created by bringing art to the garage's outer walls. The artwork has worked well repelling unwanted graffiti.
- **Need to participation** has been aswered by allowing local artists to take part in the art competition and by having the citizens' vote for their favourite artwork. As the voting ended and the votes were tallied, the citizens' favourite artwork ended up winning the vote.



The bike garage brings together a selection of bike services to an area where they are needed.



Artist Heidi Vuorio presenting her work Watt is Love in the grand opening of the bike garage.

Participatory Process

1. Internal discussion with different city departments, such as Mobility services and Museum services, on the competition
2. Defining the needs of the City, the project and the citizens
3. Forming a multisectoral jury from city employees and a representative from a local artists organization
4. Promoting the competition to artists using several channels
5. Rating the submitted artworks and selecting top 3 pieces
6. Opening the public vote and promoting the competition
7. Closing the vote and announcing the winner
8. Implementing the artwork
9. Grand opening of the garage

Art vs Advertisement

There is a difference between the concepts of art and advertising as a way of communicating and affecting people. Art can be used to engage people's emotions to affect their behavior and help them make better and more sustainable mobility choices in their everyday lives whereas advertising talks to a reduced set of needs and reactions.

In the winning artwork the characters depicted have human resemblance and are easily connected to electricity and mobility. It engages the observers' emotions and captures attention.

Outcome

The decision of having the two walls of the bike garage painted has turned out to be very sensible. The walls of the garage have remained neat, and the colorful artwork has brightened up the Kupittaa area where the garage was established.

Most of the feedback on the artwork was received while the artist was painting her artwork. The feedback has been solely positive. People were interested in seeing what kind of artwork the artist was working on and wanted to discuss the functionalities of the bike garage. The artwork has redeemed its place as a conversation starter.

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A draft of the winning artwork.