

A perspective view of a modern building's interior hallway. The ceiling features a grid of recessed lighting fixtures. The walls are composed of large, light-colored panels. The overall color scheme is a warm, golden-yellow. The text "A building full of stories" is overlaid in white.

A building full of stories

◆ Käpylä 87



KÄPYLÄ 87

A building full of stories

KÄPYLÄ 87 IS A MODERN HELSINKI DESIGN CLASSIC. Passed daily by a constant stream of local and commuter traffic and by travelers on the main route to and from the international airport, the building feels like it has always been there.

The truth is different. In 1983 Amer Group, a conglomerate of consumer brands and industrial companies, was offered a plot on the corner of Mäkelänkatu and Koskelantie for its new corporate HQ.



A 3D architectural rendering of a modern building. The main structure is a light beige color with a prominent cantilevered upper section. To the right, there is a white vertical tower with several windows. The foreground features a grey concrete wall and a green lawn. The sky is a dark blue-grey color.

Challenges and demands

FROM THE OUTSET THERE WERE SIGNIFICANT DESIGN AND CONSTRUCTION CHALLENGES AND DEMANDS FROM THE CITY AND THE CLIENT.

For Amer Group there should be an open minded approach to design, the building should be seen as modern, even in the future, yet at the same time timeless. While the interiors of the new building should be designed to fully comply with the operative demands of a modern office building.

For the city, the building should suit Kapyla's original 1940's "Functionalist planning" with its open building style, taking into consideration the scale of buildings and the size of the collected built infrastructure. The building should blend in with the surrounding buildings in respect of its main axial direction, height, materials and design language.

The plot was further challenging with uneven terrain and a low water table.



Meeting the challenges

IN 1983, ARCHITECT, PROFESSOR HELMER STENROS was engaged to meet these challenges. Aided by his wife, interior designer Pirkko Stenros, and leading construction and technical experts, over the next four years he designed and led the construction of the new building. Ground was broken in January 1985 and final approval from the city came in March that year.





The Design

ACCORDING TO ARCHITECTURAL MAGAZINE “PROJEKTILEHTI”, THE DESIGN IS BASED ON “EPISODE THINKING”. IT BEGINS FROM THE OBSERVER’S INNER WORLD OF MOTION.

IN THE WORDS OF PROFESSOR STENROS.

“The design was strongly influenced by experience derived from the effect of motion. The site lies at the intersection of two busy major streets, Mäkelänkatu and Koskelantie. The leading corner of the site obliquely faces Mäkelänkatu as it approaches from the city centre, so that the site becomes the visual term of the street. The head office thus acquires the character of an important landmark. It is an urban design element, a gateway to Käpylä, and functions as a landmark to passersby, particularly for those on their way to the airport.

The building, while a largescale landmark, is important too for cyclists and pedestrians. Attention has been paid to space arrangements in the pedestrian environment, and to detailing of the ground and wall surfaces. The walled planted area, with its pools and fountains and benches, is stilled and slowed down in contrast to the rapid tempo of the street outside”



The Facade

The facade blends in with those of the surrounding buildings in terms of colour and type of material. Several tests were carried out to determine which material would best withstand the effects of Finnish frosts and summer sunshine. The final choice of French, Savonnières Sandstone was made in collaboration with the city planning office and the building inspection office as it well suited the plastered facades of existing buildings. Today the facade has mellowed and aged well, giving the feeling the building has been there forever.





The building comes alive

**ON COMPLETION OF THE PROJECT THE WORK SUPERVISOR
OF YIT-YHTYMA OY COMMENTED:**

“Now that it is completed, all project participants must surely feel a sense of pride that they were able to take part in the creation of a building at once exceptional and unique in office architecture in our country.”

The building was formally opened on September 16th, 1987

AS A JOURNALIST WROTE EXCITEDLY AT THE TIME.

”The opening. Black cars in front of flickering candle lights. The Prime Minister, the Chairman of the board, 300 invited guests, the new occupants with roses with roses in their lapels.... - And gradually, as the guests filled the house, the space began to live its own life - as if it had never been designed and built, but always existed. – The night time lights came on... case closed. “

MUOTO MAGAZINE 4/1987 ANNE STENROS-LEINONEN



The Amer time

OVER THE YEARS THE BUILDING BECAME THE STORIED HOME to Amer Group's iconic domestic and international brands such as Toyota, Citroen, Suzuki, Marlboro, Lotus, Bridgestone, Ikonolux, Fasson, Seiko, Lassale, Casio, Marimekko, Time/system, Suunto, Salomon, Atomic, Arcteryx and Wilson among others. As well as being home to two generations of high profile business managers and personalities.

As the world changed and the Amer Group consolidated, the property became too large for their needs and the company moved to new premises in 20xx.





Mäkelänkatu 87 today

TODAY THE BUILDING IS HOME TO A NEW AND DIVERSE RANGE

of companies all keen to grow their business and their brands in this iconic and historic landmark building.

Tenants in the building also offer services such as a gym, sauna, restaurant and supermarket among others.

If you are ready for a new chapter in the story of your business, come and write it with us.







A flexible work space

THESE IMAGES GIVE AN IDEA OF HOW YOUR OFFICE SPACE COULD be designed. Each space will be customized to suit the individual needs of the tenant's business and their employees. The available spaces can be combined to create a larger whole.

See available spaces and download your floorplan at Käpylä87.fi



Services offered by tenants

The logo for K-Market Amerinkulma features a stylized 'K' with a horizontal bar through it, followed by the word 'Market' in a bold, sans-serif font, and 'AMERINKULMA' in a smaller, all-caps sans-serif font below it. The entire logo is set against a dark red background.

K Market
AMERINKULMA

K-Market Amerinkulma is a well stocked supermarket, perfect for picking up snacks and light meals during the working day or grocery shopping on the way home.

The logo for Groovy is written in a large, black, cursive script font.

Groovy

Groovy Bistro & Bar offers a daily lunch menu and an à la carte menu, either eat-in or food to go.

The logo for Fitness 24 Seven consists of the word 'FITNESS' in white, all-caps, sans-serif font at the top, the number '24' in a large, bold, yellow font in the middle, and the word 'SEVEN' in white, all-caps, sans-serif font at the bottom. The entire logo is set against a dark blue square background.

FITNESS
24
SEVEN

Fitness 24 Seven offers gym facilities round the clock, as well as organized exercise classes and personal training.

The logo for Mäkeläncadun Sauna features the words 'MÄKELÄNKADUN' in a small, black, all-caps, sans-serif font above the word 'Sauna' in a large, black, cursive script font.

MÄKELÄNKADUN
Sauna

Mäkeläncadun Sauna is a large 300m² sauna, relaxation and meeting space, ideal for formal or informal meetings, sauna evenings, and other celebrations.

The logo for FysioNova features the word 'Fysio' in a blue, sans-serif font and 'Nova' in a green, sans-serif font, both in a lowercase style.

FysioNova

Fysionova's highly trained team offers a comprehensive range of physiotherapy and podiatry services.



Käpylä 87

IF YOU ARE READY FOR A NEW CHAPTER

in the story of your business, come
and write it with us.

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