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# MOFF: Museum Of Finnish Form

An adaptive reuse design for a power plant in central Helsinki.

Debates surrounding Guggenheim Helsinki and Next Helsinki may by now have lost most of their punch, but many interesting questions have emerged from the two architectural competitions.

From the viewpoint of identity and cultural branding, it is clear that Finland is struggling with an economic question combined with a cultural one. Even though Helsinki is recognised as a lively and trendy arts city, it is lacking in internationally known cultural landmarks with serious draw power.

Without focusing on globalisation and commercialisation of art, what could be an alternative to serve as meaningful outlet for cultural branding and production in terms of a vessel for promoting local visual arts? What ought to be the contents of a modern museum in a city like Helsinki? Where should it be located, what sites have potential? These are the more burning questions for a 21st-century museum project in any capital city as opposed to one where focus lands most often - the question of what one looks like.

Reflecting on these questions, this diploma project reclaims a soon-to-be expendable coal powerplant in the heart of Helsinki and proposes a reuse design for facilitating a multidisciplinary museum for Finnish visual arts, with an emphasis on spaces for learning and cultural growth.

