Metropolia Innovaatioprojekti
2018
ESPOON RANTARAITTI

Rantaraitti is Espoo’s unique outdoor waterfront walkway

It’s about 40 km long path

Rantaraitti contains nearly 100 different sights

Rantaraitti is crown jewel of Espoo
We started our visit to Rantaraitti from Sörnäinen metrostation. Only thing we knew was that we can find Rantaraitti nearby Matinkylä metrostation.
OBSERVATION
Matinkylä metro station.

New one in Espoo.

Nothing indicating that there is a path along the sea.

You will never find any explanations of where you can go if you want to join the Rantaraitti.

This new station is almost clean of any advertising.

GUIDANCE
What you currently need.

The Citynomadi APP
Google Map

You obviously need a smartphone...
ADVERTISING
Places and opportunities.

Still have billboards to give new guidance and new informations for the way to Rantaraitti.

Use the floor has a support for the guidance.
There were so many sights showing with same mark on the map, that it was difficult to get the overall picture about Rantaraitis sights.

Walking along the path you had to check Citynomadi or google maps frequently to know you are still in the path.

During the path you were able to see some signs, but most of them were behind the bushes.

Also the signs were quite small and felt like they are bit outdated.

Also the furnitures varied along the path and some of the benches were broken.
Finding the Rantaraitti has caused some difficulties because of the lacking of guidance. In crossroad points it can be challenging to know which way to go. Some of the people who took part in the interview didn’t even realize that there were any Rantaraitti signs. Many of the people who took part in the interview felt like the path is too narrow for both pedestrians and cyclists and they also felt that it might cause dangerous situations.
Rantaraitti on Espoon merenrannan rantaviivaa määrittävä ainutlaatuinen virkistys- ja ulkoilureitti.

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Lisätietoa www.visitespoo.fi/espoon-rantaraitti ja citynomadi-app
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To increase awareness of Rantaraitti there would be advertisements for example in Espoo.

These adds can also be located in public transportation.
GUIDANCE  
Near public transportation

For example near the entrance of Iso omena shopping mall.

Shows how long it would take to walk, cycle and how long it would take with car or public transportation.

Shows the route to Rantaraitti.
GUIDANCE
Way to Rantaraitti

Sign that indicates that you are on a right path to Rantaraitti.
Sign contains logo and text saying Rantaraitti.
Placed in streets near Rantaraitti.
GUIDANCE
Arriving to Rantaraitti

Sign that people are able to see when they arrive to Rantaraitti.

These type of signs are located near parking lots and most popular arrival points.

Contains information about where you are in Rantaraitti and what sights are near you and the distance how far the sights are.
One lane.
The actual path don't give any instructions to different users like cycling and walking lanes.

Two lanes.
One for cycling and an other one which is for walkers.

Walkers lane.
Doing this separate efficiently the two lanes and the one higher is for walkers which is on the coastline side.

Dedicated spaces.
Along the path there will be some customized space where to put benches or guidance furnitures.
GUIDANCE
Dividing the path

The path would be divided between cyclists and pedestrians. Half of the path would be elevated, so that there would be clearly different lanes for cyclist and pedestrians. There would also be signs reminding users that which side is for whom.
LIGHTING
Benchmark

Asker LED-lightpole

Asker-lightpole is made from powder coated aluminium.

More information about the light can be found from: https://www.designlite.fi/asker-led-pollanvalaisin-musta-norys/

Lighting could work as a part of the guidance system.

When users see similar lightning throughout the path it makes it easier to recognize you are still on the path.
FURNITURES
Benchmark

A family of objects referring to different needs, as well as groups of users.

The street furniture consists of a series of mobile seats.

These elements may be used for seating, lying or cascade sitting.


Furnitures could also work as a part of the guidance system.

When users see similar furnitures through out the path it makes it easier to recognize you are still on the path.
GUIDANCE
Along the path

Smaller version of the sign located in arrival points.
Shows what sights are near you.
Shows also the distances to the sights.
Are placed along the path.
GUIDANCE
Info for sights

If the sight has a historical story it can added to these signs.
Placed near the sights.
Info about the sight which is near.
GUIDANCE SYSTEM

Measurements of the signs are designed so that they are universally accessible.

Steel sheet coated with HPL.
THANK YOU!