

# WE LAND



RUOHOLAHTI, HELSINKI

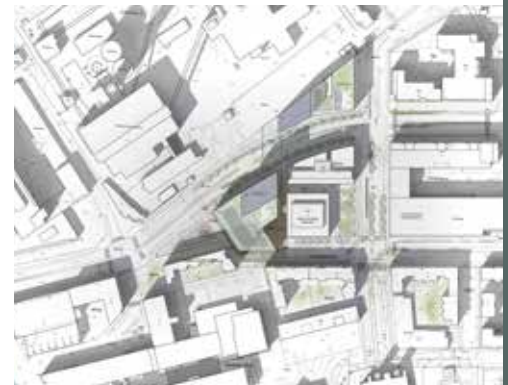
**NCC** 



**Supporting the  
job to be done**



**WE**  
LAND



# Introduction

## Why is this job worth doing?

Helsinki is developing fast, and each district is acquiring a clear identity of its own. This means having the kind of attractive power necessary to make the residents and workers proud of their own district. It is essential to feel part of a welcoming community backed up by the area and services available in the neighbouring buildings.

We made observations in the surroundings and interviewed the workers, residents and other influencers in the area to gain insight into just how the workplaces, services and local amenities should be built to make a consistent whole and to best serve the interest of the community to be using them.

Thriving companies are drawn to areas offering modern space solutions and the kind of services that build community spirit among the employees. By introducing an innovative space concept at Ruoholahti we help create commercially and functionally feasible space solutions and services in the area. This means restaurants, cafés, spaces and venues where people can meet and share meaningful ideas. The liveliest part of the We Land Community is probably to be found, apart from the lobby, also in the co-working and conference area to bring the residents and visitors together.

We want to support the job to be done and ensure success in all possible ways. Out of our mission grew We Land – an office building created with high service culture and open-house thinking.

We want to support the job to be done and ensure success in all possible ways. Out of our mission grew We Land – an office building created with high service culture and open-house thinking.



# WE LAND Manifest

---

**We Land** is built to meet the demands of the Ruoholahti residents, including those working in the area and passing by it every day. We wanted to build a house that best serves the demands of working life; hence our slogan '**Supporting the job to be done**'.

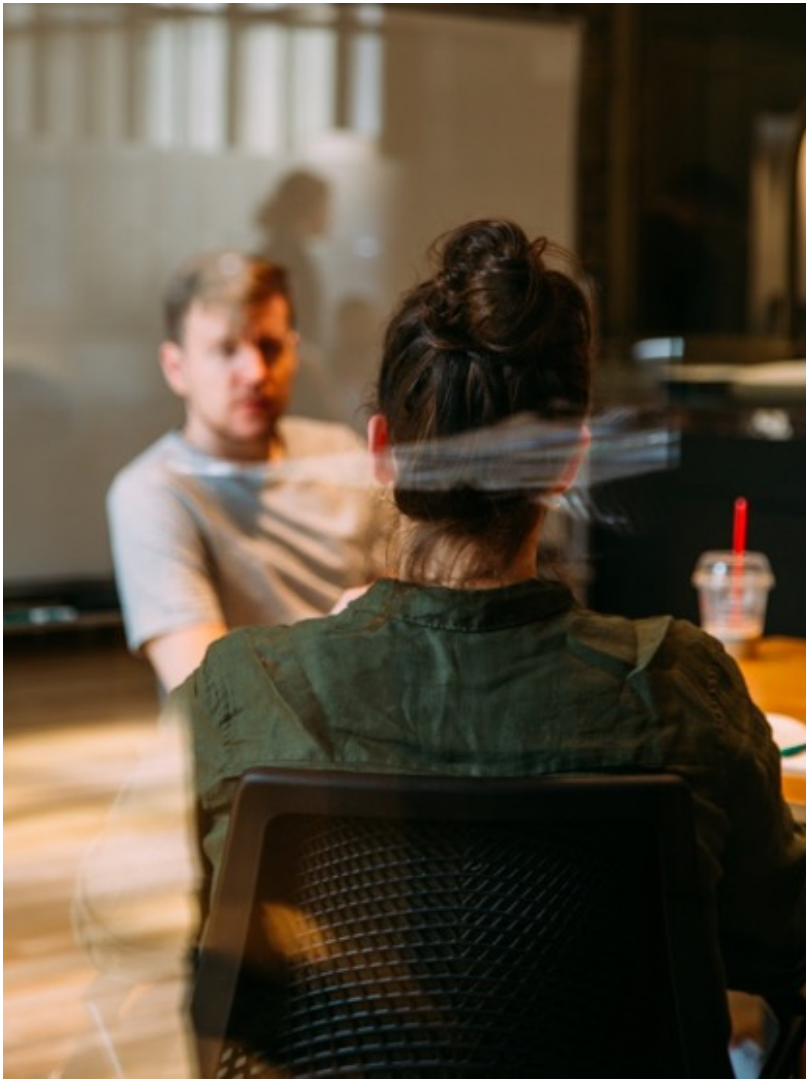
We care for our environment – not only for the nature, but also for the people and the milieu around them. We want to promote **green values** to the highest possible degree and create conditions in which every one of us can find their own way to work sustainably.

**The personal, yet collaborative** space arrangements at Ruoholahti make sure you can have your say as to where you want to work and spend your time. Our Membership Model is there to encourage community spirit among the residents. That's why being social is hard currency at We Land.

Why is this important? Because we love the people working and living in the area all too much to settle for anything less.

From Ruoholahti, with love,  
NCC Property Development







WE LAND

# key to success

---



**A community may emerge all by itself, but it needs a certain set of principles to work out properly and to fulfil its members' mission. At We Land, the ingredients of success are as follows:**

**1. Supporting the job to be done.** One of the key factors of high job satisfaction and efficiency is smooth working without any unintentional interruptions, since different work requires different spaces. A company's life cycle can rapidly alter the space demands one way or another. Therefore, the conventional lease model requires updating. The We Land Membership Model matches the companies' space demands to their life cycle situation ensuring that the services support the job to be done.

**2. Hospitality as in a hotel.** Hospitality depends on people and services. The Concierge fulfils even the strictest demands, and the everyday luxury good service can bring both to the lobby and the workplace atmosphere also increases the spaces' recognition among the residents of the area.

We Land is developed based on high service promise.

**3. Open house.** Open house thinking means that the spaces must not be made for one target group, or out of the demands of working life only, and that there must be a reason for them to exist for the people living and working in the area, also during the evenings and weekends. This is how a living and breathing atmosphere is created; one that will bring an inspiring working culture to the entire area 24/7.

**4. As green as possible.** The value set in the We Land Community includes all matters common to us in which we trust and which we want to follow across company borders. Everyone is given the opportunity to promote sustainability in their daily choices and to encourage others to do the same. The basic choices influencing sustainability are already made by us for the tenants. For example, we know how to encourage ethical behaviour in the restaurant or when making choices related to mobility.



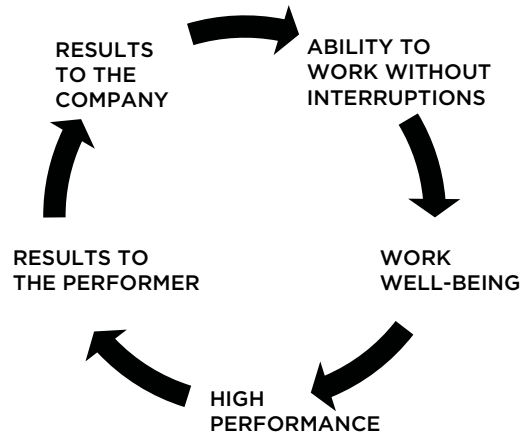
"No space alone can solve the companies' demands. The spaces must be beefed up with services and technology, not to mention the people who make the community spirit happen. Ruoholahti needs the kind of spaces and services that bring joy both to the residents and the workers of the area," Senior Developer Heikki Alén of NCC Property Development says.







The conventional lease model requires updating. Our flexible membership plan matches the companies' space demands to their current life cycle status making sure the services support the job to be done.



# Supporting the job to be done

'Supporting the job to be done' expresses our concern for how you want your work done. Ensuring that you get the job done is our priority!

It is critical that the functionality of office spaces ensures smooth working without unnecessary interruptions. Different work requires different spaces. The work stays hardly the same day after day – that's why the spaces must be adaptable to the situation.

Work is being done outside the office, in common spaces on the property, withdrawn to silent spaces or remotely from the home. We Land has the best conditions on offer to support the most demanding professional work! With us, the companies can benefit from a wide selection of services without tying up too much resources of their own. To fully comply to our idea of business space means to minimise the time and money consumed for commuting.

You can be sure to work just as happily and successfully, no matter if you choose **Open Land**, **Co Land** or **Office Land**.

We Land Membership is signed with a professional partner who knows the trends and operating principles of the services. We Land allows every company or resident to decide on the level of sociability they deem fit:

- **Semi-Social in We Land.** Regular customers of the building who have their own spaces there, but also the right to use the spaces at Co Land as per the Membership Model.
- **Social in We Land** on Co-Working is a member who uses the Co Land spaces and services on the second floor on the same conditions as the regular tenants.
- **Super Social in We Land** is either a regular tenant or a co-worker who has acquired the Super Social in We Land user profile. This person is a real community builder in the house who arranges events and happenings to benefit the entire community and takes an active role as an administrator of the We Land Community. Super Social in We Land members have a desk of their own, and they have their own Super Social events. Their pioneering spirit is to bring together even the shyer ones, so everybody can actively participate in the happenings.

# MEET AND EAT IN **OPEN LAND**, ground floor

Open Land includes an open lobby, the Event Land as well as the restaurants and cafés which are **open to all** just like the Co Land spaces are.

The 14th floor panoramic restaurant, the lobby café and the four restaurants are built to complement the service offering.

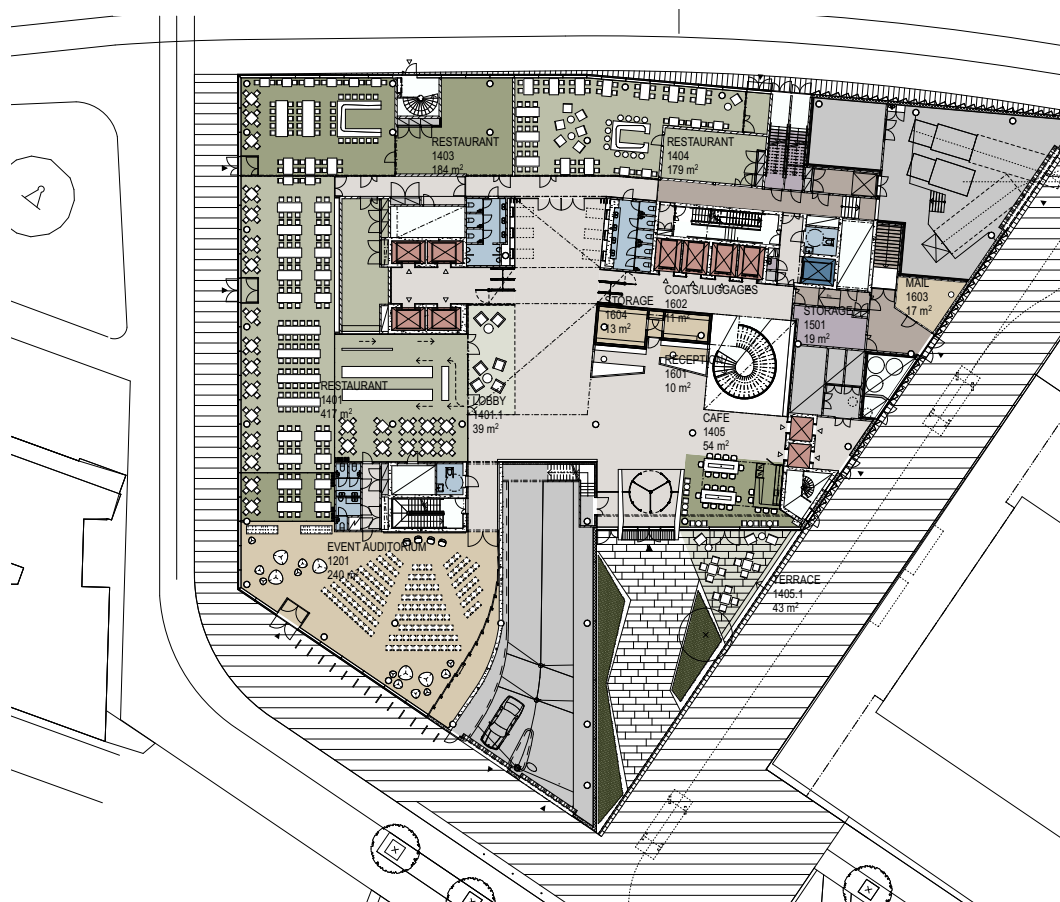
The purpose is to set up three concepts of international cuisine with 50 seats each as an alternative to the basic lunch restaurant concept which serves quality home-cooked-type dishes with high throughput.

As an option, one of the restaurants can have a periodically changing concept allowing for diversity of the restaurant offering on the house also otherwise than by varying the menu.

'As green as possible' is also reflected on the menu which includes sustainable choices.

We Land includes ideally:

- **A Brasserie** type elegant restaurant for social encounters.
- **A high-throughput and tasty lunch restaurant** and a meeting point open also in the morning and afternoon.
- **A corner pub or a bistro** with the atmosphere of a London after work serving more straightforward pub food.
- **A seasonal restaurant** or an annually changing concept.
- **A lounge restaurant** serving quality coffee brands prepared with a professional and excellent service attitude.
- **A panoramic restaurant** on the 14th floor.
- **Themed events and customer occasions.**





## LAND OF GLORY

The top 14th floor is reserved for an extravagant penthouse restaurant.



# WORK AND MEET IN **CO LAND**, 2nd floor

---

Co Land has two functions. It consists of **a co-working area** and **a conference centre**.

Both sections are in the shared use of the entire house and the area as per the Membership Model.

The co-working operators have different membership levels and spaces on offer. Co Land's own kitchens and conference rooms are available to all members.

The basic values of the co-working operator at We Land comply with the We Land philosophy.

The most important task is **to support successful work** and **to guarantee a good community spirit and services** not only for the tenants on the house, but also **for other people living, working and strolling in the area**. We strive at **the highest possible degree of sustainability** in everything we do.

The conference room at Event Land and Co Land are also leased to the residents of the area for their private events based on an hourly charge. This is how co-working can make it easier to get the job done while strengthening the user's social networks. We Land residents can have extra space when they need it, sharing the energy and services of the entire community. This is how we improve the employee experience and make the residents happy both at We Land and in Ruoholahti as a district.

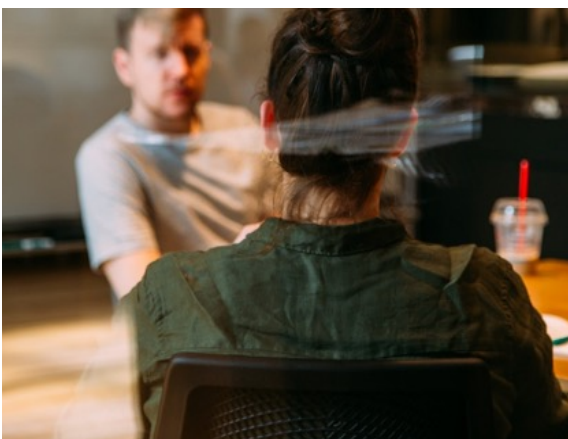
Co Land's **Land of Hope** offers great tools to make the world a better place: a recycling point, a clothes rental, a bike messenger service, a watt bike and, of course, a real-time view among companies with the lowest possible emissions. You can bet on the winner of the week and thereby contribute to the rehabilitation of the Baltic Sea.



Co Land has all the space arrangements allowing for increased flexibility that have become a standard requirement among users of modern office solutions:

- Project workspaces
- Small and large conference rooms
- Panoramic conference rooms convertible into yoga studios
- Telephone booths and railroad cars
- Library and kitchen





# WORK IN **OFFICE LAND,** floors 3-13

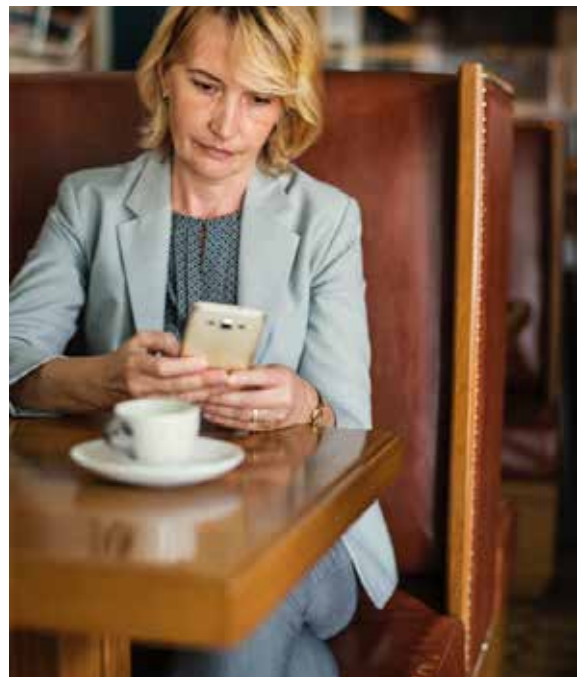
---

We Land's spaces are flexible, energy efficient, capacious and full of light. Floors 3-6 have efficient open planning solutions. Floors 7-13 offer compact spaces with fabulous views. The office floors allow placing different size offices on the floors with 670 to 2,400 square metres of floor area. The seaside city tower houses workplaces for 70 people. The premises down below have lots of space and excellent working conditions for 250 people.

The residents at Office Land are free to lease the services and spaces of Co Land for their private events. This is how co-working allows for flexibility and Office Land residents can beef up their work and social relations getting extra capacity, energy and services to enhance employee experience and bring joy to everyone. At Office Land you can work wonders with space, when you make the best use of the spaces and services at Co Land.









A unique restaurant with a social eating concept that guarantees popularity and draws in people like no other restaurant in the city.



## 2.

# Hospitality as in a hotel

What makes the hospitality of a hotel so desirable? A smile, upbeat music and a pleasant atmosphere. This is our goal too.

Our Concierge welcomes you at We Land with the warmth of a loving aunt or uncle. No mission is impossible to us. Would you like your baggage stored safely, like in a Book Bag B&B? How about keeping your groceries refrigerated? A whole lot of office implements for your workshop? Need to be at the airport in fifteen minutes?

The restaurant and café offering attracts customers from the entire area. A restaurant unlike any other in the city with a unique social eating concept guarantees that the service remains in high demand.

At We Land you can enjoy the most exotic special coffees or have guest catering brought to the office floors, no problem! If you think that the person sitting next to you is listening to your intimate business conversation, you are probably wrong. They'd only be chilling out, listening to the background music or fully dug into the latest issue of Business Week...

Our intention is that We Land will set a generally measurable reference standard for the service.





These are the services that the residents of the area wish to have at We Land!



Bike workshop

MALOU C.  
CLOTHING COMPANION



Business clothing supplier or clothes rental; Malou C or similar.



Hop on a watt bike and fuel up the entire building!

# 3.

## Open House

### Open house to all at Ruoholahti

We Land exists also for the residents and employees of other companies in the area. **We Land's spaces and services are accessible to all.** This way we can ensure good networking opportunities for people and companies of the area..

The Open House ideology entails that the people should become actively involved in the functions and events on the house and make a joint effort to build community spirit at We Land. **We encourage our residents to arrange smart entertainment to bring together the entire building and neighbouring area.** The strongest support in this comes from the We Land Super Social Members and the operators offering restaurant and event services.

**Our open-house ideology is to be experienced at the street level, as the restaurant and café services are extended to the terraces.** We want to maintain good relations with the neighbours; whenever there are happenings in Ruoholahti or elsewhere in the city, we'll be sure to arrange ours too.

The conference rooms can be transformed into cabinets outside the meeting hours. The parking garage serves both the residents of the area and the tenants of We Land, that is, should you happen not to have arrived by bike. Every car space is equipped with a charging point.





Hamburg, Haffen City.



Tallinn, Äripäiv.



The breathtaking scenery opening to the Ruoholahti Bay from the **Land of Glory** on the roof offer the perfect setting for different events and private occasions. Despite the heavenly atmosphere, the Land of Glory is as green as the floors below.

The panoramic restaurant will be operated by a company that can use the full potential offered by the fascinating views backed up with a delicious menu.

**Land of Hope** at Co Land: we are, and let you be as green as possible. At the Land of Hope you can set up your own recycling pop-up or get familiar with green innovations and test them.







# 4.

## As green as possible

### Land of Hope meets Land of Glory

'As green as possible' is an ideology followed in many ways at We Land. The building's long-lasting structural solutions and flexible spaces are suitable for many different user groups and, more importantly, enable the residents of the house to make increasingly green choices every day which can save the world. In this context 'as green as possible' means, for example, that:

- The building's BREEAM rating 'Outstanding' is exceptional in international comparison. The materials have a long service life but low emissions and a cleaning capacity. We want our architectural solutions to stand the test of time and ensure sustainability even in several decades to come. The interior decoration is as environmentally friendly as possible, with real house plants and different natural elements.
- In terms of space use we try to make spaces that can be utilised to the maximum, considering the office use in every possible respect. Parking arrangements enable alternate parking for our residents on week days and for the neighbours in the evenings and weekends.
- The residents may decide just how green they want to be; how they move, what they eat and how they consume electricity and use the spaces. Who has pedalled in more watts at Land of Hope? The Super Social Members arranged another We Land Vintage Week. Did you notice that the parking space was used for planting herbs?



# WE LAND

## Facts and Figures

---

Completion in **2023**

**2,500** jobs

**18,000** sq. m. office space

**1,700** sq. m. of catering area

Floor sizes ranging from **730** to **2,400** sq. m.

Bike parking for **450** of which a part is with charging point

Parking for **190** cars all with charging

**270** co-working seats

BREEAM environmental rating, targeted standard 'Outstanding'





# RUOHOLAHTI

## Facts and Figures

---

Ruoholahti is a workplace area for 19,000 people. To date, already 20% of Helsinki's head offices are located in Ruoholahti.

The office building is located next to the rapidly growing Jätkäsaari area and the city's international Länsisatama western harbour. The vicinity of Länsiväylä, Helsinki's main western artery, as well as the growing Maria O1 Start-Up and Scale-Up incubator in the immediate vicinity of Ruoholahti, together with the Bunker at Ruoholahti and Tanssin Talo or 'house of dance', all make Ruoholahti a highly attractive area.

Ruoholahti is the perfect location for companies that want to be in the middle of a growing urban environment while having an easy access to culture and technology.

Prospect: We Land will get company, as her sister will be completed.



# RUOHOLAHTI

## Traffic connections

### BIKE



**450** bike parking spaces of which one third is equipped with charging points for electric bike

**1 minute** to the nearest city bike point

**13 minutes** to Helsinki central market place

**8 minutes** to Kampin keskus shopping centre

**7 minutes** Baana light traffic route with easy access all the way to Pasila

**12 minutes'** walk to nearest city bike hire

### METRO



**6 minutes'** walk to Ruoholahti metro station

**6 minutes'** ride on metro to Helsinki Central Railway Station

### TRAM AND BUS



**2 minutes** to nearest tram stop

**56 minutes** to the airport by tram or bus (every 10 minutes)

Buses 20 and 21 run on the Itämerenkatu Street side and

buses 20, 112, 113, 114, 118, 125, 134, 143A, 146A, 146, 147A, 147, 164A, 164VA, 165, 173, 192, 192K, 192T, 192V on the Porkkalan-  
katu Street side





## CAR



**190 parking spaces with charging**

**30 minutes** to Helsinki-Vantaa airport

**2 minutes** to Länsiväylä

**15 minutes** to Tampere highway

**25 minutes** to Tuusula and Lahti highways

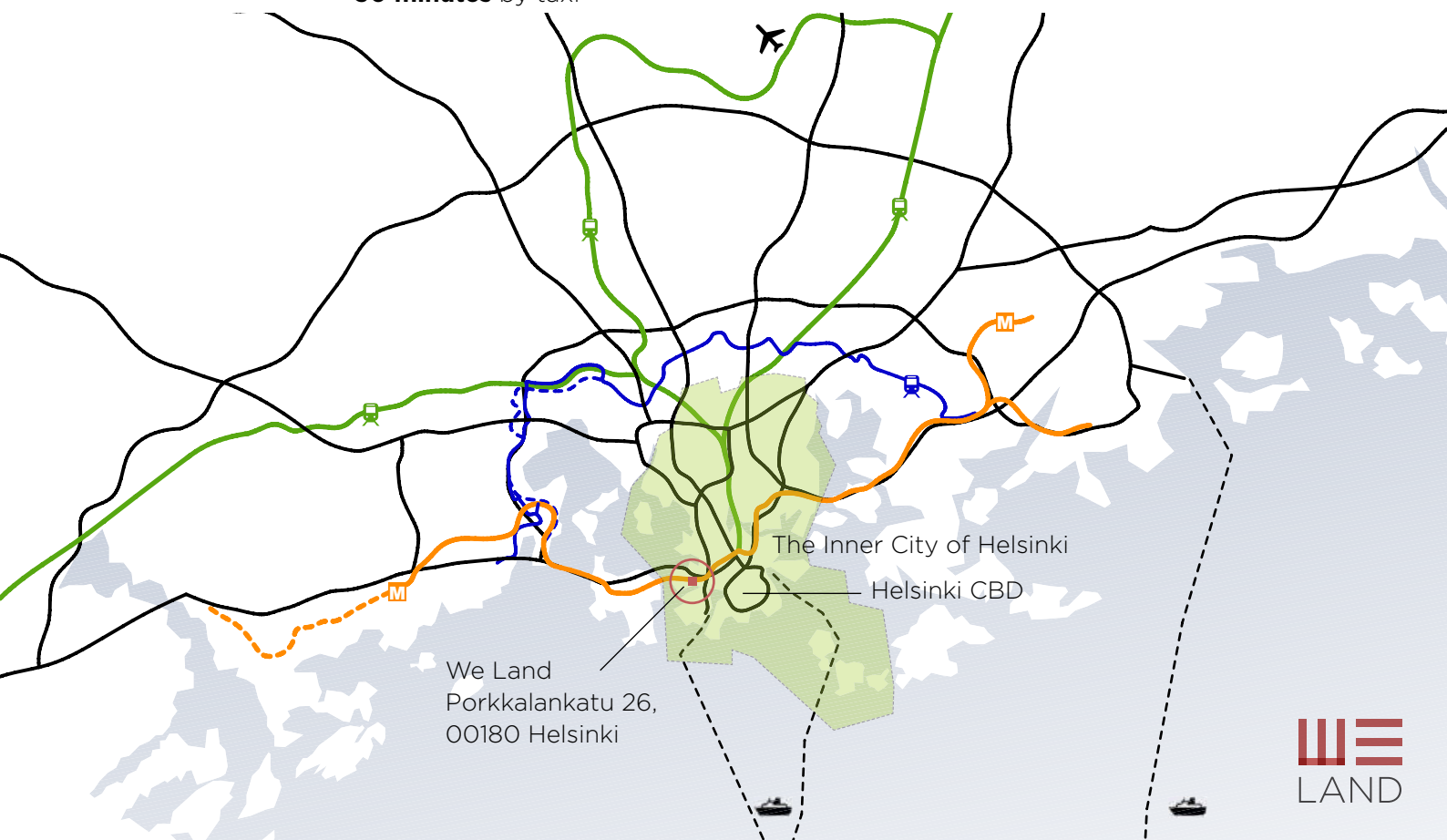
**15 minutes** to Turku highway

## AIRPORT



**56 minutes** by public transport

**30 minutes** by taxi





# Leasing

**Sales Manager Uku Jaatinen**

NCC Property Development

tel. +358 40 651 6309

[uku.jaatinen@ncc.fi](mailto:uku.jaatinen@ncc.fi)



# Parties to development work

**Developer and Builder**

NCC PROPERTY DEVELOPMENT OY

**General Contractor**

NCC SUOMI OY

**General Designer**

JKMM ARKKITEHDIT OY

**Partner in Conceptual Design**

SALSA CONCEPT

**Other Participants of Conceptual Design Process**

CITY OF HELSINKI, ENTER ADVICE, CBRE FINLAND, NEWSEC  
and several other entities operating in the area, through interviews

