

Botanic gardens from A to Z

Case history: Kumpula opening project


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Finnish Museum of Natural History, Botanic garden

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Why the case of Kumpula

- Many aspects can be generalised
- Arguments for opening
- Insight into the huge number of factors
- Perspective of the input needed

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Today's lecture


- Lecturing, discussion, small groups & general
- Laying the foundations: why to open
- Setting the scene: things to be done
- Setting the aims
- Cooperation
- Resourcing

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Groupwork 1

- 3 people in a group
- Discuss 5 minutes
- Research and higher education taken care of: why should a University botanical garden be open to the public?

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Why to open?


- Social responsibility
 - Plant diversity & our dependence on it
 - Threats & conservation
- Visibility
- Recognition
- Stability
- Resourcing

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Groupwork 2

- 3 people in a group
- Discuss 5 minutes
- What issues have to be taken into account when opening a botanic garden for the public?
- What sort of things have to be taken care of?
- What has to be prepared?

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Things to prepare

- Collection
- Landscape planning & gardening
- Infrastructure in the garden
- Facilities/services
- Public education
- The surroundings
- Traffic to the garden
- Marketing, public relations
- Capacity building
- Opening event


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Groupwork 3

- Max 3 people, discuss 7 min, set aims & target groups for these issues
 - Collection
 - Landscape gardening
 - Infrastructure in the garden
 - Facilities/services
 - Public education
 - The surroundings
 - Traffic to the garden
 - Marketing, public relations
 - Capacity building
 - Opening event


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The case of Kumpula

- The collection was there
 - Still we wanted to develop it especially for the visitors
 - Beauty (landscape, colours, history)
 - Public education (interesting plants and arrangement)
 - School curricula: what plants needed for different grades



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Photo Mikko Heikinen




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- Landscape planning
 - Opening of special scenic sectors or view axis
 - Thinning cuttings
 - Resting places
- Gardening
 - Cover materials
 - Thinnings & cuttings
 - Massive replanting & transplanting


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- Infrastructure in the garden
 - Buildings, cellars & ramparts
 - Paths
 - Electricity & lighting
 - Fencing & gates
 - Water elements
 - Waste management
 - Gazebo and pavilion




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23.11.2008
Kas. R.H.

Helsingfors universitets botaniska trädgård: **SAMLINGARNA I GUMTÄKT**
Helsinki University Botanic Garden: **the KUMPULA COLLECTIONS**



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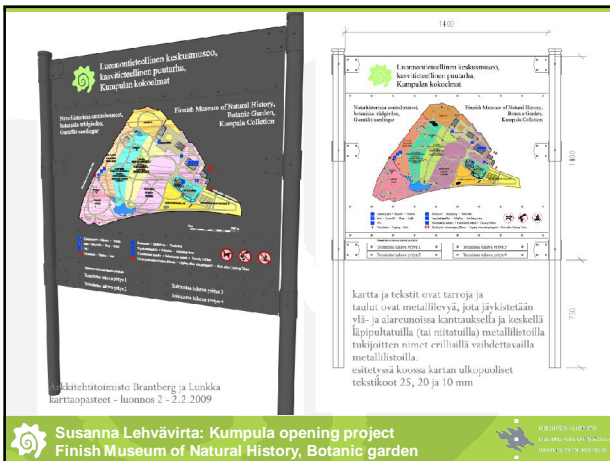
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- Facilities/customer services
 - Info (boards, direction signs, personnel)
 - Toilets
 - Baby care
 - Cafe
 - Opening dates & hours (9-19 → 30.9.)
 - Entrance fee
 - Shop
 - Benches

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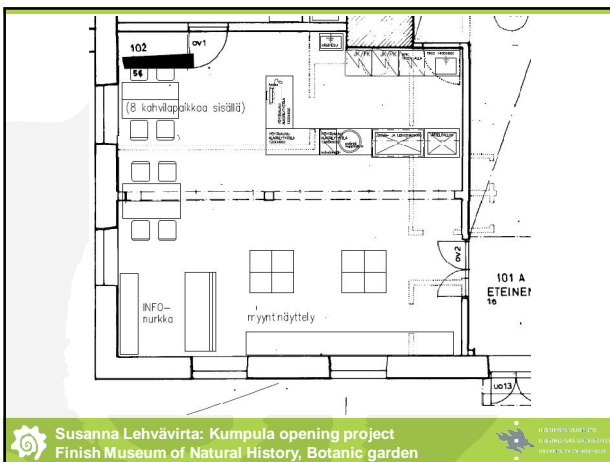
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- Public education
 - Signs (direction & info)
 - Publications (leaflets, books, maps, web, audio)
 - Supplementary exhibitions
 - Guided tours, material & education for the guides

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- The surroundings
 - Removal of willows that shaded the garden
 - Green areas around the garden
 - Views into the garden
 - Entrance surroundings

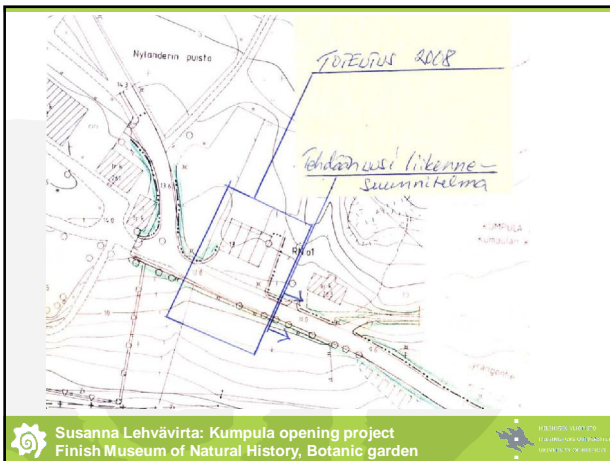
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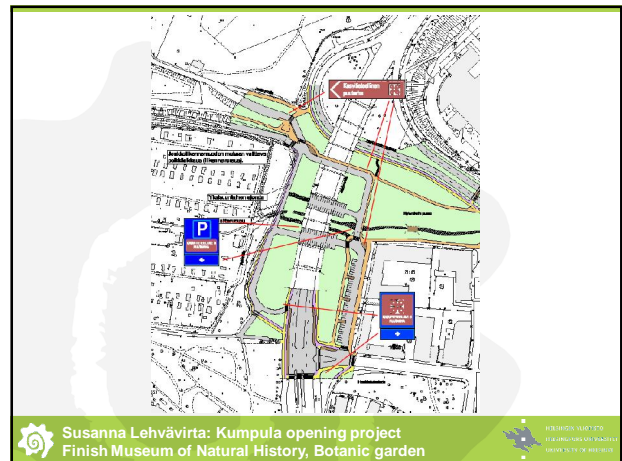
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- Traffic to the garden
 - Entry gates
 - Mode of transportation: public or other
 - Parking
 - Accessibility for disabled
 - Traffic signs

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The case of Kumpula

- Marketing, public relations
 - Strategy: message, target groups, aims
 - Action plan
 - Web <http://www.fmnh.helsinki.fi/kumpula/>
 - Advertisements on tram flanks
 - Flyers distr. Via organisations & exhibitions
 - Journals & newspapers
 - Facing people on the street
 - Helsinki-card

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Poster for the exhibition "Haistakaa kukkanen!". It features a close-up of a red poppy flower. Text on the poster includes "Uuden puutarhan avajaiset 10.6. klo 18-23" and "Haistakaa kukkanen! kumpulanpuutarha.fi". Logos for "KÄSIVÄIKKÖTIEKSEN PUUTARHA" and "LUONNONTIEDELLINEN MUSEUMI" are also present.

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Group work 4

- Capacity building - discuss 10 minutes:
 - Who to contact: who decides or gives permission and plans and orders?
 - Where to get the financing?
 - Who does it?
 - How to get the necessary resources?

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The case of Kumpula

- Capacity building
 - Involve the rest of the FMNH
 - Involve key University people & departments (bursar, rector, press)
 - Foundations (scientific & garden)
 - Find sponsors (money, goods, additional contents)
 - Cooperation contacts for additional contents

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Sponsors

- Half a year planning with consultants
- Own efforts for finding + consultant
 - Ruusutarhat kukkatukku Oy: decoration
 - Uusix workshops: facilities
 - Recycling centre: material
 - Viherpiha: advertisements
 - Lepaa: service at the guest party
 - Nurseries: Harviala, Puutarha Tahvoset



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Cooperation contacts

- University of art and design in Helsinki
- Friends of the botanic garden
- Garden association for children and adolescents
- Scouts
- Manufacturers



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Lokakuussa 2006 joukko puutarhan ystäviä perusti kauan kaivatun yhdistyksen, jonka tarkoituksena on Helsingin yliopiston kasvitieteellisen puutarhan toiminnan tukeminen, tunnetuksi tekeminen sekä edistäminen. Tarkoituksena on edistää myös puutarhakulttuuria sekä luonnon monimuotoisuutta. Yhdistyksen nimi on Kasvitieteellisen puutarhan ystävät ry – Botaniska trädgårdens vänner rf. Perustamiskokouksessa yhdistykselle kirjattiin 30 perustajajäsentä. Yhdistyksen jäsenmäärä on siitä lähtien kasvanut jo melkein kolminkertaiseksi. Nykyään yhdistyksellä on yli 80 henkilöjäsentä ja 4 yhteisjäsentä.



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- Opening event
 - Invitation to President; Minister of Education is coming
 - Party by invitation & opening to the general public
 - Free guide stops
 - Music & dance
 - Sponsors & partners present themselves



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The case of Kumpula

- Opening event
 - Responsibilities
 - Practical detail task list
 - Recruitment of activities
 - Infra for the opening: tent, av, extra seats
 - Safety
 - Permissions from authorities
 - Internal info
 - Program



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- What would you do differently?
- Have the solutions been acceptable or ideal or...
- Any questions?



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