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Enlarged Partial Agreement on Cultural Routes of the Council of Europe  
Certification cycle 2020-2021

Candidate Route:

# ALVAR AALTO ROUTE

## 20th Century Architecture and Design

Independent expert report

Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe



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*\*The opinions expressed in this independent expert report are those of the author, and do not engage the Enlarged Partial Agreement on Cultural Routes of the Council of Europe*

## TABLE OF CONTENTS

<b>1. Executive Summary</b>	<b>4</b>
<b>2. Introduction</b>	<b>6</b>
<b>3. Main Body Evaluation</b>	<b>7</b>
<b>3.1 Cultural Route Theme</b>	<b>7</b>
<b>3.2 Fields of action</b>	<b>8</b>
3.2.1 Co-operation in research and development	8
3.2.2 Enhancement of the memory, history and European heritage	9
3.2.3 Cultural and educational exchanges of young Europeans	10
3.2.4 Contemporary cultural and artistic practice	10
3.2.5 Cultural tourism and sustainable development	10
<b>3.3 Network</b>	<b>11</b>
<b>3.4 Communication tools</b>	<b>13</b>
3.4.1 Current state of communication tools developed by the network	13
<b>4. Conclusions and Recommendations</b>	<b>14</b>
<b>4.1 Cultural Route Theme</b>	<b>14</b>
<b>4.2 Field of action: Co-operation in research and development</b>	<b>14</b>
<b>4.3 Field of action: Enhancement of the memory, history and European heritage</b>	<b>14</b>
<b>4.4 Field of action: Cultural and educational exchanges of young Europeans</b>	<b>15</b>
<b>4.5 Field of action: Contemporary cultural and artistic practice</b>	<b>15</b>
<b>4.6 Field of action: Cultural tourism and sustainable cultural development</b>	<b>15</b>
<b>4.7 Field of action: Network extension</b>	<b>15</b>
<b>4.8 Field of action: Communication tools</b>	<b>15</b>
<b>5. List of references</b>	<b>17</b>
<b>6. Annex 1: Online interviews with the network management and members</b>	<b>18</b>
<b>7. Annex 2: Expert assessment checklist</b>	<b>19</b>

## 1. Executive Summary

Alvar Aalto Foundation is behind this initiative with its highly competent international research and stakeholder networks and long-term work on safeguarding architect Alvar Aalto's legacy.

The informal network of the Alvar Aalto Cities, with links to the Alvar Aalto Foundation, was established in 2017 with the aim to bring these stakeholders together, intensify cooperation and promote dialogue to promote the Aalto brand. Majority of network members are Finnish towns and communities, but the network includes also other European towns, like Wolfsburg in Germany and Aalborg in Denmark. The network has been active in tourism development even outside Finland.

In the Alvar Aalto Route application, the Alvar Aalto Cities network's membership is linked to the establishment of the Alvar Aalto Route network / association.

The founding meeting of the Alvar Aalto Route association was in July 2020. All founding members are from Finland.

The Aalto Route application includes a letter from a French "Association Alvar Aalto en France", which is linked to Maison Louis Carré, expressing interest in participating in Aalto Route's activities. A representative of the City of Wolfsburg attended the autumn meeting of the association.

However, documentation of the application or interviews executed by expert do not verify active involvement of at least three countries in assessing the thematic work of the Route and developing the Route activities according to the Council of Europe (CoE) Cultural Route criteria.

The priority field of actions presented in the application, with some exceptions related to tourism development, mainly relate to the activities of the network of Alvar Aalto Cities or Alvar Aalto Foundation.

The cultural tourism products field is well developed part of the Route application. Site visits for experiencing Alvar Aalto's architecture and other modern architecture gems in the curated tour programs are available. A large number of tours and guided visits are packaged to the customers.

As to date, the Alvar Aalto Route association is financed through grants via Alvar Aalto Foundation. The Route application includes no documents on European level joint strategic and financial planning of the Alvar Aalto Route association. Thereby the operational and financial viability of the association remains open.

Based on the route application, the European level network, financial and strategic planning and joint actions of the route are still non-compliance.

A key recommendation for the Alvar Aalto Route Association is to jointly review, assess and expand the membership structure of the association to a European / international level operative network and to develop overall and financial strategies and activities related to the priority fields of activities of a CoE Cultural Route.



## 2. Introduction

Alvar Aalto (1898–1976) is one of the notable names mentioned in the context of architectural modernism. He worked as an architect, designer and academician during six decades. The Alvar Aalto museum displays his visit card, which states that he is a member of the Finnish Association of Architects and a European citizen.

In addition to buildings (over 2000) and plans, Aalto's architectural culture encompasses a strong social commitment in the forms of lifelong learning, public debate and writing, as well as participation in architectural competitions. During his long career, his office made projects, besides Finland, in Austria, Bangladesh, Brazil, Canada, Croatia, Denmark, Dominican Republic, Estonia, France, Germany, Iceland, Iran, Iraq, Italy, Russia, Saudi Arabia, Sweden, Switzerland and the USA.

Aalto's rise to world fame began with his furniture design. Several major exhibitions around the world displayed his furniture and design; 1933 Fortnum & Mason London, 1933 and 1936 in Milan Triennale, 1937 Paris World's Fair, 1938 MoMa, and 1939 New York World's Fair. Alvar and his wife Aino Aalto were founding members of the Artek company (est. 1935). Artek played a significant role in launching modern design with Nordic wooden twist world famous.

The initiative of the Aalto Route association is based on wider networking of the Alvar Aalto Foundation (est. 1969), Alvar Aalto museum (est. 1966), Alvar Aalto Academy (est.1999, connected with the Alvar Aalto Foundation), and Network of Alvar Aalto Cities (est. 2017). The network of Alvar Aalto Cities is collaboration between municipalities, and includes members outside Finland, altogether some 50.

The Association "Cultural route on Alvar Aalto's architecture and design heritage" was founded summer 2020. The founding members represent seven Finnish cities and Alvar Aalto Foundation. According to the Alvar Aalto Route Association Charter, the association aims at "promoting and fostering the access of traveling audiences to the sites designed and built by Alvar Aalto's architectural office, in Europe and the rest of the world." Further, the association shall "administer and develop the activities of the cultural route on Alvar Aalto's architecture and design heritage, especially to inform the audiences of, and to promote the services provided at, the architectural sites along the route."

A letter dated 15 July from the French "Alvar Aalto en France" association stated that the association is interested in joining the Alvar Aalto Route as a cultural route of the Council of Europe. Other potential European members were mentioned in the interview with the Route lead, but the process is open.

The network responsible for the management of the route:

- President of the Cultural Route Heli Leinonkoski, administrative director, City of Jyväskylä
- Manager of the Cultural Route: Noora Kiili, producer, Alvar Aalto Foundation
- Contact person: Tommi Lindh, CEO, Alvar Aalto Foundation

The headquarters are located at Studio Aalto in Helsinki Finland, which served as the original premises of the Alvar Aalto's architecture office. Postal address is Aalto Route co Alvar Aalto Foundation, Tiilimäki 20, FI-00330 Helsinki, Finland.

### 3. Main Body Evaluation

#### 3.1 Cultural Route Theme

The Route theme, “Alvar Aalto Route – 20th Century Architecture and Design” / “Route Alvar Aalto - Architecture et design du 20e siècle” represents a range of common European values related in the legacy and framework of architect Alvar Aalto in terms of architecture, design, conservation, safeguarding, landscape, intangible and urban heritage as well societal values of urban space and public infrastructure. The tangible core of the theme is composed of public spaces accessible to all equally, including cultural centres, museums, libraries, town halls, churches, theatres, and educational buildings. The theme relates also to sites to visit, such as industrial areas, luxury residences, artist villas, workers’ houses, and apartments. The urban centres and residential areas designed by Alvar Aalto’s office verify how skilful design and architecture can create an uplifting and appealing public space, enriching the sensory experience of the environment and its cultural references and meanings.

Aalto’s space design, sense of proportions, at the same time monumental and human architecture in various scales, execution of details, design of light and lighting and use of natural material like wood, brick, copper, marble and rattan was ingenious. The Aalto Route application highlights Aalto’s way to treat each building as a complete work of art down to the furniture and light fittings.

Artek company was formed to promote the production and sales of Aalto furniture in 1935. Artek’s goal was to cultivate, simplify and beautify home décor and provide lightweight, multi-purpose furniture for modern living. Large parts of furniture and object designed by Aalto (Aino or Alvar) are still in production, for example by Vitra (Artek) and Fiskars / Iittala.

The material culture of Aalto’s architecture and design, linked with rich sediments of intangible heritage in form of skills, creativity, innovations and connections, form the unifying core of the theme. It provides notable opportunities to explore in youth cultural and educational exchanges. According to the application, the Route would like contribute to the design and architecture teaching through Alvar Aalto schools initiative, which so far is only Finnish.

There is an extensive research tradition carried out by international networks of architects, planners, designers, heritage experts, NGOs and various stakeholders to support the Route activities. Alvar Aalto’s architecture forms a part of a narrative of the modern life, European geopolitics or urban development, and can be used to ponder, for example, questions related to sustainable development of built environment.

The thematic priorities should be jointly discussed and planned. This would clarify and refine the route association’s profile in terms of co-operation in all fields of activities of a CoE cultural route. Working methods and promotion models of Le Corbusier Fondation and the “Le Corbusier Destinations: Architectural Promenades” Route could be used as a reference to tailor and profile the theme and activities as complimentary, supporting each other, not overlapping and duplicating.

## **3.2 Fields of action**

### **3.2.1 Co-operation in research and development**

The planned Aalto Route has notable potential to establish a platform for co-operation in research and development of European cultural themes. So far, the scientific committee of the Aalto Route is multidisciplinary, but has only three Finnish members. The committee is composed of professor on history of architecture, professor on art history and expert on cultural tourism in the Business Finland. They work professionally on this theme as scholars and experts in their institutions.

The Alvar Aalto Route application relies on research framework created by the Alvar Aalto Museum, Alvar Aalto Foundation and Alvar Aalto Academy. The archives of the Alvar Aalto Museum consist of over 80,000 original drawings, over 50,000 images, over 4,000 design and other objects and thousands of letters and original written documents. The archive has been in active use over 50 years and over 150 research studies have been published in several languages. The architecture and design of Alvar Aalto are subjects of graduate and post-graduate studies/curriculum in tens of Universities all over the world.

The Alvar Aalto Foundation coordinates cooperation on research of modern architecture between various partners from universities and vocational institutions to public, educational and commercial organisations.

The Alvar Aalto Academy was established in connection with the Alvar Aalto Foundation in 1999. The Alvar Aalto Academy organizes further education programmes and holds regular international multidisciplinary research collaboration on conservation and research on Alvar Aalto and modern architecture. The Academy produces internationally significant symposia, seminars and architectural meetings, organizes guest lectures and in-service training in architecture, for example through international workshops. Long-term co-operation projects include, among others, biennial reviews of new Finnish architecture, which have been produced in co-operation with the Finnish Museum of Architecture and the Finnish Association of Architects.

The Alvar Aalto Academy and Foundation have made co-operation in research over the years with some of the most significant Universities in Europe, such as Aalto, Jyväskylä, Oulu and Tampere Universities in Finland, Aarhus University and Aalborg University in Denmark, Cambridge University in UK, and Harvard University in USA. The subjects have varied, for example Nordic heritage management and restoration practices, repair of modern architecture and related theories, cultural environment research and aspects as well as challenges of preservation of industrial heritage. Referring to the application, the architecture and design of Alvar Aalto is part of graduate and post-graduate studies/curriculum for example in Cambridge University, MIT, Aalto University and City University of Hong Kong.

When referring to Alvar Aalto's architect office's work, whether it concerns architecture or design, his first wife Aino Aalto and second wife Elissa Aalto are also included as authors. Aino Aalto worked equally with her husband until her premature death (1949). After the death of Alvar Aalto himself, Elissa Aalto supervised construction sites and the renovation plans of Aalto's buildings together with Aalto's architecture office. This is good to bear in mind, as there is only a few female masters in the legacy of modern/functionalistic architecture of 1920ies up to 1950ies.

The Aalto Route association was established only some months ago, and the membership at European level is vague. There are no genuine activities to evaluate in the conceptual



framework of a CoE cultural route. In the activity field of cooperation in research and development, the application lists as planned activities of the Alvar Aalto Route association for 2021-23 the planned activities of the Alvar Aalto Academy in terms of MARC -training funding application and organizing as well as mentioning the 15<sup>th</sup> international Alvar Aalto Symposium plus publications.

In order to reach the CoE certification, the Alvar Aalto route association and its scientific committee, advising the strategic development, should extend to the European level. The activities related to the criteria of the Council of the Europe Cultural Routes should be jointly discussed and planned. This would clarify and refine the route association's profile in terms of co-operation in research and development.

### **3.2.2 Enhancement of the memory, history and European heritage**

As the Aalto Route association was established some months ago, and the membership at European level is vague, there is no genuine activities have yet not been carried out, nor planned together. As planned activities for 2021-23, the application lists Alvar Aalto week early events, Alvar Aalto schools curriculum and participation to international events and working groups. Inferences in terms of content work and involvement of the network cannot be drawn from these indications.

Therefore, as inspiration for future cooperation, some linkages to common history, and intangible and tangible heritage could be highlighted here. For example, the common European source of modern movement, or the aspirations and linkages of the modern architecture to vernacular built environment could be pondered closer. This could encourage even establishment of new routes highlighting values of the built environment that connects generations and regions.

The Congrès internationaux d'architecture modern/International Congresses of Modern Architecture (CIAM 1928-59) spread the principles of the Modern Movement through congresses and events. CIAM was hugely influential, formalizing the architectural principles of the Modern Movement, and promoting architecture as an economic and political tool that could be used to improve the world through the design of buildings and through urban planning. Aalto's close friendship with the Swedish architect Sven Markelius assisted him to access the CIAM as its Finnish representative in 1929. Sigfried Giedion and Walter Gropius, architect, author and head of the Bauhaus, became soon significant colleagues for him, but he also counted among his friends Gunnar Asplund, Gregor Paulsson, architects of the De Stijl School, Frank Lloyd Wright, Le Corbusier, Marcel Bauer and Richard Neutra, among others. Aalto's architecture is not an expression of individual genius, but part of a European effort to improve the living conditions and environment of its citizens.

Further, Aalto's architecture, built bridges from classical to modern architecture and from South of Europe to North. Mediterranean culture, and in particular Italian classical and vernacular town structures, were a central source of inspiration for the Aalto family. Aalto was interested in traditional architecture in his travels in Greece, Spain, Morocco and Egypt. He admired also Japanese architecture. He lectured and wrote on a wide range of subjects, and was aware and deeply concerned of the social responsibility of architecture and built environment. Thereby, there are potential on research related to European influences and connections.

Route activities linked to the Aalto Route theme could enhance understanding of cultural heritage, landscape and built environment as part of human rights, as stated in the Council of Europe Landscape convention and the Faro convention on the Value of Cultural Heritage for

Society. So far, these aspects are considered when developing the tourism approach of the Aalto Route initiative. According to the application, “Everyone and anyone has the right to enjoy beautiful living spaces, lighting and furniture.”

### **3.2.3 Cultural and educational exchanges of young Europeans**

The Aalto Route application presents so called Alvar Aalto schools, which is a Finnish co-operation approach. The model could be enlarged transnationally, if agreed upon jointly. The main idea of the network is to develop architecture and design education for children and young people, where the source of inspiration is Alvar Aalto’s production and ideas. This approach involving the network of Aalto cities started in the spring 2019, and now 17 schools in twelve Finnish Alvar Aalto cities take part to this collaboration.

The application anticipates as activities in the field of cultural and educational exchanges for young European 2021-23 Alvar Aalto schools network activities on architecture and design, including collaboration with new members, training and events and design competition with children. Again, collaborative planning at European level would enrich the content of this field.

### **3.2.4 Contemporary cultural and artistic practice**

The Aalto Route application does not present common European level actions carried out on contemporary cultural and artistic practice. It states that the thinking and design principles of Alvar Aalto’s tangible and intangible legacy and cultural heritage could provide functional solutions for present day design challenges, in smaller or larger scales.

As future activities of 2021-23, applying of Creative Europe funding was listed as means to provide resources for collaboration with inter-artistic teams and educational institutions for new interpretations of architecture, environment and design in Alvar Aalto sites.

The influence of Aalto is visible in today’s contemporary architecture, urban, landscape and interior design, and contemporary art. Objects and lightning, durable and versatile furniture designed by him are still in sale, and in use, both in student units and representation premises, and in display, for example, at the Museum of Modern Art in New York.

In addition, several internationally notable artists of Aalto’s time, such as Georges Braque, Fernand Léger, Max Ernst, Jean Arp, Constantin Brâncuși, Alexander Calder and especially László Moholy-Nagy were close to Alvar Aalto, and, in some projects, his collaborators. These may illustrate the potential, what the Route can develop in the field of enhancement of cultural and artistic practises.

There is huge potential for develop cultural and artistic activities involving multiple networks engaging various communities of heritage, architecture, urban regeneration, design, residents and NGO’s – as community art would easily be an integral part of the theme and facilitate the interaction between users, owners and visitors.

### **3.2.5 Cultural tourism and sustainable development**

Marketing and tourism development is well advanced part of the application’s description of activities. The approach is related to informal network of Aalto Cities, and contributing to the elaboration of Aalto Route tourism concept – perhaps more on terms of Alvar Aalto Foundation than a European network.

The Alvar Aalto Route concept was created, according to Aalto Route application, for the need to present better-curated services under an official Aalto-tour brand, and in order to present existing services provided in the different Alvar Aalto sites in a single online service. The working process was done in a series of collaborative workshops. The development work of the Alvar Aalto route and Aalto tours were organized in a dialogue between the specialists of the Alvar Aalto Foundation, the regional tourism development agencies, tourism service providers and the tour operators. The main outcome seems to be development of Aalto tours. The focus is mainly on Finnish level, and on individual sites.

The workshops were organized in Finland, France and Germany. The concept creation of the tours have the same steps at every site. The service providers were searched and tested, collaborative meetings and workshops organized and the new service packages priced together with tour operators. National level tourism organisations, such as Visit Finland and Visit Estonia, gave their advice. Researches on tourism market, up-to-date trends and customer behaviour research were used in the process. The development process also included a customer-test phase, and the results were taken into account for the second year of development work.

The application describes these tourism services as follows: “connection to the nature, deep understanding of the light and surroundings and Aalto’s ‘human scale’ design principals are interpreted into a set of experiences and guided tours for visitors. Nature attractions, delicious food, boat trips on the lakes and the sea and bathing in natural waters are all part of the genuine route experience. All partners and service providers are carefully selected. The services follow also divers environmental friendly standards, such as generally accepted guidelines of sustainable tourism.”

The tourism scheme is now applied in 26 Aalto cities in five countries. There are now 29 curated tour programs sold by the collaborators and presented online. These tourism packages can be bought through ten collaborator travel agencies and tour operators at the route online service <https://visit.alvaraalto.fi/en/tours/>.

As the planned activities in the field of cultural tourism and sustainable tourism development for the next three years, the Aalto Route application lists route enlargement to new sites in terms of winning new partners and travel agency development. In addition, tourism product and route activities development is mentioned, in this order. Funding is received for training of Aalto guides and conducting sustainable tourism program plan and sustainable tourism program in action. Cycling, hiking and canoeing -related tours development is also on this agenda, and activities on marketing, campaigns and visibility online, print and events

### **3.3 Network**

On the bases of the application documents, the central criteria of the Route association with three European members is not in place yet. The Aalto Route Association involves, so far, only Finnish members.

The Association “Cultural route on Alvar Aalto’s architecture and design heritage” / “Route Alvar Aalto - Architecture and design of the 20th century” was founded in July 2020. The founding members are representatives of seven Finnish towns and the Alvar Aalto Foundation.

According to the Association Charter, the Aalto Route association aims at “promoting and fostering the access of traveling audiences to the sites designed and built by Alvar Aalto’s

architectural office, in Europe and the rest of the world. The purpose of the Aalto Route association is to administer and develop the activities of the cultural route on Alvar Aalto's architecture and design heritage, especially to inform the audiences of, and to promote the services provided at, the architectural sites along the route. The association is governed under the Finnish law, and more than a third of its members can be communities established elsewhere than in Finland."

The application of the "Alvar Aalto Route – 20th Century Architecture and design" / "Route Alvar Aalto - Architecture et design du 20e siècle" mentions Aalto sites in France, Germany, Denmark and Estonia. It lists also as potential, sites in Italy, Sweden, Iceland, Switzerland and Russian Federation. However, the documentation of the Aalto Route application, and the expert interviews, do not support this. Listing of Aalto sites as proof of European level network is not sufficient. It seems that the Aalto Route application integrates the networks and activities of Aalto Foundation, that of the informal network of the Aalto cities and newly established Route association, and lists members of Aalto cities as members of the Aalto Route association.

Alvar Aalto Foundation, with its highly competent international research and stakeholder networks, is behind the Route initiative. It was also one of the founders of the informal network of Aalto cities. It was established in 2017 with the aim to bring Aalto Cities together, intensify cooperation and promote dialogue to promote the Aalto brand. According the Aalto City charter, "Aalto City" means a Finnish or foreign city or municipality in the territory of which there is at least one Alvar Aalto realized design project. The network of Aalto Cities include even Wolfsburg in Germany and Aalborg in Denmark.

The application dossier includes a letter of the French "Association Alvar Aalto en France", where the association manifests its intention to join the Alvar Aalto Cultural Route initiative. The letter is dated 15<sup>th</sup> July 2020. Alvar Aalto designed Maison Louis Carré in 1950ies. It is situated in Bazoches-sur-Guyonne in France. Association Alvar Aalto en France is founded by the Finnish Cultural Foundation. It bought Maison Carré, and opened the building to the public in 2007 to display Finnish architecture and design in France. The chairperson of the board of the association informed that the board has not yet discussed in detail Association's capacity, plans and priorities for the membership and operation of the Aalto Route Association.

In contact with the city of Wolfsburg about membership in the Aalto Route association, its representative informed that it is a problem for them to become an official member of the Aalto Route association in current economic situation, although they want to support the initiative.

The application dossier included also a declaration of decision to join the Alvar Aalto Route association by the Turku University Foundation, who owns the Villa Tammekank in Tartu, Estonia. As the member is Finnish, this does not enlarge the Route to Estonia.

As members in the process of acceding to the network and/or potentially interested in a future accessions are given the Nordic House in Reykjavik and Vyborg Library in the Russian Federation.

### **3.4 Communication tools**

#### **3.4.1 Current state of communication tools developed by the network**

As to the communication tools and other visibility, these should be discussed at European level. It is now stated as following in the application: “the graphic charter as subsidiary one to Alvar Aalto Foundation”.

The Route has designed a common logo. URL address of the Route is <https://visit.alvaraalto.fi>, which is English, Finnish, Japanese, Russian and German, but not in French. The Route association is not easily to be recognised in these pages. None of the social networks (Facebook, Twitter, LinkedIn, Instagram) are in use.

As planned visibility activities for 2021–2023, the application forecasts online development in terms of increased and diversified selling channels. Design of a print map and its distribution yearly, multi-channel seasonal theme campaign with new content, broadcast plan, video and broadcast activities as well as campaigns linked to private funding partnerships are included, too, to plans.

It seems that the Aalto Route network as a concept is perceived rather as a network of sites than an operational structure for a cultural route with joint transnational activities. The focus has been more on developing sites' tourism than cooperation between Route association members in all fields of priority actions. It is illustrative that the name of the association in Finnish uses phrase “tourism route” (matkailureitti) instead of “cultural route” (kulttuurireitti), which again is in the English name.

#### **4. Conclusions and Recommendations**

The theme of the Aalto Route has several interfaces with European architectural, urban and artistic development of 20th century. The certification of a European cultural route, like successful operation of a route, requires an active membership structure in at least three countries.

There are opportunities to gain European members to the Aalto Route association from Riola in the province of Bologna to the northern city of Rovaniemi in Lapland, or from eastern Vyborg in Russian Federation to western Reykjavik in Iceland, but it would require an approach to clarify the profile of Route membership and activities.

Strategic profiling of different structures and favour of complementary actions instead of overlapping multiuse and repeat would enhance genuine development of the European level cultural route.

##### **4.1 Cultural Route Theme**

The Alvar Aalto route association, enlarged to the European level, should discuss at European level the membership profile in terms of multidiscipline expertise and interests, as well as the role of stakeholders and other actors. A certified cultural route of the Council of Europe should have its own strategic objectives relating to European values and the promotion sustainable use of its cultural heritage. To elaborate jointly the theme and the Route priorities on European level would be the next step.

Further, the European level Alvar Aalto association should jointly plan the activities related to the criteria of the Council of the Europe Cultural Routes. For example, the Le Corbusier promotion model can be used as a reference, where the profiles of Le Corbusier Fondation and the “Le Corbusier Destinations: Architectural Promenades” as the Cultural Route association are complimentary, supporting each other, not overlapping.

In addition, there would be potential for interesting collaboration, for example, with the cultural routes of Le Corbusier and Atrium, and room for new corresponding route initiatives related to 20th century environments and aspirations to genuinely maintain and appreciate our everyday environment.

##### **4.2 Field of action: Co-operation in research and development**

The Route association should select its strategic priorities, and how the route association could aid and support further research. The joint further working on this field of action should be carried out within an enlarged, European level scientific committee. When enlargement of the scientific committee to a transnational one is in place, the advisory role of the committee, and its contribution to strategic planning of the route concept and operation should be discussed and agreed upon on the European / transnational level.

##### **4.3 Field of action: Enhancement of the memory, history and European heritage**

This field of activity should be developed in cooperation between the members of the association at European level, with the support of the enlarged Scientific Committee. There

are good opportunities to highlight various topical aspects into the future activities of the Aalto route, once they are planned at European level by the Route association.

#### **4.4 Field of action: Cultural and educational exchanges of young Europeans**

The Aalto Route application presents so called Alvar Aalto schools, which is a Finnish co-operation approach. The model could be enlarged transnationally, if agreed upon jointly. Collaborative planning at European level would enrich the content of this field.

#### **4.5 Field of action: Contemporary cultural and artistic practice**

As there are multiple networks engaging research, heritage, architecture, design and various stakeholder communities, there is a huge potential for develop innovative activities.

#### **4.6 Field of action: Cultural tourism and sustainable cultural development**

In the framework of a CoE cultural route, cultural tourism should be regarded in a broad perspective, and in relation to all route priority of activities. In cultural itinerary activities, tourism should increase accessibility, visibility and economic profitability, i.e. the social benefits of route activities, creating interfaces with entrepreneurship, the creative economy and local communities based on criteria established by the Committee of Ministers Resolution CM/Res(2013)67.

#### **4.7 Field of action: Network extension**

Activities of the Route Association at European route level is crucial criteria for the certification. Common objectives of the Aalto Route Association should agreed upon together. The working methods should be discussed also at European level network.

Established networks of scholars and various “Friends of Alvar Aalto’s architecture” associations provide knowledge and values of heritage communities to be considered in cooperation structures.

#### **4.8 Field of action: Communication tools**

The route communication means should comprehensively deal with relevant thematic aspects and priority fields. Here benchmarking of already certified cultural routes could be useful.

A summary of conclusions

<b>CRITERIA</b>	<b>Fulfilment of certification criteria by the Route</b>
<b><i>I. Cultural route theme</i></b>	The theme has promising potential, the shared approach should be jointly agreed at international level.

<b>II. Priority fields of action</b>	<b>Cooperation in research and development</b>	Notable professional resources and research networks could be linked with the Aalto Route initiative. The shared approach should be jointly agreed at international level.
	<b>Enhancement of memory, history and European heritage</b>	The shared approach should be jointly and agreed at international level.
	<b>Cultural and educational exchanges for young Europeans</b>	Youth exchanges (cultural and educational) are to be considered and planned on European level jointly by the Route association.
	<b>Contemporary cultural and artistic practice</b>	The shared approach should be jointly agreed at international level.
	<b>Cultural Tourism and Sustainable Cultural development</b>	The shared approach should be jointly agreed at international level.
<b>III. Cultural Route Network</b>	<p>The Alvar Aalto Route association should discuss at European level the membership profile in terms of multidiscipline expertise and interests, as well as the role of stakeholders and other actors. Based on this strategic approach, the Route association should trace and attract active Route members in at least three countries.</p> <p>The Alvar Aalto Route association should jointly conduct strategic and financial planning. European level methods of cooperation need to be developed, taking into consideration all priority fields of activities, and linking of necessary actors and expertise.</p> <p>The route could study closer the homepage of the European Route of Jewish Heritage and their AEPJ Incubator Project.</p>	
<b>Communication Tools</b>	Benchmarking of already certified cultural routes could be useful.	



## 5. List of references

The following documents were analysed by the expert and provided by the Aalto Route (/ additional information by ML).

- 1\_Application Form Alvar Aalto Route as “Cultural Route of the Council of Europe” for the certification cycle 2020–2021, as of July 23, 2020
  - Annexes to the certification form (Document 1)
- 2\_Statutes Alvar Aalto Route
  - 0 Overview LETTER Updated LEGAL STATUTES Alvar Aalto Route
  - 1 Alvar Aalto Cities CHARTER 2017
  - 2 WOLFSBURG AGREEMENT (Alvar Aalto Cities)
  - 3 AALBORG - AGREEMENT (Alvar Aalto Cities)
  - 4 ROUTE association CHARTER signed
  - 5 REGISTRATION VAT number Alvar Aalto Route Association
  - 6 Association Alvar Aalto en France Intention to join a cultural route AAAF
  - 7 Turku yliopistosäätiö Villa Tammekan
  - 8 Alvar Aalto Foundation rules English
- 3\_Members Alvar Aalto Route
  - 10 Network members Alvar Aalto Route 2020 pdf. (/List of Aalto Cities network members)
  - 10 Network members Alvar Aalto Route 2020 excel (/List of Aalto Cities network members)
- 4. -
- 5. Financial information Alvar Aalto Route
  - 11 OVERVIEW FINANCIAL INFORMATION Alvar Aalto Route
  - 12 Alvar Aalto Route current operational budget 2020 (/in Finnish, an extract from the Alvar Aalto Foundation’s accounts showing the expenditure allocated to the Aalto route project)
  - 13 Alvar Aalto Route 3-year financial plan 2021–2023 (/made in Alvar Aalto Foundation)
  - 14 Alvar Aalto Route Membership, media and marketing fees 2017–2018 (/in Finnish, excerpt from the Alvar Aalto Foundation’s account ledger, media and marketing fees 2017–2020 for Aalto Cities network members)
  - 15 Alvar Aalto Route Membership, media and marketing fees 2018–2019 (/in Finnish, excerpt from the Alvar Aalto Foundation’s account ledger, fees 2018–2019 for Aalto Cities network members)
  - 16 Funding Route project 1 Alvar Aalto-matkailureitti FINANCIAL INFORMATION 2018 (/in Finnish, excerpt from the Alvar Aalto Foundation’s account ledger, income statement)
  - 17 Funding Route project 2 Alvar Aalto-matkailureitti Eurooppa FINANCIAL information 2019 (/in Finnish, excerpt from the Alvar Aalto Foundation’s account ledger, income statement)
- FILES Promotional photos Alvar Aalto Route (5 photos)

Referred website: <https://visit.alvaraalto.fi/en/>

## 6. Annex 1: Online interviews with the network management and members

When the evaluation started in autumn 2020, the Aalto Route Coordinator Noora Kiili asked to postpone checking and interviews to be conducted so late as feasible, as the Route networking work was unfinished and was expected to progress during the fall.

The first interview with the Route lead (Route President Heli Leinonkoski, City of Jyväskylä, Route Coordinator Noora Kiili, Alvar Aalto Foundation, and Route contact person, Alvar Aalto Foundation CEO Tommi Lindh) took place as online Teams meeting 24.11.2020, and continued by e-mail exchange.

Interview with all the members Route scientific committee (professor Heikki Hanka, University of Jyväskylä, professor Olli-Paavo Koponen, University of Tampere, project manager Susanne Markkola, Business Finland) took place in late November as online Teams meeting 27.11.2020.

The second interview with the Route lead, namely the President of the Route association Heli Leinonkoski, took place as online Teams meeting 3.12.2020.

After the consultation with the EPA Secretariat 3.12.2020, e-mail correspondence with the Route Association member with the intention letter took place 4.-7.12. (Paul Lassus, Chairman of the board, Association Alvar Aalto en France). Three non-Finnish members of the Aalto Cities, which are enlisted as potential Aalto Route members in the application were contacted by e-mail, too, with this tight timetable. Out of selected three members, one answered (Esther Orant, Forum Architektur, Stadt Wolfsburg, Germany).

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## 7. Annex 2: Expert assessment checklist

ALVAR AALTO ROUTE / EXPERT ASSESSMENT CHECK-LIST Dec 2020						
QUESTIONS			Yes	No	Comments (if any)	
3.1 THEME	1	Does the theme of the Route represent a common value (historical, cultural, or heritage) to several European countries?	1		Needs joint development at European level.	
	2	Does the theme of the route offer a solid basis for youth cultural and educational exchanges?	1		Needs joint development at European level.	
	3	Does the theme of the route offer a solid basis for innovative activities?	1		Needs joint development at European level.	
	4	Does the theme of the route offer a solid basis for cultural tourism products development?	1		Needs joint development at European level.	
	5	Has the theme been researched/developed by academics/experts from different regions of Europe?	1		Missing the European level related to strategic priorities.	
3.2 FIELDS OF ACTION	3.2.1 Co-operation in research and development	6	Does the Route offer a platform for co-operation in research and development of European cultural themes/values?	1		
		7	Does the Route play a unifying role around major European themes, enabling dispersed knowledge to be brought together?	1		
		8	Does the Route show how these themes are representative of European values shared by several European countries?	1		
		9	Does the Route illustrate the development of these values and the variety of forms they may take in Europe?	1		
		10	Does the Route have a network of universities and research center working on its theme at the European level?	1		
		11	Does the Route have a multidisciplinary Scientific Committee?	1		
		12	Does the Scientific Committee work on its theme at the European level?		0	Theme is European, the Scientific Committee is Finnish.
		13	Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the theoretical level?	1		
		14	Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the practical level?	1		

3.2.2 Enhancement of the memory, history and European heritage	15	Do the Route activities take into account and explain the historical significance of tangible and intangible European heritage ?	1		
	16	Do the Route activities promote the values of the Council of Europe?	1	Should be elaborated at European level within the Route ass.	
	17	Do the Route activities promote the brand of the Cultural Routes of the Council of Europe?		0	Not yet.
	18	Does the route work in conformity with international charters and conventions on cultural heritage preservation?	1		
	19	Do the Route activities identify, preserve and develop European heritage sites in rural destinations?	1		
	20	Do the Route activities identify, preserve and develop European heritage sites in industrial areas in the process of economic restructuring?	1		
	21	Do the Route activities valorize the heritage of ethnic or social minorities in Europe?		0	
	22	Do the Route activities contribute to a better understanding of the concept of cultural heritage, the importance of its preservation and sustainable development?	1		
	23	Do the Route activities enhance physical and intangible heritage, explain its historical significance and highlight its similarities in the different regions of Europe?	1		
	24	Do the Route activities take account of and promote the charters, conventions, recommendations and work of the Council of Europe, UNESCO and ICOMOS relating to heritage restoration, protection and enhancement, landscape and spatial planning (European Cultural Convention, Faro convention, European Landscape Convention, World Heritage Convention, ...)?	1		
educational exchanges of young Europeans	25	Are the youth exchanges (cultural and educational) planned to develop a better understanding of the concept of European citizenship?	1	To be developed further.	
	26	Are the youth exchanges (cultural and educational) planned to emphasize the value of new personal experience through visiting diverse places?	1		
	27	Are the youth exchanges (cultural and educational) planned to encourage social integration and exchanges of young people from	1		

		different social backgrounds and regions of Europe?			
	28	Are the youth exchanges (cultural and educational) planned to offer collaborative opportunities for educational institutions at various levels?	1		
	29	Are the youth exchanges (cultural and educational) planned to place the emphasis on personal and real experiences through the use of places and contacts?	1		
	30	Are the youth exchanges (cultural and educational) planned to set up pilot schemes with several participating countries?	1		
	31	Are the youth exchanges (cultural and educational) planned to give rise to co-operation activities which involve educational institutions at various levels?	1		
develop ment	32	Do the Route's cultural activities promote intercultural dialogue and multidisciplinary exchange between various artistic expressions in European countries?	1		Huge potential.
	33	Do the Route's cultural activities encourage artistic projects that establish links between cultural heritage and contemporary culture?	1		
	34	Do the Route's cultural activities encourage innovative cultural and contemporary art practices* connecting them with the history of skills development?	1		
	35	Do the Route's cultural activities encourage collaboration between culture amateurs and professionals via relevant activities and networks creation?**	1		
	36	Do the Route's cultural activities encourage debate and exchange - in a multidisciplinary and intercultural perspective - between various cultural and artistic expressions in different countries of Europe?		0	
	37	Do the Route's cultural activities encourage activities and artistic projects which explore the links between heritage and contemporary culture?	1		
	38	Do the Route's cultural activities highlight the most innovative and creative practices?	1		
	39	Do the Route's cultural activities link these innovative and creative practices with the history of skills development?***	1		
	40	Do the Route's activities (relevant to sustainable cultural tourism development) assist in local, regional, national and/ or European identity	1		

		formation?			
	41	Do the Route's activities (relevant to sustainable cultural tourism development) actively involve 3 major means to raise awareness of their cultural projects: print, broadcast and social media?		0	
	42	Do the Route's activities promote dialogue between urban and rural communities and cultures?	1		
	43	Do the Route's activities promote dialogue between developed and disadvantaged regions?	1		
	44	Do the Route's activities promote dialogue between different regions (south, north, east, west) of Europe?	1		
	45	Do the Route's activities promote dialogue between majority and minority (or native and immigrant) cultures?		0	
	46	Do the Route's activities open possibilities for co-operation between Europe and other continents?	1		
	47	Do the Route's activities draw decision makers' attention to the necessity of protecting heritage as part of the sustainable development of the territory?	1		
	48	Do the Route's activities aim to diversify cultural product, service and activities offers?	1		
	49	Do the Route's activities develop and offer quality cultural tourism products, services or activities transnationally?	1		
	50	Do the Route's activities develop partnerships with public and private organisations active in the field of tourism?	1		
	51	Did the network prepare and use tools along the route to raise the number of visitors and the economic impacts of the route on the territories crossed?	1		
3.3 NETWORK	52	Does the Route represent a network involving at least three Council of Europe's member states?		0	
	53	Was the theme of the route chosen and accepted by the network members?	1		Not at European level.
	54	Was the conceptual framework of the route founded on a scientific basis?			In process.
	55	Does the network involve several Council of Europe member states in all or part of its projects?		0	
	56	Is the network financially sustainable?		0	Not verified.
	57	Does the network have a legal status (association, federation of associations, EEIG,...)?	1		

	58	Does the network operate democratically?	1			
	59	Does the network specify its objectives and working methods?			Not at European level.	
	60	Does the network specify the regions concerned by the project?		0		
	61	Does the network specify its partners and participating countries?		0	It is mixing the membership of Aalto Cities and Aalto Route.	
	62	Does the network specify the fields of action involved?		0		
	63	Does the network specify its overall strategy in the short and long term?		0		
	64	Does the network identify potential participants and partners in Council of Europe member states and/or other world countries?	1			
	65	Does the network provide details of its financing (financial reports and/or activity budgets)?	1		In Finnish.	
	66	Does the network provide details of its operational plan?		0		
	67	Does the network append the basic text(s) confirming its legal status?	1			
	3.4 COMMUNICATION TOOLS		68	Does the Route have its own logo?	1	
69			Do all partners of the network use the logo on their communication tools?			This issue is not developed yet.
70			Does the Route have its own dedicated website ?		0	The website of Alvar Aalto Cities Network / visit.alvaraalto.fi
71			Is it the website available in English and French?		0	
72			Is it the website available in other languages?		0	visit.alvaraalto.fi site has several other languages.
73			Does the network use effectively social networks and web 2.0?		0	
74			Does the network publish brochures on the Route?		0	
75			If yes, are the brochures available in English?		0	
76			If yes, are the brochures available in French?		0	
Routes of the Council of Europe			77	Is the title of "Cultural Route of the Council of Europe" present on all communication materials (including press releases, webpages, publications, etc.)?		0
		78	Is the certification logo present on all communication materials?			The communication material in process.

	79	Is the certification logo used in accordance to the guidelines for its use (size and position,...)?		The communication material in process.
	80	Are the logos (Cultural Route + certification logo) provided to all the members of the Route?		The membership and the communication material in process.
	81	Does the Council of Europe certification logo appear on road signs/ boards indicating the cultural route?		The communication material in process.
<b>SCORE</b>			<b>52</b>	<b>0</b>



#### 4. Promotion photos in the application dossier



Church and Parish Centre Santa Maria Assunta (1966-80), Riola di Vergato, Italy.  
Photo Maija Holma © Alvar Aalto Foundation.



Maison Louis Carré (1956-59, 1961-63) Bazoches-sur-Guyonne, France.  
Photo Heikki Havas © Alvar Aalto Foundation



Roof terrace of the Paimio Sanatorium (1929-33).  
Photo Maija Holma © Alvar Aalto Foundation



Säynätsalo Town Hall (1949-52). Photo Martti Kapanen © Alvar Aalto Foundation.





Wolfsburg Culture Centre, auditorium (1958-62), Germany.  
Photo Maija Holma © Alvar Aalto Foundation.