

# The Architectural, Urban, and Landscape Influence of Tapiola on American New Towns

## The Cases of Columbia (Md) and Reston (Va).



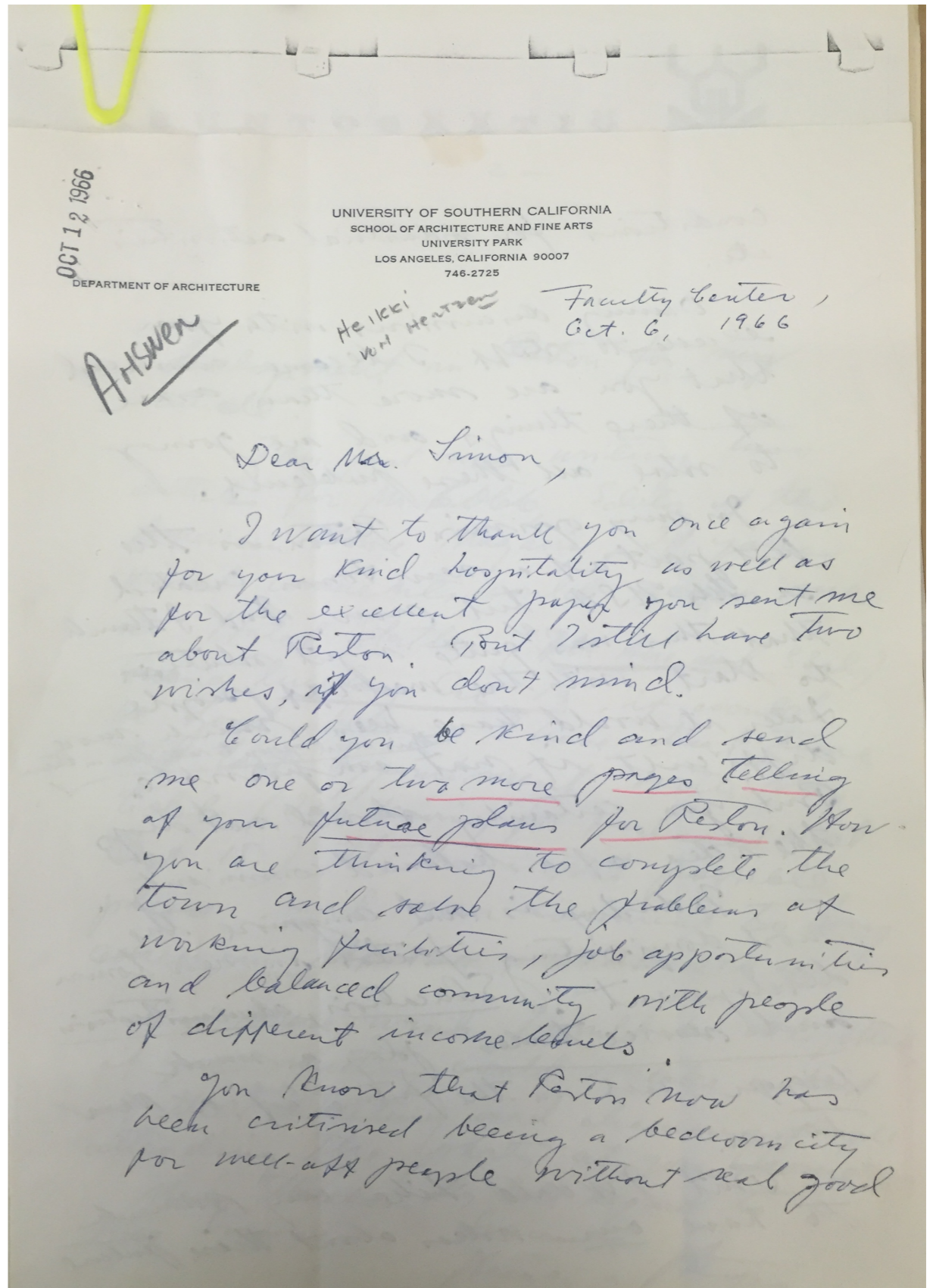
Huxtable, Ada Louise Architecture: Virtues of Planned City, The New York Times, 10/24/1963  
GMU Archives, Robert Simon



Loup Calosci - ENSAPLV - AHTTEP - Paris Pantheon Sorbonne

# Foreword

Archives University George Mason - Robert Simon :  
Correspondances / Mail Heikki von Hertzen to Robert Simon  
- 10/06/1966



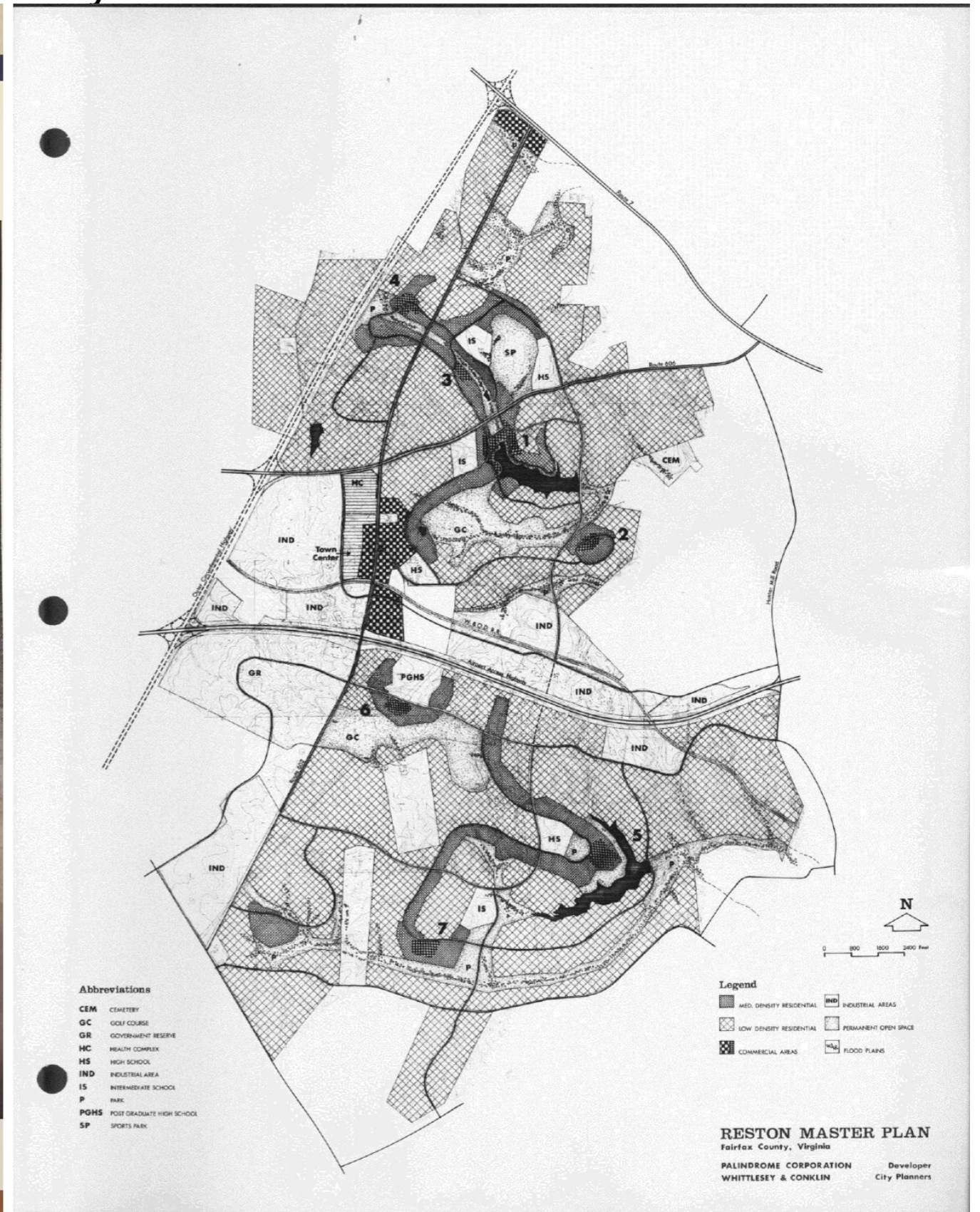
# Summary

PART I / Tapiola's critical fortunes among North American journalists, urban planners and architects

PART II / Heikki von Hertzen's encounter with America: A Fruitful and Diverse Relationship

PART III / The relationship between the three founders of new towns: Mutual visits and development of correspondence

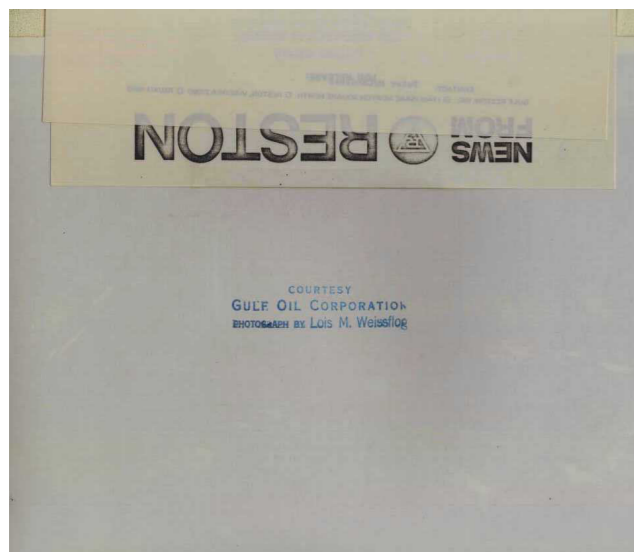
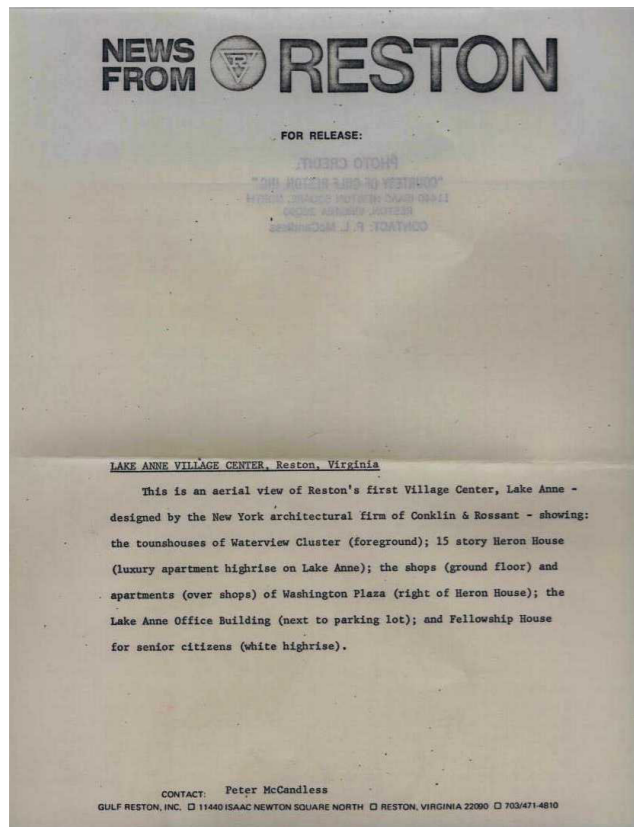
# Reston, Virginia : « The 21st Century Downtown »



UGMA / Carol Lubin archives, Modern Zoning For Reston, American County Government, May 1967. 3 p.

UGMA / Simon, Robert E., Master Plan, Harland Bartholomew & Associates, 1963

# Reston, Virginia : « The 21st Century Downtown »



UGMA + Photography of the Lake Anne Village - 1962 Reston archives

**Columbia, Maryland : « The Next America »**

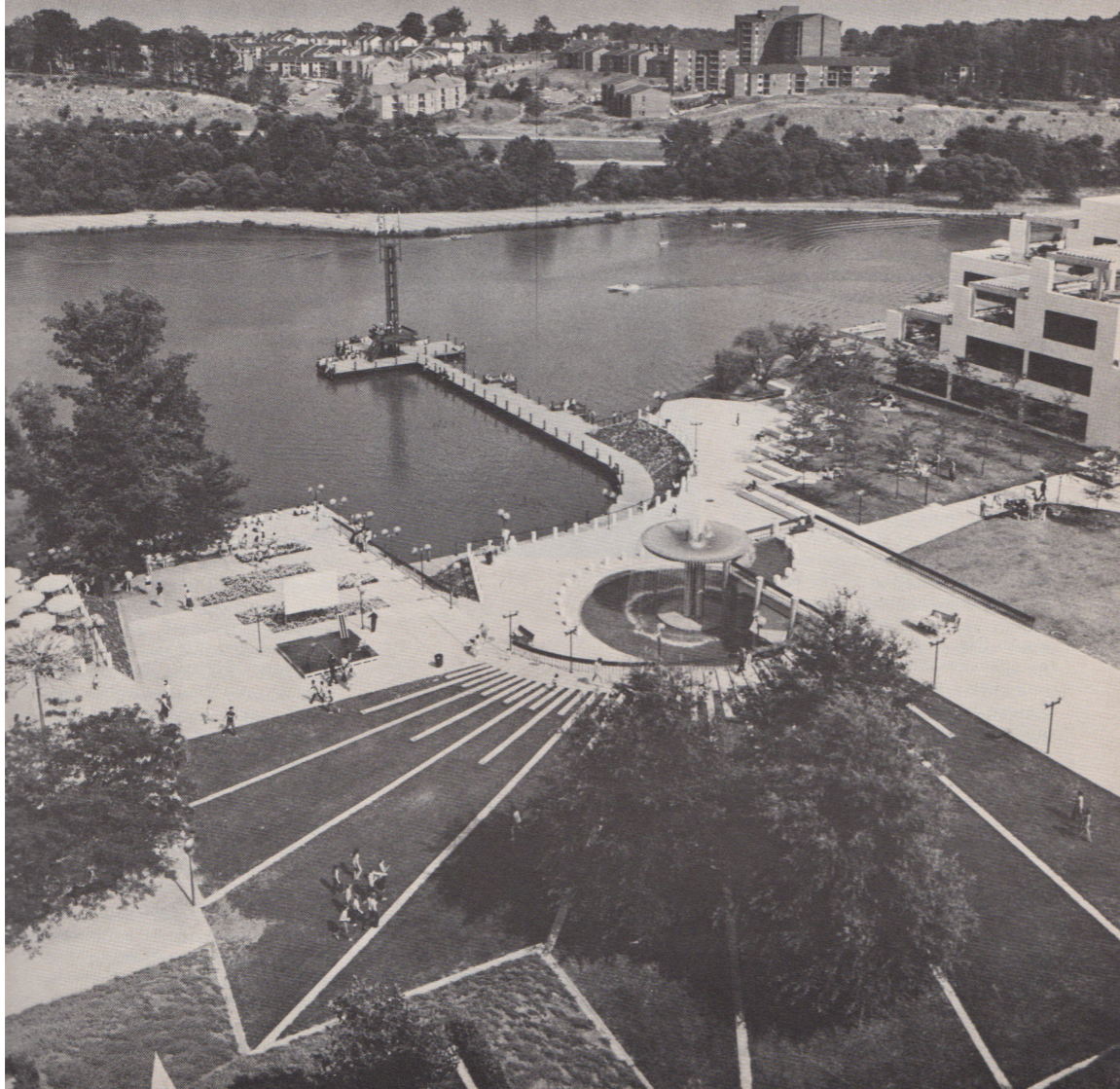
# **Welcome To Columbia**

## **A Visitor's Guide**

No promised land,  
no next America-  
just Columbia

**In the failure of great expectations,  
great success and promise**

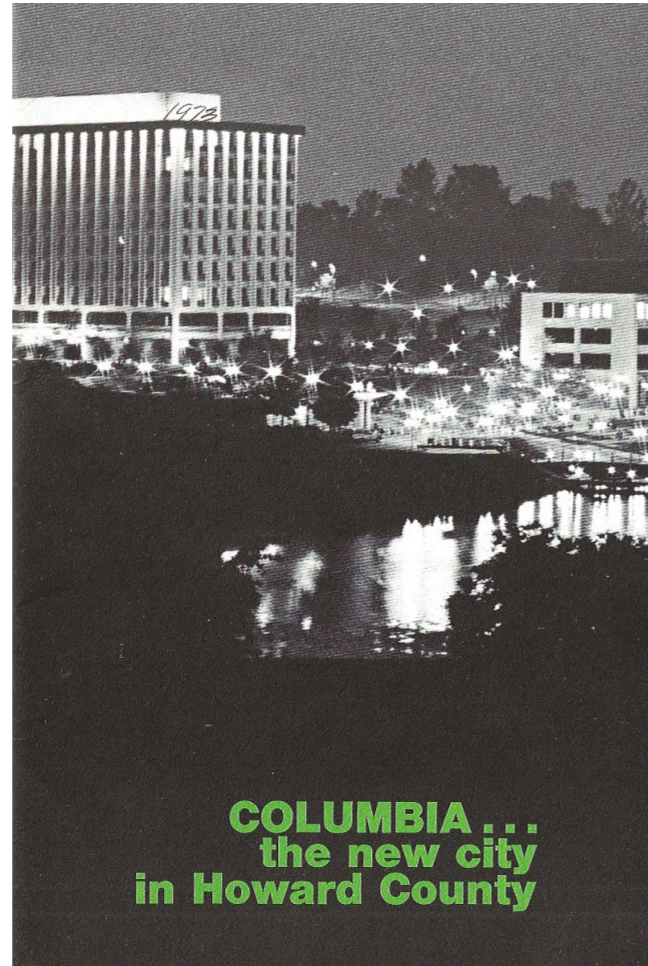
**Len Lazarick**



CCA / Brochure / Columbia Visitors Guide, 1968

CCA / Columbia Today Magazine, Celebration 10 years, 1977

# Columbia, Maryland : « The Next America »



CAA / Booklet Columbia -  
January 1973



## NEW TOWN OF COLUMBIA PROPOSES 10 VILLAGES TO ACCOMMODATE 110,000

The design for Columbia, Maryland, a complete new town for 110,000 people, will be a series of 10 villages of nine to 12 thousand people each around a town center. It is being developed by Community Research and Development, Inc., Baltimore, on a 15,200-acre site.

William E. Finley, former director of the National Capital Planning Commission, is project director for Columbia. Chief designer on the project is Morton Hoppenfeld, also a former member of the N.C.P.C. and of the Philadelphia City Planning Commission. Staff architects include Robert Tennenbaum, another former N.C.P.C. staff member, Richard Stauffer and William Gillitt.

Columbia is located in the heart of the transportation corridor between Baltimore and Washington in Howard County which now contains 48,000 people.

Each of the villages will contain from 2,500 to 3,500 families. In each village will be a center which is the heart of its community.

Columbia's typical village will consist of five or six neighborhoods of 500 to 600 families each. Within each space is provided for a neighborhood center.

The villages are clustered around the town center (above). The town center, located on a lakefront, will contain public and municipal facilities, as well as structures for commercial and recreational use.

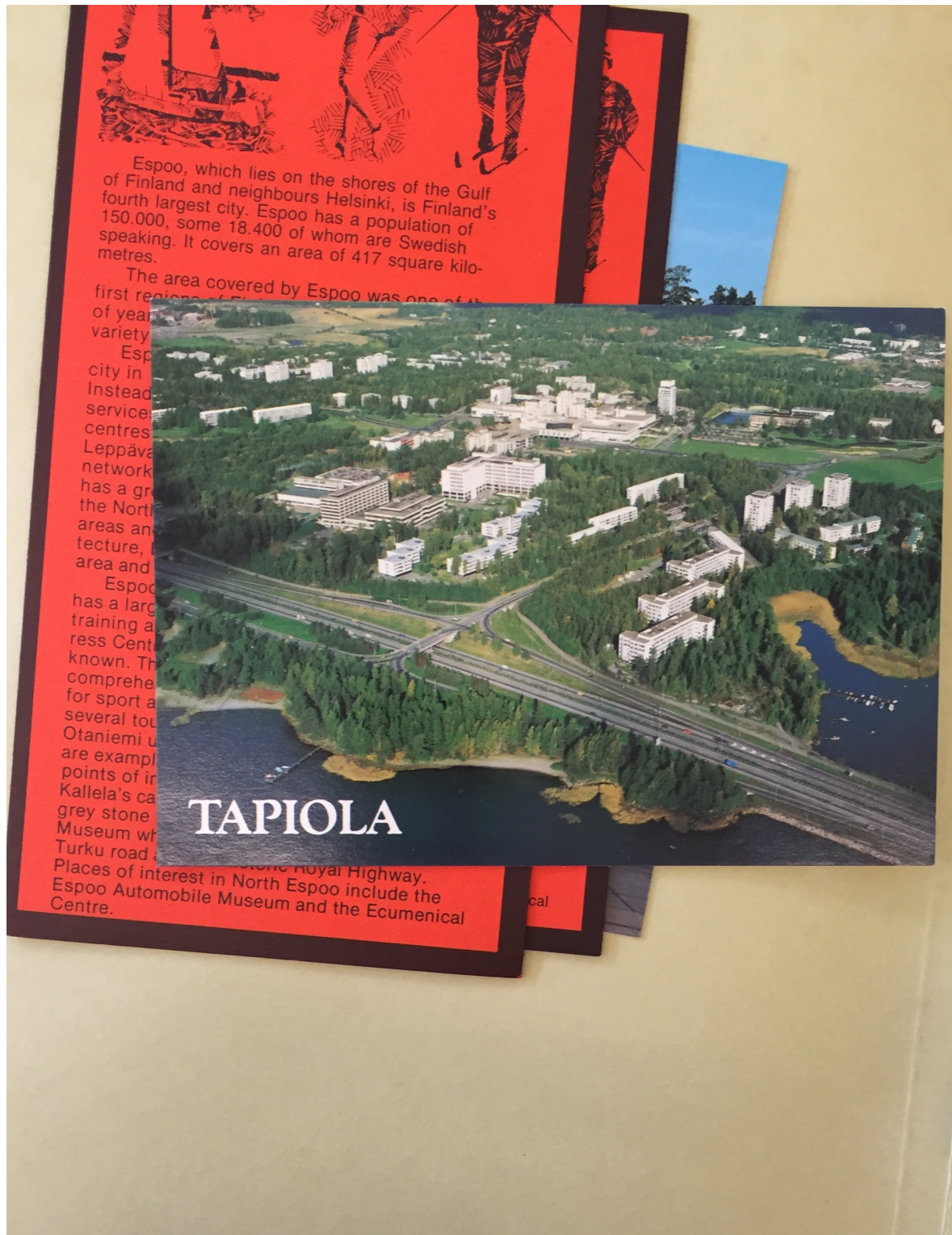
In the total project, expected to be completed by 1980, there will be 29,000 dwelling units and employment for 30,000. There will be 3,469 acres of permanent open space; 1,674 acres for industrial and primary employment; 6,739 acres for residential; 346 acres for commercial; and 1,780 acres for miscellaneous use. There will be five lakes totaling more than 600 acres of water surface.



CAA / Postal Card Columbia

Architectural Record, Février 1965, New-town of Columbia proposes 10 villages to accommodate, 110p.

# Tapiola : A garden city



UGMA / Reston Land Corporation Archives, Postal Card, Tapiola.



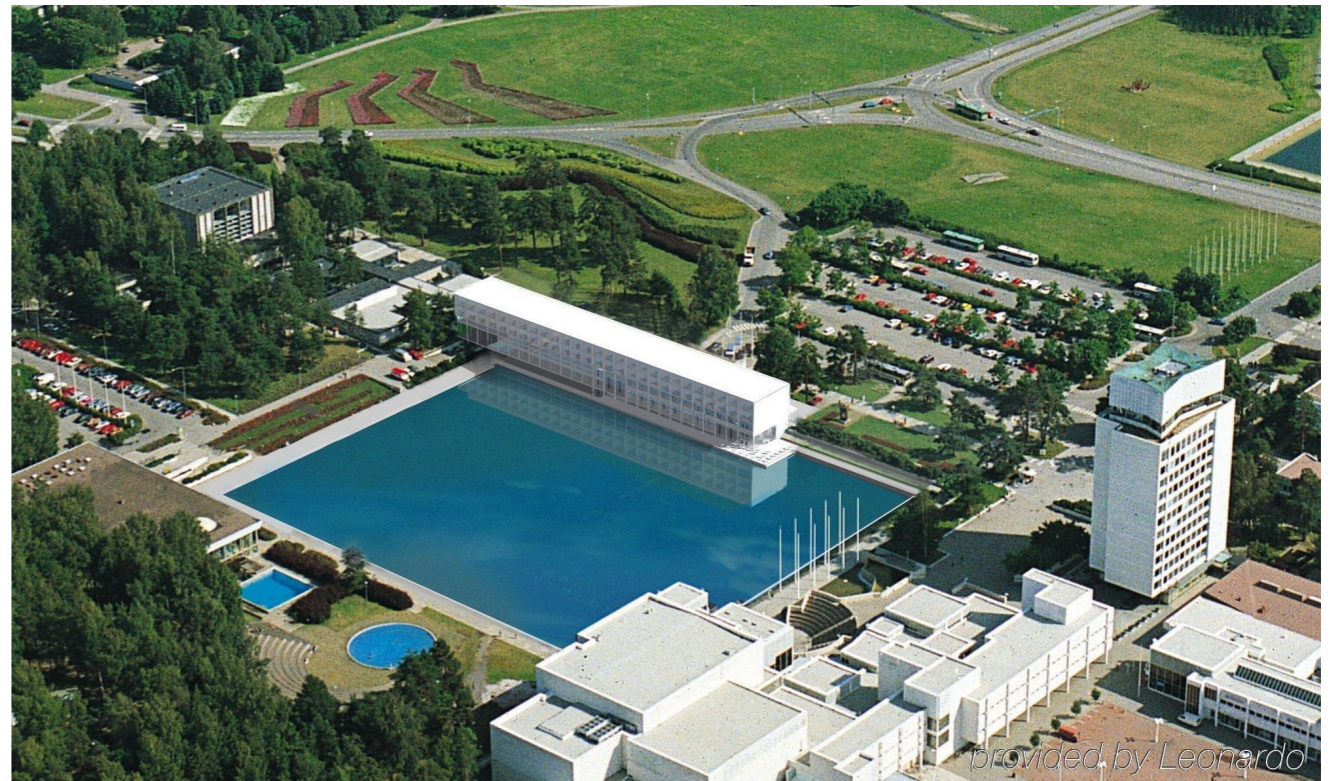
UGMA / Carol Lubin Archives , Asunto Politikka, N°1 - 1962



# Tapiola : A garden city



UGMA / Robert Simon Archives (Tapiola) - Booklet 1962.



UGMA / Robert Simon Archives (Tapiola - Photographs - Autor : Unknown - Date ?

# PART I / Tapiola's critical fortunes among North American journalists, urban planners and architects

## 'Dream Suburb' Built in Finland

By Rasa Gustaitis  
Staff Reporter

Finland has built an ultra-modern new town near Helsinki that may turn out to be the perfect answer to the proliferation of slums.

Tapiola is a privately-sponsored, privately-financed community where rich and poor live across the street from each other; trees and hills are more important than buildings; theaters and shops are within everyone's walking distance and the car has been demoted to a slave of the people.

About a third of the people work within this new city and the rest commute the seven miles to the heart of the capital by bus or car. Even-



The Washington Post  
HEIKKI VON HERTZEN

tually, about half of the expected population of 80,000 will have jobs near home.

"New towns" or "garden cities" have been built in several countries, particularly in England and Scandinavia. Reston in Fairfax County and Columbia, recently announced for Howard County, are two incipient examples here. Greenbelt, Md., built in Prince Georges in the mid-30s, is a pioneering example of this concept.

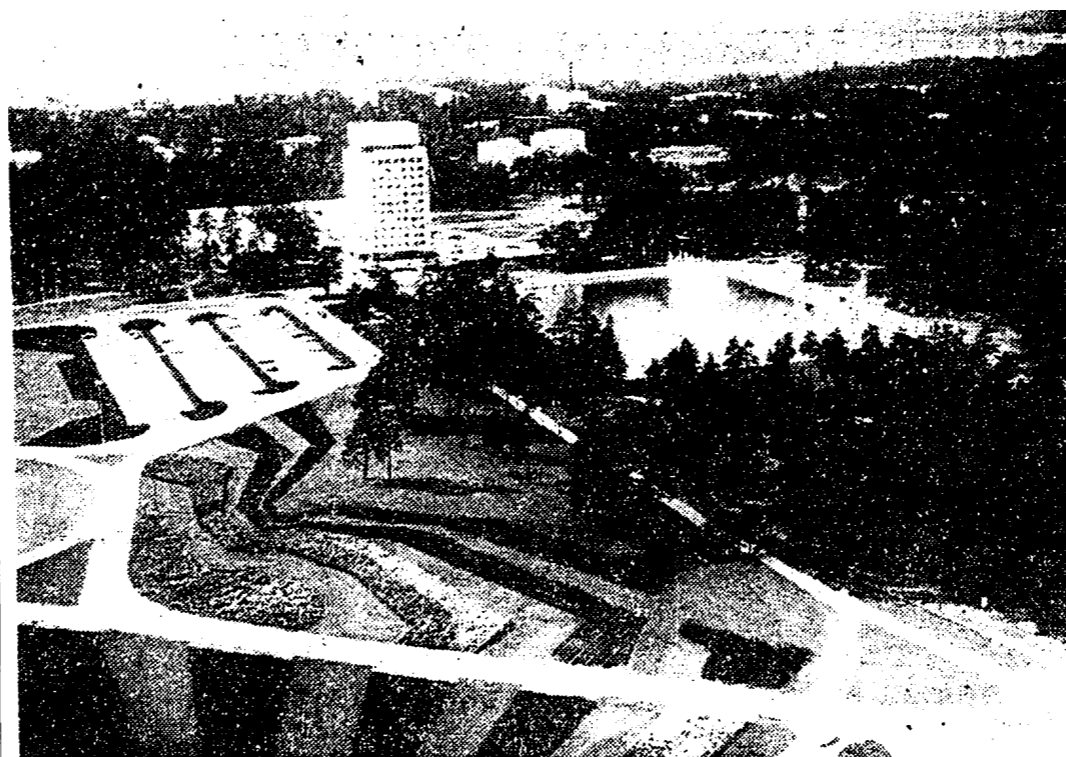
Many planners, however, find Tapiola most exciting because of its architectural and human diversity.

"The most difficult and interesting thing about it was trying to build a city for all the people," said the man who, more than anyone, is responsible for Tapiola.

He is Heikki von Hertzen, a lawyer and former banker who heads the nonprofit housing foundation, Asunto-osaatio, established in 1951 by the Finnish Family Welfare League and five other national organizations.

"We wanted to build an optimum environment for modern man—not just housing. It means nothing if you can do this for 20 per cent of the population. We wanted to make it possible for 100 per cent or at least 80," he said during an interview while visiting Washington last week.

So far, it appears he has succeeded. Forty-five per cent of Tapiola's current 14,000 inhabitants are below average income. About 90 per cent are



Over-all view of Tapiola shows a 13-story central tower building which is the only structure so far visible of the several that will form the town center. They will sur-

round the nine-foot-deep pool. In the distance some tower apartments—mostly cooperatives—are visible. Smaller homes are hidden among the trees at right.

owners of houses or cooperative apartments.

There are more apartments than single homes, but a garden atmosphere prevails because von Hertzen ruled that the town must be so built to harmonize with the unspoiled rolling countryside on the edge of the Gulf of Finland.

This was a struggle, he admits. "The first thing the engineers wanted to do was to bulldoze the pines and birches and make some straight streets. I had to go around almost daily as a watchdog.

"One morning, an hour before work was to start,

some men cut down a birch because it was inconvenient to them.

"That was the last time. I told them if it happened again they would be fired immediately."

### Tapiola Models To Be Shown Here

Tapiola, the model Finnish community, will be the subject of a display that opens Tuesday at the 1625 L st. nw.

Panels and scale models representing this achievement in community planning will be on public view at the Housing Center daily through Dec. 22.

Now streets in Tapiola wind along the contours of the hills and offer surprises both in nature and in dwelling design. Most of them end in cul-de-sacs, for here the walker—not the auto—is king.

Although there is space for one car per dwelling, most are banished to community garages because, von Hertzen said, "we don't want concrete back yards."

## Finnish Exhibit In D.C.

A REMARKABLE planned community in Finland is the subject of an exhibition that has opened at the National Housing Center in Washington.

The community is Tapiola, located 7 miles from Helsinki. It is not just a suburb. It is a town on its own, incorporating all levels of wage earners on a 670-acre site. The buildings are 90 per cent owned by the dwellers, and the community has jobs for 60 per cent of the population.

This is not a drawing board dream—17,500 people live there now, and by the expected completion date of 1965 the anticipated population will be 60,000.

Seven private welfare organizations banded together to produce the community effort. A housing company is formed to construct each apartment building; there are also single-family residences. Apartment owners are stock holders in the company. These various housing companies, in turn, own the service and supply companies which maintain the community.

The landscaping for each residence is handled on a community basis. This includes lower income homes as well as those for higher income families. Thus, landscaping is not a matter of each individual doing what he can or will. The town does the landscaping in accordance with a well-coordinated design.

The community is on a rolling wooded site, dotted with lakes. There are forested areas and light industrial areas. A unique traffic plan gives prime consideration to pedestrians and the safety of the young and old. It even includes special lanes for cyclists.

Finland's cold winters are dealt with by a central heating facility for the whole town, including the single-family residences.

What does Tapiola mean? The name derives from Tapia, an old Finnish god of the forest.

The organization which made the community a reality is known as the Finnish Housing Foundation. It consists of the seven welfare organizations.

The exhibition will remain at the National Housing Center, 1625 L street, through December 22. Admission is free. The building is open Monday through Friday from 10 A.M. to 6 P.M. and weekends from 1 P.M. to 6 P.M.

Gustaitis Rasa, Dream Suburb' Built in Finland: Tapiola Models To Be Shown Here, The Washington Post, Times Herald; Nov 23, 1963

Finnish Exhibit In D.C; The Baltimore Sun Dec 1, 1963; pg. F5

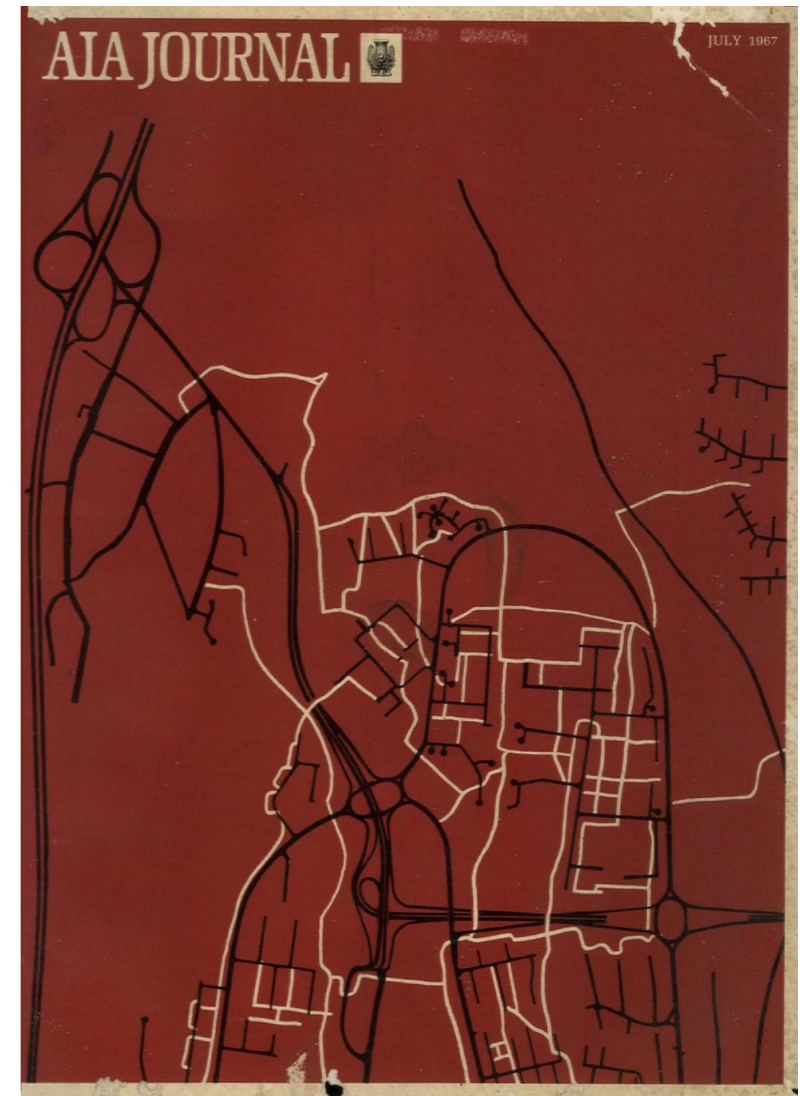
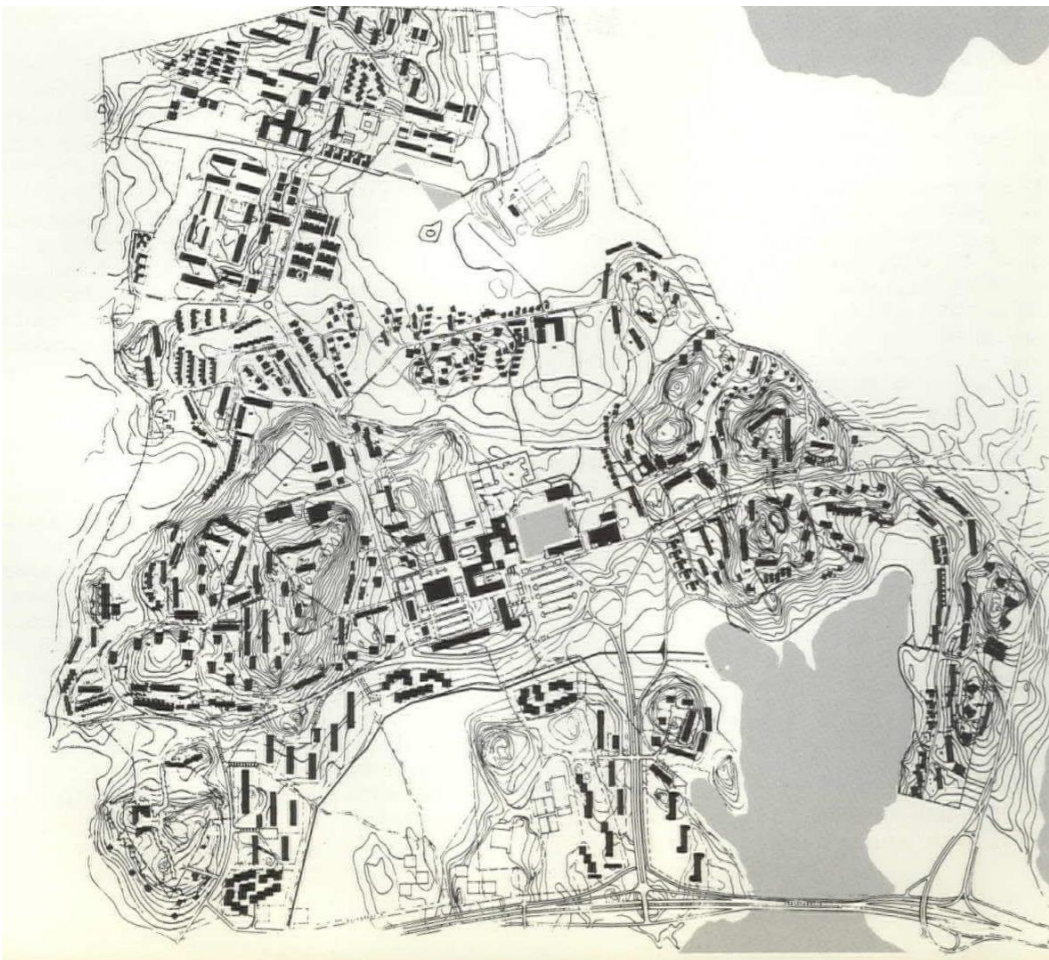
# PART I / Tapiola's critical fortunes among North American journalists, urban planners and architects

UGMA / Robert E. Simon / von Eckardt Wolf  
 «Gardens for Finland's City-Bound », *The Washington Post*, 6 septembre 1964. G6.



UGMA / Robert E. Simon / Huxtable, Ada Louise Architecture: Virtues of Planned Community," *The New York Times*, October 24, 1963.

# PART I / Tapiola's critical fortunes among North American journalists, urban planners and architects



AIA Journal, July 1967

**For America, three lessons from Europe:  
Stockholm, Sweden; Tapiola, Finland; and Cumbernauld, Scotland,  
each saying something different, each  
“significant in its own right.”**

**From this lofty triumverate would come  
the winner of the first R. S. Reynolds Memorial Award  
for Community Architecture—Cumbernauld,  
a new town which “holds great significance” for the profession  
and for community architecture,  
said the jury in its report. Holding great significance, too,  
and presented here, is the jury report itself.**

# PART II / Heikki von Hertzen's Encounter with America: A Fruitful and Diverse Relationship

## Guest list «American Home Luncheon for Heikki von Hertzen».

190

*Arthur Sworn Goldman & Associates, Inc.*  
BUILDING MARKET CONSULTANTS  
15 East 48th Street, Suite 504  
New York, N.Y. 10017  
MURRAY HILL 8-7430

September 20, 1967

Mr. James Rouse, President  
The Rouse Company  
Village of Cross Keys  
Falls Road  
Baltimore, Maryland

Dear Jim:

I hope very much that you will be able to attend a luncheon we are having for Heikki von Hertzen, the creator of the stunning garden city of Tapiola, on Tuesday, September 26th at 12:15 p.m. in the Louis XVI Room of the St. Regis Hotel.

Cordially,  
ARTHUR SWORN GOLDMAN & ASSOCIATES, INC.

*Arthur S. Goldman*  
Arthur S. Goldman  
President

ASG:mg

*MR Rouse  
Approved  
and  
initials*

The list of some 34 guests. It included developers such as Levitt & Sons, Inc. and American Standard Corp., institutions such as the Ford Foundation and the Finnish Consulate, and media outlets such as C.B.S. Television, The Architectural Forum, Progressive Architecture, and The New Yorker.

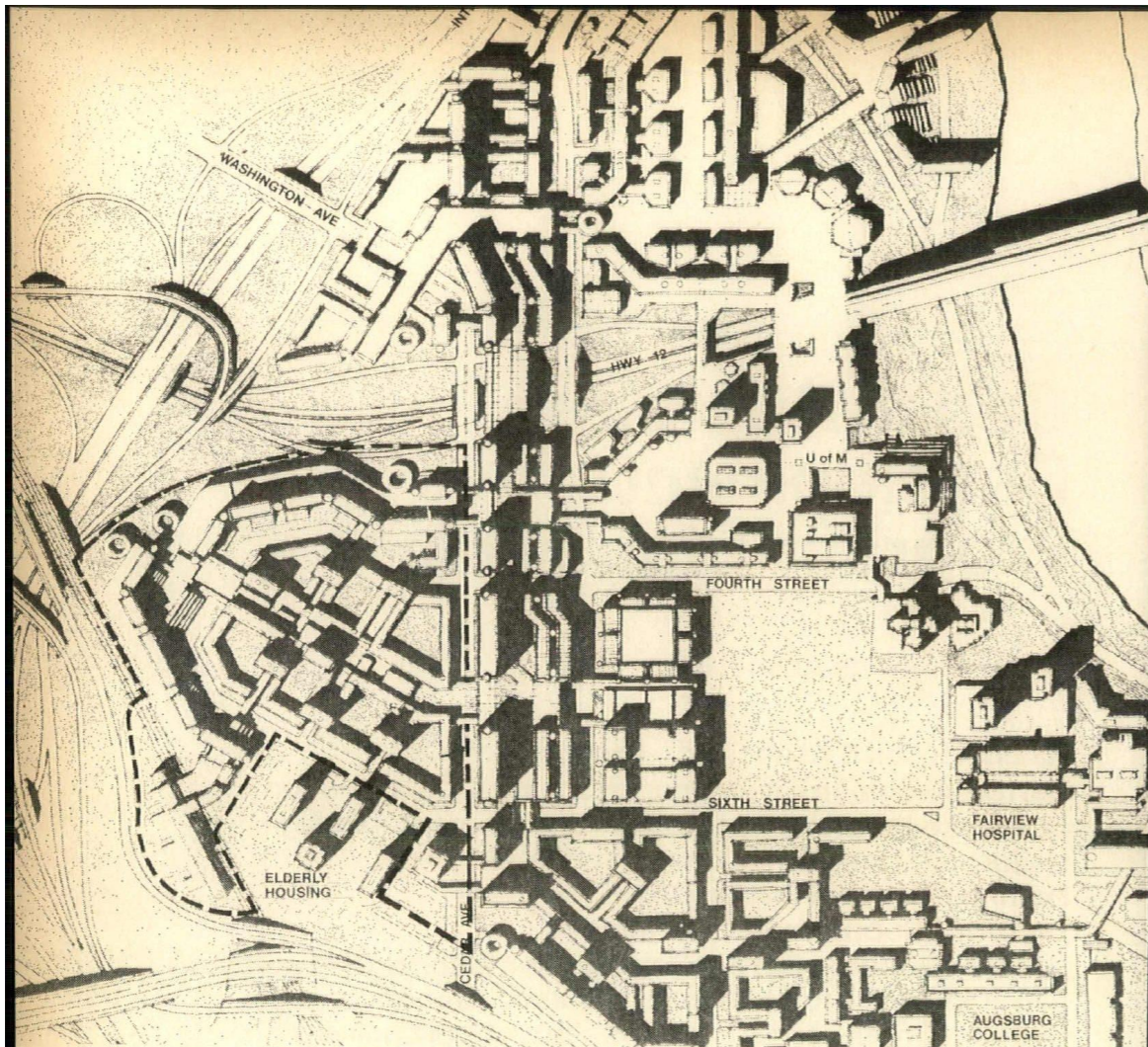
ST. REGIS HOTEL - LOUIS XVI ROOM  
SEPTEMBER 26th, 1967 - 12:15 p.m.

<p><u>AS-DEVELOPERS</u></p> <p>✓ George A. Fuller Company William Lawson, President</p> <p>✓ Gulf Reston Robert Simon, Chairman</p> <p>Warren T. Lindquist, Associate of David Rockefeller Rockefeller Family &amp; Associates</p> <p>Levitt &amp; Sons, Inc. ✓ Norman Young, Senior Vice President Richard Wasserman, Executive Vice Pres.</p> <p>The Rouse Company James Rouse, President</p> <p>Valencia Homes ✓ Donald Bren, President</p> <p><u>COMMUNICATIONS</u></p> <p>American Home Magazine ✓ Alan Borg, Building Editor</p> <p>Architectural Forum ✓ Peter Blake, Editor</p> <p>Architectural Record ✓ Jeanne Davern, Managing Editor</p> <p>Business Week Jack Patterson, Cities Editor ✓ Resa King, Staff Writer</p> <p>C.B.S. - T.V. ✓ Gordon Hyatt, Producer of Housing Documentaries</p> <p>Fortune Magazine Edmund Faltermayer ✓ Philip Herrera, Associate Editor ✓ Walter McQuade, Associate Editor, member N.Y. City Planning Commission</p>	<p>Life Magazine ✓ Eleanor Graves, Modern Living Editor</p> <p>Look Magazine ✓ John Peter, Housing Editor</p> <p>Newsweek Magazine ✓ Ainslie Dinwiddie, Assistant Editor Harry Water, Leisure &amp; Life Editor</p> <p>New York Times ✓ Ada Louise Huxtable, Architectural Critic</p> <p>New Yorker Magazine ✓ Brendan Gill ✓ Anthony Bailey</p> <p>Progressive Architecture ✓ Edward Carpenter, Associate Editor</p> <p>Reader's Digest ✓ Wolfgang Langewiesche, Roving Editor</p> <p>Saturday Evening Post Robert Bird, Senior Editor</p> <p>Time Magazine ✓ Gurney Breckenfeld, Associate Editor ✓ Cranston Jones, Editor, Modern Living and Art</p> <p><u>DESIGN PROFESSION</u></p> <p>William Conklin Whittlesey, Conklin &amp; Rossant</p> <p>✓ Howard Grad Frank Grad &amp; Sons</p> <p>L. Garth Huxtable L. Garth Huxtable Industrial Design</p>	<p>Charles Abrams, Chairman Division of Urban Planning Columbia University</p> <p>Donald Elliott, Chairman N. Y. City Planning Commission</p> <p>William Drewry, Vice President Southern California Edison Company</p> <p>William H. Johnstone, Director ✓ H. L. Boileau, Administrative Assistant ✓ F. C. Rabold, Assistant to the President ✓ W. A. Humphries, Manager Real Estate Bethlehem Steel Corporation</p> <p>✓ Paul Jones, President American Carpet Institute</p> <p>John Kubach, Vice President Bankers Trust</p> <p>Alan Lindsey, President Sierra Pacific Properties</p> <p>Donald B. McCammond Vice President Reynolds Metal Company</p> <p>✓ Lawrence E. Reiner, Vice President Real Estate Equitable Life Assurance Company</p> <p>✓ William Taylor, Jr., Director Area Development Department Philadelphia Electric Company</p> <p>✓ William H. Whyte American Conservation Association</p> <p>✓ Allen MacKenzie, Vice President U. S. Plywood-Champion Papers Inc.</p> <p>✓ James Crosby, Chairman Mary Carter Paint Company</p> <p>✓ Daniel Ritchie, Financial Vice President of MCA and President Columbia Savings &amp; Loan of Denver</p> <p>S. E. Sweet, Director Commercial &amp; Residential Product Whirlpool Corporation</p> <p>Felix Hughes, Vice President PPG Industries</p> <p><i>definitely accepted</i></p>
---	--	--

UGMA / Box 504.2, Simon (Tapiola), PCA. Mail from Hubbard H. Cobb to Robert E. Simon, August 18, 1966

# PART II / Heikki von Hertzen's Encounter with America: A Fruitful and Diverse Relationship

AIAMN-1970-03-04



# CR

## Cedar-Riverside Development Program-Stage One

Cedar-Riverside Assoc. Inc.

Ralph Rapson & Assoc. Inc. Project Architect  
Barton-Aschman Assoc. Inc. Planning & Coordination  
Lawrence Halprin & Assoc. Inc. Environmental Design  
**Heikki von Hertzen Community Development**  
Hammer-Green-Siler Assoc. Economics  
Dr. David Cooperman Sociology  
Bor-Son Building Corp. Construction Planning & Programming  
Gingold-Pink Architecture Inc. Assoc. Architects  
Crosier, Greenberg & Partners Structural Engineering  
Michaud, Cooley, Hallberg, Erickson Energy & Mechanical Systems

# PART III / The relationship between the three founders of new towns: Mutual visits and development of correspondence

August 11, 1966

August 10, 1966

Mr. William Conklin  
Whittlesey, Conklin and Rossant  
31 Union Square  
New York 3, N. Y.  
Washington, D. C.

Dear Bill:

The Eastern Seaboard of the United States is certainly getting excited over the arrival of Heikki Von Hertzsen, and I assume there will be New York functions at which you and Jim Rossant will be meeting him.

I am planning a dinner party for Mr. and Mrs. Von Hertzsen on Wednesday evening, September 7, at the Bowman House. If you and Jim would care to make the trip all the way down here, you would be more than welcome.

I will confirm the date as soon as we have an acceptance from the Von Hertzsen's, at which time you can let me know whether you can come.

Sincerely,  
Robert E. Simon, Jr.

RES, Jr./eck

August 10, 1966

Mr. Hugh N. Jacobsen  
2735 - P Street, N. W.  
Washington, D. C.

Dear Hugh:

I am hoping that you are free for Wednesday evening, September 7, and if so, will hold it open.

I have invited Mr. and Mrs. Heikki Von Hertzsen--he is Managing Director of Housing Foundation Asuntosaatio and the builder of Tapiola--to dinner at the Bowman House to meet the architects and planners of Reston.

I hope that you and Mrs. Jacobsen will be able to come. We will confirm the date when we hear from the Von Hertzsen's.

Sincerely,  
Robert E. Simon, Jr.

RES, Jr./eck

DIRECTOR OF TAPIOLA

Heikki von Hertzsen  
Tapiola  
Finland

Write letter

August 9, 1966

Mr. and Mrs. Heikki Von Hertzsen  
Housing Foundation Asuntosaatio  
Tapiola  
Finland

Dear Mr. and Mrs. Von Hertzsen:

I have been hearing a great deal about the preparations that are being made in considerable excitement for your coming visit to the United States. I know you will have a very busy schedule, and I am writing you now to see if you can include at least one, and hopefully two, occasions in Reston.

I should like very much to have you come to dinner on Wednesday evening, September 7, at our guest house in Reston to meet some of the architects and planners who have been active in our development.

I should also like to invite you, if you have the time, to come to Reston late Sunday evening to see one of my favorite sights--a Sunday evening's entertainment on the Plaza. On Sunday, September 4, the Dave Rosenberg Folk Dancers will perform at 7:30 p.m. Unfortunately I shall not be there, but if you decide to come, you will be heartily welcomed by members of my staff, and will see our citizens in action.

I look forward to seeing you several times during your visit.

Sincerely yours,  
Robert E. Simon, Jr.

RES, Jr./eck

August 10, 1966

Mr. William Conklin  
Whittlesey, Conklin and Rossant  
31 Mrs. Chloethiel Woodard Smith  
1056 Jefferson Street, N. W.  
Washington, D. C. 20007

Dear Bill:

The Eastern Seaboard of the United States is certainly getting excited. I am hoping that you are free for Wednesday evening, September 7, and if so, will hold it open.

I have invited Mr. and Mrs. Heikki Von Hertzsen--he is Managing Director of Housing Foundation Asuntosaatio and the builder of Tapiola--to dinner at the Bowman House to meet the architects and planners of Reston.

I hope that you and Bromley will be able to come. We will confirm the date when we hear from Mr. and Mrs. Von Hertzsen, at which time you can let me know whether you can come.

Sincerely,  
Robert E. Simon, Jr.

RES, Jr./eck

August 10, 1966

Mr. Charles M. Goodman  
814 - 18th Street, N. W.  
Washington, D. C.

Dear Chuck:

I am hoping that you are free for Wednesday evening, September 7, and if so, will hold it open.

I have invited Mr. and Mrs. Heikki Von Hertzsen--he is Managing Director of Housing Foundation Asuntosaatio and the builder of Tapiola--to dinner at the Bowman House to meet the architects and planners of Reston.

I hope that you and Mrs. Goodman will be able to come. We will confirm the date when we hear from Mr. and Mrs. Von Hertzsen.

Sincerely,  
Robert E. Simon, Jr.

RES, Jr./eck

August 10, 1966

Mr. Charles M. Goodman  
814 - 18th Street, N. W.  
Washington, D. C.

Dear Chuck:

I am hoping that you are free for Wednesday evening, September 7, and if so, will hold it open.

I have invited Mr. and Mrs. Heikki Von Hertzsen--he is Managing Director of Housing Foundation Asuntosaatio and the builder of Tapiola--to dinner at the Bowman House to meet the architects and planners of Reston.

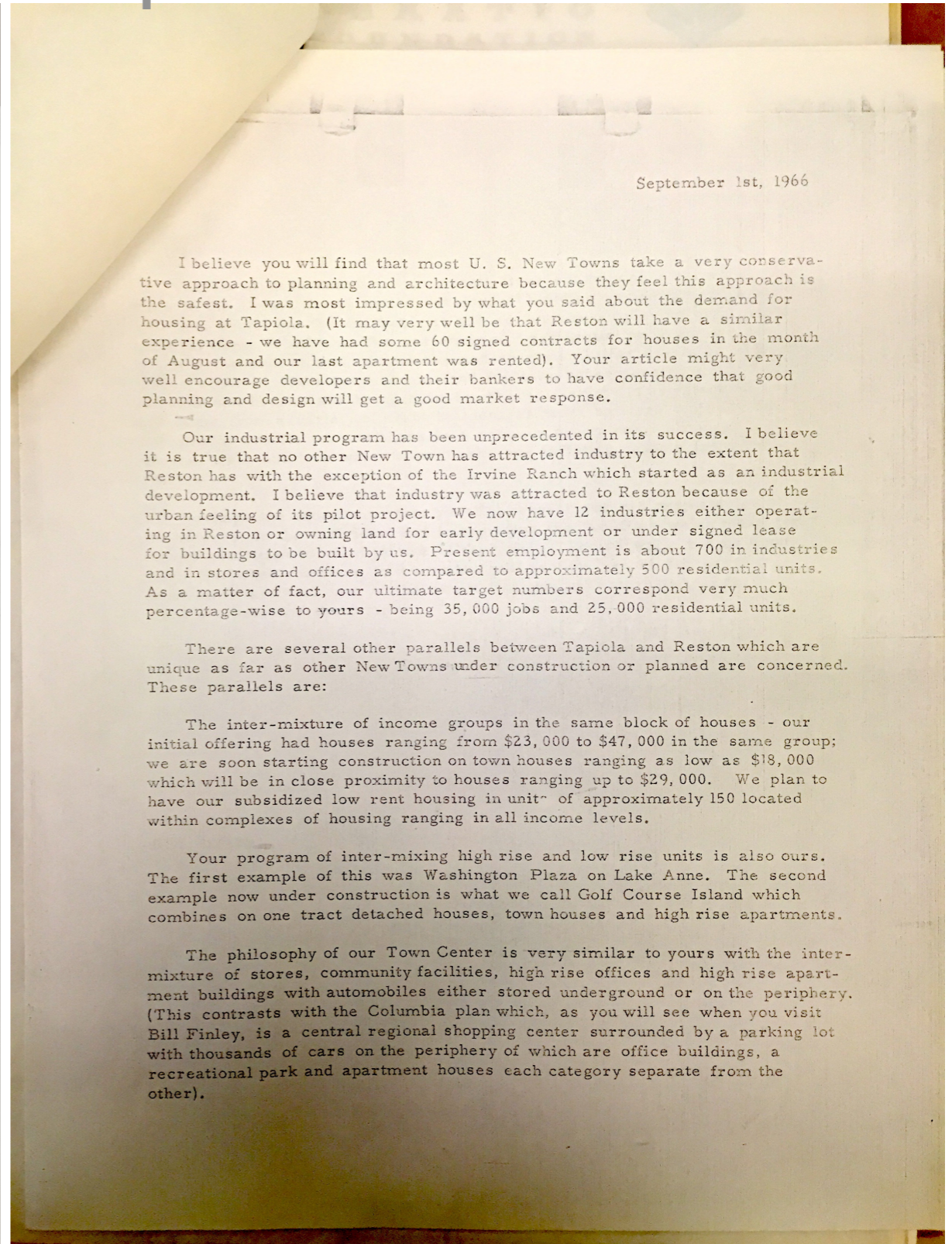
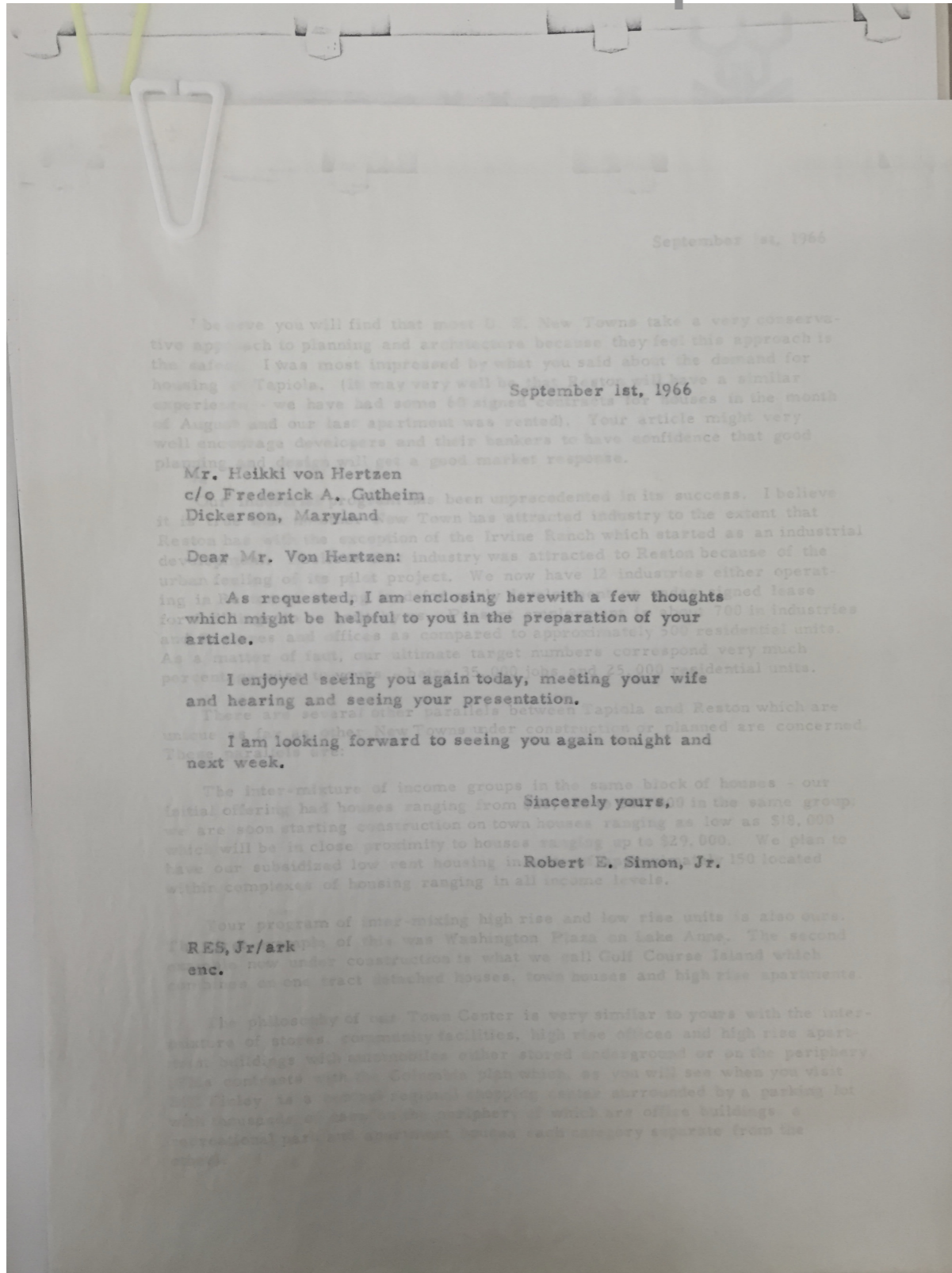
I hope that you and Mrs. Goodman will be able to come. We will confirm the date when we hear from Mr. and Mrs. Von Hertzsen.

Sincerely,  
Robert E. Simon, Jr.

RES, Jr./eck

UGMA / Robert E. Simon Archives / Dinner invitation letters to Heikki von Hertzsen, Charles Goodman, Hugh N. Jacobsen, Chloethiel Woodard Smith and William Conklin...August 1966.

# PART III / The relationship between the three founders of new towns: Mutual visits and development of correspondence



UGM / Robert E. Simon / Correspondence between Robert E. Simon and Heikki von Hertzen, September 1, 1966 (Frederick Gutheim in copy)

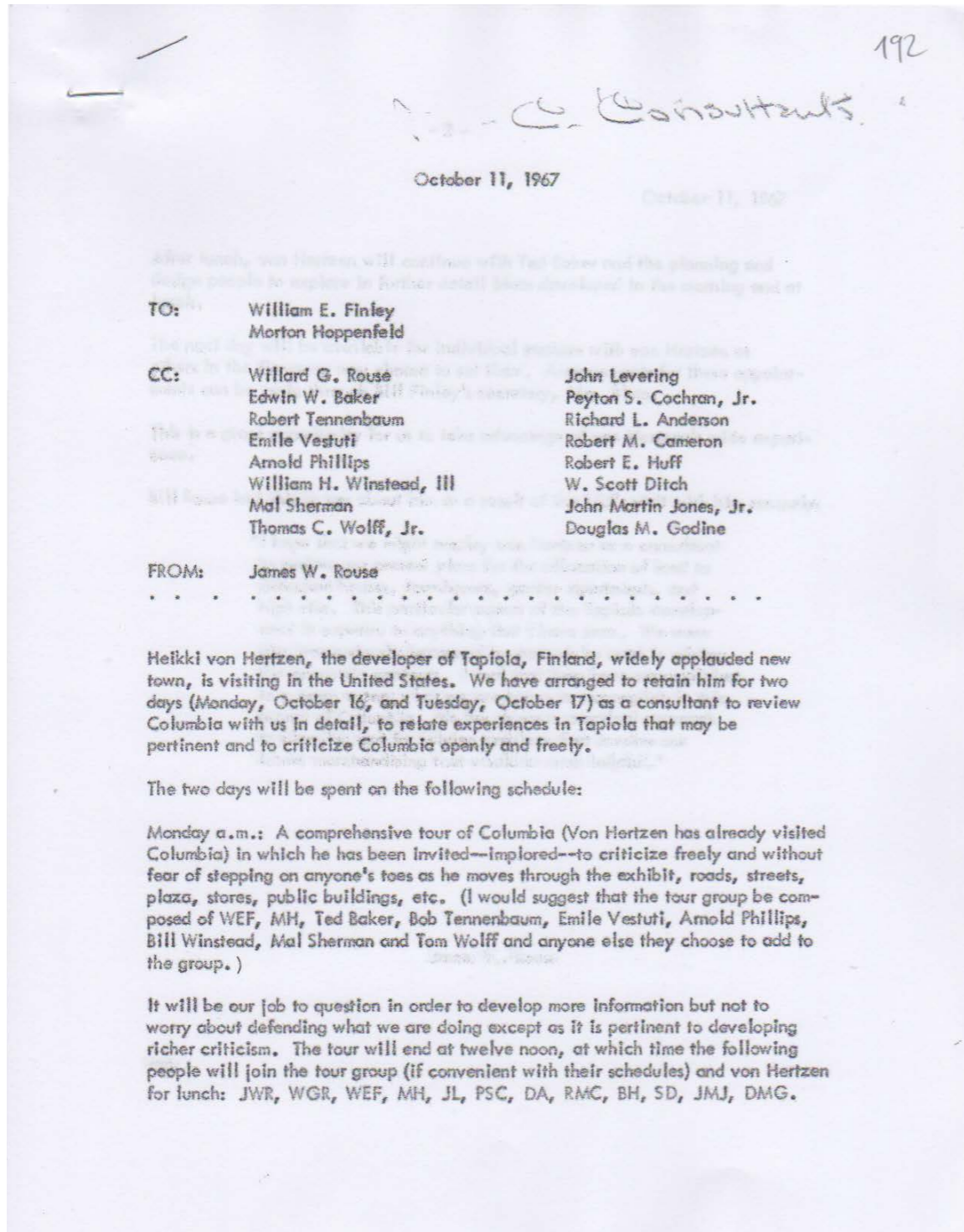


# PART III / The relationship between the three founders of new towns: Mutual visits and development of correspondence



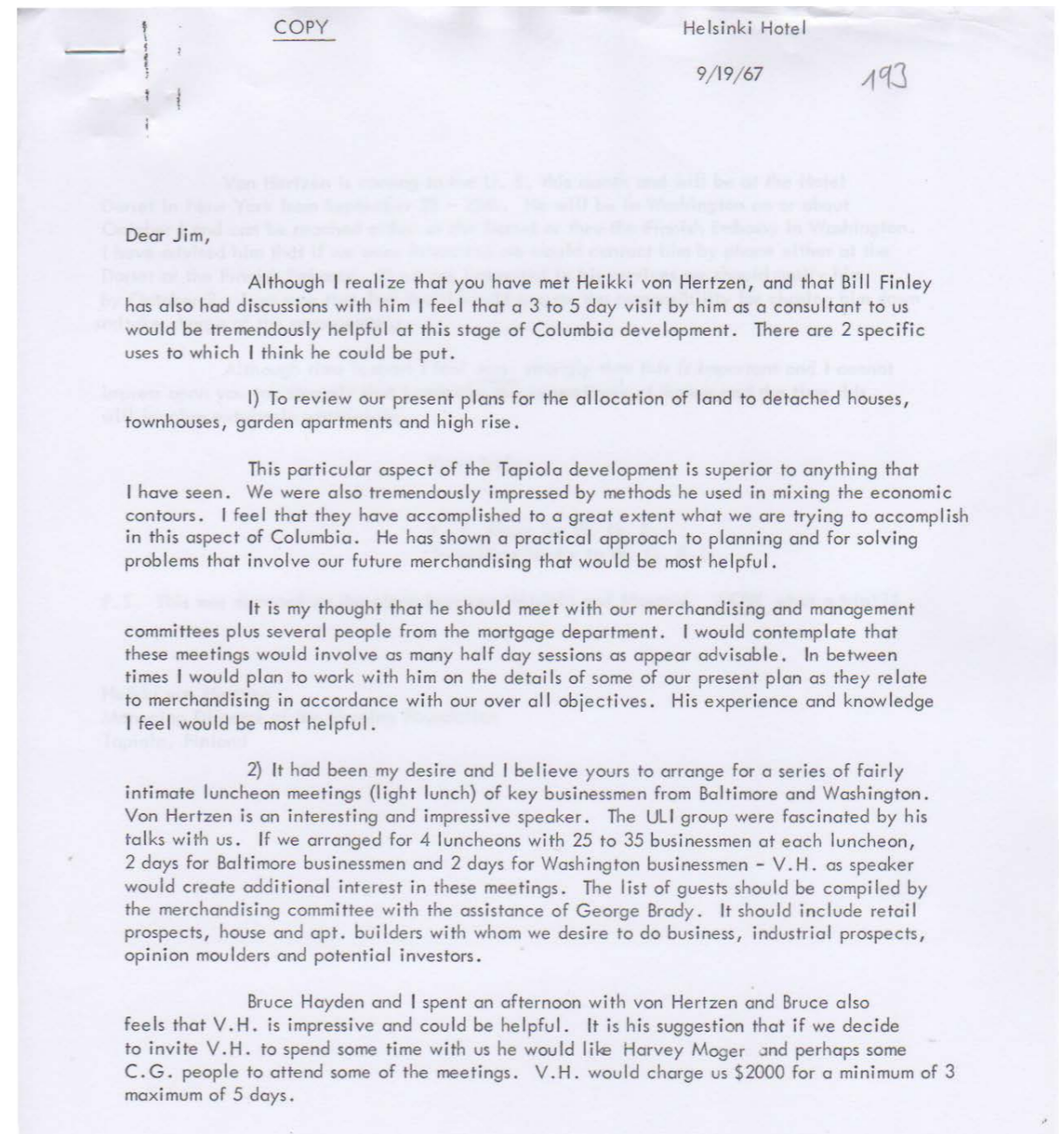
UGMA / Reston Land Corp, Reston — Publications, PCA, 15,4. / Peter, John; Maroon, Fred J. (Photographer), A Billion-Dollar Bet on a New Way to Live, *Look*, 30 novembre 1965, 52-57pp.

# PART III / The relationship between the three founders of new towns: Mutual visits and development of correspondence

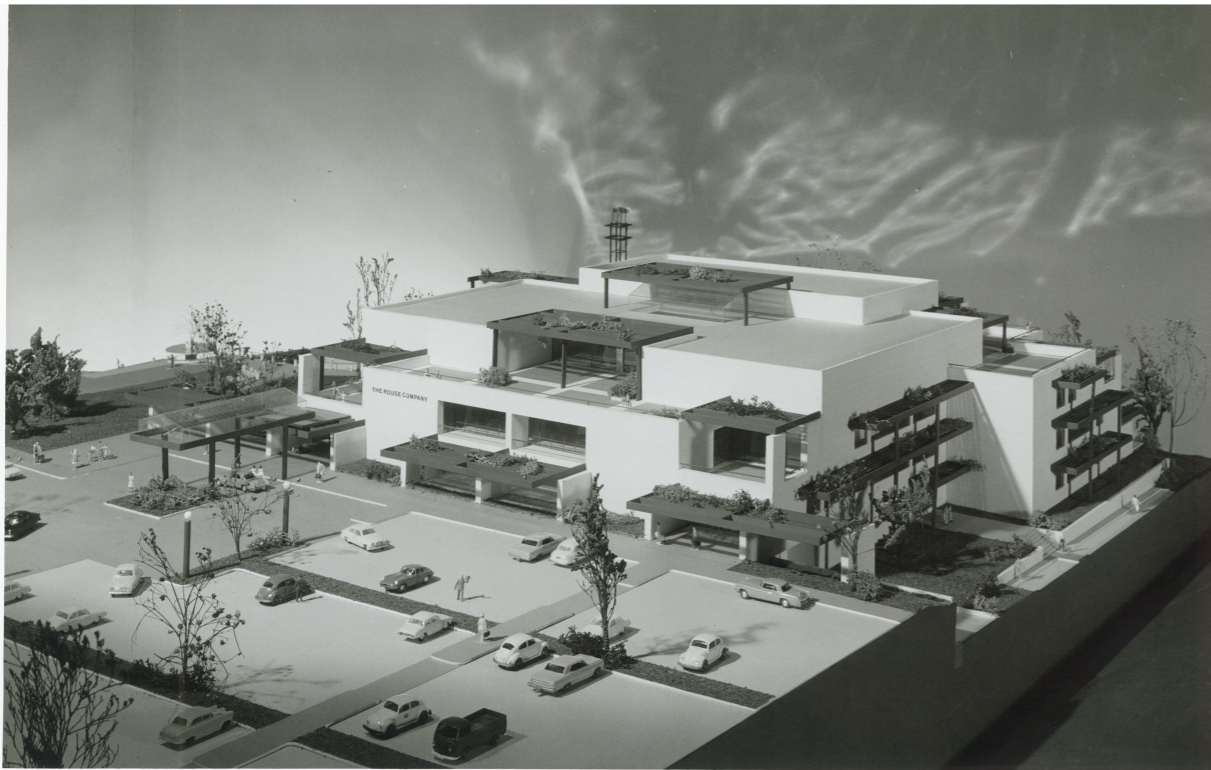


CCA / Mail from James Rouse to William E. Finley, Morton Hoppenfeld, Heikki von Hertzen for Columbia Consultant, October 11, 1967.

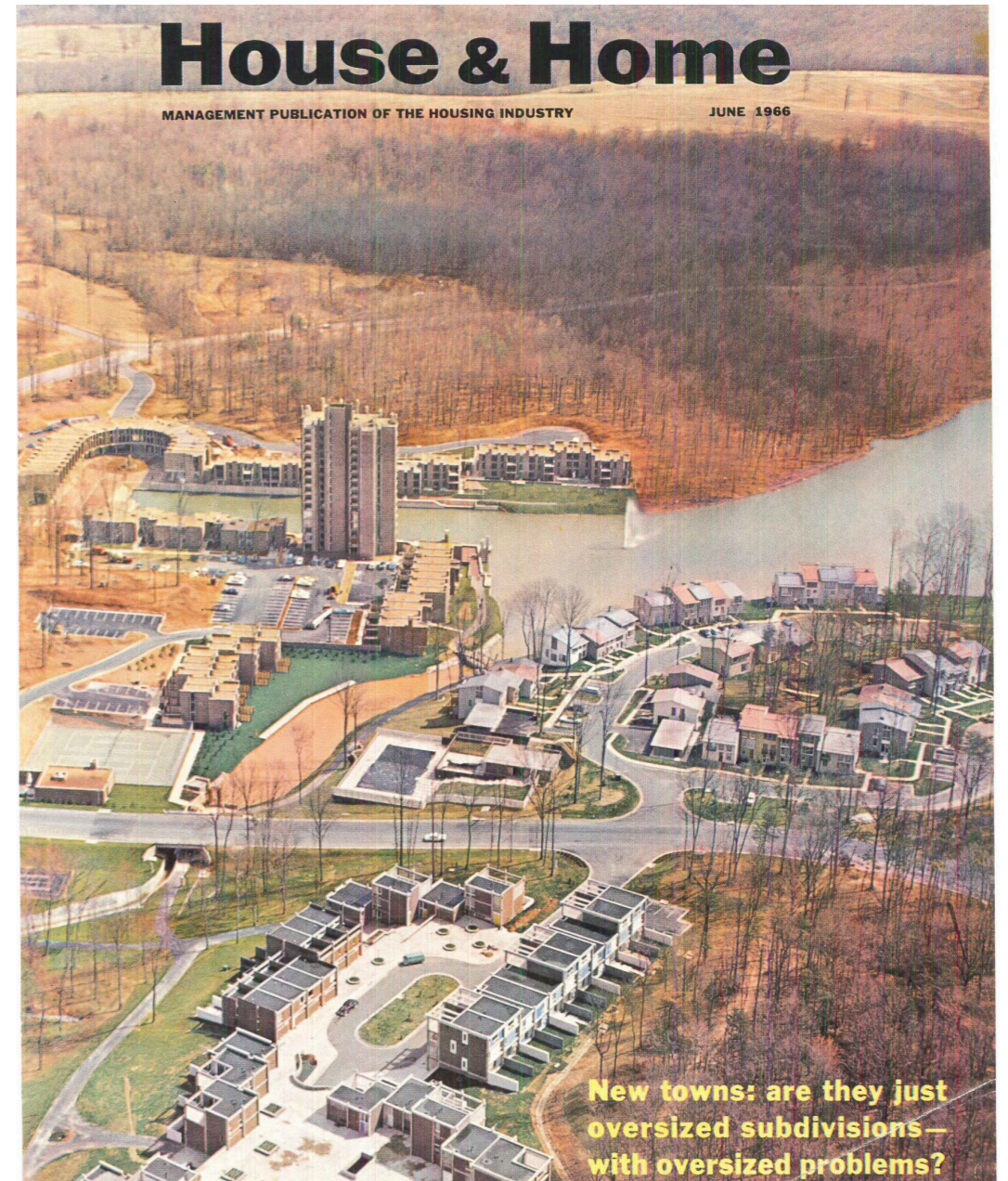
CCA / Mail from Willard Rouse to James Rouse, Heikki von Hertzen for Columbia Consultant, September 19, 1967.



# PART III / The relationship between the three founders of new towns: Mutual visits and development of correspondence



TRC Headquarters - Columbia 1970-1973 /  
model photograph (photographer unknown) -  
Architect Franck Gehry et O. Malley Associates.  
CAA - S 1.5 TRC - Headquarters for TRC [:  
Reports, Blueprints, Pictures], Box 32, Folder 3.



*House & Home*, June 1966 / Reston  
Lake Anne Center : Conklin & Rossant, Hickory  
Cluster by Charles Goodman



Tidesfall Town houses by architect Hugh Newell  
Jacobsen for Wilde Lake Village (Columbia) /  
*Architectural Record*, May 1971, p.92-93

# CONCLUSION

CCA / Mail Newsletter : The Finnish American Chamber of Commerce : « Heikki von Hertzen and his Tapiola Garden City » 1967

Regional Plan Association (New York)  
National Capital Planning Commission (Washington DC)

THE FINNISH AMERICAN CHAMBER OF COMMERCE **Newsletter** No. 6

Heikki von Hertzen has been a memorable and inspiring experience. Helsinki stands today where New York stood about 75 years ago when New York expanded into its environs. Business practices...



Heikki von Hertzen and his Tapiola Garden City See page 4

1917 - 1967 Independent Finland

167

CHICAGO SUN-TIMES, Sun., Dec. 21, 1969



Two aspects of Tapiola: apartment houses with the Gulf of Finland in the background and a private home set among birches.

167

A city just outside Helsinki, Finland, may hold valuable lessons for the development of future American suburbs. Here Susan Jacoby of the Washington Post reports on Tapiola, a triumph of community planning.

## This Helsinki suburb a model for the U.S.

By Susan Jacoby

HELSINKI, Finland — Ten minutes by bus from Finland's rapidly growing capital, a thriving "new city" of more than 16,000 has avoided most of the pitfalls of American suburban development.

Tapiola, named for the kingdom of the ancient Finnish god of the forests, is no longer an experiment. Now more than 15 years old, it has proven what the builders of Reston, Va., and Columbia, Md., are trying to prove in the Washington area — that a planned community works better than the typical harum-scarum American suburbs.

There are several obvious contrasts between Tapiola and the ordinary American suburb:

- Its population is drawn from more diverse economic and social groups. Housing in Tapiola ranges from co-operative apartments for under \$900 to houses worth more than \$100,000.
- Careful planning has made Tapiola more attractive. Special attention was paid to the preservation of trees, so that the entire town has a wooded appearance despite the presence of apartment and office buildings.
- There is excellent public transportation. Buses go back and forth to Helsinki every 10 minutes, beginning at 5 a.m. and ending at 2:30 a.m.
- By American standards, the level of community services is high, including schools within walking distance of nearly every home and centers where mothers can leave their children for several hours of supervised play each day.

TAPIOLA WAS, IN MANY RESPECTS, the creation of one man — a lawyer-banker-businessman-city planner-public relations wizard named Heikki Von Hertzen.

The private foundation that Von Hertzen put together in 1951 to build Tapiola included progressive, socially conscious groups within the Finnish "power structure."

One of the first decisions was that 80 per cent of Tapiola's housing would be government-subsidized. Such "social" housing in Finland is not the equivalent of public housing in the United States. It means that the government lends the purchaser about 25 per cent.

The houses cannot be sold for profit on the open market. If a resident wants to move out, the government returns all of his payments. Social housing guaranteed that Tapiola would not turn into a town only for the wealthy.

Reston, a "new town" in Fairfax County, Va., is reminiscent of Tapiola in its architecture but has not succeeded as well in mixing economic groups. The cheapest house in Reston now sells for \$23,250, largely ruling out all but white-collar professionals.

Columbia, in Howard County, Md., has done a better job of providing lower-middle-income housing. The cheapest house sells for \$22,900.

IN TAPIOLA, ABOUT 45 PER CENT of the residents are blue-collar and 55 per cent white-collar workers. It has no poor residents comparable to the black poor in the United States. And it presents a sharp contrast to American suburbs, where lower-middle class neighborhoods are often as effectively segregated from rich areas as the suburbs as a whole are from the inner city.

Economic groups do not provide the only diversity at Tapiola. There are special studio houses for artists and apartments for the handicapped. Some apartments for the elderly and for students are also planned, although the housing foundation will not allow Tapiola's population to grow much larger than it is now.

"I think in America, the neighborhood is more of a status symbol than here," says Von Hertzen. "There is, I know, the idea that a man who can afford a very expensive house does not want to live next door to a cheaper one. Nevertheless, I think these feelings can be changed when an entire community is well designed."

Except for a few extremely expensive houses and the cheapest state-subsidized apartments, it is difficult to tell which houses in Tapiola are government-subsidized. Throughout the town, small three- and four-story apartment buildings have been alternated with houses to prevent monotonous concentrations.

TAPIOLA IS EXTREMELY PLEASANT to the eye despite the fact that every house is a shining architectural example. The 600-acre town on the Gulf of Finland is divided into three neighborhoods connected with a city center by walks and bus routes. There are only a few through-traffic streets; people with cars can drive up to their homes, but they must usually drive back the way they came to get out of Tapiola. Most of the roads are winding, following the gentle natural curves of the land. The woods, mainly birches and evergreens,

have been preserved wherever possible. "It is written into our contracts that the construction company must pay us so much money for each tree that is unnecessarily destroyed," said Von Hertzen.

The result is worth the effort. Even the cheapest state-subsidized housing, somewhat standard and monotonous in appearance, looks a great deal better among trees than it would otherwise.

Light industrial and business areas are also improved. One printing plant is constructed so that pressmen can look out a glass wall into the woods as they work.

Housing has been laid out so that the building materials and architecture of apartment buildings harmonize with those of single-family homes. The housing on each street is designed by a separate architect so that buildings in one part of Tapiola do not look exactly like those in other parts.

The town center includes clothing and grocery stores, restaurants, a discotheque for teen-agers, a large office building, a library and an indoor swimming pool. An artificial pond is a usual focal point where children sail toy boats and throw crumbs to the ducks. And the center, like other areas of Tapiola, has supervised play yards.

The best testimony of Tapiola's success comes from the people who live there. The annual population turnover rate is only slightly over 5 per cent, and a University of Helsinki survey found that nearly two-thirds of residents polled rated Tapiola as an "exceptionally good" place to live and another 30 per cent as a "good" place.

Tapiola does have its critics and its weak points, however. Critics say Tapiola is not truly a city because most of its residents do not work there. Although there are 3,500 jobs in Tapiola now, with 3,000 more planned in the next five years, 4 out of 5 residents work in Helsinki.

WOULD A "NEW TOWN" in the United States work as well as Tapiola?

Von Hertzen, who lectures in the United States and knows most planners of American new towns, says yes.

"It is not a question of money, but of leadership and the will to do it," he says. "When we were building Tapiola, Finland was a poor country, still devastated by war. The building of Tapiola has cost about \$100,000,000 to this point. I do not think the ordinary kind of unplanned suburb for the same number of people would have cost less. That is the point — for the same money, you can have something better."

Von Hertzen agrees with American builders like James W. Rouse, builder of Columbia, Md., that it is not too late for the United States to begin new towns. Rouse has estimated that nearly half of all Americans in the year 2000 will live in houses that have not been built today, on ground that has not yet been broken.

It is possible to build new towns on limited amounts of land, Von Hertzen believes. The second town being built by the foundation is more compact than Tapiola.

"We do not believe there should be one kind of new town. That's the idea of the old planning — That every suburb should not look like every other suburb. We believe there are many desirable urban patterns," he said.

Jacoby Susan, Towns of the Future : Will Planning Give Us a better Way of life ?, Chicago Sun Times, 12 / 21 / 1969. Source : CAA

# Thank you for your attention.

A Reston, Columbia, and Tapiola resident walk into a bar.

The Reston guy boasts : "We have 4 man-made lakes ! »

The Columbia guy laughs : « Amateur! We have three times as many ! »

The Tapiola resident smirks, "We have one artificial lake. The other 1,000 are natural. »

*Time Magazine, Cities are Fun !, August 24, 1981.*

