

# DYNAMIC JYVÄSKYLÄ

English



TOP CITY IN TERMS OF APPEAL



## Strong appeal

Youthful, lively Jyväskylä is Finland's top city in terms of appeal. The city of high-level expertise set in the lap of nature provides the perfect environment for a good life. The seventh largest city is one of Finland's five most important urban areas. Jyväskylä's population is experiencing the second fastest growth in the country.

## Jyväskylä – leader in education

Jyväskylä's reputation as a city of education is beyond dispute. In Jyväskylä every third person is a schoolgoer or student, some 47 000 in all. The adult population is among the best educated in the country. The University of Jyväskylä, JAMK University of Applied Sciences, and the Air Force Academy are among Finland's most popular and prestigious institutions of higher education. The University of Jyväskylä, the country's second largest producer of master's degrees, is a scientific university of international stature. It specialises in the natural sciences, human sciences, sport and health sciences, and teacher training. The transfer of the city's upper secondary education to Jyväskylä Educational Consortium will further expand the number of study options in secondary education. In short, Jyväskylä is a city of high-quality education and lifelong self-development.

## Jyväskylä – the will to develop

Jyväskylä is known for its active and successful enterprise policy, which many regard as the best in Finland. Here you will find a diversified economic and commercial structure, a strong will to develop, and networks that function well. For those with skills and expertise, jobs are available in international companies and industry as well as the commercial and service sectors. Expertise and innovation are particularly focused on the energy technology, ubiquitous computing, nanotechnology and forest industry future branches. For companies wishing to set up in Jyväskylä a full-service package is available.

A first-class venue for big events, Jyväskylä Paviljonki is one of Finland's largest and most successful conference, congress and exhibition centres.

## Jyväskylä – the good life

Jyväskylä is an easy place to reach and settle down. The impressive city centre is

complemented by pleasant and varied rural surroundings. These together with numerous warm-spirited residential areas and villages set in fine scenery dominated by Lake Päijänne make up a unique environment in which to live, work, study and run a business. A lively urban culture, great opportunities for physical recreation, day-to-day life rendered easy, and a living environment with an emphasis on community ensures improved wellness.

Jyväskylä is also showing the way in the illumination of built-up areas. The city already has almost 50 spectacularly illuminated locations. The city's lighting – the recent recipient of a major international award – is a fundamental element of Jyväskylä's urban identity; it is energy efficient, reduces light pollution and improves safety as well as boosting residents' quality of life.

The city's pedestrian precinct, owned and enjoyed by all, has been ranked among the country's best. Rantaraitti, the path for pedestrians and cyclists that circles Lake Jyväsjärvi, is a highly popular venue for physical recreation throughout the year.

In existence for over 50 years now, Jyväskylä Arts Festival is the oldest city festival in the Nordic countries. Its rich programme is characterised by world-famous non-verbal theatre, concerts and events for the whole family. The city's broad palette of music education has served to strengthen the position of jazz and rock among others. Jyväskylä also possesses exceptionally many first-class choirs, of which the best known are Seminaarinmäen Mieslaulajat, Mieskuoro Sirkat and Vox Aurea. Of Jyväskylä's special museums mention must be made of the Alvar Aalto Museum, the Craft Museum of Finland, and the Aviation Museum of Central Finland.

Jyväskylä can boast more buildings designed by the world-famous architect Alvar Aalto than any other city in the world. Architectural competitions both national and international serve to further strengthen the modern cityscape.

Many of Finland's top athletes study and work in Jyväskylä, since the only faculty of sport and health sciences in the country is located in the city. Jyväskylä is also home to a number of important research centres in the field. Among others the city's ski jumpers, rally drivers, and local teams JYP (ice hockey), Kirittäret (women's baseball) and JJK (football) have tasted significant success in recent years. Much lauded as the best organised event in the World Rally Championship calendar, Neste Oil Rally Finland has been staged in Jyväskylä since 1950 and celebrates its 60<sup>th</sup> anniversary in 2010.





City of Jyväskylä

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## Jyväskylä in brief

- 130 000 inhabitants, 170 000 inhabitants in the region as a whole
- target of 1-2% growth in jobs and a city of 150 000 people
- celebrates its 175th birthday in 2012
- situated at the northern end of Finland's second largest lake, Päijänne, 270 km from Helsinki
- excellent transport connections, airport 20 minutes from the centre, rail/coach interchange in the very centre of the city
- compact city centre and attractive, lively suburbs
- surface area 1 171 km<sup>2</sup>, 66 km north-south and 40 km east-west, 1 500 km of lake shore
- area of water 295 km<sup>2</sup>, a third of Lake Päijänne lies within the boundaries of the city
- 70 000 households, 4 000 summer cottages
- 3 000 immigrants and persons with a foreign background
- local tax rate 19%
- an important city of education: University of Jyväskylä, JAMK University of Applied Sciences, Jyväskylä College and Air Force Academy
- highly regarded business promotion and development company, Jyväskylä Regional Development Company Jykes Ltd
- Jyväskylä Innovation Ltd tasked with boosting growth, development and competitiveness
- special expertise in papermaking, IT, energy, nano- and environmental technologies
- a few tourist tips: the Alvar Aalto Museum, City of Light tour of Jyväskylä, Nyrölä rock planetarium and Oravivuori triangulation tower, one of Finland's six points in the Struve chain and now a UNESCO world heritage site



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