

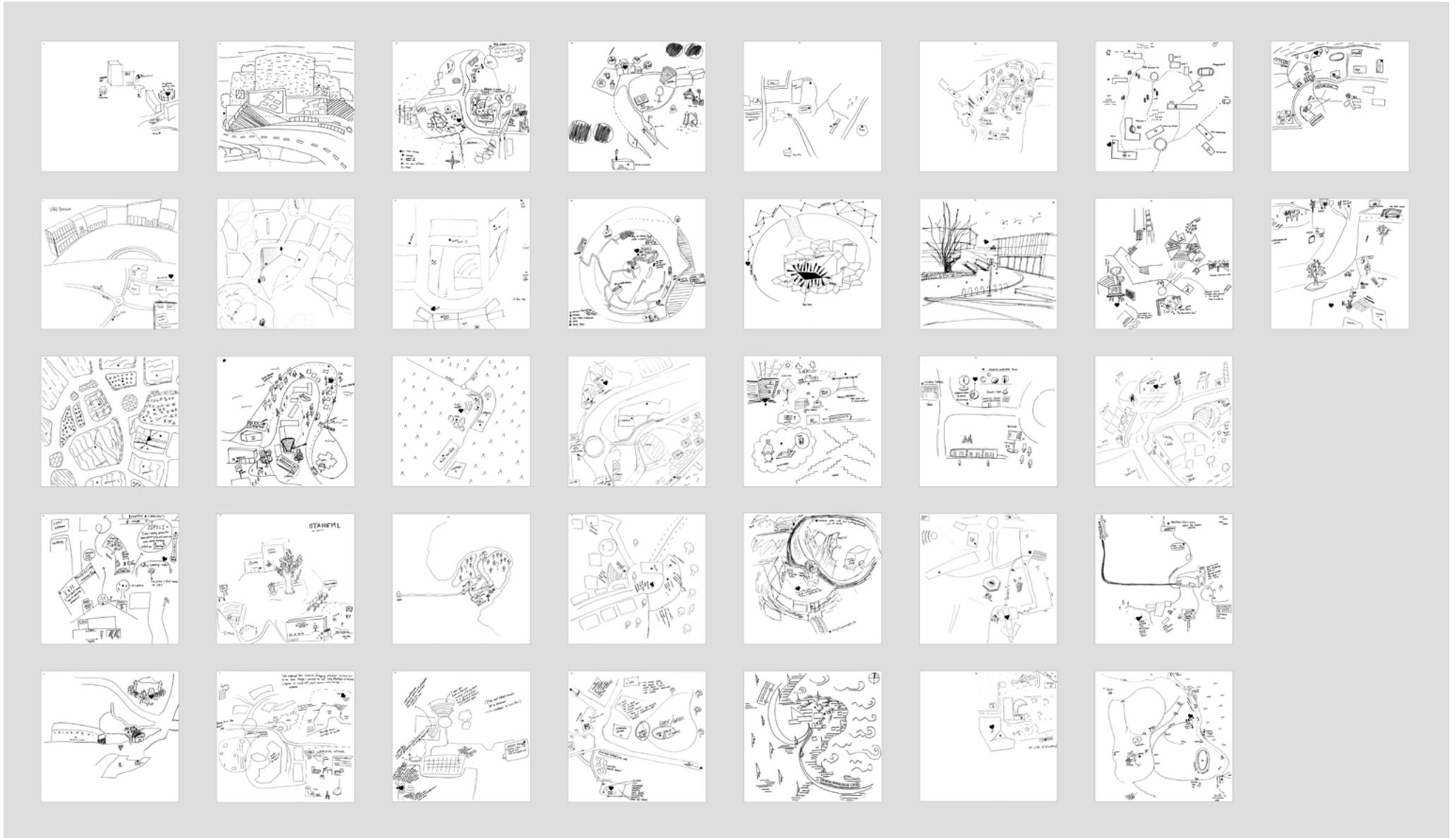
Appendix 1.

Figure 1 (full size). Three maps representing the same space: original plan, present day plan from the marketing materials and a mental map.



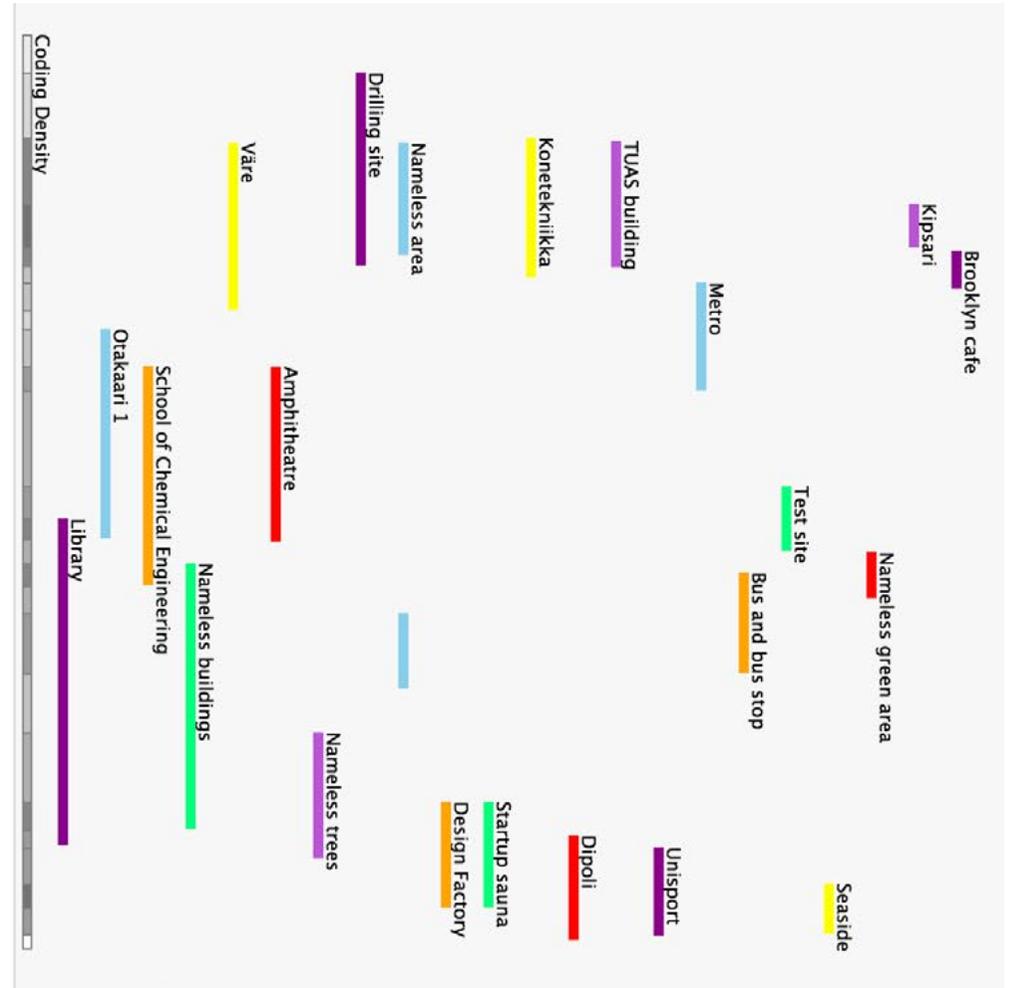
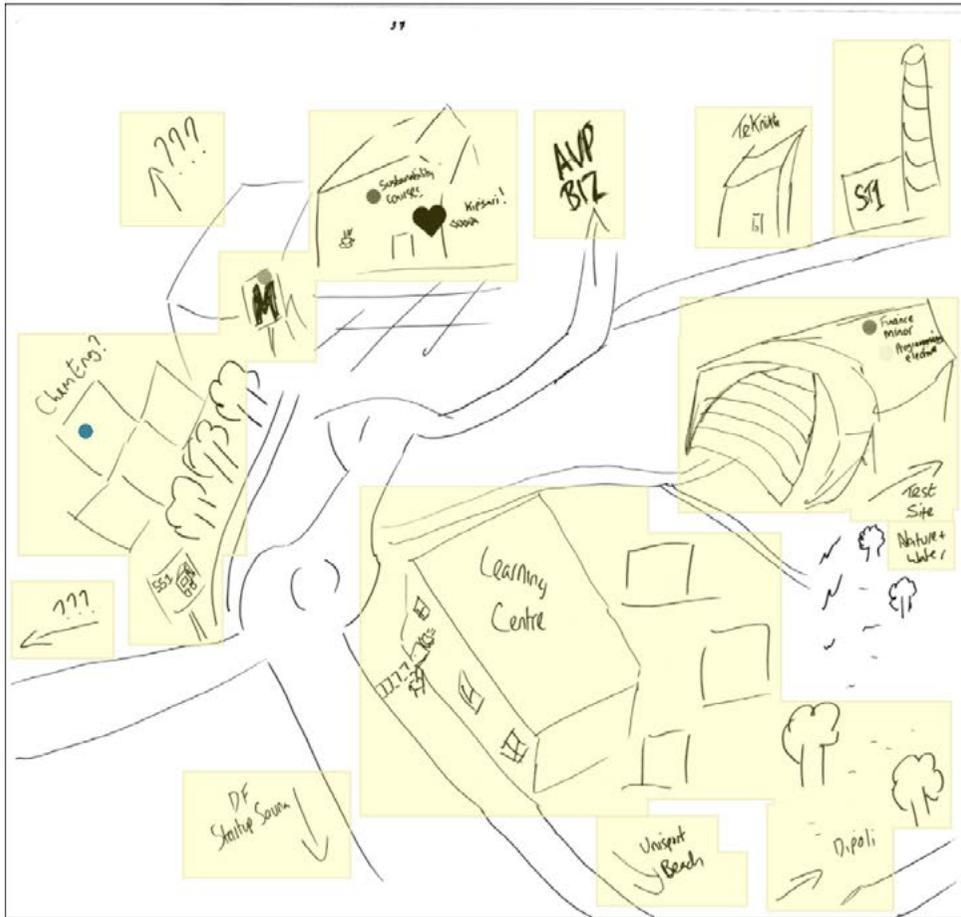
Appendix 2.

Figure 2 (full size). 37 mental images collected for this study.



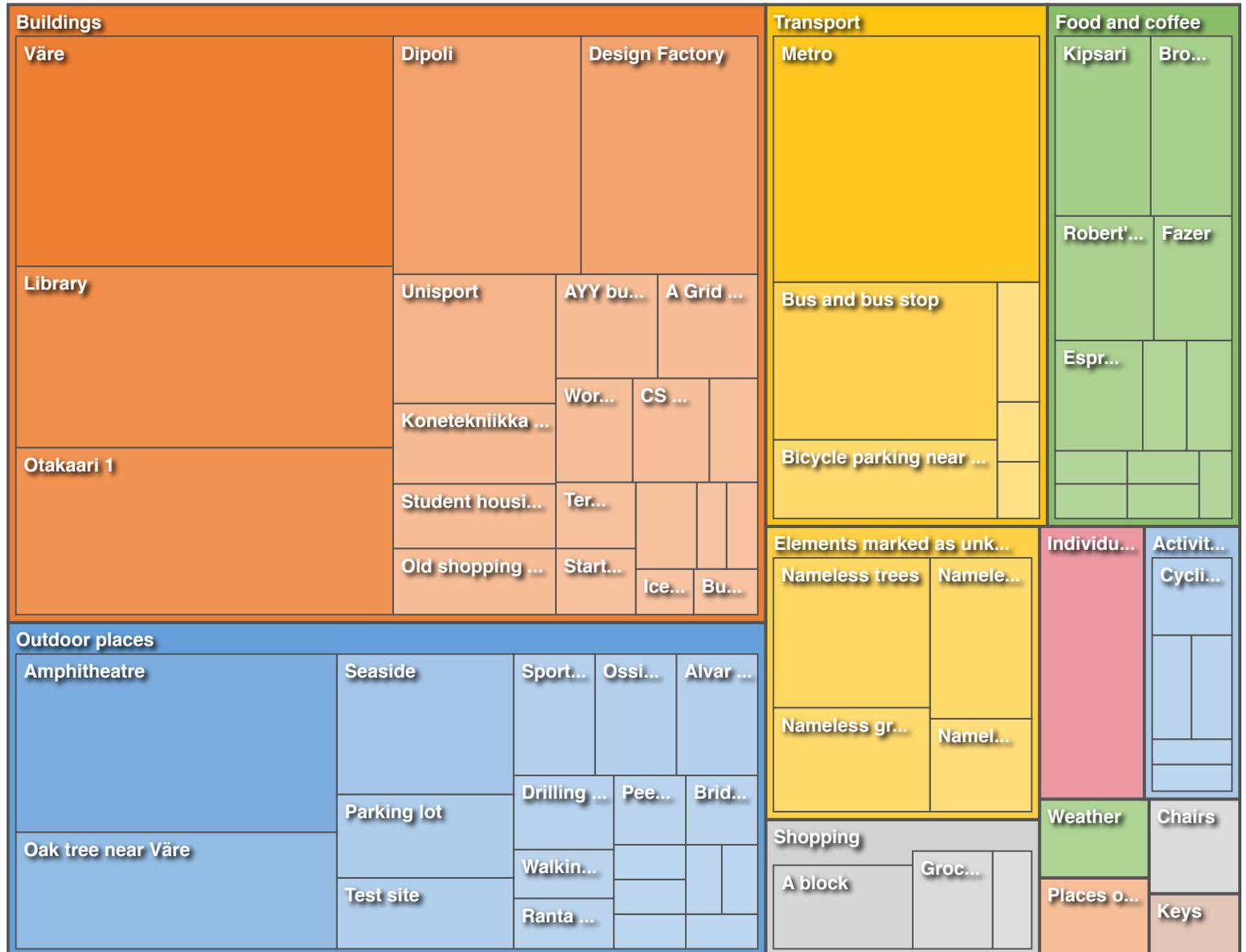
Appendix 3.

Figure 3 (full-size). An example of a coded image in Nvivo.



Appendix 4.

Figure 4 (full size). A hierarchy chart for top-level codes.



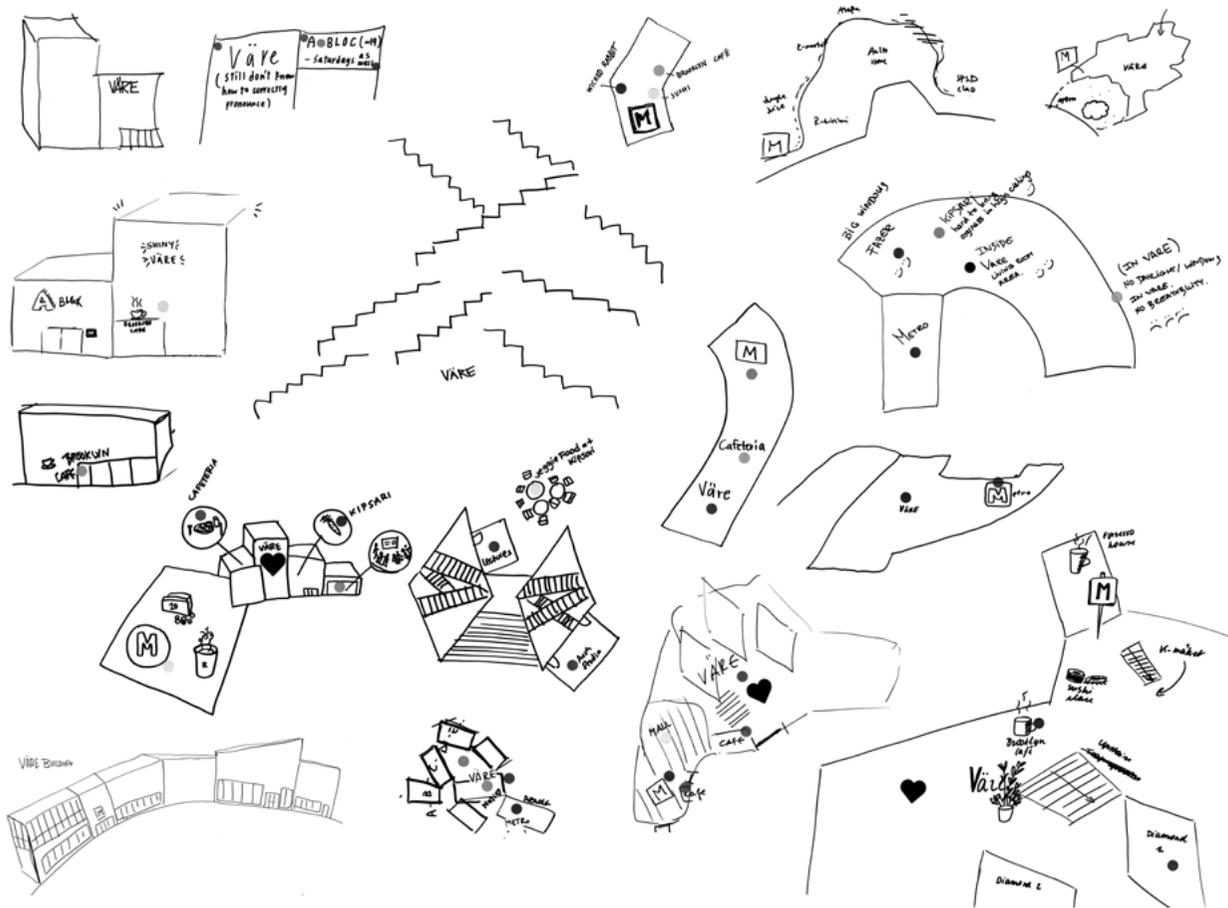
Appendix 5.

Figure 4 (full size). A hierarchy chart for top-level codes.



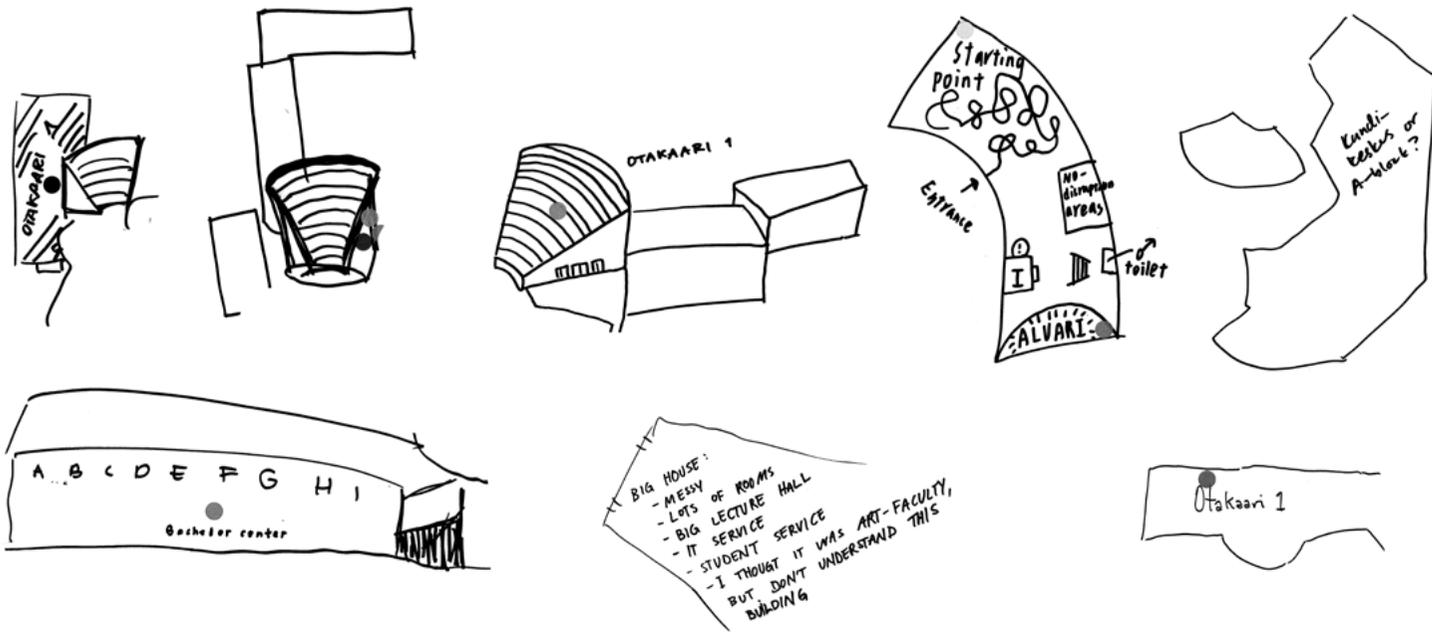
Appendix 6.

Figure 6 (full-size). Aerial image and a collage of mental representations for Väre.



Appendix 7.

Figure 7 (full-size). Aerial image and a collage of mental representations for Otakaari 1.



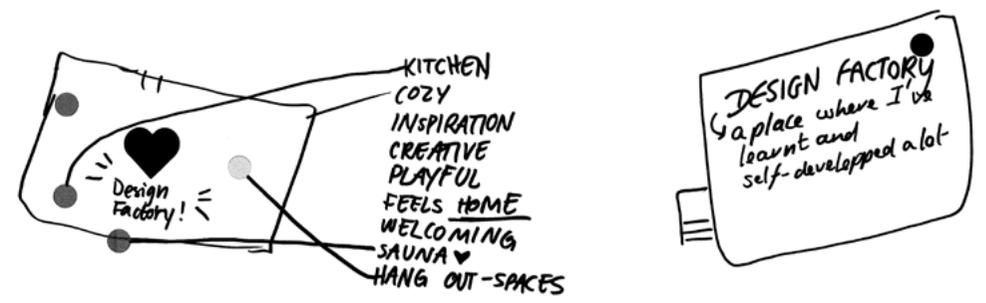
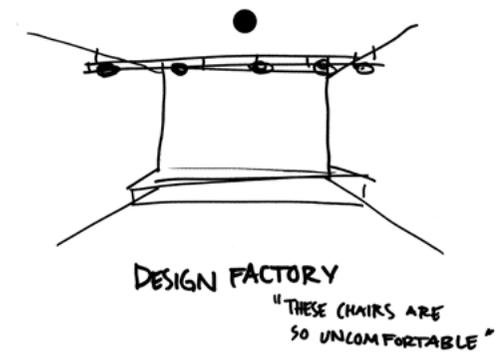
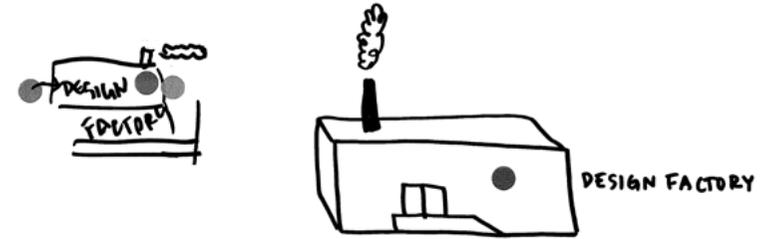
Appendix 8.

Figure 8 (full-size). Aerial image and a collage of mental representations for the library.



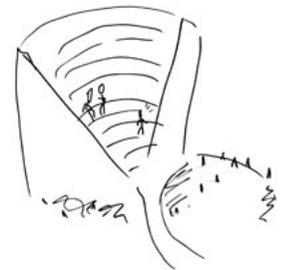
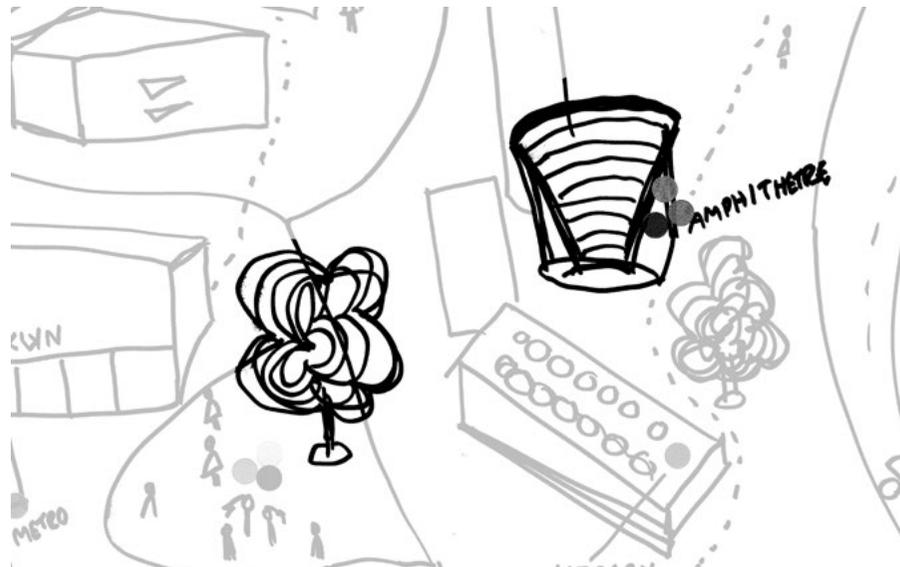
Appendix 10.

Figure 10 (full-size). Aerial image and a collage of mental representations for Design factory.



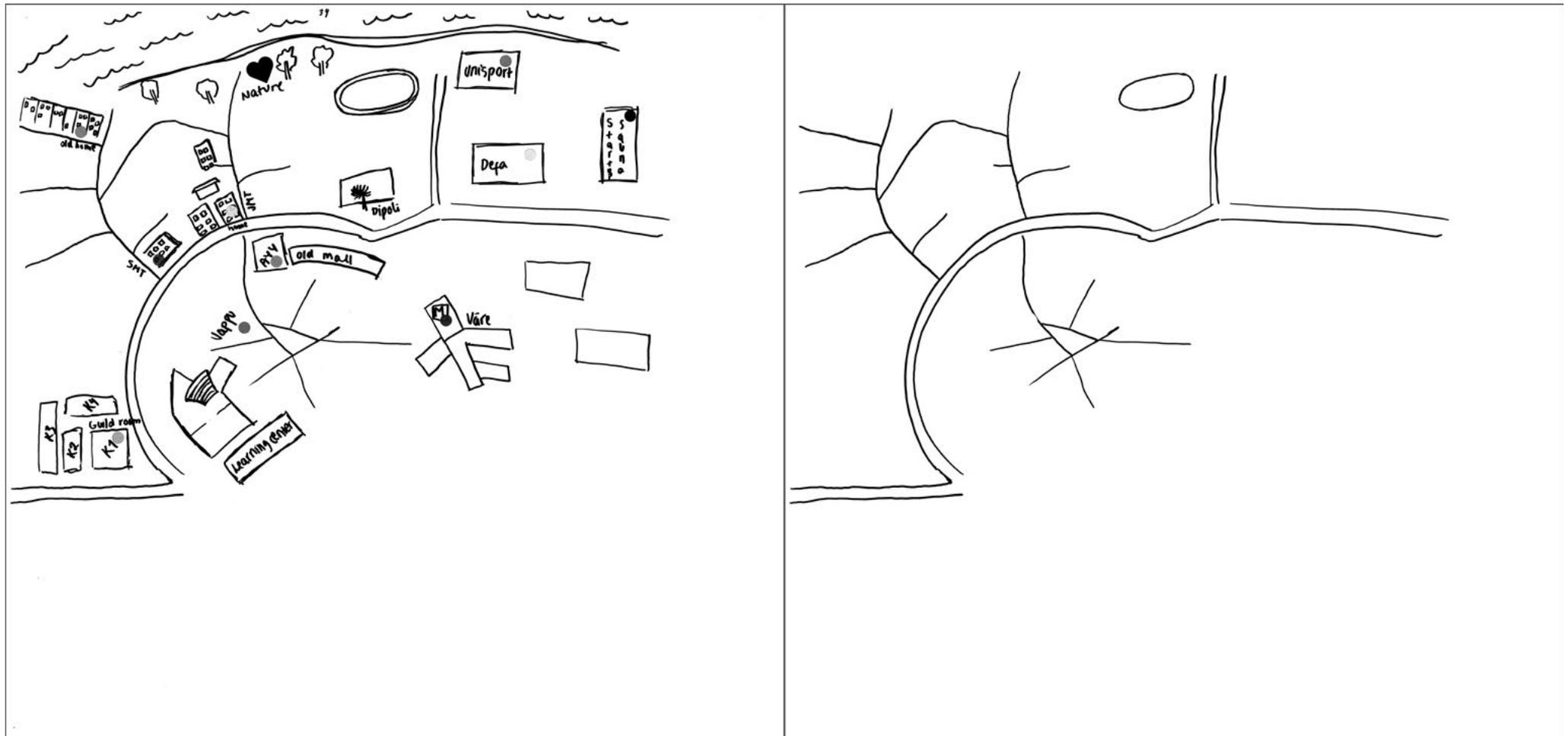
Appendix 11.

Figure 11 (full-size). The amphitheatre and a big oak tree in front one of the entrances to the Väre building.



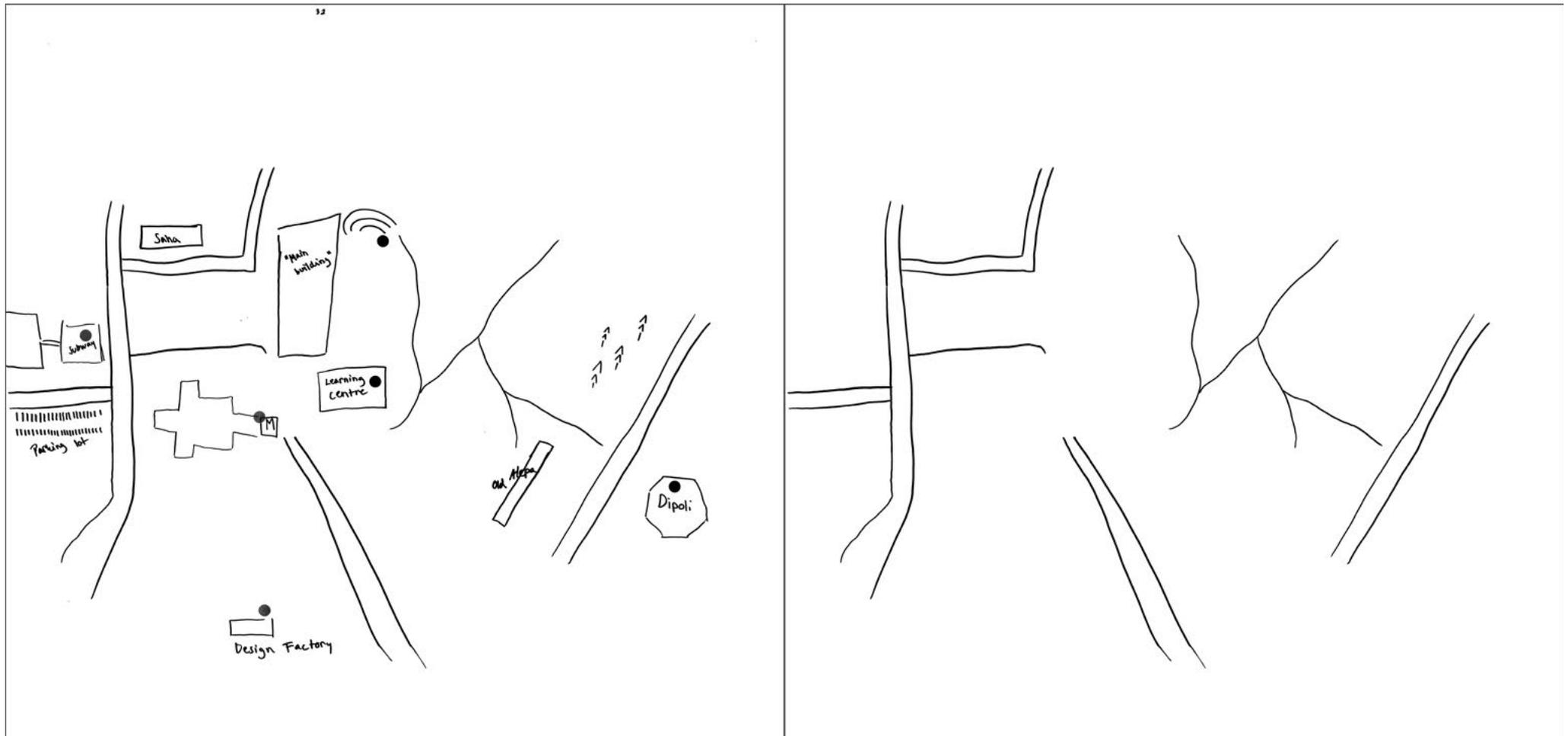
Appendix 14.

Figure 14 (full-size). Path network for another student who lives in Otaniemi (somewhat-connected path network).



Appendix 15.

Figure 15 (full-size). Path network for the student who does not live in Otaniemi (disconnected path network).



Appendix 16.

Figure 16 (full-size). Physical path network for Otaniemi.



Appendix 17.

Code book

Top category	Parent category	Child category	References
All codes			444
	Buildings		166
		Väre	33
		Library	26
		Otakaari 1	24
		Dipoli	17
		Design Factory	16
		Unisport	8
		Student housing	7
		Konetekniikka Otakaari 4	5
		AYY building	4
		Old shopping centre	4
		A Grid Otakkari 5	4
		CS building	3
		Workshops	3
		School of Chemical Engineering	2
		Startup sauna	2
		Terveystalo	2
		Täffä	2
		Built environment building	1
		Ice tank Tietotie 1	1
		Saha building	1
		TUAS building	1
	Outdoor places		90
		Amphitheatre	23
		Oak tree near Väre	15
		Seaside	10
		Parking lot	7
		Test site	6
		Alvar Aalto park	4
		Ossinlampi	4
		Sport field	4
		Drilling site	3
		Bridge	2
		Peer next to rantasauna	2
		Ranta sauna and the pier	2
		Walking path around Otaniemi	2
		A-Space	1
		Bird watching tower	1
		Garden of decaying wood	1
		Square in front of Väre	1
		Water tower	1
		Tunnel	1
	Transport		54
		Metro	26
		Bus and bus stop	17
		Bicycle parking near Väre	7
		Bicycle parking near Library	2
		City bike parking	1
		Taxi point	1
	Elements marked as unknown		40
		Nameless buildings	15
		Nameless trees	11
		Nameless green area	8
		Nameless area	6

	Food and coffee		35
		Kipsari	7
		Brooklyn cafe	6
		Robert's coffee	5
		Espresso house	4
		Fazer	4
		Konichiwa	2
		Wicked Rabbit	2
		Alvari	1
		Jungle juice	1
		Kasper	1
		Subway	1
		Valimo	1
	Individual landmarks		23
	Shopping		13
		A block	6
		Grocery shop	4
		R-kioski	2
	Activities outdoors		9
		Cycling	3
		Running	2
		Walking	2
		Vappu	1
		Yoga space	1
	Chairs		5
	Places outside of Otaniemi		4
	Weather		3
	Keys		2