

## **QR Audio Stations: “Listen to Ülemiste City” or “Sounds of Ülemiste City”**

Ülemiste City is full of stories — some speak through a robot on the street, another rings out from a software team, a third echoes between walls where world-class ideas were born. But today, hundreds and thousands of people pass by these stories... without hearing them.

The idea is to make these stories audible. **“QR Audio Stations – Listen to Ülemiste”** — or why not listen to someone’s exciting and inspiring story at the lunch table? It would be an opportunity to discover Ülemiste City’s companies, people, and ideas through audio stories, accessed via physically installed QR codes across the campus.

### **How would it work?**

Designed audio stations with QR codes — or QR code plaques — would be installed in public spots, for example on benches, information boards, next to cafés, or on building walls. Each QR code would take the listener to a 1–10 minute audio story.

For example:

How was the Starship robot born?

Why does the world need Skeleton’s supercapacitors?

What does a Helmes developer think about the future of work?

What was Ülemiste’s first startup?

These stories are about companies, people, and the future. They are told in a simple, human way — in the voices of employees, scientists, and founders.

### **Why is this valuable for the whole community?**

**The campus comes alive:** buildings are no longer just offices — they tell stories.

**It strengthens the community:** we listen to each other’s stories and get to know our neighbours’ ideas and values.

**It welcomes visitors:** by scanning a QR code, even a visitor can understand what makes Ülemiste special.

**It educates and inspires:** for a student, a new employee, or someone out for a walk, it is a chance to discover who is truly creating the future here on campus.

### **An example of what it could look like:**

Along the path leading to the parking area, there is a bench with a sign:

 **“KONE, Mainor Ülemiste, and R8 Technologies created a smart solution: elevator data is used to optimize heating and cooling systems.”**

**“Listen to how Starship Technologies was born.”**

Scan — and you hear a story told by an employee or manager about how Estonian robotics has changed the world’s last mile.

**Additional possibilities:**

Orientation games with audio stations during community days

Student projects: **“My Ülemiste Story”**

Events: shared listening sessions, podcast breaks, audio exhibitions