väli

a space within places

Concept brief



väli

This document captures the early thinking around Väli, a concept for a different kind of digital listening space. It is intended as a working idea rather than a finished proposal.

The core idea

Väli is a curated digital listening space built around scheduled, shared listening.
Rather than opening an endless catalogue and deciding what to play, visitors arrive to see what is happening. A small number of rooms open at particular times, each programmed with a mix selected by an invited contributor.
Everyone inside a room hears the same programme at the same moment.
The idea is to make listening online feel less like searching a platform and more like arriving somewhere.

The people

Väli is not built around professional DJs or follower counts.
A contributor might be a head chef in São Paulo, a graphic designer in Helsinki, an architect in Mexico City or a photographer in Tokyo. What connects them is taste, curiosity and an interesting relationship with music.
Contributors and programmes are carefully selected. The person may be unfamiliar. That is part of the point.

The programme

Väli belongs to no particular city or country. It exists internationally, with programmes happening at specific times and listeners entering from different places around the world.

The rooms do not need to play continuously. Sometimes Väli is active; sometimes it is quiet. Upcoming programmes give people a reason to return.
Selected programmes may later remain in an archive, but the primary experience is being there while something is happening.

The positioning

Väli sits somewhere between a listening space, an online radio station and a cultural programme, without needing to behave entirely like any of them.
The emphasis is on curation rather than volume, people rather than profiles, and shared moments rather than personalised recommendation.

Why the idea feels interesting

Streaming has made an extraordinary amount of music instantly available. What it has also created is an experience built around abundance: searching, skipping, recommending and continually choosing what comes next.
Väli explores the opposite idea.
What happens if there is less to choose from, but more reason to trust what has been chosen? What if listening online can still involve anticipation, discovery and the feeling that other people are there at the same time?

The principles

Curated Everything that plays has been selected.
Scheduled Music happens at a particular time.
Shared Everyone in a room hears the same thing.
International Väli belongs to no particular city or country.
Human People select the music, not algorithms.
Finite More is not necessarily better.

The identity

Väli is a Finnish word referring to the space, interval or distance between things.
That idea informs the identity: space is deliberately built into the wordmark and the wider visual language. Near-black and off-white create the permanent environment, while a vivid red-orange introduces activity and interruption.
The visual direction draws from international modernism, editorial design, fashion and information systems rather than the familiar visual language of listening bars and hi-fi culture.

In simple terms

Väli is a place to arrive and listen.

The schedule creates anticipation. The rooms create a shared space. The people behind the programmes create discovery.
The idea could eventually become a website or app, physical listening events, printed editions or carefully considered objects.

For now, it is an exploration of a simple question: **can listening online feel like going somewhere?**