

Konstrundan

PARTICIPATION GUIDE

WELCOME TO KONSTRUNDAN

Congratulations, you have been accepted to participate in Konstrundan, the Art Circuit! This guide provides basic information about the event, what Konstrundan offers and what you are to do and when. Do not hesitate to contact your regional contact person with questions. The contact information is on the last page of this guide. Contact the project manager if your matter concerns the website or social media.

ABOUT KONSTRUNDAN

Konstrundan is an open studio event, that has been organised yearly since 2008. The main organiser is the Åbolands hantverk association based in Pargas. Konstrundan's intention is to promote Finnish art, craft and design, supporting the participants networking and sales. The event brings art and design into the lives of common people and strives to educate people of all ages about art and design.

ACTIVITIES

There are varying activities organised in relation to Konstrundan, such as seminars and educational events. The past years there has been studio tours for invited guests from relevant fields.

The Art Friday has been a permanent feature since 2012. The regional contacts plan art educational program in collaboration with artists, art schools and others for this event. Visitors can participate in the art raffle during Konstrundan. The prizes are bought from seven participants, selected by the steering group and the jury. The raffle is free for participants, and they get one lottery ticket per studio.

THE EVENT

Konstrundan takes care of:

- Billboards, digital marketing, advertising in news papers and campaigns on social media.
- Producing printed marketing material such as posters and the magazine.
- Maintaining the website. You can still update your own presentation independently.
- Contacting the media, but you are still encouraged to contact journalists independently too.
- Organising events and programmes for participants.
- Visibility throughout most of the year.

Your responsibilities

Before the event:

- Promote Konstrundan in your area with the marketing material provided.
- Keep your presentation on konstrundan.fi up to date. The project manager is glad to help if you need technical support.
- Send invitations to Konstrundan via your channels.
- Invite friends to the Facebook event.

During the event:

- Be available in your studio Saturday and Sunday 11 am to 5 pm.
- Count the visitors and inform the project manager how many they were already on Sunday evening: Konstrundan.aboland@gmail.com.
- Present yourself and your work.
- Make a visible price list beforehand if you want to promote sales. People are often too shy to ask about prices.
- Promote upcoming events, exhibitions and projects.
- Encourage visitors to visit other studios near by.
- Remember to inform the visitors about the art raffle and collect lottery tickets.

You will get the following material from Konstrundan:

- 6 posters in size A4
- 4 posters in size A3
- 6 posters in size A2, these are used as guides, showing the way to your studio
- 25 post cards
- 75 lottery tickets
- 25 magazines
- 1 tote bag

The material is also available online should you need more.

KONSTRUNDAN PROMOTES YOU THROUGHOUT THE YEAR

Let the project manager now if you have any upcoming events or exhibitions throughout the year. Konstrundan shares information on social media.

Please use the Konstrundan logo on your website. It is available for download on konstrundan.fi.

Like and follow Konstrundan on social media.



/konstrundan



@Konstrundan



@Konstrundan1

YOUR REGIONAL CONTACT

Eastern Uusimaa

Leena Stolzmann
0400 880526
konstrundan.ostranyland@gmail.com

Helsinki region

Cecilia Hackzell
040 1460866
konstrundan.helsingfors@gmail.com

Western Uusimaa

Jani A. Purhonen
044 2779 613
konstrundan.vastranyland@gmail.com

The Åland Islands

Edward Johansson
0457 3439797
konstrundan.aland@gmail.com

Ostrobothnia

Christa Friberg
050 5557507
konstrundan.osterbotten@gmail.com

Finland Proper and other regions

Project manager
Julia Nyman
044 9770773
konstrundan.aboland@gmail.com

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ÅBOLAND

ÅBOLANDS HANTVERK RF



Svenska
kulturfonden

Konstsamfundet