

konstrundan INFO

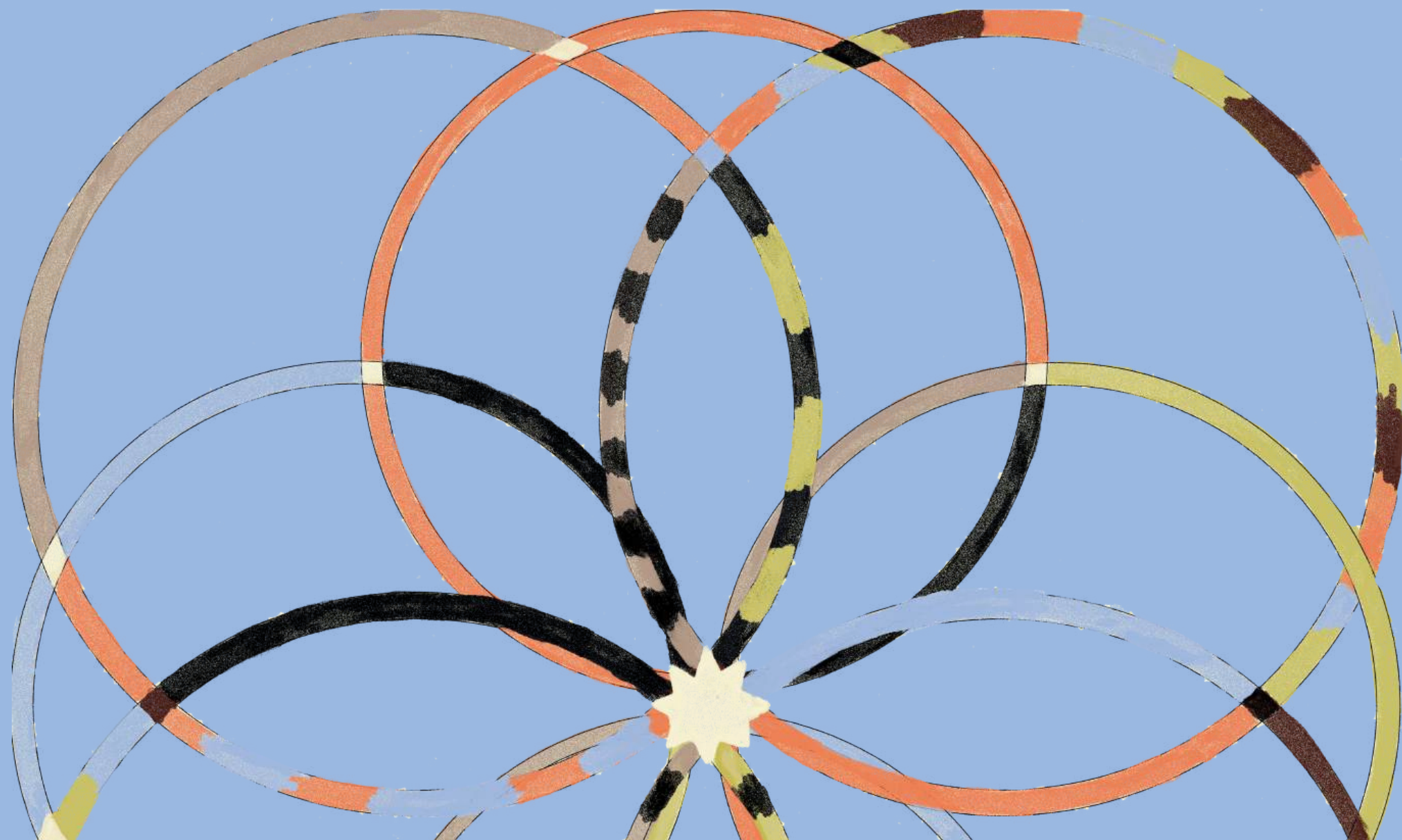
Everything you need to know about Konstrundan

MAY 2025

ABOUT KONSTRUNDAN

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- Konstrundan since 2008, started out as part of Svenska Kulturfonden's 100th anniversary programme
- Roots in Sweden, sister events in Norway
- 80 participants in 2008, now close to 500
- The purpose of Konstrundan is to broaden the understanding and visibility of visual arts, crafts, and design in Finland.
- As a participant, you gain visibility, new networks, opportunities for direct sales, and the chance to meet an engaged art audience

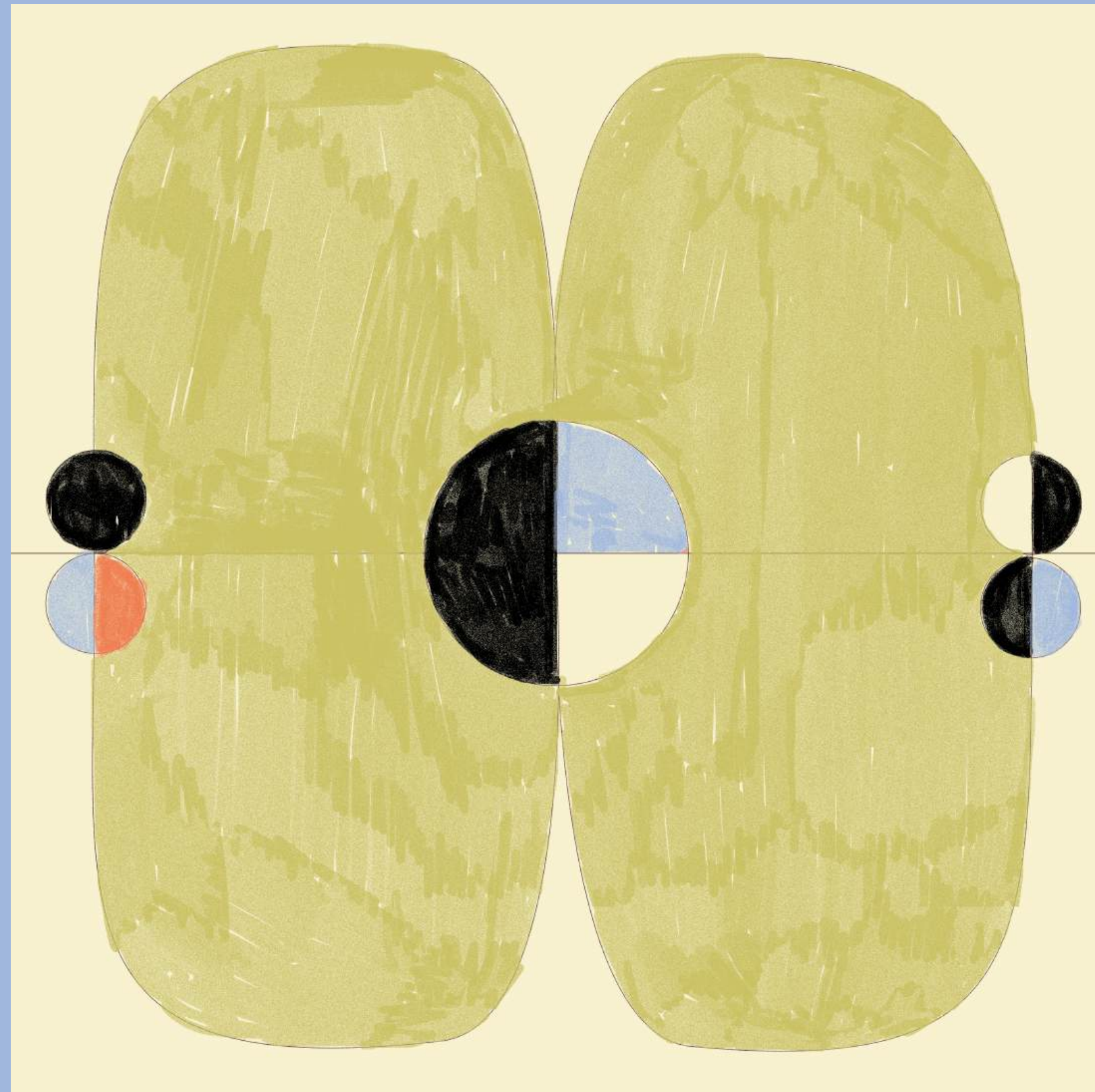


ORGANISATION

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ORGANISER

Kulturföreningen Grand rf

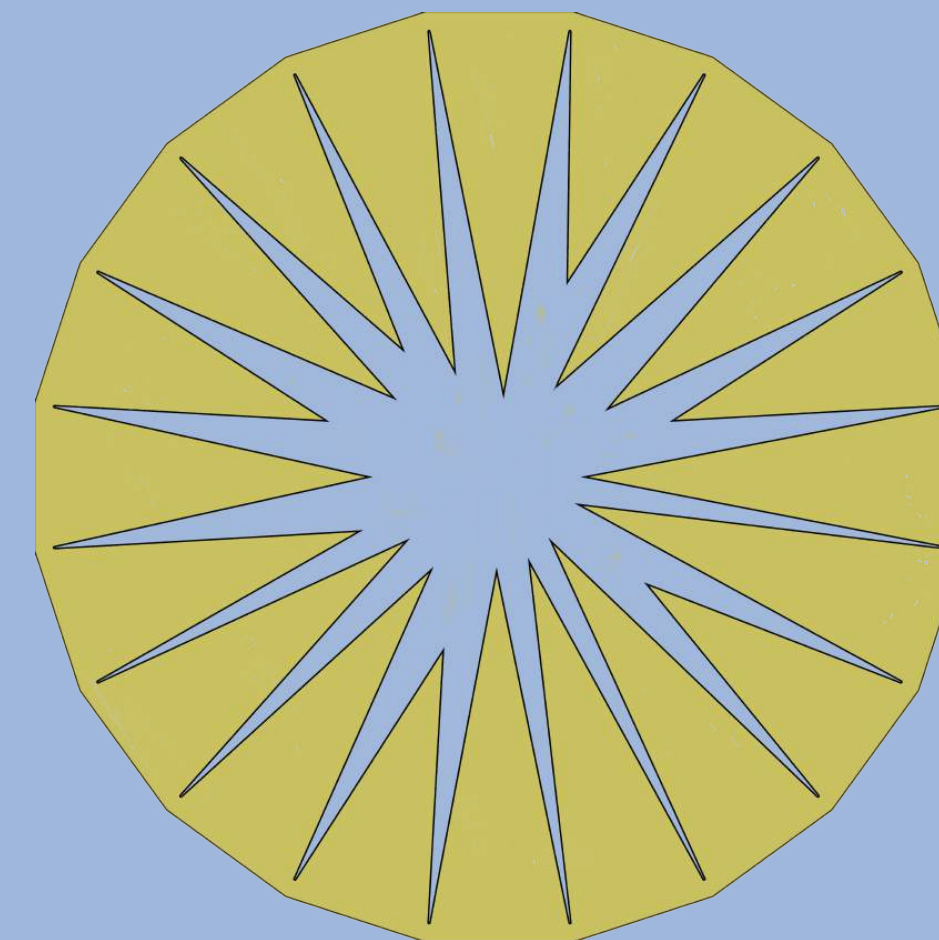


HEAD FINANCERS

Svenska Kulturfonden

Konstsamfundet

Brita Maria Renlunds stiftelse



THE TEAM

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REGIONAL CONTACTS

PROJECT LEADER Frida Gullichsen

SECRETARY Anne Johansson Padilla

ITÄ-UUSIMAA Leena Stolzmann

LÄNSI-UUSIMAA Nicole Hjelt

ITÄ-SUOMI Tiina Rajakallio

VARSINAIS-SUOMI, SATAKUNTA,

KESKI-SUOMI, PIRKANMAA

Sara Panelius

AHVENANMAA Therese Hjälmarsstrand

POHJANMAA Heidi Stenberg

POHJOIS-SUOMI Ami Avellán

STEERING GROUP

ITÄ-UUSIMAA

Leena Stolzmann, principle, Porvoo

LÄNSI-UUSIMAA

Maija Albrecht, art graphic, Inkoo

TURUNMAA

Tarja Suomi, event producer, Parainen

AHVENANMAA

Hanna Wiik-Rosenqvist, craftsperson, Åland

POHJANMAA

Johan Sandås, artist, Pietarsaari

MATERIAL DISTRIBUTION

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MATERIAL DISTRIBUTION

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- Pick up your marketing material
- Use the opportunity to ask and discuss about Konstrundan
- Meet other participants
- Enjoy light refreshments



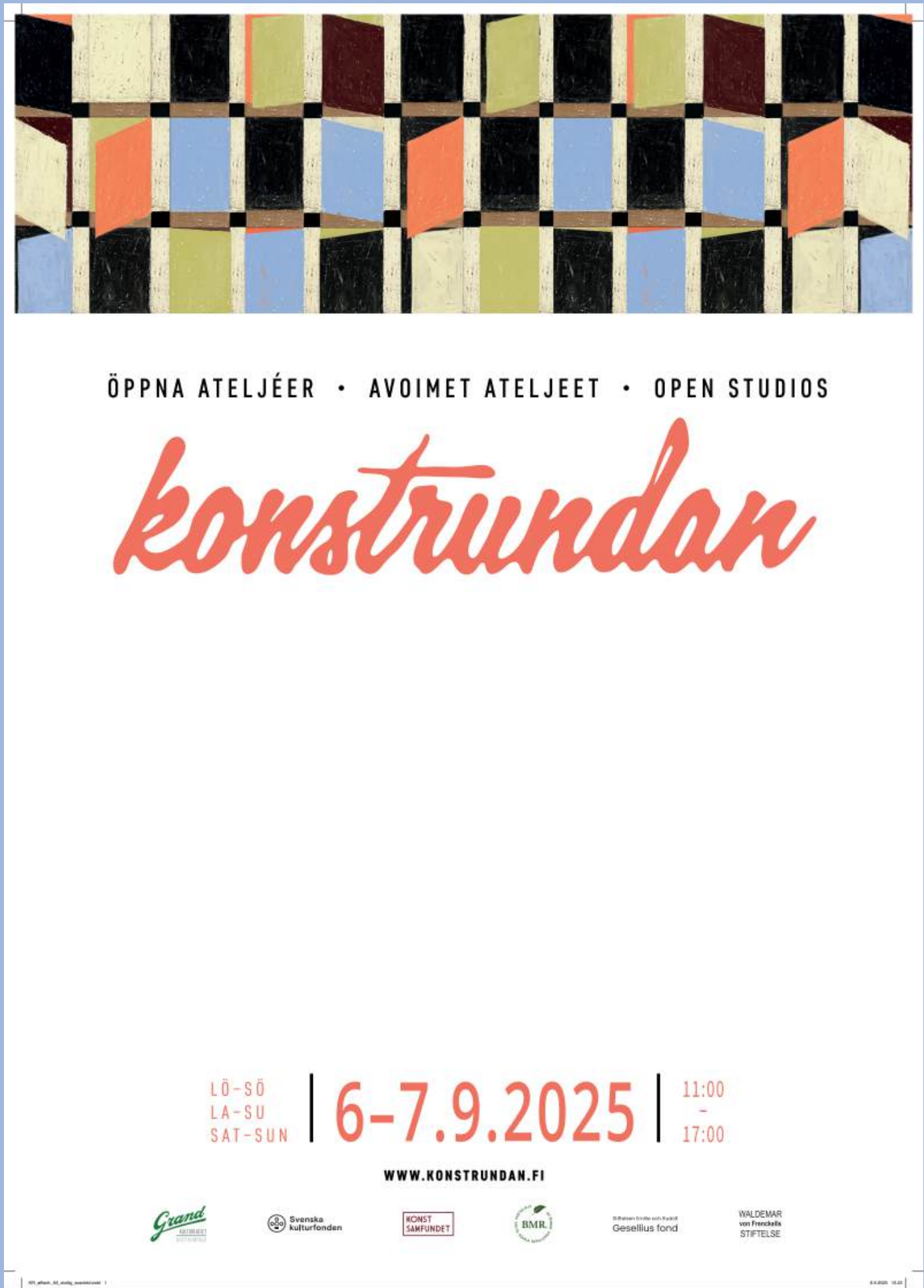
MARKETING MATERIAL

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- Poster A4 5st
- Poster A3 4st
- Poster A2 2st
- Art raffle poster 1
- Postcards 15
- Konstrundan paper 10
- Outdoor signs (2 for first timers)
- Cotton tote bag 1
- Mark your studio/space with posters and outdoor signs
- Advertise locally
- Material can be brought to cafés, libraries, grocery stores, etc.
- Material is also distributed by regional contacts

Material can be picked up later, please contact your regional contact!

MARKETING MATERIAL



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MARKETING

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MARKETING

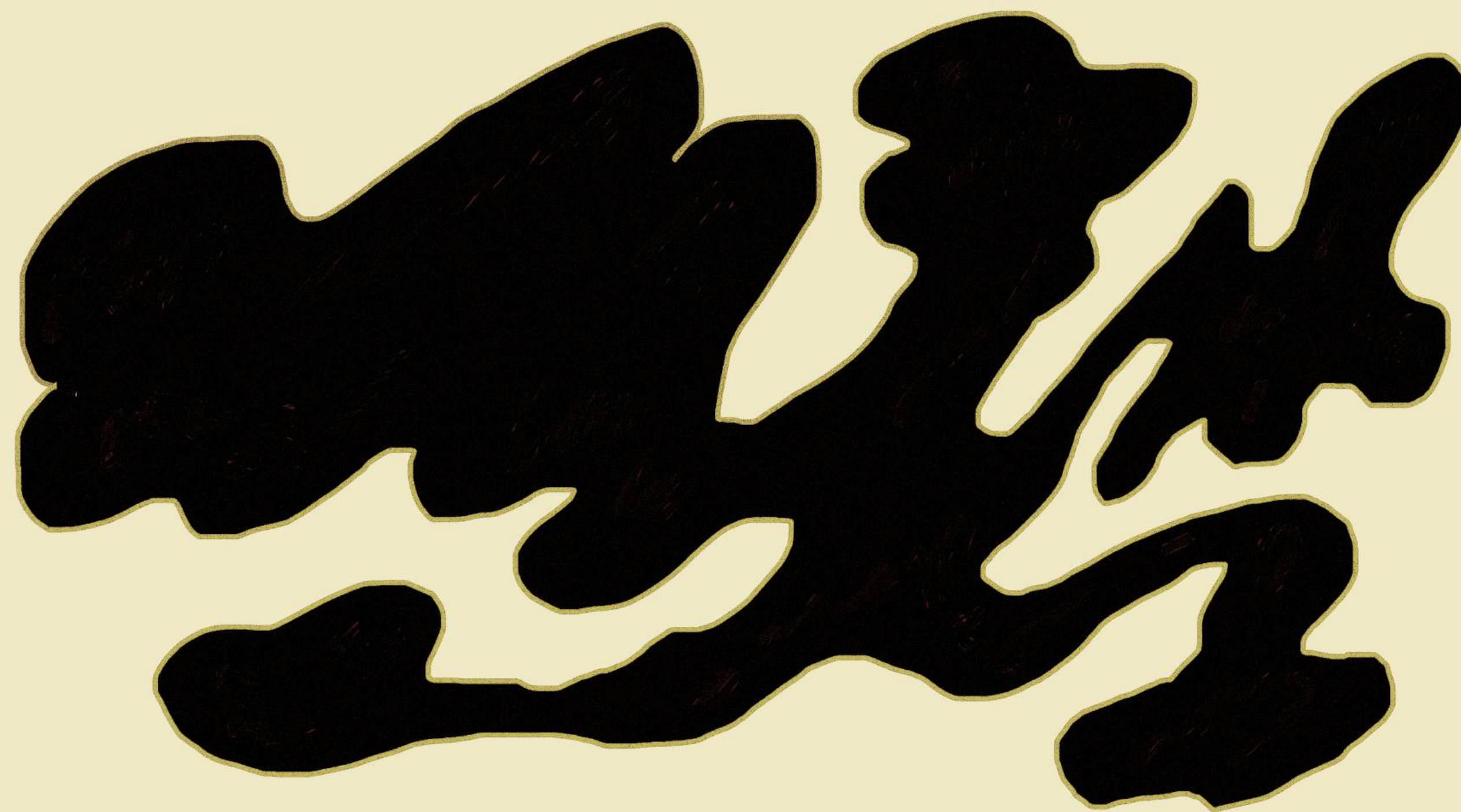
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- The biggest channel: the Konstrundan magazine, with a circulation of 110 000, is published with the Swedish-language Finnish newspapers in August
- Social media: FB and IG
- Be active, link your participant profile, announce your participation
- Share and follow us!
- Konstrundan.fi: Studios of the year, downloadable graphics
- Press release

If you need advice or marketing support, please contact us!

**KONST-
RUNDAN
6-7 SEP**

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PRE-KONSTRUNDAN

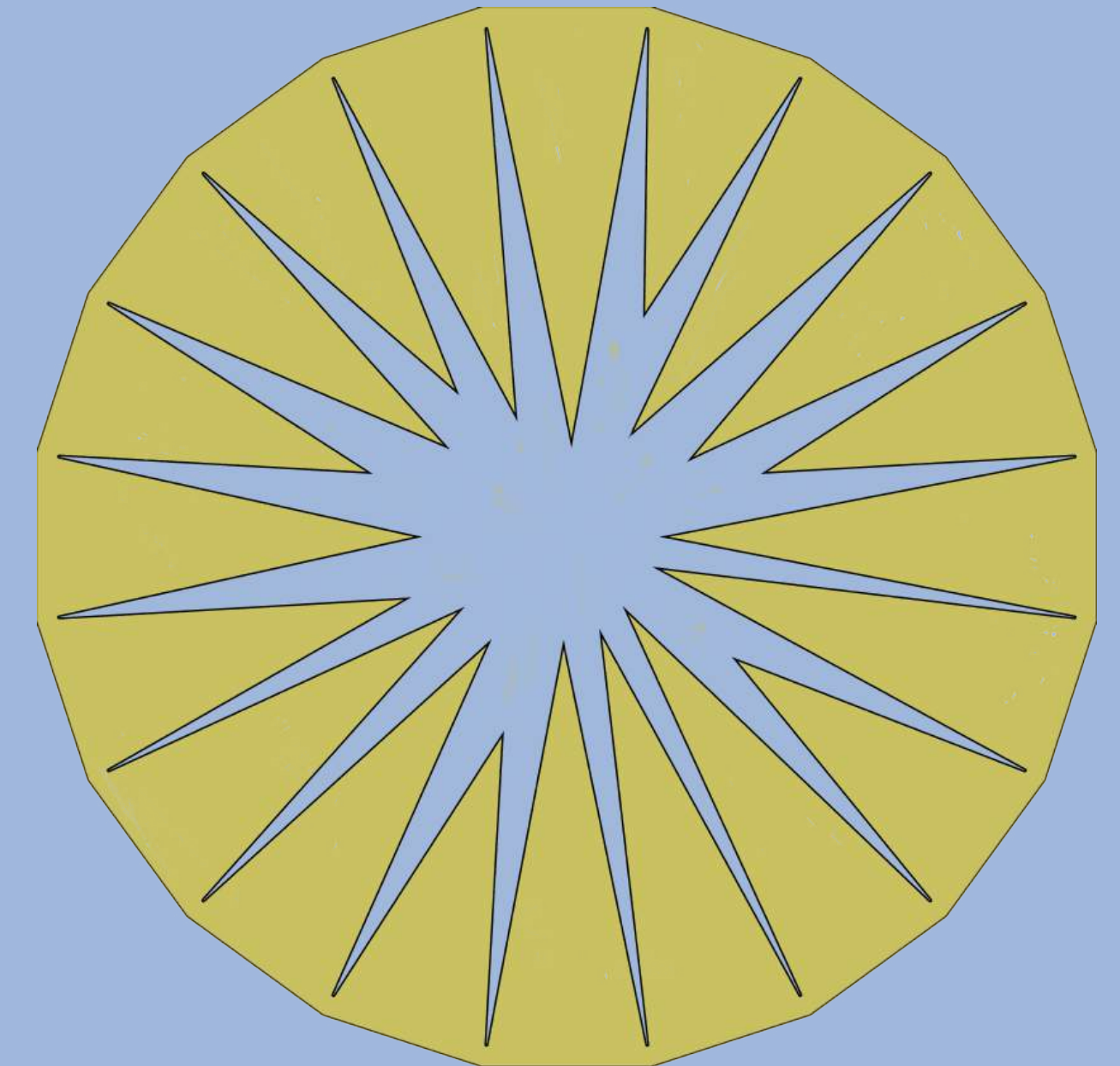
- Outdoor signs, indicate your visiting point!
- If you sell products, price them and prepare payment methods
- Tip: Drinks and snacks will keep visitors for longer
- Group visits on Friday 5.9 (if you receive them)



DURING KONSTRUNDAN

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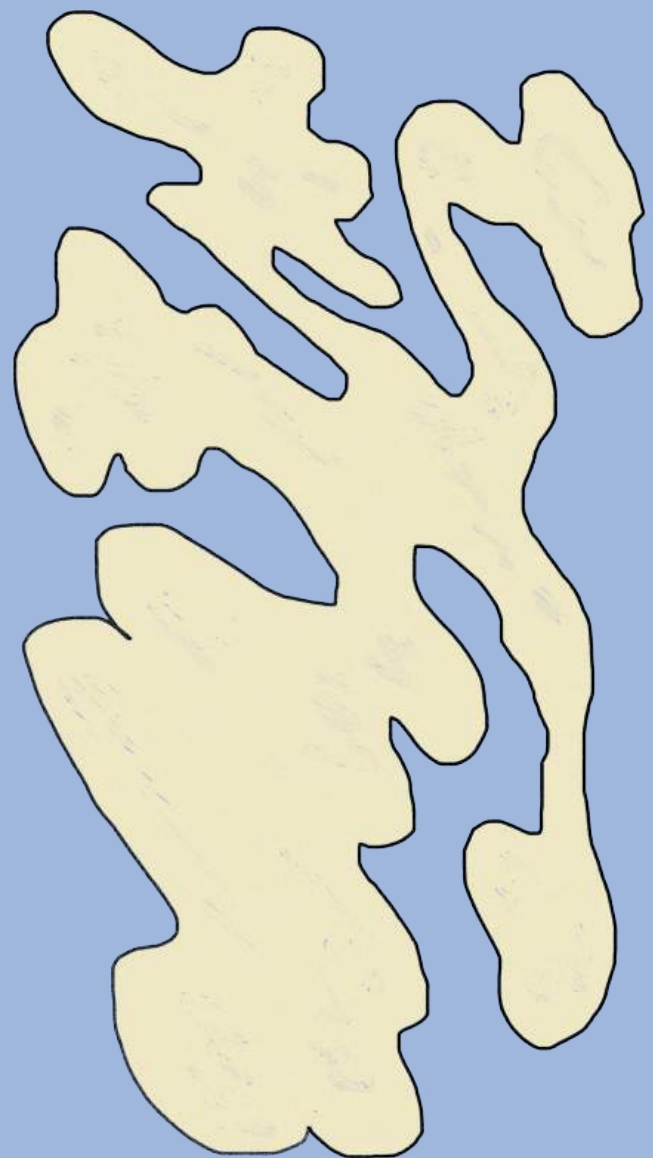
- Tell the visitors about yourself and your work
- Promote yourself and your upcoming projects
- Suggest other places to visit in your area
- Encourage participation in the art raffle
- Count the number of participants!



POST KONSTRUNDAN

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- Send in your visitor attendance numbers, preferably right away on Sunday!
- Fill in the Konstrundan feedback form



**YOUR FEEDBACK HELPS US GROW AND DEVELOP
KONSTRUNDAN!**





KONST- RUNDAN

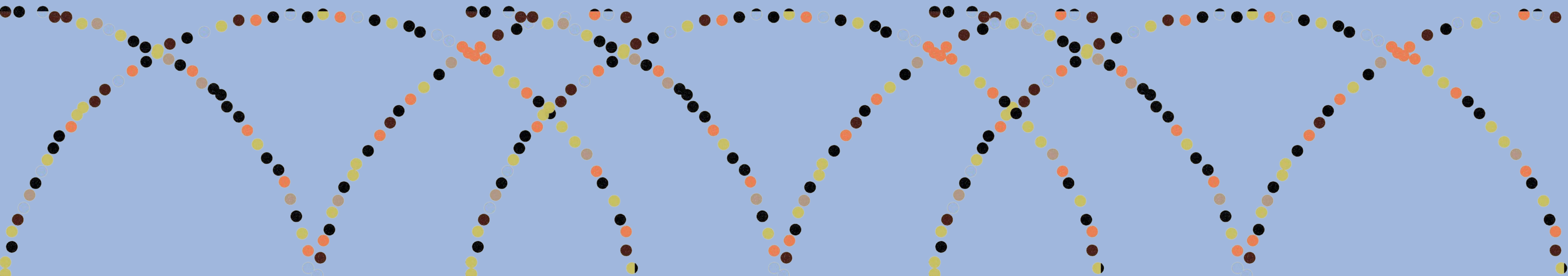
ALL YEAR ROUND

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ART FRIDAY 7.11

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- Since 2012, Konstrundan has organised activities for young people and children
- **Objective:** to give a positive image of the creative professions and stimulate the desire to create
- Art Friday includes a free art assignment, which is published on konstrundan.fi with a short educational video come fall
- Artist of the Year: Alejandra Löthman, Åland



SKILLS & RESOURCES

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- Konstrundan organises side events every year to support artists in their work and practice.
- In spring 2025, a webinar and workshop were held on how to strengthen your personal brand digitally and visually.
- In August 2025, a webinar on art pricing will be organised in collaboration with Globe Art Point, with Terese Kühl as the speaker.

Further information will be sent to participants.



THANK YOU!

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