

konstrundan 2021
10-10
11-11
12-12
4-5.9.2021 | 11-17



RECORD NUMBER OF PARTICIPANTS IN KONSTRUNDAN 2021!

Konstrundan is an established event, which has been organized annually in Finland since 2008. During Konstrundan, professional artists, artisans and designers open their studios and workshops to the public.

KONSTRUNDAN 4.-5.9.2021

Konstrundan kicks off the first weekend in September. The participants' studios are open from 11:00 to 17:00. Konstrundan is free of charge for both participants and visitors.

This year, thanks to effective marketing and with the support of previous participants spreading the word, we received more applications than ever. Thus, Konstrundan 2021 will have close to 500 creative artists taking part (487 persons, compared to 304 last year).

- The participants are listed in the attachment. The presentations of all participants will be published on our website in May. www.konstrundan.fi

To our delight we can officially announce that **President Tarja Halonen** is the patron of Konstrundan 2021.

The overall aim with Konstrundan is to increase the understanding of national contemporary art, crafts and design. Konstrundan supports the participants in their professional practice and offers new sales opportunities as well as a national network, which can be of use in future work. This feels particularly important at a time when activity is limited by the corona pandemic.

"We are planning Konstrundan as we normally would; and we are obviously, closely monitoring how the corona situation develops. Hopefully, most of the population will be vaccinated by the autumn, but as a general guideline, we urge all participants to make their own decisions whether the situation requires any special arrangements," says

project manager Martina Lindberg.

“Our goal is to have over 16 000 visitors, and because there are so many studios throughout Finland we can arrange a safe event for everybody. Especially in these days the contact with the public is of great importance for the artists!”

News of the year: THE EVENING OF ART, Thursday 19.8.2021

At the initiative of a former Konstrundan participant, there will be an art auction held in Fiskars Village in August. The sold art works are all created by participants of Konstrundan, and they set the starting price. The profit from the sale goes in full in support of a good cause, this year to the creative and artistic activities at the New Children’s Hospital in Helsinki.

The auction is planned as both a physical event and as an online auction. If the auction cannot be arranged due to corona, it will still be arranged online. The auction is conducted by the auction house Helander in collaboration with our important partner Fiskars Corporation.

SAME PROCEDURE AS LAST YEAR...

- the **Konstrundan’s Newspaper** is distributed in 130,000 copies and is published in July.
- there will again be an **Art Raffle** with 8 pieces of art created by some of the participants in Konstrundan. To enter the raffle is free of charge for visitors and they can fill in one ticket per studio.
- this year we will arrange **Art Friday 3.9.2021** in the same way as last year. We will produce a video, in which the Åland based **artist Anette Gustafsson** will introduce herself and a pedagogically well-thought-out art piece for the participating children to make. The video will be sent to all primary schools in Finland. The video is made in Swedish and is also dubbed into Finnish.



The task will be launched on 3 September on Facebook and www.konstrundan.fi. We then ask teachers and parents to send photos of the results to Konstrundan so that we can present them on our social media!

[#konstensfredag](#) [#taiteenperjantai](#) [#artfriday](#) [#konstrundan2021](#).

KONSTRUNDAN'S REGIONAL CONTACTS 2021

We have divided Finland into eight regions and each region has its own contact person. Please, don't hesitate to contact us if you have any questions about the arrangements.

Turku region and other parts of Finland

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www.konstrundan.fi

KONSTSAMFUNDET



The illustration for Konstrundan 2021 is made by [Ulla Donner](#). Ulla is an illustrator, cartoonists and graphic designer. She graduated in Visual Communication from Aalto University 2016 and has worked as a freelancer since then. In 2017, she published her first comic book novel *Spleenish* and in 2019 she released her second, *Skiten*, which was awarded Serie-Finlandiapriset. Ulla lives and works in the Borgå countryside. Presently, she is working on her third comic book novel.

