

**konstrundan** 2021  
LO-SÖ  
LA-SÖ  
SAT-SUN | **4-5.9.2021** | 11-17



Press release 10.8.2021

## **Konstrundan's new event: the EVENING OF THE ARTS, Thursday, August 19<sup>th</sup> 2021**

In August, Konstrundan will arrange an art auction for the first time. The profit from the sale goes in full to charity, this year to the creative and artistic activities at **the New Children's Hospital in Helsinki**.

All the over 100 objects for sale are made by interesting contemporary artists, all taking part in Konstrundan. The artist has set the starting price, which will be accrued to the artist if the object is sold. On Thursday, August 12<sup>th</sup>, the auction catalogue is published on [www.helander.com](http://www.helander.com) and on the site you can submit advance bids.

On Thursday, August 19<sup>th</sup>, the auction begins at 18:15 on [www.helander.com](http://www.helander.com). In order to take part in the auction, you have to register as a user. On the website you find instructions about bidding, payment and collecting of bought pieces. To participate online is easy and safe – welcome to join in!

The auction is arranged online and it is conducted by the auction house Helander. Originally the action was planned as a physical event in Fiskars Village, but due to the pandemic this has been cancelled.

- *"We were very disappointed that we had to cancel the auction in Fiskars Village, but we hope that we can arrange it next year",* says project manager Martina Lindberg. *"We are really looking forward to the online auction and we are hoping for active participation for the good cause".*

**Buy contemporary art and support the New Children's Hospital in Helsinki**



Photo: Matti Snellman / HUS

## Background and partners

The initiative for the auction comes from artist Panu Ruotsalo. Panu is active in Billnäs Village and has participated in Konstrundan several times. In the autumn of 2019, Martina Lindberg had just started working for Konstrundan, when Panu suggested, that Konstrundan could arrange an auction for a good cause.

- *"Indeed, why not",* replied Martina and the planning of the auction began. The auction was first planned to be arranged last year, but the pandemic put an end to that. *"I wish the auction will be an annual event in benefit of a good cause".*

The Evening of the Arts 2021 is arranged in co-operation with the Auction house Helander, Fiskars Village, ONOMA, KWUM, Restaurant Kuparipaja and Oy Karl Fazer Ab.



## Konstrundan is important for the participants

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

The overall aim with Konstrundan is to increase the understanding of national contemporary art, crafts and design and to promote professional artists by enabling personal meetings between the public and the artists. Konstrundan supports the participants in their professional practice by offering new sales opportunities and networks. This feels particularly important now as all activities have been limited by the corona pandemic.

This year Konstrundan kicks off the first weekend in September, Sat-Sun 4-5.9.2021. The studios are open between 11-17. This year Konstrundan has a record number of participants, a total of 490 persons! All of them are presented on our website [www.konstrundan.fi](http://www.konstrundan.fi)

## More information:

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Åbolands hantverk rf / Taito Åboland is arranging Konstrundan.



Warm thanks to



**KONSTSAMFUNDET**



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