



# *konstrundan*

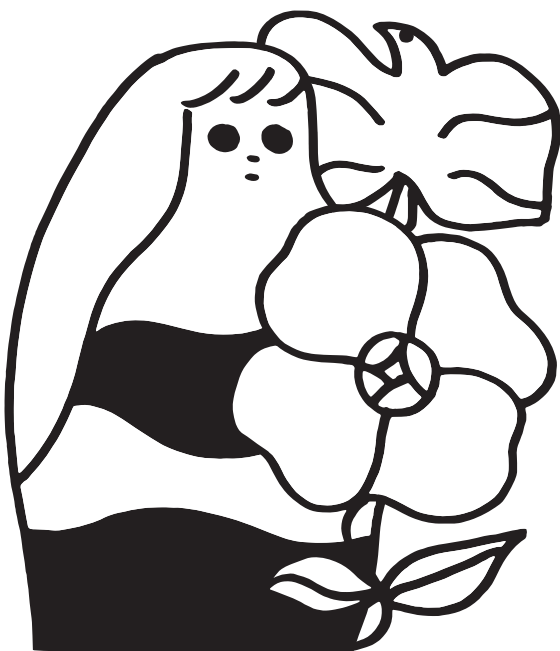
PARTICIPANT'S GUIDE 2022

## WELCOME TO THE 15TH KONSTRUNDAN!

We are happy that you are taking part in Konstrundan 2022! In this guide you find basic information about the event, what Konstrundan offers you and what you need to do and when. Do not hesitate to contact the Project Manager or your Regional Contact if there is anything you are wondering about. Their contact details can be found on the last page.

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## ABOUT KONSTRUNDAN

Konstrundan is a well-established event that has been arranged annually in Finland since 2008. During Konstrundan, professional artists, craftsmen and designers open their studios and workshops to the public. The purpose of Konstrundan is to increase the understanding of domestic contemporary art, crafts and design and to promote the work of creatives by generating meetings between them and the public.

Konstrundan supports participants in their professional practice and offers new sales possibilities as well as a professional network.

The event is organized by Åbolands hantverk rf, which is why Konstrundan's office is located in Pargas.

We are pleased and honoured to announce that **Jenni Haukio**, spouse of the President of the Republic of Finland, is the patron of Konstrundan 2022.

### KONSTRUNDAN 2022 – EVERYTHING YOU NEED TO KNOW

Konstrundan and the programme organized around Konstrundan are free of charge for both the participants and visitors. Konstrundan takes place during the first weekend in September, Sat–Sun 3–4.9.2022. The participants will keep their studios open at 11–17.

#### Force majeure

We aim to carry out Konstrundan as usual, however we are of course aware of what is happening in the world around us. If needed, we will adapt the event. Information about possible adjustments will be sent to you by e-mail and via the website [www.konstrundan.fi](http://www.konstrundan.fi). Please note that we also inform you about any changes via Konstrundan's social media channels [www.facebook.com/konstrundan](http://www.facebook.com/konstrundan) and [www.instagram.com/konstrundan](http://www.instagram.com/konstrundan)

### PARTICIPANT PROFILES

The participant pages with the presentations of all participants will be published in May on [www.konstrundan.fi](http://www.konstrundan.fi). If you would like to make changes after the pages are published, please contact your regional contact.

## BEFORE THE EVENT

### MARKETING

It is important that all participants spread the word of Konstrundan. As a participant, you get marketing materials to distribute and put up in your hometown. The material will be distributed at the info meetings in June.

- The **Konstrundan -newspaper** is our most important marketing channel. As a participant, you will receive a stack of newspapers and it is desirable that you distribute them locally and within your network. Our Konstrundan newspaper has a circulation of around 120,000 copies. It is published in June and then distributed to tourist offices, libraries, etc. to reach a wide audience. In addition, in August Konstrundan newspaper will be distributed with local newspapers printed in Swedish.
- This year we print **posters** in: A2, A3 and A4.
- The **postcards** you receive, please send and distribute *before* Konstrundan. Feel free to write a short personal invitation and hand them out in letterboxes in your vicinity or you can send the cards to your network.
- We also distribute **road signs** to be used for several years. If you received signs last year, please re-use them this year. The material is durable and weather-proof and the design is simple yet clear. Be creative and find fitting ways to display your signs. (The signs have holes in the corners to ensure easy hanging).

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## YOU WILL RECEIVE:

poster A4	6 pcs
poster A3	4 pcs
poster A2	2 pcs
postcards	20 pcs
newspapers	25 pcs
raffle tickets	100 pcs
road signs	former participants 0 pcs / new participants 2 pcs

## Contact your regional **contact by 30.5** if you need more marketing material!

- Konstrundan sends out a few press releases throughout the year. Journalists may contact individual participants, and you are also encouraged to contact the local press and send our press releases to them and to your network.
- **Social media**
  - Follow, like and share Konstrundan's posts on [Facebook](#), [Instagram](#) and Twitterissä.



@konstrundan



#konstrundan

- Let your followers know that you are participating in Konstrundan, please link to your participant profile on [www.konstrundan.fi](http://www.konstrundan.fi)
- You are encouraged to create your own FB event and update local event calendars. Materials such as Konstrundan's banner and images can soon be found in the material bank [www.konstrundan.fi/en/for\\_participants/](http://www.konstrundan.fi/en/for_participants/)
- Please let [konstrundan.helsingfors@gmail.com](mailto:konstrundan.helsingfors@gmail.com) know if you have an opening or other event coming up. We are happy to share the information through Konstrundan's channels.



## INFO MEETINGS IN JUNE

In recent years, we have arranged information meetings in the regions. This year we will arrange the meetings during the third week of June (13–17.6.22). At the meetings, you will receive the marketing materials. If you are unable to attend the meeting, please contact your regional contact person to arrange when and how to get your material!

The schedule for the **info meetings** will be published on [www.konstrundan.fi/en/for\\_participants/](http://www.konstrundan.fi/en/for_participants/) within May. Welcome to join in!

Three **digital info meetings** on **Fri 17.6** We will also arrange three digital info meetings over Zoom, to give all participants a fair chance to take part in the meetings

<b>Friday 17.6</b>	at 10:00	in Swedish
	at 11:30	in Finnish
	at 13:00	in English

Link to the meeting: <https://us02web.zoom.us/j/84257458420> / ID: 842 5745 8420

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## DURING THE EVENT, SAT-SUN 3-4.9.2022

- ▶ Be in your studio Sat-Sun 11-17.
- ▶ Welcome your visitors and talk about your work.
- ▶ Make a visible price list in advance to promote sales.
- ▶ If visitors cannot pay by card, it may be good to have ready-made bank giro on hand, or other payment options such as MobilePay.
- ▶ Take the opportunity to promote your upcoming exhibitions and projects!
- ▶ Inform and direct visitors to other Konstrundan participants nearby.
- ▶ Please remember to count your number of visitors. Feel free to have a guest book. Please inform the Project Manager about your number of visitors – directly after closing your studio on Sunday 4.9: [konstrundan.aboland@gmail.com](mailto:konstrundan.aboland@gmail.com) tai tekstiviesti numeroon 044-977 0773.

### ART RAFFLE

During Konstrundan we arrange a much-appreciated Art raffle and this year, in honour of the fifteenth anniversary, we will offer *experiences* as prizes. Konstrundan purchases these experiences directly from the selected participant, one prize per region.

- ▶ **Display information about the Art raffle and have the tickets clearly visible.** Invite visitors to participate in the raffle. The prizes are on the back of Konstrundan newspaper. The raffle is free and visitors can fill in one ticket per visiting point. Have a bowl or a box for collecting the completed raffle tickets. You will receive 100 tickets, and if needed you can print /copy more yourself. The tickets are found in the material bank on the website.
- ▶ Please inform your visitors about the opportunity to take part in the Art raffle. Remember to collect the tickets and deliver or send them, **no later than Friday 10.9**, to your regional contact or to our office: Konstrundan, Strandvägen 16 B, 21600 Pargas.

## ART FRIDAY 2.9.2022

Art Friday is organised in the same way as last year. We produce a short film in which an artist introduces themselves and their work, and then gives the children an art pedagogic task. The video is sent to all primary schools in Finland and it is made in Swedish, and dubbed into Finnish and English. The assignment is sent out to teachers in advance and launched on 2.9 on Facebook and [www.konstrundan.fi](http://www.konstrundan.fi). Feel free to spread the word about Art Friday in your networks – especially if you have contacts with primary school teachers! We then ask teachers and parents to send their results to Konstrundan so that we can present them on our social media!

#konstensfredag #taiteenperjantai #artfriday #konstrundan2022

Konstens fredag  
Taiteen perjantai  
Art Friday

### VISITS BY PRE-BOOKED GROUPS

In the application, we asked if you are open to receive pre-booked groups on Friday 2 September 2022. We market this opportunity to schools, student groups and associations. The list of artists open to receive pre-booked groups is sent to schools and associations, and those interested in visiting you will contact you directly. If you replied that you do not want to receive visits, you still have a chance to change your mind. If so, please notify your regional contact no later than 30 May.

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## THE KONSTRUNDAN TEAM

We have divided Finland into eight regions and each region has its own contact person. Here you can see who we are and which region we are responsible for. Contact us if you have questions, otherwise more information will follow. It is the 15th time that the Konstrundan is organized.

### KONSTRUNDAN'S REGIONAL CONTACTS

#### Project manager and

regional contact for Turku region, Satakunta,  
Tampere region and Central Finland

**Martina Lindberg**, 044 9770 773, [konstrundan.aboland@gmail.com](mailto:konstrundan.aboland@gmail.com)

#### Regional contacts

Kymenlaakso, South Karelia & County of Eastern Finland

**Veronica Svenskberg**, [konstrundan.info@gmail.com](mailto:konstrundan.info@gmail.com)

Eastern Uusimaa & Päijänne Tavastia

**Leena Stolzmann**, [leena.stolzmann@gmail.com](mailto:leena.stolzmann@gmail.com)

Helsinki region

**Ida Taavitsainen**, [konstrundan.helsingfors@gmail.com](mailto:konstrundan.helsingfors@gmail.com)

Western Uusimaa & Southwest Häme

**Jani A. Purhonen**, [konstrundan.vastranyland@gmail.com](mailto:konstrundan.vastranyland@gmail.com)

The Åland Islands

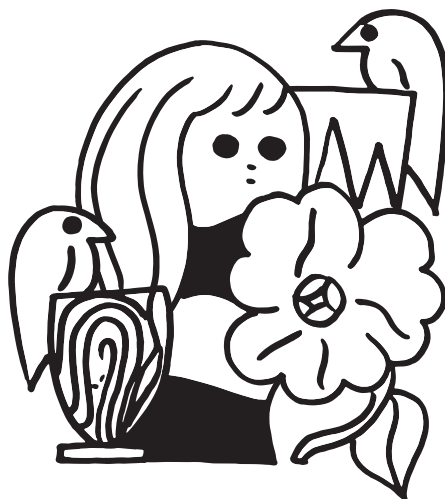
**Leila Cromwell-Morgan Lönnroth**, [konstrundan.aland@gmail.com](mailto:konstrundan.aland@gmail.com)

Ostrobothnia

**Nicole Hjelt**, [konstrundan.osterbotten@gmail.com](mailto:konstrundan.osterbotten@gmail.com)

Northern Ostrobothnia and Lapland

**Ami Avellán**, [konstrundan.norrafinland@gmail.com](mailto:konstrundan.norrafinland@gmail.com)



LET'S MAKE  
KONSTRUNDAN 2022  
A FUN AND MEMORABLE EVENT!