

konstrundan

Evaluation report 2020



Illustration: Linn Henrichson



Svenska
kulturfonden

Konstsamfundet



Stiftelsen Emilie och
Rudolf Gesellius fond

Eugène, Elisabeth och
Birgit Nygréns stiftelse

WILLIAM THURINGS
STIFTELSE

Konstrundan 2020

Konstrundan is a nationwide event where artists, craftsmen and designers open their studios and workshops to the public.

This year's Konstrundan was arranged during the weekend 12–13.9.2020. Due to the corona pandemic, thirteen participants withdrew their participation. This year we had a total of 210 visitor points from Lappeenranta in the East to Eckerö in the West and from Hanko in the South to Inari in the North. Some visitor points had several participants, so the total number of participants was 287 people.

In 2020, Konstrundan had just over 15,200 visitors.

As part of Konstrundan, the pedagogical art event Konstens fredag was arranged on the 11.9.2020. The concept for Konstens fredag was renewed and this year a film was produced aimed at children in all Swedish and Finnish primary schools in Finland. Previous years only a very limited number of children's groups were able to participate in workshops.

Background

Konstrundan was first held in 2008 as part of Svenska Kulturfonden's 100th anniversary programme. Since then the event has been held every year. Åbolands hantverk rf is the organiser of the event.



The vision and overall goal of Konstrundan is to annually open studio doors to artists, craftsmen and designers in bilingual regions of Finland, as well as to support stronger networks between participants. The project generally strives to increase the visibility of art, crafts and design. Konstrundan aims to positively influence the public's interest toward buying art and is marketed as an event where visitors have the opportunity to buy art directly from artists. The long-term goal is to support artists to make a living from their art.

Application and screening

The application period for Konstrundan 2020 was 21.1–21.2.2020. 244 applications were received, which is a little more than in previous years. The jury held its meeting on 2.3.2020. 16 applications were rejected because they did not meet the application criteria.

Of those admitted, 139 participants represented visual arts, 23 arts and crafts, and 13 art industry and design. 53 participants had activities that could be defined in more than one category and were therefore classified as "other".

Preparations for Konstrundan 2020

By the time the final selection of this year's participants was made, the corona pandemic struck! This unusual situation led to several changes in both work routines and in the work itself. Quite early on it was believed that Konstrundan most likely would be able to go ahead, as Konstrundan doesn't draw large crowds in one place at the same time. However, we decided to communicate with all participants that it was their decision to make, whether to be open or not. Some participants decided to not participate as early as in May.

The timetable for Konstrundan's magazine was pushed forward so that it would be published in the beginning of August. We wanted to print the most accurate and updated information possible vis-à-vis the corona situation. However, during that final week before Konstrundan some participants did decide not to open their studios due to covid-19. We informed about these late changes on social media and on the website.

Because of the corona pandemic, all participants were offered to post a short video presenting themselves and their art on the website. Just over a third of the participants uploaded a greeting.

In the spring the steering committee decided not to create a major outdoor advertisement campaign this year due to the uncertain pandemic situation. Other advertising activities were planned and carried out more or less in line with previous years. Local studio tours have previously been arranged for invited guests, but as participation has been fairly low the steering committee decided not to arrange them this year.

The idea to set up an art auction was born in August 2020. The aim was to promote the sale of art and to gain positive visibility for Konstrundan. These plans were however postponed due to the corona pandemic, and with hopes to carry out the auction in 2021 instead.

The project manager's office is located in Gullkrona's shop in the centre of Pargas. Since March, Martina Lindberg has mainly worked from home. The regional contacts have usually worked from home, so no changes have taken place there. A positive consequence of the corona pandemic was that the project manager and the regional contacts set up weekly meetings over zoom.

Marketing

The magazine is an important part of the marketing strategy of Konstrundan. The extensive work for the magazine began in March. The project leader and the regional contacts compiled the content. Martina Lindberg interviewed Elina Ruohonen and Antti Maasalo as well as the artist collective in Mallusjoki. Ida Taavitsainen wrote about Jussi TwoSeven and Jussi Goman. Jani A. Purhonen interviewed Kirsti Doukas and Kristian Saarikorpi and Leila Cromwell-Morgan Lönnroth wrote the article about Hülya Tokur-Ehres.

Thanks to the writers and to Christa Friberg, Ida Taavitsainen and Leila Cromwell-Morgan Lönnroth for the translations and to Tuula Lindberg and Gunilla Stenfors for language reviews.

The magazine was sent out as a tabloid supplement with several Swedish-language newspapers.

Uusimaa district	Hufvudstadsbladet	30 000 ex
	Västra Nyland	6 500 ex
	Hangötidningen	1 800 ex
Eastern Uusimaa	Östnyland	6 000 ex
	Turku region	Åbo Underrättelser
Ostrobothnia	Pargas Kungörelser	4 000 ex
	Vasabladet	14 200 ex
	Österbottens Tidning	10 100 ex
	Sydin	5 100 ex

In the Åland islands the magazine was distributed to 12 000 households.

Additional extra prints were ordered for distribution to the participants and to Konstrundan's team, so this year the magazine was printed in 124,200 copies.

In the spring it became clear that our graphic designer, who made the magazine last year, was not available to take on the job. A new graphic designer was appointed. However, the designer had no previous experience of such an extensive assignment so the work with the magazine became very labour intensive and difficult. The end result did not match expectations, and the first edition of the magazine had issues with too dark photographs. Greater emphasis will be placed on magazine design next year.

This year, Konstrundan placed digital ads in Helsingin Sanomat, Turun Sanomat, Aamulehti and on HelsinkiDesignWeek's pages. Printed ads were included in Åland's tourist magazine Strax and in Turun Sanomat and Aamulehti.

Ida Taavitsainen was responsible for Facebook and Instagram and made regular posts on these pages. Some paid campaigns were carried out in the summer and autumn.

For the second year in a row, one participant per region was invited to take over Konstrundan's Instagram account for one week. The participants were:

Tero Annanolli	Eastern Uusimaa
Leena Kouhia	Helsinki region
Sandra Kantanen	Western Uusimaa
Nayab Ikram	Turku region
Anette Gustafsson	The Åland islands
Black Box Genesis	Ostrobothnia
Antti Nieminen	Other parts of Finland

Feedback and comments from the takeover were overall positive. The participants gained greater personal visibility as well as it having an activating effect - the artist got busy and wanted to show new and current works of art!

As in previous years, posters and postcards were printed and used as advertisement of Konstrundan. Material was distributed to the participants, who then distributed it in their networks. A total of 4,000 posters in sizes A2, A3, and A4 and 6,000 postcards were printed. Next year, material will be distributed earlier in the year to participants.

Press releases were sent out several times during the year and Konstrundan gained visibility in many newspapers. Above all, the local press wrote gratefully about both Konstrundan itself and about local participants.

In August, regional information meetings were arranged for participants and media representatives. Meetings were arranged 17–20.8 in Karis, Jakobstad, Tampere, Mariehamn, Mikkeli, Helsinki, Porvoo, Turku and Vaasa. The regional contacts hosted the meetings and provided information about this year's Konstrunda as well as distributing marketing materials. Participation varied greatly in the different regions. Only a few representatives of the press participated.

Konstrundan 12–13.9.2020

Overall, Konstrundan went according to plan and was a successful and appreciated event. On Saturday it was raining in large parts of the country and many participants had fewer visitors that day. The number of visitors was clearly higher than last year (12,000) and amounted to just over 15,200 visitors! On average, each visitor point had 74 visitors (compared to 63 last year).

The number of visitors varied between 4 and 400. In some areas the corona pandemic had a negative effect, while in other areas it clearly has led to a hunger for culture that seems to have increased the interest and numbers of visitors.

The highest visitor numbers were seen on the Åland islands. Media, as well as the tourist guide Strax, was very active and did several stories and interviews about Konstrundan and local artists. The number of visitor points on Åland also increased, which in itself created an increased interest among visitors.

Region and Number of points of visit		Visitors per region	Visitors on average per point of visit
Helsinki region	58	3 111	53,6
Eastern Uusimaa	28	2 397	88,8
Western Uusimaa	16	668	41,8
Turku region	28	1 604	57,3
The Åland islands	26	4 188	161,1
Ostrobothnia	26	1 604	61,7
Other parts of Finland	27	1 759	65,1
Total amount	210	15 331	73,0

Some participants showcased their work process on site, while others offered workshops and other activities. However, many chose due to the corona situation, not to arrange activities and there were also significantly fewer who offered drinks or snacks.

Feedback from participants

After Konstrundan, participants were asked to respond to an online evaluation. The organizer received 138 responses, i.e. 48% of the participants responded. The answers were fairly evenly distributed in the regions and the majority were very positive. Of those who responded, 53% had not participated last year. Of the respondents who participated last year, 43% had fewer visitors this year and 57% more visitors.

All but one of the respondents thought that the collaboration with the organizer went well and that they had received enough information.

In the survey, Konstrundan magazine received the best rating of the printed materials that were made. Many appreciated the posters and postcards, and some said that digital marketing was more important. Newspaper articles still top the list of the most important marketing measures, while advertising on Facebook came in second place.

Many were pleased to have found that their own activity attracted several visitors - many were active on Facebook, some had sent out e-mails to their networks and some mentioned newspaper advertisements.

64.2% of those who responded to the survey answered that they will apply to participate in Konstrundan next year. The answers show that the majority of the participants are very satisfied with Konstrundan, with the visibility and with the visitors it generated.

Comments about Konstrundan: best is meeting the audience, the positive atmosphere and the actual sales. Appreciate that it is free of charge and that the information is given in three languages. Some would like more marketing and others would like to change the dates of Konstrundan. More studios and points to visit would be desirable, especially in smaller towns.

Among the responses were many valuable and constructive comments and suggestions that will be taken into careful consideration for the future planning of Konstrundan.

Lottery

An undisclosed selection committee chose this year's lottery prizes. The lottery included one prize per region and emphasis was placed on including art, crafts and design. The winners were drawn at the steering committee meeting in September. A total of 4,898 tickets were submitted.

<u>Artist and the prize</u>	<u>The winner</u>
1. Pia Öst, Addo, Pedersöre. 3 stools	Marianna N, Helsinki
2. Riitu Uosukainen, Helsinki. Vierailija, 2019	Raila Koponen, Karvion Kanava
3. Victor X, Kirkkonummi. Progressive Rock, 2019	Oliver Rosenqvist, Mariehamn
4. Toni-Petri Ruotsalainen, Tampere. Approach, 2017	Simone Menge, Helsinki
5. Lin Simons, Mariehamn. Två kungsängsliljor, 2017	Taru Tomminen, Vantaa
6. Teija Lehto, Paimio. Sipulit paistumassa, 2018	Riitta Heimo, Pori
7. Elina Mieskolainen, Koskenkylän saha. Time flies -sweater	Heli Kulmala, Piikkiö

Winners have given their consent for their names to be published on Konstrundan's Facebook page and website.

Konstens fredag (Art Friday) 11.9.2020



Activities/workshops for children have been arranged since 2012, as part of Konstrundan. Children have participated in a creative process instructed by an artist, with the overall aim of giving children an insight into the creative profession and what it's like to work as an artist.

These workshops have been greatly appreciated, however financial and practical constraints have meant that the workshops have only reached a handful of children in a few places, mainly in Swedish speaking parts of Finland.

Thanks to the support from foundations The Brita Maria Renlund's Memory and The Eugène, Elisabeth and Birgit Nygrén's foundation, this year Konstans fredag was able to renew it self, even before the corona pandemic hit. The new aim was to set up a workshop programme that would reach as many children as possible.

We ordered a film from Malakta Films in Malax. The film was distributed to all primary schools in Finland via direct contacts and social media. In the film, artist and creator Camilla Forsén-Ström introduces herself and her work, then in her pedagogical and well thought out way, she instructs the children how to create their own art. The film is made in Swedish with subtitles in Finnish, and therefor has the added "language-bath-effect" by presenting Swedish in a fun way to Finnish speaking school children.

This year's task, *Royal for a Day*, was launched on Konstans fredag; Friday the 11th of September 2020, and is still available on Konstrundan's website and Facebook to inspire children, parents and teachers to get creative at any time.

Teachers and parents were asked to upload photos of the children's artwork on Instagram [#konstensfredag](#) [#taiteenperjantai](#) [#konstrundan](#) [#konstrundan2020](#)

It is difficult to estimate how many children actually took part in this years programme as not many have opted to upload their children's artwork, most likely because many may have included photographs of children. It proved difficult to get access to schools and teachers via email. Through advertisements in the magazines *Läraren* and *Opettaja*, all teachers were reached. Another challenge was for teachers to actually gather materials needed for this art project. The original plan was that the children would collect these materials from home, but apparently it does not work that way in today's schools!

On the basis of this summary, the concept for Konstans fredag will be further developed for next year.

Administration

Åbolands hantverk rf is the organiser of Konstrundan. Åboland's hantverk appoints a steering committee that in 2020 consisted of Maija Albrecht, Sebastian Jansson, Eliisa Riikonen, Johan Sandås, Leena Stolzmann and Hanna Wiik-Rosqvist.

Martina Lindberg is project manager for Konstrundan.

The following people were hired on an hourly rate as contacts in the regions: Ida Taavitsainen for Helsinki, Leena Stolzmann for Östra Nyland, Jani A. Purhonen for Västra Nyland, Christa Friberg for Österbotten and Leila C-M Lönnroth for Åland.

During the year, several organisations have helped us in various contexts and we extend a warm thank you for good cooperation to them: Luckan Helsinki, Luckan and Nordens Hus in Tammerfors, Helsinki Design Week, Fotocentrum Raseborg, Fiskars Bruk, Gullkrona Shop in Pargas and Malakta.

Novia vocational school opened their doors during Konstrundan. This provided an opportunity for the public to meet future talents in the art industry as well as an opportunity for interested young people to get acquainted with various education options within the field of art.

Melinda Lönnberg / ERTRU worked as our graphic designer at the beginning of the year, and then Sofie Arnkil took over. Konstrundan's website www.konstrundan.fi is maintained by Webbbuset.

Thank you to everyone who in various ways helped and supported the implementation of this year's Konstrunda.

Economy

Konstrundan is an independent project that does not generate income of its own. Activities and content are adapted to the grants received. For Konstrundan 2020, we wish to thank: Svenska Kulturfonden, Föreningen Konstsamfundet, The Brita Maria Renlund Memorial Foundation, The Emilie and Rudolf Gesellius Foundation, The Eugène, Elisabeth and Birgit Nygrén Foundation and The William Thuring Foundation.

According to our survey, the majority, about 90%, state that they were satisfied or even very satisfied with the sales during Konstrundan and many also state that the visits could generate future customers. Next year, we intend to gather more precise information about sales and attain a measurable figure on how much in turnover Konstrundan adds to the creative field of Finland.

The future

Konstrundan is a wide-ranging and much appreciated event by both participants and visitors. Several challenges have been discussed in this evaluation and we are continually looking for viable solutions to improve and develop the project in the best possible ways. The aim is to further develop events and programmes taking place in and around Konstrundan and to continue to attract more visitors to artist studios and workshops.

This report was conducted by project manager Martina Lindberg.

Tel.: +358 (0)44 977 0773

E-mail: konstrundan.aboland@gmail.com