

# konstrundan

Evaluation report 2021



Illustration: Ulla Donner



KONSTSAMFUNDET



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## Konstrundan 2021

Konstrundan is a national event where professionals within the fields of art, craft and design open their studios to the public.

In 2021 **Konstrundan** was arranged during the weekend 4-5.9.2021 with 321 open studios - from Lappeenranta in the East to Eckerö in the West and from Raasepori in the South to Nuorgam up in the North. Many studios host more than one artist and the total number of participants were 485 (compared to 287 in 2020). Approximately 35 % of the participants had Swedish as their first language, 60 % Finnish and 5 % English or another language. In 2021 Konstrundan had over 23 200 visitors (compared to 15 200 in 2020).

President Tarja Halonen was the patron of Konstrundan 2021.

As part of Konstrundan's programme **Art Friday** was arranged on 3.9.2021. Art Friday produced a film; a free of charge art activity available on-line, for all children of primary school age. Older school classes, students and associations were invited to pre-book visits with artists at some of the studios during Art Friday.

As a new event this year, Konstrundan arranged **Evening of the Arts** 19.8.2021. An on-line auction with pieces created by Konstrundan participants was held in benefit of the creative and artistic activities at the New Childrens' Hospital in Helsinki.

### Background

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.



Åbolands hantverk rf. is the official organizer of the event.

Konstrundan's overall aim is to increase the understanding of Finnish 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 a wider network, increased national exposure and an opportunity to make sales.

### Application and selection process

The application period for Konstrundan 2021 was 21.1–21.2.2021. We received 330 (244) applications, significantly more than previously. 139 applicants applied for the first time and 191 had participated before.

The jury meeting was held on 9.3.2021. Four applications were rejected because they did not fulfil the criteria of Konstrundan.

198 applications represented visual arts, 97 crafts and 26 industrial design and design.

### Preparations

Preparations for Konstrundan began once participants were selected. Throughout the year's planning of Konstrundan, the impact and spread of Covid-19 was taken into consideration and continuously evaluated. We emphasized the importance of taking precautions to ensure the safety of both participants and visitors.

## Konstrundan 4–5.9.2021

Overall Konstrundan was able to take place as planned, and it was a successful and popular event. Thanks to efficient marketing we note a record number of participants as well as many new first-time participants.

Konstrundan also had more visitors than ever before. The total number of visits added up to 23 200 (15 200) and on average each studio had 72 (74) visitors.

The number of visits varied between 3 and 468. Generally, it seems to point towards the fact that the pandemic might make people long for culture.

Region and number of studios	Visits per region	Visits in average per studio
Helsinki	85 (58) 5 805 (3 111)	68,3
Eastern Uusimaa	35 (28) 2 054 (2 397)	58,7
Western Uusimaa	28 (16) 1 837 (668)	65,6
Turku Regione	37 (28) 2 310 (1 604)	62,4
The Åland islands	38 (26) 5 567 (4 188)	146,5
Ostrobothnia	37 (26) 2 385 (1 604)	64,5
Northern Finland	19 (5) 1 043 (226)	54,9
Other parts of Finland	43 (22) 2 233 (1 533)	51,9
Total number	321 (210) 23 234	71,6

Some participants gave visitors the opportunity to watch or take part in their working process through live demonstrations, workshops and other programmes. Many, however, chose not to arrange activities or to offer drinks and snacks due to the pandemic situation.

Last year, because of the Corona pandemic, participants were given the opportunity to upload a short video to our website introducing themselves and their work. This year, only 37 participants attached a video link. The main reason given for not making a video presentation was reported to be lack of resources and knowledge, as well as a lack of time. Based on the feedback from participants, this opportunity will be dropped next year.

## Marketing

The newspaper is an important tool for marketing Konstrundan. The extensive work with the newspaper began in March. The project manager and the regional contacts in close collaboration compiled the content with Konstrundan's graphic artist Nanne Nylund. Illustrator Ulla Donner made this year's illustration.

This is the first year that the newspaper is published in Swedish, Finnish and English. The popular interviews were thus made shorter in the newspaper, and longer versions were available on Konstrundan's website. The interviews were written and translated by the regional contacts.

Martina Lindberg interviewed Antti Nieminen, Veronica Svenskberg interviewed Pia Sirén and Arto Ali-Eskola, Ida Taavitsainen wrote about Helsingin paperipaja and Karin Lipkin-Forsén, Jani A. Purhonen wrote about Skogby mill, Leila Cromwell-Morgan Lönnroth interviewed Danelle Bergstrom and Ami Avellán wrote the article about Kikka Laakso.

Due to a large increase of participants in Konstrundan, there was a need to add four more pages to the newspaper, compared to last year. This resulted in an extra cost of approximately € 15,000, which in turn led to less space available for printed adverts, compared to previous year.

The newspaper featured adverts by Kulturhuset Grand, Konst & Form Gumbostrand, Pesula Galleria, Tidskriften Astra, Luckan, Pro Artibus, Fiskars Bruk, Turun Taidelainaamo, Gullkrona Shop, Galleri Skarpans, Ålands Konstmuseum, Novia, Yaarkeshögskolan Novia, Saariselän Sanomat and Rovaniemi stad. Several advertisements were included in cooperation agreements and the value of the direct advertising sales amounted to € 1,250 €.

President Tarja Halonen's greeting in the newspaper was an appreciated feature.

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

In Uusimaa	Hufvudstadsbladet	30 000 ex
	Västra Nyland	6 500 ex
	Östnyland	6 000 ex
In Turku region	Åbo Underrättelser	4 220 ex
	Pargas Kungörelser	3 900 ex
In Ostrobothnia	Vasabladet	15 530 ex
	Österbottens Tidning	11 540 ex
	Sydin	5 310 ex
In the Åland islands the paper was distributed directly to all households		14 000 ex

For distribution directly to participants and Konstrundan's regional team, an additional 22,000 extra prints were ordered. These newspapers were distributed within networks, and to strategically chosen places with many visitors such as libraries, museums, galleries, shops, travel points such as stations, terminals etc.

The newspaper's entire circulation was thus 119,000 copies this year.

This year Konstrundan had digital advertisements in Hufvudstadsbladet, Helsingin Sanomat, Turun Sanomat, Åbo Underrättelser and in Ålandstidningen. Printed ads were included in e.g. Taidelehti and in the newspaper Astra.

Ida Taavitsainen was responsible for Facebook and Instagram and made regular and highly appreciated posts on these platforms. Some paid campaigns were carried out during the summer and autumn. Before Christmas, Ida compiled a popular Christmas calendar with content contributed by this year's participants. Konstrundan increased its followers during the year and in the autumn we had almost 4,500 followers on Facebook and over 2,100 on Instagram.

For the third year in a row, one participant per region was invited to an Instagram "take over" for one week. Those who participated gained positive visibility via Konstrundan's Instagram and many others were also inspired to create new works to be featured here.

Udi Salmiatta, Kotka	16juin, Vantaa
Erica Mena, Fiskars Village	Vuonue, Preitilä
Christoffer Relander, Mariehamn	Leif Strengell, Nykarleby
Mari Oikarinen, Rovaniemi	Roy Aurinko, Heinola

As in previous years, posters and postcards were ordered to be distributed as direct mail. Material was distributed to participants, who then distributed it further within their networks. A total of 5,000 posters in sizes A3 and A4 and 13,500 postcards were printed. As a novelty, 1000 weather-resistant signposts in size 45 x 45 cm were also printed.

Press releases and newsletters were sent out several times during the year and Konstrundan was featured in many newspapers. Konstrundan had very good overall media visibility on Åland, and in the rest of Finland it was mainly the local press that wrote about Konstrundan and its local participants.

## Communication with the participants

In June, regional information meetings were held for both participants and media representatives. Meetings were arranged 14–16.6 at the following places:

Kulturhuset Grand, Porvoo	Työhuone Naakka, Kotka
Taidekeskus Itä, Lappeenranta	Luckan, Helsinki
Knipnäs, Ekenäs	Taito Shop, Turku
Mariehamns stadsbibliotek, Mariehamn	Onkiniemi ateljee, Tampere
Laukaan taideateljéet, Laukaa	Vasa Konstgrafiker, Vaasa
YH Novia, Jakobstad	Vanha Villatehdas, Oulu
Villa Vinkkeli, Rovaniemi	

The regional contacts hosted these events and informed and updated participants about Konstrundan and distributed marketing material. The participants in most regions took an active part, however only a few representatives from the media were present, with an exception on the Åland islands.

Several local venues offered their support for Konstrundan by acting as pick up points for marketing material so that participants could fetch material there. Thanks to i.a. Gallery Emelie in Lovisa, Gallery Elverket in Ekenäs and Ehn's art supply shop in Mariehamn.

Once this year's participants were selected, a total of nine information letters and some supplementary e-mail messages were sent. Information letters were also posted on the website so participants could easily find them. All information was made available in Swedish, Finnish and English.

Ensuring that all essential information reaches so many participants, is a challenge and requires great clarity in communication.

## Feedback from participants

After Konstrundan, participants were asked to respond to an on-line evaluation. The organizer received 134 responses, i.e. only 27% of the participants responded. The answers were fairly evenly distributed in the regions and the majority were very positive.

### Comments from this year's participants:

“The personal meetings, that you become more established locally and of course sales. In addition, it is a creative boost because you want to maximize the effect of the event. Many new ideas can arise just by getting involved.”

“Great arrangements, all at once! In the event itself, people come to visit in a completely different mode than what they normally come to visit in my office. Now came several visitors who had not heard of my works before. I sold a considerable amount of my cards and artwork.”

“The absolute best thing about Konstrundan is all the unexpected, personal and interesting meetings and conversations that arise between artist and visitor”

“Konstrundan exceeded my expectations in terms of how many strangers had seen and independently researched my work via the event promotions, and then actually came to my studio as a result. Providing the Konstrundan event as an umbrella made it much more successful than if I had simply advertised an open studio on my own. The social media outreach is fantastic.”

"The visibility, frequency, bags and magazines of the event and all the great promotional work you do!"

“Thank you for the event! It is really great that there is such an art / cultural event that unites the whole of Finland! I'm glad I got involved.”

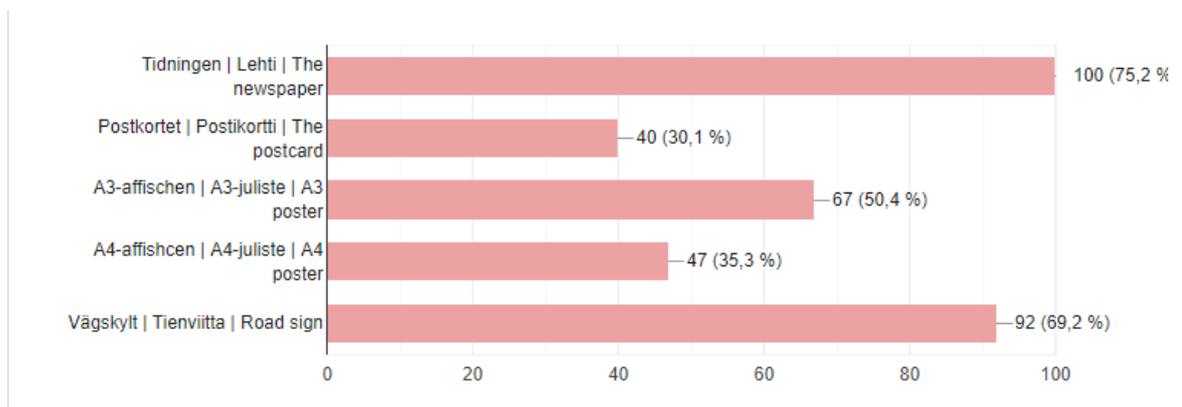
“Open to all visitors. You can do it in a way that suits your own work.”

Of those who had responded, 50% had not participated last year. Of the respondents who participated last year, 25% had fewer visitors this year and 25% more visitors. Many emphasized the importance of local marketing and that collaboration with, for example, museums provides good synergy effects.

The majority of those who responded stated that the communication with the organizer went well. The comment on why it was perceived as bad was mainly that there were too many e-mail messages, yet 100% answered that they think e-mail works as an information channel.

In the survey, Konstrundan newspaper received the best rating of the printed materials that were made. The new road signs were also popular. This year's posters were made in the formats A3 and A4 and of them the larger poster was popular, some had wanted the poster in an even larger format. The materials were appreciated for being of high quality, although their relevance was also questioned and whether digital marketing is not more effective.

\* Which printed marketing material(s) do you think are best? (133 replies)



Newspaper articles still top the list of how the participants experience the most important marketing measures while social media comes in second place. The comments show a desire to further develop communication through social media and improved contact and visibility in Finnish-speaking media.

Regarding social media content, more artist presentations and specifically of their work was desired. Overall, the participants were satisfied with the content on Facebook and Instagram this year.

72.2% of those who responded to the survey answered that they intend to apply to participate next year and 24.8% could not yet give information. Those who answered that they did not intend to participate stated reasons such as: busy time of the year, general lack of time, or too few participants in the same area.

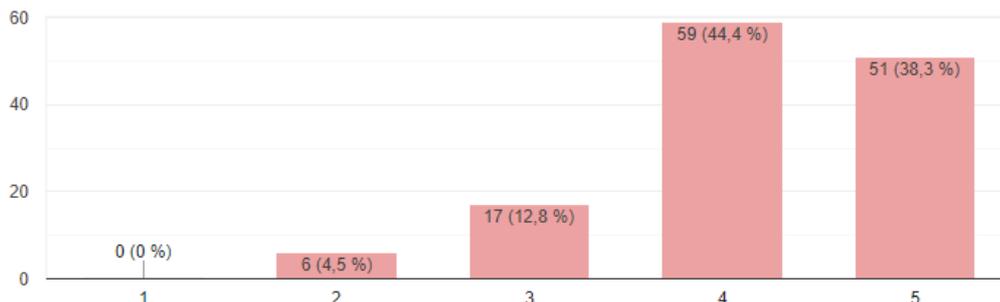
Some stated that the best part of Konstrundan is meeting with the audience, the discussions, the positive atmosphere and the sales. The event creates visibility for artists in smaller towns as well as a sense of community among those who participate. Many appreciated that it is free for the participants, well organized and nationwide and that the information is provided in three languages.

Some are calling for more local marketing in general and improved contact with the local press and media. Some would like to move the time of the event. In some places, Konstrundan is still a relatively unknown event. More places to visit would be desirable, especially in smaller towns. Some emphasized that Konstrundan should have a Finnish-language name. Among the answers were also many other constructive suggestions regarding, for example, marketing and communication. In planning the future for Konstrundan, we take into account all the feedback we have received.

In this year's survey, we asked if the participant had sales and how much it was during Konstrundan. 80% answered that they had sales during the event, 40% had sold between 0-100 €, 45% had sold between 100-1 000 € and 15% had sold over 1,000 €. It is thus estimated that the participants' sales during the Konstrundan amounted to at least € 150,000.

We also asked whether the participants thought that Konstrundan creates added value, the participants answered on a scale of 1-5 (not so much - very much). The majority responded that Konstrundan creates added value.

\* Do you feel like participating in Konstrundan gives you added value? (133 replies)



## Art Raffle

A secret selection group chose this year's art raffle entry pieces. The raffle included one entry per region, and emphasis was placed on including art, crafts and design. The winners were drawn at the Steering Group meeting in September. A total of 7,127 (4,898) tickets were submitted

### Artist and entry prize

- 1 Marianne Kaustinen, Karleby. *Pupulaiset*, 2021
- 2 Kaisa Sirén, Rovaniemi. *Aamuruuhkaa*, 2018
- 3 Peter Winqvist, Eckerö. *Moln i byxor*
- 4 Gunzi Holmström, Helsinki. *Granens bön*, 2020
- 5 Hannele Köngäs, Turku. *Handvävd scarf*
- 6 Markus Mäkinen, Nuutajärvi. *Abstract possibility 2*, 2020
- 7 Ritva Sirjala, Sipoo. *Ruukut*, 2021
- 8 Koivisto Studio, Karkkila. *Kehto*

### Winner

- Jaana Vanhala, Kotka  
 Erkki Evilä, Nummela  
 Michelle Ferm, Österhankmo  
 Viola Norrgård, Pålssöle  
 Inger Sagulin, Mariehamn  
 Pirjo Hummelin, Aura  
 Annika Kantokari, Helsinki  
 Siiri Salo, Helsinki

All winners have given their consent for their names to be published on Konstrundan's social media pages and website.

## Art Friday 3.9.2021

Art Friday, under the umbrella of Konstrundan, has arranged workshops and similar activities for children since 2012. The workshops have generated meetings between artists and children and in addition to the actual art creation itself, participants have had the opportunity to meet an artist and gain insight into a creative profession. The workshops have been greatly appreciated however, due to economic and practical constraints, these workshops have only reached a handful of children in a few places, mainly in the Swedish speaking parts of Finland.

Konstens fredag  
 Taiteen perjantai

Thanks to targeted support from the foundation Brita Maria Renlund's Memory, the concept for Art Friday was renewed in 2020. To reach as many children as possible, a film was produced in which an artist presented a free, on-line art assignment. The target group was all children of primary school age in Finland.

Based on that same concept, Art Friday was held in 2021. The watercolour painter Anette Gustafsson from Åland was chosen as the artist in the film. She presented a task called "The fantastic watercolour" and thanks to Anette's brilliant efforts, the film is inspiring and has received very good reviews.

The production company Luvid Film produced two films. In one, Anette speaks Swedish and the film has Swedish subtitles. The other film is dubbed into Finnish and has Finnish subtitles.

The film was launched on Art Friday 3.9.2021 and distributed through Konstrundan's website and social media. Art Friday was also highlighted through advertisements in the magazines Läraren and Opettaja. This year's film has been widely circulated and seen on Facebook in Swedish 586 times and in Finnish 197 times. On Instagram, the film has been seen 89 times in Swedish and 299 times in Finnish. Since it is voluntary to submit the results of the art assignment, we do not know how many children took part in the task. With just over 1,000 screenings, we hope that more than 3,000 children have been able to take part in the art assignment.

Teachers and parents were asked to upload photos of children's artwork on Instagram [#konstensfredag](#) [#taiteenperjantai](#) [#konstrundan](#) [#konstrundan2021](#)

This year's and last year's films are still available on Konstrundan's website and Facebook, making it an ongoing activity available to children throughout the year.

## The Evening of the Arts 19.8.2021

An idea was born at the end of 2019: let's arrange a Konstrundan auction in favour of a good cause. The goal was to promote the sale of Konstrundan participants' work and to increase positive visibility for Konstrundan. Due to the corona pandemic plans were cancelled in 2020, but in 2021 collaboration was initiated with the Auction House Helander and Fiskars Bruk. The Evening of the Arts was arranged on 19.8.2021.

This year's Konstrundan participants were all invited to propose a piece for the auction. A total of 115 proposals were received and all were included in the auction. The artist stated her/his starting price, which the artist would accrue if the piece sold. Helander photographed all the pieces and the auction catalogue was shown on [www.helander.com](http://www.helander.com) one week before the auction.

The auction was planned as a physical event in Fiskars Mill and as an on-line auction. Unfortunately, due to the corona pandemic the physical event in Fiskars had to be cancelled. Thus, the auction was held only as an on-line auction. Helander handled the auction itself and Mika Sirén acted as broker.

Total sales were significantly lower than expected. Only 45 pieces were sold for a total amount of € 13,050, most of which went to the artists. The difference of € 3,000 was donated to the creative and artistic activities at the New Children's Hospital in Helsinki.

Helander offered a new auction opportunity for the unsold pieces and at that auction three more pieces were sold.

On behalf of the organizer, it can be stated that the arrangement was labour-intensive. Several reminders were required before all the information was collected and it was also a lot of work to return the unsold pieces.

Feedback from the participants who were involved in the Evening of the Arts considered it in general to be a good and fun idea that could be done again. It would then be of great importance that the auction actually is held both on-line and as a physical event, streamed on-line. Provided that Auction House Helander and Fiskars Mill are interested in a continued collaboration, the concept will be further developed based on feedback and lessons learned from this year.

## Administration

Åbolands hantverk rf is the organizer of Konstrundan. Åboland's hantverk appoints a Steering Group, which in 2021 consisted of Maija Albrecht, Sebastian Jansson, Eliisa Riikonen, Johan Sandås, Leena Stolzmann and Hanna Wiik-Rosenqvist.

Martina Lindberg is the Project Manager for Konstrundan with an estimated working time of around 70%. Konstrundan has working space in Åboland's hantverks rf's office in connection with Gullkrona Shop in Pargas, however since the outbreak of the pandemic, Martina has worked from home.

During the summer of 2021, Veronica Svenskberg completed part of her internship for Konstrundan. The internship was part of Veronica's studies as a Cultural Producer at Arcada University of Applied Sciences. In October, she was hired on an hourly basis as secretary of Konstrundan.

The following are hired on an hourly rate as Regional Contacts for the regions:

Leena Stolzmann for Eastern Uusimaa,  
Ida Taavitsainen for Helsinki region,  
Jani A. Purhonen for Western Uusimaa,  
Oona Haapamäki for Ostrobothnia,  
Leila Cromwell-Morgan Lönnroth on the Åland islands and  
Ami Avellán for Northern Finland, which became its own region this year.

For the second year in a row, a collaboration agreement was signed with Novia University of Applied Sciences. Novia held Open Doors at the school during Konstrundan. This provided an opportunity for the public to follow future talents in the art industry as well as an opportunity for those interested in studying art to get acquainted with education in the creative fields. The regional contact for Ostrobothnia, Oona Haapamäki, was employed as part of this agreement.

All regional contacts have worked from home and as a positive result of the pandemic, regular weekly meetings were held over Zoom.

In September, the regional contacts made a working trip to Åland. Oona and Jani could not participate. Evaluating this year and planning for next year's Konstrunda began and the group also took the opportunity to visit and learn from several of this year's participants.

During 2021, Nanne Nylund has worked as graphic designer for Konstrundan. Konstrundan's website [www.konstrundan.fi](http://www.konstrundan.fi) is maintained by Webbhuset.

## Economy

Konstrundan is an independent project that does not generate income. The turnover amounts to approximately € 200,000 per year and activities are adapted to grants received. The largest costs consist of personnel costs and marketing costs, especially Konstrundan's newspaper.

Simplified, it can be said that Konstrundan's turnover is marketing, distributed among the individual participants, but since Konstrundan actively promotes and works for the entire creative field, we believe that Konstrundan supports and markets significantly more creative actors within this whole field in Finland.

Konstrundan 2021, would like to express a warm thank you for financial support to: The Swedish Cultural Foundation, The Art Society Association, The Brita Maria Renlund Memorial Foundation, The Emilie and Rudolf Gesellius Foundation, The Eugène, Elisabeth and Birgit Nygrén Foundation and The William Thuring Foundation and The Waldemar von Frenckell Foundation.

**We would like to extend our gratitude to all for helpful collaboration and support that made the implementation of Konstrundan 2021 possible.**

## Future prospects

Konstrundan is a comprehensive project and an appreciated nationwide event with professional content. Several challenges have been described in this evaluation and we are constantly looking for a broader financing base and sustainable solutions in order to be able to improve and develop activities in the best possible way.

The goal continues to be to develop programmes around and during Konstrundan to attract more visitors to studios and workshops in order to support and promote the creative field in our country.

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