

**konstrundan** 2021  
10-11 | 12-13 | 14-15 | 16-17  
**4-5.9.2021** | 11-17



Press release 25.8.2021

## KONSTRUNDAN SUPPORTS THE CREATIVE FIELD THROUGHOUT FINLAND

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

The overall aim of 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.

*“Especially in these days the contact with the public and the visibility that Konstrundan offers is of great importance for artists! Many also have good sales during the weekend”,* says project manager Martina Lindberg.

*“In order to have a safe Konstrundan for everyone, we ask all visitors to follow both official recommendations and instructions given by the artists. Many studios are quite small and only allow a few visitors at a time. But this gives a good chance to actually talk to the artist!”*

**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)

In July, Konstrundan has made over 30 posts on [Facebook](https://www.facebook.com/konstrundan) and [Instagram](https://www.instagram.com/konstrundan), presenting nice mixes of the participants' works. The posts have been put together by our contact for the Helsinki-region, Ida Taavitsainen. Looking at the pictures, you get a good glimpse of all that Konstrundan offers!



### New this year: pre-booked group visits Friday 3.9

On the Art Friday 3.9 Konstrundan presents a new film with an artwork assignment for all children of primary school age. In order to also involve older children, we offer school and student groups the possibility to visit the studios during the Art Friday. Around half of the participants are welcoming groups and the invitation has been extended to other groups, such as associations and companies.

You find the list of all participants welcoming pre-booked groups on our [website](http://www.konstrundan.fi). We ask interested groups to contact the artist directly to book a visit.

## Win artworks in the Art raffle

During the Konstrundan event we arrange an Art raffle, in which there are eight pieces of art created by some of the participants in Konstrundan. To enter the raffle is free of charge for the visitors and one can fill in one ticket in each studio. On our [website](#) and at each studio you can see what could be yours, if you take part in the raffle! The winners are drawn and announced in October.



## The Evening of the Arts was arranged on August 19<sup>th</sup>

In August, together with the auction house Helander, Konstrundan arranged an art auction for the first time. The auction was held online. All the objects for sale were made by Konstrundan participants. The starting price of the sold objects was accrued to the artist. The profit from the sale was € 3,000 and that amount will be donated to the creative and artistic activities at [the New Children's Hospital in Helsinki](#).

## Konstrundans regional contacts 2021

We have divided Finland into eight regions and each region has its own contact person, who is happy to answer any questions regarding this year's event.

### Konstrundan, Southwest Finland and the rest of the country

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