

Konstrundan

Press release 11.8.2020

KONSTRUNDAN 2020 is almost here!

During the second weekend in September, Sat-Sun 12.-13.9, Konstrundan is happening for the 13th time! **Almost 300 artists, artisans and designers open their doors to the public.** This year we have participants from Hanko in the south to Inari in the north and from Eckerö in the west to Lappeenranta in the east.

All participants are presented in the Konstrundan newspaper, published in mid-August, as well as on our website www.konstrundan.fi

"We are constantly monitoring the current situation and as it looks now, we should be able to organise Konstrundan according to plan", says the project manager Martina Lindberg. "We announce possible changes on our website and social media channels. Even though our goal is to reach 15 000 visitors, they are spread out on almost 200 locations during the whole weekend, so there will be no big crowds gathering. All visitors are encouraged to keep a physical distance and to follow up-to-date recommendations at each studio they visit."

Support culture - buy local!

The main goal of Konstrundan is to highlight the creative persons who with their work enrich our lives in so many ways. On top of that, Konstrundan is offering natural and valuable meetings with the public, where the artist, artisan and designer can present their work and discuss it with the public.

These meetings mean a lot to the participants of Konstrundan, who have been hit hard by the challenges happening in our society during the last year. That is why we encourage you not just to meet the artists, but to also support them by buying locally produced art and craft. Many exhibitions and fairs were cancelled, which has been economically challenging for many creatives.

Videopresentations of the participants

As a plan B, in case we would have to cancel the physical Konstrundan, the idea that each participant would present themselves in a short video, was born. The videos are available on our website and to this date, about a third of the participants have made and published their videos and we hope more will do that during August. The short video gives an insight into who you are about to visit and through these films it's also possible to peak into the artist's studios that are too far a way to visit in real life.

Art Raffle

As previously, we are again organising an art raffle, with great prizes made by our participants. At each studio, the visitor can fill in a raffle ticket free of charge. All the prizes are presented in the Konstrundan newspaper as well as on our website.

Art Friday 11.9.2020

The concept for Art Friday has been renewed. Earlier a few workshops have been arranged for children during the day. To reach as many children as possible, we have commissioned a film from Malakta Films in Maalahti. The film is distributed to all elementary schools in Finland, both to Swedish and Finnish speaking schools. The film is in Swedish, but subtitled to Finnish, and hence also introduces Swedish language to Finnish schoolchildren in a fun way!



Konstens fredag
Taiteen perjantai

In the movie, the artist Camilla Forsén-Ström is telling about herself and her work. After that, she will give the children a pedagogical task, that the children can complete in school or at home.

*“The task this year is called Royal for One Day” and it’s created to encourage creativity and is based on recycling and materials the children can find in their own homes”, says Camilla Forsén-Ström.
“To create we are using everyday tools found in school and at home”.*

With the help of the instructions given in the film, the children can complete the task themselves, but teachers and parents need to help gather the material needed. Instructions on www.konstrundan.fi.



The task is launched on Art Friday (Konstens Fredag) 11.9.2020 on the Konstrundan Website and Facebook. We hope that parents and teacher will upload the results on Instagram.

#konstensfredag #taiteenperjantai #konstrundan #konstrundan2020

Please feel free to contact us for more information:

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Besides Lindberg, Konstrundan has five regional contact persons, who know their own regions and function as contact persons for the artists in their respective region. They are:

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Konstsamfundet



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