

konstrundan

Press release 18.9.2020

KONSTRUNDAN 2020 WAS A SUCCESS!

Last weekend, Sat-Sun 12.-13.9, Konstrundan was arranged for the 13th time in Finland. Almost 300 artists, artisans and designers opened their doors to the public. The visitors were offered presentations of the artists and their works, discussions and energizing experiences. Based on information from the participants, it is now clear that **Konstrundan gathered over 15 200 visitors this year!**

“It is a fantastic result!” says project manager **Martina Lindberg**. “Especially considering the Covid19 situation and the bad weather on Saturday. On the other hand, the circumstances seem to have had different effects in different regions – somewhere the numbers of visitors have gone up and somewhere down.”

This year Konstrundan had 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 on our website www.konstrundan.fi. There you find contact information, should you want to visit them separately.

The participants appreciate Konstrundan and are very thankful to all visitors, who support the creative fields with their visits. Buying is not always the key, also a pure interest in the artist and his or her work means a lot.

Due to corona, only 10 studios stayed closed. All participants made some arrangements, some did ask all visitors to wear face masks and some had their reception outdoors. The greatest effect of corona was probably to the servings, which many now chose not to have. “But thus, the focus stayed on the artist and his or her work instead,” smiles Martina.

We have now asked all participants for response and based on that we will plan future Konstrundas. The next application period is Jan 21 to Feb 21, 2021, and we hope to get even more applications for Konstrundan 2021.

Art Friday 11.9.2020

The new concept for Art Friday resulted in a movie meant for all children in the Swedish and Finnish speaking elementary schools in Finland. In the movie, artist **Camilla Forsén-Ström** presents herself and then she gives the children a pedagogical task, that the children can complete in school or at home.

The task 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.



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 was launched on Art Friday (Konstens Fredag) 11.9.2020 on the Konstrundan Website and Facebook. The first results have already been posted on Instagram, but we hope to see many more *royalties* in the weeks to come. Follow us on Instagram!

[#konstensfredag](https://www.instagram.com/konstensfredag) [#taiteenperjantai](https://www.instagram.com/taiteenperjantai) [#konstrundan](https://www.instagram.com/konstrundan) [#konstrundan2020](https://www.instagram.com/konstrundan2020)

Please feel free to contact us for more information:

Project Manager Martina Lindberg

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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:

Leena Stolzmann in Itä-Uusimaa

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Leila Cromwell-Morgan Lönnroth on the Åland Islands

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Martina Lindberg in Turunmaa and rest of Finland

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Konstrundan is organised by Åbolands Hantverk rf.

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WILLIAM THURINGS
STIFTELSE