



# Konstrundan

PARTICIPANT'S GUIDE 2023

## WELCOME TO KONSTRUNDAN!

Congratulations, you have been accepted as a participant in Konstrundan! In this guide, you will find information about the event itself, about what Konstrundan offers you and what to do and when.

Do not hesitate to contact your regional contact, the secretary or the project manager if there is anything you are wondering about. The contact details can be found on the second last page of this guide.

## KONSTRUNDAN 2023 – EVERYTHING YOU NEED TO KNOW



Konstrundan is an established event organised annually in Finland since 2008. Professional artists, craftspeople and designers can participate in Konstrundan. **This year, Konstrundan will take place again during the first weekend in September, on Sat-Sun 2-3 September 2023. Then the participants keep their studios open from 11 am to 5 pm.**

The aim of Konstrundan is to cultivate an understanding of Finnish contemporary art, crafts and design. Konstrundan supports its participants in their professional practice, creates new sales opportunities as well as builds a network the artists can make use of in their future work.

The organizer of the event is Åbolands hantverk rf and therefore Konstrundan's office is located in Pargas.

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## WITHIN APRIL

The participant profiles of all participants will be published in May on [www.konstrundan.fi](http://www.konstrundan.fi). It is therefore important that you check your information by the end of April. If you have any questions, please contact your regional contact.

- We ask that you check and, if necessary, complete and/or change the information on your participant profile. You will get to the form via the link in the **confirmation email** you received when you submitted the application
- Check the images in your presentation, especially the first image that appears in the paper. This picture should not be a picture of a person but of a product/object of your doing.
- The text about you should preferably be short (max. 500 characters) and informative. The most important task of the text is to engage possible visitors' interest in visiting you. Konstrundan reserves the right to make changes to the texts and, if necessary, we will also translate the texts.
- Is the information about any program or activity that you arrange under Konstrundan correct?

### Visits by pre-booked groups:

In the application, we asked if you accept pre-booked groups on Friday the 1st September 2023. Primarily, the idea is to market this opportunity to schools or student groups and various associations. We will send out the information to schools and associations about which participants receive visitors and if someone wishes to visit you, they will contact you directly.

If you marked that you do not want to receive visitors, you still have the opportunity to change your mind - in that case, notify your regional contact by the end of April.



## INFOMEETINGS IN JUNE

In recent years, we have organized info meetings in various regions. This year we will organize the meetings during the third week of June (12–16 June). At the info meetings, we hand out this year's marketing material. If you cannot attend the meeting, contact your regional contact and together you will decide when and how you receive your material!

The meetings and their schedules are posted at [www.konstrundan.fi/sv/for\\_deltagare](http://www.konstrundan.fi/sv/for_deltagare) as soon as they are determined. Welcome along!

We will also organize **three online info meetings on Tuesday the 13th of June** via Zoom, so everyone has a chance to participate.

Tuesday 13th June	5 pm in Swedish
	6 pm in Finnish
	7 pm in English

Länk till mötet: <https://us02web.zoom.us/j/89368715283> (Meeting ID: 893 6871 5283)

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## BEFORE KONSTRUNDAN, IN JUNE – AUGUST:

### Marketing

It is important that all participants spread the word about Konstrundan. As a participant, you will receive marketing materials to hand out and set up in your local area. The material is distributed to participants at the information meetings in June.

- **The Konstrundan magazine** is our most important marketing channel. As a participant, you will receive a bundle of newspapers and it is desirable that you distribute them in your area and to your network before Konstrundan. The newspaper's circulation is approximately 115,000 copies. It will be published in June and then distributed to tourist offices, libraries etc. In addition, the newspaper is also distributed together with the Finnish-Swedish daily newspapers at the end of August.
- **Posters** are this year printed in sizes A4, A3 and A2. The larger posters have feature space for your own text – e.g. your address or information about the program you offer under Konstrundan. The smaller ones have general information about Konstrundan.
- The **postcards** you receive should be sent or distributed before September and Konstrundan. You can write a short personal invitation and hand it out in mailboxes in your area or you can send the cards within your network.
- For the third year in a row, we are printing **outdoor signs**. If you received signs last year, they can be reused this year. The material is durable for outdoor use and the design is simple but clear. Find suitable and creative ways to put up the signs. The signs will have holes in the corners.

#### ALL PARTICIPANTS WILL RECEIVE

poster A4	6 pcs
poster A3	4 pcs
poster A2	2 pcs
postcards	20 pcs
newspapers	25 pcs
raffle tickets	100 pcs
road signs	former participants 0 pcs / new participants 2 pcs



- Let us know **by the end of April** if you still have the signs from last year (so we don't print more than necessary) and if you wish to receive more marketing material.

### Press and media

Konstrundan sends out a few **press releases** per year. Journalists sometimes contact individual participants, but you are also welcome to forward the press releases to any local press and to your network.

### Social Media

- Follow, like and share Konstrundan's posts on Facebook, Instagram and Twitter
- WAnnounce that you will be part of Konstrundan, and while doing so please link to

 [@konstrundan](https://www.facebook.com/konstrundan)

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

[www.konstrundan.fi](http://www.konstrundan.fi)

- You are welcome to create your own Facebook events in your region and update local event calendars. Materials such as e.g. banners for Facebook and images will be uploaded shortly to the material bank on [www.konstrundan.fi/sv/for\\_deltagare](http://www.konstrundan.fi/sv/for_deltagare)
- Notify [konsrundan.helsingfors@gmail.com](mailto:konsrundan.helsingfors@gmail.com) if you have a vernissage or any other event coming up. We are happy to share the information via Konstrundan's channels

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## DURING THE EVENT, SAT-SUN 2-3.9:

- ▶ Be available and present for visitors Saturday and Sunday from 11-17
- ▶ Count the **number of visitors** and send us the info on Sunday [konstrundan.info@gmail.com](mailto:konstrundan.info@gmail.com).
- ▶ Tell visitors about yourself and your work
- ▶ If you want to promote sales, make a visible price list ahead of time
- ▶ If payment by card is not possible for you, provide another payment method (eg. bank transfer, Mobilepay)
- ▶ Take the opportunity to market your upcoming exhibitions and projects
- ▶ Consider having a guest book out for your visitors
- ▶ Tell us about other places to visit nearby
- ▶ Remembering to promote the Konstrundan lottery, collect the tickets and send them **no later than Fri the 10th of Sep** to Konstrundan, c/o Kulturhuset Grand, Biskopsgatan 28, 06100 Borgå.

### LOTTERIES

During Konstrundan, an **Art Lottery** is arranged where we raffle off works and products made by this year's participants of Konstrundan. These products are first purchased by Konstrundan from the selected participants. The organizer chooses 8 winners from different parts of the country. The winners are drawn at the beginning of October.

- ▶ **Your task is to have the lottery and the tickets clearly visible during Konstrundan and encourage your visitors to participate in the lottery.** The prizes will be displayed on a separate poster and on the back of the Konstrundan magazine.
- ▶ The lottery is free of charge for the visitors and they can fill in one ticket per studio. Clearly indicate where the completed raffle tickets are put (eg in a bowl or a box in your studio). We will send you 80 Lottery tickets and you can also print/copy more from the **material bank** on the website.

## ART FRIDAY 1.9.2023

This year we will organise **Art Friday** in the same way as last year. A video will be ordered where the artist **Majbritt "Maikku" Huovila** introduces herself and then gives the children an educational art task to carry out. The video will be sent to all primary schools in Finland. The video will be in Finnish but will also be dubbed into Swedish and English. The task will be launched on the 1st of September on Facebook and on our webpage [www.konstrundan.fi](http://www.konstrundan.fi).

Konstens fredag  
Taiteen perjantai  
Art Friday

Feel free to spread the word about Art Friday in your networks - especially if you have contacts with primary school teachers!

We also wish for teachers and parents to share the results on social media using the hashtags below:

#konstensfredag #taiteenperjantai  
#artfriday #konstrundan2023

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## TEAM KONSTRUNDAN 2023

In addition to the project manager and the secretary, we have six people working as contact persons for different regions of Finland. Below you can see who we all are and which region we are responsible for. You can get in touch when and if you have something on your mind, otherwise more information will follow along the way.

Konstrundan is organised for the sixteenth time.  
Let us together make Konstrundan 2023  
a fun and memorable event!

Secretary

**Anne Johansson Padilla**

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Regional contacts

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& Eastern Finland province

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KONSTSAMFUNDET



## TIMO MÄNTTÄRI DEFINES THIS YEAR'S COLOUR PALETTE

The diversity of design and the splendour of colours of Konstrundan is also nicely reflected in this year's illustration, which was made by the illustrator and graphic designer Timo Mänttari. Timo is a Helsinki-based illustrator and graphic designer. He has illustrated magazines, and two children's books and designed a couple of hundred book covers.

During the last ten years, Timo has mostly been employed in his family's company, Kehvola Design. Kehvola's colourful postcards, calendars and games are not only sold in Finnish museums and bookstores but also in Germany and Japan. Besides drawing, Timo likes museums, marzipan and old movies.