

THE  
FINNISH  
INSTITUTE  
IN LONDON

## Annual report for the board 2014

### The Finnish Institute in London

The Finnish Institute in London is a private, non-profit trust founded in 1991. It is part of a network of 16 Finnish cultural and academic institutes located outside of Finland, plus the Hanasaari Swedish-Finnish Cultural Centre in Espoo, Finland. The Institute is part of Team Finland and a member of the EUNIC London network of cultural institutes from the member states of the European Union in London. The Institute also actively collaborates with Finnish Cultural Information Centres.

The mission of the Finnish Institute in London Trust is to promote relations between the Republic of Finland, the United Kingdom and the Republic of Ireland, with a particular focus on education, science, art and general cultural activities. The Trust runs the Finnish Institute in London in order to achieve this mission.

### Vision

The Finnish Institute in London is acknowledged as a strong international networker and an influencer, whose work combining social studies and the arts has had a great social impact and raised the profile of Finnish expertise in the UK and wider abroad.

### Overview 2014

#### Arts & Culture

##### *Mobius*

In the end of 2013 the Finnish Institute in London and The Finnish Cultural Institute in New York started the three-year long project MObius. MObius is a fellowship program for visual arts, museum and archive professionals based in New York, the United Kingdom, the Republic of Ireland and Finland. The program enables transatlantic mobility and collaborative practices and supports long-lasting professional relationships. Between 2014-2016 visual arts, museum and archive professionals can apply to participate in the program in Finland, the UK and the Republic of Ireland. The steering group at the Finnish Institute in London chose 9 fellows to take part in the program in 2014. 7 of them were Finnish and 2 English. The sending organisations were located in Helsinki with surroundings, Dublin, Manchester, Liverpool, Glasgow and Bury.

The project has been successful in the first year and led to new collaboration between the organisations involved in the programme.

MOBIUS is generously supported by the Kone foundation, Ministry of Education and Culture of Finland and Svenska Kulturfonden (The Swedish Cultural Foundation in Finland). The Finnish Institute in London manages and coordinates the program.

### *Viewpoint*

The permanent viewing platform *Viewpoint* at the urban national park on Camley Street in King's Cross in London was finished in January and opened for the public 10th February 2014. *Viewpoint* is one of the Finnish Institute's ongoing projects and was designed by a team of emerging Finnish architects from AOR Architects (Erkko Aarti, Arto Ollila and Mikki Ristola). The project is commissioned by The Finnish Institute in London and The Architecture Foundation and London Wildlife Trust.

At the opening ceremony the guests were transported from Camden Lock to *Viewpoint* on the canal boat *My Fair Lady*. From *Viewpoint* the celebrations continued at one of Wolff Olin's venues. Onboard *My Fair Lady* speeches were held and thanks were given. The event was opened by Johanna Pettersson, the director of the Finnish Institute and the Finnish Ambassador in London Pekka Huhtaniemi. Moira Lascelles from the Architecture Foundation spoke about the part that the Architecture Foundation has played in the project and the director of the Wildlife Trust, Carlo Laurenz, spoke about the usage of *Viewpoint* in the Camley Street natural park. Erkko Aarti, Arto Ollila and Mikki Ristola spoke about what inspired them when they designed *Viewpoint* and their views on the early stages of designing it. Sami Tallberg was in charge of the catering and Heidi Kilpilä, a Finnish Musician and artist based in London, of the music at the evening event at Wolff Olin.

The most significant results of the project were the multisectoral partnerships that developed between the involved Finns and Brits, especially in the King's Cross area and the projects' educational significance. Further results were that the Finnish values of respecting nature were acknowledged and that the project got visibility in the British media.

### *Tove Jansson: Tales From the Nordic Archipelago*

To celebrate the 100th anniversary of the birth of Tove Jansson (1914-2001) the Finnish Institute, in collaboration with the Institute of Contemporary Art, put on an exhibition of images from Tove Jansson's life and work and rare first editions of her illustrated books. The exhibition displayed Jansson's life in her studio and on her privately owned Island in the Archipelago outside Porvoo, where she spent many Summers with her partner Tuulikki Pietilä.

The exhibition was on at the ICA between July 15th and August 24th 2014 and curated by Susanna Pettersson and Animaya Grant in collaboration with the ICA. The images were produced by Jansson's close friend and internationally recognised Finnish photographer C. G. Hagström (1940) and Jansson's brother Olof Jansson (s. 1920). The exhibition was extraordinarily well received in the British press and social media and Susanna Pettersson was interviewed by the BBC World Service in connection to it.

### *Reason & Intuition - Alvar Aalto & Ola Kolehmainen in Soane*

In July and August Finnish architecture, design and photography were on display at the PM Gallery & House in London in Ealing Broadway. Images by the Finnish photographer Ola Kolehmainen (1964-) inspired by Alvar Aalto's architecture, the Cathedral in Siena and the Mosques in Istanbul were on display at the gallery. In the home of the British architect Sir John Soane (1753-1837) which is located in the historic part of the building, Alvar Aalto's (1898-1976) designs very on display. The designs on display were chairs, tables, lamps, glass items, textiles and rear works such as a collections of original building plans. The exhibition was organised by the Finnish Institute, PM Gallery & House and the Alvar Aalto museum.

### *Visibility and Impact of Contemporary Art in Contemporary Society*

The Finnish Institute began a 3-year project regarding the visibility and impact of contemporary art in contemporary society. The aim of the project is to research the relationship between contemporary art and contemporary society in Finland, the United Kingdom and Ireland. Initial inquiries regarding the project were made in 2014 and seminars and other events related to the project were attended. The Finnish Institute also began writing blog posts related to the project.

The Finnish Institute was also involved in following events

- Kokoro & Moi, *Alpha-Ville Exchange* -conference, London, 17.1.2014
- Riiko Sakkinen, *The Language of Lists* -group exhibition, Bury Art Museum, Bury (Manchester), 3.5.-9.7.2014
- Erja Joukamo-Ampuja, French Horn -mastecclasses, *Dublin Brass Weeks*, Dublin, 1. - 4.7.2014
- Film screening of Paul Anders Simma's Olga-film, *Open City Docs Fest*, London, 17.-22.6.2014
- Pink Twins and Jarno Vesala, *Out of Our Heads* -group exhibition, Shoreditch Townhall, London, 13. - 29.6. 2014
- Morag Deyes, *Full Moon Dance Festival*, Pyhäsalmi, 20. - 24.7.

### Society programme

#### *A fair information society*

#### *Knowledge Gap*

During Spring 2014 the Institute published Kristofer Jänti's Knowledge Gap-investigation, which focused on how the increase of information and the choice of multiple informational feeds have made citizens' access to important societal knowledge unequally distributed. The investigation was published in chapters in the Institute's blog, and acquired 3200 readers in total.

#### *How Do We Prepare for a Future of Big Data?*

Together with the Finnish embassy in London and the Technology Academy of Finland, the Institute organised a seminar on the future of Big Data. The seminar celebrated Professor Stuart Parkin, the 2014 Millenium-prize winner. In addition to Professor

Parkini the panel included the managing director of the Technology Academy of Finland Juha Ylä-jääski, the founder and managing director of the big data specialist company Mastodon C Francine Bennett, the developer of the members card for the supermarket chain Tesco Edwina Dunn, and the founder and managing director of Citizenmen, StJohn Deakins. In addition to the technical aspects of Big data - i.e. information storage and handling - the seminar also covered the interpretation and use of Big Data. The seminar was filmed and published in the communication channels of both the Finnish Institute and the Technology Academy of Finland.

### *NHS Citizen*

The institute familiarised itself with the initiative that the English national health organization, the NHS, made to include citizen participation in decision making processes. The head of the Society programme Antti Halonen wrote on the subject in Helsingin Sanomat's guest writer section and began the evaluation on how and in what capacity the initiative could be transferred to a Finnish context, and to what extent it would be beneficial.

### *Education and learning*

#### *OPPI Helsinki Learning Festival*

Oppi - Helsinki Learning Festival brought together over a hundred world leading educational experts from 18 different countries in Helsinki, the 11th and 12th of April 2014 to discuss and envision the future of education. The festival, which gathered over a thousand guests, offered a wide array of inspiring talks, workshops, presentations and discussions on currently important themes in education. Krista Kiuru, Esko Aho, Pasi Sahlberg and big international names like Russell Quaglia, Sarah Brown, Jennifer Chung, Lilly Kam, Simon Breakspear, Pak Tee Ng and Gavin Dykes opened up new perspectives in the Finnish educational debate. The Institute organised the event in collaboration with Suklaa and with Sanoma Learning as the head sponsor. The success of the festival opened up the possibilities for the Institute and Suklaa to build a large networks of partners together.

In addition to the official festival partners, the Foreign ministry of Finland participated in the organisation of the festival by bringing foreign journalists to Finland and arranging a programme for journalists.

The festival - and through it Finnish educational expertise - gained wide international visibility and attention. Papers like the Huffington Post, Times Education Supplement, Politico and numerous blogs focusing on the field of education wrote about the event. Over a thousand tweets were sent from the festival and #oppibug, the official twitter hashtag of the festival appeared in Twitter's top 10 list - in Finland and in Great Britain - both days of the festival.

#### *Jobs for the Boys*

In the autumn the Institute initiated a project, with the aim to convey visibility to issues of boys' and mens' wellbeing. The project was initiated through the Institute's media channels through video interviews.

## *Digital cultural heritage*

### *Open data master course*

Together with Open Knowledge Finland, the British Library and the Mozilla Foundation the institute organised a two day field trip for people working in the cultural sector. The trip was part of the six part open data master course, where 25 professionals participated and which resulted in all parties involved opening up their data sets as open data.

### *Digital Humanities and Future Archives*

The Institute published Sampo Viiri's investigation on the condition of the field of digital Humanities in Great Britain. The investigation assessed how historical research and other areas of the humanities should make use of digital information. As an effect of the investigation the Institute broadened its network with central actors of the digital field. The investigation initiated a collaboration with British Library, in which the aim is to open up the British Library's digital Finland material for public use by the year 2017. Additionally the Institute supported the International Records Management Trust study on the Finnish application of digital information administration by arranging a four day research trip to Finland for the researchers involved.

Additionally the Institute participated in the following collaborations:

- Criminal Justice cooperation: The institute began a collaboration with the Criminal Justice Alliance and Prison Reform Trust to create new ties between Finnish and British actors of the criminal justice field. The institute, CJA ja PRT agreed to arrange an event together in 2015 in London. The institute published an investigative survey made by Taina Cooke on current questions and issues in British and Finnish Criminal justice.
- Wikimaps Nordic, Helsinki 28.2.2014
- MyData and Information privacy regulations, threat of possibility? Helsinki 7.4.2014
- Open Government Partnership Regional Meeting, Dublin 8.-9.5. 2014
- Open Knowledge Festival, Berlin 14.-16.7. 2014

## *Networking and visiting experts*

The institute organised numerous meetings for professionals and roundtable discussions, where Finnish and British actors could think and work together. The Director of the Institute and the Heads and the assistants of the programmes visited many seminars, conferences and other events significant to the work the Institute does. The Director and the Heads of the programmes also lectured in their own area of expertise and commented on current projects and affairs, both in the British and in the Finnish media.

The institute continued to comment on current issues and affairs pertinent to the programmes activities in its blog. Additionally, the Institute let its space be used for various meetings and seminars hosted by partners significant to the programmes activities.

The Institute supported artists participating in events in Great Britain and Ireland and collaborated with Frame Finland by continuing to organise curator visits to Finland. The Institute supported visits by experts and professionals by arranging seminars and other events pertinent to the Programmes. These included for instance the Wikimap Nordic-event MyData-seminar hosted in Helsinki.

### **Impact and resources**

The projects of the Finnish Institute in London were supported by external funding with a total sum of 116 675 euros. Funding was received from the following: Ministry of Education and Culture (75 000 € for the Mobius-project), the Kone Foundation (26 000 € for the Mobius-project), Finnish Cultural Foundation (10 000 € for Viewpoint) and Suklaa (5 675 € for Oppi-festival). The majority of the subsidies were given to the Mobius-project.

The Institute operates in the United Kingdom, Ireland and Finland within culture, art and society. The strength of the networks lies in their diversity. We expect the social interaction to increase and become stronger through different types of projects.

The Institute participated in the public debate by bringing attention to themes related to learning and education, knowledge gap and open data, the importance of digitisation, the status and social impact of modern art as well as mobility among museum, archiving and arts professionals. In all its projects, the Institute emphasized the importance of communication and developed their use of social media and moving images.

The Institute worked with the indicator group to assess the development of institution networks.

### **Developing and Evaluating Activities**

The Finnish Institute in London organised a training course on the impact of communication in cooperation with Finnagora and Frame. The training was aimed at all the Finnish culture and science institutions and at communication centres. The training was realised with the support of the Ministry of Culture and Education and was organised by Ellun Kanat. The purpose of the training is to strengthen the common working culture, the models of operation and the communication shared by the culture and science institutions and by the communication centres, and to clarify visions.

There were three trainings: the first one in Helsinki at the Kiasma Museum of Modern Art 12.3.2014, the second one in Balatonfüred in Budapest 28.-30.3. 2014 and the third one in Helsinki at the Hanasaari Cultural Centre 1.10.2014. An extensive group of representatives from the institutes and from the communication centres participated in the training. As an outcome of the training, the working book *Kiinnostavampi Suomi* was published. The book is edited by Ellun Kanat and directed at the communication for institutes and communication centres. The shared communication will be maintained and the responsibility for its organising will shift between the institutes.

When the Finnish Institute in London moved, a 925 (nine to five) project was realised, directed by Sara Laine. Its purpose was to update shared working methods, as the staff

moved from a traditional office environment to an open office space. The project began in the spring and ended in the autumn 2014.

## **Leadership**

The board of the institute consists of a chair, vice chair and four other members. Tapio Markkanen functions as chairperson until 10.4.2014, Marianna Kajantie as vice chairperson and Juhana Aunesluoma, Anna Baijars, Robin Baker and Johanna Kantola as members until 10.4.2014. The board elected Johanna Piisi and Tommi Laitio as new members beginning from 10.4.2014. During a year, the board held eight meetings.

The board decides on the strategies of the trust, on the yearly plan of action and the budget. The board confirms the financial statement of the trust.

Esa Salonen functioned as the trust's lawyer.

The person named as director is responsible for managing the activities and the budget of the trust.

## **Personnel**

### **Management**

Susanna Pettersson functioned as the director until 30.9.14, after which Johanna Vakkari was named the director in charge during the recruitment process of the new director (1.10.2014-14.1.2015).

### **Board**

The secretary of the board Anita Rockman, intern Maiju Uusi-Simola 6.1.-29.5.2014.

### **Communication**

Communication Officer Animaya Grant, interns Sara Kärpänen 1.1.-15.3.2014 (13.10.2013-13.3.2014), Mirkka Aarti 10.3.-31.8.2014, Hanna Heiskanen 26.8.-31.12.2014 (26.8.2014- 26.2.2015).

### **Art and Culture Programme**

Programme Officer Johanna Vakkari 1.1.2014 31.1.2013, interns Reetta Turtiainen 1.1.-2.3.2014 (3.10.2013-2.3.2014), Ida Korhonen 3.3.-18.8.2014, Maria Pirkkalainen 11.8.-31.12.2014 (11.8.2014-6.2.2015), Kim Varstala 1.1.-31.12.2014 (in total 11 months during this period of time).

### **Society Programme**

Programme Officer Antti Halonen 1.1.2014 -, interns Kristofer Jäntti 1.1.-14.1.2014 (15.8.2013-14.1.2014), Maija Bergstöm 10.2.-9.7.2014, Sampo Viiri 3.3.-31.8.2014, Taina Cooke 15.8.-31.12.2014 (15.8.2014-14.1.2015).

## **Spaces**

Since its establishment, the Finnish Institute in London has worked at the estate owned by the Finnish State, and managed by the Senaatti trusts, at 35-36 Eagle Street in

Holborne in London. In the autumn of 2013, the Finnish state sold the estate at Eagle Street. A contract was signed 14.3.2014 with Robert Kemlon, Project Manager at the Agent LLP for the Institute's new premises at Kings Cross Unit 1, 3 York Way, London N1C 4AE. The institute moved from Eagle Street, after which the personnel worked from from, until they moved to the new premises 14.7.2014. The interior design in the Institute's new facilities was designed by Linda Bergroth. UPM sponsored a used Finnish plywood to the premises. Otherwise new and already existing furnitures was used for the interior design. The construction and renovation of the interior design was made by Oktra.

### **The adequacy and risks of funding**

The most essential financial changes connected to the Institute's work are related to the predicted and continuous reduction of governmental subsidies. For this reason, the Institute is prepared to expand its share in self-financing and active fundraising. The stability of the governmental subsidy is essential for building partnerships. Deficit in profit will be avoided through different forms of saving.

The trust has a valid insurance of responsibility for the Directors.

### **Financial Position 2014**

The trust's investment capital consists of 38 360 euro. The company that administers the property Oy Ahola & Maliniemi Partners Ab manages the investment activities of the trust. The market value of the investment capital was 50 945 euro by the end of 2014 (2013 it was 44 497 euro). The interest yield was 725 euro.

605 500 euro of the income (65 %) consisted of the general government grant (in 2013: 58 %) and 326 000 euro consisted of rent relief (in 2013: 32 %). Other income was 234 525 euro (20 %) (in 2013: 10 %). Compared to the previous year, the general government grant increased slightly due to the additional fundings received by the end of the year. The rent relief decreased because of the more affordable rent of the new office space. The amount of other income was higher than the previous year.

The in-kind grant received by the Institute, 150 550 euro, consisted of office services (1 800 euro), the construction of the new office space and its furnishing (20 250 euro), accommodation (1 800 euro), hospitality services and expert services (48 400 euro) and the work contribution by the interns (78 300 euro). A noticeable part of the in-kind grant, 40 250 euro, was in one way or another directed at the new facilities.

338 470 euro, 29 %, of the expenses was directed at personnel costs (in 2013: 39 %), 378 615 euro, 32 %, at the property (in 2013: 35 %), 234 126 euro, 20 %, to other projects (in 2013: 16 %), 53 000 euro, 4,5 %, to communication (in 2013: 4 %), and the amount of office supplies and other expenses was in total 73 065 euro, 6 % (in 2013: 6 %). In addition, the deposit was 93 578 euro (8%).

The outcome of the accounting period was 45 104 euro deficit, which mainly resulted from the costs from the moving and the Viewpoint project. Moreover, the grant for the Mobius project for the years of 2015 and 2016 affect the outcome.

## **Auditing**

The auditors of the trust were Johan Weckman (KHT) and Tuomas Honkamäki (KHT). The deputy auditor was Jaana Salmi (KHT).

## **Applicable events after the auditing period**

Between the end of the auditing period and the the making of the financial statement, there have been no other events which have affected the financial situation of the trust or the financial statement of 2014.

## **Future prospects**

The Finnish Institute in London is one of the most vibrant cultural- and scientific institutes and has excellent prospects in continuing as a bold expert organisation. The Institute wants to increase the well-being in contemporary society through combining modern art, design, architecture and social sciences. The central points of the Institute's work will be clarified in the near future. The Institute supports thinking beyond the boundaries of art and strengthens professional know-how and professional mobility. It is an agile organisation, reacting to current topics and working cost-effectively. Costs are saved without the loss of programs and projects. In the future it is essential that the Institute will be able to continue to recruit the top experts and that the subsidy given by the government continues to be on the same level.

## **Partners 2014**

Alpha-Ville Exchange  
Alvar Aalto -museum  
Apollo Public Relations  
Architecture Foundation  
Archives and Records Association  
Argent LLP  
Commercial Systems International (CSI)  
Balfour Beatty  
BAM  
Blueprint Magazine  
Bradford National Media Museum  
British Council  
British Library  
Bury Art Museum  
Campus  
Canal and River Trust  
CIRCA Projects  
Cornwall Record Office

CounterPoint UK  
Criminal Justice Alliance  
Dreamdo  
Dublin Brass Weeks  
Dublin Science Gallery  
Educluster Finland  
Finlandia-talo  
Frame Finland  
Full Moon Dance Festival  
FutureEverything  
Future Learning Finland  
Graphic Concrete  
Helsinki Art Museum  
Helinä Rautavaara Museum  
Heureka - The Finnish Science Centre  
HIAP - Helsinki International Artists Programme  
ICA - Institute of Contemporary Arts  
Innovation Unit  
International Records Management Trust  
National Archives of Finland  
Kelvingrove Art Gallery & Museum  
Kiasma Museum of Contemporary Art  
Kier Group  
King's College  
King's Cross Partnership Unlimited (KCCP)  
London Wildlife Trust  
Manchester Art Gallery  
Microsoft, Partners-in-Learning  
Mozilla Foundation  
National Museums Liverpool  
NESTA  
Newcastle University  
Open City Docs Fest

Open Knowledge  
#OppiBug  
Parliamentary Archives, Parliament of UK  
PM Gallery & House  
Price & Myers  
Prison Reform Trust  
Public Domain Review  
Purple PR  
Rovio  
Sanoma Learning  
Museum of Finnish Architecture  
The Finnish Museum of Photography  
Sustain Wales  
Technology Academy Finland  
Tekes  
Times Educational Supplement  
Tyne & Wear Archives and Museums

University College London  
University of Turku  
UPM - The Biofore Company  
Whithworth Art Gallery  
Whole Education  
Wikimaps Nordic