

The Finnish Institute in London

**ANNUAL REPORT
2017**

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I. Introduction

The Finnish Institute in London is a private, non-profit trust, established in 1991. The mission of the Institute is to identify emerging issues in society and culture and generate a positive societal change in Finland, United Kingdom and the Republic of Ireland.

The Finnish Institute in London aims to increase awareness about Finnish culture and society in the United Kingdom and the Republic of Ireland. Also, it seeks to support cultural and societal actions in and between these three countries. The Institute identifies emerging cultural and societal issues and strives to make a positive social impact.

The Finnish Institute in London makes Finnish culture, society and research known by strengthening existing cooperation and creating new networks in Finland, the United Kingdom and the Republic of Ireland. The Institute works together with and supports the internationalisation of Finnish artists, researchers and other social and cultural actors. The Institute also works towards better utilising international expertise in Finland.

The Finnish Institute in London is part of an institute network, which comprises 17 Finnish culture and science institutes. It is also an active member of EUNIC – European Union National Institutes for Culture. Besides this, the Institute is part of Team Finland, a network of public sector actors providing internationalisation services. There is also a close cooperation with Finnish art promotion and information centres.

The year 2017 was affected by the approaching Brexit, with possible following impacts still unknown. A fear of EU partners leaving and partnerships vanishing has resulted in a growing interest in the United Kingdom for a cooperation with Finnish partners. The Finnish Institute in London has followed and kept up the conversations concerning this issue.

2. Objectives

The main objectives of the Finnish Institute in London are to increase the recognisability of Finnish culture, arts and society, and to develop international cooperation in the United Kingdom and the Republic of Ireland.

The value-related objective of the Finnish Institute in London is to improve a positive societal change in the United Kingdom, the Republic of Ireland and Finland. This means improving democracy, equality and education. In 2017 the Institute emphasised gender equality and the importance of libraries as a part of democracy and knowledge.

An essential goal in 2017 was to reach visibility for the celebration of 100 years of Finnish independence. Also, a particular target was to develop digital content and to increase media visibility and the number of followers on social media.

Programme objectives

The Finnish Institute in London has two programmes: the Arts and Culture programme and the Society and Culture programme.

The main objectives of the Society and Culture programme in 2017 were to enhance gender equality, societal diversity, democracy and education, and to save digital cultural heritage.

The main objectives of the Arts and Culture programme were to improve the visibility of Finnish contemporary art, circus, cinema and design in United Kingdom and Ireland, and to create networks between actors and agents of these fields.

More concrete goals are described in the next chapter.

3. Activities

The focus areas of the Art and Culture programme in 2017 were contemporary art, architecture and design, circus and film. The focus areas of the Society and Culture programme were equality, education and democracy of knowledge. Within these themes the projects focused especially on gender equality, anti-racist action and digital cultural heritage. The collaboration between programmes has closed up even more.

The centenary of Finnish independence was an essential part of the year 2017. The Institute participated in the official Finland 100 programme with three projects: Tale of Two countries – a web gallery, 10x10 Stories from Finland – a book project, and Women of the World festival.

The Finnish Institute in London supported the participation of several artists in a variety of events in the UK and Ireland. The Institute collaborated with Frame Contemporary Art Finland and HIAP, Helsinki International Artists' Programme. The Institute supported visits from experts of various fields in the UK as well as in Finland and organised seminars, panel discussions and other events related to the Institute's programmes, in collaboration with numerous partners.

The Institute organised a number of meetings and roundtable discussions for Finnish and British artists and professionals in the creative industries and the education sector. The events and discussions created a platform for exchanging ideas, networking and cooperation. Throughout the year the representatives of the Finnish Institute staff took part in numerous seminars, conferences, exhibitions and forums that were significant to the Institute's work.

The Institute continued to comment on current issues relating to the programme activities both in its blog and in social media. Furthermore, the Institute offered its premises to be used for meetings and seminars by partners significant to the Institute's programme activities. The Institute continued the work of the Finnsperits network, established in 2015, by publishing a series of current blog posts and organising a networking event. The aim of the Finnsperits network is to better the visibility of Finnish professionals of science, culture and arts in the UK.

To achieve a strong impact, the Institute worked in multidisciplinary, cross-border partnerships. An agile and responsive embrace of topical cultural and societal themes was an important part of fulfilling the Institute's goals, as well as connecting various actors with each other. The Institute took on new methods of influencing in the digital environment and spreading information and events online.

3.1 The main projects in 2017

A Tale of Two Countries – Tarina kahdesta maasta (Finland 100 project)

A Tale of Two Countries web gallery was one of the biggest projects in 2017. The target of this project was to collect, create and save digital material, open to anyone. Also, a crucial goal was to increase the recognisability and visibility of Finnish culture, and to create professional networks between Finland and Britain.

The digital gallery offers pieces of the common history of the United Kingdom and Finland, and the political, cultural and economic relationship of these two countries. The project opens archives, collects digital heritage, enhances the international collaboration between professionals, and invites everyone to share their own memories.

About 150 digital memories has been collected from the collaborators of the institute and put into the gallery. There is, for example, the whole Finnish national epic novel *Kalevala* translated in English, several articles and photographs. Also, the Institute has made several video interviews, where famous Finnish and British people share their memories about the relationship between the countries. Moreover, the visitors have added their own memories on the website.

The gallery was released online in June 2017. The official launching was arranged in September 19th in the Finnish Embassy in London, and in September 20th in the residency of the ambassador of Finland. The gallery has been visited by a large amount of people, and many articles about the gallery and the video interviews have been published in the Finnish media. In particular, the interviews with the popstar Alma, and the ski jumper Eddie Edwards, got a lot of media attention.

The main collaborators in the gallery project are The British Library, The National Archive in Finland and The National Library. Other collaborators are Yle Elävä Arkisto, Päivälehdien arkisto, Urho Kekkosen arkisto and Siirtolaisuusinstituutti. Also, the gallery has records from the archives of The Guardian and The Observer.

The goals set for this project were easily reached within 2017: Plenty of digital material has been collected and published, and the digital gallery has reached a lot of visitors. It is very likely that this has a positive impact for the conspicuousness of Finnish culture and the accessibility of cultural heritage. Also, the goal to create professional networks between Finland and Britain, actualised very well.

The maintenance of the gallery will continue in 2018.

Mobile Home London

Mobile Home 2017 was the biggest collaboration project in the history of the institute network. The Finnish Institutes in Paris, Benelux and Brussels took part in the project along with the Finnish Institute in London, all of them with their very own unique contribution. The aim of the project was to increase the knowledge of ecological wooden building and Finnish construction technologies. Also, the project aimed to offer an experience of this kind of applied scheme for architect students.

In London, a Finnish architect Sami Rintala (*Rintala-Eggertson Architects*) taught the architecture students in the University of Westminster how to build an innovative, ecological wood structure during the academic year 2016–2017. The teaching took place in the form of two workshops in London and culminated in Finland. In May 2017, around twenty university students from Westminster designed and build a wooden shelter in Punkaharju, led by architect Sami Rintala and Tom Raymont. The shelter had a hearth and it was open for public in Lusto, The Finnish Forest Museum. The students did not only learn to build using wood, but also about sustainable development and Finnish construction technology. The shelter has already gained a lot of acknowledgements. For example, ArchDaily chose it as one of the best theses of 2017.

During the Mobile Home project, many discussion events were arranged in Haribate Fair in Helsinki Expo and Convention Centre on the 15th and 16th of September. Sami Rintala, along with Pauliina Ståhlberg, the director of the Finnish Institute in London, and the architecture professor Harry Charringdon from the University of Westminster, were discussing the Mobile Home London project in Habirate SHOWROOM. Charringdon also made a very popular keynote lecture. Rintala spoke about ecological architecture and how to teach ecological architecture. The next day, the heads of the institutes that took part in the projects presented the results in a public lecture. The attendance at the fair brought a lot of coverage for the Mobile Home project.

The goals set for this project were reached excellently. The architect students had a chance to learn about wooden building, sustainable design and Finnish construction technology. The construction made during the project gained many awards. For example ArchDaily awarded it as one of the best student projects. Also, participating in a popular Habitare trade show gave a lot of visibility to the project.

Nordic Matters

A big Nordic festival was arranged throughout the year 2017 in one of the biggest cultural centres in Britain, the Southbank Centre. The main objectives of the festival were to increase the visibility of Nordic cultures, and to improve gender equality, children rights and sustainable development. The goals of the Institute, besides the ones mentioned above, were to raise visibility for Finland's year of celebration, and to find applicable artists and projects for the festival.

The event brought audience of thousands of people and a lot of media coverage for Finnish contributors. During a year in Southbank Centre, which has around 3.45 million visitors each year, the Finnish cultural pieces such as Hevisaurukset and Huutajat, Moomins and sauna were represented. The Institute supported the design of the project and the administration as a role of the authority. With the help of the Ministry of Education and Culture, the Institute funded the visual artists and the performance art.

In the performing arts sector, support went to the puppet theatre Aura of Puppets, baby circus Vau Hoop, and modern dance performance *Morphed* by Tero Saarinen Company.

The exhibition *Imaginary Friends*, created by the sculpture artist Jasmin Anoschkin, was presented as a part of Nordic Matter festival between the 9th and 23rd of February. Anoschkin's colourful artwork got a lot of attention at the lobby of the Southbank Centre. After the exhibition, the sculpture was moved to the institute and they were on view till the 26th of April.

Sami artist Outi Pieski's piece *Falling Shawls* utilised a traditional Sami handwork. The installation consists of colourful traditional scarfs weaved by Sami women. The scarves were hung in the high lobby in the Southbank Centre, where they were on prominently on view during the whole Nordic Matters festival from the 14th of January till the 31st of December.

The massive *The Gnome King* sculpture made by Kalle Mustonen took over the whole lobby area in South Bank Centre from the 5th of July till the 31st August. The visitors were able to see the wooden sculpture inside.

Southbank Centre succeeded in increasing the visibility and conspicuousness of Nordic culture. Also, the goals set by the Institute were obtained: the Institute enabled the participation of many Finnish artists in the festival production. The whole event gathered an audience of tens of thousands and brought plenty of media visibility for Finnish artists.

Women of the World Suomi (Finland 100)

The equality festival Women of the World was established in 2011 in the Southbank Centre, London. Currently, WOW includes 20 festivals in five different continents, and the festivals have in total over one million visitors. In March 2017 the Institute, Ajatushautomo Hattu, and Tampere House took the festival to Finland for the first time. The festival brought over 300 performers and talkers and over 80 numbers to Tampere House between the 11th and 12th of March. The objective was, in new innovative ways, to help forward the discourse concerning equality, and to gain media visibility.

The programme included, for example, the *Women on the Move Awards* event launched by **Refugee Council** and **UN Women**, two galas/concerts, art exhibitions, a society market, panel discussions, comedy, theatre, music and workshops. 60 experts in their own field took part in a Speed mentoring programme, and 37 professionals from different organisations took part in WOW Market. The festival offered happenings in

Finnish, Swedish, English and in sign language. Also, many events in the festival were available free of charge.

Before the festival, there were 11 think in design events open to visitors all around Finland in 2016. Altogether, almost 700 women with different backgrounds and professions took part in the events. The programme was planned based on the hopes and ideas of the people who were involved.

The Institute partly succeeded with its objectives. WOW festival got a lot of media attention and it managed to provoke a discussion, as intended. 3,800 visitors visited the festival, and it reached thousands of people on social media. Total visitor numbers were not as high as hoped, and therefore Tampere House made a significant loss. However, visitors were very happy with the programme.

As part of the WOW Finland programme, there was a ISOT project, which focused on pursuing equality in Finnish schools during 2017. The project had four main areas: a book which was shared in schools, teaching material, internet broadcasting and a written survey. The chosen book was *We Should All be Feminists* by Chimamanda Ngozi, which was translated into Finnish and shared with 69,000 students in the ninth grade throughout Finland.

WOW Finland and Finnish Broadcasting Company Yle produced a 9-minute documentary *The History of Equality*, which was about the history and meaning of gender equality. The documentary was directed, and the script was written by Maarit Tastula, and it was published both in Finnish and in English. The first viewing of the documentary was part of the internet broadcasting stage of the ISOT project.

As part of the internet broadcasting, a speech of the prime minister Juha Sipilä was viewed in 27 different countries, and schools around Tampere on Women's Day, 3th of March in 2017. The prime minister talked about a new *Gender Equality Prize*, which from now on every other year will be given to a person or an actor, which has provably worked for equality in a significant way. The WOW Finland project had a major impact in establishing this prize.

Women of the World London

Finnish equality and feminism achievements were also celebrated in the WOW London festival in the Southbank Centre from the 8th to the 12th of March. The Finnish Institute in London invited the artist duo Tärähtäneet ämmät, named Katariina Haikala and Vilma Metteri to present their *Monokini 2.0* art project at the festival. The project is a collaboration, and the aim of the project is to expand the idea of a beautiful body. The project established an editorialised swimsuit collection designed for women who have lost a breast in a surgical removal due to breast cancer. The project was presented at the WOW festival for over a hundred visitors. The happening was a wonderful success, and as a result the Monokini 2.0 is planning to be presented in London in 2018 even more widely.

Also, Anu Partanen, the writer of the book *The Nordic Theory of Everything*, was brought to the WOW London 2017 festival by the Finnish Institute. Partanen took part in several panel discussions during the WOW weekend, and she was invited to take part in Southbank Centre Literature Festival in October 2017. The Institute supported the publication of the book *The Nordic Theory of Everything* in Autumn 2017.

The Finnish Institute, in collaboration with the Finnish Embassy in London, brought the Finnish maternity package to the festival. The maternity package was presented at the organisation market during the whole festival weekend.

The Finnish performances and presentations got a lot of attention, for example on the Southbank Centre's website and in social media. The Institute made, for example, two videos about the event. The aims to provoke discussion and to reach media visibility were met.

3.2 Art and Culture Programme

3.2.1 Contemporary Art

The Committee by Pilvi Takala at the Pump House Gallery on January 11th – March 26th

Artist Pilvi Takala gave £7,000 pounds, given to her as an art prize, to a group of London based pre-adolescents, and asked them to think about how they wanted to spend the money. Takala recorded the group discussion on a video, and *The Committee* was based on this material. The artwork makes visible the processes in responsibility and decision making, and value judgement concerning how to spend money. The children decided to spend the money on a self-made bouncy castle. The castle was part of the exhibition at the yard of the gallery in Battersea Park during sunny days. The Institute supported the exhibition opening and the discussion event regarding the event.

Second Home panel discussion by Pilvi Takala at Spitalfield on January 12th

Curator Teresa Calonje talked with Pilvi Takala at a public event about her performance *The Stroker*, launched in summer 2016. The theme of the performance was touching. The Institute supported the organisation of the event.

The artist meeting with Anne Brodie and Lou Gilbert Scott at the Institute on February 23rd

Artists Anne Brodie and Lou Gilbert Scott told the audience about their journey in Lapland in 2016 with the headline *Borders – Tracing the Journey*. Curator Taru Elfving was leading the discussion. The phases of the journey were described, which led to reflecting the identity and boundaries. The artists described and demonstrated their ways of working and researching to the audience. The event was also live-streamed in order to get more viewers.

An exhibition of five Finnish photographers in Purdy Hicks Gallery on March 3 - April 3rd

Purdy Hicks Gallery presented the work of five Finnish photographers in order to celebrate the Finnish 100 year anniversary, and the close collaboration with Aalto University School of Art, Design and Architecture. The artists whose work were

represented at the exhibition were Ulla Jokisalo, Sandra Kantanen, Milja Laurila, Anna Reivilä and Santeri Tuori. The Institute supported the exhibition by funding the travelling expenses of two artists.

The artist meeting with Jenna Sutela at Jupiter Woods Gallery on April 12th

Artist Jenna Sutela talked about her work and her working process to the audience as a part of residency work in SPACE Art + Technology organisation, which was supported by the Institute. The presentation was named as *Microbes I have known and loved*, and it was held at Jupiter Woods gallery, which is located in South Bermondsey, for an audience full of young and enthusiastic artists and curators. Goldsmith University, which has an Art programme, is located nearby, which increased the number of listeners. Altogether, there were 30 visitors at the event. The event was promoted at the Wherevent service and on Facebook, and on the Institute's social media channels.

Beyond Telepathy at Somerset House on April 20th

The *Beyond Telepathy* event consisted of performances and discussions, which regarded communication without a common language. The event was established in Somerset House and the curator of the event was Taru Elfving. Artists Florence Peake, Erica Scourti, Essi Kausalainen, Jenna Sutela, Gary Zhexi Zhang, Anne de Boer, and Eloïse Bonneviot took part in the event. Also, Luciana Parisi, Jamie Sutcliffe, Ros Gray, and Lotte Juul Petersen took part in the panel discussion. The Institute, along with Somerset House Studios, and the residency collaborators Wysing Arts Centre, and SPACE, took part in producing the event.

Protest in Factory Hackney Wick on April 29th

A free event, which encouraged art activism and occupation of space, was arranged in collaboration with Stour Space gallery, which belongs to The Artists' Association of Finland MUU. The event was also arranged in a gallery in Hackney Wick, which belonged to LADA (Live Art Development). The event consisted of a do-it-yourself workshop, panel discussion, and *Performance Voyage 7*, which is a video performance collection which came into existence due to an international protest song contest. Sandy Bells, Heidi Kilpeläinen, and Kikka Rytönen performed at the after party. Artist Heidi Kilpeläinen, the head of the MUU Timo Soppela, and the head of the Art and Culture

Programme at the Finnish Institute in London Jaakko Nousiainen were curators of the *Performance Voyage 7*. A decent amount of people visited the event. Also, there was a lot of lively discussion due to the panel discussion, video performances and live shows. The panel discussion was also broadcast on air on Radio Wick and the after party on the radio website.

Protest Factory in Dublin on May 3rd

In the spirit of the *Protest Factory*, a similar event was arranged at Temple Bar Gallery+Studios in Dublin. In addition to showing the *Performance Voyage 7* video artwork, the programme of this event focused on civic activism and diy-protesting. The Institute was represented by Jaakko Nousiainen. The event enabled networking with the central agents of the field of art. At the same time, the Finnish residence artist Diego Bruno was welcomed.

Finnish village at Lakes International Comic Arts Festival on November 13th - November 15th

Finland was the theme country at the Lakes International Comic Arts Festival in Kendal. The Institute helped the festival accomplish a comic-themed Finnish village in the center of Kendal. There were works by Johanna Rojola, Petteri Tikkanen, and Emmi Valve on view. The Institute arranged a photography exhibition *Tove Jansson: Tales from the Nordic Archipelago* at the festival. Two Moomin animation shows were also part of the programme. Also, Sophia Jansson and Tuula Karjalainen, who wrote the biography of Tove Jansson, took part in the panel discussion. All 250 tickets were sold out. There was also a Finnish sauna available for festival visitors.

Lake International is one of the biggest comic festivals in the world. Around 2,000 people visited the exhibition during three days. Finnish village got media attention, for example, on BBC, in local media, and comic-oriented media.

Vieno Motors: Treecycle Christmas tree in Brighton on October 13th 2017 - January 3rd 2018

Brighton citizens got a foretaste of the collaboration with the Brighton Fringe festival, which was planned to be established in Spring 2018, when the Institute funded a *Christmas tree* which was set up in Brighton city centre. The tree was decorated by a

Finnish artist. It was erected in the yard of St Peter's Church, and was an artwork created by the anarchist florist group Vieno Motors. Artist Ilona Valkonen and the team from the Institute decorated the tree using recycling material and bulbs that were going through germination.

On the 6th of December, there was Finland's 100 year independence celebrations. Many Finnish people living in Brighton area took part in the celebration. Also, Santa Claus visited the event.

100 Finns installation on December 6th

A video installation by Tuomo Manninen was shown on Finnish independence day, 6th of December 2017 in multiple locations. In Britain, the Institute was coordinating the arrangements, and it was shown at the Finnish Church, Beaconsfield Gallery, and in Brighton at the same time as part of the independence celebrations. In these three events the video was seen by around one hundred people.

Below Zero art prize

In year 2017, for the first time, the Below Zero art prize was launched. The goal of the prize is to establish high-level art collaboration between Finland and the United Kingdom. The prize includes art residency, mentoring, and a showroom. Artists were able to apply in the autumn of 2017. The first artist to win the prize is Jonna Kina, who is going to start her residency in London in January 2018. The Finnish Institute, Beaconsfield Gallery, and an unnamed sponsor will permit the work of Kina, and the following exhibition. Art critic Mika Hannula, art curator Hannele Tilles, the director of the Institute Pauliina Ståhlberg, and the art directors of the Beaconsfield Gallery David Crawforth and Naomi Siderf, chose the winner from the group of 95 candidates. The jury paid attention to the artists, who had not received significant art prizes before, and and who could benefit from the possibilities in Britain that receiving the prize could offer. Other potential candidates were Sini Pelkki, Eeva-Liisa Puhakka, Anssi Pulkkinen, and Minna Pöllänen.

Residencies

During 2017, the Institute supported three different art residencies: SPACE in London, WYSING Arts Centre in Cambridge, and Temple Bar Gallery+Studios in Dublin. During

the year, Jenni Sutela and Otto Byström had a residency at SPACE, and Diego Bruno had a residency at Temple Bar Gallery+Studios. Nastja Säde Rönkkö was chosen to be a Finnish artist to have her residency at WYSING Arts Centre. Unfortunately, the residency was postponed for personal reasons, and it will be held in 2018. The institute was choosing the artists along with the residencies and HIAP. The residencies are accomplished with the support of the Ministry of Education and Culture, and Finnish Cultural Foundation.

The Finnish Institute in London also supported the setup of Outi Pieski's, Kalle Mustonen's, and Jasmin Anoshkin's exhibition at Nordic Festival in South Bank Centre.

3.2.2 Design

Familiar Places lecture walk and discussion at King's Crossilla on May 20th

Around fifty listeners took part in a lecture walk led by Oli Stratford, the editor of design release *Disegnon*. The walk took place in King's Cross's new building area. Also, around sixty people took part in the panel discussion at the Institute. The event was a collaboration between Disegnon, British Council, and Argent, and it was a part of the program of the Open Senses festival. The topic of the discussion was the urban planning in Helsinki, London, and other current urban planning attractions. Professor Juhani Pallasmaa, the leader of the architect department of Royal Academy of Arts Kate Goodwin, researcher Maria Dasparian, architect Holly Lewis, and Luca Picardi who took part in a Helsinki Design residency in Fall 2016, participated in the discussion. In his work, Picardi criticised the homogenisation of big cities. This point of view led to a lively discussion among the professionals who participated. The audience consisted of architects, architect students, designers, urban planners, and the citizens who were interested in the development of their environment. The discussion was released as a podcast later on Disegnon's website.

The performance of Jarmo Eskelinen at MAKE:SHIFT in Dublin on November 6th

Jarmo Eskelinen is the Chief Innovation and Technology Officer of the Future Cities Catapult organisation, which helps to improve the future of cities, based in London. Eskelinen was one of the head talkers at the MAKE:SHIFT design biennale arranged in Dublin. The event presented design innovations in the form of statements, examples, and panel discussions. MAKE:SHIFT gathered an enthusiastic audience together in Helix theatre in Dublin. The institute supported the trip of Eskelinen.

3.2.3 Circus

The Institute continued to support the export of circus performance. With the help of TelePART, dozens of performing artists have been able to travel to Britain, Ireland, and Finland to perform as a professional. Moreover, the Institute supported performing circus art and physical theatre, for example, at London Mime Festival, and at London Canvas showcase, where many Finnish performers pitched their performances. The Institute, along with Circusinfo, succeed to sell several Finnish tours. A tour of Racehorse Company, which included two different performances, was a result of pitching last year.

The Nordic Puppet Ambassadors performance *Only One Suitcase Allowed* was seen between January 27th and 29th, and it was a part of London International Mime Festival. The performance was sold out, and it was loved by the audience.

Wow Hoop Baby Circus 9.2–19.2

A baby circus, directed, by Mette Ylikorva, was a huge success. It was shown in three theatres, over ten days. (Jackson's Lane Theatre, Southbank Centre, Canada Water Culture Space). It was fully sold out in every theatre. Also, Cross-Art Collective Piste arranged ten workshops, all of which were sold out. The workshops were loved by London families.

Lumo Company: #Lola first screening at The Place theatre on February 25th as a part of London Mime Festival

The first screening of Lumo Company's new performance *#Lola* was arranged at Resolution dance festival. The purpose of the performance of Circus duo Heidi Niemi and Hanna Moisala was to present circus for a potential new audience. The performance was sold out. The Institute supported Hanna Moisala's work during 2016. The performance was an outcome of her residency at Jackson's Lane circus centre in Northern London.

Cie Nuua's Taival first screening as a part of Canvas showcase on April 18th

The new performance of Cie Nuua, *Taival*, was sold out at Jackson's theatre, and it was loved by the audience. The audience was mostly the producers and purchasing agents. The agents were interested in taking the performance to other places in Europe.

The Institute also supported Tero Saarinen Company's performance *Morphed*, which was part of the Nordic Matters Festival.

3.2.4 Film

Finnish movies at Glasgow Film Festival on February 15th - February 26th

The Happiest day in the Life of Olli Mäki (Hymyilevä mies) (Juho Kuosmanen, 2016) and *Love and Fury (Syysprinssi)* (Alli Haapasalo, 2016) were presented at the Glasgow Film Festival in February. The Institute supported the participation of the directors at the festival.

Finnish night at South Social film festival on May 2nd

South Social Film Festival is an international meeting point for the makers and lovers of music and food. The programme at the festival reflects this cultural diversity. This year, the special theme of the festival was Finland, with the title *South social meets Finland*. The festival included a scene of the film *The Happiest Day in the Life of Olli Mäki*. After that, there was a Q&A with one of the main actors Jarkko Lahti. A Finnish singer-songwriter Manna performed at the event. the Finnish Church in London took part in the event by

arranging a Finnish food service. The event was a collaboration and a tour de force of the Finnish Institute in London, Finnish Embassy, and the Finnish Church in London.

Citizen Love screening at Hackney Wick on May 16th

The first screening of *Citizen Love*, a documentary about Lauri Love, a hacker and an activist, produced by Lauri Danska and Raimo Uunia, was arranged in a Live Art Development venue in Hackney Wick. The prosecution of Love got a lot of attention both in Britain and in Finland. Love himself was present at the event, and gave interviews to, for example, Helsingin Sanomat newspaper. The event was arranged for the sake of the producers, and it was promoted mainly for the hacker community. Therefore, there was a lot of audience who supported Love, and the atmosphere was rather cosy.

Tom of Finland – Daddy and the Muscle Academy screening and panel discussion on July 6th

The Institute collaborated with Pride in London for the sake of celebrating the career and work of Tom of Finland. The event was a part of the official program of the London Pride festival week. The promotion with the Visit London portal reached over 3 million people. As a result, a screening as a part of Tom of Finland theme night at the Prince Charles movie theatre was sold out, to the extent that the venue was not able to accommodate everyone who turned up. The documentary *Daddy and the Muscle Academy* (Ilppo Pohjola, 1991) was warmly welcomed.

Together with the screening, part of the event was a discussion about the impact Tom of Finland has on fashion. Artist Roy Inc, and novelist and professor Shaun Cole took part in the discussion. The head of the Institute Pauliina Ståhlberg was the moderator of the discussion. During the discussion, illustrator Petteri Tikkanen drew material suitable for the event by using documentary camera and silver screen.

As a part of the panel discussion, Jean Paul Gaultier gave a video interview for the Institute exclusively. In the video he talked about the impact that Tom of Finland had on his works.

Finnanimation short movie screening at King's Cross on August 18th - August 19th

The Institute and Finnanimation arranged screenings for two best presentations of an animated Finnish short film. Also, bold and experimental short films by Random Acts were shown, and short film from the archive of BFI Britain on Film. Outside screening was arranged at the Canalside steps in King's Cross.

Jean Paul Gaultier document *Protect yourself* on December 1st

Protect yourself, a video interview with Jean Paul Gaultier, reminds us of the importance of using a condom. It was released on World Aids Day on the 1st of December. It was shared on Twitter by UN AIDS and Pride in London. The video focused on the major impact of Tom of Finland and the HIV epidemic in the 1980s on the work of fashion designer Jean Paul Gaultier. The video reached over 12,000 people's Facebook feed, and millions of people on Twitter.

Finnish Film Season in Barbican on November 29th - December 3rd

Midnight Sun Film Festival curated a series of Finnish film screenings in Barbican for the sake of 100-year-old Finland celebration. The movies were seen by around thousand people.

3.2.5 TelepART

TelepART mobility project was started in 2016 by the Finnish Culture Institute for the Benelux. The Finnish Institute in London joined the project in the spring of 2017.

TelepART funding helps emerging performing artists become internationally recognised. The purpose of this fast-paced funding is to support Finnish artists who travel to perform in Great Britain and Ireland, or British or Irish performers who travel in Finland. TelepART helps especially the most promising performing artist to network internationally. The funding is targeted towards emerging talents in the field of theatre, circus, music and dance.

The aim of the funding is to react quickly and agilely to possibilities offered for performers. The requirements for the fund to be issued are: a mutual commitment of an organiser and a performer, the quality of art, the presence of at least two countries, and

a reasonable commission. The funding decisions are made in the Finnish Institute in London with support of professional performing arts organisations such as Music Finland, Theatre Info Finland, Circus Info Finland and Dance Info Finland. In 2017 TelepART funding was given for 22 different projects, 17 000 euros total. These projects included 43 performances, which 14% were theatre , 32% circus, 40% music and 14% dance performances.

TelepART funding enabled the following performances:

- Actress Heidi Niemi's performance *MacBetti*, Brighton Festival, on May 30th - May 31st
- Electronica musician Tony Lagerström's residency, Anjunadeep London, on July 3rd
- Tango Alakulo's performance on July 7th
- Children's theatre performance of Kallo Collective, called *Caterpillars* at Ennis Street Arts and Sligo Arts Festival in Ireland on July 1st
- The performances of Kamus Quartet assembly, on July 7th in Carlton and on July 16th at Harrogate Music Festival
- Composer Nick Rothwell's residency and performance on July 15th
- Performance artist John W. Fail's participation and performance at Gateshead Baltic Centre for Contemporary Art
- Artist Mari Keski-Korsu's performance, on July 26th - July 27th as a part of the program of Glasgow SSW Edge Effects
- The performance of The Darker Side of the Mime assembly, at Camden Fringe Festival, on July 31st - August 4th
- Actress Ruut Luoto's performance at Norpas Festival, on August 4th- August 8th
- Maija Nurmio's, Saskia Oidtmann's and Mark Carberry's performance *Physically Speaking* in Limerick, on October 18th - October 20th
- Ilona Jäntti's and Aino Venna's performance *Yablochkov Candle* at Bristol City Biennale Festival, on October 19th - October 21st
- A performance ensemble *A Survey of Work* based on Mika Taanila's films and his sources of inspiration, showed in London at The Institute of Contemporary Arts, The Whitechapel Gallery and Oto Cafe, on October 19th - October 21st
- Race Horse Company's show *Around* at Circomedia event in Bristol, on October 25th - October 28th
- Jamila Johnson-Small's performance *Last Yearz Interesting Negro* at Kanneltalo in Helsinki, on November 18th, and at Taidetila Kutomo in Turku, on November 23rd
- Aki Rissanen Trio's show at Pizza Express Jazz Club in London, on November 28th
- Emilia Lajunen's performance at Royal Festival Hall in South Bank Centre, on December 7th

3.3 Society and Culture Programme

3.3.1 Equal and diverse society

Besides the main projects related to equality, WOW and WOW Finland, the Institute also organised the following events and projects in 2017:

Rock Against Racism exhibition

Rock Against Racism is a British popular movement which occurred in the 1970s and 1980s. In this movement famous rock musicians and other social activists spoke out against growing racist attitudes in society. Syd Shelton worked as a photographer of the movement and captured different phases of the movement in his compelling black and white photographs. Together with Finnish and British associates the Institute brought Shelton's exhibition to Finland for the first time in 2016.

In 2017 the photographs were also exhibited in Joensuu Main Library from July 4th to August 4th, and in Kotka, yhteisöotalo Messi from October 17th to November 30th.

The conversation event about the history of equality in Finland

On September 20th, at The Finnish Institute in London, there was an event with the Anglo-Finnish Society, where Riitta Vallinoja, Professor of Sociology, talked about the history of equality and women in Finland. The Institute participated by organising the event. Thirty-five guests visited the event, and the representation provoked vivid conversation concerning the position of women throughout the history of Finland.

Presentation about the position of women at Bloomsbury Festival

On October 24th, the Institute took part in *Four Conversations: Four Anniversaries* debate at Bloomsbury Festival, where Pauliina Ståhlberg gave a speech concerning the history of equality, and the position of women in Finland. Maarit Tastula's documentary *The History of Equality*, which was produced for Wow Festival Finland together with Yle, was presented as a part of the presentation.

Twenty-five people attended the event.

3.3.2 Democracy of knowledge and digital culture heritage

Alongside one of the main projects of the year, *The Tale of Two Countries* digital gallery, the Institute organised the following projects related to democracy of knowledge and digital culture heritage:

10 x 10 Stories from Finland (Suomi 100 Project)

The Finnish Institute in London celebrated a 100-year-old Finland by highlighting the meaning of the ability to read, the meaning of the literacy and the meaning of the library. For the *10x10 Stories from Finland* campaign the Institute donated one hundred Finnish fiction books for ten different libraries in United Kingdom within a year. The books are translated from Finnish to English. The collaborative partners in this project were British publishers of the books and the Finnish Embassy in London.

Donations of the campaign:

April 26th Southampton Central Library

May 25th Nottingham Central Library

June 7th Leeds Central Library

June 7th Brighton Jubilee Library

June 28th Edinburgh Central Library

June 29th Mitchell Library, Glasgow

October 19th Cardiff Central Library

October 20th Bristol Central Library

November 8th Belfast Central Library / Libraries NI (the books circulate between different libraries in Northern Ireland)

November 28th Norfolk and Norwich Millennium Library

Also, outside of the actual campaign, 10 extra books were donated to the Dublin Central Library on November 7th

The campaign got a very positive reception, and the books were very welcomed at all of the libraries. In some libraries, there was a particular table set for the donated books. Each book has a sticker attached, which helps readers find out more about the Finnish Institute.

Many local newspapers, such as Yorkshire Evening Post and Edinburgh Evening News, covered the campaign. Also, in social media, postings related to this campaign reached plenty of people.

NextEra London

A discussion event, *NextEra London – A New Vision for Democracy*, was held at the Institute on March 29th. It dealt with the future of democracy. The event was organised by the Institute, Demos Helsinki, Sitra and Alter Ego. Fifty-two specialists of democracy and participation attended, for example, from RSA, CMI, Demos Helsinki, Sitra, Sopocka Inicjatywa Rozwojowa from Poland, The University of Cork, and Citizen Assembly of Republic of Ireland. Before the event, there was a meeting of the extEra Task Group on March 28th, which was also held at the Institute.

The event succeeded in provoking discussion and generating new ideas and initiatives to develop democracy. Also, the Society and Culture Programme of the Institute got new contacts in Great Britain and Ireland during the event. The head of RSA and the chairman of the Modern Employment Review project, Matthew Taylor, proposed that the Institute and RSA would set up a team together, which would follow Finland's universal basic income trial.

The event was streamed on social media and it reached over 1,000 views. The institute also made a video interview with Matthew Taylor, and, Pat Kane, one of the participants of the event, wrote a column which was published in The National magazine.

Jörn Donner's Finland 100 lecture in London

Author Jörn Donner was speaking at the dinner party of The Thackerary Society at Reform Club on September 28th. His speech was concerned with Marshall Mannerheim and Finland's independence, but he also talked about the meaning of European collaboration. The Institute took part in organising this dinner party, and Pauliina Ståhlberg also gave a brief speech. There were 50 people attending, most of them

socially influential persons. Donner's speech was received very well by the audience, and the Institute, as well as Reform Club, later published the speech.

During Donner's visit, the Institute interviewed him at the Reform Club. The interview was filmed and published as a part of the *Tale of Two Countries* web gallery.

3.3.3 Education

The gambit concerning democracy education

In June 2017 The Institute published Vilja Kamppila's written gambit concerning democracy education and the similarities and the differences between Finland and England. The article was published in English, and an abstract of it was also published in Finnish.

The Finnish language courses as part of the activity of The Institute

In 2017 Finn-Guild organised Finnish language courses using the Institute's premises. Starting in January 2018, the Institute takes over the Finnish classes. Anita Rockman is the head organiser and Teija Perttilä is the teacher of the classes. The tuition fees go towards funding the institute.

3.4 Other activities

3.4.1 Mobility and developing professionals

Mobius

MOBIUS is a three-year pilot project, which aims to improve the mobility of art, museum, and archive professionals between Finland, Great Britain, Ireland and the United States. The goal of the MOBIUS project is to sustain international networking, learning and long term professional relationships. The project includes exhibitions, publications, research, events, and other collaborated projects.

The Institute coordinates the project together with The Finnish Culture Institute in New York. MOBIUS project is funded by Koneen säätiö, Svenska kulturfonden and Finland's Ministry of Culture and Education. In 2017, the project supported British art curators

Irini Papadimitriou's, Sam Trothman's and Sarah Cook's visits to Finland. Papdimitriou's visit was hosted by MYY foundation, Trotman's by Baltic Circle Festival, and Cook's by Bioart Society.

The curator visit

The art director of Dash Arts organisation, Josephine Burton, visited Helsinki in November 2017, invited by the Institute. Burton networked with local performing artist and searched for artists to perform at the Rich Mix Cultural Centre in London in 2018.

3.4.2 Visits to the Institute

Different kind of interest groups, from school classes to entrepreneurs of Finpro, visited the Institute, and several seminars and workshops were held there in 2017. In 2017 The Institute had, for example, the following visitors:

EUNIC London

The monthly appointment of European Culture Institutes (EUNIC) was held at the Finnish Institute in London on April 3rd. EUNIC London association, established in 2007, is part of the EUNIC Global network, comprising 31 member associations, which share their knowledge and resources regularly. The priorities of EUNIC are active cooperation and fluent partnerships between European nations and local organisations in UK. The main goal of this meeting was to raise the team spirit. Pauliina Ståhlberg also gave a short presentation about the Institute and Women of the World Festival. The event had 23 participants.

Finnish Entrepreneurs

Twenty-four delegates of Finnish Entrepreneurs visited the Institute on May 10th. The visitors were interested particularly in the Institute's role in exporting culture. Johanna Sumuvuori and Pauliina Ståhlberg hosted the visitors.

Social workers from Vantaa

A 20-person-group of social workers from the city of Vantaa visited the Institute on May 30th. As well as learning about the work done by the Institute, the visitors were also interested in the concept of social work in Hackney. The so-called *Hackney model* has

been put to use in almost every municipality in Finland. The Finnish social workers discussed this model with the Head of the Society and Culture Programme, Johanna Sumuvuori.

EUPOP

The annual symposium of European Popular Culture Association (EPCA) was held at The University of Arts in London, from February 25th to February 27th. At the time, the council of this association was organised by The University of Turku. The event was held at the Institute and the participants were very interested in the activities of the Institute. The EUPOP-network covered the expenses of this event.

Espoonlahti High school student visit

Thirteen students and two teachers visited the Institute from Espoonlahti High school on August 31st. They met with the employees and the interns and discussed the actions of the Institute.

Retired reporters

Twenty-five retired reporters of Yle and MTV3 visited the Institute on September 21st. Pauliina Ståhlberg hosted them.

LADAFI

Live Art Finland (LADAFI), which works in the field of performing arts, held a networking event on October 25th. The event consisted of some performances and artists presenting themselves. The Institute served snacks and drinks at this event.

Board members of the Akseli Gallen-Kallela museum

Five of the board members of the Akseli Gallen-Kallela museum explored the Institute on November 15th.

Celebrating the stakeholders

The Institute organised a small celebration for interested parties as an appreciation of the year 2017. The party was held at the Institute on December 8th and there were 50 participants. There was a short performance and live Finnish music.

3.4.3 Interns

Every year the Institute enables several internships for higher education level students. These trainings are usually 5–11 months long. The general goals of internships are to gain international work experience, encourage the interns to participate in multiple projects and take part in different kind of events. The interns have a chance to network with interns of other institutes and embassies. The training is guided by the employees of the Institute.

3.5 Media and Communications

In every project the Institute emphasised communications and digital distribution, and developed their social media channels even more. The Institute concentrated on developing streaming platforms and distribution possibilities. A new website was launched at the end of the year. The goal was to clarify communications, improve functionality of the Institute, increase its visual presence and its distribution of videos and podcasts.

During the year 2017, the Institute's communication was reformed to be more cost-effective. The position of the Head of the Communications was terminated in the beginning of August. Communications was outsourced, so that some services are now purchased from the Finnish News Agency and some services are obtained from local communication service providers. Daily communications are overseen by the communications intern, in accordance with the communications strategy.

During the year 2017, the Institute gained a lot of media attention and visibility, thanks to many successful events. British media coverage was particularly positive for the Lakes International Comic Art Festival and 10x10 Stories from Finland campaign.

WOW Finland was covered on TV, radio and printed media. The festival stood out on Finnish media stations, such as MTV3 and YLE, and at least in six different radio

programmes. The festival was also recognised by printed media, such as Helsingin Sanomat, Hufvudstadsbladet, Aamulehti, several local newspapers as well as some tabloids. It also had a strong social media presence with the hashtag #WOWfin. The festival was the 5th most tweeted topic on Saturday March 11th. The festival reached 140,000 people on social media.

The Tale of Two Countries digital gallery also reached plenty of media attention and got a lot of positive feedback. By the end of the year it had had over 15,000 displays. The gallery has been media coverage in Britain and Finland, for example, by YLE, Helsingin Sanomat, Iltalehti and The Financial Times.

The Institute distinguished itself by producing more video material on Youtube than ever before. The number of viewings grew remarkably: When in 2016 videos were played 500 times, in 2017, by the end of July, videos had gotten viewings already three times more than in the entire year 2016. The Institute also produced a video about Jean Paul Gaultier, called *Protect yourself*. It was released on World AIDS Day, December 1st, and it was also shared by UNAIDS and London Pride. On the Institute's Facebook site alone, the video has had 6,200 viewings.

The Institute released two podcasts: *More than Moomins – Tove Jansson's Work and Life* and *Tom of Finland's influence on Fashion*. Both podcasts have been played over 20 times.

The Institute strives to continually develop online distribution.

4. Impacts and outcomes

The Institute has been very goal-directed in order to increase the visibility and conspicuousness of Finnish culture and science, to improve networks, and to advance positive societal change. Considering the available resources, the actions have been very productive. In 2017 the Institute has supported tens of Finnish cultural and societal actors to find convenient partners in Britain and Ireland. The Institute has also promoted Finnish culture within many projects.

The Institute's actions are mostly network-minded, and hence the effects and impacts come into existence in chains of networks, often in a long period of time. Many projects last two or three years, and require persistent work together with curators, producers, artists, performers and other actors. Many projects bear fruit as late as years after an exhibition, seminar or performance. Therefore measuring or evaluating the immediate impact is impossible. Regardless, the Institute very likely has positive effects and even impacts on society.

Over 158,000 people total have visited or participated in events that the Institute has been involved with.

One of the main goals in 2017 was to reach visibility for Finland's year of independence celebration. This aim was achieved very well. Nordic Matters Festival in particular contributed to reaching this goal, and according to the surveys of Southbank Centre, people's awareness about Nordic countries increased. Country branding was made in a close cooperation with The Embassy of Finland in London.

International media visibility increased notably through the Mobile Home Project, since all four participating institutes announced and reported about this shared project in their homelands. According to its strategy, the Institute aims to encourage all of the partners to advertise and announce common projects to their stakeholders. Thus, the Mobile Home Project reached 16,000 architects through the channels of the University of Westminster. The Tom of Finland project reached about 3 million people through Pride London.

The amount of digital content and online distribution grew, and consequently the audience numbers grew as well. The number of Youtube contents increased about 2,500% since the year before. The digital contents of A Tale of Two Countries has reached about 15,000 people, with the videos shared by tabloids especially having reached thousands of people. With the help of carefully chosen partners, the Institute managed to reach multiple new outreach targets.

The Institute has determinedly strived to get more followers on social media. For example on Facebook the number of followers increased with 700 people during the year 2017, and therefore the total number was 5288 followers in the end of the year.

Geographically considered, many of the activities have taken place also outside London, for example in Scotland and Northern Ireland (see the attachment).

Large numbers of visitors indicate the extent of activities and operations. In turn, this has a strong connection to the possible impacts.

4.1 Economical impacts

Advancing cultural export and supporting creative industries has positive effects not only on individual actors' employment, but also the whole industrial and economical structure. It is estimated the money invested in art and culture, pays back itself double (source: Arts Council England 2014. The Value of Arts and Culture to People and Society). The Institute invested 460,260 euros in all the activities in year 2017, so according to the above-mentioned estimate, the profit would be an enormous 920,520 euros.

The wide networks of the Institute have helped many creative field actors to establish partnerships. This has far-reaching impacts on the employment of creative industries. These impacts benefit emerging artists and culture actors in particular. This fact emerges in the stakeholder survey, which is introduced in next chapter.

4.2 Networks and interest groups

The annual stakeholder survey aims to develop the Institute's work. In 2017 the survey was sent to 144 people, and 41 gave a response (28.5%). 82.5% of respondents were representatives of some association and 17.5% were artists or performers.

95% of the respondents agreed with the claim "The Institute has succeed in promoting Finnish culture and art". 98% of respondents recommended the Institute as a partner. All the respondents were very satisfied or quite satisfied with the collaboration with the Institute. As positive things, the respondents mentioned finding new contacts and getting the support for their work from the Institute. Several association members were happy about the collaborative projects with the Institute.

As a conclusion, it can be said, that the Institute's actions in 2017 have been effective regarding cooperation, interaction with the partners and culture exportation.

4.2 Social and cultural impacts

By supporting and advancing arts and culture, the Institute advances indirectly all possible outcomes and impacts that arts and culture might cause in societal, social and economical levels. Therefore the possible impacts can reach far further than only the projects and the immediate outcomes explained in this report. Based on research, arts and culture have effects that increase well-being on individual, group and societal level. Arts and culture activities can have positive effects on mood and subjective well-being, increase social cohesion, and decrease crime. These impacts are challenging to evaluate.

During the year 2017, the Finnish Institute in London has provoked a lot of discussion concerning equality, women's position and democracy. This is an efficient way to affect people's thinking, awareness, values and, eventually, actions. Finally this can lead to a positive cultural and political change.

5. Organisation

The Finnish Institute in London is a non-profit trust, which was established in 1991.

Location:

Unit 1, 3 York Way, Kings Cross, London N1C 4AE.

5.1 The board of the Institute

The Chairman of the board is **Pekka Huhtaniemi**. Vice-chairman is **Marianna Kajantie**. Four other members are **Sir David Green, Johanna Kantola, Johanna Piisi**, and **Tommi Laitio**. During 2017 there were four board meetings. Three of them were held in Finland, and one of the meetings was in London.

During the year 2017, the Institute did not pay any commissions for any board members. The inner circle of the board did not receive benefits either.

The costs have been paid as the following:

- hotel costs 1,112 euros
- travel costs 2,368 euros
- food at meetings 2,320 euros

The Board has not given any loans, charges, or contingent liabilities for the inner circle. In 2017, possible inner circle actions were asked from the members of the administration, the director and the accountant. They were not aware of any of these kind of actions. The board is not aware of any other actions, except those that are presented in this annual report. The board has a liability insurance for its members. During the financial year 2017 the board decided to make reforms, such as terminate the position of the head of communications.

5.2 Personnel

Management

Director Pauliina Ståhlberg

Administration

Administrator Anita Rockman, interns Helena Saarni 1.1.2017–31.1.2017, Karim Ainetdin 1.2.2017–30.6.2017, and Kati Raukola 1.8.2017–31.12.2017.

Arts and Culture Programme

Head of Arts and Culture Jaakko Nousiainen, interns Joonas Kallonen 1.1.2017–22.1.2017, Sara Forsius 9.1.2017–31.12.2017, Elisa Wistuba Lorca 1.3.2017–31.7.2017, and Leena Vaskin 1.9.2017–31.1.2018.

Society Programme

Head of Society Programme Johanna Sumuvuori until 5.11.2017, interns Vilja Kamppila 1.1.2017–29.1.2017, Virva Viljanen 23.1.2017–23.6.2017, and Jenni Viitala 4.9.2017–2.2.2018.

Communication

Communication and event officer Animaya Grant (freelance) until 2.8.2017, interns Niklas Nabb 1.1.2017–19.3.2017, and Iida Lindfors 4.9.2017–19.1.2018.

Projects

Niklas Nabb as a leader of Mobile Home London 26.4.2017–10.5.2017.

Vilja Kamppila as a coordinator of the Tale of Two Countries 1.2.2017–31.3.2017

In year 2017, the staff members developed their professional skills by attending different courses, for example digital media and communications training. The Institute also

provides twice in a year work satisfaction survey. The latest survey indicated an increased satisfaction of the employees.

5.3 Finance and audit

The profit and loss statement shows all the important figures regarding the activities and the state of affairs of the Institute. The income statement of the account period shows a surplus of 17,179 euros, which includes investment and financing items. The actual surplus was 5,946 euros. There was no unrealised drawdown in the end of the accounting period. The sum total of balance sheet is 334,845 euros.

The expenses of the activities were 460,260 euros, 51% of all the expenses. The majority of the funding came from the Ministry of Education and Culture, 800 000 euros. Additionally, the Ministry of Education and Culture presented a special funding for visual arts of Nordic Matters Festival. The Institute also received funding from Koneen Säätiö, Finnish Cultural Foundation and Suomi 100. The total value of these funds was 112,684 euros.

Koneen Säätiö granted a fund for the Mobius project 35,680 euros. Suomi 100 funded the Mobile Home project and digital gallery project with 35,680 euros. Finnish Cultural Foundation continued to support art residency projects.

All the expenses together were 906,381 euros. Project expenses were 295,411 euros total. Their part of all expenses were 32.5% (2016:46%). Staff costs were 325,266 euros, 36% (2016:21%). Property expenses were 187,537 euros, which is 21% (2016:21%), and office expenses were 49,988 euros, which is 5.5% (2016:4%). Administration expenses were 48,168 euros (5%) (2016:7%).

The wage of programme directors, and 3/4 of the director's wage are included in the programme expenses, along with project expenses. Therefore, the total expenses of programmes are 460,260 euros, which is 51% of all the expenses. The institute raised 5,741 euros independently.

The institute received in-kind support, which was pretty much the same as it was before, around 170,000 euros. The contribution of the interns was the biggest (86,000 euros), and the second biggest was the services provided to the artists of the residency programmes.

In November 2017, the Institute refunded 4,523 euros to Ministry of Education and Culture because of the unused art residency funds from the year 2014. The council of Camden collected too much property tax during the years 2014–2017, total amount £57,633. Of this amount and after all the expenses, the Institute refunded 49,258 euros to the Ministry of Education and Culture.

Ahola & Maliniemi Asset Management has been taking care of the Institute's finance. According to the agreement with Ahola & Maliniemi Asset management, the Institute's assets have been allocated to interest and stock market. By the end of 2017, Ahola & Maliniemi sold their business to FIM Varainhoito. So far FIM Varainhoito takes care of the foundation's assets. The Institute's investment strategy is moderate and therefore the Institute's liquidity is guaranteed. The accounting of the Institute is taken care of by Säätiötilipalvelu. The Institute has the liability insurance for the board members.

6. Conclusion and the future outlook

After the Brexit voting, the culture political significance of the Institute has increased. The Finnish Institute is the only independently acting Scandinavian culture institute, since other Scandinavian countries have their culture departments assimilated together with their embassies. The Finnish Institute in London has a very particular role in representing and exporting Nordic culture and education. The Institute has a very important role as a part of EUNIC network too.

Most of the funding of the Institute come from the Finnish Ministry of Education and Culture. This funding is very essential in order to keep up good collaborations and develop activities effectively. As a result of considered actions and responsible finances of the Institute, there are no risks seen on the horizon. There are no long term financial commitments, but instead additional funding is given for individual projects. The goals for

finance are moderate, when the risks of the investments are low. After the past financial period, The Institute has continued operating in established ways. There are no changes expected in the financial period 2017–2018, other than the Institute beginning to offer the Finnish classes. In 2019 the rent of the premise will significantly rise. The board will have to consider the question of whether the Institute can stay in the same property.

The grant given by the Finnish Ministry of Education and Culture is very important for the Institute so that it can continue the work with Finnish art and artists and support the artist to become more international. The fundraising is also developed actively and in innovative ways. The funds are channeled through as many multiple projects as possible.

7. Thanks:

Aalto University
Embassy of Netherlands, London
Anglo-Finnish Society
Arboreal Architects
Argent LLP
Autograph Abp//Rivington Place
AV-Arkki
Baltic Circle
Beaconsfield Gallery Vauxhall
Belfast Central Library
Bioart Society
Block 336
Brighton Council
Brighton Fringe
Brighton Jubilee Library
British Council
British Embassy, Helsinki
British Library
Bristol Central Library
Cardiff Central Library
CIRCO
Crafts Council of Ireland
Dash Arts
Demos Helsinki
DISEGNO
Edinburgh Central Library
Ellun kanat
EUNIC London
European Commission in the UK
European Literature Festival
Feministinen ajatushautomo Hattu
Finnanimation

Finnish Art Agency
 Finnish-British Chamber of Commerce
 Finn-Guild
 Finpro
 Frame Contemporary Art Finland
 Future Cities Catapult
 Goethe-Institut
 Habitare Fair & Showroom
 Helsinki Library
 HIAP – Helsinki International Artists Programme
 Highlight Arts
 Jacksons Lane Theatre
 City of Joensuu
 University of Jyväskylä
 Finnish National Library
 The National Archives of Finland
 King's Cross Forum
 King's Cross Partnership Unlimited (KCCP)
 Koneen Säätiö
 City of Kotka
 Kulosaari Secondary School
 LaBeouf, Rönkkö & Turner
 LADA – Live Art Development Agency
 LADAFI
 The Lakes International Comic Art Festival
 Leeds Central Library
 Libraries NI
 Lighthouse Brighton
 London Mime Festival
 MAKE:SHIFT Ireland
 Mitchell Library, Glasgow
 MUU ry
 Moomin Museum
 Women Journalists in Finland
The Ministry of Education and Culture, Finland
 The National Archives of Oulu (Kansallisarkisto/Joulupukin arkisto)
 Presidentti Urho Kekkosen arkisto
 Pride in London
 Pump House Gallery
 Purdy Hicks Gallery
 The Päivälehti Archives
 Rintala Eggertsson Architects
 Royal Academy of Arts
 The Royal Society for the Encouragement of Arts, Manufactures and Commerce
 Scottish Sculpture Workshop
 Migration Institute of Finland
 Sitra
 Sodankylä Film Festival
 Somerset House
 Southbank Centre
 Southampton Central Library
 SPACE
 Stour Space
 The Finnish Institute for The Benelux
 Embassy of Finland in Dublin

The Finnish Film Foundation
The Finnish Cultural and Academic Institutes
Finnish Cultural Foundation
The Finnish Church in London
The Finnish Cultural Institute in New York
The Finnish Institute In France
The Finnish Comics Society
The Finnish Institute in Germany
Embassy of Finland, London
SuomiAreena/MTV
TAIKE – The Art Promotion Centre Finland
Tampere-talo
Embassy of Denmark in United Kingdom
Temple Bar & Gallery and Studios, Dublin
Thackeray Society
Tiketti Galleria
Tom of Finland Foundation
University of Turku/EUPOP Network
Tärahäätäneet Ämmät
UN Aids Org
University of Dundee
University of Westminster
Victoria & Albert Museum
Watermans Art Centre
We Made That
Wysing Arts Centre
Yleisradio
Yle Elävä arkisto

8. Map demonstrating the Institute's reach

Europe



London

