

PRESENT



MIMOSA WILLAMO



EMRE CAN TANIS



PEKKA AIRAXIN



JAANA ESKOLA



JULIE TAIT



PAUL WALSH

ILLUSTRATED SUMMARIES



PIA RICKMAN



SAM TROTMAN



HEIDI BACKSTRÖM



JAAKKO NOUSIAINEN



EMILIE GARDBERG



SONYA LINDFORS



SANNA FORSSTRÖM



MARIA OIVA



ULLA HOKKANEN



SAKARI MÄNNISTÖ



JACQUI CAMERON



JULIA AMOUR



ANNE BAMFORD



MATT ADAMS



MARILYN
GAUGHAN REDDAN



KRIS NELSON



AMY LETMAN



TIMO WRIGHT



DANNY DORLING



ANDRIA ZAFIRAKOU



ANNAMARI SIPILÄ



ENRIC ORTÚÑO



RICH CUTLER



ALEKSI VALTA



SARAH DERBYSHIRE



LYNDSEY DUTHIE



HELI SUOMINEN



ANNIKA KUKKONEN



COVID-19

During the autumn of 2020, the Finnish Institute invited leading cultural practitioners from the UK, Ireland and Finland to discuss and reflect on the impacts of Covid-19. Towards the end of the year, the series expanded to incorporate a broader range of topics. This virtual series, hosted on Zoom, was called Present and the following is a visual documentation of those discussions.



PRESENT

PRESENTS

HOW TO
CREATE
UNFORGETTABLE
EVENTS ONLINE

SO WHAT HAS CHANGED?

HOW WILL FESTIVAL CITIES SURVIVE?



EMILIE GARDBERG
FINNISH CULTURAL INSTITUTE
LONDON



JULIA AMOUR
FESTIVALS EDINBURGH



MARILYN
GAUGHAN REDDAN
GALWAY 2020

SANNA FORSSTRÖM
CITY OF HELSINKI



FININST.UK/PRESENT

YOU HAVE TO BE ABLE TO REACT TO
CHANGES - FAST!

PLANNING USED TO BE
A GREAT THING WHEN WE HAD
CERTAINTY,
BUT NOW WE NEED TO BE



MARILYN GAUGHAN REDDAN
GALWAY 2020

HELSINKI
FESTIVAL

ART
GIFT

EXAMPLE OF AGILITY IN EVENT PRODUCTION:



WE DO SCENARIO PLANNING:
WE HAVE OPTIONS 1, 2 AND 3...



SANNA FORSSTRÖM
CITY OF HELSINKI



THE IMPORTANCE OF COLLABORATION



WE COLLABORATE
WITH GALWAY CHAMBER
OF COMMERCE AND THE
TOURISM TASK FORCE

MARILYN GAUGHAN REDDAN
GALWAY 2020

SPONSORSHIP

BUT YOUR
VALUES HAVE
TO ALIGN!

INSPIRATION FROM
SPORTING EVENTS?



INSTEAD:
LOCAL
FUN RUNS!



SOCIETAL CHANGES:
THE RISE OF COMMUNITIES?

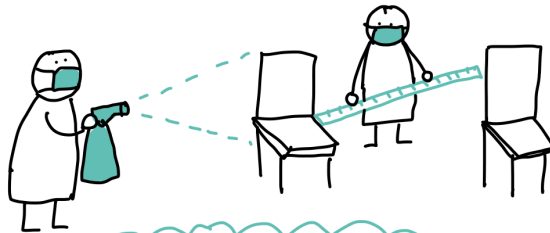
PEOPLE HELP EACH OTHER,
THEIR NEIGHBOURS FOR EXAMPLE.
PEOPLE ARE MORE OPEN TO
COMMUNITY.



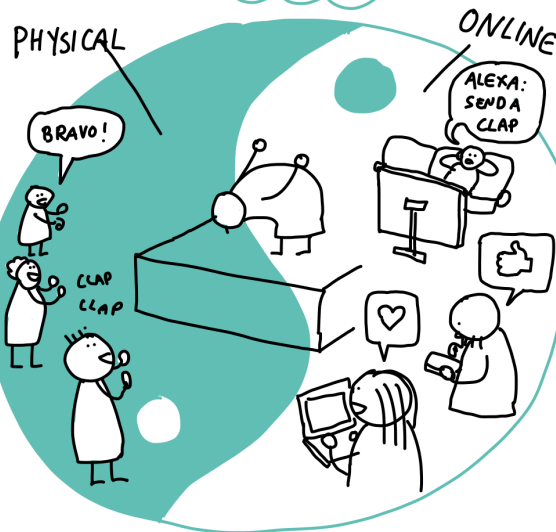
SANNA FORSSTRÖM
CITY OF HELSINKI

COVID PROOFING EVENTS

TAKES A LOT OF TIME!



BLENDED EVENTS



WE HAD TO RETHINK ALMOST EVERYTHING! WE THINK THINGS HAVE CHANGED FOR GOOD.

POSTPONED
OR



GONE
ONLINE

SANNA FORSSTRÖM



EMILIE GARDBERG

WHAT ARE THE POSITIVES?

MAKING EVENTS MORE ACCESSIBLE

CHAT ADDS REAL INTIMACY INTO EVENTS!

I HAVE HEALTH ISSUES AND NOW I CAN PARTICIPATE!



AND INTIMATE!



RE-ENERGISE WITH THE POSSIBILITIES OF THE MEDIUM!



JULIA AMOUR
FESTIVALS EDINBURGH

WHAT ARE THE QUESTIONS?



ARTISTS NEED SKILLS, TOOLS, IP PROTECTION..

HOW TO DEAL WITH THIS NEW... ELEMENT



JULIA AMOUR
FESTIVALS EDINBURGH



IN THE WORDS OF ARUNDHATI ROY...

HISTORICALLY, PANDEMICS HAVE FORCED HUMANS TO BREAK WITH THE PAST AND IMAGINE THEIR WORLD ANEW. THIS ONE IS NO DIFFERENT. IT IS A PORTAL, A GATEWAY BETWEEN ONE WORLD AND THE NEXT.



ARUNDHATI ROY

PRESENT

PRESENTS

MAKING YOUR FESTIVAL VIRTUAL

- NO PORTABLE LOOS NEEDED



I'M HERE
TO BRING
ABOUT
DIGITAL
TRANSFORMATION
IN THE ARTS!

EMILIE GARDBERG
FINNISH INSTITUTE
LONDON



JULIE TAIT
LAKES INTERNATIONAL
COMIC ARTS FESTIVAL



HEIDI BÄCKSTRÖM
HANGÖ TEATERTRÄFF
THEATRE FESTIVAL



PEKKA AIRAXIN
DEMO MOVING
IMAGE FESTIVAL



FININST.UK/EVENTS/PRESENT

THEATRE



HEIDI BÄCKSTRÖM

PARTNERED WITH YLE
-FINNISH BROADCASTING
CORPORATION

WE GOT 4000 VIEWERS
ONLINE WHICH IS QUITE
A LOT FOR AN AVANT GARDE
THEATRE FESTIVAL IN SWEDISH
(IN FINLAND)



VERY
LITTLE
TIME TO
DO THIS!

NEW THINGS:



ZOOM LOBBY



NOT VERY
POPULAR

TO DEBATE &
HANG OUT

DISTANT DISCO



THEATRE PERFORMANCE
VIA PHONE!

HELLO!
IS THIS
THE PLAY?

I'M GOING TO
CO-CREATE A
STORY WITH YOU



MESSANGER CHAT BOT!



I HAD MET MY TEAM MEMBERS
ONLY TWICE BEFORE THE VIRUS HIT.
CREATIVE WORK IS DIFFICULT REMOTELY
WHEN YOU DON'T KNOW THE PEOPLE
YOU WORK WITH.

COMICS



JULIE TAIT

COMICS CREATORS ARE QUITE
INTROVERTED SO I THINK
MANY WERE ALSO RELIEVED THAT
THE EVENT WENT ONLINE...

NEW THINGS:

WE ARE
CREATING SOMETHING
WITH TWO GAME
PLATFORMS.

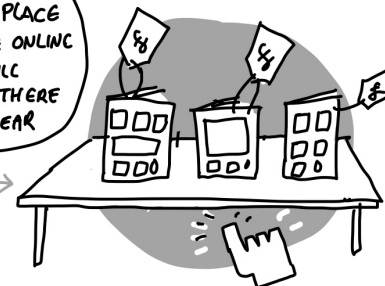
YAY
COMICS!



THERE'S OVERLAP
BETWEEN GAMING AUDIENCES
AND COMICS

ALSO
FESTIVAL
MARKET PLACE
WILL BE ONLINE
-AND WILL
REMAIN THERE
FOR A YEAR

IMPORTANT
PART OF
COMICS
EVENTS



MAYBE MONETISE
IT LATER THROUGH
SUBSCRIPTIONS



EXPERIMENTAL FILM & ART



PEKKA AIRAXIN

THE EVENT
WAS BORN
DIGITAL



OUR FESTIVAL IS
DIGITAL ONLY ANYWAY.
EVEN THE FESTIVAL
PLATFORM IS A VIRTUAL
INSTALLATION...

IN THE FUTURE
IT WILL BE LESS
OF AN EVENT AND
MORE OF A PLATFORM

PEKKA HAS NEVER MET
HIS CO-ORGANISERS

~~IRL~~

HOW TO (RE)CREATE THE SOCIAL SIDE OF EVENTS?



A VIRTUAL RAVE CREATED A
VIRTUAL LOO QUEUE!

PEOPLE ALSO WANT
PRIVATE
EXPERIENCES!



OR THIS IS A
UNISEX TOILET?

MAX 5
PEOPLE
IN QUEUE

INTERESTING THINGS HAPPEN IN PRIVATE CHATS!

YOU HAVE TO FIND A BALANCE
BETWEEN...



EXCLUSIVE & INCLUSIVE

EVERYBODY
WELCOME!

TO ME FESTIVALS ARE ALSO ABOUT
"EXPECTING THE UNEXPECTED"



JULIE TAITE



WE ARE
TRYING TO CREATE
MADCAP MOMENTS
ONLINE

I AGREE!

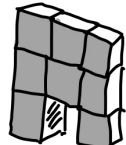


HEIDI BACKSTRÖM

GAMES?

GAMERS HAVE AN
EMOTIONAL CONNECTION
TO THEIR GAME WORLDS.

WELCOME TO
MY INSTALLATION!



AVATARS?
ALTHOUGH
IT'S STILL
PRETTY
EXPERIMENTAL

ALSO:

HOW CAN WE BUILD COMMUNITIES
OUTSIDE MEGA PLATFORMS LIKE
INSTAGRAM?



YOU ALSO HAVE TO FIND A BALANCE
BETWEEN...



A LOCAL
AUDIENCE



A NEW
(GLOBAL)
DIGITAL
AUDIENCE

YOU
WILL LOSE
SOME

A GREAT
OPPORTUNITY

MONEY?



WE WERE LUCKY:
ARTS COUNCIL ENGLAND LET US KEEP
OUR FUNDING



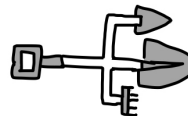
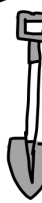
BUT NO POINT
IN US SPONSORING...
I GUESS

WE ALSO GOT NEW SPONSORS
BECAUSE OUR EVENT IS DIGITAL:
NEVO COMPUTERS & INTEL

WORK?



WE'VE HAD TO REDEFINE ROLES.



BUSY MARKETING

NOT SO BUSY EVENT
MANAGEMENT

I THINK AT THE END WE HAVE
ALL BENEFITED FROM THIS (PANDEMIC).

PRESENTS

01 10 16 01 01 16 11 01 10 10 11 01 01 10 10 10 10 10 10 10

DID I
GET THE
PART?



Zoom
ROUND TABLE



FININST.UK/EVENTS/PRESENT

WE'VE IDENTIFIED
3 DIFFERENT MODELS:

BROADCASTING

MIXED

TRANSFORMATION

The Zoom logo, featuring the word "ZOOM" in a bold, sans-serif font above a stylized blue figure of a person with their arms raised in a celebratory gesture.

A cartoon illustration of a book titled "THEATRE". The book is shown at an angle, with its cover featuring a person in a blue dress standing on a stage with blue curtains. To the right of the book, there are some blue boxes containing the letters "TO" and "D IT".

CHAT

TO BE OR..

DON'T DO IT, HAMLET!

WHAT'S THIS?

NOT SURE

WHAT IS DIGITAL? WHAT IS THEATRE?



WHAT IS THE ESSENCE OF THEATRE?
WHAT CAN WE NOT AFFORD TO LOSE?

I'M NOT SO INTERESTED
IN DIGITAL - I'M INTERESTED
IN AGENCY AND INTERACTIVITY

Boo!

- VERY INTERACTIVE

YOU SUCK!



WE USE DIGITAL BECAUSE WE WANT
TO REFLECT LIVES WE'RE LIVING NOW

BUT TRADITIONALLY
THEATRE
AND DIGITAL HAVE
BEEN JUXTAPOSED.

DIGITAL IS TOO BROAD A CONCEPT!

MAYBE WE NEED TO DEFINE "CLASSICAL THEATRE" SO WE ARE FREE TO CREATE NEW THINGS!



MARIA OLIVA

A cartoon illustration of a blue foot wearing a white band labeled 'CLASSICAL THER' with a chain attached.

WHAT ABOUT SPACE?

I'M CONCERNED WE GET STUCK ABOUT DIGITAL AND DON'T SEE THE OPPORTUNITIES IN USING DIFFERENT TYPES OF SPACES



AMY LETMAN

NO,
THEATRE
IS THIS WAY

VERY CLEVER



A cartoon drawing of a person with a large head and a blue shirt, pointing their right hand towards a speech bubble. The speech bubble contains the text "13 things".

BY VIRPI/BUSINESSILLUSTRATOR.COM

RELATIONSHIP WITH THE AUDIENCE

CONNECTION



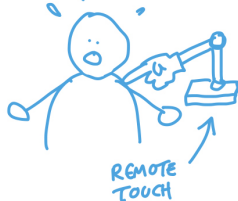
MARIA OIVA

I HAVEN'T FELT THE SAME KIND OF CONNECTION I HAVE FELT IN FLESH & BONES PRODUCTIONS

IN WHAT WAYS CAN WE BE CLOSE TO EACH OTHER?



HELLO...?



REMOTE TOUCH



MATT ADAMS

WE DID A PROJECT WHERE PEOPLE RODE AROUND WITH BICYCLES AND SMART PHONES AND MADE RECORDINGS FOR EACH OTHER AT SPECIFIC SPOTS

BLAH BLAH BLAH



MOMENT OF CONNECTION

AND BLAH BLAH BLAH



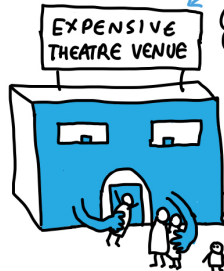
MONEY?

THE ISSUE OF FUNDING MODELS £ €

I THINK THE TRADITIONAL THEATRE MODEL HAS TO CHANGE

TRADITIONAL THEATRE

NEEDS TO BE FILLED REGULARLY



EXPENSIVE THEATRE VENUE

MUST HAVE AUDIENCE MUST HAVE AUDIENCE

NEW PERFORMANCES



AMY LETMAN

DEVELOPMENT (OF NEW FORMATS) LIES ON THE SHOULDERS OF FREELANCERS

LET'S SEE HOW THIS EXPERIMENT GOES..



MARIA OIVA

INSTITUTIONAL THEATRE



WE'RE NOT TAKING ANY RISKS



FREELANCERS EXPERIMENTING

WHAT NEXT?

CAN WE LEARN FROM GAME DESIGN?

FROM THAT POINT THE SPECTATOR PARTICIPANT EXPERIENCES THIS...



YOU DON'T NECESSARILY NEED LOTS OF RESOURCES...

A PHONE



+

APP

APP

=

DIGITAL PERFORMANCE

...BUT YOU NEED A COMPLETELY DIFFERENT WAY OF THINKING ABOUT AUDIENCES AND WHERE TO FIND THEM

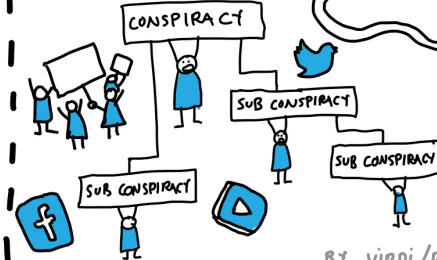
VIRTUAL TUMBLE WEED

WHERE IS THE REST OF THE INTERNET..?

COME TO MY PLAY

A PROVOCATION:

THE MOST POWERFUL PIECE OF DIGITAL THEATRE IS QANON - IT'S A PIECE OF MASS PARTICIPATORY THEATRE



MATT ADAMS

PRESENT

PRESENTS

ACCESSIBLE ORCHESTRAS: CONNECTING WITH AUDIENCES BEYOND THE HALL

WE'RE EXPLORING THE
BEST PRACTICES AND TOOLS
FOR LIVE PERFORMANCES
POST COVID-19

EMILIE GARDBERG
FINNISH INSTITUTE.
LONDON

ANNIKA KUKKONEN
HELSINKI
PHILHARMONIC
ORCHESTRA



JACQUI CAMERON
OPERA NORTH



SARAH DERBYSHIRE
ORCHESTRAS LIVE

FININST.UK/EVENTS/PRESENT



COVID IS FAST TRACKING US INTO A
VERY DIFFERENT WORLD. AND NOT ALL
OF IT IS THAT BAD.

THERE IS SPACE TO
EXPERIMENT

MAJORITY
EDUCATIONAL
ACTIVITIES



THINGS WE WILL TRY NOW WILL
CREATE LONG TERM SOLUTIONS

EXAMPLES

FROM COUCH TO CHOIR



2000 PARTICIPANTS
FROM AROUND
THE WORLD!



ON THIS
SUNNY DAY I
ACTUALLY PREFER
THIS TO GOING TO
A CONCERT HALL

90% NEW
AUDIENCE!

WHETHER THOSE
NEW AUDIENCES
STAY REMAIN TO
BE SEEN



SOUND WALK

OBJECTS
TRIGGER
AUDIO IN
HEADPHONES



UNDERSERVED AUDIENCES?



COVID ILLUMINATES AND EXACERBATES
EXISTING ISSUES...



THE ONLY
DIGITAL
DEVICE IN
THE FAMILY



DIGITAL DIVIDE(S)

THE PANDEMIC MADE US
RETHINK THE BALANCE BETWEEN
YOUNG AND OLD.



IF THIS WOULD HAVE
BEEN A PHYSICAL CONCERT
I WOULDN'T HAVE BEEN
ABLE TO ATTEND

SURPRISE!
OLDER PEOPLE
FLOCKED TO
ONLINE EVENTS

COLLABORATION

THERE'S BEEN A SHIFT IN THINKING...



ORCHESTRA

THIS IS WHAT
WE DO



WHAT PEOPLE
ENJOY

BUILDING NEW AUDIENCES

ASK YOURSELF

WHO GETS TO PLAY WHOSE MUSIC TO WHOM?



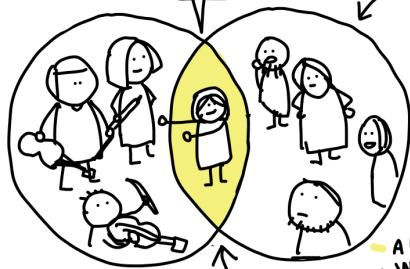
ANNIKA KUKKONEN

THE KEY:

COLLABORATE!

CHECK THIS OUT!

UNDERSERVED AUDIENCE



A MESSENGER WHO CAN GET THE WORD OUT

WE SHOULD GO AND ASK HOW WE CAN COLLABORATE!



ANNIKA KUKKONEN

WHAT COULD WE DO TOGETHER?



OPEN THE BARRIER

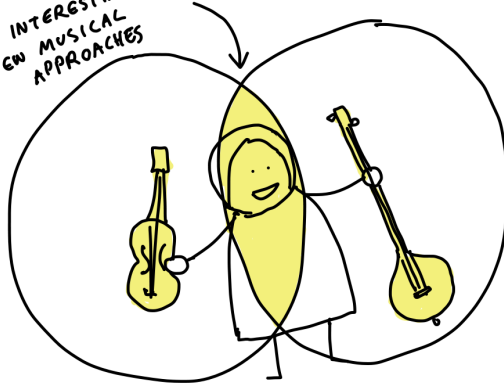


FOR EXAMPLE AN IMMIGRANT COMMUNITY

WE NEED THIS TYPE OF PRE-ENGAGEMENT WORK TO BUILD NEW AUDIENCES.

ONE WAY: RESIDENCY PROGRAMMES

INTERESTING NEW MUSICAL APPROACHES



WORKING WITH SOCIAL/HEALTH CARE

50% OF UK ORCHESTRAS INVOLVED IN SOCIAL/HEALTH CARE PROJECTS



THERE IS MOVEMENT TOWARDS SOCIAL PRESCRIPTION WITHIN NHS



SARAH DERBYSHIRE

HERE'S YOUR CONCERT PRESCRIPTION!



HYPER LOCAL EVENTS?

CONCERT STREAMED TO WARDS AT ICELANDIC NATIONAL HOSPITAL



ANNIKA KUKKONEN

REAL TIME SPONTANEOUS CLAPPING IN THE WARDS



IF WE CAN TUNE INTO THE SAME CHANNEL WITH THE AUDIENCE AND GIVE CREATIVE AGENCY TO THE AUDIENCE - IF THE PANDEMIC HELPS THIS TO HAPPEN THEN SOMETHING GOOD HAS COME OUT OF THIS PANDEMIC!

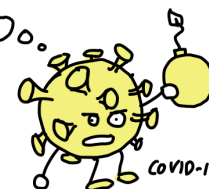


ANNIKA KUKKONEN



NEW FORMATS ETC

WHAT'S THE POINT OF BLOWING EVERYTHING UP IF THEY KEEP RE-INVENTING THEMSELVES?



COVID-19

PRESENT

PRESENTS

TOGETHER ALONE:
ARTISTS SHARE THEIR
EXPERIENCES FROM VIRTUAL
OPEN CALL PROJECTS

TOGETHERALONEFI.COM



JAAKKO NOUSIAINEN
FINNISH INSTITUTE, LONDON



EMRECAN TANIS:
PROJECT: K-OME
(DANCE)



SAKARI MÄNNISTÖ
PROJECT: UNUM
(CIRCUS, JUGGLING)



SONYA LINDFORS
PROJECT: SOFT VARIATIONS
(DANCE)

FININST.UK/EVENTS/PRESENT



SONYA LINDFORS

WE USED A
SUPER LIGHT
STRUCTURE
FOR COLLABORATION

WHOSE BODY
CAN BE MUNDANE,
NORMAL?

NON-PROFESSIONAL
PEOPLE THAT SONYA DIDN'T
KNOW PERSONALLY



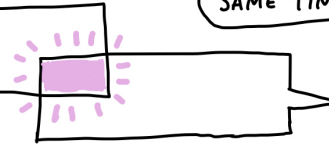
HOW DO YOU
CREATE TRUST
WHEN YOU CAN'T
MEET IN A COFFEE
SHOP?



HOWEVER:

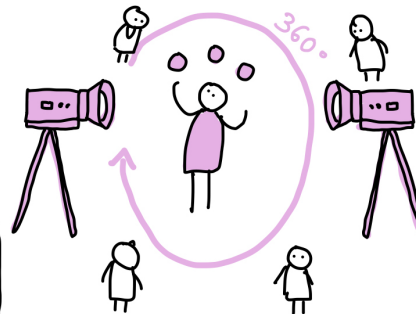
PEOPLE SHARE VERY
INTIMATE THINGS VIA CHAT...

PEOPLE ARE CLOSE
AND FAR AT THE
SAME TIME.

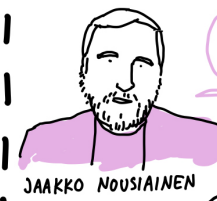


SAKARI MÄNNISTÖ

WE USED A 360°
CAMERA - AUDIENCE
CAN CHOOSE WHERE
TO LOOK



I WAS LOOKING FOR INTIMACY
YOU GET FROM BEING IN THE SAME
SPACE WITH THE ARTIST



JAAKKO NOUSIAINEN

HOW WAS IT TO DIRECT OTHERS
THROUGH A DIGITAL TOOL?

SLOW.

BUT IT DID WORK.
IT HELPED THAT I KNEW
MY COLLABORATORS.



EMRECAN TANIS:



SONYA LINDFORS

BUT WHEN WE WORK WITH
PEOPLE WE KNOW THIS MAKES US
GO INWARD.

FESTIVALS WERE
WAYS OF MEETING
NEW PEOPLE.



WELL HELLO
STRANGER

COLLECTING IDEAS
WAS EASY, BUT PUTTING
THEM TOGETHER WAS HARD.



SAKARI MÄNNISTÖ



EMRECAN TANIS

WE HAD TO PUT 6 METERS
BETWEEN DANCERS - ON STAGE THAT IS MILES.

BUT I TRIED NEW THINGS
AND DISCOVERED THIS WAY
WORKS TOO!

I'M A BETTER
ARTIST NOW.



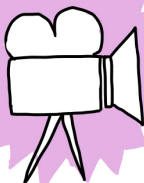
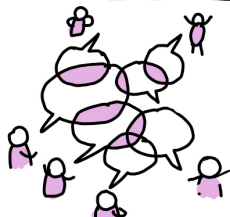


ONLINE TOOLS ARE VERY HIERARCHICAL. HOW CAN WE CREATE MORE DIALOGICAL, HORIZONTAL SPACES?

SONYA LINDFORS

I MISS PEOPLE SPEAKING ON TOP OF EACH OTHER...

WHAT DO YOU THINK?



DEALING WITH THE MOVING IMAGE!



SONYA LINDFORS

DURING THIS PROCESS I REALISED I HAVE VERY LITTLE KNOWLEDGE OF CINEMATOGRAPHY!



MOVE YOUR CAMERA BACKWARDS

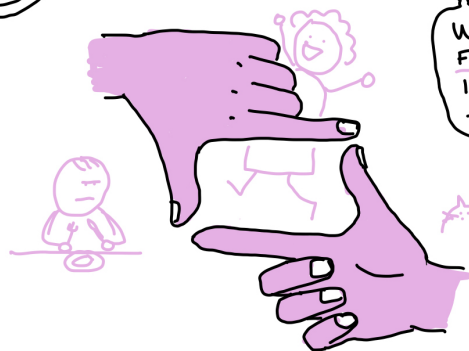


IS THIS OK?

I WISH I COULD EAT MY DINNER IN PEACE...



THIS IS GOING INTO A NEW ARTISTIC DIRECTION!



WHAT IS THE FOCUS, WHAT IS THE FRAME - AND WHY?!



SAKARI MÄNNISTÖ

WITH THE 360° CAMERA YOU DON'T HAVE TO CHOOSE SO MUCH - VIEWER CHOOSES



THANK GOD THE PHONES ARE REALLY GOOD THESE DAYS!



EMRECAN TAMIS

ALSO: PERFORMANCES USED TO BE PERISHABLE. WITH RECORDINGS THEY BECOME PERMANENT.



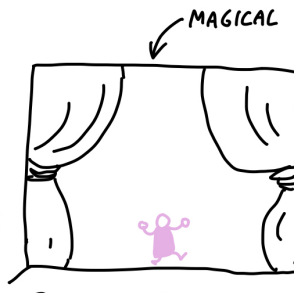
SONYA LINDFORS

IN 2120:



WHAT IS THIS?

BUT... WHERE'S THE MAGIC?



SAME PLACE FOR WORK ZOOM CALLS, YOGA CLASSES AND ART...



JAAKKO NOUSIAINEN

SHOULD WE GIVE PEOPLE INSTRUCTIONS LIKE LIGHT UP SOME CANDLES?



SONYA LINDFORS

ALL ART INSTITUTIONS ARE STRUGGLING (DUE TO COVID) BECAUSE IT'S SO EXPENSIVE TO KEEP THE STRUCTURES GOING.

WE CAN'T JUST WAIT - WE NEED TO ADAPT. EASIER FOR INDIVIDUALS TO ADAPT THAN INSTITUTIONS.



EMRECAN TAMIS



ART FREELANCER



PRESENT

PRESENTS

THE FUTURE OF ARTIST RESIDENCIES: SUSTAINABLE TRAVEL, PRESENCE & PRACTICE



I'M TRAVELLING ON AN AIRPLANE



JAAKKO NOUSIAINEN
FINNISH INSTITUTE, LONDON



SAM TROTMAN
SCOTTISH
SCULPTURE
WORKSHOP



ZOOM
ROUND TABLE

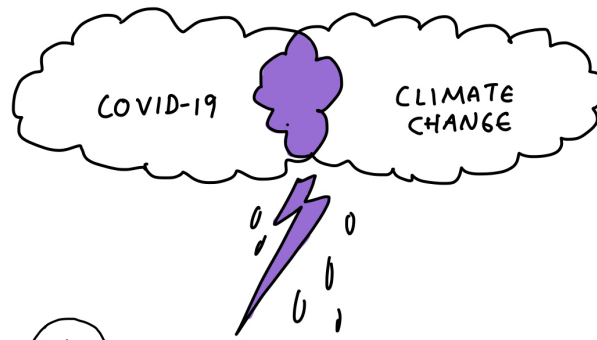


TIMO WRIGHT
ARTIST RESIDENCY
SWAP



JAAANA ESKOLA
SAARI
RESIDENCE

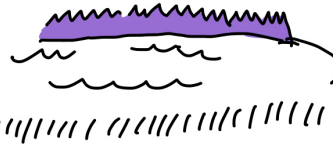
FININST.UK/EVENTS/PRESENT



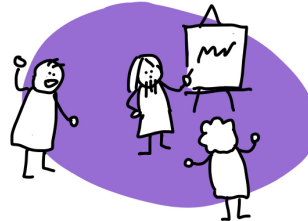
JAAANA ESKOLA

IN OUR RESIDENCY THE
ENVIRONMENT PLAYS AN
IMPORTANT ROLE ...

HOW TO
DIGITISE
THIS?



TO BE A SUCCESSFUL ARTIST RESIDENCY
THERE HAS TO BE A SHARED SPACE



DURING THE PANDEMIC WE LAUNCHED
A 3 MONTH ONLINE RESIDENCY PILOT



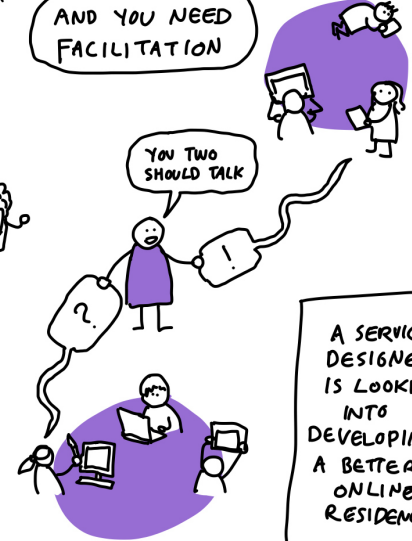
JAAANA ESKOLA

YOU NEED TO DIVIDE PEOPLE
INTO SMALLER GROUPS

AND YOU NEED
FACILITATION



YOU TWO
SHOULD TALK



A SERVICE
DESIGNER
IS LOOKING
INTO
DEVELOPING
A BETTER
ONLINE
RESIDENCY

ONLINE RESIDENCY
CAN WORK IF IT'S A
SHARED EXPERIENCE

HOW'S YOUR
LOCKDOWN
ART PROJECT
GOING?



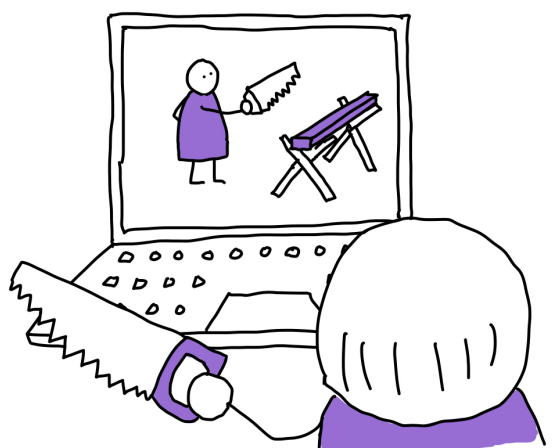
WHAT?

YOU'RE
ON MUTE!

SAM TROTMAN

WE HAVE AMAZING FACILITIES: A FOUNDRY, WOODWORK CERAMICS...

SO NOT A SIMPLE MOVE TO ONLINE

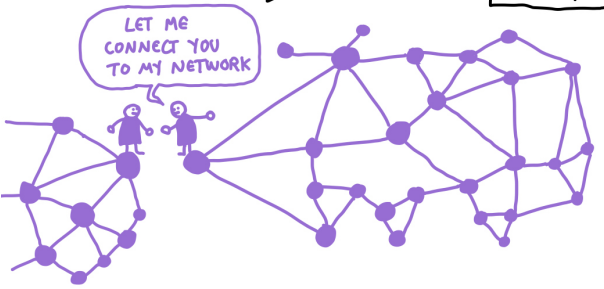


TIMO WRIGHT

OUR WEBSITE ENABLES ARTISTS TO SWAP HOMES AND STUDIOS, BUT IN THE LONG TERM IT SHOULD ALSO BE ABOUT SHARING NETWORKS AND IDEAS

CAN THIS BE DONE ONLINE?

WITH PEOPLE YOU HAVEN'T MET?



SLOW TRAVEL?

TIMO WRIGHT

CAN YOU INCORPORATE THE JOURNEY INTO THE PROCESS?

ART

BUT IS SLOW TRAVEL JUST FOR HYPER MOBILE YOUNGER PEOPLE?

BUT: COVID-19

I ALSO LIKE TO TRAVEL...

RIGHT, I'M OFF TO MAKE ART!

GO LOCAL?

TIMO WRIGHT

BUT WHAT WOULD HAPPEN IF ARTIST RESIDENCIES WERE ONLY AVAILABLE TO LOCAL ARTISTS?

WE STRUGGLE TO ATTRACT LOCAL ARTISTS, MOST LOCAL ARTISTS WOULD LIKE TO GO ABROAD.

STAY HERE? NO THANKS

PARTICIPANT FROM IRELAND

WITH HYPER LOCALITY THERE'S A DANGER OF EVOKING HYPER LOCAL/ NATIONALISTIC AGENDAS

SAM TROTMAN

THIS IS A LOCAL RESIDENCY FOR LOCAL PEOPLE...

SAM TROTMAN

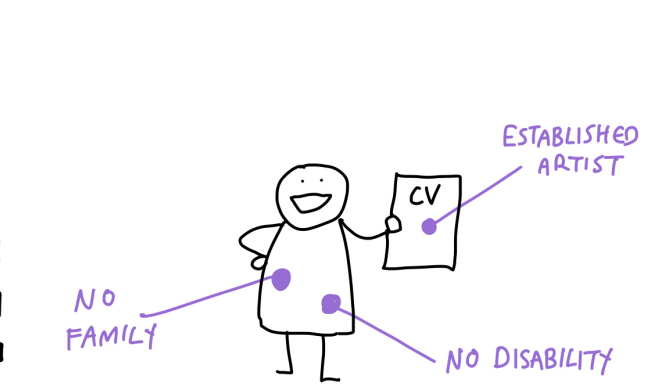
WE NEED TO LISTEN TO ARTISTS - WHAT DO THEY NEED? NOT JUST WHAT WORKS FOR US.

MAYBE WE NEED TO RETHINK RESIDENCY MODELS?

HISTORIC EXAMPLES:



WHO GETS TO PARTICIPATE IN RESIDENCIES ANYWAY?



PRESENT

PRESENTS

choreographing
intimacy:
TRUST & BOUNDARIES
IN ACTING



JAAKKO NOUSIAINEN
FINNISH INSTITUTE, LONDON



PIA RICKMAN
INTIMACY COORDINATOR

ENRIC ORTUÑO
INTIMACY COORDINATOR,
FIGHT & MOVEMENT
DIRECTOR



MIMOSA WILLAMO
ACTOR



LINDSAY DUTHIE
THE PRODUCTION GUILD OF
GREAT BRITAIN

FININST.UK/EVENTS/PRESENT



LINDSAY DUTHIE

AFTER #METOO MOVEMENT
THERE HAS BEEN A CULTURAL SHIFT

EVERYONE'S PRIORITY IS
TO CREATE SAFETY

THERE'S A BIG **POWER DYNAMIC** IN
TV & THEATRE: IT PUTS ACTORS IN
A PLACE WHERE THEY ALWAYS HAVE
TO SAY **YES**.



ENRIC ORTUÑO

DIRECTOR



IF I DON'T
SAY YES I MIGHT
NOT GET THE
NEXT JOB



← ACTOR

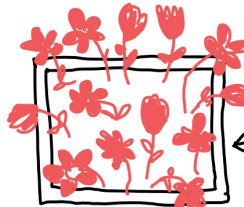
ENTER NEW PROFESSION: INTIMACY COORDINATOR



PIA RICKMAN

I COORDINATE FROM
CREATIVE & SAFETY ASPECT

SAFETY IS NOT RESTRICTIONS
BUT **STRUCTURE** THAT ALLOW
CREATIVITY TO FLOURISH



← BOUNDARIES



JAAKKO NOUSIAINEN

WHAT DOES AN INTIMACY
COORDINATOR DO IN PRACTICE?

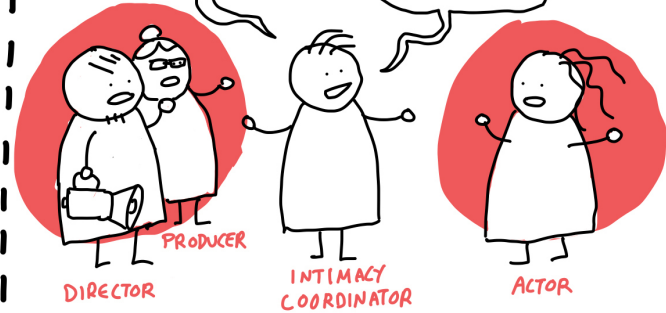


PIA RICKMAN

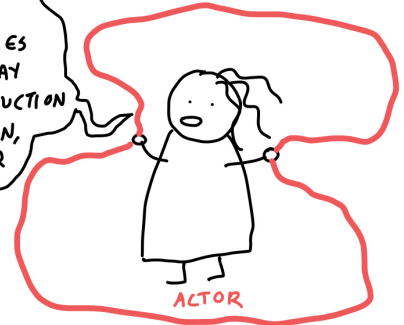
IT'S A COLLABORATIVE EFFORT

WHAT IS
NEEDED?

WHAT ARE
YOUR PERSONAL
BOUNDARIES?



IT'S OK FOR
THE BOUNDARIES
TO CHANGE DAY
TO DAY, PRODUCTION
TO PRODUCTION,
ACTOR TO ACTOR

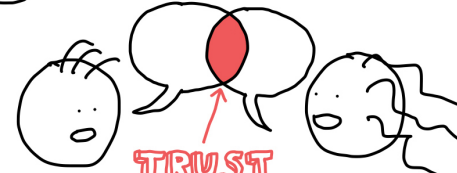


ACTOR

IT'S IMPORTANT TO START WITH A ONE ON ONE
CONVERSATION WITH THE INTIMACY COORDINATOR



MIMOSA WILLAMO



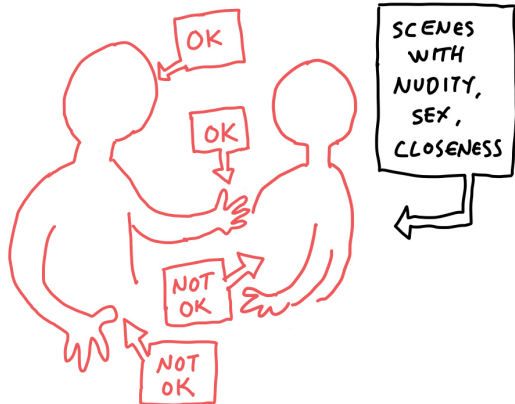
TRUST

BY VIRPI/BUSINESSILLUSTRATOR.COM



ENRIC ORTUÑO

FIRST → THEN → IF



AS AN ACTOR I KNOW EXACTLY WHAT WE DO: WE START FROM THIS, AND THEN GO THERE



MIMOSA WILLAMO

I DON'T HAVE TO THINK ABOUT ASKING BECAUSE I'M CONSTANTLY ASKED!

Wow!
NOW I CAN
CONCENTRATE
ON MY JOB!



INTIMACY
COORDINATOR



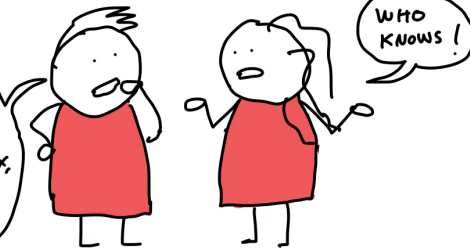
ACTOR



MIMOSA WILLAMO

SCENES OFTEN HAVE A DESCRIPTION "AND THEN THEY HAVE SEX" WITHOUT ANY DETAIL!

IS IT
PASSIONATE SEX,
NOT PASSIONATE SEX,
THE BEGINNING,
THE END...?!



WHO
KNOWS!

ACTORS



MIMOSA WILLAMO

BUT IT'S NOT "JUST" SEX,
IT'S TELLING A STORY!

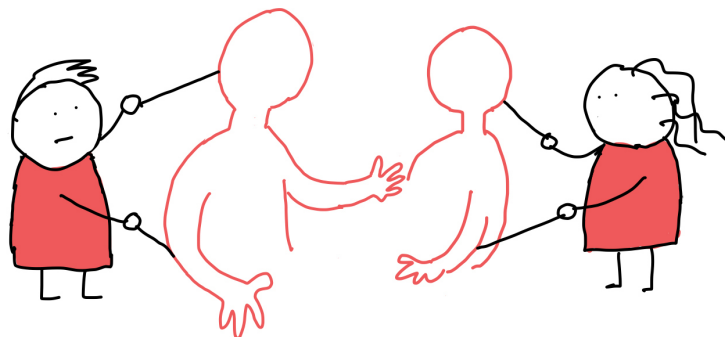
IT'S IMPORTANT THAT
WE DISCUSS CHARACTERS' OBJECTIVES:
WHAT DO THEY WANT.



PIA RICKMAN

THAT HELPS ACTORS SEPARATE
THEMSELVES FROM THE CHARACTERS

WE ARE CREATING AN ILLUSION.



ENRIC ORTUÑO

OUR INDUSTRY IS QUITE
REACTIVE. ONLY IF THE WHOLE
THING EXPLODES DO THEY THINK
SOMETHING NEEDS TO CHANGE

BUT I THINK THE ICEBERG
HAS BEEN SEEN.



PIA RICKMAN

RIGHT.
I THINK WE
NEED TO DO
SOMETHING
ABOUT THIS...



IN FINLAND AFTER PUBLISHING
THE INTIMACY GUIDELINES
EVEREBODY KNOWS ABOUT THEM.



MIMOSA WILLAMO

PROS OF BEING A SMALL COUNTRY

GUIDE FOR
DOING
INTIMATE
SCENES
IN
CAMERA WORK

WELL, THAT'S
PRETTY DIFFICULT
TO IGNORE



YUP

PRESENT

PRESENTS

FINNTOPIA -BRITISH PERSPECTIVES ON THE WORLD HAPPIEST COUNTRY

HELI SUOMINEN
FINNISH EMBASSY
IN LONDON
-MODERATOR



DANNY DORLING
UNIVERSITY OF
OXFORD
CO-AUTHOR OF



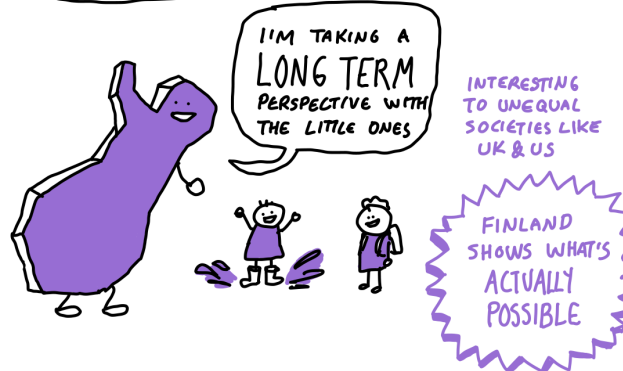
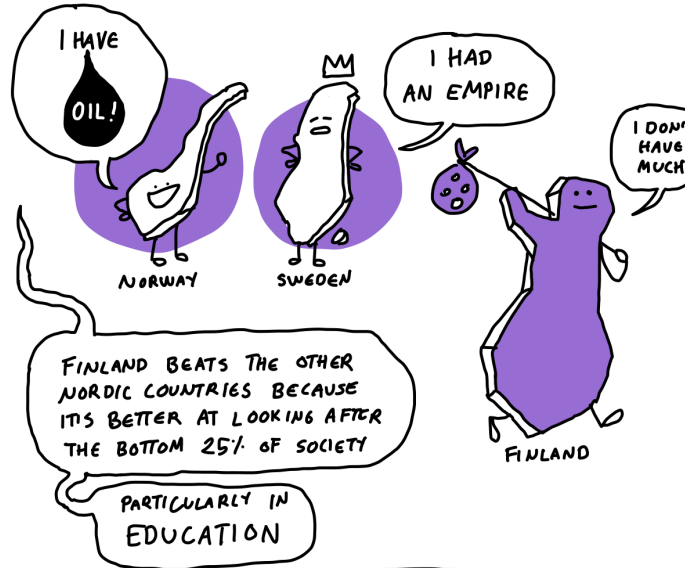
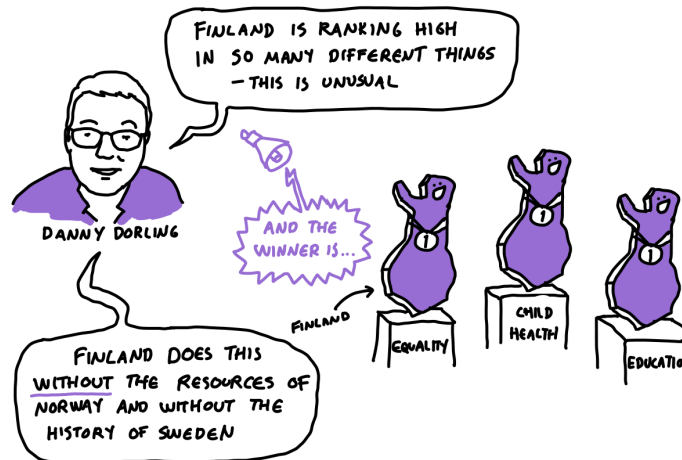
FINNTOPIA
-WHAT WE
CAN LEARN
FROM THE WORLD'S
HAPPIEST COUNTRY



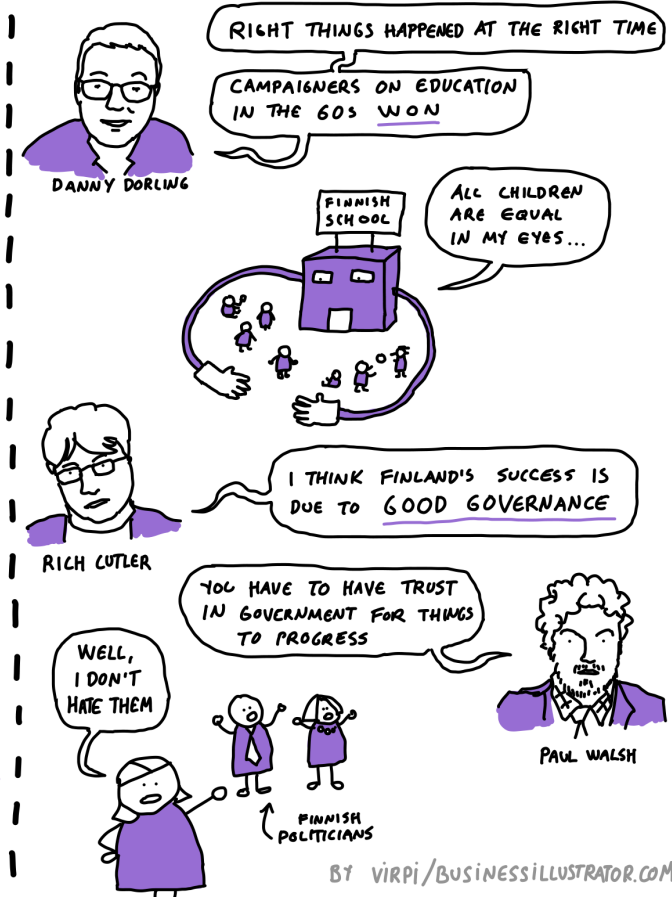
ANNAMARI SIPILÄ
JOURNALIST
HELSINGIN SANOMAT



PAUL WALSH & RICH CUTLER
PHOTOGRAPHERS / MAPS



WHY IS FINLAND SO SUCCESSFUL?



FINNISH POLITICIANS ARE READY TO RESIGN ABOUT MISDEMEANORS THAT BRITISH NEWSPAPERS WOULD NOT EVEN WRITE A NEWS ARTICLE ABOUT...

DANNY DORLING

PLEASE ACCEPT MY RESIGNATION

DECENCY

COLLECTIVE RESPONSIBILITY

AND PLEASE ACCEPT MINE

FINNISH POLITICIANS

ANNAMARI SIPIÄ

THE MOST IMPORTANT THING IS **TRUST**

- WITHOUT IT YOU CAN'T HAVE GOOD EDUCATION, HEALTH CARE ETC

MY FIRST ASSUMPTION IS THAT THIS STRANGER IS A GOOD PERSON

MY FIRST ASSUMPTION IS THAT THIS STRANGER MIGHT BE A BAD PERSON...

IN FINLAND

IN, LET'S SAY, THE US.

BUT ISN'T TRUST EASIER TO ACHIEVE IN HOMOGENOUS SOCIETIES?

DANNY DORLING

CONSIDER THIS: 100 YEARS AGO FINLAND WAS IN CIVIL WAR

WHITES

REDS

FINNS THEN DIDN'T THINK THEY WERE THE SAME...

SPACE & NATURE

PAUL WALSH

FINLAND IS THE 3RD MOST SPARSELY POPULATED COUNTRY IN EUROPE.

LACK OF SPACE CAN LEAD TO UNHAPPINESS.

FINLAND RECOGNISES THE IMPORTANCE OF GREEN SPACES.

PEOPLE ARE HAPPIER WHEN THEY SEE A LANDSCAPE FROM THEIR WINDOW

AHH...

FINNISH PARKS(& ARCHITECTURE):

FUNCTIONALITY

ORGANIC

ARCHITECTURE THAT RELATES TO THE ENVIRONMENT

QUIETLY CONTENT

DANNY DORLING

FINNS ARE VERY GOOD AT BEING HAPPY WITH WHAT THEY'VE GOT.

I MUST BE ECSTATICALLY HAPPY ALL THE TIME!

IN SOME COUNTRIES

CELEBRITY CULTURE, "I COULD HAVE A MANSION"

IT'S OK TO BE "JUST" OK

IN FINLAND

SEEING WHAT'S POSSIBLE - WHAT'S REASONABLE

HOW TO GET THE WORD OUT ABOUT THE FINNISH SUCCESS?

FINNS ARE BAD AT PROMOTING THEMSELVES

ANNAMARI SIPIÄ

IF YOU ARE HAPPY YOU DON'T GO ABOUT PROMOTING IT. YOU ARE JUST QUIETLY HAPPY.

SHHH...

BT VIRPI/BUSINESSILLUSTRATOR.COM

PRESENT

PRESENTS

EQUALITY IN
ARTS EDUCATION:
ARTS & CULTURE
AS CHILDREN'S RIGHTS

EMILIE GARDBERG
FINNISH INSTITUTE.
LONDON



ULLA HOKKANEN
GALWAY COMMUNITY CIRCUS,
CARAVAN CIRCUS
NETWORK



ANNE BAMFORD
CITY OF LONDON



ANDRIA ZAFIRAKOU
ARTISTS IN
RESIDENCE (AIR)



ALEKSI VALTA
THE ASSOCIATION OF
FINNISH CHILDREN'S
CULTURAL CENTERS

FININST.UK/EVENTS/PRESENT

WHAT IS THE VALUE OF ARTS EDUCATION TO CHILDREN?



ULLA HOKKANEN

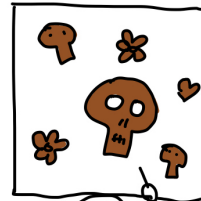
IN CIRCUS YOUNG PEOPLE
FEEL ACCEPTED AND VALUED
AS WHO THEY ARE

WELCOME!



ANDRIA ZAFIRAKOU

ART CLASSES CREATE
HEALING. ART IS
SOMETHING THAT DOESN'T
NEED TO BE CORRECT



YOUNG PEOPLE NEED
ART NOW MORE
THAN EVER



ANNE BAMFORD

ART AND CULTURE ARE
PART OF FUSION SKILLS

BUSINESSES



GIVE US
CREATIVE
PROBLEM
SOLVERS



ALEKSI VALTA

ARTS CAN BE USED AS A METHOD!

ARGH, THIS
PROBLEM IS
SO HAAARD!

HAVE
YOU TRIED
ART?

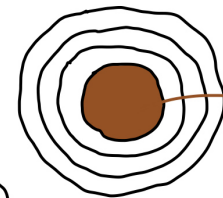


HOW?

ARTS AND CULTURE NEED TO BE
PART OF THE CORE CURRICULUM



ANNE BAMFORD



YES!

YES!

ONLY
WAY
TO ENSURE
EQUALITY

AND IT NEEDS TO BE OF HIGH

QUALITY

YES!

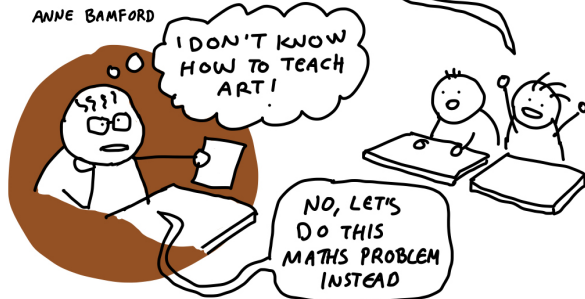
YES!



TEACHER EDUCATION IS KEY

LET'S DRAW!

ANNE BAMFORD



WAYS TO GET ART & CULTURE INTO SCHOOLS



WE TRY TO LINK (ARTIST RESIDENCIES WITHIN SCHOOLS) TO SCHOOL IMPROVEMENT PLANS.

ANDRIA ZAFIRAKOU

SCHOOL



HOW CAN WE STOP THEM FROM GOING HOME EARLY?



THEY LOVE IT!

GREAT!

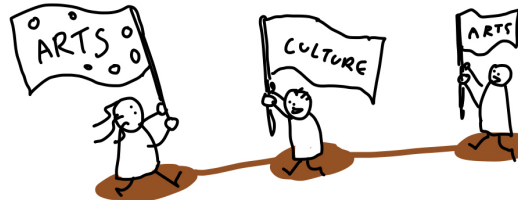


BUT HOW DO WE GET THEM TO GO HOME?



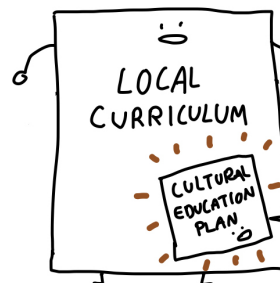
ANDRIA ZAFIRAKOU

THERE IS ALWAYS A PERSON (IN A SCHOOL) WHO IS AN ADVOCATE FOR THE ARTS. CONNECT THESE PEOPLE TO EACH OTHER.



ALEKSI VALTA

WE USE CULTURAL EDUCATION PLANS. THE KEY IS THAT IT'S MENTIONED IN LOCAL CURRICULUM (IT'S NOT MANDATORY IN NATIONAL CURRICULUM)



I'M MANDATORY

AND NOW I'M MANDATORY TOO!



ANDRIA ZAFIRAKOU

BUT AT THE END OF THE DAY IT HAS TO COME FROM THE TOP, THE GOVERNMENT

YOU MUST PROVIDE ART EDUCATION



OH! SO ART IS IMPORTANT!



OBSTACLES

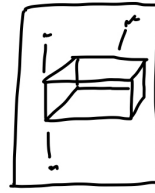


ANNE BAMFORD

ART IS FUNDED IN SEGMENTS, FOR DIFFERENT AGE GROUPS.

WHAT IF OTHER SUBJECTS WERE TREATED LIKE ART?

ENJOY YOUR BI-ANNUAL INTRO TO MATHEMATICS



ANDRIA ZAFIRAKOU

MY BIGGEST BATTLE IS TO CONVINCE PARENTS THAT THEIR TALENTED CHILD SHOULD DO GCSE OR A-LEVEL ART.

HAVE YOU BEEN DOING ART AGAIN?!



NO... THIS IS... UM EXPLORATIVE GEOMETRY...



HOW DO YOU SPARK EXCITEMENT?



ANDRIA ZAFIRAKOU

THE SECRET INGREDIENT: MAKE SURE THE THEME IS SOMETHING THEY CAN CONNECT WITH!

LET KIDS BE CREATIVE RATHER THAN TEACH AT THEM



ULLA HOKKANEN



www.fininst.uk