

THE FINNISH INSTITUTE IN LONDON ANNUAL REPORT 2012

The Finnish Institute in London is a private, non-profit trust founded in 1991. Our mission is to identify emerging issues that are important to contemporary society in Finland, the United Kingdom and the Republic of Ireland, and to act as a catalyst for positive social change through the impact of mutually beneficial partnerships. The Institute works with artists, researchers, experts and policy makers in the UK, Finland and the Republic of Ireland to promote strong networks in the fields of culture and society.

The Finnish Institute in London belongs to The Finnish Cultural and Academic Institutes group. The Institute's network consists of 16 cultural and academic institutes located outside of Finland, as well as the Hanasaari Swedish-Finnish Cultural Centre in Espoo, Finland. The Institute is also part of the London division network of the European Union National Institutes for Culture.

The Finnish Institute in London
35-36 Eagle Street, WC1R 4AR, London, UK

www.finnish-institute.org.uk
<https://twitter.com/FinInstLondon>
<http://www.facebook.com/FinInstLondon>

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CROSS-DISCIPLINARY COLLABORATIONS AND UNEXPECTED PARTNERSHIPS

The Finnish Institute in London encourages cross-disciplinary collaboration by creating new networks and partnerships. We work in the arts and in social research, and identify new trends in contemporary society. Our aim is to increase discussion within society – and to influence!

This would not be possible without talented, imaginative and inspirational people. We work with researchers, artists, experts and policy makers to promote strong networks in the fields of culture and society. The Institute supports the creative industries, artistic interventions, research, foresight and social innovation in new, socially important areas.

In 2012 the Institute's main projects encouraged people to think and talk. The Open Knowledge Festival in Helsinki and the final part of the HEL/LO-Helsinki London Design Camp design export project, the HEL/LO – Let's Talk discussion series, both achieved this goal. The Institute also published a book titled TV Like Us as part of the REAKTIO publication series.

The Institute strengthened its position as a significant player and partner in open knowledge, design, architecture and urban media. These and other projects have further established the Institute's role as an independent and courageous expert organisation.

The successes of 2012 were achieved by a super-team, who have now moved on to new roles: Director, Raija Koli; Head of Arts & Culture Programme, Hanna Harris; and Head of Society Programme, Jussi Nissilä.

It is good to start building on this strong and inspiring foundation!

Susanna Pettersson
Director
The Finnish Institute in London



Image: Jaakko Pallasvuo, graphic work commissioned for the Institute's visual identity 2012

OPENNESS AND CULTURAL EXCHANGE

The Finnish Institute in London focuses on arts, culture and social research. In 2012 the Society Programme worked on advancing the open society and equal education opportunities. The Arts & Culture Programme focused on the internationalisation of Finnish contemporary art and culture, and on generating cultural exchanges.

The Institute's design export project HEL/LO – Helsinki London Design Camp 2009-2012 discovered and supported new design cultures, along with creating connections and new collaborations between Finnish and British design and architecture professionals. The project included three main initiatives: a programme of visits by British design experts to Finland, strengthening the cooperation between design and architecture universities; a two-year design export training programme; a website showcasing new design, and two separate media campaigns. The project culminated in the HEL/LO – Let's Talk discussion series.

HEL/LO – LET'S TALK 2012

HEL/LO – Let's Talk 2012 was a series of talks in London and Helsinki that brought together top architecture and design professionals and creatives from Helsinki and London in lively discussions.

The HEL/LO series comprised four discussions: three in London and one in Helsinki. All four discussions were linked to significant design events, such as the London Design Festival and London Festival of Architecture, as well as Helsinki Design Week. The series was launched in May with HEL/LO – Let's Talk About Dreams in Shoreditch, East London. The second discussion, HEL/LO – Let's Talk About Games, took place near the Olympic Park in Hackney Wick and studied the relationship between cities, public space and games. HEL/LO – Let's Talk About Alternatives brought the discussion to Helsinki. It looked at alternative ways of thinking and doing in design, architecture and the arts. The fourth and final, future-focused discussion, HEL/LO – Let's Talk About Tomorrow, took place in September at designjunction, one of the London Design Festival's main venues.

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The combination is perfect: a discussion event about a clever use of public space, urban culture and the possibilities of design in a pavilion, which was built on wasteland between the Design Museum and Architecture Museum in celebration of World Design Capital Helsinki 2012.
Laura Kangasluoma,
Gloria magazine 2012

The set design and visual identity for the HEL/LO series were created by the Finnish-British design duo Emmi Salonen (Studio EMMI) and Chrissie Macdonald (The Peepshow Collective). The project was curated and realised in collaboration with a leading British architecture and design publication Blueprint magazine, and was a part of the World Design Capital Helsinki 2012 programme.



Image: Veikko Kähkönen, HEL/LO – Let's Talk About Alternatives, Helsinki



Image: Aleksii Niemelä, HEL/LO – Let's Talk About Tomorrow, London

OPEN KNOWLEDGE FESTIVAL 2012

The Finnish Institute in London organised the inaugural Open Knowledge Festival Helsinki 17–22 September 2012. The festival was organised in cooperation with the Open Knowledge Foundation and Aalto Media Factory. The event brought together open knowledge experts and enthusiasts from over 100 countries to build a more equitable and innovative information society. The festival combined two annual international open knowledge events: Open Government Data Camp and Open Knowledge Conference. The festival hosted several events related to open knowledge, hackathons, and discussion events – the sold-out festival exceeded all expectations and attracted a great deal of interest and visibility in both the Finnish and international media.

The festival kick-started lots of new projects that make use of open knowledge. Representatives of the Finnish government took part in the festival and several Finnish ministries started to evaluate the opening up of their information reserves as a result. It also started a lively public discussion about the benefits and potentials of open knowledge – and Finland's membership of the Open Government Partnership proceeded in exemplary fashion.

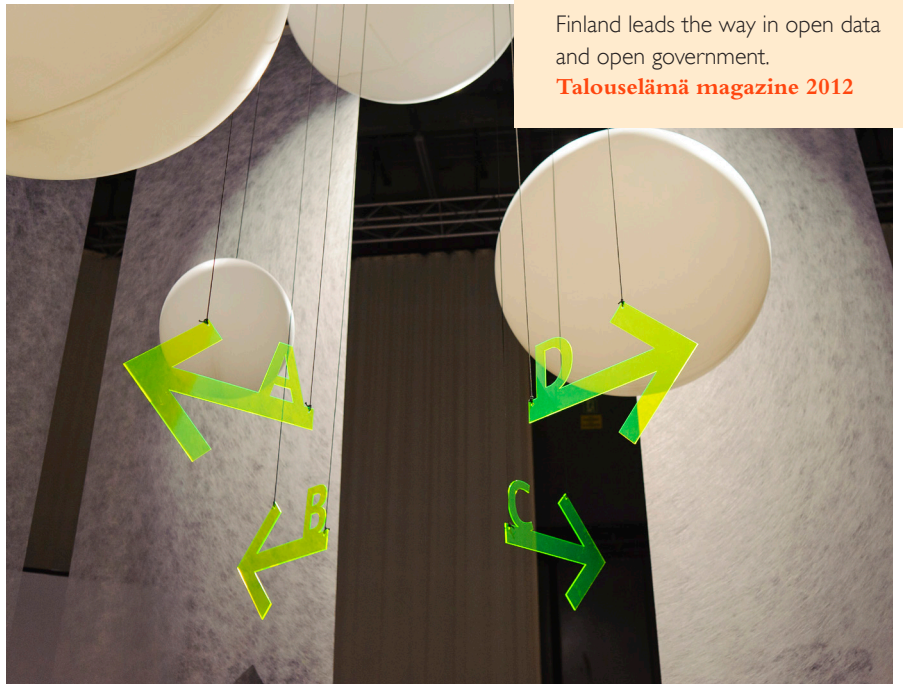


Image: Veikko Kähkönen,
Open Knowledge Festival 2012,
Helsinki

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A massive Open Knowledge event in Helsinki – Finland can be proud of being a pioneer:

Tietoviikko magazine 2012

“

Finland leads the way in open data and open government.

Talouselämä magazine 2012

NEW ARCHITECTS: FINLAND_UK EXCHANGE PROGRAMME AND VIEWPOINT

At the beginning of 2012 the Finnish Institute in London curated the New Architects: Finland_UK Exchange Programme together with the British architecture centre the Architecture Foundation and the Finnish Architecture Museum. The successful exchange programme led to a commission: Viewpoint, a permanent pavilion in London's King's Cross.

The aim of Viewpoint is to help Londoners to appreciate the vital coexistence of nature and the urban environment. “We hope Viewpoint will become one of London's famous landmarks,” says Hanna Harris, Head of the Arts & Culture programme at the Finnish Institute in London.

Viewpoint, designed by the architectural team Aarti/Ollila/Ristola, will be realised together with The Architecture Foundation for London Wildlife Trust. Viewpoint will be situated in the popular Camley Street Natural Park on the Regent's Canal, and the structure is due to be completed by the end of 2013.



Image: Viewpoint designed by
the team Aarti, Ollila, Ristola,
London

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London Wildlife Trust is delighted to be receiving this new Finnish-designed viewing platform which will support our work protecting the Regent's Canal. This educational facility will provide visitors to the park with the opportunity to get an even closer look at the wildlife on their waterways.

Phil Paulo, London Wildlife Trust's Area Manager for Camden

REAKTIO #2 TV LIKE US PUBLICATION

TV LIKE US is the second publication in the Institute's Reaktio series. These publications react to current issues and aim to prompt readers to think, discuss and act.

TV LIKE US brought together artists, researchers and technological developers working with community TV. The book's articles point out that our collective imagination is still gripped by television. Community television is becoming a key player in the changing broadcasting sector. At the same time community television strengthens citizenship, tells stories and gives people a voice through DIY participation. TV LIKE US includes themes from artist television to open media platforms. The book shows specific cases, methods and ideas behind a vibrant television culture.



Image: Reaction #2: TV Like Us

EDUCATION

The aim of the Institute's education programme is to facilitate the transformation of the knowledge society by investigating educational challenges and opportunities, by creating a shared vision of the future of education, and by supporting the implementation of this vision through facilitation of international collaboration and learning.

- 29.3.2012: In Teachers We Trust – Explaining the Finnish Miracle
- 30.3.2012: Lessons from the North Education, Teaching and Schools
- 17.5.2013: Finnish Lessons: What can the world learn from the educational change in Finland

THE FINNISH ART EXPORT: CASE MUSIC

The Institute, together with the music export organisation Music Finland, supports Finnish music and artists in the UK. The Music Finland UK project promotes the export and visibility of Finnish music in Britain by arranging press coverage and creating opportunities for tours and performances for Finnish artists. In addition the project creates networks of Finnish and British music professionals through visiting and training programmes.



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Finnish music is now shown and heard widely in Britain, and Music Finland aims to build on this positive development. We are able to maximise our work in the UK through the networks, communications support and work space provided by the Institute.

**Riku Salomaa,
Project Manager,
Music Finland**

Image: Jesse Auersalo,
Music Finland

OUR PARTNERS AND SPONSORS

EXPERT PARTNERS

The work of the Finnish Institute in London is based on wide-ranging collaboration with Finnish, British and Irish partners. All the Institute's projects are produced in collaboration with Finnish and local British partners and partner organisations.

TEAM FINLAND

The Institute has a long-standing collaborative relationship with the Finnish Embassy in London and The Finnish Embassy in Dublin. The Team Finland initiative, started in 2012, will further strengthen the collaboration between the Institute, embassies, Finpro and the Finnish Chamber of Commerce.

THE FINNISH CULTURAL AND ACADEMIC INSTITUTES

The Institute is a member of The Finnish Cultural and Academic Institutes group. In May the Institute hosted the network's spring meeting in London. The theme of the three-day meeting was Influencing. The network's autumn meeting was held in Hanasaari, Helsinki, in September.

EUNIC

The Institute is the founding member of the London cluster of the European Union National Institutes for Culture, EUNIC. The head of the arts and culture programme at The Finnish Institute in London worked as the cluster's vice-chair in 2012. The Institute has been active in developing best practices in the network's London cluster.

INFORMATION CENTRES

The Institute has been in active cooperation with Finnish arts information centres throughout its existence. In 2012 the Institute worked, in particular, with Music Finland and Dance Info Finland.

OUR OTHER PARTNERS IN 2012

Open Knowledge Foundation / Blueprint Magazine / World Design Capital Helsinki 2012 / Helsinki Design Week / London Design Festival / Music Finland / The Architecture Foundation / The Finnish Museum of Architecture / London Wildlife Trust / Dublin Community TV / Liverpool Biennial / Studio EMMI / Janine Rewell / Aalto University Media Factory / Forum Virium / The Finnish Innovation Fund (Sitra)



Image: Janine Rewell, commissioned for The Institute's visual identity in 2013

EFFECTIVENESS AND RESOURCES

MEDIA COVERAGE

The Institute has an effective communications programme which supports the Institute's public image, its projects and its partners' work. The aim of the Institute's communications is to engender discussion about social questions related to the Institute's programmes and focus areas, to raise awareness of Finnish know-how, and to strengthen the Institute's reputation as an expert organisation.

COMMUNICATIONS AND THE MOVING IMAGE

The Institute communicates through its website, social media (Facebook, Twitter, Vimeo, YouTube), monthly newsletter and blogs. In 2012 the Institute's communications focused on moving image and video productions. The Institute published a total of 14 videos on its Vimeo site. The Institute's own productions, the 5 Questions With... and Studio Visits interview series, and the Viewpoint mini documentary, reached a wide global audience.

EVALUATION OF THE INSTITUTE'S WORK

In 2011 the Finnish Institute in London brought together the Finnish institutes from New York, Tokyo, Madrid and Berlin and Design Forum Finland to discuss the institutes' design export efforts. The Finnish Institute in London initiated the drafting of a report about the design export projects run by all the institutes between 2007-2012. The report was compiled by Katja Lindroos / Idealist. The report was supported by the Ministry of Education and Culture. It will be published in 2013.

ADMINISTRATION

The board of The Finnish Institute in London had three meetings during the year, with Tapio Markkanen in the chair, Marianna Kajantie as vice-chair, and members Juhana Aunesluoma, Robin Baker, Anna Bajars, and Timo Hämäläinen. Raija Koli, the Director of the Finnish Institute in London was the reporting member and Administrator Anita Rockman was the secretary.



VIEW 25

The inaugural event of the **HEL/LO – Let's Talk** series saw a lively debate between Finns and Brits on design and dreams, and a new UK product launch from Finnish design firm Iittala

Right: Asif Khan, Hella Hernberg and Hanna Harris at the first HEL/LO debut

The first HEL/LO – Let's Talk event – a co-creation of Blueprint and London's Finnish Institute – witnessed a lively debate on the subject of dreams in design at the Gopher Hole in Shoreditch. The panel featured Finns Olli Siren, Hella Hernberg and, representing the UK, Asif Khan and Mobile Studio.

The debate was fuelled by food from Clerkenwell's Michelin-starred North Road Restaurant and drinks served in glasses supplied by Iittala, which launched its new Sarjaton tableware in the UK at the event.

During the London Architecture Festival, the second HEL/LO – Let's Talk About Games – will be held on 6 July at the White Building, an exciting new canalside cultural venue on the edge of the Olympic Park, run by SPACE and designed by David Kohn Architects. Confirmed speakers for the event include Martti Kalliala, Public Works and Studio Weave.

Last year's riots and an urban fabric governed by rules surrounding security, control and surveillance have arguably left citizens uncertain about the ways in which they occupy and use public space. Addressing Utopian visions of playful interventions, HEL/LO 2 has invited speakers who are working to develop these playful systems, strategies and designs that aim to alter public spaces and how we inhabit them.

HEL/LO – Let's Talk is a series of four design events taking place in London and Helsinki. It is organised by the Finnish Institute in London in collaboration with Blueprint magazine and is part of the World Design Capital Helsinki 2012 international programme. HEL/LO 3 will be in Helsinki during Helsinki Design week in September, and HEL/LO 4 will be held at Design Junction on 19 September during London Design Week.

Visit helioistaak.fi for video and more images from HEL/LO 1 and to book for the next event. We look forward to seeing you there.



Image: Blueprint Magazine 2012



A group of students from the Aalto University Wood Studio in Helsinki has designed a temporary pavilion as part of the city's celebration at the World Design Capital 2012. Open until 16 September, the pavilion will host daily discussions and workshops between the Museum of Finnish Architecture and the Design Museum, as well as a cafe serving locally grown summer produce.

The pavilion is conceived as an open space, with a triangulated roof made of birch-veneer plywood protected from the elements with a cover of transparent polycarbonate boards. Ripened tree trunk like pillars support the canopy, while a plastic curtain provides the structure for privacy during the various events taking place during the pavilion's 105-day life.

STAFF

Director Raija Koli
Head of Programme Hanna Harris
Head of Programme Jussi Nissilä
Head of Communications Animaya Grant
Administrator Anita Rockman

TRAINEES

Jenni Tuovinen
Stephanie Roiko
Anni Korkman
Sini Palosaari
Mira Viertokangas
Viivi Erkkilä
Heini Huhtinen
Mikael Järvelin
Ilari Lovio
Pilvi Kalliomaa
Timo Vuorikivi

Adjunct Professor Susanna Pettersson was chosen by the Board as the successor to Director Raija Koli in October. Pettersson will start as the new director 1 March 2013.

FINANCIAL SUMMARY

Income

General support from the Ministry of Education and Culture €610 000
Rent support 306 660 €
Other income 357 581 €
In total 127424 €

Expenses

Projects 432195 €
Communications 36226 €
Staff 374114 €
Property 324962 €
Office 59869 €
Other 23790 €
Total 1251156 €

Surplus of the accounting period: 23085 €
