

EUROPEAN CAPITAL OF CULTURE TURKU 2011

Final report of the Turku 2011 Foundation about the realisation of the Capital of Culture year





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Editor: Jukka Saukkolin | **Working group:** Laura Aalto, Suvi Innilä, Saara Malila, Jere Pensikkala, Anna Pikala, Jukka Saukkolin, Cay Sevón and Seija Tölkö

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1. Introduction

“Turku on Fire” – Bid for European Capital of Culture 2011

In March 2004, Turku City Council unanimously decided, as the first Finnish city, to apply to become the European Capital of Culture for 2011. The other country to appoint a Capital of Culture that year was Estonia. From the beginning, the goal was that the Turku Capital of Culture year would provide long-term and permanent changes in the city.

The bidding process, which started seven years before the Capital of Culture year began, received strong support. Turku had already invested in cultural environments and premises for several years, such as developing the banks of the River Aura as a ‘living room’ for city residents, new facilities for the Turku Arts Academy at Turku University of Applied Sciences in an old factory building, renovation of the Turku Art Museum, and the new main library. Turku had acquired experience from organising major events, such as the Tall Ships Race and the Flying Dutchman, produced as an outdoor performance. A provisional Committee on Culture was established by the city in 2001 to define the policies for cultural development up until 2010. There was a wide consensus and determination in the city community that Turku would become the Capital of Culture for all of Finland in 2011.

After the City Council made the decision, active and comprehensive activity began to win the national Capital of Culture competition. The Ministry of Education and Culture opened the competition of Finland’s Capital of Culture candidacy in February 2005. Led by Deputy Mayor Kaija Hartiala, a team with a wide base of experience from areas such as business, research, art and public administration was responsible for the preparation of Turku’s Capital of Culture bid. The preparation work was supported by an influential advisory board headed by Keijo Virtanen, Rector of the University of Turku. Groups of specialists in multiculturalism, well-being and accessibility, and culture for children and youth, provided significant support for the preparation of the Capital of Culture bid.

The project team responsible for the practical work organised ‘vision days’, a series of Capital of Culture seminars and open public events with thousands of participants from different

population and age groups. As part of Turku’s Capital of Culture bidding process, an open call for ideas was organised to find cultural projects for the Turku Capital of Culture year. Over five hundred project proposals and ideas were submitted. Some of them were later presented in Turku’s Capital of Culture bid. The municipalities and towns of Southwest Finland announced their support for Turku’s bid, as did the cities of Pori, Rauma and Maarianhamina, and Turku’s international twin and co-operation cities.

As a result of the open and extensive preparation process, the orange bid book of Turku, “Turku on Fire” was completed in early 2006. Almost sixty specialists and writers participated in producing the text, along with about forty photographers and graphic artists who created the layout. The finishing took place under the supervision of Hartiala in a group consisting of Project Manager Suvi Innilä, Project Planner Jukka Talve (Saukkolin) Project Co-ordinator Niina Helander, and Communications Co-ordinator Mari Jokinen (Sipilä). Robert Palmer, Artistic Director of European Capitals of Culture Glasgow in 1990 and 2000 in Brussels, supported the Turku bidding process as an international advisor. Palmer was in 2004 assigned by the European Commission to compile an extensive report of all the European Capitals of Culture from 1995–2004.

The Capital of Culture vision of 2016 was defined as follows: “Turku 2011 is more than a year. It is a process through which Turku emerges as a pioneer and a creative centre of the Baltic Sea region cooperation, a city that produces and mediates arts and science.” The mission was that “As a Capital of Culture, Turku makes the year 2011 unforgettable for all of Europe. Turku 2011 provides experiences and encounters that cross borders, renew everyday life and live on.” Internationality, creative economy and well-being were defined as the main aims of the activities. The means to reach the aims were crystallised in the words encounters, regeneration and impact. The values of the Capital of Culture were defined as Co-operation, European Dimension, Open-mindedness, Experiences, Accessibility and Responsibility. The broad definition of culture – important for Turku’s Capital of Culture process – was presented in the “Turku on Fire” bid book. According to this broad definition, every day culture, science and research, physical exercise, culture of work and culinary art were also considered to be cultural activities, in addition to arts. The evaluation of

the Turku 2011 activities was planned to be made by an independent research programme until 2016.

A description of 35 projects was included in the “Turku on Fire” bid as examples of the kind of activities and co-operation to be targeted in the actual Capital of Culture programme. The example projects were grouped according to themes: 2011 Memories and Truths, 2011 Transformations, 2011 Explores the Archipelago and 2011 Take Offs.

The Turku bid book was submitted to the Ministry of Education in March 2006. The other Finnish applicant cities were Jyväskylä, Lahti, Mänttä, Oulu, Rovaniemi and Tampere.

The Turku Capital of Culture bid was born in a broadly inclusive community action which encouraged participation. The vision, mission, and aims presented in the “Turku on Fire” bid book were compiled from the extensive material accumulated during vision days, workshops and open public events. Later on, the multivoiced and bottom-up approach materialised in the Turku 2011 programme, as well, and especially in the way different population groups participated in the year of culture both as creators of the cultural programme and as people experiencing it.

From Finland’s Capital of Culture candidacy to European Capital of Culture

The Ministry of Education set a national board of four people to evaluate the Capital of Culture bidding documents of Finnish cities. The board handed its evaluation report to Tanja Saarela, Minister of Culture, on 5th June 2006. The board stated the following in its report: “Long and careful preparation has created a good basis, for Turku in particular, to successfully manage the final planning of the programme, and its implementation.” As a conclusion the board proposed to the Minister that she should select either Turku or Rovaniemi as the Capital of Culture candidate for Finland. Minister of Culture Saarela nominated Turku as the candidate on 19th June 2006.

The “Turku on Fire” bid was translated into English and submitted for evaluation by the European Union in December 2006. The Turku representatives presented the bid to the EU evaluation panel for the first time on 4th June 2007. The EU evaluation panel gave a highly positive evaluation of the

preparation by Turku. The Turku bid was commended for its meticulousness, extensiveness, and for taking the Baltic Sea region into account. The Council of European Ministers of Culture made the official decision of appointing Turku and Tallinn as Capitals of Culture on 16th November 2007. The decision was celebrated by a fire and light performance on the banks of River Aura.

Turku 2011 Foundation to prepare the Capital of Culture year

The Turku City Council authorised the establishment of the Turku 2011 Foundation on 23rd April 2007 on the proposals by the City Board, in turn based on the proposals of a working group established by the Mayor. Turku was by then nominated as Finland’s candidate and the positive decision of the Council of European Ministers of Culture to officially nominate Turku was to be expected. The Turku 2011 Foundation began its operation on 1st January 2008. The Foundation was established for a limited period until 31st December 2016.

According to Turku 2011 Foundation’s statutes: “The purpose of the Foundation is to promote and support the appointment of the City of Turku as the European Capital of Culture and its activities as European Capital of Culture 2011. The Foundation fulfils its purpose by taking charge of the Capital of Culture programme, organising and coordinating long-term national and international projects which support Turku’s Capital of Culture objectives, and by assuming responsibility for the related communication and other activities.

The Turku 2011 Foundation had an advisory board and a board with fifteen members between the years 2008–2012. The Turku City Board selected the chairperson, two vice-chairpersons and six members of the board of the Foundation. The Ministry of Education, the Ministry of Foreign Affairs, the Ministry of Trade and Industry, the Regional Council of Southwest Finland, the Confederation of Finnish Industries and the Arts Council of Finland each selected one member.

The most important phases of work and tasks during the period 2008–2012 regarding programme preparation were the open project call for projects in the spring of 2008, the extensive negotiation process which followed and the consecutive project decisions; the opening of the Capital of Culture, co-

ordination of the cultural programme, and the development of Logomo into a functioning venue. The most important tasks regarding communication and marketing were planning and implementation of marketing communications, street visibility, branding and campaigning for the promotion of Logomo; communicating about the Capital of Culture year and projects, media work and the organisation of journalists' visits. Regarding the organisational aspects, the most important work phases included the recruiting and division of work of the Foundation's own personnel; building the co-operation networks of the Capital of Culture, committing the city organisation, securing funding and developing the strategical operation of the Capital of Culture.

The EU Monitoring and Advisory Panel evaluated the progress of the Turku Capital of Culture year preparations in monitoring meetings organised in Brussels on 5th November 2008 and 28th April 2010. Half a year before the oral hearing, the Commission asked a number of questions, to which the Foundation was to answer with a written report in advance. After the monitoring meetings, the panel gave its own report about the progress of the preparations and its recommendation for the continuation of the work. Both times the Foundation was represented by the CEO and the Programme Director, the first time together with a representative of the City of Turku. After the first monitoring meeting the panel paid attention to the fact that the international nature of the programme was to be strengthened, amongst other issues, and more "cutting edge" productions should be added to it. In the report given after the second meeting the panel expressed a concern for the materialisation of government funding. The general tone of both reports were positive. Both commended, for example, the organisation and management of the Foundation. After the second meeting the panel recommended granting the 1.5 million euro Melina Mercouri prize to Turku. The prize, rewarded for good preparatory work, was granted to Turku as recommended by the panel.

A regional, national and international Capital of Culture

The European Capital of Culture programme is a large cultural project of the EU, the reach of which is local, regional, national as well as European, and it even connects with continents other than Europe. Every city acting as a Capital of Culture is tasked with the obligation to create a year-long cultural pro-

gramme for the Capital of Culture year, which represents the versatility of European culture and showcases the common features of the different cultures of Europe. The programme must be implemented in a way that promotes the participation of the city residents, and forms a sustainable and constant part of the city's long-term development.

In early 2008, the Turku 2011 Foundation turned to the other towns and municipalities in the Turku region and proposed co-operation to implement the year. The cities of Naantali and Raisio decided to support the operation of the Foundation by one euro per resident in 2010 and 2011. These cities, like other local authorities of the region and Southwest Finland, began to prepare their participation in the programme for the year. The City of Salo created a programme for the entire year in relation to the Turku Capital of Culture year. Pori participated with several projects, such as the closing of the year in its art museum. In June 2011, Naantali opened its Music Festival in June 2011 with a commissioned cantata which was part of the Turku 2011 programme. The Regional Council of Southwest Finland supported the development of network activities and the council's active participation on the foundation's board was an important tie to the province.

In the national evaluation of the Capital of Culture bids from Finnish cities, the evaluation board drew attention to the fact that the role of national level players should be strengthened in Turku's Capital of Culture programme. Strong co-operation was established in visual arts, design and architecture, e.g. with the Finnish Museum of Photography, the State Museums Kiasma and Ateneum, Muury (Interdisciplinary artist association), Ornamo (Finnish Association of Designers) and SAFA (Finnish Association of Architects). In the area of music, many organisations participated, such as the Finnish Jazz Federation, Sibelius Academy and several orchestras. Versatile co-operation was also established with national organisations in the areas of circus, theatre, performance and literature. As part of the programme, the Serlachius Museums in Mänttä produced the exhibition The People of Turku, which toured in all applicant cities for 2011 as well as in Helsinki. A national forum for culture, established by the seven applicant cities, and by Helsinki and the Ministry of Education, gathered to discuss the development of urban culture.

In 2010, the Turku Capital of Culture year was marketed internationally, usually together with Finnish embassies or Finnish cultural and academic institutes. National and international communication was diverse and produced rewarding results. The Foundation implemented Turku 2011 promotional events in several major European cities and in connection with the Shanghai 2010 Expo Finland day.

In addition to the media, many organisations in Finland and abroad were interested in the Turku Capital of Culture. The eyes of cities, cultural organisations, foreign embassies in Helsinki, companies, international organisations and networks were all on Turku. Many visitors came specifically to see the Capital of Culture during 2011, whilst others came for different reasons but none the less took an interest in the Turku 2011 preparations. The cultural committee of the Eurocities organisation convened in Turku in spring 2011. The Nordic Ministers of Culture gathered in Turku in the spring, invited by Stefan Wallin, Minister of Culture. The senior officials of Sweden's government's cultural administration visited the city as well as the steering group for culture from City of Stockholm. There were two State Visits to Finland in 2011 by the President of Croatia and the Federal President of Austria. Both visited Turku to familiarise themselves with the programme of the cultural year, such as the Logomo cultural arena, which acted as the main venue for the Turku's Capital of Culture year exhibitions and events. Victoria, the Crown Princess of Sweden, and Prince Daniel visited Turku from 19th-20th September 2011, there at the invitation of the City of Turku, the Turku 2011 Foundation, and the Baltic Sea Action Group, which aims to protect the Baltic Sea. Close co-operation with the Japanese EU-Japan Fest Japan Committee brought five children's and youth choirs (altogether 76 choir members) to Turku and Tallinn in autumn 2011, together with the top management of the committee.

When Helsinki in autumn 2010 was selected as the World Design Capital 2012 (HWDC), co-operation between the organisations in charge of the consecutive great Finnish theme years began immediately. A group of Turku-based design companies were included in the HWDC programme, there were common promotion events (e.g. in Paris and Berlin), organisations from both cities took turns performing at each other's events, some Turku 2011 visibility elements were donated to HWDC to be modified for the needs of Helsinki, etc. It was understood

within both organisations what significance the two consecutive theme years had for all of Finland.

European Union institutions supported Turku

The support provided by European Union institutions to Turku was highly significant. European Commissioner for Culture Androulla Vassiliou participated in the opening of the Turku 2011 year, and continuously showed interest and support for the Turku Capital of Culture year and Turku 2011 continuation activities. In March 2011, José Manuel Barroso, President of the European Commission, spent a day in Turku visiting the Logomo exhibitions, listened to songs from the Middle-Aged Hair production of the Turku 2011 programme and met with its performers, visited the Life on a Leaf house of visual artist Jan-Erik Andersson, and experienced art in the Turku cityscape. In August 2011, a group of judges from the Court of Justice of the European Union informally visited Turku and Tallinn, hosted by a Finnish judge Allan Rosas. The Committee on Culture of the European Parliament visited Turku as part of its official annual programme. The support from the EU institutions significantly contributed to Turku becoming the genuine Capital of Culture for all of Europe in 2011.

Before and during the year, the representatives of the Foundation performed at several events of EU institutions. This included the 25th anniversary seminar of the Capital of Culture activity, the consultation about the future legislation related to the Capital of Culture action, a European Parliament lunch meeting, the Open Days events of the Committee of the Regions, the opening of an exhibition organised by the Foundation during a European Parliament session in Strasbourg, and in seminars organised by the Brussels Office of Turku and Southwest Finland in December 2010 and December 2011. In May 2011, a circus group of Turku Arts Academy students gave surprise performances for a week in the premises of EU institutions and the NATO headquarters in Brussels. The continuous support of Finland's EU representation and the competent organisation of the Turku and Southwest Finland office were indispensable in the co-operation with the Union.

Since its establishment, the Turku 2011 Foundation actively participated in the operation of the unofficial network of Capitals of Culture. The network convenes twice a year in the Capital of Culture of the year, or in a city which will act

Co-operation with Finland's foreign embassies and Finnish cultural and academic institutes

Finnish Embassy ► SL Finnish EU representation ► S-EU
Consulate general ► PK Science and culture institute ► KI

2008

6th–8th October Brussels, Open Days, S-EU
29th November–1st December St. Petersburg Creative economy
St. Petersburg PK

2009

18th February Tallinn, SL and KI
8th–12th July Vilnius, art fair, reception SL
26th September Gothenburg, book fair, reception Gothenburg PK
18th November Brussels, seminar, SL

2010

8th March Berlin, KI
23rd–24th March Brussels, ECoC 25 v., S-EU
25th May Shanghai, World Expo, Shanghai PK
28th–30th May Hiiumaa, exhibition, SL
18th June Hamburg Altonale reception, Hamburg PK
9th September Moscow, media picnic, SL
10th–11th September St. Petersburg, St. Petersburg PK
29th September–9th October Budapest and Pécs, Design Road Tour, SL
1st October–5th November Stockholm, Konstans Natt;
exhibitions and clubs, SL and KI
2nd October London, clubs, KI
9th–10th November Paris, press and clubs, SL and KI
20th November London, media lunch, SL
24th November Berlin, Christmas party for Media, SL
25th November 2010–5th February 2011 Germany, Alice in Wonderland
satellite exhibition, Berlin KI
2nd December Rome, Independence reception, SL
3rd December Budapest, Independence reception and design
exhibition, SL and KI
14th December St. Petersburg, press and Accordion Wrestling
performance, St. Petersburg PK
17th December 2010–29th January 2011 St. Petersburg,
photograph exhibition, PK

2011

28th February Tokyo, press and meeting dinner for the EU-Japan
Fest Japan Committee, SL
9th March Berlin, Accordion Wrestling performance, SL
16th March Oslo, media dinner, SL
19th–24th May Brussels, circus art in EU institutions, S-EU
23rd May Brussels, spring reception, S-EU
13th–14th May Essen, dialogue with Ruhr, Finnish Berlin KI
2nd June Tallinn, Estonia's new independence 20 years, SL
15th–16th September Tallinn, Foundation board visit, SL
3rd October Stockholm, media and interest group meeting SL
11th November Brussels, seminar, S-EU
30th November Berlin, Christmas party for Media, SL

as the Capital of Culture within a few years. A successful meeting of the network was convened in Turku in June 2010.

Co-operation with Tallinn 2011 Capital of Culture

The joint position of Turku and Tallinn as Capitals of Culture 2011 was a great opportunity for the cities to increase European awareness of the Baltic Sea circle of culture. The long-term contacts of cultural operators of the cities and other parties, as well as the geographical vicinity and historical connection, gave excellent starting points for the co-operation.

Co-operation with Tallinn was indeed close ever since the official appointments became clear in 2007 and it continued throughout the Capital of Culture year. The co-operation, often including Stockholm or St. Petersburg covered about ten common projects such as the major work Dancing Tower, Smeds Ensemble & Von Krahl Theatre's 12 Karamazovs, Detour and New Baltic Drama. The two cities also co-operated in the big travel promotion project Cultural Tourism, part-funded by EU Interreg IV A. Co-operation also meant common public performances, alternative participation in sibling Capital of Culture's opening and closing, and a diverse exchange of experiences and good practices.

“Culture does good!”

The Turku 2011 programme was the most important part of the implementation of the Capital of Culture year. The programme consisted of 167 projects, nearly two thirds of which were selected from the proposals of the open project call in the spring of 2008. The selection criteria and evaluation were mainly based on the strategic aims, means and values presented in the “Turku on Fire” bid book. In the project call, very many of the proposals focused on activities which implement the co-operation of culture and well-being. This gave the programme for the Turku Capital of Culture year an internationally dynamic and relevant thematic emphasis and supported the mission statement which encouraged participation in the Turku Capital of Culture process as well as a broad definition of culture.

During the development of the programme and as a result of the implemented strategy work, “Culture does good” became the motto of the Capital of Culture and a way to communicate about the Turku 2011 programme. The motto was connected to the main objectives of Turku 2011 by stating that culture does good for city residents, city communities, the vitality and competitiveness of the city, as well as the attractiveness and pleasantness of the city. The “Culture does good” motto was used to make the extensive positive impacts of cultural activities visible; people in the creative industries, city residents and travellers alike benefit from them. At the same time, the intrinsic value of art and the primary nature of artistic activity was emphasised throughout the Capital of Culture process in the Turku 2011 operation.

About one third of all programme projects implemented the co-operation of culture and well-being in different ways. In the Capital of Culture process of Turku, new multidisciplinary operational models of culture were created between well-being, health and arts, along with the development and study of well-being projects. Several activities became an object of national and international attention. That happened, in particular, with a project where the doctors of Turku City health centres handed out cultural prescriptions to their patients in connection with appointments. Newborn residents of the Capital of Culture were given Capital of Culture caps at the hospital where they were born. As part of the community-oriented cultural activity, residents of the Turku region planted 200,000 Tulipa Aboa tulips in their yards and in public areas. A cherry tree planting work party was organised on the banks of the River Aura. Tens of thousands of participants of the opening of the year of culture and hundreds of thousands of visitors of the Night of the Ancient Bonfires and Culture 2011 Tall Ships Regatta enjoyed the unique Capital of Culture year atmosphere in downtown Turku.

The “Culture does good” activity, which spread to the public premises of the city and encouraged people to get involved, improved the Turku residents’ image of their home town and themselves, as well as the perception of Turku amongst the rest of Finland. This is clearly visible in the results of the national resident surveys of the Taloustutkimus market research company, started in the autumn of 2009.

2. Organisation

City administration, national government and Turku 2011 Foundation

The Turku 2011 Foundation had close contacts with the Turku City administration throughout the Capital of Culture process. The Foundation’s management kept the City Council, City Board, Cultural Board and other city organs up to date about the preparation. There was daily contact with civil servants in many branches of the administration.

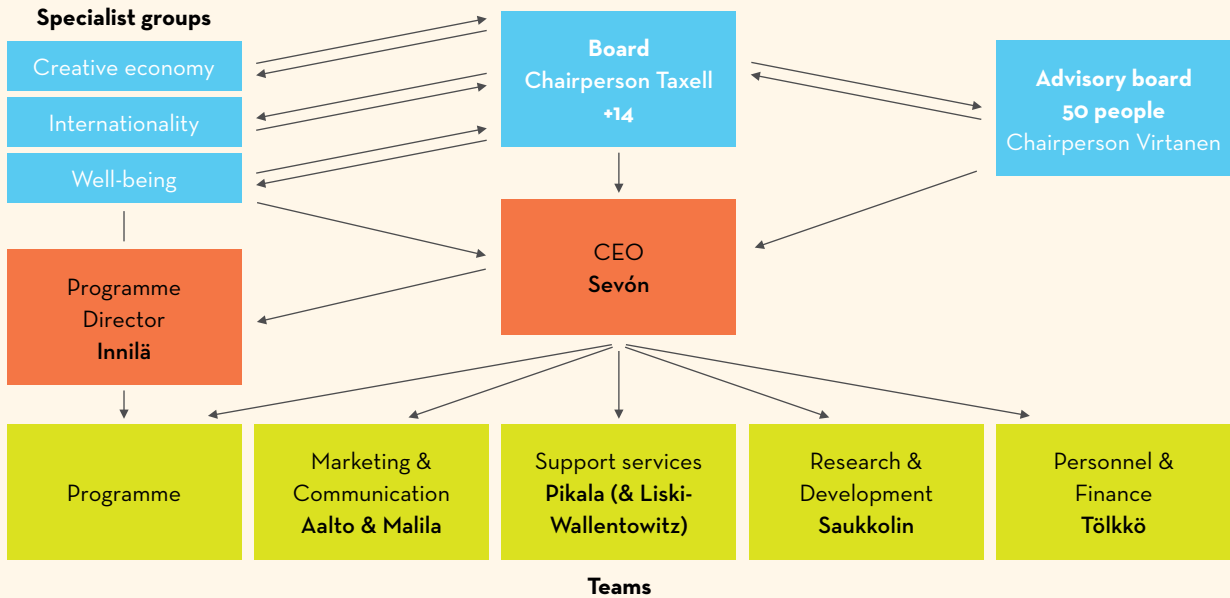
The Mayor of Turku acted as the vice-chairperson of the Foundation board from the very beginning; first Mikko Pulkkinen and then Aleksi Randell. The chairperson of the Turku City Board, Pekka Ruola and later Minna Arve, as well as Minna Sartes, Cultural Director, and after her, Deputy Mayor Maija Kyttä, worked on the Turku 2011 Foundation board.

There was also continuous contact with the Council of State. Naturally, there were particularly close contacts with the Ministry of Education and Culture, but also with the other ministries represented on the board of the Foundation and with the Arts Council of Finland.

Board, advisory board, specialist work

The composition of the 15-seat board of the Turku 2011 Foundation remained mainly the same from the beginning of January 2008 to the end of June 2012. The board convened about 11 times a year, every month except in July. The members actively participated in the work and events, even between meetings. All decisions were made unanimously. In February 2009 the board approved the statutes of the Foundation, which specified the definition of statutes, e.g. regarding the purchasing authorisation of the CEO, and so that the CEO acts as the presenter in board meetings.

Turku 2011 organisation



Turku 2011 Foundation Board

Turku 2011 Board members appointed by the City of Turku:

Chairpersons

- Chairperson: Minister Christoffer Taxell
- Vice Chairperson: Mayor of Turku Aleksi Randell
- Vice Chairperson: Justice at the Court of Appeal Pirkko Mikkola

Members

- Turku City Board's Chairperson Minna Arve
- Deputy Mayor for Services Majja Kyttä
- Professor Saara Talas
- Art Gallery owner Virpi Vuori-Valtaoja
- Director of Community Education and Culture Unit Pia Rantala-Korhonen (presently Executive Chairperson of the Arts Council of Finland)
- Musician Teemu Brunila

Turku 2011 Board members appointed by other parties:

- Ministry of Education and Culture: Director General Håkan Mattlin
- Ministry for Foreign Affairs of Finland: Permanent Secretary of State Pertti Torstila
- Ministry of Employment and the Economy: Director General Petri Peltonen
- Regional Council of Southwest Finland: Professor Kari Immonen
- Confederation of Finnish Industries EK: CEO Timo Ketonen
- Arts Council of Finland: Chairperson Leif Jakobsson (presently CEO of the Swedish Cultural Foundation in Finland)

The chairperson of the Turku 2011 advisory board, which consisted of about fifty people, was Keijo Virtanen, Rector of the University of Turku. The Vice Chairpersons were Professor Helena Hyvönen and Outi Rannikko, Regional Director of the Central Organisation of Finnish Trade Unions. The role of the advisory board was most significant in 2009–2010 when its members gave their expert input regarding the development of the Turku 2011 operations. The advisory board also distributed information about Turku's Capital of Culture through its members' extensive connections. It convened twice in 2008, three times in 2009 and four times in 2010. The advisory board had its final meeting at the end of May 2012.

The Turku 2011 Foundation Board established three expert groups for itself, which corresponded to the main objectives mentioned in the "Turku on Fire" bid book: well-being (Chairperson Georg Henrik Wrede, Ministry of Education and Culture), creative industries (Chairperson Petra Tarjanne, Ministry of Employment and Economy) and internationality (Chairperson Timo Heino, Ministry for Foreign Affairs). National and local expertise were combined in the expert groups. The groups worked actively during 2009–2010. In 2011, some of the members took part in the expert work of the Turku 2011 continuation work group, headed by Director General Risto Ruohonen.

The Foundation also has a support group for contacts in Sweden – Stödgruppen för Sverigekontakt – which consisted of altogether ten Finnish and Swedish culture, media and administrative leaders. The group congregated for the first time in September 2009 and worked actively for the duration of autumn 2009 and the year 2010. The facilitator of the support group was Ann Sandelin, Secretary General at the Finnish Cultural and Academic Institutes.

The Turku Region Business Advisory Board assembled for the first time in August 2009 at the invitation of the chairperson of the Foundation board Taxell and Timo Ketonen, EK representative in the board. Led by Clas Göran Hagström Commercial Counsellor, the group met actively until the end of 2011.

Foundation office: administration, programme, support service, research, communication and marketing

The operational activities of the Foundation were led by CEO Cay Sevón, who was granted an authority akin to that of a CEO of a company (where applicable). The office worked in teams which were a programme team (Suvi Innilä, Programme Director), communications (Saara Malila, Communications Manager) marketing (Laura Aalto, Marketing Manager until 31st May 2011, after which Seija Tölkö was the team leader), production support service (Anna Pikala, Project Manager, maternity leave substitute Hanna Liski-Wallentowitz), research and development (Jukka Saukkolin, Research and Development Manager) and administration (Seija Tölkö, Administrative and Personnel Manager). During the first years of the Foundation, a so-called 'Live Team' took care of tasks related to new media. In 2010, the team was merged with the Foundation's communications team.

According to the statutes of the Foundation, the team leaders formed a management team, which usually assembled weekly, headed by the CEO. The highest number of people working at the Turku 2011 office was 41 in May 2011.

3. Turku 2011 programme

Internationally open call for projects

Turku 2011 programme was built on the principles of wide participation and openness. The objective was a versatile, high level programme, the individual projects of which would form an entity supporting each other, and which would offer new kinds of cultural experiences to as wide an audience as possible. The Capital of Culture programme was prepared in compliance with the EU principles to supplement the existing cultural offering in Turku. For example, the already established, recurring festivals were not included in the programme, but there was co-operation related to communication with them.

The open call for projects of the Turku 2011 programme was organised after the official EU decision and the establishment of the Turku 2011 Foundation 1st February–31st May 2008. "Come and join us in making the Turku 2011 programme" guide for the project call described the principles of project selection and implementation, as well as the objectives of the programme. The project call was

open to all local project proposals, those which came from different parts of Finland, as well as international ones.

The marketing of the project call had already begun in 2007. An important part of the communication was an extensive road show, which was used to tell about the project call in Turku and Southwest Finland, in all cities that had applied for the Capital of Culture nomination, in Helsinki, Maarianhamina, and in Tallinn, Stockholm and St. Petersburg. The call was implemented in the Internet with a form which was uniform for everyone, in Finnish, Swedish and English. The search and evaluation process of the projects was implemented with the web based register and management programme created by the Swedish Cultural Foundation in Finland (Svenska kultur-fonden). 1006 proposals were submitted by the deadline, the farthestmost from Australia and Japan.

The evaluation and selection of project applications for Turku 2011 programme projects was based on common selection criteria and evaluation principles, which were modified based on the strategic goals and values presented in the "Turku on Fire" bid book. Co-operation was a selection criterion for all projects. The aim was to strengthen the dialogue between the culture-makers and competence. A criterion for project proposals coming from elsewhere was co-operation with local players. In addition to co-operation, the projects had to make a long-term impact and with their activity implement at least one of the Turku 2011 main objectives: well-being, internationality and creative economy. The project evaluation criteria emphasised, for example, the interdisciplinary encounters of different areas of art and other domains. The application criteria and evaluation principles of the Capital of Culture programme were meant to encourage the applicant to think in an innovative and unprejudiced way.

The evaluation of the thousand project applications submitted in the open project search took place in two phases during the summer and autumn 2008. The projects were first evaluated by 32 national specialists of art and science, who participated in the evaluation process as independent and anonymous experts of their own domain by recording their views in the electronic project management system used by the Turku 2011 Foundation.

After the evaluation by the specialists, the Turku 2011 Foundation evaluated all the applications against the strategic Turku 2011 objectives, project criteria and the whole programme. After the Foundation made decisions about the project entering the next round, all applicants were sent a response letter on 1st October 2008.

Programme selections through negotiations

The Turku 2011 Foundation invited 162 projects, which participated in the open call, to negotiations about including these projects in the official Turku 2011 programme. In addition, it was decided to continue other co-operation negotiations with 255 projects. In these negotiations, the projects were asked to further specify their plans, for example, regarding the contents, implementers, schedules and budgets. Furthermore, when necessary, they aimed to guide the project content to better suit the programme. The first negotiation round was completed with all 162 projects by the end of February 2009. The negotiation process proved to be important for the high quality implementation of the programme entity, and a good way to increase co-operation and linking between the projects and different players.

Upon the presentation of the Programme Director, and as regards research projects, upon the presentation of the Research and Development Manager, the CEO of the Foundation made the decisions on the inclusion of a project in the programme and funding up to 150,000 euros. The board of the Foundation made the respective decisions for project applications exceeding 150,000 euros. The first decisions were made in spring 2009 so that the majority of the programme was decided by summer 2010, when the first programme book was published. Individual project decisions were still made during the Capital of Culture year. Some twenty sample projects presented in the programme draft of the "Turku on Fire" book, which later participated in the project call of 2008, were eventually implemented in the actual programme.

Capitals of Culture have usually got plenty of project proposals through open calls, but usually only a small part of the proposals have been implemented. In Turku, the challenge of disappointment arising from the projects selection decisions was met with clear instructions in the project call phase and selection criteria, openness and the negotiation phase, the

purpose of which was to still give the projects a chance to proceed to the programme. Co-operation was often done with the proposed project actors even when the project itself was not selected in the programme. One such form of co-operation was the Turku 2011 Messengers co-operation, which the Foundation had with altogether 180 actors.

Simultaneously with project negotiations, the necessary supplementary measures were prepared in such areas of the programme where the project call left openings due to its schedule or nature. Areas to supplement were, for instance, food, popular and street culture, multiculturalism and literature. The aim was also to increase the internationality of the programme. Supplementary projects were often commissioned productions or joint projects where the Foundation also played a role in the production process. The programme was also supplemented based on free-form project applications which arrived directly at the Foundation. Projects coming from outside the open call were evaluated against the same criteria as the other projects and they went through the same decision-making process.

Examples of projects included in the programme from outside the search include, e.g. Logomo exhibitions except for the Fire! exhibition, the opening ceremony, the Culture 2011 Tall Ships Regatta and many international joint projects, including Eurocultured and Colourscape. Some big names, such as opera singer Karita Mattila and the Mariinsky orchestra from St. Petersburg also joined the programme after the project search.

The Foundation's co-ordination and support for the implementation of programme projects

The role of the Foundation was to co-ordinate and partially fund the programme entity. With but a few exceptions, the Foundation did not produce the projects selected in the Turku 2011 programme, but made a co-operative agreement about the production of the project with the main party responsible. The main party in charge of the project management had to be a legal entity and carry the responsibility for the aspects of finance, legality and overall implementation of the project. The co-operation agreements defined the responsibilities, obligations and rights of each party, and the project and marketing plans and project budget were included in it.

The goal of the Foundation was to secure the implementation of the programme at as high a level and as successfully as possible. The implementers of the projects were supported in many ways, depending on the project. In addition to production support services and activities related to communications, marketing and funding by the Foundation, the projects were also supported by a production co-ordinator appointed for each project. The Research and Development Manager of the Foundation acted as the primary contact to the research projects in the programme.

The funding by the Foundation was paid in segments that were proportional to the progress and reporting of the projects. The main responsible party of the project delivered a progress report to the Foundation at agreed intervals, on average 2-3 times during the project, which allowed the Foundation to follow the progress of the project against contentual and economic criteria. In connection with reporting, the project also informed the Foundation about other changes happening during production. After the completion of the project, the responsible party delivered a comprehensive final report to the Foundation. After this the Foundation paid the final instalment.

Funding principles

The Foundation funding for each project was 41 % on average. The funding share varied between 0 and 100 %. The principle was that the projects had to have some other funding, as well. The implementation of some of the projects within the programme required an exception to this principle. Such projects were typically commissioned productions including the Opening Ceremony and Neighbourhood Weeks. In some projects, in the Tom of Finland exhibition for example, the Foundation carried the financial responsibility, although there was other funding such as the proceeds from ticket sales.

The possibilities of projects to receive other funding varied a lot. Companies were often excluded from funding through cultural funds or public funding. In some cases, the significant input of the Turku 2011 Foundation had a negative impact on the possibility of the projects to receive funding from other foundations and funds. The projects with an admission fee were left without proceeds from ticket sales or participation fees, and this was taken into account when assessing how re-

alistic the budgets were. The weakening of the world economy after the project search in the second half of 2008 made it harder for some individual projects to receive their own funding, but only one project was not implemented at all because of this. Instead, for different reasons, the Foundation ended up granting additional funding to about 30 projects in all to secure their implementation and the finances of the parties behind them.

The Foundation granted – at its discretion – preparation money to such projects it regarded as suitable for the Turku 2011 programme, but which required additional preparation and further development before a co-operation agreement could be made with the Foundation. In addition to direct funding, the Foundation could in some cases, for example, in case of weather-dependent outdoor events, grant funding in the form of a loss guarantee. This helped divide the financial risk with the implementer of the project.

The Turku 2011 programme and its projects were examined through five themes:

2011 transformations,

will bring culture to everyday life and make experiencing culture easier

2011 take-offs

will offer small and large take-offs from mundane life and will emphasise the key cultural aspects of Turku

2011 archipelago explorations

will introduce the marine nature of Turku within the archipelago, the Baltic Sea and the River Aura

2011 personally

will examine current issues related to the mind, the self and personal identity

2011 memories and truths

will challenge us to discuss Turku's extensive history through memory, memories and stories

Capital of Culture programme of 167 projects and over 8,000 events

The Capital of Culture year programme began 14th–16th January 2011 and ended 16th–18th December 2011. The opening ceremony culminated in the grand production of “This Side, The Other Side” performed by the Walk the Plank group from the UK, seen on both sides of the River Aura. It was preceded by the River Aura Symphony and a one thousand children’s lantern procession along the River Aura. The performance that combined fire, love, communication and the history of Turku, attracted an audience of 80,000 people in front of Forum Marinum, along the River Aura and elsewhere in the city centre. After the performance the opening ceremony continued in the exhibition and event centre Logomo, where a thank you celebration for the Capital of Culture year was also organised for the thousands of artists, workers and volunteers who participated in making the year come true. The thank you celebration which closed the Capital of Culture year brought a series of musical, circus, pyrotechnic, and light art performances – open to all and free of charge – in the public premises of the city. The last art performance of the year was seen on New Year’s Eve, when the video mapping work Unveil, made by 15 international and domestic artists, was projected on to the building of the Capital of Culture year information point, 2011 Corner. At the same time, the World Design Capital 2012 year began in Helsinki.

The Turku 2011 programme was comprised of 167 projects which implemented altogether over 8,000 events and happenings. Over 60% of the Capital of Culture programme events and happenings were free of charge to visitors and participants. The programme projects were extremely diverse. There were, for example, festivals, concerts, performances and exhibitions as well as research and development projects. Some of the projects touched large audience groups, whereas others were intended for specific target groups, such as schoolchildren or residents of elderly homes. The implementers of the projects comprised a broad representation of society as a whole. In addition to representatives of the field of art and culture there were many other actors, as well. 22% of the main responsible parties for the projects represented the private sector, 37% the public sector and 41% the third sector.

Most projects began already in 2009 or not later than during 2010. In the majority of the projects, something was created that was new and never seen before, such as premières, first nights and new operating models, which set certain requirements to the overall duration of the projects. With all projects there was a culmination point or a public event arranged during 2011.

The aim was to schedule the programme as evenly as possible throughout the year. However, for example, a lot of programme was intentionally scheduled for the weekend which held the Night of the Ancient Bonfires at the end of August. This was because it was planned to be an intermediate culmination of the year. There was also natural emphasis on certain project types and certain seasons of the year. For example, outdoor events were scheduled during summer, and in particular in August, and the major productions and performances at Logomo in early spring and autumn.

The exhibition centre Logomo, which was open every day, was important for the accessibility of the programme. That is where the Capital of Culture was available for tourists, for example, even when there were no public events on the calendar.

Community-oriented Capital of Culture programme: art on the streets and in the whole province

Special features of the Turku 2011 programme were the strong, successful community-orientation and the objective of cultural well-being. The principles used in the preparation of the programme, active participation and ability to provide experiences, were also realised in the implementation of the programme as extensive communality, interaction and resident orientation. Community orientation indeed became a central way of creating culture.

One of the objectives of the Turku 2011 programme was to attract new target groups to get involved in culture and to present new forms of culture to the public. From the viewpoint of programme accessibility and ease of approachability, the particularly important projects were the ones that introduced culture to people in their everyday surrounding: the cityscape, schools, the home yard and in the workplace. Good examples of projects of this kind include the environmental art exhibi-

tion Flux Aura on the river banks, the performances open to the public by the river Aura, the surprise attacks of the Turku 365 project in the cityscape and the Neighbourhood Weeks.

The Turku 2011 programme also took over several city premises for cultural activities, temporarily in the main, but at the same time creating an alternative possibility for use of the premises. Such new takeovers of space were, for example, the courtyard of Turku Castle for the operas of Alvilda in Abo and Henrik and the Hammer of Witches, Sappalinn Swimming Stadium for the Musical Sea of Inner Rhythms festival and Paavo Nurmi Stadium for the grand performance spectacle, Battle.

Some of the programme was also implemented elsewhere in Southwest Finland. In particular, the Archipelago became a central venue, as well as theme, for the programme. For example, Contemporary Art Archipelago, the two Lights and Resounding Letters concert series were extensively implemented in the Archipelago.

Of the Southwest Finland municipalities, Salo took an especially active role in enacting its own Capital of Culture programme with Turku 2011 visible in Salo the whole year. Through their satellite projects the Salo actors furthermore participated, for example, in the 876 Shades of Darkness entity and the Central Park of Culture and Exercise.

Other co-operation cities in the neighbouring areas were, among others, Naantali, Raisio, Parainen, Uusikaupunki and Pori. In addition, Helsinki and the other cities which applied for the Capital of Culture status, supported the Capital of Culture preparation.

Co-operation with Tallinn and being European in the Capital of Culture

The European dimension was an essential element and a prerequisite of success in Turku's Capital of Culture. In the cultural programme the European aspect came through in the themes of the cultural and artistic contributions, as well as in the international nature of the project co-operation.

Joint programme activity with the Tallinn Capital of Culture foundation was already prepared during the Capital of Cul-

ture bidding phase. There was project co-operation directly between the foundations and on the initiative of the background forces of the projects. The joint projects were often thematically connected to the Baltic Sea. Altogether about 10 joint projects were implemented, although the number had to be reduced over the years, mostly because of the economic situation in Tallinn. The joint projects that were realised included, among others, the New Baltic Drama, The Dancing Tower, Old Spaces Living Art (OSLA), Curated Expedition to the Baltic Sea, 12 Karamazovs and Detour, which studied the shared memory and history of Finland, Estonia and Russia.

The programme strongly highlighted the theme of European urban history, which tied the oldest and for a long time the most European city in Finland to the rest of the continent. This theme was implemented, among others, by four operas: the Italian baroque opera *Alvilda in Abo*, the Italian chamber opera *Medium* and the world premières of the operas *Henrik* and *the Hammer of Witches and Eerik XIV*. The theme of fire was very visible in the bidding phase, programme launch and the way the Turku 2011 programme dealt with the significance of city fires in European history, highlighting the process of renewal after the fires and the resulting changes to a city's structure and way of life. Border regions of Europe and periphery were handled, for example, in the *Performing Arts in May*, the German *Detour* project, *New Baltic Drama* competition and theatre production *12 Karamazovs*.

The cultural and social transitions, changes and problems were examined in many ways. The major production *Battle* was a dystopia of Europe where the masses of poor immigrants shake the society. Isaac Julien's media work *Western Union*, *Small Boats* discussed the flows of refugees from Africa to Europe and Eija-Liisa Ahtiala's media work *Where is Where?* problematised the attitude to others in a conflict situation. *Pots*, *Sandals* and *a Tent* made thousands of refugee stories visible through art, and the photography project *Our Family* presented Turku-based Muslim families in their homes. The joint project of art and sciences *Aboagora* pondered the significance of the European heritage of the Enlightenment, and the seminar *the Children of Abraham* linked the different branches of Christianity and Islam to a dialogue. The connection between world religions was also

a starting point in Estonian composer Arvo Pärt's major work *Adam's Lament*, which created a chain of *Capitals of Culture* from Istanbul to Tallinn and Turku. The theme of 'otherness' and the precedence of human rights was approached in exhibitions *Alice in Wonderland* and *Tom of Finland*, in the puppet theatre performance *John-Eleanor*, in the festival of art by the disabled *Bridge Builders* and in the project *The Many Stories of Being* which dealt with mental health issues, and in the circus performance *Pirjo's Best Day Ever*.

The protection of the environment and seas was addressed, for example, in the *Curated Expedition to the Baltic Sea* project (which combined science and art), in the works of the *Contemporary Art Archipelago* project and *Archipelago Logic* symposium as well as in the *Lights* concert series and *Resounding Letters*. There was also the shared summer school of the San Diego State University and universities of Turku, concerning *Sustainability and Culture in the Baltic Sea Region*.

Co-operation countries of the Turku 2011 programme

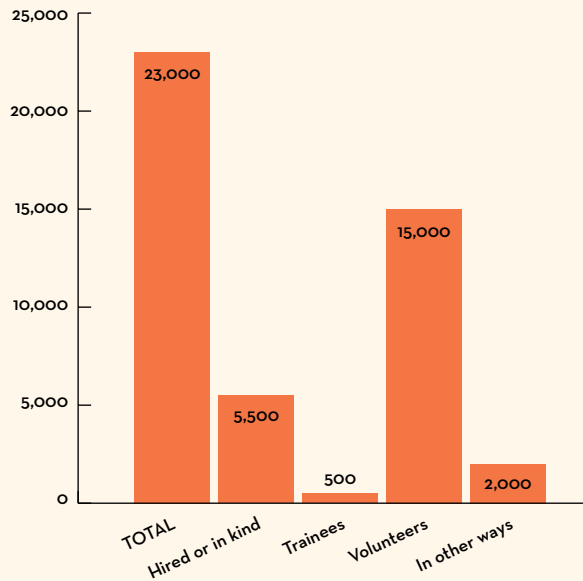
Afghanistan	Greece	New Zealand
Albania	Guinea	Norway
Angola	Holland	Pakistan
Austria	Hungary	Poland
Azerbaijan	Iceland	Portugal
Barbados	India	Romania
Bosnia and Herzegovina	Iran	Russia
Bulgaria	Iraq	Rwanda
Burundi	Ireland	Slovakia
Canada	Israel	Slovenia
Chile	Italy	Somalia
China	Japan	South Africa
Colombia	Kenya	South Korea
Croatia	Kosovo	Spain
Czech	Latvia	Sweden
Democratic Republic of Congo	Lebanon	Switzerland
Denmark	Lithuania	Syria
Estonia	Luxembourg	Thailand
Ethiopia	Macedonia	Turkey
France	Malaysia	Uganda
Germany	Mexico	Ukraine
Great Britain	Myanmar	USA
	Nepal	Uzbekistan

The Turku 2011 programme projects co-operated with actors in 68 different countries. On average projects had co-operation partners from two countries besides Finland. Altogether 28 projects co-operated with Swedish actors. The nationalities next in line for providing the highest levels of cooperation were Estonian (23), English (22), German (22), USA (19), French (11), Russian (11) and Norwegian (10) actors. The farthest co-operative partners of the programme projects came from places such as South Korea, Japan, Barbados, New Zealand, Greenland, Uganda, Colombia, Somalia, Chile and Nepal.

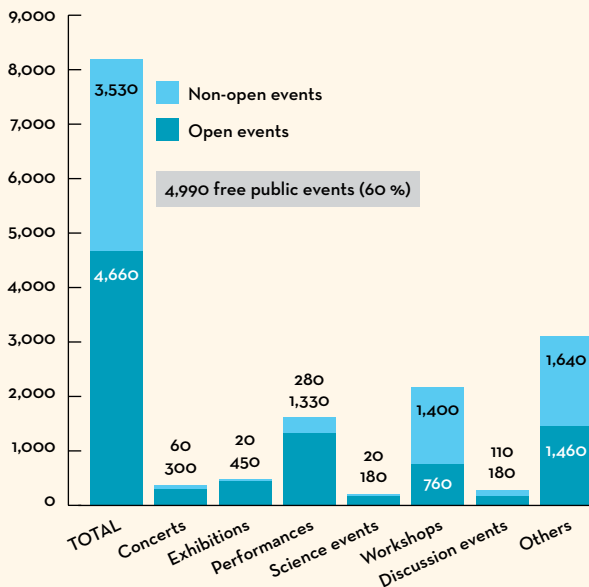
In all, over 23,000 people participated in implementing the Turku 2011 programme. Almost 2,000 were from elsewhere in Europe and from other continents. For example, a large number of people from England, Japan and the USA participated in the implementation of the Turku 2011 programme.

Key figures and research data Source: Final reporting of Turku 2011 projects

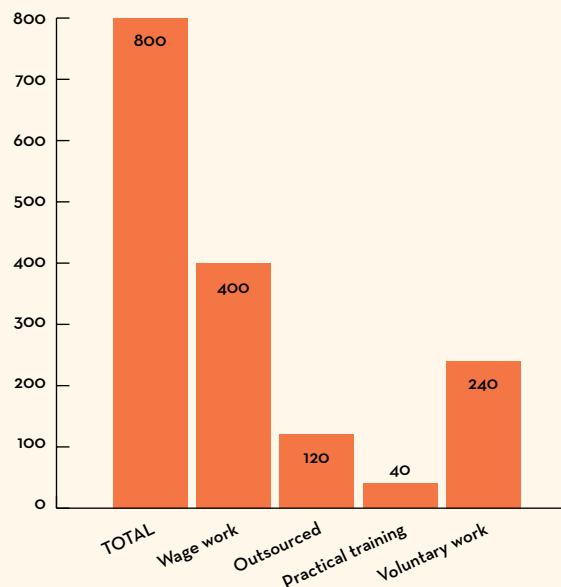
How many people participated in the implementation of the Turku 2011 programme? (N=167 projects)



How many events and happenings were implemented in the projects? (N=167 projects)

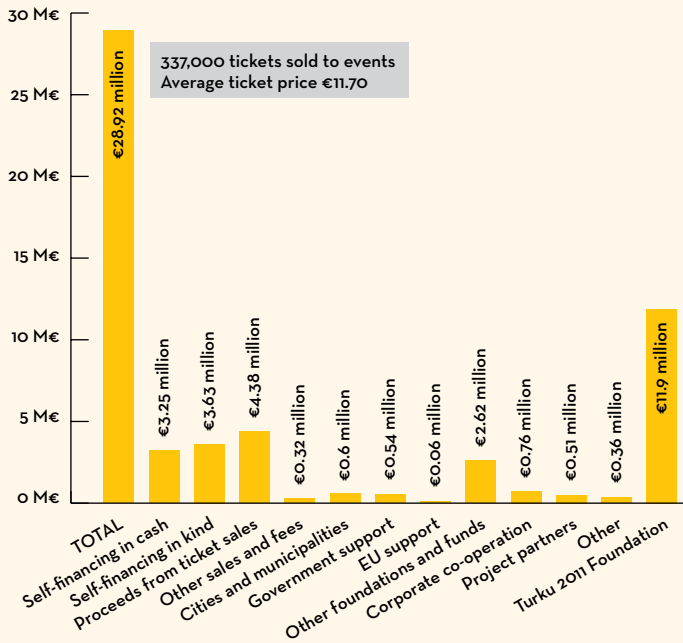


Work contribution realised in projects in man years (N=167 projects)



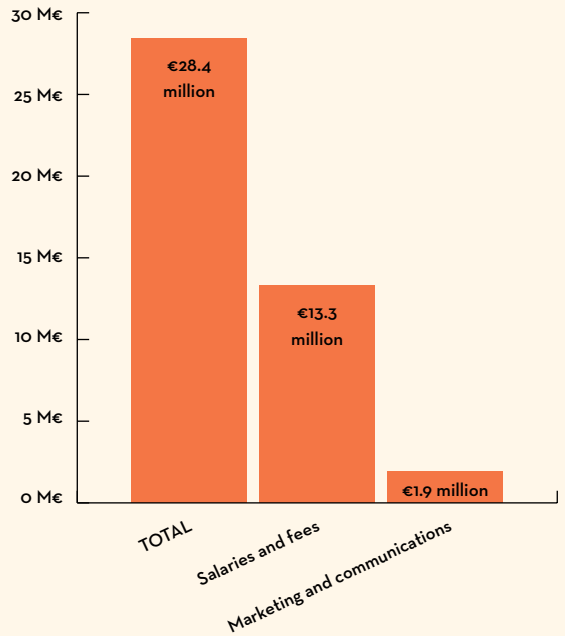
Realised funding of the programme projects

(N=167 projects)



Realised expenses of the programme projects

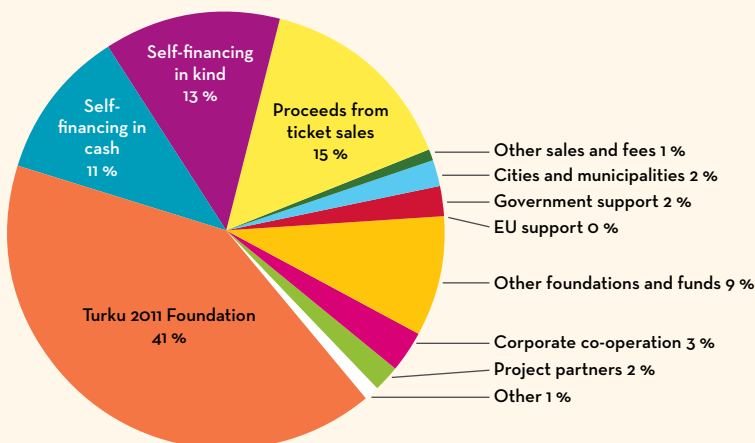
(N=167 projects)



Realised funding of the programme projects

(N=167 projects)

Average funding by the foundation per project €71,600
Average total budget of a 2011 project €174,200



4. Science and research

One of the special characteristics of the Turku Capital of Culture year was the input of science and research on the preparation and evaluation of the Capital of Culture year, as well as in the Turku 2011 programme. In previous European Capitals of Culture the task of research was focused on the evaluation of the short-term impacts of the Capital of Culture year. Turku was the first European Capital of Culture where scientific evaluation focused in two phases on the study of both short and long term impacts, and where the universities and research networks produced for the cultural programme a series of joint scientific and artistic projects open to the public.

With its strong research traditions, Turku offers plenty of diverse, high-level research and education in the fields of culture. In the city of two main universities and four universities of applied sciences, there are over 35,000 higher education students. The basis of the co-operation in science for the Capital of Culture year was created during the years 2005-2006 when bidding to become the Capital of Culture. The science and education field of the city participated widely in the preparation of the Capital of Culture bidding document and in the definition of strategic objectives. Universities and other establishments of higher education headed the Turku 2011 advisory board and several other specialist and steering groups throughout the 2011 process.

Research included in the Turku 2011 programme

The EU does not require a specific research programme or entity from a city acting as the Capital of Culture. It was Turku 2011 Capital of Culture's own strategic policy to implement an effective process in regards to research and science for the Capital of Culture. According to Turku's Capital of Culture strategy, the objective was to promote diversity where actors in art, culture and science fields co-operated in a new way across the boundaries of the domain.

In 2008, the Turku 2011 Foundation decided to market the open call for projects in a targeted manner to universities in Finland and elsewhere in Europe. The universities were able to apply for the Turku 2011 programme with projects that studied the Capital of Culture year or with cultural productions in which science and art were combined in new ways.

Of the 1006 project proposals submitted in the open call, over a hundred included scientific co-operation. After specialist evaluation and negotiations, twelve Turku 2011 research projects and fourteen productions which were implemented in intensive co-operation of science and art were selected in the Turku 2011 programme.

The main responsible parties for the research projects were the Turku based universities: University of Turku and Åbo Akademi University. Programme activities were implemented by over a dozen university disciplines from five different faculties. There were hundreds of researchers and students involved from different fields, from Finland and abroad. The research entity had co-operative partners from altogether twenty different countries, such as the United States, Holland, Croatia, England, France, Italy, Kosovo and Sweden. Altogether over 1,100 people were involved in the implementation of the research activity and science-art co-operation.

Encounters in science and art

The Turku 2011 research projects took place during 2009-2012. The multidisciplinary projects studied Turku and the Capital of Culture process from, for example, the viewpoints of infrastructures of creative industries, impacts of art on well-being, micro history and oral history, phototherapy, art criticism and temporary use of city space. All Turku 2011 research projects were expected to promote social effects and open public events, which improved the accessibility of research and science.

As an entity of art and science, the Turku 2011 programme presented, among others, joint productions of quantum physics and circus, anthropology and visual arts, neuroscience, laughter and dance, puppetry and cultural history, as well as drama and geography. The events related to research projects and joint productions of science and art attracted in all over 50,000 visitors. The activity also received extensive media visibility. Through the activities, new networks between science and art were created, which are regional, national and international in nature.

Turku 2011 evaluation and follow-up programme 2010–2016

In January 2010, the University of Turku started a Turku 2011 evaluation and follow-up programme. The programme, which will be in operation in 2010–2016, is an independent and objective research entity which evaluates the impacts of the Turku Capital of Culture process from 2006 to 2016. The starting points of the programme are the criteria set by the European Commission to the Capital of Culture programme and the aims stated in the Turku 2011 strategy, as well as the means to meet these objectives and the values supporting them. The programme will be implemented in close co-operation with the Turku city research programme and Åbo Akademi University.

The evaluation and follow-up programme studies the Turku 2011 Capital of Culture as a process, the well-being created by the Capital of Culture, participation and accessibility of culture, as well as issues related to the economy, environment, city space, city image and identity. The Turku 2011 evaluation and follow-up programme will, as the first Capital of Culture study, take into use the internationally comparable indicators formulated as commissioned by the EU Committee. The indicators are based on a report published in 2010 by the research work group (ECoC Policy Group) representing European Capitals of Culture.

The first results of the Turku 2011 evaluation and follow-up programme, designed to take place in two phases, will be communicated in late 2012. The follow-up study of long-term impacts will be completed in 2016.

Research in Turku 2011 Capital of Culture

1. Turku 2011 research projects 2009–2012

University-led research projects (12)

- Studied the Turku 2011 process as a whole and Turku 2011 programme productions as case studies
- Viewpoints were the creative economy, well-being and uses of city space
- Implemented public events and happenings in co-operation with the fields of science and art

2. Evaluation and follow-up programme 2010–2016

The main responsible party for implementing the Turku 2011 evaluation and follow-up programme was the University of Turku. The Turku city research programme, Åbo Akademi University and the Turku School of Economics were involved in the implementation of the project.

The independent scientific evaluation and follow-up programme studies the implementation of the Turku 2011 process and its long-term impacts on Turku and the whole of Southwest Finland.

3. Art-science productions 2009–2011

Joint productions of art and science (14)

- During the year the Capital of Culture implemented about 150 cultural events combining science and art
- Many new networks and operational models between the fields of art and science were created

4. Turku 2011 development activities and purchases

- Series of national (2009–2012) and regional (2007–2008) resident surveys, conducted by Taloustutkimus Oy
- The evaluation of the co-operation between regional economic impacts (2009–2012), conducted by the CCR unit of the Turku School of Economics
- Thesis co-operation and the Foundation's own thesis programme for 2011. In all, about 20 master's theses and degree projects from the University of Applied Sciences have reached completion or are still ongoing. There are several doctoral theses under work
- Surveys for the personnel of Turku 2011 programme projects, Turku City organisation, Logomo and the 2011 Foundation
- Development of the strategy for the organisation

In financial terms the total volume of the Turku 2011 research projects as well as the evaluation and follow-up programme was €3.3 million. Of this amount, the share of the funding for the Turku 2011 Foundation was about a third. Extensive research and science activity was possible in Turku because the University of Turku and Åbo Akademi University participated in the implementation of Turku 2011 research projects and evaluation programme with a large share of their own funding in 2009-2012.

5. Logomo, the main arena of the Capital of Culture year

In order to implement all of the planned activities the Turku 2011 programme needed new facilities that were flexible and could accommodate practices, performances and exhibitions. For some performances and for exhibitions, the spatial requirements were such that a large industrial hall or a similar facility was needed. In view of this the Foundation studied suitably attractive places for the public to go in Turku and those which could serve as a framework for a permanent centre for creative industries. The railway workshop, later named as Logomo, was eventually selected as the best option.

In autumn 2009, the Turku 2011 Foundation started negotiations with construction company Hartela Oy about renting the railway workshop premises, which Hartela Oy owned, for the Capital of Culture year. The lease for Logomo halls A and C were signed on 19th February 2010. The Foundation rented for its use altogether 8,500 m², of which 4,500 m² were for exhibitions and 4,000 m² were for performing arts. In addition, in the second half of 2011 the Foundation rented hall B for the Eerik XIV opera production.

Hartela Oy renovated the A and C Halls during the whole of 2010. At the same time, the Foundation started the interior design plans, competitive tendering for interior design, technology, furnishing the premises, cleaning, security, and the selection of the café and catering entrepreneurs. Architect studio Sabelström was selected to do plan the interior design. The plan for the interior design was done in co-operation with the Architect studio Vapaavuori Oy and Dynamo Advertising. In this way the plans for the construction of the building and the marketing image of the Capital of Culture year could be taken into account in planning the interior design.

The implementation phase of Logomo had to be completed in the first days of January 2011, because programme for the Capital of Culture year opening ceremony was arranged on the premises on 15th January 2011. For the week beginning 10th January 2011, MTV3 broadcast its morning TV programme from the Logomo café.

The inauguration of the centre for exhibitions and performing arts

An exhibition centre was implemented in the A Hall, in which were placed the exhibitions of Fire! Fire!, Only a Game?, Alice in Wonderland, Tom of Finland and Kiasma: Eija-Liisa Ahtila and Isaac Julien/ARS11. The exhibition Fire! Fire! was the signature exhibition of the Capital of Culture year and its construction had already begun on 1st October 2010.

The exhibition centre café was implemented as the installation Nothing Happens for a Reason. The installation was a co-operation between the Foundation and the German artist Tobias Rehberger, Artek and Sis.Deli. The carpeting and wall papers were delivered to the café from Germany, and Artek had its furniture painted so they appeared as part of the installation.

The operation of the museum shop in the exhibition centre was a joint effort with the Museum Centre of Turku. The Museum Centre was responsible for the products on sale, and the Foundation was responsible for building the facility and hiring the personnel.

A premise for performing arts was implemented in the Logomo's C Hall. The facility included seating for 1,100, foyer facilities and a catering restaurant. The Foundation organised a tender for the technology needed by performing art projects and furnished the catering restaurant. Kanresta Oy was responsible for the operation of the catering restaurant. The Foundation was responsible for furnishing the restaurant.

The following productions included in the cultural programme were carried out at the facility: the 1827 Infernal Musical – heavy musical about the Great Fire of Turku; the Middle-Aged Hair musical; Flame jazz clubs; C.H. Graun’s Easter Oratorio; the Mendelssohn version of J.S. Bach’s St Matthew Passion; ENERGO – Soundtrack of the Universe; The Dancing Tower – Aurinkobaletti’s international anniversary work; Borrowed Light – Tero Saarinen Company’s dance work; Lights: The Vanguard Jazz Orchestra; International Science Day; Future Circus Festival, KekriFest and Star Wars Uncut mini festival. As conclusion of the Capital of Culture year, the world première of the opera Eerik XIV by Mikko Heiniö and Juha Siltanen was implemented in the B Hall.

The year 2011 was a unique opportunity to launch a centre for creative industries for a large audience nationally and internationally, and root its operation as part of the region’s business and cultural operations and thus establish a permanent impact in the entire Turku region. The Foundation also rented the premises for other projects than those in the programme. The Foundation decided to continue the highly popular exhibitions Fire! Fire! and Only a Game? for the year 2012.

Logomo personnel

The managers of the Logomo A Hall exhibition centre and the C Hall performing arts facility started in their jobs at the end of 2010. Mia Juva worked as the Exhibition Centre Manager and Janne Auvinen as the Venue Manager for the performing arts facility. The rest of the personnel started in their positions in early January 2011.

The starting point in the recruitment of the exhibition centre personnel was to employ unemployed young people. The aim was to provide the young people with an opportunity to enter working life and that way make it easier for them to become employed in the future. In recruitment the Foundation worked together with Turku Employment and Economic Development Office. Most of the recruitments took place as a job creation project.

In the facility of performing arts, the Foundation hired, in addition to the venue manager, a production supervisor/stage manager, door-men, people undergoing non-military service and ticket sales staff. The projects were responsible for taking care of the personnel required for performance activity.

Altogether 41 people worked at Logomo as Foundation employees. The exhibition centre was open seven days a week, which affected the number of personnel.

Key figures and research data

In 2010, the visitor objective of Logomo was set to 150,000. The Logomo exhibitions were visited by 193,463 people during the Capital of Culture year. The total number of audience in the performing art shows and the Eerik XIV opera in the Logomo hall was 53,250. The total number of visitors at Logomo during the Capital of Culture year was 246,713.

Logomo exhibition centre survey, 2375 replies

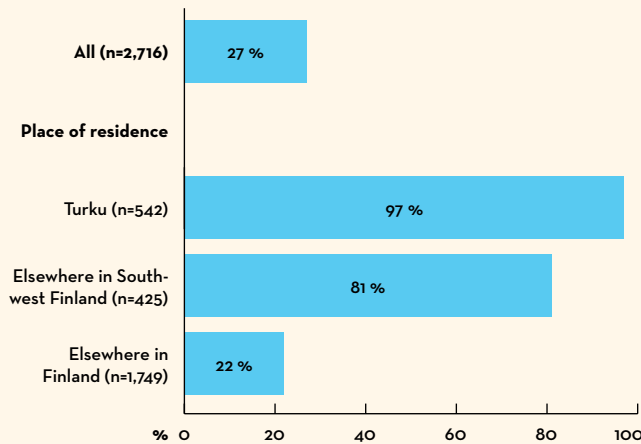
Of the Logomo A hall visitors, 32% were Turku residents and 14.5% from elsewhere in Southwest Finland. The share of visitors from the capital region was 18.3% and 12.1% of them were from Helsinki. Foreigners constituted 10.9% of the visitors. The signature exhibition of the Capital of Culture year, Fire! Fire! received the best customer feedback of all the exhibitions. Most of the Logomo A hall visitors were happy or very happy with the Logomo exhibitions, other services and the operation of the personnel. On average, the visitors wished that Logomo could continue as a versatile centre of cultural services and creative industries. In September 2011 27% of all Finns and 97% of Turku residents knew about Logomo. After the closing of the Capital of Culture year in January 2012, already 29% of all Finns knew about Logomo (Source: Taloustutkimus 2011, 2012).

Knowing Logomo and further use

Finnish 15-79 year-olds

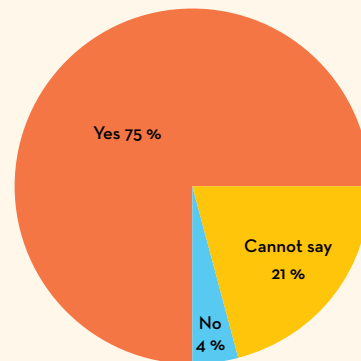
“Do you know what is Logomo?”

Yes



“In your opinion, would it be good if Logomo continued as a cultural centre after the Turku 2011 year?”

Residents of Turku and Southwest Finland, n=967



National survey by Taloustutkimus, autumn 2011

6. Support services

The production support service function was established to support the projects selected in the Turku 2011 programme in production related matters and for the first time in the history of Capitals of Culture to this extent. Premises and supplies were lent to the projects, they were provided with advice in production related matters and training and networking events were organised. The opportunities for the public to participate in the building and experiencing of the Capital of Culture were also supported by the support services.

The production support service consisted of four entities: support services for the 2011 projects, a Capital of Culture information point at 2011 Corner, a programme for volunteers and an accessibility programme. Furthermore, these services were used from the very beginning as support for the 2011 Foundation's own events, in particular, in obtaining volunteers and in handling permits. The support service was implemented in close network co-operation with different co-operation partners and interest groups.

Support services for the 2011 projects

During 2009-2011 over twenty information and training sessions were organised for the Turku 2011 programme projects, about half of which were open to the whole cultural field. Welcome to the 2011 Programme nights were organised for the projects in addition to networking events and, at the end of the Capital of Culture year, a 'sparring day' where the projects received support for the future.

To help with the permits related to the projects, a working group for permits was established with city officials and authorities to help simplify the permit process for the projects. In addition the employees of the support service were trained to advise the projects in permit matters. The employees of the support service advised the projects in all production related matters. For matters related to logistics there was a part-time logistics employee. An extranet service called Han-kenet, where production related advice and training material could be found, was implemented for the projects use on the Internet.

The projects were offered the possibility to borrow accessibility and production equipment, as well as two meeting rooms and office hotels in 2011 Corner. Furthermore, tendering was organised for services and equipment rentals to help the projects. The projects were also offered volunteer workers through the volunteer programme of the 2011 Foundation.

Capital of Culture information point 2011 Corner

The information point 2011 Corner was opened already in 2009, to provide a face for the future Capital of Culture, and a place where one could go and ask about the upcoming programme and the Capital of Culture. The Corner was turned into a living room for the Capital of Culture, where tourists, residents, project workers and volunteers could meet. In addition to the Turku 2011 information point, there was the 2011 Café, a service point for the ticketing company Lippupiste, along with a facility and equipment loan desk for the 2011 projects. In the Corner, there was also the Design shop, a project shop which offered exhibition and sales space on a monthly rotation for entrepreneurs in design as well as communities. Altogether 15 collectives and individual actors sold their products in the shop. The interior design of the Corner was implemented in compliance with the marketing image of the Capital of Culture year. The volunteers' participation was co-ordinated at the Corner. During 2009-2011, over 230,000 people in total visited 2011 Corner.

Volunteer programme

The Turku 2011 Foundation wanted to give everyone who was interested an opportunity to help build the Capital of Culture. Over 400 volunteers enrolled in the volunteer programme that was accessible and open for all. They were divided into ten teams (e.g. hosting team and first aid team) and trained for their tasks. The volunteers did over 8,000 volunteers' hours in all, both for the 2011 projects and the Turku 2011 Foundation.

The volunteer programme was built in close co-operation with other volunteer organisations in the region. Together with these partners, the importance of voluntary work was promoted and volunteers were encouraged to continue with other volunteer tasks after the Capital of Culture year.

Accessibility programme

Accessibility was already selected as one of the Capital of Culture year values during the preparation phase. Taking accessibility into account ensured an equal opportunity for everyone to experience culture. Key to the implementation of the objectives were the tenets of interpretation, an accessible volunteer programme and accessible communication, which included accessibility symbols and information bulletins written in sign language or simplified language on the 2011 Foundation website. About twenty sign language, written interpretations and audio descriptions were organised within the accessibility programme and a separate accessibility stand was organised for the biggest outdoor events. Furthermore, accessibility equipment was lent to 2011 projects and the projects were trained to take accessibility into account. The accessibility programme was implemented in close co-operation with regional and national organisations for the disabled as well as other organisations. Reports were created about the experiences of the accessibility programme for future best practice.

Support services for the 2011 projects

- Welcome to the programme event and guide
- Training sessions for the 2011 projects and the cultural field of the Turku region
- Networking events
- Extranet Hankenet for the projects
- Guidance (production related matters, permit matters, logistics)
- Premises to loan: negotiation rooms and an office hotel
- Accessibility and production equipment to loan
- Tendered services and equipment rentals
- Volunteer bank

Voluntary programme

- Accessible and open to all
- Over 400 volunteers
- Support for the 2011 projects and the work of the Turku 2011 Foundation
- Objective included highlighting the importance of voluntary work

2011 Corner

- Information point of the Capital of Culture
- Ticket sales
- Design Shop
- 2011 product sales
- 2011 Café
- Facilities on loan for 2011 projects (office hotel, negotiation rooms and equipment)
- In total over 230,000 visitors

Accessibility programme

- Accessibility was one of the Capital of Culture values
- Practical measures:
 - Sign language, written interpretation and audio description
- Accessible seating
- Accessibility training sessions for the 2011 projects
- Accessibility equipment available for loan for the 2011 projects
- Accessible communications
- Accessibility team in the volunteer programme

Key figures and research data

Support services for the projects

43 training and networking events with over 2,000 participants. Hankenet - the extranet service for the projects, with altogether 222 users

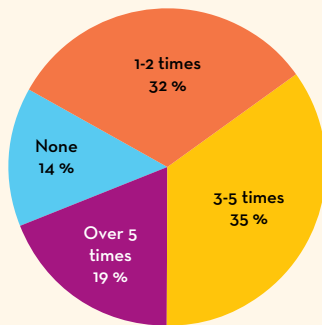
Volunteer programme

Volunteers: 422. Volunteers' hours: 8063. Volunteers were used by: 62 projects. 80% Turku 2011 volunteers would be interested in voluntary activity in the cultural sector in the future

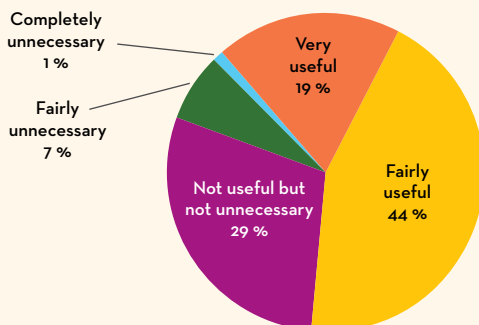
Accessibility programme

Sign language, written interpretation and audio description for over 20 projects; 23 electronic newsletters in sign language and simplified language; Over 30 voluntary accessibility assistants

Participation in voluntary information and training sessions organised by support services (N=146 projects)



How useful did you find the services and training offered by support services? (N=146 projects)



7. Communication and marketing

Marketing communication strategy

The core of the marketing communication strategy of the Capital of Culture was to create a strong umbrella brand for the Capital of Culture year locally, nationally and internationally. The strong brand and wide awareness ensured a competitive position for the Capital of Culture in the market and increased the interest and eagerness of the potential target groups regarding the programme content of the Capital of Culture year.

The objective of the strategy was to get commitment from local actors and engage with local audiences, whilst at the same time making the year nationally credible and internationally known. Another aspect of these objectives was that all the marketing communication was done in Finnish, Swedish and English from the beginning. A small part of the material was also produced in German, French and Russian during the year.

The message "Culture does good" was selected to be the core statement of the communication strategy. The Turku 2011 programme contained many productions which emphasised well-being, and the aim of the communication was to emphasise the extensive impact of culture and to encourage local users of culture and tourists to participate in the community-oriented Capital of Culture activity.

Marketing

The Capital of Culture marketing stemmed from the notion that Turku has a tradition of seeing things differently than the rest of the country. In Finland, Turku has the role of a forerunner and harbinger of new influences, cultivating a city dynamic that makes room for the dialogue between the dominant and counter cultures that influence society.

The concept of the Capital of Culture marketing communication was built on this basis together with the advertising agency Dynamo. "What is culture? Now there's a whole year to find out" - with this concept an easy to approach, experiential and unprejudiced viewpoint to Turku as the

European Capital of Culture was created. Marketing communication was used to ensure extensive local commitment to a common project. The same playful approach to culture stood out in the national media and strengthened the content-related focus points of the Capital of Culture. The untraditional way to talk about culture was also noted internationally.

In regards to time the marketing was divided into two campaign periods in 2010 and into five periods in 2011. Big campaign periods were focused around the opening ceremony and the beginning of the year. The aim was to use the media attention of the opening as extensively as possible and encourage Finns to participate in the Capital of Culture year programme.

After the opening of the Capital of Culture year the emphasis in marketing transferred to supporting the flagship projects, in compliance with the marketing communication plan. The most significant single entity which the marketing promoted throughout the year was Logomo. Its role as the meeting place of the Capital of Culture was extremely important from a marketing standpoint as well.

Visual look from the crown of flames to a ball

The 'crown of flames' logo design by graphic designer Ilmo Valtonen in 2006 was selected as the logo of the Capital of Culture. During and after the bidding phase the orange colour and the flame symbol and outline were widely used in the marketing material.

After the advertising agency Dynamo was selected and the marketing strategy outlined, the visual look of the campaign changed. The logo became a simpler one-colour flame crown used in different colours, with the words Turku o Åbo 2011 written in front of it. The ball between the Finnish and Swedish language city names was the same ball which symbolised the Capital of Culture in the marketing look of 2010–2011.

Corporate co-operation and other partners

The Capital of Culture had 18 corporate co-operative partners. The main co-operative partners were Finnair Oyj, Hartwall Oy Ab and MTV Oy. Company specific utilisation plans were made with every partner company, where the focus

varied from business-to-business utilisation to extensive consumer-oriented campaigning using the cultural theme. The corporate activity supplemented the marketing of the Capital of Culture and reached new target groups.

A lot of effort was also put into building other partnerships. The Capital of Culture had 180 Messengers, as the most important interest groups of the Capital of Culture were called. Messengers included non-commercial actors from organisations to associations, educational institutes and ministries. The Turku 2011 Foundation granted the Messengers the right to use the logo with a contract and co-operated with them at different levels.

A Culture Club was created for local enterprises. Representatives of the companies were able to network in the club meetings and discuss about measures to take for the benefit of the Capital of Culture. By participating in the Culture Club the companies also supported the operation of the Turku 2011 Foundation financially.

Marketing tools

The solutions of media marketing were based on the co-operation agreements of the Capital of Culture with MTV3 Media, Clear Channel, the newspaper Turun Sanomat and Suomen Lehtiyhtymä (a group with 20 local newspapers). In Turku, extensive city visibility of the Capital of Culture supported the paid media advertisement. City residents and travellers encountered culture not only through urban artworks and events but also through the implementations of marketing and city signs.

The surprising takeover of the city space strengthened the comprehensive presence of culture in the city throughout the year. City bus line 1 was renamed as the Culture line. Four buses redesigned to meet the look of the Capital of Culture travelled the route between the harbour and the airport. The entrance routes to the city, railway station and airport were equipped with a cultural décor and visual material.



The campaigns of the co-operative partners implemented in the media were important for the Turku Capital of Culture year media advertising. In addition, further visibility was provided with outdoor advertising built in co-operation with the city. Turku 2011 marketing took place through cultural content in particular. Actual engagement with the Capital of Culture was seen as important and for this purpose, 2011 Corner was established.

The Capital of Culture year marketing also focused on products. Traditional give away products were made to market the year, but also more special business gifts, such as the Turku 2011 wine Aboa. The products were sold at numerous sales points around Turku.

Communications

The communication aimed at bringing as much attention to the Capital of Culture as possible before the year began. The biggest and most significant measures were taken during the years 2009–2010. The communication strategy prior to the year 2011 was to promote marketing tools as media events, maintain the awareness of the 20 or so flagship projects, as well as attract reporters to the city.

Even though the marketing and communication teams were separate, the aim was to carry out all activity together as much as possible. Communication strongly supported the marketing image in its operation and strived for obtaining visibility for Turku before the Capital of Culture year through different, unusual, surprising and interactive media campaigns.

The publicising of programme projects began in the spring of 2009. Projects were publicised in clusters of 1–5. Altogether 15 programme launch events were organised, 2 of them in Helsinki. The programme books and website where the programme was collected played an important role in the programme communication. The first programme book was published in June 2010 and the second in December 2010. Programme projects and events were categorised into cultural sectors keeping communications in mind. These were broken down into city events, exhibitions and visual arts, design, architecture and handicrafts, music, theatre, dance, circus and performance, cinema, animation and media art, literature and literary art, children and youth, and research and development.

Open here:
culture.



Culture? What's that?
In 2011 you will have a whole year to find out.

TURKU ÅBO 2011
EUROPEAN CAPITAL OF CULTURE

In the early stages of the Turku Capital of Culture the marketing communication was based on the slogan “Turku on Fire”, used since the bidding phase. The slogan referred to the history of Turku, coloured with city fires, but, above all, to the burning will of Turku and its residents to develop the city through culture. In the latter sense the slogan “Turku on Fire” was more closely related to Turku bidding to become European Capital of Culture than to communication about the programme content of the Turku Capital of Culture year.

The Helsinki based communications office Drum assisted Turku in the development of Turku 2011 communications by ideating a new Turku 2011 slogan “Culture does good” together with the Foundation. The Cultural Prescriptions and Culture Correspondent Network are based on it. Drum also helped plan the opening and closing communications.

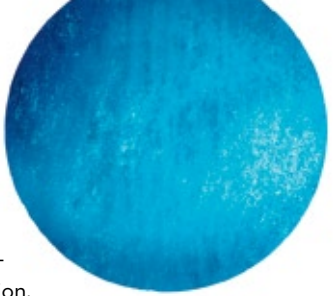
Communications tools

In electronic communication the most important task of website www.turku2011.fi was to offer up-to-date information about the programme projects in the form of news and events, in addition to the basic information. The operation aimed at comprehensiveness, speed and as extensive utilisation of social media as possible. Electronic newsletters were sent to Culture Buddies collected in promotion events and such organisations which benefited from knowing about the year. Corporate partners were sent their own newsletters and the websites of corporate partners were used.

The Capital of Culture year of Turku was planned to be a digital Capital of Culture, which would have worked bidirectionally on the Live2011.com website as an arena using new web services and social media. The site was planned as a development project, but the activity was later implemented in a simpler format as the website of the Capital of Culture at www.turku2011.fi. Different mobile applications were created on the site for the Turku 2011 programme projects, which were used by about ten projects, for example, as different map applications and services conveying cultural contents. Co-operative partners in web development were Tekes - the Finnish Funding Agency for Technology and Innovation, Aalto University (Helsinki/Espoo) and the University of Tampere.

In traditional communication, the progress of the Capital of Culture year and programme projects were promoted in monthly media briefings at Logomo and the Corner. The larger entities, like the opening, the culmination weekend at the end of August and the closing, had their own briefings.

The free 2011 paper was published five times and two of the papers were also delivered in Swedish and English. The paper was distributed with the newspapers *Helsingin Sanomat*, *Turun Sanomat* and *Åbo Underrättelser*. The paper was also available in about 350 distribution frames in gas stations, shops and museums. In addition, the programme was published in six languages (Finnish, Swedish, English, German, Russian, French) in credit card size general brochures which opened to A4 size and in a programme calendar published five times in languages four languages (besides Finnish and Swedish, in English and Russian).



The projects of the Turku 2011 programme were responsible for their own communication. The projects communicated about their operation, organised a large number of unveiling and briefing events and also invited reporters. The project also produced contents and event updates on the Capital of Culture website.

The Foundation had productions photographed if the photos were considered to be useful for media, general communication or for or after the Capital of Culture year. There were videos that were recorded by students of media at Turku Vocational Adult Education Centre and Focus-Video Oy. There were also photographs that were taken by professional photographers hired by the Foundation and photographers of the projects. The photograph archive of about 100,000 photos and thousands of hours of video material was transferred to the City of Turku communications and in the archives of the Museum Centre of Turku, for the use of which the Foundation had bought all rights.

Exceptional visibility was pursued with the Cultural Correspondents concept and Cultural Prescriptions. Thirteen people who live in Turku, but originally come from elsewhere in Finland, were recruited in the Cultural Correspondent network. They got to visit the events of the year for free and wrote blogs about them on the turku2011.fi website. Some also wrote stories to the media of their hometown.

Cultural Prescription activity was developed as part of the "Culture does good" communication concept. Prescriptions were handed out at Turku health centres especially to such customers who had physical or financial challenges and to persons who were considered to gain added value related to integration, or relief in their loneliness from participating in cultural events. Tickets were reserved from selected projects, to which one could trade the cultural prescription written by a physician at 2011 Corner. 70 health centre physicians distributed in all 650 prescriptions. The cultural prescriptions were noted in international media in particular, where they were regarded as unusual, innovative and interesting ways to approach culture, health and well-being.

Press work

The majority of the 200 Finnish and 500 foreign journalists who got to know the Capital of Culture Turku visited it during 2011. The largest number of journalists were present at the opening, a total of 300 people. A crisis communication plan covering the whole year was also created for the opening together with the City of Turku and the Southwest Finland rescue services.

The Foundation organised about ten media representative visits and received over 40 journalist groups organised by other parties, and dozens of individual journalists. Co-operative partners included the Unit for Public Diplomacy of the Ministry for Foreign Affairs of Finland, Turku Touring, the Finnish Tourist Board and the City of Turku. Most reporters visited Turku during the summer months.

Abroad the media work was assisted by the Ministry for Foreign Affairs of Finland, cultural institutes and communications agencies bought in the target countries. Communications agent services were bought from Sweden, Norway, Denmark, Estonia, Russia, Great Britain and Germany.

Domestic and international PR operation

Both before and during 2011 a tremendous amount of promotion work was done, where Turku was marketed with cultural content. Turku 2011 was visible from the market square in Rovaniemi, Lapland, to the Shanghai World Expo, and the media was always invited.

As of spring 2009 the Capital of Culture was introduced in Finland with the help of the Accordion Wrestling performance. The work described Turku's open-minded way to combine different areas of culture and life. The work mixing wrestling and modern accordion music, created by musician Kimmo Pohjonen, was seen in Tampere, Helsinki, St. Petersburg, Hamburg and Berlin, in addition to Turku.

The Find the Spark events made the Capital of Culture familiar to Turku residents in 2007–2009. City employees were also activated with different campaigns. In city events people stopped at functional points along the River Aura to familiarise themselves with locally produced cultural activity. In 2010,

cherry tree and Turku tulip planting bees were organised for Turku residents, there was a spring concert on the Foundation courtyard, and an opportunity to see the Foundation offices. In early 2011, the city residents were offered free performances of the new Vares movie filmed on location in Turku.

The Foundation's culture site van toured small and big events around Finland marketing at the same time Capital of Culture year, and the possibility to become one of the Culture Buddies. The biggest promotion events were the programme publications in summer 2010 in Turku and Helsinki. Before and during the Capital of Culture year the Foundation participated in numerous trade fairs with their own stand, in places such as the Turku and Helsinki book fairs, at the Helsinki travel fair and at the ITB fair in Berlin.

The cultural phenomena in Turku included the Night Moves tour in Stockholm, Paris, London and Berlin, where DJs and VJs from Turku presented their skills, as well as the photographer Liisa Jokinen's exhibition Turku Looks. Jokinen photographed people in the streets of Turku and street fashion, and an exhibition was put together of her photographs. It was circulated with the help of Finnish cultural and academic institutes as well as Finnish embassies in many countries.

The People of Turku tour presented the Capital of Culture year in autumn 2010 in all Finnish cities that had applied to become the Capital of Culture as well as in Helsinki. The tour ended on the Turku market square in the summer of 2011, displaying the video greetings made during the nationwide tour for the people of Turku.

In international activity the co-operation with national organisations was important. The most co-operation was done with the Unit for Public Diplomacy of the Ministry for Foreign Affairs of Finland. Most of the international PR work took place already before the year 2011.



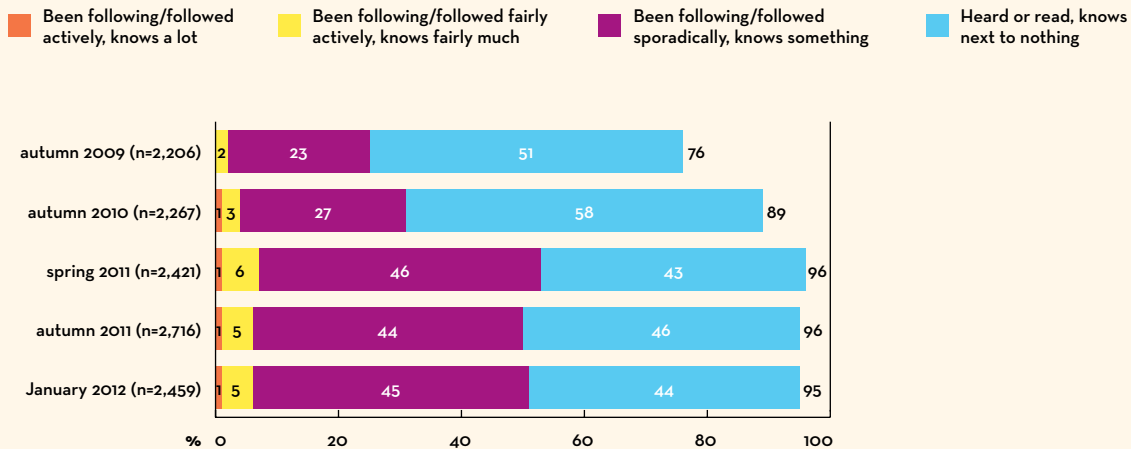
Key figures and research data

Turku European Capital of Culture 2011 was already a familiar concept to Finns by the autumn of 2009. Nationally the awareness improved and deepened in early 2011 in particular, when the media visibility of the Capital of Culture year was the biggest. At the end of the Capital of Culture year almost 100% of all Southwest Finland residents and 96% of all Finns had at least heard about Turku's Capital of Culture year. The awareness of the Capital of Culture year logo, the flame crown, rose throughout the year 2011. Of all Finns, 8% identified the flame-crown logo in autumn 2009, 14% in autumn 2010, 24% in spring 2011, and finally in January 2012 around 40% in total (Source: Taloustutkimus).

Knowledge about Turku 2011 Capital of Culture 2009–2012

Finnish 15–79 year-olds

“Turku is/was the European Capital of Culture in 2011. Which of the following best describes your knowledge of Turku 2011 Capital of Culture?”



National survey by Taloustutkimus, January 2012

The most important sources of information about the Capital of Culture year were, in order: newspapers and other print media, television, Internet, radio and experiences heard from friends. The significance of the Internet and direct feedback heard from friends kept increasing during the years 2010–2011, but print media remained the most important source of information about the Capital of Culture throughout the 2008–2012 process. At the beginning of 2012, 91% of all Finns had received information about the Turku 2011 Capital of Culture year through media.

Media agency PMI studied media advertising during summer 2010 and in February 2011. Based on the studies on advertising, Turku as a Capital of Culture was seen as diverse and rich in events. The humorous and simultaneously informative advertisements were liked. 65% of women liked the Capital of Culture advertisements. The national survey by Taloustutkimus in autumn 2010 gave similar results. Finns were particularly fond of the play on words in advertising, colourfulness and positivity.

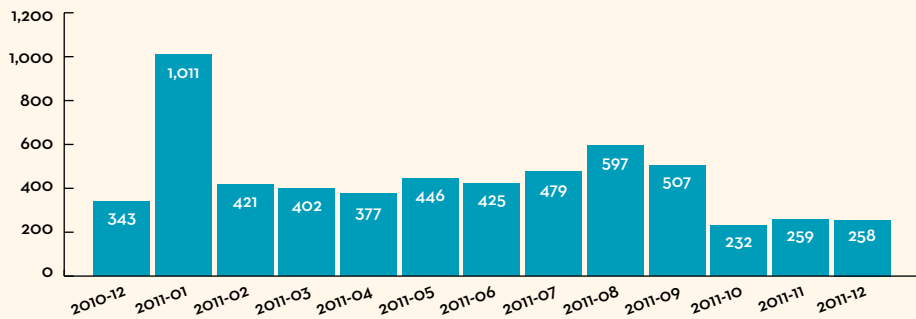
Marketing and communication tools

- www.turku2011.fi website: 653,353 visitors (1,790 daily) 1st January–31st December 2011
- Facebook/Turku 2011: 19,500 followers, 25 million viewings
- Twitter/Turku 2011: 1 300 followers
- YouTube/Live2011.com channel: 195,000 viewings
- Mobile services: 150,000 downloads
- Culture Buddy newsletter: 11,000 recipients
- Turku 2011 newsletter: 1,350 organisations as recipients
- 2011 Paper: 5 issues, total number of copies printed 4.5 million
- Z card: total number of copies printed 85,000
- Programme calendar: 5 issues, total number of copies printed 167,000

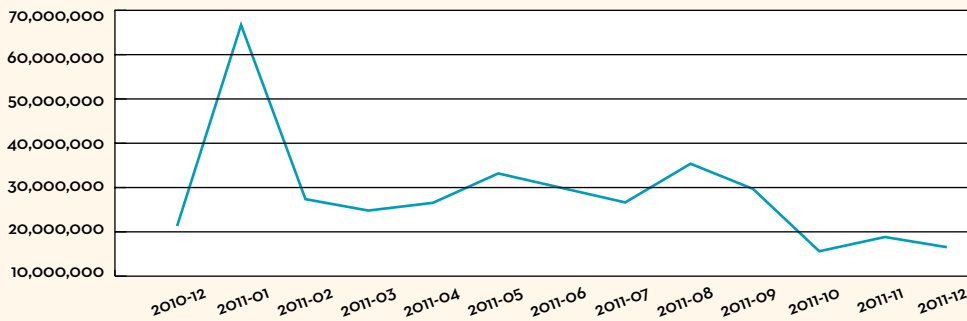
Media work in numbers 2008–2012

(Source: Media and Web monitoring company M-Brain Media follow-up):

- Market value of media visibility in total €57.5 million by the end of January 2012
- Domestic media visibility: €37.2 million
- International media visibility: €20.3 million
- Reporter visitors: 700 of which 500 from abroad



Number of hits, entire media field



Circulation of hits, printed media

8. Economy

Budget model

The revenue and expenditure of the Capital of Culture year were only partly channelled through the book-keeping of the Turku 2011 Foundation. The main responsible parties implementing the projects of the cultural programme received on average 59% of the funding of their project from outside the Foundation. This included proceeds from ticket sales, public grants, grants from private foundations and funds, project specific sponsor income and funding from the responsible party itself.

The financial volume of the Foundation was €38.49 million in 2008–2012. The programme projects were funded with funds other than the Foundation's support by €17.02 million. The total financial volume of the Capital of Culture activity in 2008–2012 is €55.51 million.

In the bid phase, the total financial objective of the Capital of Culture year was proposed to be €55 million. The project was realised compliant to the set objective.

Tripartite funding

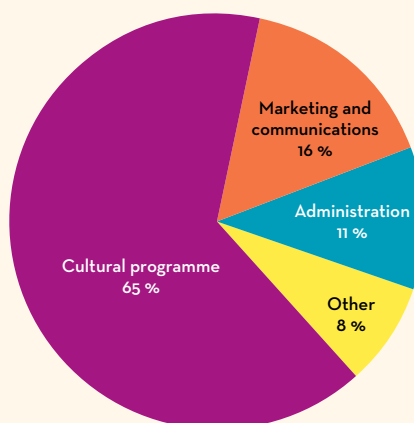
The City of Turku granted the Foundation with budget decisions an annual subsidy of €17.2 million in 2008–2011. In addition, the city funded the programme projects it administered and to a smaller extent the projects of some other actors, as well.

Capital of Culture project funding in all in 2008-2012	Target	Actual figures
City of Turku	18,000,000	17,806,410
Region and co-operation cities / other public funding	2,000,000	4,619,228
State	18,000,000	17,314,515
Corporate co-operation	6,000,000	3,034,908
Participation fees, ticket sales, sales etc.	4,000,000	4,384,208
Other funding	7,000,000	4,717,005
In-kind		3,633,593
Total	€55,000,000	€55,509,867

Aggregate volume of the Capital of Culture activity in 2008–2012

Turku 2011 Foundation and programme projects, volume about €55.5 million

Distribution of the aggregate volume of the Capital of Culture 2008–2012



The participation of the Finnish government in the implementation of the Capital of Culture year was confirmed with the principle decision of the government on 7th February 2008. In the decision the government committed to grant as direct support to the project no more than €18 million, provided that the City of Turku commits to a share equal to the €18 million. The share of the Ministry of Education and Culture of the government funding for 2008–2011 was decided to be in all €10 million, to be marked in the budget of the ministry. €8 million remained as the share of other ministries.

The direct government support was realised in annual budget decisions as planned regarding the Ministry of Education and Culture. Already in an early phase it became clear that the share of the other ministries would only be realised to a small degree, because funds, other than those statutorily tied, were scarce. In addition, the fast weakening of the Finnish economy starting in summer 2008 made the situation more difficult. In this situation the government decided to propose to the parliament in the last amending budget of 2010 that €6.5 million more would be granted to the Turku Capital of Culture in the 2011 budget through the Ministry of Education and Culture. Other funding was granted, e.g. through the Ministry of Employment and the Economy and through the Ministry of Education and Culture to some projects, to the research activity of the Turku 2011 Foundation and to support services.

In the table “Aggregate volume of the Capital of Culture activity in 2008–2012”, the point in the table “Region and co-operation cities / other public funding” contains both the Melina Mercouri award for well done preparation of the year (€1.5 million), and the funding of some projects partially funded by the EU (in particular, the project Cultural Tourism -Interreg IV A). Other funding included in this point consists of the funding shares of Southwest Finland municipalities for the Turku 2011 programme projects and of the subsidies from the Regional Council of Southwest Finland. Two neighbouring cities of Turku, Naantali and Raisio, participated directly in supporting the Foundation by one euro per resident in 2010–2011, in addition to the funding of their own Turku 2011 programme projects.

The third arm of financial support was from the private sector and income from the operation of projects and events, in particular, proceeds from corporate co-operation, ticket sales and rents.

Funding channelled through the Turku 2011 Foundation

Turku 2011 Foundation’s budget for 2008–2012 assumed that the result of the years 2008, 2009 and 2010 would be positive. This enabled, among others, ensuring subsidies for the projects when making decision. Correspondingly, the years 2011 and 2012 were planned as negative, and the deficit would be covered with the surplus of the previous years.

Annual accounts 2008–2011 of the Turku 2011 Foundation (in € millions)						
	2008	2009	2010	2011	2012 (forecast)	Total
Cultural programme		0.573	4.695	11.850	4.005	21.124
Research and development			0.345	0.516	0.138	0.999
Production support service			0,149	0,146	0,036	0,330
Communications		0.384	2.652	3.132	0.990	7.159
Administration (incl. other expenses)	1.170	1.724	2.286	2.785	0.900	8.865
Total expenditure	1.170	2.682	10.128	18.429	6.069	38.490
City of Turku	1.550	3.660	6.0	6.0	0	17.210
Government	1.0	3.0	4.149	7.615	1.129	16.892
Other funding	0.036	0.126	2.415	1.808	0	4.385
Total revenue	2.586	6.786	12.564	15.424	1.129	38.490
Result of the financial period	1.416	4.104	2.435	-3.005	-4.950	

Corporate co-operation

The Turku 2011 Foundation and Infront Finland Oy signed a contract in 2008 about implementing corporate co-operation. The Capital of Culture made corporate co-operation contracts with 18 parties. Main co-operative partners were Finnair Oyj, Hartwall Oy Ab and MTV Oy. Other partners were Clear Channel Oy Ab, Eastway Oy, Hartela Oy, Itella Oyj Ab, Kanresta Oy, Lippupiste Oy Ab, Mandatum Life Insurance Company Ltd, Muuttopalvelu Niemi Oy Ab, Puustelli Group Oy, RTK-Palvelu Oy, Suomen Lehtiyhtymä Oy, Turun Osuuskauppa/S-ryhmä, Tallink Silja Oy Ab, Turku Energia Oy Ab, TS-Yhtymä Oy, and Turun Sanomat. Licence product sales were managed by MoreOn Oy.

The value of the corporate co-operation contracts made by the Turku 2011 Foundation consisted of money (€1.184 million) and of goods and services needed by the Foundation and the projects, €1.090 million. In addition, the main responsible parties of the projects made corporate co-operation contracts, the value of which was in total €0.760 million.

9. Results and research data

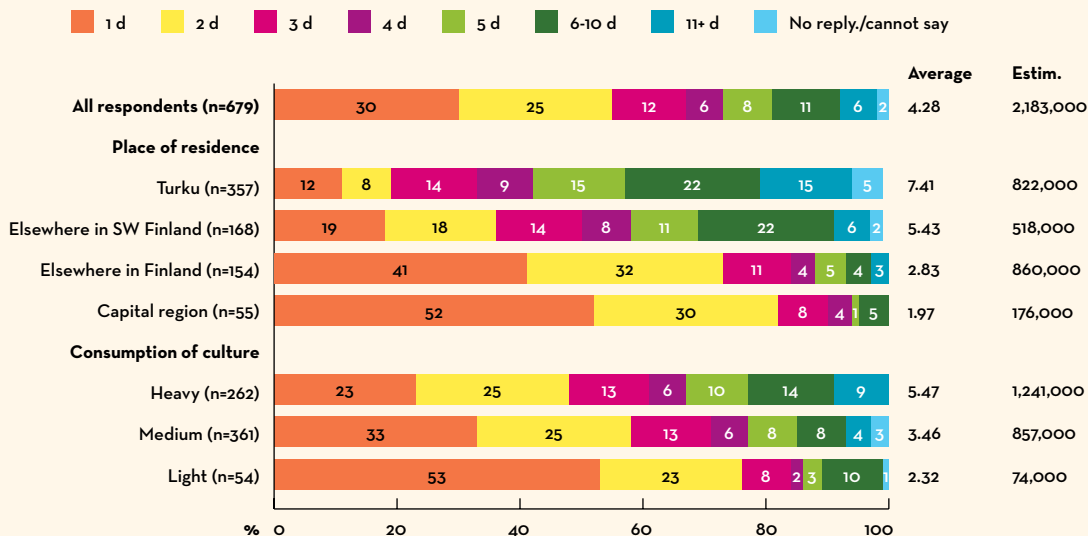
The research data of Turku 2011 is collected from several different sources, the most important of which are the national resident surveys in 2009–2012 made by Taloustutkimus Oy commissioned by the Turku 2011 Foundation, the final report materials 2011–2012 of the Turku 2011 programme projects, the reports made by the Turku School of Economics on the regional economic impacts 2009 and 2012 and the data collected by the Turku 2011 evaluation programme and research projects in 2010–2012. The resident surveys made by Taloustutkimus Oy as online panel surveys clarified the expectations, images and experiences of 15–79 year-old Finns on the Capital of Culture. About 2,500 respondents participated in each survey.

The total number of Turku 2011 programme visits was about 2.2 million, which exceeded the 2 million visit objective of the Turku 2011 Foundation. According to the national resident surveys of Taloustutkimus Oy, there was over half a million domestic visitors aged 15–79. A typical domestic visitor of the Capital of Culture participated in four events of the Turku 2011 programme during 2011. The Capital of Culture year also attracted tens of thousands of foreign visitors.

Participation in the Turku 2011 events: on participation days

Finnish 15–79 year-olds, participated in events

“How many days do you estimate you participated in the Capital of Culture year events, happenings, or visited the Turku 2011 culture destinations?”

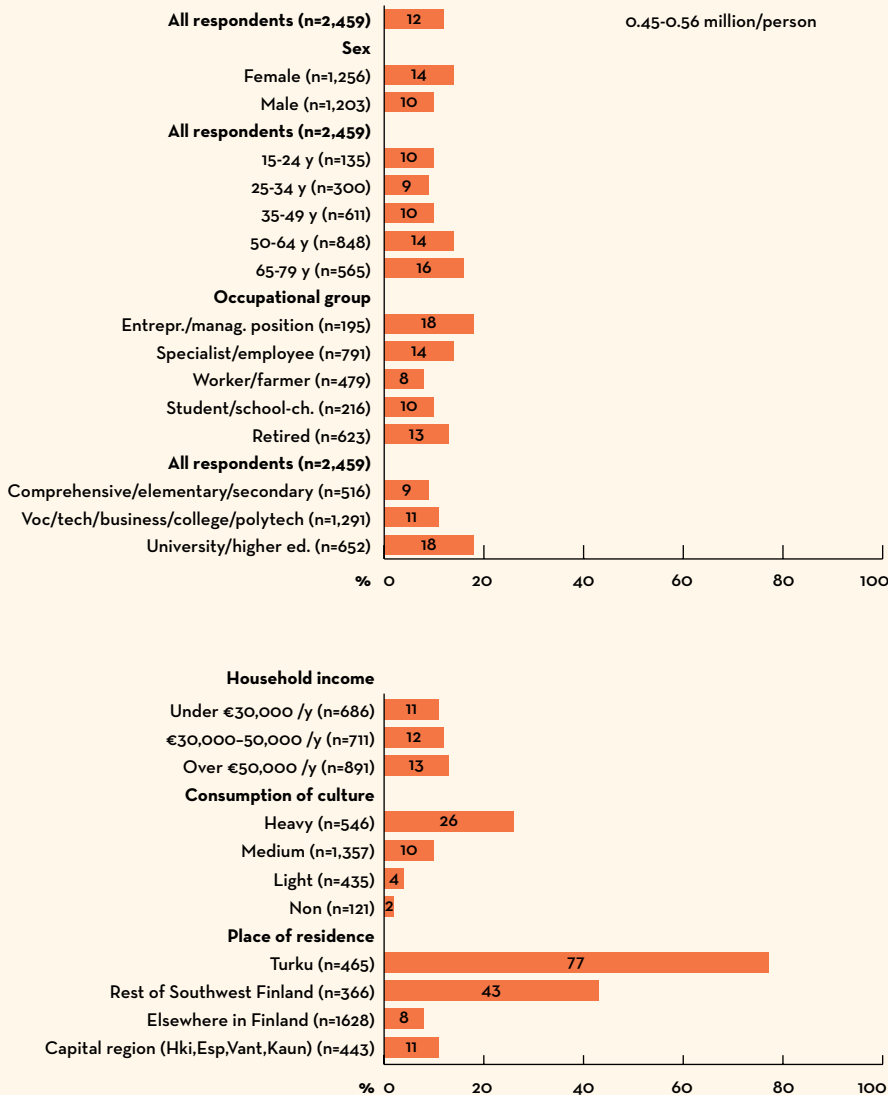


National survey by
Taloustutkimus, January 2012

Turku 2011 Capital of Culture year: realised participation

Finnish 15-79 year-olds

“Did you participate in the events or happenings of the Turku Capital of Culture year or did you visit in other Turku 2011 culture destinations during 2011?”



In all 77% of all Turku residents, 43% of other Southwest Finland residents and 8% of other Finns participated in the Capital of Culture year events at least once. A typical Turku resident participated in the Capital of Culture year events seven times. Visitors from elsewhere in Southwest Finland participated five times on average, and those from elsewhere in Finland twice on average.

In addition to a regional emphasis, the culture consumption habits of Finns affected the participation. In total close to a quarter of a million major consumers of culture from everywhere in Finland participated in at least one Capital of Culture year event and over all, the major consumers of culture participated over a million times in the Turku 2011 year events.

The survey material of Taloustutkimus Oy shows that the Turku Capital of Culture year encouraged the visitors to participate in more and more events. Many of the 80,000 domestic and foreign participants of the Capital of Culture year opening on 14th-15th January 2011 participated in events several times later during 2011.

The audiences of the Capital of Culture year were diverse. The visitors represented and even spread of different age and income groups. A typical Capital of Culture visitor was a well-educated, over 50 year old woman from Turku, who already consumed a lot of culture.

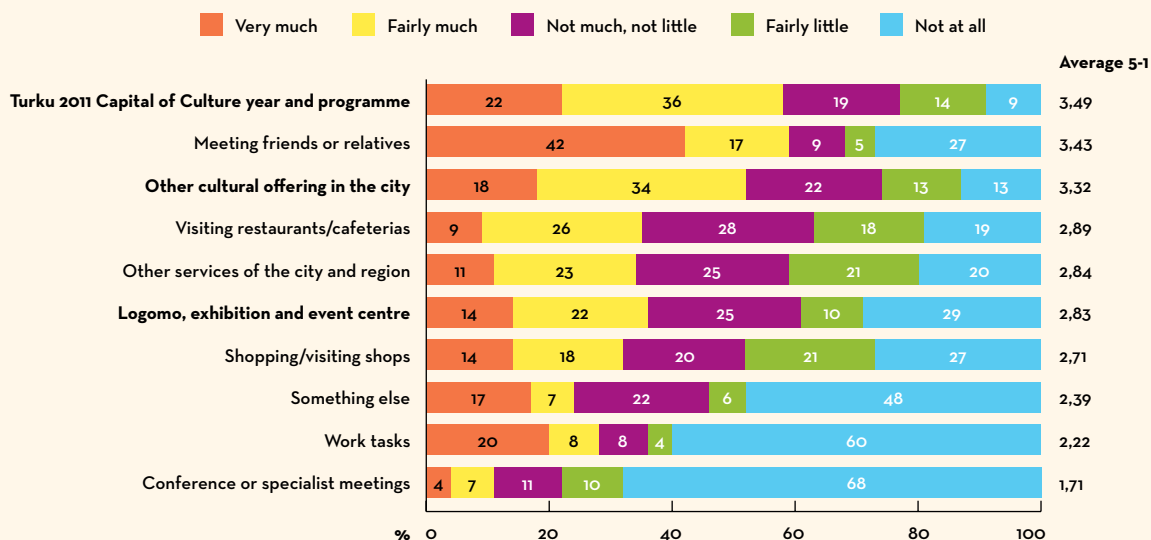
The Capital of Culture year and Logomo as tourism attractions

The Capital of Culture year programme and Logomo were important motivation factors for travel to Turku in 2011. About 60% of the travellers from outside Turku who participated in the Capital of Culture year came to Turku specifically because of the Capital of Culture year. Of all domestic travel to Turku in 2011, about 25% was motivated by the Capital of Culture year. This means that the Capital of Culture year also partly encouraged those Finns who did not participate in any 2011 event to travel to Turku in 2011.

Factors affecting visiting Turku

Finnish 15-79 year-olds, do not live in Turku, visited Turku during 2011, participated in events, n=321, N=397,000

“To what extent did the following affect your visit or visits in Turku during 2011?”



National survey by Taloustutkimus, January 2012

The Turku Capital of Culture year promoted the city to the second most active congress city. In 2010, Turku occupied only the fifth place as a domestic congress city. The congress activity in Turku almost doubled and the number of participants almost tripled in 2011 compared to the previous year. In total 68 congresses were organised in Turku in 2011 and 8,600 people participated in them. In 2010, 35 congresses were organised in Turku and the number of participants was 3,050 people. In 2011 each foreign congress guest stayed in

Finland for five days on average and spent over 200 euros on each day in the country. (Source: Finland Convention Bureau/ Taloustutkimus Oy)

The Capitals of Culture preceding Turku have reported an increase of 12% on average in tourism during the Capital of Culture year. In Turku's Capital of Culture bid the growth target of the "Turku is on fire" tourism was set to 15%. The number of hotel nights spent in Turku increased by 6.2% during the Capital

of Culture year and in Southwest Finland by 7.0%. At the same time, the number of hotel nights was lowered by the employment situation at the Turku shipyard, for instance. Therefore, it is difficult to estimate the direct increase in tourism during the Capital of Culture year based on the number of hotel nights alone.

National surveys implemented by Taloustutkimus Oy were used to clarify the overnight stays of domestic Turku 2011 visitors. According to the surveys, only slightly over half of the Turku 2011 visitors stayed overnight in Turku. About 45% of the domestic visitors from outside Turku were so called day-time visitors. Of those who stayed overnight in Turku almost half stayed at their friends' or acquaintances' place without charge. Only 27% reported to have stayed at a hotel.

Together with Turku Touring, the BID Innovations and corporate development unit of the Turku School of Economics has developed a metre which is used to estimate the annual tourism volume and income in Turku. According to the study method, altogether

2,590,000 travel days were spent in Turku during 2010, and in 2011 altogether 3,005,000 travel days. The tourism in Turku increased in 2011 by 16% from the previous year. According to the same study method, the tourism income increased by about 33% from 2010. (Source: Turku Touring)

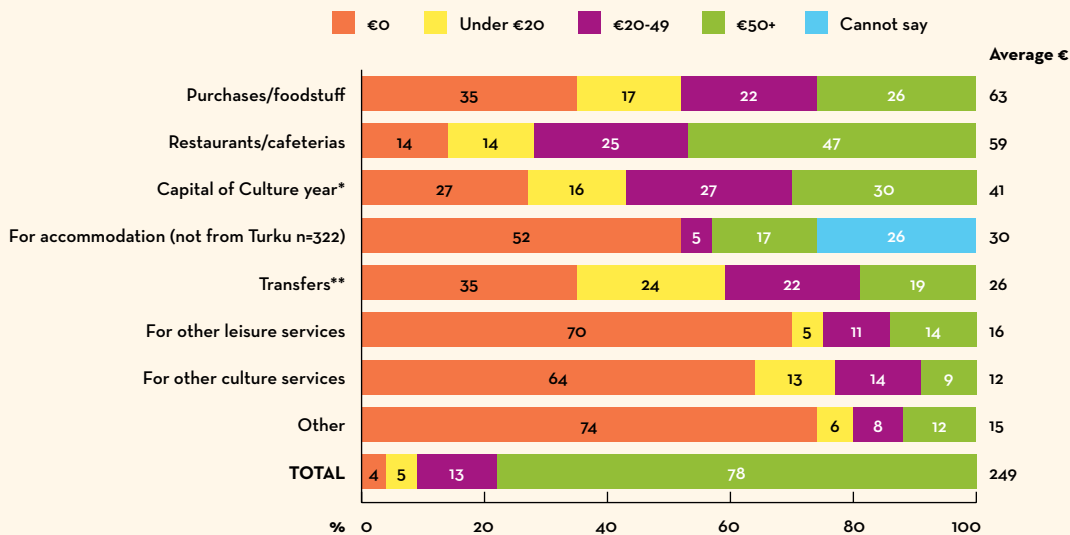
Regional economic and employment impact of the Capital of Culture year

As part of the Turku 2011 process, it was studied more extensively than in the previous Capitals of Culture how the public participating in the culture year spent money during a typical day of participation. On an average participation day, in all €249 was spent. €41 was spent on the tickets of Turku 2011 events, associated merchandise and other services. From about 590,000 participation days in total during 2011, no money was spent on the Capital of Culture year's own services.

Use of money when participating in the Turku 2011 events

Finnish 15-79 year-olds, participated in events, n=679

“How much money do you estimate you spent in euros on one average participation day in connection with a Turku 2011 event or happening? Estimate only your personal expenditure, even if you were there with a group.”



*) Entrance tickets, participation fees, associated merchandise
 **) Fuel, taxis, public transportation

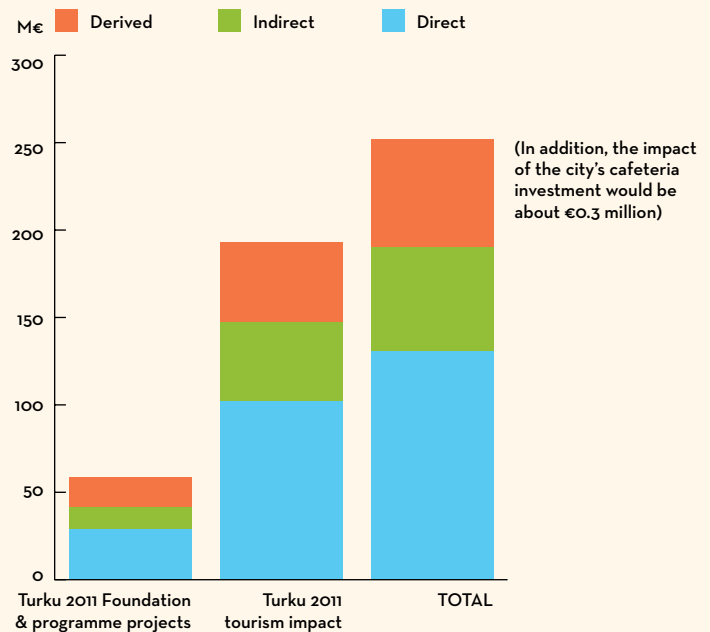
National survey by Taloustutkimus, January 2012

Capital of Culture tourism brought Turku and the entire Southwest Finland a sizeable addition to production and tourism. In the autumn of 2009, the Institute for Competition Policy of the Turku School of Economics made a preliminary estimate of what the regional economic impact the Capital of Culture year could create, when successful. The preliminary estimate was based on the preliminary data of the national survey by Taloustutkimus Oy about the intention of Finns to participate and on the data in the previous European Capitals of Culture about how the Capital of Culture visitors had spent money for the programme services of the culture year, and to other services by the city. According to the preliminary estimate of the School of Economics, the regional economic impact of the Capital of Culture on Southwest Finland could have been about €200 million, of which about €160 million would have been targeted at the Turku region. The increase in man-years was estimated to be 2,300 for the whole province, of which the addition of 1,800 man-years was estimated to be targeted at Turku and the neighbouring areas.

The CCR research service unit of the Turku School of Economics clarified the direct, derived and indirect impacts of the Capital of Culture year on the Southwest Finland regional economy. The CCR unit used the data about the realised finances of the Turku 2011 Foundation and Turku 2011 programme projects as material for the input/output analysis, as well as the data clarified by Taloustutkimus Oy about how the Finns who travelled to Turku specifically because of the Capital of Culture year and participated in the Capital of Culture events, spent their money during the visiting day.

According to the CCR unit, the Turku Capital of Culture year brought to Southwest Finland the production impact of €260 million in all, of which about €200 million was a result of the increased Capital of Culture tourism and €60 million the result of the realised activity of the Turku 2011 Foundation and the programme projects. Approximately 80%,

An estimate of total production impacts of the Capital of Culture year in Southwest Finland



The report of the CCR unit of the Turku School of Economics on the Turku 2011 year financial impacts 2012

that is, €200 million production impacts remained in the Turku region, according to the study.

The impact of the Capital of Culture on employment in Southwest Finland was, according to the study, 3,300 man-years, whereas the preliminary estimate in 2009 of the impact was 2,300 extra man-years. The combined share of the Turku 2011 Foundation and Turku 2011 programme projects of the increase of 3,300 man-years in total was less than 930 man-years.

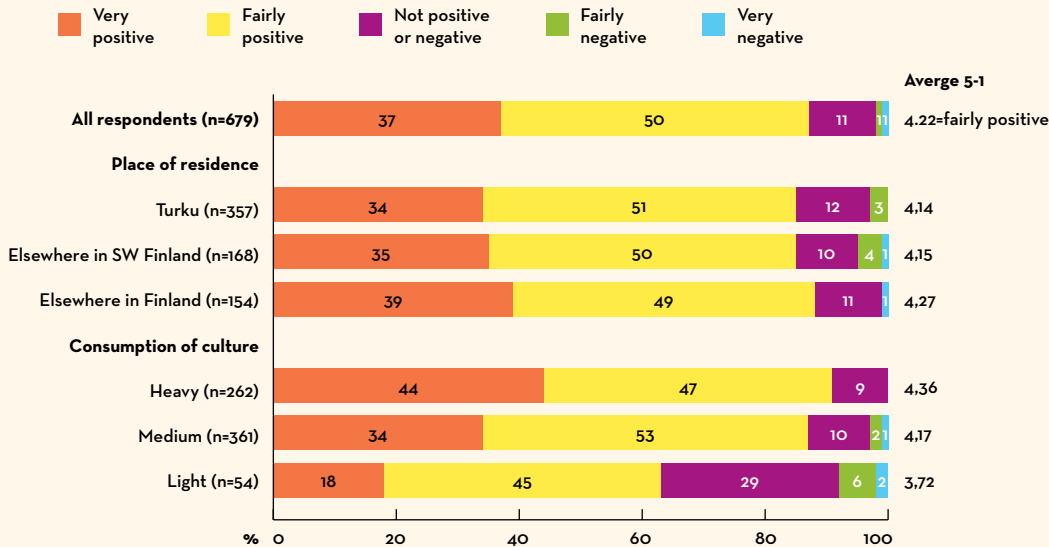
Capital of Culture year regarded as successful

The series of national surveys by Taloustutkimus Oy clarified the expectations (2009-2010) and experiences (2011-2012) of Finns about the

Experiences about the Turku 2011 events

Finnish 15-79 year-olds, participated in events during 2011

“How would you characterise your experiences of the Capital of Culture year events, happenings and those Turku 2011 cultural destinations you visited? Were your experiences in general...”



National survey by Taloustutkimus, January 2012

cultural offering of the Capital of Culture year. In surveys preceding the Capital of Culture year Finns said that they especially expected from the Capital of Culture Year programme in the cosy urban environment of Turku, the performances of top international names and exhibitions, major events and diversity. The surveys made as a conclusion of the Capital of Culture year showed that the Finnish 2011 visitors had generally been happy with what they had experienced and regarded the programme of the Capital of Culture year as successful.

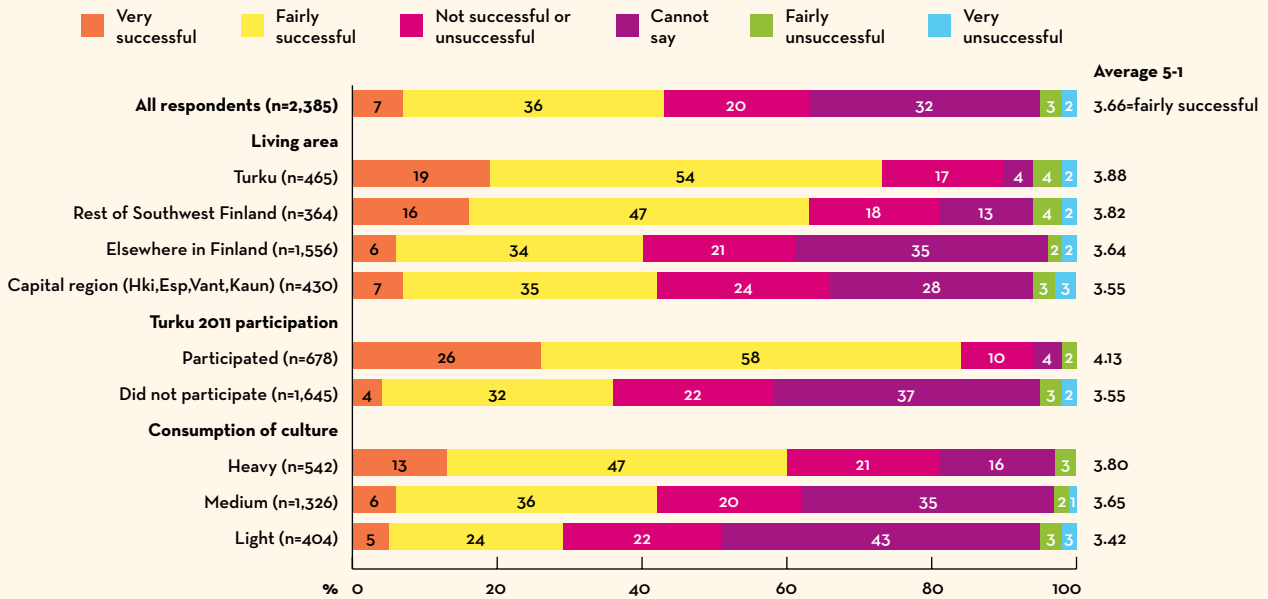
The Finnish visitors found the opening, exhibitions and performances at Logomo, Cirque Dracula, Colourscape, Carl Larsson exhibition, Karita Mattila's concerts, and the Eerik XIV

opera to be the most successful of the programme contents of the culture year. Programme offering organised in the public spaces of the city, open and free for all, like the environmental art project Flux Aura, gathered a lot of praise, especially from the Turku residents.

About 85% of the Finns who participated in the Capital of Culture year events regarded the Turku 2011 year as successful. Of all Finns, 43% regarded the Capital of Culture year as successful, and 5% as unsuccessful. As a rule, Finns who were accustomed to consuming culture regarded the Turku 2011 year as more successful than those Finns who consume culture only a little.

View about the success of the Turku 2011 Capital of Culture year Finnish 15-79 year-olds, heard/read about Capital of Culture

“Turku as the 2011 Capital of Culture...”



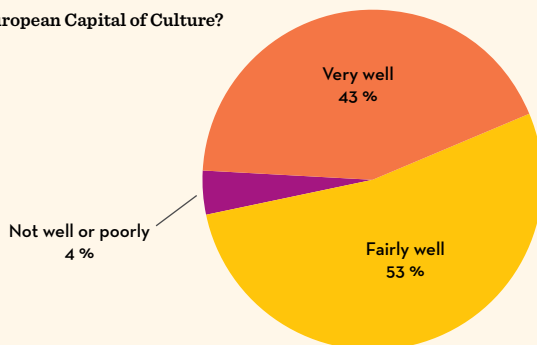
National survey by Taloustutkimus, January 2012

Altogether over 23,000 people participated in the implementation of the projects. Hundreds of artists, producers, developers and researchers from Southwest Finland, from elsewhere in Finland and from abroad were involved. In addition, there were thousands of volunteers who participated

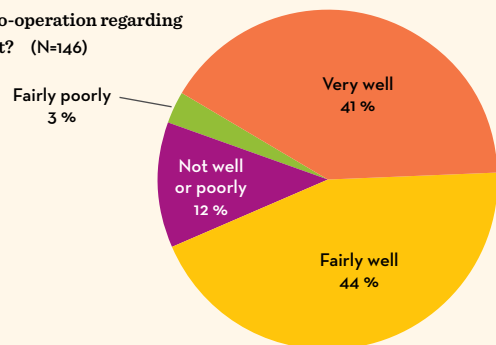
in the implementation of the projects in different ways. The implementers of the Turku 2011 programme also found the Capital of Culture year and the project they had been implementing to be quite successful. (Source: Final reporting of Turku 2011 projects)

How well did the Turku 2011 Foundation succeed in its work... Source: Final reporting of Turku 2011 projects

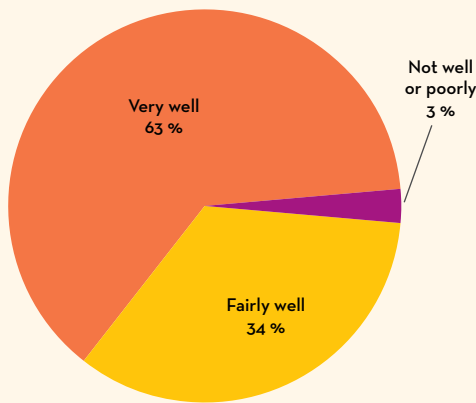
As a European Capital of Culture?
(N=146)



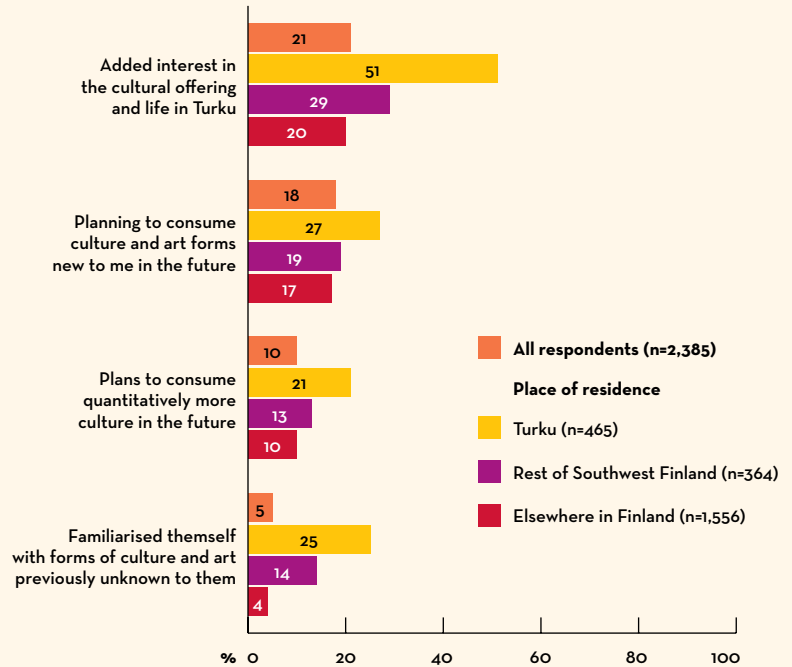
In project co-operation regarding your project? (N=146)



How did the project manage to reach its most important objectives? (N=146)



Impact of Turku 2011 on my own consumption of culture, January 2012 Finnish 15-79 year-olds, heard/read about Capital of Culture



The projects were also mainly satisfied with their number of visitors and participants and with the media visibility they received. In all, 35% of the projects stated that their visitor target had exceeded, 21% stated that there were less visitors than expected. Altogether over 70% of the projects stated in their final report that they had been happy with the support they had received from the Foundation regarding marketing and communications.

Long-term impacts: audience and doers

The Capital of Culture year increased the consumption of culture in Turku and Southwest Finland. According to the background questions in the Taloustutkimus Oy study in autumn 2009, 23% of Turku residents and 11% of other Southwest Finland residents were large-scale consumers of culture. According to the January 2012 study, the corresponding figures were 30% for Turku residents and 17%

for the rest of Southwest Finland. In all 43% of Turku people and 22% of other Southwest Finland residents said that they had visited more cultural events during 2011 than usually. The corresponding number for all Finns was 6%. In addition, 25% of Turku people and 14% of other Southwest Finland residents told they had familiarised themselves with the earlier unknown art and culture formats. The corresponding number for all Finns was 5%.

In total 21% of all Turku residents and 10% of all Finns said that they intend to consume more culture in the future than before the Capital of Culture year. The corresponding figure of all Finns who participated in the Capital of Culture year events was still higher, 26%. Furthermore, 38% of the domestic audience of the culture year said that in the future they plan to learn about art and culture forms new to them. For Finns who did not participate in the Culture Year, the corresponding figure was only 14%.

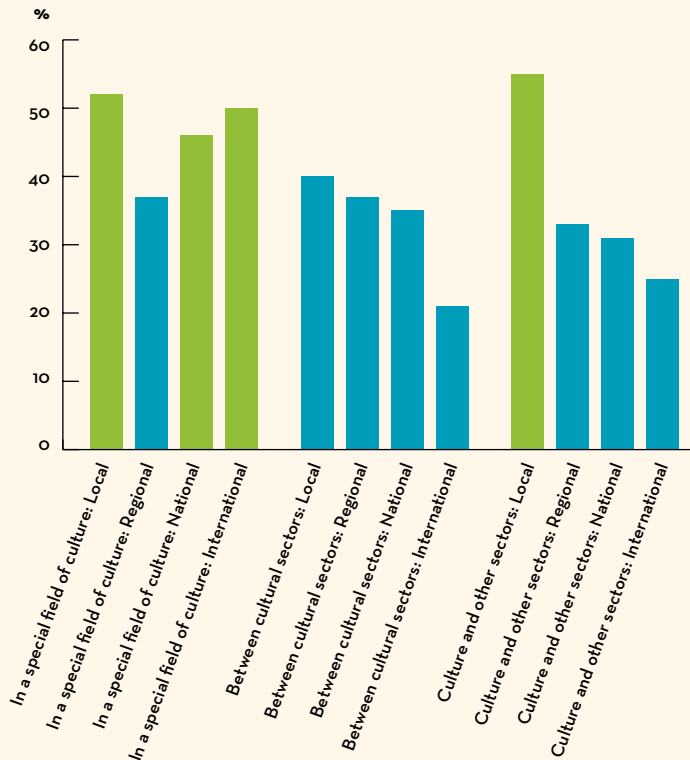
The productions of the Capital of Culture programme made a lot of new contacts and networks in connection with their operation. In all, 96% of a total of 167 programme projects said they had received new co-operative contacts. Over 90% of projects that obtained new networks and contacts said in connection with the final reporting that they planned to continue co-operating with their new parties in the future.

New networks were created in a diversity of ways. The programme productions received most of their local, international and national contacts in their own area of cultural expertise. On the other hand, the projects also received, in particular, new local contacts in areas other than the cultural sphere. Even beginning with the 2008 open project search the projects were encouraged to be multidisciplinary and process culture widely.

Source: Final reporting of Turku 2011 projects

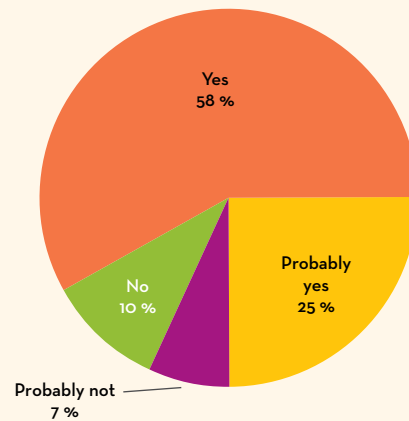
What were the new networks like?

(N=146 projects)



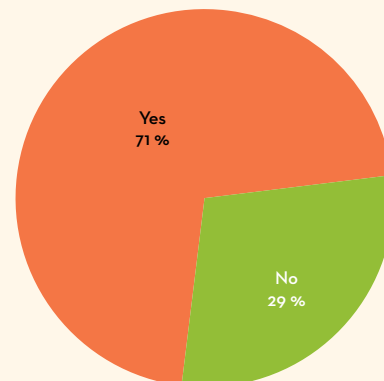
Will the operation of the project continue after the contract ends?

(N=146 projects)

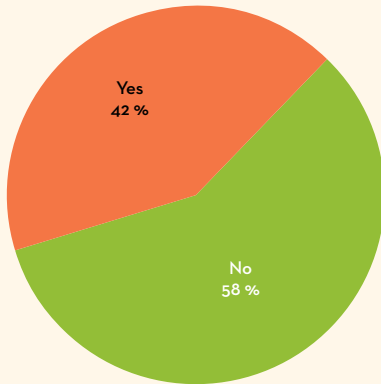


Did new operational models or permanent/repeating activities arise during the project?

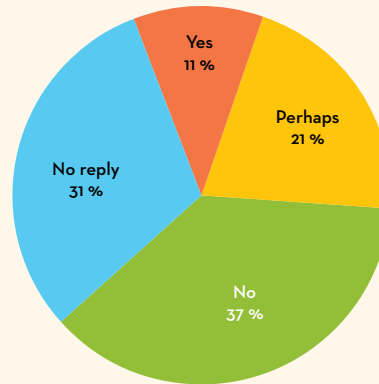
(N=146 projects)



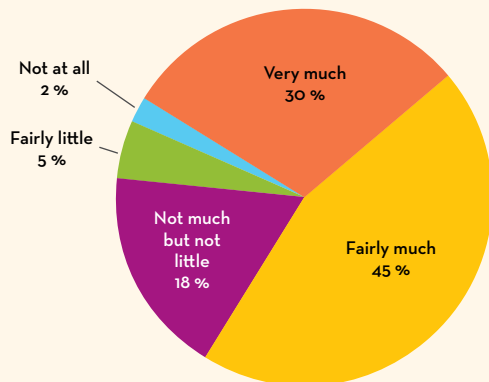
Did your project include any activity which in your opinion could be productised into a business activity? (N=146 projects)



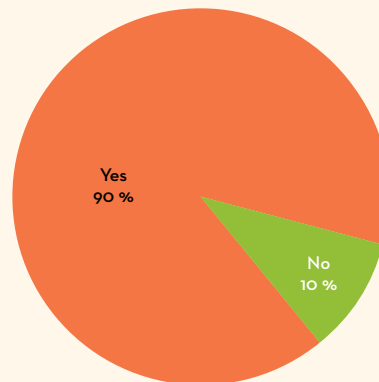
Do you wish or plan to productise any activity from within your project? (N=146 projects)



Did acting as a Turku 2011 project strengthen your operational preconditions in the field of art and culture? (N=146 projects)



Did you acquire any new knowledge or skills during your Turku 2011 project that will also be useful in the future? (N=146 projects)



According to the self-evaluation of the project actors, the implementation of a Capital of Culture project strengthened their readiness to act in the field of art and culture in the future. Almost 90% of the projects estimated that along with their Capital of Culture project activity they also acquired knowledge and skills useful in the future. Over half of the programme projects stated that their project activity will certainly continue after the Capital of Culture year and in all, 83% regarded continuation as probable. Over 40% of the 167 projects also estimated that the implemented project activity or at least part of it could be productised into a business operation.

Turku European city of culture

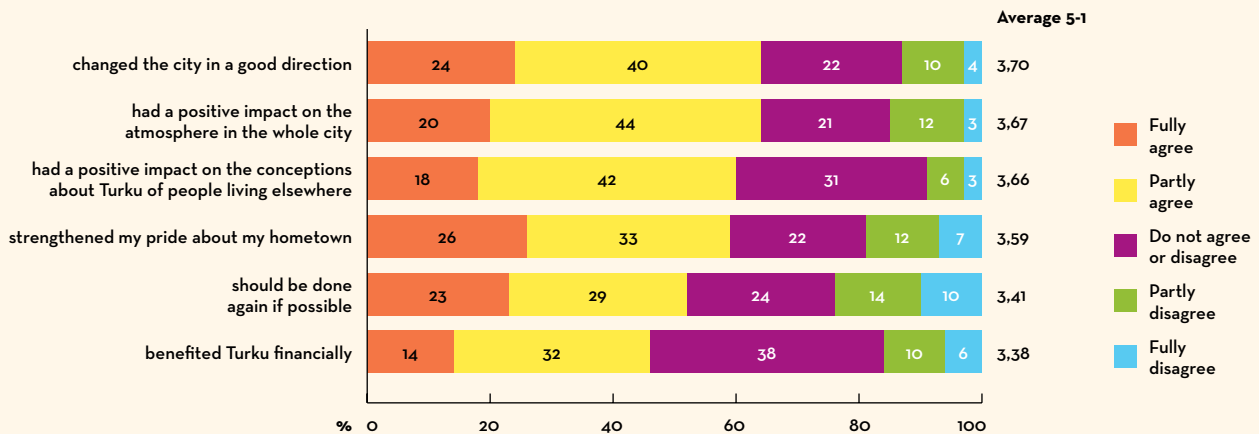
The Turku Capital of Culture process generated a positive impetus in the image of Turku as a cultural and event city. Over half of Turku residents and a fifth of all Finns stated that Turku's year as the European Capital of Culture increased their interest in following up the cultural life and offering of Turku in

the future, as well. The Turku Capital of Culture year further strengthened Turku's image as a European city of culture. In the surveys of autumn 2010 Turku residents had more critical attitudes toward the impacts of the Capital of Culture year than other Finns, but at the beginning of January 2012 Turku residents felt that the year had affected the city in a diversely positive way.

Turku residents' thoughts on the impact of the Turku 2011 year

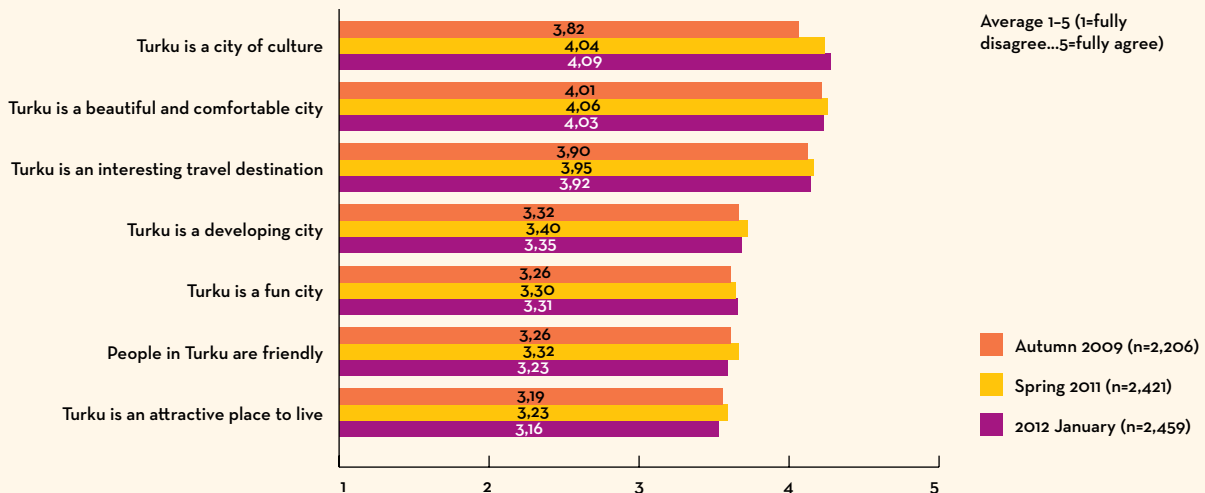
Turku-based 15-79 year-olds, heard/read about Capital of Culture, n=465

"Turku as the 2011 Capital of Culture..."



Images of Turku with the help of statements in autumn 2009–January 2012

Finnish 15-79 year-olds



National survey by Taloustutkimus, January 2012

10. Continuation of the Culture year

Turku 2011 continuation work group

At the beginning of 2011, planning started in Turku on how the continuity of the Capital of Culture could be secured. The discussions started in March by the Turku 2011 Foundation and the City of Turku led to establishing the Turku 2011 Working group for continuation by the Foundation board at the beginning of May 2011. Risto Ruohonen, Director-General of the Finnish National Gallery, was invited as the Chairperson of the group, and Katja Lindroos from Idealist Group Oy as a facilitator. 24 representatives of culture, science, business and administration acted as members of the group.

The Working group for continuation aimed at working openly and listening to stake holders. The group established three expert groups for themes compliant with the main objectives of the Capital of Culture year: well-being, creative industries and internationality. The members of the expert groups were partly the same people who earlier participated in the specialist work of Turku 2011 Foundation in the groups established by the Foundation board.

The Turku 2011 Working group for continuation, during May–November 2011, organised open hearing events, directed specialist discussions, as well as an online discussion. The views of the inhabitants of Southwest Finland about the continuation of the Capital of Culture year were also surveyed by Taloustutkimus Oy. Facilitation was also organised for the Turku 2011 programme projects to participate in the discussion. In addition, a group of some thirty representatives of cultural institutions and artists' associations convened four times during autumn 2011 to ideate a collection of operational proposals to support the work of the Turku 2011 Working group for continuation.

Director-General Ruohonen presented an intermediate report to the Foundation board about the operation in autumn 2011. The final report of the group was handed over to the chairperson of the board of the Foundation and the Mayor of the city on 19th December 2011. The proposals of the three expert groups and the group of representatives of cultural institutions and artists' associations, were published as an attachment to the report.

The Turku 2011 Working group for continuation stated in its report, that the Capital of Culture year had been a success. The group visualised the continuation activity into three themes, into which the most important positive impacts of the Capital of Culture year could be summarised: art and city space, business life and creative industries, and well-being and participation. The year strengthened the operational opportunities and visibility of the actors of art and culture in a versatile manner that also crossed the branch limits. City residents participated actively in the events of the year, and involvement in culture influenced the experience on well-being and vitality of neighbourhoods positively. The events of the year impacted economic activity and competitiveness positively, especially in cultural and tourism sectors.

Regarding the mandate of the continuation of the Capital of Culture activity, the group proposed that encouraged by the positive experiences of the year, the City of Turku should make a decision with which the domain of culture would be taken as a strategic focus point when making future decisions. The city should develop its organisation in a way that would support the ability and possibilities of the city management to carry the responsibility for the future of the domain of culture. It was seen that the continuation and programmatic development of the cross-administrative work, which had strengthened during the Capital of Culture, year should be of central importance. The Working group for continuation stated that at least during the transition phase of the Capital of Culture mandate it would be justified to indentify in Turku an actor, who would have the resources and ability to support and coordinate cultural event production, and that the City of Turku should together with the Turku 2011 Foundation take initiative in this matter.

Continuation of the operation in short and long term

After the completion of the Working group for continuation report, in 2012 the Turku 2011 Foundation has acted to guarantee the continuation of the year 2011. The decisions of the Foundation have been based on the following principles:

1. Granting additional funding to the projects of the Turku 2011 programme

Additional funding have been granted to ensure successful com-

pletion of projects, or for presenting project results as a final publication. For example, a catalogue will be published on the sculpture project Wäinö! A process publication will be produced of the 2000 & 11 Self-portraits fine art project, an international article collection of the Contemporary Art Archipelago, and together with the City of Turku, a DVD will be produced of the opera Eerik XIV.

2. Granting a subsidy to a party that implements an event or activity in 2012 that directly continues a successful Capital of Culture year project

For example, the Alice in Wonderland exhibition was on display in Cádiz, Spain, Flame Jazz ry continues the 2011 concert activity of the Finnish Jazz Federation, Kaupunginosaviikkojen tukiry association organises Neighbourhood weeks around the city, Village Visits have been implemented in the villages of Southwest Finland, the beloved eiders of Flux Aura returned to the River Aura, the popular Colourscape came back to Kupittaa Park in the summer 2012, the Eurocultured Festival was organised again, drafting culture plan for the elderly in round-the-clock care is continued and developed in the KUVA II project, the football exhibition Only a Game? was transformed and continued as More Than a Game, and the Aboagora bordering science and art was reorganised in 2012.

3. Granting support to a new event or activity, which represents interesting initiatives and themes important for the legacy of the Capital of Culture, as stated in the report of the Working group for continuation

An extensive Aura River Network association has been seen as such a project. The association compiled a programme of a hundred events from the summer 2012 culture activities of different producers.

All supported continuation projects also implement at least one of the three main themes highlighted by the Working group for continuation: art and cityscape, business and creative industries, and well-being and participation. The decisions of the Foundation take into consideration a high interest of the Turku 2011 programme projects in continuation activities and the ability the projects have stated they have to continue the activities after the year. 83% of the projects said in their final reports that the project activities would at least probably continue after the funding of the Turku 2011 Foundation ended. Somewhat over half of the projects regarded the continuation as a certainty. During the first half of 2012, the Foundation had made funding decisions in the cases of around sixty projects to be implemented in 2012–2013.

Capital of Culture year legacy

The European Capitals of Culture are essentially assessed based on the legacy the year leaves in the city and for Europe. In the conclusion of their report, the Working group for continuation led by Risto Ruohonen stated: “Positive experiences of the impacts of culture on well-being, and emphasising the quality of life of local people can be the angle which Turku can also offer for wider use in the future of the European Capital of Culture system and its operation.”

The post-marketing of the year is being done with a photograph book Flashback, a 1-hour DVD compilation of the year’s events and moods, and photograph exhibition Culture in Pictures. In addition to Turku, the exhibition was seen in the applicant cities Rovaniemi and Mänttä, Targoviste in Romania and in the Committee of the Regions premises in Brussels, as well as in Cádiz in connection with the Alice in Wonderland exhibition.





11. Capital of Culture year projects

The 167 projects of the Capital of Culture year programme organised in all over 8,000 happenings and events with the help of 23,000 people. Many projects were implemented in co-operation with several parties. The following list mentions for each project the responsible implementer, with whom the Foundation made a co-operation agreement.

The visitor data of the projects came from the responsible co-ordinators, leaders and producers of the projects. The visitor estimates of the largest public events come from the authorities. The visitor counts do not include people who visited the websites of the projects, viewers of televised events, viewings of art contents on the Internet, such as live streams and media art videos, or viewers of works of art brought into public premises.

Over 400,000 viewers followed the telecast of the Capital of Culture year opening. The YouTube Live2011.com channel and its media art videos had over 220,000 viewings.

As regards to exhibition projects and art projects for public premises, only the other happenings and events implemented by the projects are marked in the tables. During the Capital of Culture year, there were in all over 6,000 days when the exhibitions were open and works of arts were shown in public premises. The amount of viewers reached several millions.

The funding granted by the Turku 2011 Foundation to the projects was not always channelled to the main responsible implementer of a project. In some cases the Foundation was responsible for the production of a project and for part of the project expenses, and for some projects, support has been directed to some other community, as well. As a rule, the value of the voluntary work done in the projects has not been taken into account in the total costs of projects.

City events

Name	Short description	Main responsible party
876 Shades of Darkness	Focusing on the theme of darkness, consisting of nearly 20 different events including series of exhibitions, concerts, lectures, anthologies, urban artworks and performances in Turku and Salo	City of Turku Cultural Services Office
Art Bicycles and Bicycle Artists	Free bicycle tuning shops, which culminated in Art Bicycle events and an auction of art bicycles	Valonia - the Southwest Finland Service Centre for Sustainable Development and Energy
Artist as Neighbour	Community and environmental art project activated city residents and livened up the everyday living environment, especially in the neighbourhoods outside the centre area	City of Turku Cultural Services Office
Autumn Harvest	Producers of local and organic food presented themselves at the Turku Market Square	Event Company Rami Lehtinen Ky
Bridge Builders	An integrated art and culture project which produced a film festival for the disabled, the Integrated Dance and Theatre event, an open design competition, as well as the TaiKa festival	Kynnys ry (Threshold Association)
Central Park of Culture and Exercise	A project that combined exercise and culture contained monthly events, utility artworks, the plan for the Dream Park and 8 new cultural exercise routes	City of Turku Cultural Services Office and Centre of Sports Services
City Remembered	Recollection workshops with elderly Turku residents and pedestrian routes based on memories	Art association Olohuone
Encounters at the Library	The main library acted as a central location for free events, all inspired by the themes for the year	City of Turku Cultural Services Office, Turku City Library
Eurocultured	A street culture festival with workshops showcased diverse European street art from music to dance and from graffiti to action sports	Spearfish Ltd
Fantasy Armada	A work of art created by Artist Jan-Erik Andersson together with the students of the Swedish schools of Turku, which floated along the River Aura. Choreography by Dance Theatre ERI was performed on board	Supporters' association of Dance Theatre ERI
Islands' Triennial	A series of events and exhibitions implemented on the Turku islands in a community and resident oriented manner	Hirvensalo-seura Association

Date and time	Events	Number of visitors	Foundation support	Total budget (expenses)
10/2010 - 2/2011	265	130,167	226,731 €	727,512 €
5.3. - 3.4.2011 (workshops) and 27.4.2011 (event)	11	1,742	16,800 €	35,039 €
year 2011	54	4,424	70,500 €	123,458 €
10.9.2011	6	5,010	10,990 €	11,993 €
13.4. - 3.12.2011 (events)	52	1,780	55,758 €	161,243 €
project started in 2009	28	15,356	220,750 €	855,716 €
9.5. - 12.6.2011	13	2,450	7,471 €	21,354 €
20.1. - 14.12.2011	444	13,050	39,157 €	213,713 €
21. - 25.5.2011	67	15,545	281,389 €	305,897 €
15.7. - 30.8.2011	36	17,000	26,700 €	38,133 €
27.1. - 7.12.2011	48	12,000	15,000 €	70,746 €

Name	Short description	Main responsible party
Koroinen - the Birth-place of Turku	Local residents promoted the local history and the present day in the form of a play, village party and market	Halinen-Räntämäki Homestead Association
Local Food in Turku	Local food concept in eight Turku restaurants	UBC/Environment Secretariat
LogoMotion Turku 2011 Party	The opening party of the year at Logomo, with 10 bands and several visiting djs	Eastway Sound & Lightning Oy
Neighbourhood Weeks	A 14 theme week programme highlighting the special characteristics of Turku neighbourhoods, drawn from the ideas of local residents and implemented by their associations	Turku 2011 Foundation
New Potato Festival	The appreciation of early harvest potatoes was promoted with the Varvintori Market festival	Kaffeli Association
Night of the Ancient Bonfires	The campaign to protect the Baltic Sea where people and communities were challenged to lit ancient bonfires on the last Saturday of August, together with Tallinn and Riga	Turku 2011 Foundation
NYT2011 - contemporary art in Naantali and Raisio	A modern art exhibition in Naantali and Raisio to promote the mental and social well-being of residents	Towns of Naantali and Raisio
Pots, Sandals and a Tent	The three installations consist of objects and stories collected from refugee women from around the world	Shiffa Association
Rocking Chair Get-Together	Rocking chairs donated by companies and decorated by artists were collected on the banks of the River Aura for a day	Production Company Koti Coop.
Salo 2011	A programme entity of the City of Salo, which emphasised everyday culture, communal activity and being local	City of Salo
Simply Delicious à la Uusikaupunki	A food culture project which underlined locality, quality and cultural culinary traditions	City of Uusikaupunki

Date and time	Events	Number of visitors	Foundation support	Total budget (expenses)
5.12.2010 - 28.8.2011	21	6,263	20,000 €	76,458 €
2009 - 2011	118	584	0 €	50,000 €
15.1.2011	1	3,500	118,850 €	181,750 €
16.1. - 6.11.2011	288	33,118	169,077 €	173,896 €
17. - 19.6.2011	1	4,000	45,000 €	39,835 € *
27.8.2011	1	*	0 €	0 €
12.6. - 14.8.2011	*	**	0 €	36,656 €
23.2. - 27.10.2011	172	9,014	83,000 €	169,016 €
28.5.2011	1	650	5,000 €	10,772 €
16.1. - 10.12.2011	202	19,300	24,500 €	239,694 €
year 2011	20	3,240	17,500 €	28,566 €

* the excess was used for organising the 2012 festival

* Visitors included in the data of the Culture 2011 Tall Ships Regatta / The Elements

* The events are marked on the exhibition days
 ** Visitors of permanent and outdoor exhibitions were not included in the number of visitors of the events

Name	Short description	Main responsible party
Speak No Evil	Based on medieval procession play tradition, a 400 person community-oriented puppet show, music and video performance in the Turku Castle Park	CulturaMobila Association
The City is Growing!	A sprouting field of barley was brought to a pedestrian street in Turku. The plants were handed out to city residents	Sarka - the Finnish Museum of Agriculture
The Culture 2011 Tall Ships Regatta	A regatta of old sailing vessels travelling from Lithuania to Poland via Turku, organised in celebration of the Capital of Culture year	City of Turku
The Lost City presents: Experience Park Turku 2011	A theatrical performance combining fiction and fantasy, implemented all around Turku as trips, workshops, club nights, games and online performances	Flow Productions
This Side, The Other Side opening performance	The grand show implemented by international and domestic professionals and hundreds of volunteers opened the year on the banks of the River Aura	Walk the Plank
Time Trek	The 13.7 km route from the Tuorla Observatory to the University of Turku telling about the 13.7 billion year history of the Universe through information plaques attached to boulders	University of Turku
Turku 2011 Garden Competition	A garden competition for yards of different housing categories and public areas in the Turku area	Turkuseura-Åbosamfundet Association
Turku 365	An urban art project, with performances and works implemented with residents into public premises, an interactive calendar and online contents	Kaupunki 365 Association
Turku Colourscape Festival	The world of colours, concerts and colour baths for babies were enjoyed in the chamber labyrinth of a hundred colourful spheres in the Kupittaa Park. The Colourscape visit was started and ended by the Music of the Spheres on the River Aura	Eye Music Trust
Turku Grand Prix - Downhill Racing	The race organised at Turku Art Museum Hill for downhill vehicles was a free and public event	R-Beat Oy
Turku on a Plate	A book introducing restaurants and food culture in Turku	TS Group, Turun Sanomat newspaper

Date and time	Events	Number of visitors	Foundation support	Total budget (expenses)
29.10.2011	12	3,000	90,000 €	169,333 €
23.4.2011	1	4,000	1,005 €	3,068 €
26. - 28.8.2011	40	350,000	0 €	900,000 €
21. - 27.7.2011	33	507	38,000 €	51,333 €
15.1.2011	1	80,000	500,033 €	500,033 €
19.5.2011 (opening of the permanent route)	13	450	10,000 €	148,480 €
15.6. - 30.11.2011	8	270	6,000 €	7,481 €
1.1. - 31.12.2011	134	50,440	313,989 €	374,762 €
23.7. - 14.8.2011	122	27,596	50,391 €	147,450 €
21.8.2011	3	5,000	40,000 €	56,533 €
book published 10/2010	20	10	0 €	*

* Information not available by the time of printing

Name	Short description	Main responsible party
2000 & 11 Self-portraits	2600 self-portraits, a project performance and a book, all displayed at exhibitions in Turku and Helsinki, were created in the workshops led by domestic and international artists	Degree programme in Fine Arts, Turku Arts Academy at Turku University of Applied Sciences
Alice in Wonderland	The largest exhibition of contemporary photographic art ever seen in Finland	Finnish Museum of Photography and Turku 2011 Foundation
BOX	25 electricity distribution cabinets in the centre of Turku were decorated with the digital metal plate collages of Minna Maija Lappanen and Katri Immonen	Turku Artists' Association
Carl Larsson	A major exhibition that examined how the artist's family and surroundings affected his art	Turku Art Society, Turku Art Museum
Clay in the City	The project brought permanent ceramic artworks to Turku: Karin Widnäs' Kimono, Pekka Paikkari's Iglu and Kim Simonsson's Temppeli	Atitudi Ky
Close Your Eyes and Tell Me What You See	International curating courses and Studia Generalia lectures as well as an exhibition of 12 international artists at the Gothenburg Museum of Art and Turku Observatory in Vartiovuori	Pro Artibus Foundation
Come across comics	Comic strips in the urban space and library, for example, in the form of traffic signs and plastic statues	Turun Sarjakuvakerho comic club
Contemporary Art Archipelago	The contemporary art exhibition in the Turku archipelago consisted of 23 partly location-bound works by international artists and artists living in the archipelago, under the theme the archipelago and its future	City of Länsi-Turunmaa
Curated Expedition to the Baltic Sea	In the project addressing the Baltic Sea theme, they sailed to Estonia on a boat made of bark, the Kohina pavilion was implemented and utility art was made of algae	Capsula Association
EDEN II	Tea Mäkipää's work as part of the Contemporary Art Archipelago exhibition	City of Länsi-Turunmaa
EU-Man Boat	A boat themed exhibition about immigration at Halistenkoski rapids, implemented by international artists	EU-MAN European Union Migrant Artists' Network

Date and time	Events	Number of visitors	Foundation support	Total budget (expenses)
5.10.2011 - 15.1.2012 (exhibitions)	131	1,680	166,994 €	264,114 €
16.1. - 18.12.2011	13	38,396	83,082 €	283,995 €
17.7.2011 (unveiling of permanent artworks)	*	**	10,600 €	21,360 €
16.9.2011 - 8.1.2012	93	50,200	60,000 €	291,980 €
15.1.2011 and 21.6.2011 (unveiling of permanent artworks)	7	200	208,770 €	410,368 €
21.9. - 30.11.2011	8	1,548	42,100 €	198,609 €
1.6. - 4.9.2011	6	*	25,200 €	30,321 €
18.6. - 30.9.2011	50	40,040	247,297 €	534,878 €
28.5. - 31.8.2011 (exhibition) and 20. - 30.10.2011 (performance)	14	10,000	73,000 €	249,830 €
18.6. - 30.9.2011	*	5,000	26,000 €	30,236 €
12.8. - 15.9.2011	2	1,625	0 €	18,000 €

* The events are marked on the exhibition days
 ** Visitors of permanent and outdoor exhibitions were not included in the number of visitors of the events

* Visitors of permanent and outdoor exhibitions were not included in the number of visitors of the events

* Events are marked on the exhibition days

Name	Short description	Main responsible party
European Eyes on Japan	Kalle Kataila's and Krista Mölder's photograph exhibition about Japan was implemented with the support of the EU-Japan Fest Japan Committee	Turku 2011 Foundation
Faith, Hope and Love	Invited exhibition of Spanish artists in St. Henry's Ecumenical Art Chapel in Hirvensalo	Arts Committee at the St. Henry's Ecumenical Art Chapel
Fire! Fire!	The signature exhibition for the year of culture interactively introduced the world of fire	City of Turku Cultural Services Office
Flux Aura 2011	An environmental and cross-cultural project, which introduced eiders, a daisy and 10 other works by the River Aura	Turku Artists' Association
Harbour Crane Art	Tarja Ervasti's art installation celebrated the end of the Capital of Culture year and remained as a permanent memento of the year of festivities	City of Turku Cultural Services Office, Museum Centre of Turku
Inner Landscapes	An exhibition in Turku Castle based on the memories of elderly Turku residents, by Japanese ceramic artists and a Finnish photographer	Nyky aika Photographic Centre
Kiasma presents: Eija-Liisa Ahtila and Isaac Julien / ARS11	ARS11 media artworks: Eija-Liisa Ahtila "Where Is Where?" and Isaac Julien "Western Union: Small Boats"	Museum of Contemporary Art Kiasma, Kiasma Foundation and Turku 2011 Foundation
Last Supper and Passion	An exhibition in the Turku Cathedral with installations by artists Andy Warhol, Pauno Pohjolainen and Francine LeClercq, and Dance Theatre ERI's dance performance Passion	Turku and Kaarina Parish Union
Light installation by Johan Verkerk	The light installation Constellation Ox at the side of a block of flats in Härkämäki opened the Neighbourhood Weeks	Härkämäkiseura Association
Martha Schwartz - Barker Park	The renewal plan for the park located by the Aura River, led by the famous landscape architect	Turku Summer University
Nothing Happens for a Reason	A café and installation implemented by German artist Tobias Rehberger, Artek and Sis.Deli	Turku 2011 Foundation

Date and time	Events	Number of visitors	Foundation support	Total budget (expenses)	
21.9. - 16.10.2011	*	1,000	20,883 €	20,883 €	* Events are marked on the exhibition days
1.5. - 28.8.2011	62	13,400	6,000 €	27,451 €	
16.1.2011 - 31.7.2012	1,363	112,977	824,467 €	1,828,496 €	
20.6. - 31.8.2011	60	10,600	175,677 €	241,545 €	
17.12.2011 (unveiling of permanent artwork)	*	**	30,099 €	30,099 €	* The events are marked on the exhibition days ** Visitors of permanent and outdoor exhibitions were not included in the number of visitors of the events
17.6. - 30.10.2011	2	55,151	33,250 €	69,660 €	
16.1. - 18.12.2011	*	38,396	49,188 €	116,117 €	* Events are marked on the exhibition days
18.4. - 31.7.2011	16	67,000	103,880 €	252,344 €	
16.1.2011 (unveiling of permanent artwork)	1	400	8,500 €	25,719 €	
the plan was completed in 2010	11	120	83,200 €	83,200 €	
16.1. - 18.12.2011	*	**	94,671 €	94,671 €	* Events are marked on exhibition dates ** Visitors are included in the Logomo data

Name	Short description	Main responsible party
Only a Game?	A free and interactive exhibition about football culture for the whole family	Album
Our Family	A series of photos by photographer Tuomo Manninen telling the story of immigrants living in Turku, that was projected onto the side of the Turku Main Library building	Turku 2011 Foundation
Redshift	Light and sound installation on the bridge crossing the Turku railway yard	Petteri Nisunen Oy and Turku 2011 Foundation
Remains	Portuguese artist Vhils' work of art, a bow of a ship, honours Turku's history as a maritime city	Spearfish Ltd
Rosario	The video triptych Rosario which interpreted the Finnish myth of the Virgin Mary in Turku Castle	City of Turku Cultural Services Office, Museum Centre of Turku
SaunaLab	Sauna culture and art were combined in the urban utility art saunas Hot Cube, The Sounding Dome, Sauna Solaris and Sauna Obscura	City of Turku Cultural Services Office, Museum Centre of Turku
The People of Turku	The humorously mischievous travelling exhibition presented Turku and its people in the cities which applied to become Capitals of Culture, Helsinki and Turku	Serlachius museums
Tom of Finland	A retrospective look into the homoerotic works of the best known artist of Finland	Homotopia (Unity Theatre Limited), Tom of Finland Foundation and Turku 2011 Foundation
Troy Towns	New troy towns were built by residents in Lemu, Turku, Salo and Paimio	Town of Masku's office for leisure activities
Turku is Listening	The audio art project comprised three aural works of three international artists and the River Aura Symphony composed by Simo Alitalo and premiered in the opening ceremony of the year	Finnish Society for Acoustic Ecology
Turku-St. Petersburg-Cologne	Photography project based on the vision of artist Vesa Aaltonen displayed pictures taken by young people in the workshops in all three cities	City of Turku, Education Department, Puolalanmäki Upper Secondary School

Date and time	Events	Number of visitors	Foundation support	Total budget (expenses)	
16.1.2011 - 15.4.2012	*	**	130,000 €	130,000 €	* Events are marked on exhibition dates ** Visitors are included in the Logomo data
2. - 16.4.2011	2	*	16,335 €	16,335 €	* Visitors of permanent and outdoor exhibitions were not included in the number of visitors of the events
14.1. - 27.3.2011	*	**	48,250 €	48,250 €	* The events are marked on the exhibition days ** Visitors of permanent and outdoor exhibitions were not included in the number of visitors of the events
9.8.2011 (unveiling of permanent artwork)	*	**	89,306 €	89,306 €	* The events are marked on the exhibition days ** Visitors of permanent and outdoor exhibitions were not included in the number of visitors of the events
12.8.2011-29.1.2012	2	35,185	18,290 €	29,790 €	
1.6. - 31.8.2011	3	5,000	230,466 €	302,963 €	
27.8. - 10.10.2010 (tour) and 6. - 23.6.2011 (Turku)	9	22,172	176,718 €	403,960 €	
16.1. - 18.12.2011	10	38,396	*	82,548 €	* Economic responsibility with the Foundation, net profit
6.3. - 31.10.2011 (events in CoC year)	20	2,350	7,020 €	22,728 €	
15.1.2011 and 26.5. - 30.8.2011	56	66,500	151,600 €	169,193 €	
18.8. - 31.10.2011 (exhibitions)	31	*	70,482 €	147,406 €	* Visitors of permanent and outdoor exhibitions were not included in the number of visitors of the events

Exhibitions and fine arts

Name	Short description	Main responsible party
Urban Nature Seminar	International multidisciplinary seminars and workshops about the health effects of nature and gardens	Turku Summer University
WÄINÖ! Sculpture Exhibition 2011	Sculpting veterans and youngsters were brought together at the invitational exhibitions in the Maaret Finnberg Gallery, Turku Drawing School Pavilion and the courtyard of Turku City Library	Wäinö Aaltonen Association
You are beautiful!	An environmental artwork with flowering bulbs implemented with residents in three different urban spaces	BOTH Creative Design Agency
ARKturku	An architecture exhibition in the Turku main library about contemporary architecture and classics in the form of video works	Visual Aspect Partnership
Designer's Touch in Turku	Highlighted the work of Turku-based designers with the Design spotting map, events and network	Finnish Association of Designers Ornamo
Modernism and Dimensions on Wood	An exhibition which showcased Alvar Aalto's furniture production and wood construction at the Maaret Finnberg Gallery	City of Kaarina
Pudelma Pavilion	Pudelma was implemented in the park at the Turku City Hall, headed by architect Eero Lunden	Columbia University, Oulu University and Aalto University
River Aura Pavilion competition	The competition organised by the foundation searched for a venue for presentations and festivities, which would be a work of art at the same time	Turku 2011 Foundation
Story Rugs	Promoted the image of Finnish rag rug as part of folk culture by organising a rag weft cutting event and several rug exhibitions and training sessions	Crafts Association of Southwest Finland
Turku Design Phenomenon	An entity which promoted Turku based design competence and network-like operation	Klo Design Oy
Turku-Tallinn Fashion Awards	A fashion design competition targeted at students, which looked for empowering clothes compliant with sustainable development	Novia University of Applied Sciences

Design, architecture and handicraft

Date and time	Events	Number of visitors	Foundation support	Total budget (expenses)
8. - 9.9.2011	4	276	25,000 €	103,797 €
4.5. - 26.6.2011	2	3,000	28,442 €	21,542 €
year 2011	*	**	48,250 €	48,250 €
3.6. - 30.7.2011	*	32,010	27,500 €	62,478 €
12.5.2011 (opening of the route)	23	5,777	15,000 €	75,324 €
1.12.2010 - 6.2.2011	*	3,000	20,000 €	61,945 €
19.8.2011 (unveiling of the artwork)	*	**	15,447 €	15,447 €
9. - 30.9.2011 (three pavilions exhibition)	*	**	92,845 €	92,845 €
11.1. - 27.10.2011 (events)	328	21,493	124,858 €	274,788 €
9. - 15.5.2011 (Turku Design Festival)	18	8,000	87,536 €	21,000 €
3/2011 - 10/2011	3	*	0 €	27,000 €

* Events are marked on the exhibition days

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* Information not available by the time of printing

Name	Short description	Main responsible party
Arvo Pärt: Adam's Lament	A choir work composed for Istanbul 2010 by Estonian composer Arvo Pärt was performed in St Michael's Church in Turku	Turku 2011 Foundation
Bridge of Sound	Online concert service of Turku Philharmonic Orchestra and festive concerts	City of Turku Cultural Services Office, Turku Philharmonic Orchestra
Easter Joy	TPO and Turku choirs: Mendelssohn's version of J.S. Bach's St Mathew's Passion at Logomo and Graun's Easter Oratorio at Turku Cathedral	Turku and Kaarina Parish Union
Eerik XIV	A major production commissioned by the City of Turku was performed four times in the Logomo hall, which it also inaugurated	Turku Music Festival foundation
Ergo	The star of the dramatised music performance utilising Ilkka Niemeläinen's technology was a cappella group Rajaton	Musicmakers Oy
Flame Jazz Clubs	A series of 28 jazz concerts at Turku clubs and concert halls	Finnish Jazz Federation
Henrik and the Hammer of Witches - Folk Opera	A folk opera of the witch hunts of the 17th century was born out of the co-operation between two choirs, an orchestra and soloists in the courtyard of Turku Castle	Chamber choir association Åbolands Kammarkör
Lights Concert Series	A concert series organised by West coast music festivals in different parts of the Archipelago and at Logomo	Pori Jazz 66 association
Mariinsky Theatre Orchestra with Valery Gergiev	The Mariinsky Theatre Orchestra visited with Valery Gergiev in two concerts	Turku Music Festival foundation
Musical Sea of Inner Rhythms	Organised at the Sappalinn Swimming Stadium, a festival for all ages with tailored music. The programme emphasised well-being in different forms	Zontik Oy
Opera d'Alvida in Abo	Carlo Agostino Badia's opera composed in 1692 was researched and performed at the actual setting in the courtyard of Turku Castle for the very first time	Oopperakammari Association

Date and time	Events	Number of visitors	Foundation support	Total budget (expenses)
7.12.2011	1	391	40,469 €	45,967 €
5.12. - 3.12.2011	30	189,397	145,000 €	899,858 €
9.3.2011 and 24.4.2011	2	1,500	84,280 €	169,654 €
22. - 29.11.2011	7	8,390	290,000 €	1,058,838 €
18. - 20.3.2011	3	3,714	120,000 €	241,804 €
4.2. - 9.12.2011	32	5,514	50,000 €	121,106 €
27.8. - 4.9.2011	13	2,928	80,000 €	388,198 €
28.4. - 22.7.2011	17	3,870	164,345 €	318,221 €
11. - 12.8.2011	2	2,004	44,000 €	165,093 €
6. - 7.8.2011	47	1,000	90,000 €	134,185 €
5. - 17.8.2011	28	5,364	140,000 €	427,644 €

Name	Short description	Main responsible party
Projects of the Defence Forces	The Finnish Defence Forces produced for the Capital of Culture a free public MILjazz concert by the River Aura and a Tattoo 2011 military music show at HK Areena	Ministry of Defence of Finland
Resounding Letters Concert Series	A joint Nordic venture where this concert series travelled the old postal route from Stockholm via Åland and Kustavi, all the way to Turku	Culture association Kulturforeningen Katarina
Song Castle	A workshop and seminar to train and internationalise song writers	Music Export Finland
The Medium	A chamber opera directed by Kari-Pekka Toivonen in the old movie theatre Domino combined discussion events with the performances	Saaristo-oopperayhdistys ry (Archipelago Opera Association)
The Roma - an unknown minority	Promoting Romani culture in a seminar and at a classical music concert by Romani artists	Local Romani association Turun seudun romanit
Turku 2011 clubs at Dynamo	Topical electrical, pop and rock music artists from Finland and abroad performed at the club nights	Appelsiini Klubi Oy
Turku 2011 clubs at Klubi	Topical electrical, pop and rock music artists from Finland and abroad performed at the club nights	Turun Kulttuurikamari Oy
Turku as the Soloist	A concert based on digitised cine film material collected from Turku and Turku residents	Mikkeli University of Applied Sciences
Turku Modern Experiment	A concert in co-operation with the Association of Experimental Electronics and Titanik gallery as part of the Turku Modern festival	Sähkö Recordings TG Oy
Viva la Diva!	Opera singer Karita Mattila returned to her hometown and charmed the audience at two concerts in the park of Turku Castle	Live Nation Finland Oy

Date and time	Events	Number of visitors	Foundation support	Total budget (expenses)
27.8. - 14.9.2011 (events)	3	40,000	0 €	165,000 €
15.6. - 7.8.2011	22	2,100	50,000 €	93,234 €
8. - 11.5.2011	3	50	19,000 €	90,748 €
14. - 22.10.2011	6	1,000	47,700 €	77,300 €
8.4.2011	2	170	20,000 €	20,941 €
21.1. - 14.11.2011	8	1,000	20,400 €	24,570 €
19.2. - 19.11.2011	6	*	25,360 €	61,700 €
14.4.2011	7	300	46,354 €	88,712 €
21. - 24.7.2011	4	1,000	22,410 €	31,142 €
19. - 22.8.2011	2	8,000	120,000 €	550,000 €

* Information not available by the time of printing

Name	Short description	Main responsible party
12 Karamazovs	The work which Kristian Smeds together with Estonian actors staged of Dostoevsky's Brothers Karamazov was performed in Turku, Tallinn, Berlin, Hamburg and Riga	Smeds Ensemble association
1827 Infernal Musical	A heavy metal musical about the Great Fire of Turku in 1827	Turun Nuori Teatteri theatre group (Turku Youth Theatre)
Abduction of Europa	A joint performance of Russian Engineering Theatre AKHE and Turku-based puppetry students and professionals at Sappallinna Swimming Stadium	Degree programme in Performing Arts, Turku Arts Academy at Turku University of Applied Sciences
Absurd History of the Opera	A humoristic performance about the stereotypes of opera	Linnateatteri Theatre Association
Accordion Wrestling & Battle	Kimmo Pohjonen's Accordion Wrestling, which combined wrestling sport and accordion music, served as the promotion performance of the year. Battle was a major work directed by Kari Heiskanen and illustrated by visual effects at the Paavo Nurmi Stadium	Popzoo Promotions Oy, Eastway Sound & Lighting Oy
Blackmarket	During this event it was possible to discuss the concept of silence directly with one of 52 experts or, alternatively, listen in to the discussions had by others	Mobile Academy
Borrowed Light	A major work of the Tero Saarinen Company and an early music ensemble, The Boston Camerata	Association Into Liikkeessä (Passion in Motion) / Tero Saarinen Company
Cirque Dracula	A circus variety show by international top performers in a mirror tent erected in the Mannerheim Park for the summer	ArtTeatro Ltd
Counter History 2011	As well as the international forum, the Counter Histories 2011 event included two premières of dramatic art, Tähden hetki tai Kevyt kyneleinen tarina and Animalis, as well as the series of films by Trinh T. Minh-ha	Kolmas Tila - Tredje Rummet Association
ERI clubs	Six club nights combined science and dance art	Supporters' association of Dance Theatre ERI
Fire away!	An international students' theatre festival, public seminar and discussion event about the international operation of amateur theatres, organised by the Turku Student's Theatre	Turku Student's Theatre

Date and time	Events	Number of visitors	Foundation support	Total budget (expenses)
4.10. - 24.11.2011	35	3,870	45,889 €	176,704 €
21.1. - 15.5.2011	45	29,500	50,000 €	314,151 €
12. - 15.10.2011	5	923	35,750 €	69,991 €
26.1. - 31.12.2011	14	3,523	45,600 €	130,271 €
22.4. - 22.8.2010 and 31.8. - 3.9.2011	15	8,500	240,000 €	515,612 €
20.10.2011	1	200	114,500 €	114,309 €
6. - 7.5.2011	2	2,069	31,180 €	82,482 €
23.6. - 14.8.2011	42	9,170	170,000 €	379,730 €
8.1. - 27.11.2011	54	1,823	100,000 €	187,748 €
19.2. - 19.11.2011	8	703	20,000 €	49,985 €
7. - 10.4.2011	39	1,721	19,600 €	51,917 €

Name	Short description	Main responsible party
Future Circus Festival	The international circus festival provided experiences for all age groups with high quality, never seen before, open air displays of circus performances	Degree programme in Performing Arts, Turku Arts Academy at Turku University of Applied Sciences
Great Fire of Turku	A two-part dance work where Engagement Celebration showcased the life at Luostarimäki in 1827 and In Full Blaze described the catastrophe of the Great Fire of Turku	Pojo Dans - Tanssia Pohjalla association
John-Eleanor	A puppet show for adults about an English 14th century cross-dresser	Performance art association Esittävän Taiteen Yhdistys Elefantti
KekriFest	A festival of contemporary folk dance and music at Logomo, Kåren and Turku Cathedral	Regional Dance Centre of Western Finland
Micropathy! Festival	The year-long urban art event offered theatrical micro performances in public premises	Sixfingers Theatre Association
Middle-Aged Hair	Hair musical by 128 average Turku residents under the direction of professionals	City of Turku Social and health care services
New Baltic Drama	As a result of a play writing competition directed at the Baltic Sea region writers, four new dramatic texts emerged and were performed in Finland, Sweden, Estonia and Russia	City of Turku Cultural Services Office, Turku City Theatre
No Man's Land	A play about no man's land and the stories of Raunistula residents, performed in the old factory area	Luojakunta Association
Performance 2011	A festival of international performance art in Turku, Helsinki, Riga and Hamburg	National Artists' MUU Association
Performing Arts in May	Turku City Theatre festival offered performances from Finland, the Baltic Sea region and from the far corners of Europe	City of Turku Cultural Services Office, Turku City Theatre
Pirjo's Best Day Ever	The performance, which combined animation and contemporary circus, addressed loneliness and mental health	Varietee Kasataide Association

Date and time	Events	Number of visitors	Foundation support	Total budget (expenses)
17. - 26.8.2011	32	15,000	132,453 €	347,905 €
2. - 4.9.2011	17	1,230	31,000 €	82,518 €
18.2. - 29.4.2011	18	804	20,000 €	28,478 €
14. - 16.10.2011	7	950	32,000 €	48,599 €
26.11.2010 - 22.11.2011	152	4,508	25,000 €	35,931 €
13. - 20.2.2011	32	8,438	60,000 €	188,798 €
9. - 19.11.2011 (festival)	12	448	124,198 €	406,873 €
18. - 28.8.2011	15	406	40,500 €	62,886 €
27. - 29.5.2011	29	2,180	35,000 €	101,048 €
2. - 25.5.2011	46	3,512	186,227 €	541,485 €
9.11. - 16.12.2011	17	397	28,247 €	40,405 €

Name	Short description	Main responsible party
Skarvholma Gästhamn	A revue in Swedish created in co-operation with amateur and professional theatres and the City of Länsi-Turunmaa in Parainen and Turku	City of Länsi-Turunmaa
SOJIKU - Contemporary Dance Series	The four-part Finnish-Japanese dance series by freelance choreographer Niina Airaksinen explored Japanese phenomena, aesthetics and philosophy	Cultural Youth Centre – Kulttuurinen nuorisokeskus Association
Storytelling in May	The storytelling theatre project based on improvisation was implemented for Turku-based immigrants and for the 70 year old elderly living in Lieto	Degree programme in Performing Arts, Metropolia University of Applied Sciences
Thalia gala	Live TV gala for the national theatre industry from Logomo	The Central association of Finnish Theatre organisations
The Dancing Tower	The work for the 30th anniversary of the Turku Aurinkobaletti (AB Dance Company), for which Russian director Sasha Pepelyaev created a performance consisting of multiple forms of art	Supporters' association of the AB Dance Company (Aurinkobaletti)
The Elements	Circus performance which presented fire art and aerial acrobatics above the River Aura	Helsinki Circus Professionals Association
Turku International Puppetry Festival (TIP-Fest)	Performances of 13 different theatre groups were seen at the International Puppetry Festival	Turku International Puppetry Connection association
Uusikaupunki - New York	A puppet theatre comedy about the peace of Uusikaupunki and the beat of New York	Performance art association Esittävän Taiteen Yhdistys Elefantti
Village Tour	Plays were created from the local stories from 9 villages of Southwest Finland, led by professional directors	Framil Association
Animate	The co-operation project implemented in Turku and Pori contained exhibitions, artist meetings, animation performances, workshops and theme days	Turku Art Society, Turku Art Museum
Battle for the City	The thought-provoking documentary by Jouko Aaltonen about the change of the Turku city milieu and demolition of old buildings	Illume Oy

Date and time	Events	Number of visitors	Foundation support	Total budget (expenses)
1.10. - 31.12.2011	27	4,831	30,000 €	222,110 €
22. - 27.3.2011 (performances)	48	3,072	35,000 €	137,800 €
11. - 15.5.2011	3	280	1,335 €	14,005 €
27.3.2011	1	600	30,000 €	134,559 €
14. - 30.4.2011 (performances in Turku)	31	9,278	150,000 €	483,813 €
27.8.2011	2	23,000	90,321 €	147,000 €
18. - 22.11.2011	75	3,000	25,000 €	85,266 €
12. - 27.8.2011	12	304	25,000 €	30,589 €
11.6. - 28.8.2011	214	3,422	36,300 €	77,148 €
28.1.2011 - 8.1.2012	44	90,883	70,000 €	171,633 €
9.4.2011 (première of the documentary)	34	2,500	65,000 €	170,868 €

Film, animation and media art

Name	Short description	Main responsible party
Clapperboard - My Turku	Three-hour workshops focusing on short film composition	Frame Graphics Oy
Live 2011 Grand Prix	The global competition and event highlighted digital media, media artists and works	Turku 2011 Foundation
Mobile Animation	46 short films about Turku by animation students from Turku	Turku Arts Academy at Turku University of Applied Sciences, Degree programme in Film and Television
Musicam Video	A series of three cross-artistic music and video works, an artist symposium and concerts in Turku and Pori	Mixed-Art Association Poike
Polyglot	A European short film competition, the winners of which made their short films about the Turku Archipelago	NISI MASA
The Detour	Filmed and shown in Finland, Russia and Estonia, a film project which studied the joint history and memories of the countries	Atelier Limo
Burning Bridge Literary Agency	A marketing project of literature from Turku and regional agent activity in Finland and abroad	Turku Burning Bridge Association
Nordic Voices	Two international storytelling festivals in Turku and Turunmaa	Production Company Koti Coop.
Poetry Portraits	Literary portraits of people created by poets in public places and retirement homes, hospitals and in a prison	Authors' association Kirjoittajyhdistys Kapustarinta
Studia Litteraria	An open series of lectures by 18 well-known Finnish writers about: How my books came into being	The Union of Finnish Writers

Literature and literary art

Date and time	Events	Number of visitors	Foundation support	Total budget (expenses)
4.5. - 27.8.2011	120	450	30,000 €	92,361 €
media art competition 2010, installations 2011	6	23,000	145,697 €	145,697 €
year 2011	2	10,000	29,676 €	48,463 €
4.11.2011 and 12.12.2011 (concerts)	7	300	90,000 €	162,013 €
18. - 19.6.2010 (film showings)	23	50,000	85,000 €	111,500 €
7. and 17.12.2011 (performances in Turku)	2	350	83,154 €	127,110 €
project started in 2009	37	900	71,271 €	145,514 €
29.3. - 29.11.2011	331	7,950	128,269 €	290,099 €
2009 - 2011	84	1,700	17,008 €	16,855 €
10.10. - 12.12.2011	9	360	7,232 €	14,120 €

Name	Short description	Main responsible party
Act Environmentally! - Youth by the Baltic Sea	Programmes, workshops and events where the young participants learned about the Baltic Sea through drama	PerformanceSirkus Association
Aladdin's Lamp - Kindling	A national children's culture project was implemented as art projects around Finland culminating in the main event in Turku	Supporters' association of Children and Youth Culture Centre Pii Poo
Antspotting in Turku	The life of ants was presented in different ways outdoors, at a library and on the Internet	Zoological and Botanical Society of Turku
Future Trek - Turku 3011	Based on the ideas of children and the material from the libretto, composition, costuming and staging workshops held in 12 Turku schools, a children's opera was created	ArtSoppa Association
Old Spaces Living Art	History-oriented workshops for art teaching of schoolchildren and students, and performances, e.g. for Turku Castle	Turku Arts Academy at Turku University of Applied Sciences
Play Revolution	Children of school age and in daycare made 50 playgrounds in Turku and Salo using ecological materials available in their neighbourhoods	Aurinkoinen tulevaisuus (Sunny Future) Association
Puppet Science and Fiction	A project which combined artistic and mathematical thinking as part of the curriculum of lower secondary schools	Wolf Sign Theatre Association
Sam Body Plays	A school project emphasising creative art-oriented activity culminated in a festival, where the main performers were the children themselves	City of Turku Education Department
Spot the Oliopus Olius!	A nature experience performance for children using the means of puppetry in Turku Botanical Garden and in nearby forests	Wolf Sign Theatre Association
Time Warp	Investigated the history of the living environment with children and collected film stories, with children in main roles	ValoAurinko Association supporting cultural activities for children and youth
Verso - Literary Art for Children	Literary art for family day care children and nurses	Literary art association Turun Sanataideyhdistys

Date and time	Events	Number of visitors	Foundation support	Total budget (expenses)
30.10. - 4.11.2011 (environmental week for young people)	61	2,522	40,000 €	106,564 €
14. - 18.11.2011 (event week)	446	40,223	149,500 €	293,023 €
7. - 29.5.2011	11	25,000	8,000 €	24,311 €
1. - 12.2.2011 and 6. - 9.8.2011	53	3,861	68,568 €	89,410 €
17. - 27.3.2011 (performances in Turku)	24	605	68,100 €	111,438 €
year 2011	290	950	46,369 €	110,930 €
6.3.2011 (première)	16	407	12,490 €	33,466 €
25.1. - 27.5.2011	177	18,000	116,000 €	271,299 €
7. - 29.5.2011	59	729	18,000 €	35,645 €
year 2011	9	210	15,600 €	45,637 €
year 2011	141	995	9,500 €	13,500 €

Name	Short description	Main responsible party
Åbo vid vatten	Art workshops at Swedish schools in Turku created an environmental work of art and a climbing frame on the yard of Å-djuret schools, under the supervision of artist Jan-Erik Andersson	City of Turku, Swedish section of the Board of Education
Aboagora	An international symposium of art and science which handled the heritage and significance of enlightenment as part of the Turku Music Festival	Turku Music Festival foundation
Archipelago Logic	Implemented in co-operation with CAA, an international symposium about the sustainable development of the archipelago and global archipelago discourses	Skärgårdsinstitutet vid Åbo Akademi (Archipelago Institut at Åbo Akademi University)
Creatin´ - Creative Infrastructure	A science project with three different approaches studied the creative infrastructure of Turku and the Turku 2011 model	Åbo Akademi University, School of Business and Economics, Management and organization, Professor Alf Rehn
Culture, Health and Well-being *	A series of functional science and art workshops and a seminar, which developed the research into the impact of art on well-being	University of Turku, School of History, Culture and Art Studies
International Science Day	A seminar and film performance, where international and domestic top researchers opened up the world of quantum physics using the means or art	University of Turku, Turku Centre for Quantum Physics
KUVA - Culture for Elderly People	The project introduced an individual cultural plan as part of the round-the-clock care of the elderly in Turku based care units	City of Turku Social and health care services
Religions and Cultural Heritage - the Children of Abraham	The seminar joined the different lines of Christianity and Islam in the discourse	Turku and Kaarina Parish Union
Scientific and Cultural Turku - a prosperous city	A research project of four faculties, presented well-being research and organised the international CultWell congress about the research into the impact of art and culture on well-being	University of Turku, Faculty of Medicine
Street Life	A research project related to street space and its use with seminars, the Turku365 and Eurocultured projects used as special research material	University of Turku, Department of Geography and Geology
The Empowering Force of Creative Involvement *	A research project of the long-term impacts of the Capital of Culture process and good operation models	Turku School of Economics, Finland Futures Research Centre

Date and time	Events	Number of visitors	Foundation support	Total budget (expenses)
3.6.2011 (opening)	93	4,050	37,300 €	71,360 €
15. - 18.8.2011	15	400	15,000 €	43,500 €
26. - 28.8.2011	2	70	10,000 €	62,880 €
2009 - 2011	10	450	200,000 €	503,261 €
year 2012	5	500	61,000 €	131,704 €
5.6.2011	6	550	10,000 €	110,000 €
2010 - 2011	210	600	72,700 €	105,887 €
12. - 13.10.2011	2	75	5,000 €	15,049 €
2010 - 2012	13	1,000	133,529 €	442,913 €
2010 - 2011	4	150	48,448 €	108,556 €
2009 - 2012	5	300	109,100 €	144,100 €

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Name	Short description	Main responsible party
The Many Stories of Being	A project implemented in schools and educational establishments, contained phototherapy, drama, literature and cinema to promote the mental health of children and young people	University of Turku, Brahea Centre for Training and Development
Turku - Narrated and Experienced	A research project around the themes Women of the City and oral history of the River Aura, which implemented workshops, exhibitions and a mobile history room	University of Turku, School of History, Culture and Art Studies
Turku 2011 - views on public art	A project where art history and media studies were critiqued at public events and an international seminar on public art	University of Turku, School of History, Culture and Art Studies
Turku 2011 Summer School	A joint summer school of San Diego State University and the universities of Turku, with the themes of sustainable development and culture in the Baltic Sea region	Åbo Akademi University

Date and time	Events	Number of visitors	Foundation support	Total budget (expenses)
2009 - 2011	4	460	85,000 €	122,476 €
2010 - 2012	106	3,611	72,250 €	201,948 €
2010 - 2012	13	120	52,724 €	133,844 €
26.5. - 16.6.2011	24	150	14,500 €	92,058 €

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Together we all made the European Capital of Culture year a success.*



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