

# The Cultural Promise of the City of Turku



# Time for Art and Culture!

**Culture and art have a long history in Turku. They are seen and experienced extensively and renewing their contents constantly. Turku is a multidimensional city of culture, where art and culture evoke different feelings and reactions.**

**Every Turku resident** must have the opportunity to be a creator and experienter of culture in changing life situations. The importance of culture and art as a promoter of well-being and a preventor of loneliness is recognized in Turku. Turku is known as a rich, regenerating and multidisciplinary city of art. Attraction factors include e.g., multidisciplinary performing arts, poetry, contemporary art and small and large live events. In Turku, food-, exercise- and sports culture are also a significant part of urban culture.

Digitalization also brings culture to those who do not have physical access to it.

## **Art and culture are relevant.**

Well-being is achieved, among other things, through art, but the most important value of art and culture is in art and culture itself. In Turku, we do acts of responsibility and sustainability through culture and the arts. Art and culture provide the kind of contents that everyone needs in their lives.



# The content of the Cultural Promise was built together!

**Turku`s common Cultural Promise: A Time of Art and Culture! is a mutual strategic and visionary perspective for the development of culture in Turku until 2029. The cultural promise will serve as the basis for the spearhead project 2022-2025 included in the mayor`s program.**

The content of the cultural promise was produced as an inclusive process in the autumn of 2021. During the process, several workshops and online surveys were organized. They were attended by representatives of the arts and culture and other interested parties such as businesses, associations and students, as well as residents.

The participatory process and the result of the cultural promise were interpreted by Turku artists; animation artist and illustrator Sade Lahti and a literary artist Veera Vähämaa.

**We continue the work together!**

As the Cultural Promise has been created in cooperation, it is our wish that cultural actors in the field will be widely involved in the implementation of the Promise. The fulfillment of it will be monitored together. In the implementation of the spearhead project, everyone has the opportunity to find their own act and their own role.



# The Cultural Promise and key themes



**THE CULTURAL PROMISE:**

**Time for Art  
and Culture!**



# The Cultural Promise, the key themes and goals

10. The attraction of art and culture creates vitality throughout the whole area.
11. The field has close international cooperation's.

## Inviting and Titillating Cultural Events

8. There is room and encounters for making art and culture.
9. Versatile spaces of experiences colliding us with art and culture.



## Time for Art and Culture!

## Happy Citizens of Turku

1. Growing to be an experiencer and author of art promotes the well-being of Turku residents.
2. Everyone can encounter art and culture and become involved.

## Art and Culture as Occupation

3. Turku has the operating conditions and work for professionals.
4. Enabling funding increases work in the arts and culture.

## Renewable and Creative Meeting Spaces

## Limitless Structures

5. Developing cultural institutions without prejudice.
6. Reforming and developing structures and services together.
7. Active cooperation with different actors.

The Cultural Promise and top themes are based on Turku's diverse existing strengths. They have been viewed from the perspective of both the target group and the actors.

### Strengths include

Interdisciplinary  
Arts and Culture

University- and  
College Town

Versatile Art and  
Culture Supply

The  
Archipelago  
and the  
Baltic Sea

Digitalization



History

Independent  
Artists

Internationality

City of Food,  
Exercise and  
Sports Culture

Sustainable  
development

A Culture of Searching for  
and Creating New  
Phenomena

Multiculturalism

Excerpt from so called  
Ear poem pack which has  
been created based on  
the culture promise  
workshops.

The ear poem was  
created by literary artist  
Veera Vähämaa.

”

*For all age groups and people in different life  
situations, the things that come across on that bank of  
the Aura River*

*by accident,*

*everyday wonders,*

*they arouse,*

*wake.*

*Art belongs to everyone it really belongs to everyone!*





# Happy Citizens of Turku



## 1. Growing to be an experienter and an agent of art and culture will contribute to the well-being of Turku residents.

- Making and experiencing art is a part of a person's life cycle.
- Art and culture for everyday life and celebration.
- Promoting cultural equality, diversity, empathy and responsibility.
- Cultural well-being as a perspective in all city services as well as in urban development.
- Culture- and art-based methods in learning.

## 2. Everyone can experience art and culture and participate.

- Art and culture as a key part in developing a people-and community-based framework.
- Culture and art in integration.
- Culture and art increase the well-being and pleasantness of residential areas.
- Art and culture are achievable, they are diverse, accessible and multisensory.



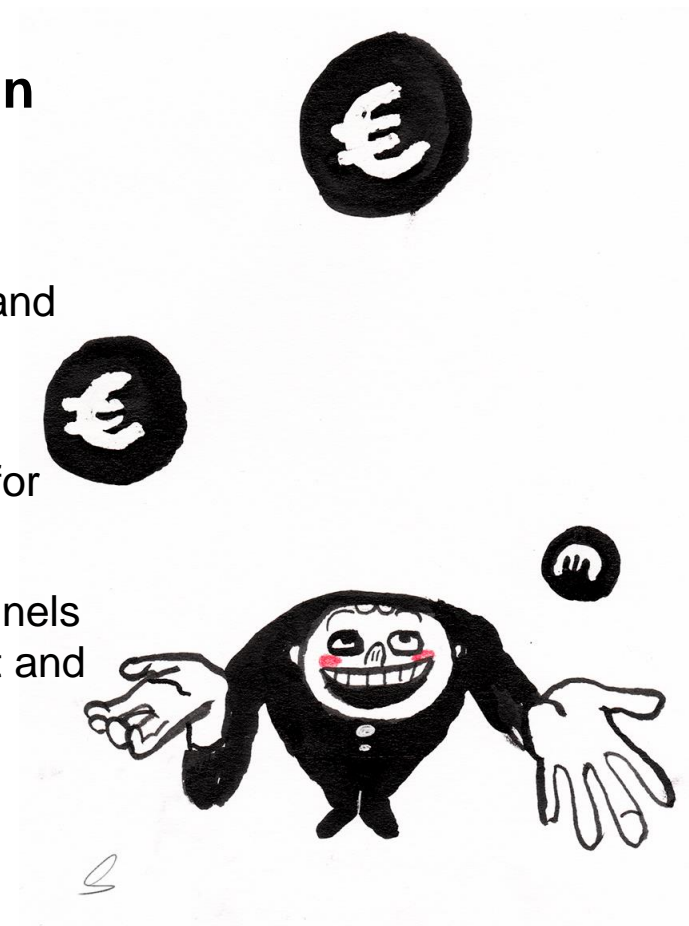
# Art and Culture as an Occupation

## 3. Operating conditions and work for professionals

- High -quality art content is created by well-being, independent art professionalism.
- Utilization of art and cultural know-how in new operating environments.
- Utilizing service design in integration of art and culture with different sectors.
- Bringing visibility to operators in this sector.
- Increase the business expertise of arts and cultural actors.

## 4. Enabling funding creates more work in the field of arts and culture.

- Appropriate pay for artistic and cultural work.
- Support the emergence of different models of funding for art and culture.
- Make different funding channels visible for the creators of art and culture.



# Limitless Structures

## 5. Develop cultural institutions without prejudice.

- Support and highlight also new, diverse and unique art forms.
- Cultural institutions are intensifying their cooperation.
- Cultural institutions develop cooperation with the free field of art and culture and support it with their expertise .

## 6. Reform and develop structures and services together.

- Promoting an increased understanding of the arts and culture in structures and public governance.
- Art and culture are involved in bringing new perspectives and creative methods to service design.
- Creating and developing digital operating models for arts and culture.

## 7. Different actors cooperate actively.

- Strengthen networking between arts and cultural actors.
- Art and culture are more widely involved in the cooperation of the city`s actors.
- There is extensive cooperation with universities, municipalities, companies, associations and foundations.



# Renewable and Creative Meeting Spaces



## 8. There is room for encounters and making art and culture.

- Ensuring the progress of investments: the Art House (Taiteen talo), Turku Music Centre, the museum's new collection facilities, WAM Turku City Art Museum, Museum of History and the Future.
- Ensuring facilities and venues for making art and long-term solutions for artists' workplaces such as the Art House.
- Public indoor and outdoor spaces for art and culture.
- Securing the facilities for creating and hobbies.

## 9. Versatile spaces of experience collide with art and culture.

- Creating common spaces to increase dialogue, cooperation and collaboration between actors
- Culture and art are part of the urban space.
- Strengthen the role of public art.
- Enabling diverse events in urban space.



# Inviting and Titillating Cultural Events

## 10. The appeal of art and culture creates vitality to the whole area.

- High quality openings in art and culture attract people.
- Attractive large and small events throughout the year.
- Maritime nature as a stronger part of urban culture.
- Distinctive and interesting food, sports, and exercise culture.

## 11. There is close international cooperation in this field.

- Enabling top international productions and events.
- Visitations of artists and support for the mobility of artists.
- Culture is Turku's export product.



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*Culture is not just that  
the performer performs in the theatre,  
the singer sings,  
the painter paints.  
We are all in the circle of culture, aren't we,  
eating is culture.*

*I went to take the dogs out and collided with culture.*

*Could a Turku person collide with art, without wanting it, by surprise!*

*You cannot avoid culture, even if you want to!*

Excerpt from so called  
Ear poem pack  
which has been created  
based on the culture  
promise workshops.  
The ear poem was  
created by literary artist  
Veera Vähämaa.



# Actions



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During the process of drafting the cultural promise, preliminary measures - how to put the promise into practice - were identified.

In the process, a large number of draft measures were collected to implement the themes and goals of the spearhead project. The draft measures will be further developed and specified in the Cultural Spearhead Project in 2022–2025.



**Happy Citizens of Turku**

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**Art and Culture as  
Occupation**

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**Limitless Structures**

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**Renewable and Creative  
Meeting Spaces**

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**Inviting and Titillating  
Cultural Events**



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”

*The cultural promise is a good expression.  
It is a concrete act, a promise,  
not just some strategy, that is forgotten in the drawer.*

*Dreams can be given to people of all ages.*

*What matters is, how to get there.  
This is a promise however, and it matters.  
Who owns a promise? Who promises what to whom?  
If I promise something, I deliver on my promise.*





# Attachments



# Background and inclusion

## Background materials

The following documents were taken into account in the Cultural Promise work:

- Mayor`s Program 2021–2025
- The City of Turku`s operating authorisation
- City Strategy
- Vision of the City of Turku 2029

## Ways to participate

The content of the cultural promise was implemented as an inclusive process. During the process, nine workshops were organized, and an opportunity was given to provide insights into content online to a wider audience as well.

About 500 representatives of the arts and culture and other interested parties, such as companies, associations and educational institutions, as well as residents were invited to draw up a cultural promise. In addition, in all stages of the process, a working party of 10 men of the Cultural Promise was involved.

## Online-involvementation

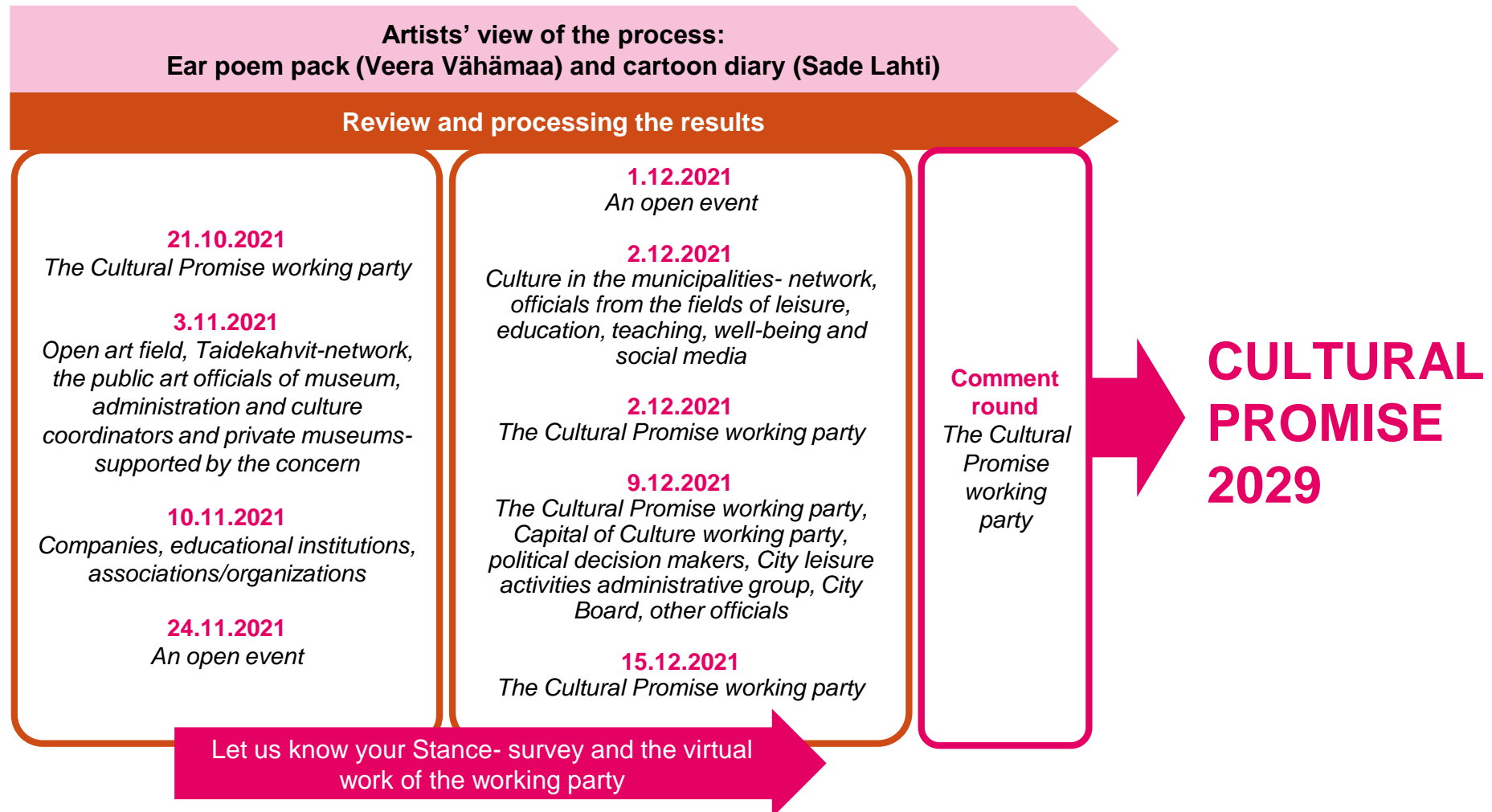
The tool for online participation was the Let Us Know Your Stance - survey, which was open to everyone. Its aim was to give all residents and those interested in the theme the opportunity to take part in the work of the Cultural Promise.

In addition, the second tool was a worksheet implemented on the Mural platform, to which the participants of the Cultural Promise events were invited to work on.

The Mural platform had about 40 visitors and about 200 comments were submitted In the Tell Us Your Stance- survey.



# The process of the Cultural Promise



# The Cultural Promise through art



**The participatory process and the final result of the cultural promise were interpreted by Turku artists:**

- **Animation artist and illustrator Sade Lahti: "Cartoon diary"**
- Pictures taken with different techniques along the way and the end result by **literary artist and art educator Veera Vähämaa: "Ear poem pack"**

## **Description of Ear poem pack -work:**

- The sentences of the participants were used as part of the Ear Poem and the sentences were anonymized.
- The result was a communal work, a text collage, in which the method of writing was ear poetry technique.
- An ear poem is a text that arises from the speech of another person or group. The literary artist recorded the speech as it was, and finally compacted the speech into a poetic text.

**The works were completed on the same schedule as the Cultural Promise.**







