



Helsinki

Art and Culture in Helsinki 2030

The committee's vision for the city and its citizens, March 2020

Committee: **Aleksi Malmberg**, General Manager of the Helsinki Philharmonic Orchestra, committee chair | **Leif Jakobsson**, Director Emeritus of the Swedish Cultural Foundation in Finland | **Gita Kadambi**, General Director of the Finnish National Opera and Ballet | **Elina Knihtilä**, Professor at the University of the Arts Helsinki | **Emmi Komlosi**, Planner-teacher at the Helsinki Adult Education Centre | **Sonya Lindfors**, Choreographer and Artistic Director at UrbanApa | **Teemu Mäki**, Artist, Doctor of Fine Arts and Chair of The Artists' Association of Finland | **Eeka Mäkynen**, Managing Director of Finnish Metal Events Oy | **Sara Norberg**, Managing Director of Cinematic | **Veli-Markus Tapio**, Senior Advisor at the Finnish Cultural Foundation | **Ulla Laurio**, Planner at City of Helsinki Cultural Services, committee secretary

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Helsinki holds art and culture at the heart of good living and city development

The Helsinki of 2030 is different from the Helsinki of 2020 in many ways. The environmental crisis, demographic changes and technology are challenging customary mindsets and practices.

In a constantly changing reality, art helps Helsinki know itself, imagine alternative worlds and build paths to the future.

The people of Helsinki and their diversifying cultures are the heart of the city. It is important that these cultures engage in a dialogue that increases common understanding and creates a common spirit of Helsinki.

Helsinki knows how to use the skills and thinking of artists to help in building a good city: in enhancing the well-being and health of the people of Helsinki, in ecological reconstruction and in recognising new opportunities.

Art and culture open the way to a creative Helsinki, where all can experience joy and hope in their lives.

In 2030:

Art helps Helsinki face and change the future

- Art increases understanding and promotes critical and constructive dialogue
- The art field promotes a sustainable world
- Helsinki nurtures art as a platform and enabler

Art and culture are key forces in the development of Helsinki

- Artists' skills are used by the whole city
- Arts and culture strengthen overall well-being
- The art sphere increases cooperation in the Helsinki Metropolitan Area, in Finland as a whole and internationally
- Art makes Helsinki a creative city

The lives of everyone in Helsinki are part of a common spirit of Helsinki

- The people of Helsinki create the city's culture
- The cultures of Helsinki make the city flourish
- Everyone in Helsinki has a lifelong connection to art

Art helps Helsinki face and change the future

Art increases understanding and promotes critical and constructive dialogue

Art is a multisensory form of thinking and conversing. It is a special part of humanity, a way of comprehending reality and building alternative worlds. Art increases understanding between different people and ideas. In the midst of constant change, art, valuable in itself, also helps us pause before what is broken, what we do not understand and what is beautiful. Art also involves criticality, unpredictability and the presence of the unknown.

Art shows what Helsinki is and what its many possible futures are like. Such things as technological development, the transformation of working life, demographic change and climate change are having a significant impact on the lives of the people of Helsinki. Art serves as an environment where tensions and threats can be addressed safely. And this same environment nurtures the images of the future that are worth pursuing.

Creating and experiencing art strengthen the skills needed to navigate an unpredictable world: curiosity, compassion, interpersonal skills, the ability to look at things in different ways and the courage to seek direction. Art develops the self-knowledge of the individual and the community and interconnects the past, present and future.

The art field promotes a sustainable world

Art and culture operators in Helsinki operate in an ecologically, socially and economically sustainable way.

Art and culture operators in Helsinki are aware of their responsibilities, respect their environment and take the initiative in combating climate change. Through their work, they assist in reversing the direction of the environmental crisis and in ecological reconstruction.

In the unique cultural environment of Helsinki, nature and the sea are an integral part of the city. Helsinki leads the way and supports an environmentally responsible cultural life. The city has found ways to achieve an environmentally sustainable internationalism.

Ecological sustainability creates a framework for social and economic sustainability. The city's art and culture operators respond openly and boldly to social challenges, such as those arising from constantly changing demographics.

The structures of art production and the environments for experiencing art are safe for all people in Helsinki. They do not tolerate racism, discrimination, inappropriate treatment or sexual harassment.

In a globalised world, problems are shared. They require international cooperation as well as local measures. Large cities like Helsinki have a special role to play in solving them.

Helsinki nurtures art as a platform and enabler

Helsinki considers it important to support different forms of art and culture and their freedom. Music, literature and poetry, theatre, dance, contemporary circus and performance art, digital art, visual art and other art forms thrive in the city. The city's art sphere comprises a diverse set of different operators and the connections between them. The polyphony and cultural richness of art create a vibrant Helsinki.

Helsinki plays a strong role as an enabler, platform and convener of art and culture. Artists have the space and resources to work in Helsinki. The high regard in which professional artists are held is also reflected in their working conditions and conditions of employment. Those art institutions receiving significant funding from the City bear a special responsibility for the cultural life of Helsinki.

Helsinki has excellent resources for organising cultural and artistic events, ranging from venues to permit policies. The city has functional venues for concerts, events and festivals of all sizes.

The cultural life of a growing city requires growing resources, and the proper allocation of those resources. This means that cultural funding needs to be diversified and the City of Helsinki needs to provide more support. Cooperation between companies, the third sector, the City organisation and civil society is strong.

Helsinki recognises the value of artists' work, be it small-scale, large-scale or locally or internationally influential. Emerging phenomena and long-term cultural heritage live side by side. Helsinki understands the different dimensions and goals of art and the significance of artistic work.

Art and culture are key forces in the development of Helsinki

Artists' skills are used by the whole city

In the transformation of Helsinki, art helps challenge familiar models and find new solutions for the City's operations and planning.

Helsinki has the structures for combining art with other areas of life. The City knows how to utilise art-based methods, and artists help in many ways in the planning of the urban environment, in the social and health sector and in education.

Experiencing public art in urban public spaces, buildings and courtyards improves living environments in Helsinki. In health services, art is an integral part of the care chain. In skilled hands, art is also used to treat and manage various illnesses.

For schools, art is a given – an inexhaustible learning environment. And through art, skills important for the future, such as information processing, thinking and social skills, are learnt.

Art and culture strengthen overall well-being

Culture and art are key sources of well-being and health – components of a good life and lifelong learning. Everyone in Helsinki can draw strength from everyday culture, from art and cultural hobbies, from experiencing art and culture alone or with others and from art as a part of everyday environments. Carefully nurtured material and intangible cultural heritage and a multi-layered built cultural environment create a sustainable basis for these.

Participation in art and culture promotes people's mental and physical health and helps prevent illness. Art and cultural organisations have made the promotion of health and well-being a strategic part of their work.

Art and culture are used to promote equality and a sense of community and to strengthen inclusion throughout the city's structures.

The art sphere increases cooperation in the Helsinki Metropolitan Area, in Finland as a whole and internationally

Helsinki and Helsinki-based art operators play a solid role in the country's art sphere. More than half of Finnish artists live in the Helsinki Metropolitan Area, where most new art professionals also receive their education. Most of the major art institutions in Finland are located in Helsinki.

The University of the Arts Helsinki, Aalto University, University of Helsinki, Metropolia, Humak, Arcada and other institutions of art and culture education bring students and experts from all over the country and the world to Helsinki. The innovative results of their joint work, both in terms of research and art, are accessible to all and visible in the city in many ways. At the same time, Helsinki in all its diversity is a living study environment closely connected with the everyday life of educational institutions.

Cultural initiatives and artistic work strengthen the city's international presence and interaction. The City of Helsinki is proactive in the field of art and culture, promoting cooperation in the Helsinki Metropolitan Area, in Finland as a whole and internationally.

Art makes Helsinki a creative city

The creative industries are an important success factor and employer in the city. At the core of the creative industry, there is a thriving art sphere. Art nourishes and strengthens design, communications and the gaming industry and is a prerequisite for their existence.

Art and technology go hand in hand and evolve together, inspiring each other. Creativity generates innovations, and new forms of art also emerge in the wake of technological development. The art and culture operators in Helsinki work in close cooperation with technical professionals. New innovations open up artistic opportunities, increase accessibility and strengthen inclusion.

Helsinki has strong structures supporting networking and sustainable growth in the areas of learning, culture and creativity, technology and new business.

A creative Helsinki also attracts international events and tourists, for whom Helsinki serves as a window on the whole of Finland. Culture and various forms of creative industries increase Helsinki's international visibility and attractiveness as a destination for tourism and investment.

Art and culture help Helsinki be a prosperous and innovative city.

The lives of everyone in Helsinki are part of a common spirit of Helsinki

The people of Helsinki create the city's culture

Everyone in Helsinki creates culture and is a valuable expert in it. The spirit of Helsinki is formed by the lives and stories of people of different ages, speaking different languages, from different cultural, ethnic, socioeconomic and educational backgrounds and living in different parts of the city. Their cultural networks extend all over the world.

The spirit of Helsinki evolves continuously. It is made up of stories that the people of Helsinki identify with. Cultural and linguistic diversity are increasing, and more and more languages are spoken in addition to the two official ones. Everyone in Helsinki is able to find their cultural community and connections. The many cultures in Helsinki provide the soil in which people can put down roots and feel at home in the city. Helsinki brings together different people and their cultures.

The cultures of Helsinki make the city flourish

The different areas of Helsinki are distinctive and characteristic of their residents. A concert or DJ gig, an art exhibition, an amateur sports match, a neighbourhood sauna, a discussion on the future at a cultural centre or a poetry night in a shoe shop create kinship without the requirement for sameness.

The Helsinki library network forms the city's cultural backbone. Libraries have the space and resources to function as meeting places and support cultural activities. They provide information and stories and the tools and expertise to support shared activities. Libraries are also close to other focal points of local activities, hobbies and events such as community centres, youth centres and schools.

Everyone in Helsinki has a lifelong connection to art

Everyone in Helsinki has access to art and artistic activities throughout their whole life. The City puts special emphasis on providing opportunities for deprived and less privileged citizens to experience and create culture.

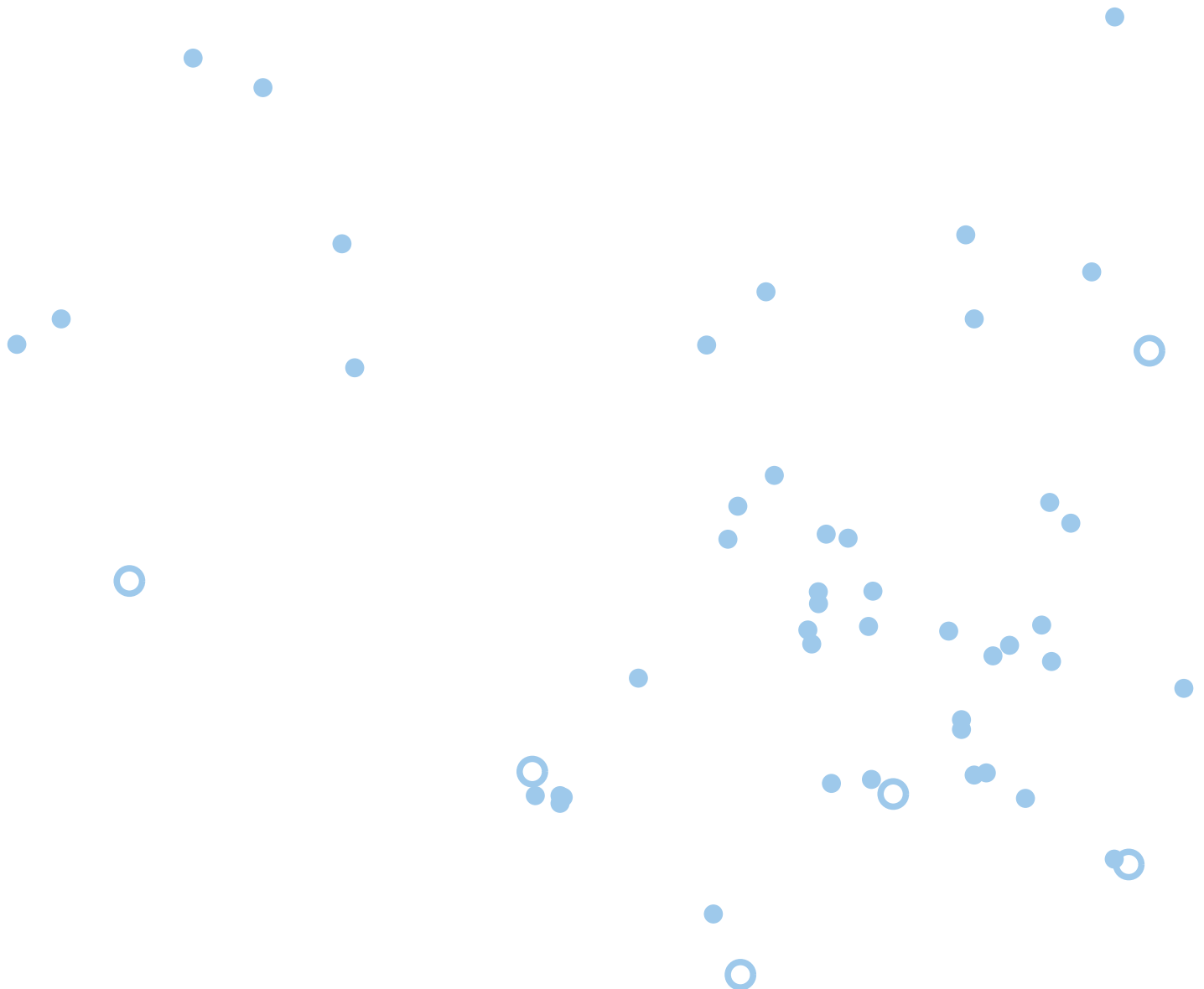
The City of Helsinki develops and coordinates cooperation between schools, basic art education, cultural institutions and other private entities to ensure that the right to culture and self-expression of all children and young people in Helsinki is realised.

Art and Culture in Helsinki 2030

Institutions of art and culture serve as environments for experiencing, creating and learning for both children and adults. They are open to involving and working with the people of the city in ever diversifying ways, and their work extends beyond their own walls.

The cultural rights of older people are realised throughout the city. The number of older people is growing, and the opportunities for cultural activities available to them have developed and diversified. New technology-based services and opportunities have been widely adopted. Cultural work with older people is an important part of the City's services.

Art and culture are accessible to everyone in Helsinki.



Proposed measures to achieve the vision

1. Helsinki will support distinctive, resident-initiated culture in residential areas

1.1 The City of Helsinki will ensure that there are open spaces for meeting and activities throughout the city that allow residents to engage in shared activities.

Helsinki's local libraries form an internationally unique basis for a network of facilities. Libraries and cultural centres will support residents' encounters and cultural activities together with youth centres and resident facilities, among others.

1.2 Art institutions will be encouraged to start engaging in long-term cooperation with local operators in certain areas of the city. This work will utilise the experiences of the Helsinki Model of local cultural work.

1.3 The sense of community and creative activity arising from the areas will be promoted with an approachable and rapid microfinance concept.

2. Helsinki will strengthen its role as a cultural platform, enabler and convener

2.1 Helsinki will prepare a facility programme for the cultural and creative industries.

- The cultural use of the City's empty facilities will be supported, for example, by offering them at a reduced cost for work and performances.
- New operating models for the use and utilisation of facilities will be developed with private parties and the third sector.
- The City will provide facilities and opportunities for concerts and events as part of a vibrant urban culture. The Suvilahti area will be developed into a year-round event area.

2.2 Helsinki will secure the resources for arts and culture as the city grows.

- The City of Helsinki will bind the increase in operational and grant appropriations for culture to at least match the increase in population and costs.
- Obstacles to the diversification of private sector funding for the city's art institutions and culture will be removed.

- It will be ensured that Helsinki's operators receiving state subsidies are in a nationally competitive condition when the state subsidy system for the performing arts is reformed. In addition to this, the development of the field of operators outside the system will be supported.

2.3 Helsinki will investigate the advantages and disadvantages of alternative organisational models for the City's art institutions. The report will examine the role, administrative form and guidance of the art institutions as part of the Helsinki Group and cultural life in the city as a whole.

3. Helsinki will help art and culture operators reduce their ecological footprint and ensure the sustainability of their operations

3.1 The City of Helsinki will help art and culture operators monitor their carbon footprint, support its reduction and challenge operators in the field of arts and culture to become carbon-neutral by 2030.

3.2 Helsinki will implement the goals of the UN's 2030 Agenda.

4. Helsinki will enable all people of Helsinki to have a lifelong connection to art and culture

To this end, cooperation between functions will be strengthened and resources for artistic activities will be increased. The cooperation will require a clear coordination structure and the clarification of common goals.

4.1 The Culture Kids activity for infants and pre-school children will create the basis for a life-long relationship with art and culture.

At the child health clinic, newborn babies will be invited to the Culture Kids programme, which guarantees everyone at least two free cultural events each year until school age. Children who register for the programme will receive a cultural operator as a sponsor.

4.2 Art education and cultural activities for children and young people will be strengthened.

- The City will support operators who provide basic art education to develop their activities, cooperation and structures to serve the people of Helsinki more extensively and more equally.
- Helsinki will increase the teaching hours of art subjects in its schools.
- The City will engage in multidisciplinary cooperation to support low threshold hobbies for children and young people in the fields of art and culture during and outside school hours. One form of activity will be the expansion of Pulssi-type activities to cover the entire city, with young people coming up with, planning and implementing courses, workshops and events with the support of professionals.

4.3 The participation of residents of all ages in artistic and cultural life will be supported by strengthening practices that increase the diversity and accessibility of art.

- Participation in art and culture events will be facilitated, for example, by giving the holder of a ticket to an art event one hour of free travel time on public transport in the Helsinki region before and after the event.
- Helsinki will develop a model for virtual cultural services. Virtual Helsinki will be a place to experience and create art and culture.
- The action plans of cultural operators will take into account that the city is becoming increasingly diverse and multilingual.
- The language requirements in the City's recruitment will be examined from the perspective of promoting diversity in the cultural field.

4.4 Services and resources for cultural work with older people will be increased to correspond with the growing number of older people.

- The targeting and accessibility of the provision of services will be promoted in various ways, such as the utilisation of technology.

5. Helsinki will draw up a creative Helsinki roadmap to utilise the opportunities of art and creative industries in the development of the entire city

5.1 The City of Helsinki will introduce the expertise of artists and the utilisation of art-based methods in the development of the city across divisions.

5.2 Helsinki will incorporate art into nursing and the care plans of social services and health care based on the WHO's 2019 recommendations.

5.3 Art and culture will be made an integral part of urban planning and construction at all stages.

5.4 Helsinki will support new business in creative industries.

- The City will develop ways to support companies in the creative sector flexibly by enabling facilities, providing seed funding, strengthening intermediary organisations and organising hubs, among other things.
- Incentive models will be sought to promote e.g. the production of films, series and games in Helsinki.

5.5 Helsinki will intensify its cooperation with educational bodies in the field of arts and culture.

- Through cooperation, solutions will be sought for the city's challenges, and at the same time Helsinki can serve as a living platform for the research, education and creation of art.

5.6 Hanasaari power plant will be transformed into a centre for culture, technology and sustainable development. The centre, which will be implemented in cooperation between business life, educational institutions and cultural operators, will bring together living urban culture, artistic performance and museum activities, sustainable development and technological expertise and research.

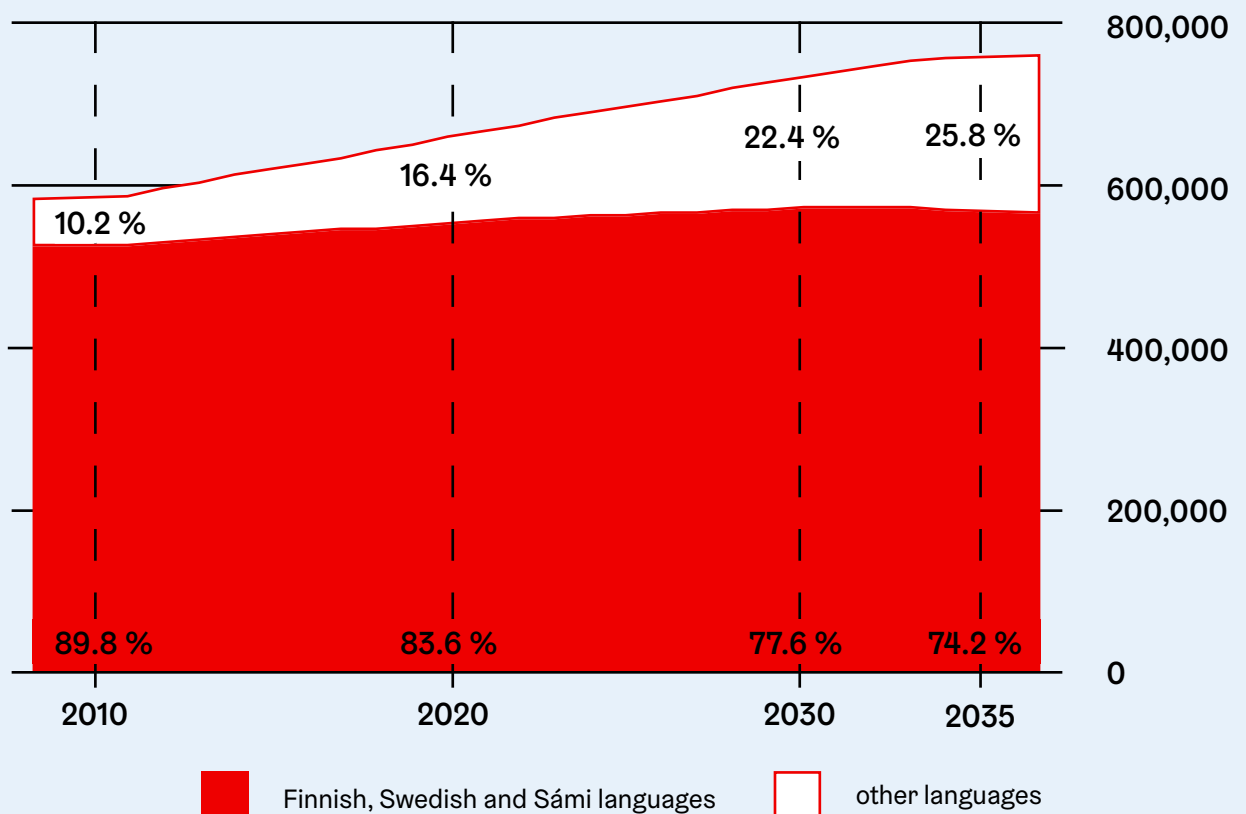
5.7 The City of Helsinki will monitor its position on the European Commission's Cultural and Creative Cities Monitor as one of its strategic indicators.

Helsinki in 2030

PASI SAUKKONEN

- o There are 735,000 people living in Helsinki and 1,680,000 in the Helsinki region.
- o There are many more residents over the age of 65 than in 2020.
- o Helsinki is an ethnically and culturally diverse city with a significant number of children of immigrants in the young adults age cohort.
- o Helsinki is a city of new minorities and different hybrid identities.
- o Helsinki is a city of more educated people with some illiterate residents.
- o The city is more regionally segregated than in 2020, possibly also more unequal.
- o The areas with the strongest growth in the 2020s are in the southern parts of the city.

Number of Helsinki residents by first language 2010–2035



Cultural funding in Helsinki

VEIKKO KUNNAS

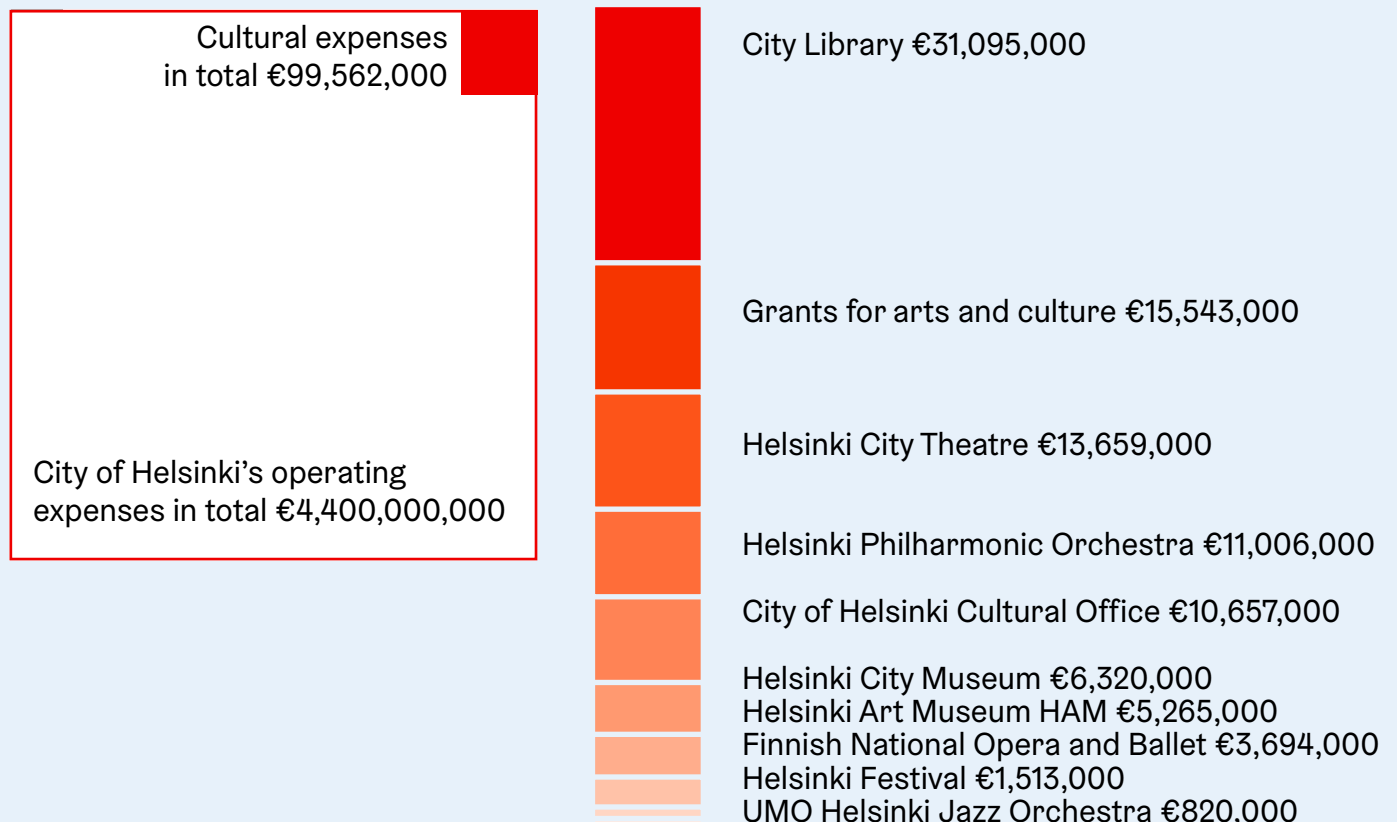
The people of Helsinki can enjoy culture supported by both the Finnish state and the City of Helsinki. In addition to these, various foundations constitute a very significant source of funding in the cultural field.

The distribution of support between the state and the City varies by art form, with City support being strongest for art forms in which the City has a lot of its own activities: music, theatre and the visual arts.

Culture has become more clearly a part of a city’s basic services. The Act on Cultural Activities in Local Government recognises the diverse significance of arts and culture and its importance in strengthening the urban community. The vitality and success of the city and its residents are partly based on this. This is also the starting point for the funding and development of art and culture services.

Culture accounted for 2.26% of the City of Helsinki’s operating expenses in 2018.

Distribution of the City of Helsinki’s cultural expenses in 2018



What does a Helsinki-based artist live on?

VELI-MARKUS TAPIO

Helsinki is the centre of Finnish art. In 2019, almost one quarter of the theatres receiving state subsidies were in Helsinki and more than half of those operating in the so-called 'free field.' Helsinki-based orchestras employ more than one fifth of all full-time orchestral musicians in our country, not to mention freelancers. The majority of galleries are located in Helsinki, as are all our national art institutions and the University of the Arts Helsinki.

Thus, Helsinki is not only a centre of art, but also of Finnish artists. One third of the grants awarded by the Finnish Cultural Foundation go to artists who state Helsinki as their place of residence. At the Arts Promotion Centre Finland, the ratio is even higher.

It is not enough that all the people of Helsinki can experience art. Helsinki-based artists must also have the resources for creating art.

Artists are often on low incomes, and the burden is increased by the irregularity of their income. The reasons that lead to and uphold the situation by the time of the 2020s are first and foremost structural and cultural – not monetary. During the past half-century, the significant increase in public and private financial support has not reduced the poverty of artists.

Support instruments and legislative means that seek to directly affect the income of an individual artist are heavily under state control. Direct support is also provided by private foundations. It is not worthwhile for the City to build parallel systems. A more effective way for it to promote the position of artists is through community grants and, above all, by lowering the obstacles that artists face in their daily lives.

The role of the City is not limited to distributing money. The use of facilities and other resources can be made more efficient by investing in communications, a spirit of tolerance and a culture-friendly service attitude that permeates all administrative sectors. Community grants maintain the labour market of artists while guiding the economy and practices of the field onto a more sustainable basis.

Helsinki can use its example to break the prevailing culture of free work: in the projects in which Helsinki is involved, the artist is also worthy of their wages.

The significance of art for Helsinki

TEEMU MÄKI

Art is one of the most important sources of enjoyment.

For some, it means that an image, music, book, dance, theatre, film or even a community art event allows them to forget about everyday life and problems for a moment and be something and somewhere completely different.

For others, art is most enjoyable when it does not make them forget their problems, but rather allows them to face the problems as honestly and holistically as possible. In this case, art is an important form of critical social reflection and debate.

Art is a flexible and versatile means to address common concrete challenges: 'What should we do about climate change? What about the sixth mass extinction, xenophobia and the accumulation of wealth and power in the hands of the richest one per cent?'

Art is also an effective way of dealing with the most difficult philosophical questions: 'How should we live? What is a good society like? Which direction do we need to change to and why? How can we face mortality? What is a good life? How can we be happy?'

When there is talk about the 'intrinsic value of art,' it really means these things mentioned above – art as a source of either escapist or reality-seeking enjoyment, and art as a diverse and multisensory form of critical thinking and discussion.

Art improves an individual's quality of life but also increases the well-being of the community, as artistic reflection and discussion increase interpersonal understanding and compassion.

Art is also of great economic importance. Art, the cultural industry and art-based creative industries are the fastest growing sector of the economy.

The Helsinki of the Arts and Culture Vision understands all the above-mentioned dimensions of art and invests in both non-commercial art and the development of the commercial aspects of art.

Whom is art for?

SONYA LINDFORS

This has been a defining question in my work and art throughout my career. Not because I would have chosen to ask this question myself, but because various obstacles – structural, ideological, visible and hidden – force me as a minority artist to ask: Whom is art for? What is the audience we hope for and expect? What are the looks, sizes or backgrounds of the artists we see on stage? Whose art gets displayed? Whose needs, expectations and aspirations are at the centre?

Helsinki has changed enormously over the last ten years, and so has the city's art field. Diversity and inclusion are often recurring words in the strategies of art institutions, but nonetheless in 2020, our art field continues to be blatantly homogeneous. Change is slow and uncomfortable, this is true, but it is sad how often the obstacles in the way of different minorities would be simple to solve: gender-neutral toilets, accessibility of facilities, recruitment of people from different backgrounds, training of existing staff to prevent discriminatory behaviour.

As a port city, Helsinki has always been multicultural. People from all over Finland and the world have met here for hundreds of years. Here, many languages have been spoken, many kinds of food have been eaten, many kinds of lives have been lived, side by side. According to a forecast prepared by the City of Helsinki in 2019, more than one quarter of the people of Helsinki will speak something other than Finnish, Swedish or a Sámi language as their first language by 2035. For this diversity to be represented in the field of art even to a small extent, we need to work actively.

I repeat. Change is slow and uncomfortable, but it is inevitable. We can all do our part to promote change, but those with the power to influence have a special responsibility. Art is never neutral. Instead, it carries with it ideologies and values.

Art tells stories about the world and Finnishness; it brings us new perspectives, teaches empathy and brings us together. But a uniform set of artists cannot tell diverse stories. We need each other.

Whose dream are we building? The future is always potential; it is constantly coming but never arrives. It exists only in our imaginations. At the same time, we are constantly creating and building things for the future. Our dreams and visions for the future limit the potential, limit the possible futures. By learning to also dream of things that seem impossible at the moment, we make the impossible a little more possible.

I hope that the vision will challenge us to dream these impossible dreams, but also to concretely build towards them. One of them could be an art field to which everyone could feel they belong.

Helsinki is a multilingual city

LEIF JAKOBSSON

Helsinki is one of the few officially bilingual capitals in Europe. Helsinki has always been a vibrant, multilingual and multicultural environment, significantly influenced by close ties with Russia for more than a hundred years. Until the war – in the late 1930s and the 1940s – linguistic and cultural minorities were particularly prominent in the city, in schools, parishes, associations and businesses. Alongside the Finnish and Swedish-speaking populations, there were Russians, Greeks, Germans, Jews and Tatars, who together formed a diverse mix of languages and cultures.

The self-imposed isolation caused by the geopolitical situation after the Second World War reinforced national characteristics that, together with urbanisation, reduced the linguistic segregation of Helsinki. However, the statutory bilingualism with Finnish and Swedish was maintained thanks to language regulations and City authority guidelines.

Phenomena of the current millennium include the increase in the size of the population that speaks something other than the two official languages as their first language and the city's increased attractiveness in the eyes of foreign tourists. Due to this development, the official practices related to the languages of Helsinki need to be updated for the years 2020–2030.

Language is an integral part of culture and an important tool in all art. The opportunity for an individual to use their own language and feel safe regarding their language is a prerequisite for artistic and cultural diversity. Art and culture also reflect life in Helsinki in general.

We have unique knowledge and experience of bilingualism, both for the City itself and other authorities operating in Helsinki, and this enables us to develop a model for multilingual communications in the city that is ground-breaking and exemplary from both a European and even a global perspective. Adding linguistic services and finding new forms and tools for multilingual communication can be the City's characteristics, competitive advantages and examples that receive both national and international recognition.

Effects of art and culture on well-being

ULLA LAURIO

The research and utilisation of the welfare effects of art and culture require interdisciplinary and cross-sectoral work. In the autumn of 2019, the World Health Organization (WHO) published a report that brought together more than 900 research publications on the subject and more than 3,000 individual studies.

According to the report, participation in artistic activities by either experiencing or creating art can prevent numerous mental and physical illnesses as well as treat and help cope with a number of acute and chronic illnesses.

Art can be used in particular in health challenges for which medicine alone does not provide effective solutions. There is also evidence that the use of art and culture services reduces the use of health and medical services and thereby reduces the cost of health care.

The WHO report makes several recommendations for the cultural, health and social sectors. These recommendations also provide a good basis for multidisciplinary cooperation in the City of Helsinki. For example:

- o Supporting the introduction of measures based on significant research evidence, such as the use of music in hospitals before surgery, the inclusion of artistic activities in the daily lives of people with memory disorders and the implementation of community art programmes to support mental health.
- o Ensuring the availability and accessibility of diverse art and culture services for all demographic and age groups, especially minorities.
- o Encouraging art and cultural organisations to make the promotion of health and well-being a strategic part of their work.
- o Actively promoting general awareness of the potential health benefits of participation in arts.
- o Strengthening cooperation structures and mechanisms in the fields of culture, social services and health, for example, by setting up cross-sectorally funded programmes.

- o Introducing and strengthening the referral practices of the social services and health care sector for participation in art programmes.
- o Supporting the integration of the arts and humanities into the training of health care professionals to improve clinical, personal and interaction skills.

What is the evidence on the role of the arts in improving health and well-being? A scoping review is available in its entirety on the WHO website, and more information on its application in the context of Finnish society is available on the Taikusydän website, for example.

Helsinki – a pioneer in recreational art

EMMI KOMLOSI

The City of Helsinki provides a huge number of art opportunities for its residents in every age group. Annantalo, the Narri Stage, the opportunities arising from the Ruuti vote, cultural youth work, cultural work with older people, Helsinki Adult Education Centre, Arbis and many other parties offer many valuable moments for the people of Helsinki. These experiences fill people's lives with insights, meaning, vital social contacts and opportunities to grow as a person.

A city where it is possible to experience, pursue and create art non-professionally, too, is a better place to live.

The City of Helsinki must continue to ensure that every resident can also create art themselves if they wish. This requires investing in high-quality art education in all areas of life and facilitating the activities of various hobby groups. Permanent structures need to be created for multidisciplinary and cross-sectoral art education, so that even the most vulnerable residents have the opportunity to participate in high-quality art education. At the same time, there are ambitious, active and dynamic amateur groups in the city, whose work could be better recognised by the City.

In 2030, Helsinki can be a city that recognises the importance of recreational art and high-quality art education and teaching for its residents. A city that is constantly looking for new opportunities to creatively mix art with different aspects of life with a skilful pedagogical approach supports its active groups and allows amateur artists to be seen in the city from the outside as well.

The city also lives at night

EEKA MÄKYNEN

Nightlife is a significant part of a city's character. In Helsinki, it sleeps. While the retail sector has reacted to the opportunity of 24-hour service with its opening hours, the centre of Helsinki becomes quiet at night.

In Helsinki, the potential of nighttime has been recognised, for example, in the LiveFIN study *Selvitys yön potentiaalista* (Report on the potential of nighttime) from 2019. The night liaison planned by the City is also a worthwhile project for developing Helsinki's attractiveness. Interested cultural operators can be found to awaken this potential. The City merely needs to light the way at the start of the path.

At the end of the 2010s, Helsinki was plagued by two afflictions: the relocation of large-scale events to the countryside and the disappearance of event venues from the city centre. Venues like Nosturi, The Circus, Virgin Oil and Gloria have had to give way to new high-value construction projects one after another. The situation is troubling. A city that is attractive and interesting in terms of culture, events and business opportunities needs to have event venues in proportion to the number of residents.

Every production leaving Helsinki due to the lack of venues is a disgrace to the Finnish capital. There are productions in Turku and large-scale events in Hämeenlinna, Hyvinkää and Tampere.

In the future, the city must be built in such a way that the existing cultural activities are protected. When constructing new residential and office areas, the event venues operating in their vicinity must be taken into account and their importance for the revitalisation of the area must be understood. The City must facilitate dialogue and encourage event organisers to act responsibly.

Socially responsible operators do not oppose the neighbourhood, on the contrary, events can be perceived as an element that brings added value.

Suvilahti is a unique event venue: an urban, post-industrial and easily accessible event environment in the middle of a developing city. The area must continue to facilitate the realisation of large events of up to thirty thousand visitors, which must be taken into account in the design of new buildings, both in terms of soundproofing and emergency exits.

The infrastructure that facilitates events is not just about space, maintenance, electricity and accessibility – it is an entity that encompasses permit matters and their processing in addition to structures.

Building a new city

LEIF JAKOBSSON

People in today's big cities are becoming increasingly aware of the importance of architecture and design to the built environment. Helsinki has increased its appeal in the eyes of both residents and visitors through public and private investments, such as Central Library Oodi and the Amos Rex art museum. The new architecture has also increased the city's visibility abroad, which in turn has increased visits by architects and tourist groups.

In order to establish Helsinki's reputation as a key player in urban development, new and interesting construction and design projects are needed.

Several projects are planned for 2020–2030 that can significantly enhance the city's reputation.

DANCE HOUSE HELSINKI is a great example of a project co-financed by the private and public sectors. In this new institution, both the external form and the activities taking place in the building reinforce and renew dance as an art form. The project must be strongly promoted!

THE NEW NATIONAL is a new building of the National Museum, which is being planned for Mannerheimintie in the centre of Helsinki. The international architectural competition ended in December 2019. The winning proposal, JKMM Architects' ATLAS will become a new world-class attraction. How can the city benefit from this state-funded project? First, the accessibility of the location for those moving in the centre must be optimised. This requires planning both traffic and parking in a way that allows the busy Mannerheimintie to have space not only for traffic but also for people.

THE ARCHITECTURE AND DESIGN MUSEUM is a joint project of the foundations that maintain the museums, the City and the state. The plot reservation is valid, and both the City and the state are interested in building a new museum that combines architecture and design. These two art forms have brought Finland international attention throughout the 20th century, even more than anything else. The City should make every effort to concretise the plans and, together with the state, arrange funding for the completion of the new museum over the next ten years.

SUSTAINABLE DEVELOPMENT HOT SPOT. In accordance with the UN's 2030 Agenda, Finland, and Helsinki with it, is also committed to working towards the set goals over the next ten years. Sustainable development must be taken into account in all areas of life, including art and culture. By building a sustainable city centre, the City can show how a big city that communicates with its residents – not least its artists – can increase understanding of sustainable development. Acting as a data centre and a laboratory for new sustainable projects, HOT SPOT will give the City credibility on these issues. An architectural competition focusing on recycling and sustainable consumption must be announced immediately!

DIGIPALACE is a solution that will allow Helsinki to get a grip on the fastest developing economy at the moment and the younger population's digital skills and interest in online art and culture. Existing institutions will naturally develop a variety of digital services and activities over the next ten years. However, in order to truly get Helsinki on the map of global digital development, a new centre is needed. There is cooperation with successful private operators in the field, both in terms of funding and activity development. University research in the field must also be included. In order to demonstrate the great importance of the matter, the investment must be significant and not limited to HUB-type projects, such as the one operating in the old premises of Maria Hospital. The goal is to create a new architectural entity that communicates Helsinki's ambition in this field.

Every decade, Paris has managed to present to the world new institutions housed in architecturally inventive buildings. Now Helsinki has the opportunity to take its place at the vanguard of architecture and design.

Helsinki in the 2030s through the eyes of the young people of the 2020s

ULLA LAURIO

In the summer of 2019, the City of Helsinki hired six young people aged 16–17 to think about and envision the young people’s vision of the cultural scene of Helsinki in the 2030s.

The young people toured Helsinki and its art institutions, interviewed people around the city and organised an event at Kallio Library, where they collected the dreams of the audience and discussed with them. The youth vision group also exchanged ideas with the adult vision committee on a beautiful June day on the island of Harakka.

The main idea of the young people’s vision is to make Helsinki a culturally clear city, where different art styles would have their own regional concentrations, or zones. The zones would bring together people interested in the same things to create something new and interesting for everyone.

In the words of the young people:

Let’s create an identity for our city through various cultural hotspots.

Groove Zone: Groove Zone is an area in and around Suvilahti. Its purpose is to act as a cultural hotspot in Helsinki, as well as one of the city’s major tourist destinations. Groove Zone welcomes culture in every shape and form and strives to represent the diversity of Finland.

Nostalgia: This zone celebrates traditional culture. The area is already filled with places for engaging in Finnish culture, such as sauna bathing at Allas Sea Pool and eating at the Market Square. Tervasaari could host street food festivals four times a year, where people could enjoy traditional Finnish food.

Rock: The Rock zone would highlight street music, fashion, records... and everything related to the culture, in a way that suits everyone. On these streets, you would find record stores, free stages and nice places for rock lovers and everyone else alike.

Contemporary art zone: There could be a place near Kiasma for fostering contemporary art. It could be an extension of Kiasma, where people could gather to enjoy the performing arts of future artists.

The young people's idea of cultural zones had points in common with the idea of the Art and Culture Vision Committee about the geographical cultural routes in the city. The routes cut through Helsinki from west to east from the Cable Factory to Vuosaari House and from south to north branching from Suomenlinna to Kanneltalo in the northwest and Malmitalo in the northeast.

The youth vision was implemented by Niklas Kammonen, Efe Kortelainen, Luca Loven, Rachel Paku, Noora Rautavuori and Vili Valtonen with the support of youth worker Rozza Dragoz at Harju Youth Centre.

The video-form youth vision can be found on YouTube in Finnish with the title *Nuorten taide- ja kulttuurivisio 2030* on the *Nuorten Helsinki* channel.

Direct link to the video: <https://www.youtube.com/watch?v=PO9IOXGWWjA>

Background for the Helsinki Vision for Art and Culture 2030

Art and Culture Vision Committee and steering group

On 27.9.2017 the Helsinki City Council approved a motion put forward by Councillor Jörn Donner in accordance with which the City Manager of the City of Helsinki decided on 15.2.2019 to appoint an independent committee tasked with drawing up a Helsinki vision for art and culture for the years 2019–2030.

The committee was tasked with examining the role of art and culture in the city over the long term, setting objectives for the promotion of art and culture and present measures for achieving the set objectives. The tasks also included crystallising the citywide guidelines so that those operating in the city can work to achieve the vision. The goal was to establish Helsinki's position as a distinctive and internationally attractive city of art and culture.

The committee was chaired by the General Manager of the Helsinki Philharmonic Orchestra Aleksi Malmberg. The members of the committee were the following:

- Leif Jakobsson, Emeritus Director of the Swedish Cultural Foundation in Finland
- Gita Kadambi, General Director of the Finnish National Opera and Ballet
- Elina Knihtilä, Professor at the University of the Arts Helsinki
- Emmi Komlosi, Planner-teacher at the Helsinki Adult Education Centre
- Sonya Lindfors, Choreographer and Artistic Director at UrbanApa
- Teemu Mäki, Artist, Doctor of Fine Arts and Chair of The Artists' Association of Finland
- Eeka Mäkynen, Managing Director of Finnish Metal Events Oy
- Sara Norberg, Managing Director of Cinematic
- Veli-Markus Tapio, Senior Advisor at the Finnish Cultural Foundation

At the same time, the City Manager set up a steering group and appointed Tommi Laitio, Executive Director of the Culture and Leisure Division, as its chair and the following persons as members:

- Tuula Haavisto, Cultural Director,
City of Helsinki Culture and Leisure Division (until 1 June 2019)
- Mari Männistö, Cultural Director,
City of Helsinki Culture and Leisure Division (as of 1 October 2019)
- Sanna-Mari Jäntti, Director of Strategic Initiatives, Helsinki City Executive Office
- Leena Mickwitz, City Secretary, Helsinki City Executive Office
- Pasi Saukkonen, Senior Researcher, Helsinki Urban Research and Statistics

The secretary of the Art and Culture Vision Committee and its steering group was Planner Ulla Laurio from the City of Helsinki Cultural Services.

The end date of the committee's term of office was 31 January 2020. The term was extended to 31 March 2020.

Work

The Art and Culture Vision Committee met a total of 12 times. The steering group met twice, in addition to which the committee and steering group held one joint meeting.

From September 2019 onwards, the work of the committee was facilitated by Janne Kareinen from the Dialogue Academy. From September 2019 onwards, the committee's record keeper and vision text formatter was Ville Vasara. The committee's interaction experts were Anne Euramaa and Christian Sannemann from the City of Helsinki Culture and Leisure Division.

Expert contributions

The committee requested contributions from 11 experts from outside the committee:

- CEO Laura Aalto, Helsinki Marketing
- Institute Director Mikko Fritze, Goethe-Institut Amsterdam
- Cultural Director Tuula Haavisto, City of Helsinki
- Unit Manager Tuomas Hakala, City of Helsinki, Detailed Planning
- Saxophonist Mikko Innanen
- Partnership Manager Veikko Kunnas, City of Helsinki, Cultural Services
- Special Planning Officer Kaarle Kurki, City of Helsinki, Culture and Leisure Division
- Vice Director Kai Lehikoinen, ArtsEqual project of the University of the Arts Helsinki
- Senior Researcher Pasi Saukkonen, City of Helsinki, Urban Research
- Director Paula Tuovinen, Arts Promotion Centre Finland
- Development Specialist Marika Westman, City of Helsinki, Culture and Leisure Division

Interaction with the people of Helsinki

Events organised by the committee for interaction with various stakeholders and the people of Helsinki:

- 'Helsinki as a meeting point of arts and various areas of life' discussion on 22 May 2019.
- Arts and culture in Helsinki in 2030 – my dream: an online idea wall survey open to all in the summer of 2019.
- A total of four discussion events for residents organised by the City's Borough Liaisons in Pitäjänmäki, Kontula, Tapulikaupunki and Pakila.
- A total of five discussion events for art and culture professionals at Central Library Oodi and Helsinki Art Museum HAM.
- In addition, members of the committee participated in 2019 in several seminars and other events dealing with the future of art and culture in Helsinki and interviewed experts.

Key publications and laws that influenced the vision:

Helsingin kulttuuristrategia 2012–2017 ja taustaselvitys
City of Helsinki Cultural Office, 2012

Helsingin seudun vieraskielisen väestön ennuste 2018–2035
City of Helsinki, 2019

Act on Cultural Activities in Local Government (2019)

Public Libraries Act (2017)

Museums Act (2020)

The Most Functional City in the World: Helsinki City Strategy 2017–2021
City of Helsinki, 2018

Strategy for Cultural Policy 2025 – Ministry of Education and Culture
Ministry of Education and Culture, 2017

Recommendation for improving the availability and accessibility of arts and culture in social welfare and healthcare – including health promotion
Ministry of Education and Culture and Ministry of Social Affairs and Health, 2018

Suomen taide- ja taiteilijapolitiikka 2019
Maija Hirvi-Iljäs & Sakarias Sokka, Cupore, 2019

Indicative Guidelines for Arts. Proposal by working group on the key objectives for arts and artist policy
Ministry of Education and Culture, 2018

UNESCO moving forward the 2030 Agenda for Sustainable Development
United Nations Educational, Scientific and Cultural Organization, 2017

*What is the evidence on the role of the arts in improving health and well-being?
A scoping review*
Daisy Fancourt & Saoirse Finn, World Health Organization, 2019

In addition to this, the Art and Culture Vision Committee has familiarised itself with the cultural strategies and visions of several Finnish and world cities, the City of Helsinki's studies and statistics in various fields of culture, future forecasts, international reports, compilations and websites, e.g. the Creative Finland project website.

Special thanks to the Helsinki Urban Research and Statistics Unit and all the experts who supported the committee's work.



On 27.9.2017 the Helsinki City Council approved a motion put forward by Councillor Jörn Donner in accordance with which the City Manager of the City of Helsinki appointed an independent committee tasked with creating a Helsinki vision for art and culture for the years 2019–2030. The committee, comprising experts drawn from across the art and culture sphere, functioned from 15.2.2019 to 31.3.2020 and submitted its vision to the City of Helsinki on 18.8.2020. The task of the committee was to examine the role of art and culture in Helsinki over the long term and draw up a vision presenting objectives for promoting art and culture and the steps needed to achieve those objectives. As part of its work the committee interviewed a wide range of experts and citizens of Helsinki

hel.fi/artandculture2030

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