Culture does good

TURKU • ÅBO 2011
EUROPEAN CAPITAL OF CULTURE
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# Contents

1. Wellbeing Programme Concept .......................................................................................................... 6  
2. 2008–2009: Strategic Planning and Productional Decision-Making ........................................ 8  
3. 2010–2011: Wellbeing Programme Takes the Streets and Audiences .....................................10  
   1) Cultural encounters and multiculturalism: local–global–glocal................................................................. 10  
   2) Cultural exercise and active participation: everyday culture........................................................................ 14  
   3) Mental health and alone-together............................................................................................................ 16  
   4) Healing power of reminiscing and narration............................................................................................ 18  
   5) Capital of culture at your reach.................................................................................................................. 20  
   6) Environment and ecology – A beautiful city ............................................................................................ 24  
5. To conclude – sustainable cultural wellbeing ......................................................................................32
"Culture does good" is the motto for Turku 2011, describing activities during the Capital of Culture year as well as the programme as a whole.

Culture does good...

1. **for the city’s dynamism** and **creativity**. In flourishing cities, things are made to happen and activities abound.
2. **for the city’s attractiveness** and **pleasantness**. People are willing to spend time in cities of culture and come back again and again.
3. **for the city’s residents** and **urban communities** - allowing to experience wellbeing, quality of live, active participation and polyphonic, open cultural interaction.

The Turku 2011 Wellbeing Programme encapsulates the beneficial impacts of the Capital of Culture year’s productions for individuals and communities. The Programme describes the way in which the Capital of Culture year is integrated into the daily lives of residents and visitors, so that it has an impact even beyond the year 2011.
Along with the creative economy and cultural exports, wellbeing is a main target of Turku 2011 Capital of Culture year. Turku 2011 implements the wellbeing target through the cultural programme for 2011, through research and through its own measures. The goal of Turku 2011 Capital of Culture year is to uncover the comprehensive role of culture for individuals, groups and entire urban communities - wellbeing providing an important perspective.

Considering the concept of culture from the perspective of wellbeing does not signify that culture would primarily be seen to have an instrumental effect. Culture and artistic work are of value in themselves, and a versatile range of cultural and artistic content also lies at the heart of the Turku 2011 Capital of Culture year. Turku 2011 sees traditional cultural art forms as a larger whole, which includes forms of food culture and traditional culture, cultural traditions, beliefs and habits, themes of cultural encounter and cultural interaction as well as, e.g. exercise culture. Turku 2011 does not talk about high culture or folk culture. Culture belongs to everyone, and cultural activities need to be accessible for as many as possible,

Understanding culture as a larger whole also means that Turku 2011 does not wish to dictate what type of culture is suitable for different people. In the end, also the beneficial impact and role of culture depends on the persons themselves; how they experience art and culture from their personal socio-cultural starting points. Some may find watching a film with friends or visiting a photography exhibition alone to provide the most meaningful cultural experience, while others may be more impressed by an interactive theatre performance or communal food festival arranged in their neighbourhood. The beneficial effects of culture do not necessarily mean that culture should always be entertaining or fun, but processing difficult issues through art and culture is also important.

The starting points for planning and implementing the Turku 2011 Wellbeing Programme included the European Union Capital of Culture programme, the specific cultural characteristics of Turku and Southwest Finland, competitiveness and competence, as well as EU’s theme years 2009-11 as a whole. 2009 was the European Year of Creativity and Innovation, 2010 is the European Year for Combating Poverty and Social Exclusion, and 2011 will be the European Year for Volunteering.

Wellbeing was chosen as the main objective of Turku 2011 Capital of Culture already in 2005. The decision was based on an open Turku 2011 strategy process, which had thousands of participants. Cultural polyphony was already evident in the way wellbeing was chosen as the guiding theme for Turku 2011 activities

The choice of the main theme was influenced by productive research on the health benefits of exercise conducted in Turku, the city’s active role in the WHO European Healthy Cities network, UBC activities, University-level medical humanities education and research, as well as studies at Turku’s universities of applied sciences. Turku has been city of cultural wellbeing already before the year 2011.

Cultural and artistic activities are significant in uncovering the impacts of preventive and communal work that promotes wellbeing. Culture has healing properties and strengthens positive attitudes towards life. If nursing involves medicine and plasters, cultural work provides minerals and vitamins. A daily dose has far-reaching effects.
1. Wellbeing Programme Concept

The Turku 2011 Wellbeing Programme is implemented in extensive regional, national and international cooperation. The network of participants includes public sector representatives, organisations of artists, volunteers and accessibility, universities, associations and companies.

The Turku 2011 Welfare Programme has two objectives, which are also the goals of the Turku 2011 Capital of Culture.

Objective for 2011: New Communality
Turku 2011 brings together a large number of local and visiting audiences and cultural actors to experience a shared, communal Capital of Culture year 2011.

Set of Objectives for 2016:
Integrating Culture into Urban Development
Southwest Finland is profiled as a region of cultural wellbeing, and coordinated regional welfare work is already being carried out. The significance of culture for urban development and for the wellbeing of individuals and communities is understood more widely. Attitudes towards culture are fresh, prejudices have decreased and the level of cultural activity has risen.

The Turku 2011 Wellbeing Programme has three functional entities:

1. Turku 2011 programme productions
2. Turku 2011 Foundation’s own measures
3. Turku 2011 research and development: impact evaluation

The afore-mentioned functional entity develops:

1. New cultural operating models: Turku 2011 productions generate new activities for the fields of wellbeing, health and culture that cross the traditional borders of the public, third and private sectors.

2. Impact and prevention: Turku 2011 programme productions and research projects pinpoint the beneficial effects of art and culture on wellbeing and health as well as integrate the results of implemented efforts into nursing science, practical nursing plans and institutional care as well as, for example, activities at schools.

3. Cultural policy and preconditions for urban development: Turku 2011 productions are carried out in a manner that enable the new cooperation networks and developed operating models to become permanent elements of Turku’s urban development and cross-sector collaboration after 2011.
The key concept of the Turku 2011 Wellbeing Programme is **communality**. Programme activities seek to foster communality and to provide extensive possibilities for participation and experiences. The impact of cultural communality on health and welfare is examined through an extensive and intensive research approach focusing on individuals-groups-communities. Further information on the content of the programme is provided in chapter 3.

The Turku 2011 Wellbeing Programme is carried out during 2008–2012 as follows:

**2008–2009**: Strategic planning and productional decision-making

**2010–2011**: Productions and measures of Turku 2011 Foundation underway. Evaluation study underway: Clarification of best operating models and practices as well as decisions on future activities

**2012**: Evaluation of the Wellbeing Programme productions (2010–2011) and decisions on the Programme’s future
2. 2008–2009: Strategic Planning and Productional Decision-Making

i. The main part, even 75% of the wellbeing productions of the Turku 2011 programme have been chosen from the results of the open project search arranged by Turku 2011 Foundation in 2008. The criteria for the project search were for each project production to fulfil at least one of the objectives of the Turku 2011 strategy 1) internationality, 2) wellbeing, 3) creative economy and cultural export. A total of 1,006 project applications were submitted by the deadline for the open search, and more than one in three of these felt they would fulfil the Capital of Culture wellbeing objective. The content of the programme was supplemented through separately commissioned productions in 2009 and 2010.

The Turku 2011 programme comprises approximately 150 productions, and nearly half of these demonstrate a new type of partnership between culture and wellbeing. This programme description mentions 57 of these. Some of the projects examine themes of communal or individual wellbeing, while others are conducted in a strong communal spirit that encourages active participation.

Already as a starting point, the Turku 2011 programme implements a key concept of communality, as no other European Capital of Culture has a programme that would be as solidly built on the results of an open project search. The Turku 2011 year is based on communal ideation and is implemented in a way that crosses conventional borders. Residents and visitors are encouraged to participate in producing the content.

ii. Turku 2011 Foundation’s own measures in 2008–2009 were divided into the following categories:

- Accessibility as a value and practice of the Capital of Culture
- Establishing a support service
- Volunteer programme
- Your Capital of Culture campaign
- Digital Capital of Culture and social media

An accessibility strategy was drawn up during 2009. According to the strategy, Turku 2011 should view accessibility as an extensive whole comprising both physical accessibility and linguistic, social and financial equality. Turku 2011 programme productions received training on the subject and project organisations were provided with an online manual with guidelines for acknowledging accessibility and the environment in the productions.

Turku 2011 Foundation launched a support service for Capital of Culture projects. The aim of the service is to offer project participants concrete services, such as training and consultation, as well as assist them in taking e.g. accessibility into account in activities. Accessibility support, such as audio descriptions and audience assistants, is offered to some of the projects. Also accessibility tools, such as induction loops, audio description equipment, ramps and clear signs, are available for loan for projects.

An operating model was designed for the Turku 2011 volunteer programme during 2009 in partnership with European Capital of Culture 2008 Liverpool and Tallinn 2011 Foundation. The Finnish Red Cross, Mannerheim League for Child Welfare and Avustajakeskus centre of assistance were chosen as partners for the volunteer programme.
volunteers enrolled for the programme by the end of 2009. Also the volunteer programme was decided to be made as accessible as possible, welcoming everybody regardless of possible linguistic or physical restrictions or other limitations.

Turku 2011 Foundation’s Your Capital of Culture campaign invited the residents and City of Turku employees to participate in constructing the Capital of Culture and to jointly arrange concrete cultural events in their own neighbourhoods. During the spring and summer of 2009, a total of 30 events were arranged in different districts, such as sing-a-longs, marketing activities and seedlings exchange campaigns. Your Capital of Culture campaign also attracted City of Turku employees to participate in City of Culture communal work. Employees were challenged to perform cultural acts in the Capital of Culture spirit.

The main operating principle of the Turku 2011 website is to support communality and to utilise jointly created content. This, in turn, ensures abundant content provision and increasingly meaningful user experiences. User participation was taken into account extensively in planning during 2009.

iii. In 2010-11, Turku 2011 research and development planned the framework for the evaluation entity of the Turku 2011 Wellbeing Programme, and this was partially launched already in 2009. An evaluation study of the Turku 2011 Wellbeing Programme mainly takes place in 2010–2011, although it continues to the end of 2016. An evaluation study on wellbeing effects is mainly carried out by two separate research projects as well as the Turku 2011 Evaluation Programme coordinated by the University of Turku. In addition to research projects, several projects involve case studies on the effectiveness of the corresponding project in the form of higher education institution partnerships and theses, for example.

The Turku 2011 Foundation also evaluates the impact of its own welfare measures. This is steered by the Foundation’s team of experts and research project management.
3. 2010–2011: Wellbeing Programme Takes the Streets and Audiences

Turku 2011 Wellbeing Programme productions focus on the topics of wellbeing and health as well as the underlying principle of communality in the following themes:

1. Cultural encounters and interaction
2. Cultural exercise and active participation
3. Mental health and alone-together
4. Healing power of reminiscing and narration
5. Capital of Culture at your reach
6. Environment and ecology

In addition to the programme productions, the Wellbeing Programme is implemented and supported by the Turku 2011 Foundation’s own measures, such as marketing campaigns and cultural prescriptions as well as the production support service and its operations. Research is established on examining the impacts of cultural communality that promotes health and wellbeing in the Turku 2011 productions.

The Turku 2011 Wellbeing Programme productions are available to the general public in 2010–2011. Some of the productions were launched already in 2009, although the majority are implemented during 2010–2011, mainly in 2011.

1) Cultural encounters and multiculturalism: local-global-glocal

The Artist as Neighbour project, coordinated by Turku Cultural Services Office and Wäinö Aaltonen Museum, serves as an umbrella project for different, multi-artistic communal and
environmental projects with a focus on resident- and human-centred, locally engaged artistic work in different residential areas and operating environments. Artist as Neighbour invites to examine the City’s suburban areas as vibrant districts, unique localities and communal neighbourhoods. The main goal of the project is to breathe life into the social and physical environment, increase communality and, thus, promote tolerance, strengthen multiculturalism, prevent exclusion and narrow the generational gap. Furthermore, the project seeks to improve the operating and employment opportunities of artists. An urban and communal project focusing on Eastern Turku during 2005-08 serves as a background for the project.

Also the **Neighbourhood Weeks** project studies the relationship between the city centre and districts adopting the methods of cooperation and art: multiculturalism within the urban community. The series of events presents each of Turku’s districts as week-long programme entities. Emphasising the special features of the districts, the programme is arranged by associations and established on the areas and ideas of residents. Both Turku’s residents and visitors are offered sightseeing tours to the districts, where the sights and stories have been collected from local people. The prettiest and strangest spots, quirkiest stories and pet names are spotlighted. **Islands’ Triennial** involves the inhabitants of Hirvensalo, Satava and Kakskerta arranging cultural events for the general public, inviting people to visit the versatile areas. In Turku, there are as many centres as there are people.

The **Making Cultures Heard** series of events arranged by Turku City Library showcases literature, music, dance, languages and traditions of different cultures. The cultures of immigrants are presented through experiential exhibitions, story hours and media recommendations. Music, dance and food culture meet in the Ferris Wheel event series, which provides entertainment and information at local libraries. The programme presents cultures through events, exhibitions, book recommendations and story hours both in the native languages and in Finnish. World music is presented at monthly events at the music department of Turku Main Library. In addition, Library Clubs are an easy way for young immigrants to delve into the cultural offerings of their home town.
Turku-St Petersburg-Cologne, which was launched already in 2008, produces a collective exhibition on the daily lives and self-portraits of 300 young Europeans. The exhibition intermingles daily life captured by the young people with self-portraits produced at workshops. Their daily lives are international and networked, but do the photographs still depict differences between different countries and cultures? Self-portrait workshops explore self-image and the construction of identity. In The Detour project, architects Simon Brunel and Nicolas Pannetier create a route from Turku to Tallinn via St Petersburg, which explores the shared memories and history between the neighbouring countries. The Detour raises questions about what the cities, sceneries, buildings and homes tell about the local residents and where memories and future paths can be found. The collected pictures, narratives, sounds and videos emphasise the versatility and richness of the encountered people. The four-part modern dance series SOJIKU by freelance choreographer Niina Airaksinen explores Japanese aesthetics and mentality through dance. The series culminates in a Finnish-Japanese evening, presenting the views the two countries have of each other side by side.

European Union Migrant Artists Network implements the Boat - Vene installation as part of the Turku 2011 programme. Artists from India, Hungary, Greece, Iraq, Syria and Israel build boat installations at the Halinen rapids in Turku, raising discussion through art on the global themes of travel, arrival and being left ashore. Aroused impressions and opinions on the works are gathered in connection with the exhibition, allowing the general public to provide direct feedback and share thoughts.

Eurocultured street festival, arranged by Spearfish Ltd from Manchester and Soul Production Oy, presents European street culture through visual arts, street dance, music and action sports - not forgetting food, workshops and artisans. Culminating in a spectacle along the banks of River Aura, the street culture event brings together as many as 300 artists and artisans from about a dozen European countries. Workshops led by artists allow to create graffiti, a dance piece or rap tune. Animation, graffiti, puppets and music created at workshops in five different countries bring their own flavour to the event. In addition, artists who have worked with children and young people form a team, which meets at artist residents to work on a joint piece. The Street Life research entity, focused on multicultural urban space and coordinated by the University of Turku, is also linked to the Eurocultured project.

As part of the European Capital of Culture Essen für Ruhr 2010 programme, the art museum of Bochum is arranging the Our Family exhibition of Islamic art and culture, which includes photographs of Muslim families living in the Ruhr area captured by Finnish photographer Tuomo Manninen. The project continues in 2011 through partnership between Turku and Essen, as Tuomo Manninen photographs immigrant families in their daily environments and living rooms in Turku.

Participatory artwork Pots, Sandals and a Tent by filmmaker Kristiina Tuura and Shiffary unite the forces of immigrants, artists, art institutions and the general public. Thousands of refugees’ stories collected in global collaboration are brought to the fore through art, introducing the theme of refugees in an experiential way. Three installations created in local cooperation offer concrete ways for the general public to participate in creative work.

John – Eleanor performance by puppet theatre group HOX Company from Turku examines the cultural history and theme of cultural encounters relating to sexual minorities through the true story of John Ryker, an English transvestite who lived at the end of the 14th century. The performance also raises the question of what has actually changed since. Homotopia organisation (Liverpool, UK) brings a comprehensive collection of Tom of Finland pieces to Turku, ranging from early sketches from adolescent years to more recent artwork. The exhibition pieces are curated from the collections of the Tom of Finland Foundation based in Los Angeles. Also lectures on queer culture and fine arts are offered in connection with the exhibition.
2) Cultural exercise and active participation: everyday culture

Turku 2011 cultural prescriptions get Turku residents on the move with cultural activities. Doctors at city health centres will be handing out nearly 5,500 cultural prescriptions at appointments for events of the European Capital of Culture year. The City of Turku Health Care and Services Board made a decision on the cultural prescriptions at their meeting on 27 October. The prescriptions are handed out in conjunction with appointments at nine city health centres and given at the end of the appointment, when, if necessary, the doctor discusses the most suitable event for the patient. The cultural prescriptions are service vouchers that can be exchanged for a free ticket at the Capital of Culture Kulma information desk in the city centre. The cost of the cultural prescriptions is covered by the ticket quota for each programme entity of the Turku 2011 Foundation, which is involved in preparing the Capital of Culture year.

Exchanging the cultural prescription at the Turku 2011 information desk entitles the person to participate in a Turku 2011 event of their choice free of charge. The prescription also entitles a possible escort to participate for free. The impact of the cultural prescriptions will be studied as planned both from the perspective of the effects of culture on wellbeing and cultural consumption habits. The irony and message of the cultural prescriptions lies in active cultural participation resulting in less need for medical prescriptions.

Central Park of Culture and Exercise is a joint project of the City of Turku Cultural Service Office and Centre of Sports Services, designed to create the River Aura surroundings into a more vibrant, functional and pleasant setting through culture. Along the banks of River Aura and in the city space, the Central Park of Culture and Exercise treats people of all ages and social groups to applied art, cultural exercise routes, kayaking and rowing, events and a Dream Park. Promoting the physical, mental and social wellbeing of residents and visitors, the project leaves a lasting mark on Turku’s urban culture and image. Plans for research partnerships and theses are currently underway. Productions, such as City Remembered and Turku - Narrated and Experienced, offer park visitors ways to enjoy exercise in Turku’s city space, while exploring the micro-historical layers of the city’s cultural life.

In May 2011, a 13.7-kilometre hiking trail that represents the universe of 13.7 billion years will be opened between Tuorla Observatory in Kaarina and the University of Turku. Weaving along pedestrian and cycle paths and narrow village streets, the route offers locals, visitors and school groups ways to enjoy cultural exercise, while delving into the evolution of the universe all the
way from the big bang to the beginning of stars, the galaxy and planet earth. Coordinated by astrobiology at the University of Turku, the trail examines the development stages of the globe from the perspectives of biology, geology, meteorology and astronomy.

**Spot the Oliopus Olius!** is a nature-inspired puppet theatre performance and walking trail for children. The route spotlights interaction among people and nature and natural phenomena as part of an art experience. Produced by theatre group Sudenenne, the Spot Oliopus Olius! team and Teater Refleksion, the performance sheds light on intricate natural wonders and allows to enjoy the opportunities of nature for adventure, play and stories. Children and the child-minded can also delve into the lives and trails of ants through the **Antspotting in Turku** production arranged by the Zoological and Botanical Society of Turku.

**Hair Musical**, coordinated by Turku Municipal Social Services and Health Care Department, features a cast of 200 normal, middle-aged local residents without previous experience in musical theatre. Musical performances in the 60s spirit transport the performers back to the days of their youth. The production is directed by Marja-Leena Kuronen, choreographed by Mikko Ahti, conducted by Markus Länne and singing pedagogy is provided by Marianna Länne. As the venue, Turku’s new centre for creative arts Logomo adds a unique quality to the production. Social Services, Health and Sports at Turku University of Applied Sciences is responsible for carrying our related research on the production.

**Musical Sea of Inner Rhythms** is a wellbeing festival combining water and music in the setting of Samppalinna Swimming Stadium. Top Finnish artists and international guests will perform at the two-day festival. The festival area will offer a wide range of facilities and stalls that offer holistic wellbeing services, stimulating massages and treatments, water sports and other gentle forms of exercise. The festival offers high-quality, informal restaurant services. The festival emphasises the importance of clean water and environmental concerns.
The Lost City Presents: **Experience Park Turku 2011** is a seven day urban drama event of performances, excursions and games, which offers both traditional and new ways to experience the city’s different layers. The Park combines role play, multimedia, theatre, dance, environmental art and site-specific performance art at public venues. The event is produced by Flow Productions from Oulu in cooperation with Ehkä Productions, Turku City Theatre and Turku Student Theatre. The general public can participate as part of a regular audience, via the Internet or by taking on a role for the entire week.

Sounds that permeate our everyday lives have an influence on our wellbeing and sense of time, place and space as well as provide aesthetic experiences. **Turku is Listening** explores the city’s soundscapes through soundworks brought to Turku’s cityscape and through a soundmap of Turku. The soundmap creates a portrait of the city through sounds and explores urban sounds that create a sense of wellbeing. Turku is Listening is produced by the Finnish Society of Acoustic Ecology, and the team members are Simo Alitalo, Tuike Alitalo, Meri Kytö and Pessi Parviainen.

**Turku365** is an urban art experience with over 130 individual artworks appearing in public spaces throughout the year. Art will be popping up from shop queues to busses in the spring, streets to parks during the summer and river banks to public toilets during the winter. Everyday exploration is given centre stage. **Micropathy!** presents microscopic puppet shows in Turku’s public spaces throughout the Capital of Culture year. Festival shows are performed on the streets and rooftops, in hospitals and homes for the elderly, in bars and at service stations. The performances will evolve as they are staged over the year to become an inseparable part of Turku’s cityscape. **Åbo vid vatten** will be set in Swedish-speaking schools, involving pupils in communal art projects that aim to make school yards and surroundings more enjoyable.

**Scientific and Cultural Turku – A prosperous city** examines the positive impacts of the 2011 programme and culture in general on wellbeing and health. The project integrates research on wellbeing into the everyday lives of the residents of Turku and neighbouring municipalities. A Wellbeing Research Market will be launched in 2011 and a Science Bus will be touring the province. The productions will make wellbeing research increasingly accessible to residents and visitors, as research results are presented through art and culture.

### 3) Mental health and alone-together

Art opens up ways to take control over one’s life and to cope in the pressures of everyday existence. This serves as the starting point for the **Many Stories of Being** project coordinated by the Centre of Extension Studies at the University of Turku. Taking place at schools, institutions and in various groups for children and young people, the project supports the mental health of the participants through photography, music, short films and drama. Exploring the **narrative character** of life through guidance and creative workshops, Many Stories of Being enhances the lives of young people with experiences of control and meaning. The project comprises training and forums, exercise books on wellbeing, creative workshops, network support and research. The project is coordinated by psychotherapists, phototherapy experts and Kolmas tila 3T theatre group, and involves hundreds of children and young people in the Turku region.

**876 Shades of Darkness** raises the question of how to bring light into the long, dark season. The project sees the dark season and quietness as positive, northern resources and as sources of innovation and communality. Science and art become intermingled, resulting in an experiential programme, which invites visitors to examine their own relationship with darkness as an individual and societal phenomenon. The project focuses on intensive ways to create an experience of darkness through art, and aims to reduce commonly held stereotypes and feelings of insecurity relating to darkness. **Shadow of Darkness** looks at the theme of death and traditional beliefs as well as transports visitors into a dark forest.
muista hengittää
Contemporary circus performance *Pirjo’s Best Day Ever* by Varietee Kasataide ry tells the story of a lonely woman and a day in her life, which begins to become increasingly absurd. When she is alone, all Pirjo sees is shadows, but in the presence of a friend, her anxiety becomes easier to control. Through a description of an individual life, the performance illustrates how people need to encounter each other in their daily existence. With the themes of loneliness and mental balance, the performance seeks to strengthen the position and appreciation of contemporary circus in Turku.

**Gian Carlo Menotti** (1911–2007) composed the short opera *Medium* in 1946. The performance tells the story of a medium, who for years has cashed in on the miseries and tragedies of her clients by organising staged spiritualism sessions together with her daughter and a mute boy servant. The Turku production is directed by actors Kari-Pekka Toivonen and Merja Larivaara. The soloists include solo singer Päivi Nisula from the Finnish National Opera, Tuomas Pursio from Leipzig Opera and Tiina Vahevaara, a frequent National Opera performer. The opera features Turku Ensemble Orchestra conducted by Marko Autio. After the performances, the audience will be invited to open discussion sessions on the themes raised by the performance, such as mental health and art. Also the opera *Eerik XIV*, with its world premiere in 2011, touches on the themes of mental health, as it tells the story of a young king in captivity and madness.

4) Healing power of reminiscing and narration

**Portrait Poem** is an intimate art experience displaying mutual respect between two people, which brings the powerful aspect of the writing situation to the fore. The portrait poem involves viewing the person the poem is being written about for about fifteen minutes to a few hours, depending on the situation. The subject may be sitting, standing or lying and may talk or remain quiet, as the person wishes. The artist writes a poem while looking at the subject, then recites and presents the poem to the person. Writing group Tapiiri will be writing portrait poems at homes for the elderly, service centres, centres for the disabled, Saramäki prison and Turku University Central Hospital. Also workshops are arranged, where staff and customers become poets.

The Degree Programme in Performing Arts at the Metropolia University of Applied Sciences introduces the storytelling theatre production Storytelling in May to the Capital of Culture year programme. Storytelling takes place at homes for the elderly, for school groups and as open performances at libraries. The group is led by Finnish storytelling pioneer Päivi Ketonen. Storytelling theatre is based on improvisation and has a participatory and communal character. Participants tell a story based on their own experiences, and the actors improvise the events on stage. Storytelling theatre offers a fascinating way for addressing everyday issues and sharing individual experiences.

**City Remembered** is a way to revisit and recall the city and to evoke an imaginative, closer look at the past. Recollection workshops, led by Selja Ahava-Foster and Emma Puikkonen during the spring of 2010, captured the memories of elderly Turku residents of the city - special encounters, lost landmarks - defining moments when something changed. Based on the history of Turku and these recollections, a route was created around the city centre. The route is enhanced by audio and text, which work as individual stories and connective narratives. City Remembered will be turned into a map for the route.

**Nordiska röster – Nordic Voices** brings new, lively storytelling to Turku and the Åboland region in 2011. Storytelling festivals will feature professional European storytellers sharing their stories at schools, libraries, cafés and book fairs. Storytellers include Suse Weisse (Germany), Claire Hewitt (Scotland), Judy Paterson (Scotland) and Georgiana Keable (Norway) as well as storytellers form Turku and all over the Nordic and Sami regions. Story Harvests will be arranged at schools, where students gain an insight into the secrets of storytelling and teach-
ers are provided with related teaching material. The events are produced together with Koti cooperative and Sydkustens landskapsförbund rf.

**Turku - Narrated and Experienced** examines everyday experiences in the surroundings of the River Aura and Turku as a city of women. Events focusing on the surroundings of River Aura will be launched into motion by the Peoples’ River seminar in January. Memory Room and an exhibition space will be touring the area in the summer season, collecting experiences and sensory memories of the general public through river-themed field trips, and workshops will be arranged in May. At the same
time, the interactive Memory Room collects new urban memories from residents and visitors. Women’s history and experiencing the city are explored through recollection workshops, study groups, walks and public lectures. Turku - Narrated and Experienced is coordinated by the School of History, Cultural Research and Art Studies at the University of Turku.

Arranged by Framiry, Village Tour transforms local village stories into performances led by theatre professionals. The performances are put together adopting recollection drama, which involves storytelling and theatre based on shared memories. Stories are collected in different ways: through interviews, drama and visualisation techniques. At workshops, the performances become personal and unique for each individual village or locality.

Inner Landscapes is produced in Finnish-Japanese collaboration by Nykyaika Photographic Centre from Tampere. Elderly Turku residents relive their memories through old phonographs. Japanese ceramic artists Tomoko Kurahara and Satoko Sai and photographer Marja Pirilä will be arriving in Turku to listen, interview, see and photograph Turku as it is seen through the recollections of Turku’s elderly residents. The three artists will then use the material to create an exhibition that features ceramics, video and photographs, presenting a personal take on Turku’s past and present day.

5) Capital of culture at your reach

Culture for Elderly People involves the Turku Municipal Health Care and Social Services introducing a cultural plan as part of the comprehensive treatment plan for the elderly in round-the-clock nursing. After a pilot introduction, the cultural plan will be included in the treatment plans of other health care units, so that culture will eventually become a daily part of the lives and treatment of approximately 1,500 elderly residents of Turku. The cultural habits and expectations of the elderly people will be recorded in a personal treatment plan. The goal is to organise a versatile set of cultural activities according to individual needs and wishes. Arts, music, dance, design, theatre, poetry, literature and various forms of exercise can be elements of the plan. The personal circumstances of each participant will be taken into account, whether they are alert but physically unfit, suffering from depression or dementia, whether they are hard of hearing or visually impaired, and whether bedridden or otherwise isolated. The activities in the cultural plan will be defined in close cooperation with the round-the-clock treatment personnel, geriatric nursing and the City Cultural Office. Culture for Elderly People creates a model cultural plan. The long-term goal is to adopt it as a permanent method that can be extended into the rest of Finland and Europe.
Sam Body Plays is a three-year art pedagogy project offering new teaching methods, produced by Turku Board of Education and Samppalinna School in cooperation with museums, theatres and individual artists. Participants are pupils from grades 1-9 in general and special education at Samppalinna School. Together with teaching staff and art professionals and researchers, the pupils create performances and artworks that merge music and narration. Nearly all of the pupils have severe learning difficulties in the areas of linguistic functions, memory, orientation in space, or psychological function. The project is the result of several partners, including pupils and staff in general and special education and international amateurs, professionals and researchers in the field of culture and art. Sam Body Plays is a model, which can also be adopted for other school and which has already spread to 14 schools in Turku and the rest of Finland. The model has also been received well in Estonia, where the first schools have now launched the project.

Colourscape is made up from approximately a hundred consecutive bubbles, which you can walk through or spend time in to relax and listen to music performances. Colourscape creates an experience environment of sensory deprivation, which has been found to have therapeutic benefits. The method is used in meditation and relaxation exercises. Colourscape is brought to Finland for the first time by Eye Music Trust (UK) to mark the Capital of Culture year.

Bridge Builders, produced by Threshold Association, introduces a wide selection of contemporary integrated art and culture. Events organised with partners include the SILTA film festival for the disabled, the Integrated Dance and Theatre Event, the open design competition Makein Apuväline Ikinä - Coolest Aid Ever, various workshops, art courses and exhibitions, and the grand TaiKa closing festival. International performers like the Corali Dance Company from the UK, Danskompaniet Spinn from Sweden and Piter Shed theatre group from Russia contribute to the integrated dance and theatre event. The Threshold Gallery and other locations in Turku will host art exhibitions on disabilities and art by the disabled during 2011. The
In addition, in partnership with other organisations for the disabled and the Turku 2011 Foundation, Threshold Association is involved in creating a Turku 2011 Accessibility Plan, which aims to increase accessibility and disabled access within the Capital of Culture year programme. The Turku 2011 strategy defines accessibility as a key principle of the Capital of Culture, and a specific accessibility strategy has been drawn up. In Turku 2011 projects, accessibility is based on physical, linguistic and financial equality and extensive participation. Accessibility is addressed in practice through regular contacts with regional accessibility organisations. Turku 2011 volunteer programme is open to all regardless of possible physical or linguistic restrictions. All of the volunteers receive accessibility training, while some are trained as experts: as guides and assistants for people with disabilities and the elderly and as accessibility testers.

Produced by a total of eleven Taikalamppu Arts Centres and the City of Turku, Kindling offers versatile art activities for children, young people and families. The main focus is on offering experiences in arts and to foster enthusiasm. Activities culminate in an event week in November, which brings together Turku’s artists and the art projects of the centres. During the main event week, people can take part in art workshops led by artists and enjoy performances and exhibitions produced in Kindling’s regional projects. The event combines circus, cinema, cartoon, photography, performance, dance, light art, performance and fine arts. The event will include international guests from, for example, Denmark, Sweden, the United Kingdom, Lithuania, Norway, Germany, Russia and the Netherlands.
6) Environment and ecology - A beautiful city

The two-year Act Environmentally! project, produced by theatre association PerformanceSirkus, invites pupils at lower secondary schools to consider environmental issues and to adopt ecologically sustainable lifestyles. Partners include schools, youth centres, art and cultural centres, and organisations involved in environmental education in the regions of Turku and Southwest Finland. Environmental education events and workshops are arranged at schools and youth centres in Southwest Finland with the Baltic Sea as the main theme. In the environmental event, participants explore different perspectives through drama, information events and games, while examining the meaning of their own actions and responsibility. The goal is to create a lasting impact on the way young people adopt responsible thinking, realise the significance of an individual’s choices, receive opportunities of participation and impact as well as see the connections of an individual consumer’s choices on the environment. Act Environmentally! is produced in cooperation with Energy Agency of Southwest Finland Valonia, Turku and Kaarina Parish Union and City of Turku Youth Work Centre.

Play Revolution encourages children to play with elements they find in nearby nature. Launched already in 2009, Play Revolution provides incentive to look close and to see marvel and wonder in the small and simple things. Using their own hands and working with available material, 50 play areas will be built in Southwest Finland. Play areas of kindergartens and schools will be transformed to create friendlier playing environments for children. In play workshops, using materials available in nearby nature children create items that are important for them and their playtime. Each item is designed and made by children themselves and ready to play with. Coordinated by Aurinkoinen tulevaisuus ry, Play Revolution hosts a range of previously unseen small but significant celebrations, such as twig carnivals and button festivals.

The 2011 gourmet recipe is made up of Nordic food, pure raw materials and culinary delights. Capital of Culture gastronomic culture emphasises the role of local food and flavours. Traditionally the first pick of the crop in Turku Archipelago, the virgin potato is given its own festival to celebrate the new harvest. The Virgin Potato Festival and numerous additional events are a cultural feast of authentic flavours and local food. Simply Good
transports past food culture into the present, celebrating the main idea for preparing food: simple and good food prepared with local methods.

**Clay in the City** has the goal of changing three urban eye-sores into attractive works of art and landmarks through the methods of ceramic arts. The project brings together professionals from different fields, as an architect, artist and materials manufacturer unite their creative forces. Lighting has been designed for each site to spotlight the works along the city's streets. International environmental art event **Flux Aura** is another example of a production that enhances Turku's cityspace. Several artworks will be created along River Aura, including ground art, statues and floating installations. The works are thematically linked to River Aura, flowing water, the city and life and nature that surround the river. Flux Aura is coordinated by Turku Artists' Society.

**Gardens of the Future** develops, researches and enhances Turku's city parks, gardens and backyards. **Barker Park**, designed by contemporary artist and landscape architect Martha Schwartz, is an environmental art park, which upon completion will provide Turku with a unique attraction. Martha Schwartz is particularly famous for her plans that reform the concept of landscape. **Urban Nature seminar**, arranged by the Summer University of Turku and curated by artist Armi Laukia, presents visions for parks and gardens of the future and the architects behind the plans. The seminar highlights the values of urban nature and the cultural, health-promoting and ecological significance of green spaces.

Designed by Eeva Kaisa and Timo Berry (BOTH), **You Are Beautiful!** is a communally created environmental artwork of bulb flowers that are planted to convey positive message for the enjoyment of Turku's residents. Large, positive messages created with white crocuses, such as 'You're marvellous!', 'Thinking of you' or 'Let's kiss' remind passers-by about the beautiful things in life during the early spring of 2011. Finnish Museum of Agriculture Sarka brings a piece of the countryside to the middle of the city as a special Easter treat in **The City Is Growing!** project. In 2011, gardens will be blooming in an array of Capital of
Culture colours, as the biggest gardening competition in the history of Turku inspires green fingers to transform their gardens. District juries provide guidance on improvements and nominate the best gardens and yards for the **Turku 2011 Garden Competition** in separate categories for detached houses, row houses, holiday homes, company buildings and public gardens. In connection with the competition, orange-hued tulip variety Tulipa Aboa Turku will be brought from Holland by horticultural expert Arno Kasvi.

From gardens, we move on to considering the future of Turku Archipelago at **Archipelago Logic**, an international symposium for invited scientists and artists, which is coordinated by Åbo Akademi. The symposium integrates latest research and different perspectives from biology and philosophy to architecture and modern art. Examining the Turku archipelago opens up wider, current ecological, economic, aesthetic and ethical questions relating to the Baltic Sea as well as a global discussion on the future of the islands. Turku archipelago also offers perspectives for discussing current themes relating to the Baltic Sea, such as financial, economic, aesthetic and ethical issues, and a global discussion takes place on the future of the islands. The themes emphasise the archipelago as a geopolitical concept and where topical ecological changes are taking place as well as the charting of different types of public spaces in the European archipelagos. The locally-tied, investigative artworks of the Contemporary Art Archipelago (CAA) exhibition provide a backdrop for the discussions.

The cross-cultural **Curated Exhibition to the Baltic Sea**, coordinated by the Finnish Bioart Society, examines the Baltic Sea and related natural phenomena through five art projects in 2011. The focus will be on e.g. underwater soundscapes, linking and separating characteristics of water, and utilising green algae in sustainable ways. Project partners include the University of Turku Archipelago Research Institute, the Department of Music Technology at Sibelius Academy, LUMO Centre at Turku University of Applied Sciences and SYKE Marine Research Centre.

**Sustainable Development and Culture in the Baltic Sea Region summer school** will be offered jointly by the San Diego State University and Baltic Sea Region Studies at Turku University as well as Åbo Akademi. Arranged in Turku, the summer school examines sustainable development, the environment and culture as well as their implementation in the Turku 2011 productions. A total of 20-25 students in basic or continuing studies at the San Diego State University (SDSU), Turku University and Åbo Akademi will be taking part in the summer school. About 15 of these are from SDSU and 10 from universities in the Turku region. The summer school headed led by professors Alan Sweedler, A.C. Harvey, Geoff Chase, Paul Ganster and Mike Harvey from SDSU.

The impacts of the Turku 2011 Wellbeing Programme are evaluated in broad, multidisciplinary cooperation during 2009–2016. The following research projects and measures are responsible for the evaluation:

1. **Scientific and Cultural Turku - prosperous city**, coordinated by the University of Turku, is a multidisciplinary project examining the connections between wellbeing and culture during 2010–2015. The project combines research from the disciplines of medicine, pedagogy, psychology, arts and social sciences as well as a number of fields of art and culture.

   The Scientific and Cultural Turku - prosperous city project is divided into four elements: (1) forming a team of experts to research culture and health at the University of Turku, (2) informing Turku residents on wellbeing using methods that are participatory and popularise wellbeing research, (3) implementing a research and study entity on cultural health research, and (4) arranging an international conference.

   The cultural health study implemented under the project focuses on the Turku 2011 Wellbeing Programme and its effects. The research methods are participatory and cross-disciplinary. The studies examine specific groups, mental health, communality, exercise and levels of activity as well as the health benefits of culture. Research is carried out at four of the faculties of the University of Turku, and the research progress is steered and coordinated by the project’s expert team. The results of the wellbeing study will be summarised at the international Culture, Health and Wellbeing conference in September 2011, which is arranged in cooperation between Osaka University and the Department of Geography at the University of Turku.

2. **Empowering Force of Creative Involvement**, coordinated by the University of Turku Futures Research Centre, studies the Capital of Culture process and reinforces the long-term impacts of the Turku 2011 Capital of Culture during 2010–2012. The aim is to incorporate the best practices, new operating methods and future prospects for regional development.

   The University of Turku Futures Research Centre cooperates with dozens of stakeholders from the creative industry in Turku and Southwest Finland between 2010 and 2012. The majority of the work will be in conjunction with the Turku 2011 programme productions. The research utilises futures research methods including workshops and Delfoi surveys. Will the Capital of Culture year 2011 generate new forms of entrepreneurship for the creative industries? How can cooperation in the production of digital culture be developed after 2011? How well will the new national and international networks in the fields of art and science work in 2020? How can the new networks, operating models and methods of the Turku 2011 Wellbeing Programme productions continue after 2011 in Turku and the rest of Finland?
3. **Turku 2011 Evaluation Programme**, coordinated by the University of Turku, assesses the implementation and impacts of the Capital of Culture process as a whole during 2010–2016. The Evaluation Programme examines the financial, visitor, cultural and social impacts of the Capital of Culture process applying quantitative indicators and qualitative surveys.

The Turku 2011 Evaluation Programme is implemented in multidisciplinary cooperation between several universities and higher education institutions. **Turku Urban Research Programme** is a close partner with its first programme period terminating at the end of 2012. The Turku 2011 Evaluation Programme brings a cultural element to the Turku Urban Research Programme as a whole.

The Turku 2011 Evaluation Programme can be categorised as follows: Culture and the city in a theoretical framework; Capital of Culture as a target of evaluation; Capital of Culture as a process; **Whose Capital of Culture**; and Traces of the Capital of Culture. In particular, Whose Capital of Culture examines the evaluation of the Turku 2011 Wellbeing Programme and especially the evaluation of participation and accessibility in a wide
context. These issues are considered in light of the short-term and long-term effects that the Capital of Culture has on interaction between people and culture as well as of how the impacts are visible in the wellbeing, quality of life and health experienced by people. Children, adults, the elderly and people with different cultural backgrounds encounter the Capital of Culture in different ways, and studying the impacts of the encounters constitutes an integral part of the Turku 2011 Evaluation Programme as a whole.

4. Alongside many of the Turku 2011 programme productions, several case studies on the impacts of the productions are carried out. Projects of this type include the Hair Musical, which involves a study of the changes the approximately 200 middle-aged participants felt in their physical health and wellbeing during the project. The Many Stories of Being involves studying the impacts of photography, drama and other artistic expression on life management as well as on issues such as loneliness and depression. A wellbeing pie model is being developed alongside the Central Park of Culture and Exercise project, which aims to inspire both Turku’s residents and visitors to become increasingly active consumers of culture and to provide a research method for studying the wellbeing effects generated by the increased and more versatile cultural consumption. A scientific study on the effects of the Cultural Prescriptions is also being planned.

5. Several theses and a few doctoral dissertations will be completed during 2010-2016 on the Turku 2011 Capital of Culture, the Capital of Culture Wellbeing Programme as well as the productions presented in this programme description. Theses on the Neighbourhood Weeks, Kindling and 876 Shades of Darkness projects are already being prepared. The Turku 2011 Foundation is arranging funding for grants to support thesis cooperation during the autumn of 2010, which are expected to reap a large number of applicants. The aim is to complement the Turku 2011 research entity, foster cooperation among higher education institutions and stakeholders in the field of culture as well as support the long-term impacts of the process.
To conclude – sustainable cultural wellbeing

The task of the Turku 2011 Wellbeing Programme is to make 2011 a year of new communality, which enriches cultural consumption, establishes new audiences for cultural services and has an impact on the wellbeing and quality of life of both residents and visitors. Similarly, the Turku 2011 Evaluation Programme elements and the case studies seek to demonstrate the versatile impacts of culture that cross the borders of different methods and have a preventive, long-term character. The long-term goal of the Turku 2011 Wellbeing Programme is to create strong preconditions for integrating culture into urban development and meaningful everyday lives of the city’s residents. The Capital of Culture can be seen as both a transformation and an opportunity for the changes to continue.

According to official EU guidelines for the Capitals of Culture, the Capital of Culture year shall implement both the ‘European Dimension’ as well as take into account the ‘city and citizens’ as part of urban development. The Turku 2011 Wellbeing Programme implements both of the objectives, but with a focus on regional and national cooperation and urban development. Extensive cooperation and adopting different national and international models serve as guiding principles also for regional work.

Turku’s strategic policies state that wellbeing is a shared target of all of the city’s administrative bodies. According to Turku 2011 Capital of Culture, both culture and cultural wellbeing have a horizontally permeating character. The Turku 2011 Wellbeing Programme creates the preconditions for the development of cross-disciplinary cultural policy both for the city and in cooperation with other cities.

The health-related benefits of cultural activities are often evident much later on, and straightforward causal relations may be difficult to demonstrate. The concepts of both culture and wellbeing are ambiguous as research terms, as they illustrate large entities, while offering limited scientific legitimisation. However, for the purpose of developing cultural policy and improving the accessibility of culture, it is vital that the concepts are used in research, as they illustrate the broad and penetrating character of culture. It is of key importance that research is conceptualised and the concepts are defined according to the research object, i.e. the cultural environment and the polyphonic cultural meanings that people generate themselves. This was one of the reasons why Turku 2011 Capital of Culture decided to view culture in its wide context already in 2005, and for the programme of the Capital of Culture year to be based on these very starting points.

The doctoral thesis of Esa Pirnes published in 2008 on ‘Meaningful culture and cultural policy: a wide concept of culture as the legitimisation for cultural policy’ discusses an important topic on the way culture understood in its wide context can have an increasingly significant role on societal development than at present. For the wide meaning of culture applied by Turku 2011 Capital of Culture to be seen, heard and felt long beyond 2011, activities that investigate and implement connections between wellbeing and culture require long-standing regional and national coordination. Turku and Southwest Finland on the whole already comprise a province of cultural wellbeing. With the help of the Turku 2011 Wellbeing Programme, Southwest Finland can become permanently profiled as a national hub of culture and wellbeing.