



Aalto University
School of Art and Design

Bridges between artists and regional development to promote welfare

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Aalto University

Where Science and Art meet Technology and Business

Three higher education institutes, leaders in their field, merged to Aalto University on 1st January 2010

Hundreds of years of history and knowledge brought together

- **Helsinki School of Economics, founded in 1911**
- **University of Art and Design Helsinki, founded in 1871**
- **Helsinki University of Technology, founded in 1849**



”Bridges between artists and regional development to promote welfare”

von Brandenburg 2009 “Siltoja taiteilijoiden ja alueellisen kehittämisen välillä hyvinvoinnin edistämiseksi”. Published in: Luova talous ja kulttuuri innovaatiopolitiikan ytimessä (Ministry of Education)

(English translation is to be published in ”Creative economics and culture in the core of innovation policy” spring 2010 by the Ministry of Education.)

Culture and regional competitiveness

- ❖ **Culture is seen as an important factor in developing regional competitiveness.**
- ❖ **Culture strengthens the creativity potential and social integration.**
- ❖ **Business activities within the cultural sector have a direct impact on the regional economy.**

The role of culture and art in promoting welfare

❖ **Unique in itself**

❖ **Instrumental**

❖ **Transformative**

The policy programme for health promotion

(by the Finnish Government 2007-2011)

- ❖ **Culture and art are also means for promoting health and welfare.**
- ❖ **Art and culture are seen to increase a sense of community.**

The aim of the study

- ❖ **To highlight the importance of competence within the fields of culture and art as part of the creative economy**
- ❖ **To exploit this competence in developing regional activities that promote welfare and develop services**
- ❖ **To present current challenges of Finnish regional development and their related solutions**

Experiences

- ❖ **Several Finnish provinces already have experience of culture-driven welfare projects.**
 - ❖ **Regionally, however, these projects are often forced to compete with each other for funding.**
 - ❖ **A number of welfare projects focus on developing technology-based innovation.**
 - ❖ **A large number of art education programmes create expertise for welfare services.**
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Challenges

- ❖ **Maintaining expertise of artists**
- ❖ **Artists have to focus on areas outside their core competence**
- ❖ **The field of art and culture is rather unorganised compared to sport activities**
- ❖ **Artistic expertise has not yet been fully understood as a promoter of innovation and creativity**

Conclusions

- 1. Strengthening the structures in the field of art**
- 2. Establishment of an intermediary organisation for producing cultural welfare services**
- 3. Strengthening networks and increasing knowledge**
- 4. Strengthening strategic development**