

AGREEMENT

GRANI CULTURAL ROUTE

PRELIMINARY STUDY

Between:

Kauniaisten kaupunki / Grankulla stad
Hyvinvointivaliokunta
Kauniaistentie 10 / Grankullavägen 10
02700 Kauniainen / Grankulla

The City

and:

Iclea [FI2428237-2]

The Project Manager

INTRODUCTION

In 2022, the Finnish Ministry of Education and Culture has published a *Roadmap for the national development of cultural tourism* [Kulttuurimatkailun kansallisen kehittämisen tiekartta], implementing a program until 2030. Culture is considered a driving force behind the strengthening of local identities and the sustainable development of the tourism and creative industry. Institutional actors and financial aids are identified to support local initiatives.

Subsequently, the *Cultural Routes Webinar* [Kulttuurireitti-webinar] organised by Museovirasto on 12.9.2022 dispatched a series of options for cultural stakeholders in Finland. New initiatives were encouraged aiming at promoting the local cultural heritage and placing it in an ecosystem where education, tourism and the creative industries would work closely together.

The cultural and environmental value of Grani (short for Grankulla / Kauniainen) represents a unique asset in the field of cultural tourism. Grani's history can be read on several plans: as *a satellite city* to the capital Helsinki; as *a green city* seeking good air and environmental quality; as *a spa city* attracting international guests; as *an Art Nouveau city*, with villas designed by major Finnish architects; and above all as an *artists and writers' colony*, including

respected figures from the Finnish cultural scene of the days. The development of a cultural route in Grani would aim at increasing its appreciation by its inhabitants, and at attracting and informing outside visitors. The reputation of the town would benefit from highlighting its history and heritage, which has been well preserved and kept alive to this day.

Based on the important archival work carried out for decades by Clara Palmgren for the City and the research work initiated by Laura Gutman in view of an exhibition on Werner von Hausen at Villa Gyllenberg in 2023, a preliminary vision has been presented to Christoffer Masar, Mayor of the City of Grankulla / Kauniainen, in September 2022. At the end of the meeting, Laura Gutman has obtained permission to investigate the options to build a Cultural Route in Grani.

A series of contacts were initiated in October and November 2022 with Anni Alho, Senior Advisor for the Development of the Museum Sector, Finnish Heritage Agency [Museovirasto]; Emma Harju, Specialist in charge of Cultural Tourism, Ministry of Education and Culture [OKM]; Susanna Markkola, Manager in charge of Cultural Tourism at Visit Finland; Pierre Bedouelle, Secretary General of euroArt and President of Impressionisms Routes. Laura Gutman also delivered a talk related to Grani artists' colony, "Villa Reire - A Study Case" in Järvenpää at the conference "Paikan henki" (17-18.11.2022) and attended the online conference "Artists' colonies in the world / The world in artists' colonies" organised by the Melbourne University (28-30.11.2022).

FROM LOCAL TO NATIONAL AND EUROPEAN

The Grani Cultural Route would intend to attract a large array of audiences. Its programme would aim at *schools, individual and group visitors*, as well as *specialists* in the fields of history of art, architecture and urban planning, literature and cultural history. It would therefore consider the *local, national and European levels*.

The Grani Cultural Route would make it possible to identify and explain a remarkable heritage around the town. Since a large part of this heritage consists of privately owned villas, the tranquillity of the private owners of villas will be taken into account. The integration of villas belonging to the City in the itinerary should be carefully considered, as they could offer a relevant visitor experience and host cultural events.

Recurring and scheduled cultural events, such as the Grani Music Festival [Kauniaisten musiikkijuhlat / Grankulla musikfest], could be well integrated into the Grani Cultural Route and attract new audiences.

Culture and heritage would provide business opportunities and contribute to the development of the local hospitality and creative industry. The ecosystem would also include close collaboration with tour operators.

PRELIMINARY STUDY

The existence of cultural routes in Finland and in Europe is an important asset for the project. The development of a city's brand image through cultural tourism can build on existing practices. The study of past experiences and existing platforms would place Grani at the heart of an already active network.

EUROART

The European Federation of Artists' Colonies works for the promotion of artists' colonies in Europe. The only Finnish member is currently Önningeby.

Pierre Bedouelle is Secretary General of euroArt, involved in the Barbizon artists' colony in France. During a meeting in Paris in November 2022, he expressed his interest in the specificities of Grani as a colony of artists and writers. He presented euroArt as an active network supporting activities by member cities and associations.

An interview with Kjell Ekström, curator of Önningeby Museum, would help to learn about his experience and the benefits Önningeby derived from the federation.

ART NOUVEAU EUROPEAN ROUTE

An upsurge from The Art Nouveau Network, the Art Nouveau European Route has been established in 2000. It is a Cultural Route of the Council of Europe and brings together European cities and institutions to promote the Art Nouveau heritage and support the development of sustainable tourism. Finland is represented only by the Helsinki City Museum.

The early 20th century architectural heritage in Grani would make the town eligible to apply for the Art Nouveau European Route. Pierre Bedouelle underlined that there is no limit to joining several routes, and that the work carried out would thus reach several audiences. A similar suggestion came from the discussion with Museovirasto and with Visit Finland.

More information and experiences need to be gathered.

TYPES OF ORGANISATIONS

The establishment of a Grani Cultural Route requires the support of a structure to receive funds and manage its development in the short and long term.

The different structures (the Cultural Service of the City, an association or a foundation) need to be evaluated in the light of other similar projects.

FUNDRAISING

The Roadmap for the National Development of Cultural Tourism includes a section that details the institutional financial tools supporting cultural tourism.

A list of institutions and foundations supporting cultural and environmental projects, as well as potential donors, should be drawn up and deadlines clarified.

MISSION

Under this agreement, the City entrusts Laura Gutman, designated as Project Manager, with the mission of carrying out a Preliminary Study of the conditions necessary for the launch of a Grani Cultural Route.

During her mission, the Project Manager will study the following questions:

- Benchmark study of similar projects advanced in other cultural cities such as Porvoo; concerning Finnish cultural figures such as Alvar Aalto; and addressing the European significance of an artists' colony such as Önningsby;
- Analysis of the legal structure best suited to carry out the Cultural Route project;
- Relevance of joining the European Federation of Artists' Colonies and the Art Nouveau European Route;
- Analysis of the status and projects concerning the villas owned by the City;
- List of grants and subsidies to apply for.

DURATION OF THE MISSION

The duration of the Preliminary Phase will be two months. It may begin in 2023 when the offer is signed.

REMUNERATION

2 months x 3.200 € + VAT

Payment will be made in two parts: the first half upon signing the offer and the second upon submission of the report.

DELIVERIES

At the end of the Preliminary Study, the Project Manager will submit a report in which she will present the studies conducted and the options available. The results of the Preliminary Study will be presented during a meeting with the representatives of the City, who will decide on the follow-up to be given to the project.

TERMINATION

The report submitted by the Project Manager will be considered the property of the City. If the project continues, the Project Manager will be reappointed to the next phase. In the event that the project is interrupted after the Preliminary Study is completed, the Project Manager will not be liable for any compensation.

Date, place

The City

The Project Manager