

Laura Gutman

GRANI CULTURAL ROUTE

PRELIMINARY STUDY



Laura Gutman
31/05/2023

CONTENT

Introduction	1
1. Cultural Routes in Finland	2
Alvar Aalto Route	2
Albert Edelfelt Route	4
Visit Tuusulanjärvi	7
Laajalahden museot	8
Conclusion	8
2. European Cultural Routes	9
The Council of Europe	9
The National Board of Antiquities	10
Impressionisms Route	10
The European Federation of Artists' Colonies	11
Önningeby	12
Laren	14
Réseau Art Nouveau Network	14
Iconic Houses	15
Conclusion	15
3. Signage	16
4. Websites and applications	17
Visit Espoo	17
Kauniainen.fi	17
Granikultur.fi	17
KaunisGrani.fi	18
Visit Kauniainen	18
GoCache	19
Conclusion	19

5. Legal Structures	20
Cultural Services	20
Foundation	21
Association	21
1. Joining an existing association	21
2. Creating a new association	22
Non-profit limited company	23
3. Joining an existing limited company	23
Conclusion	24
6. Grants	25
The National Board of Antiquities	25
European Structural Funds	26
Uusimaaan rahasto	26
Alfred Kordelin	26
Konstsamfundet	27
Svenska Kulturfonden	27
Svenska litteraturskällkapet	27
Wilhelm Thuring stiftelse	27
Stiftelsen Emilie och Rudolf Gesellius fonds	27
Aktiastiftelsen i Esbo-Grankulla	28
euroArt	28
7. City-owned Villas	29
Vallmogård	29
The Yellow House	30
The Railway Station	30
Conclusion	31
8. European Heritage Days	32
On the way to school. The children of Grankulla / Kauniainen	32
Fairy tale park	32
Action Plan	34

Introduction

During the exhibition project that I conducted for the Villa Gyllenberg on the painter Werner von Hausen, and thanks to the support of the Cultural Services of the City of Grankulla, I had the opportunity to extend my research in August and September 2022 on the artists' villa, his family life, and his connection to his neighbours in Grankulla / Kauniainen. The importance of the City's historical archives collected by Clara Palmgren and my meetings with local residents convinced me of the exceptional historical heritage of the city.

In September 2022, the mayor of Grankulla, Christoffer Masar, allowed me to carry out initial research. The establishment of a Grani Cultural Route (working title), which would allow visitors to discover the local cultural heritage, appeared to me to be the most suitable programme for the city.

On 1.2.2023, the Grankulla / Kauniainen Committee for Wellbeing commissioned me to carry out a Preliminary Study to benchmark similar experiences in Finland, to identify the legal structures that could support the programme in the long term, to investigate the relevance of joining a Cultural Route of the Council of Europe, and to identify possible funding sources.

A webinar organised on 29.5.2023 by the National Board of Antiquities on the *Cultural Routes of the Council of Europe and project funding* confirmed the inclusion of cultural routes in Finnish government programmes. Valtteri Karhu, Ministry of Economic Affairs and Employment (TEM), emphasised the extent to which the development of cultural and natural tourism was an integral part of the European Structural Funds / *Euroopan rakennerahastot / Europeiska strukturfonder 2021 – 2027*.

This is an exceptional opportunity that could bring about a real transformation in the town of Grankulla / Kauniainen. From a residential town, it could draw on its history to redefine its local identity, attract visitors and raise its profile internationally.

[The Roadmap for the national development of cultural tourism](#) published in 2022 and revised in 2023 by the Finnish Ministry of Education and Culture and the *Cultural Routes programme of the Council of Europe* led in Finland by the National Board of Antiquities encouraged me to explore the path of cultural tourism.

In addition to providing practical and material answers to guide the Committee for Wellbeing's decisions on the administrative format that the Grani Cultural Route could take, this Preliminary Study proposes an achievable short-term objective.

1. Cultural Routes in Finland

A cultural route is intended to link several sites scattered over a more or less extensive area, around a theme. These routes make it possible to visit the sites individually or with a professional guide.

The examples studied in this Preliminary Study concern the Alvar Aalto Route: a very ambitious project recently completed; the development of the Albert Edelfelt Route in Porvoo; and experiences around Tuusulanjärvi and Laajalahti.

Alvar Aalto Route - 20th Century Architecture and Design

The Alvar Aalto Route is a travel marketing product designed by the Alvar Aalto Foundation. The route includes buildings designed by the architect in more than 50 sites and 5 countries.

The Alvar Aalto Foundation is a supra-entity responsible for a series of projects related to Alvar Aalto's heritage. The Foundation runs museums, coordinates research including seminars and publications, and awards prizes.

According to Tommi Lindh, CEO of the Alvar Aalto Foundation [telephone interview, 28.4.2023] the ultimate goal is the nomination of Alvar Aalto's sites to the UNESCO World Heritage List- a process in progress. Several steps were necessary to achieve this goal.

In 2017, the Alvar Aalto Foundation set up the *Network of Alvar Aalto Cities* to connect cities with Alvar Aalto's buildings around the world. To encourage a wider public to visit these buildings, *Visit Alvar Aalto* was launched in 2018 with the support from the Ministry of Education and Culture. The next step was to obtain Council of Europe certification for the *Alvar Aalto Route*, which was achieved in 2021.

According to the Economic Partnership Agreement rules, the Foundation was not allowed to operate a Cultural Route of the Council of Europe. In 2020, *The Cultural Route on Aalto's Architecture and Design Heritage Association* was established to support its activities.

Tommi Lindh describes obtaining certification for a *new* Cultural Route of the Council of Europe as a time-consuming and stressful process. He acknowledges, however, that the visibility of Alvar Aalto sites has been greatly increased and that new audiences have travelled to Finland to experience the Alvar Aalto Route. His recommendation would be to join an *existing* route and to join forces with other cities sharing a similar heritage to encourage visitors to come to Finland and visit Grankulla / Kauniainen.

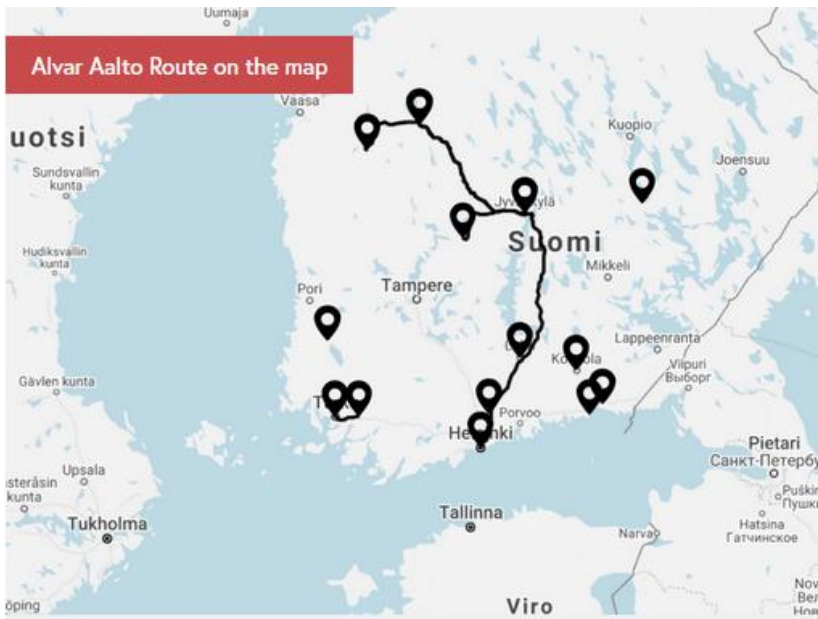
This study shows that several sites and cities have developed a close collaboration with tourism operators, who play a major role in marketing the programmes. However, it is up to the sites and cities to create the cultural content of the routes.

<https://visit.alvaraalto.fi/fi/>

The establishment of the Alvar Aalto Route shows the evolution from a scientific programme to a touristic one, and its strategy to obtain Council of Europe certification.

In 2020, *The Cultural Route on Aalto's Architecture and Design Heritage Association* was established. The members of the association are the different stakeholders involved: cities, buildings' owners, tour operators, restaurants, cafés, bookshops... The members pay a membership fee to the association to have their business marketed on the Cultural Route. They run their business independently and keep their benefits.

The main marketing tool is the very comprehensive website [Alvar Aalto Route](https://visit.alvaraalto.fi/fi/), accessible in 5 languages. It allows potential visitors to identify and locate Alvar Aalto's buildings that are open to visits and the programmes associated with them.



Alvar Aalto Route on the map

Enjoy Alvar Aalto's architecture, northern nature landscapes, delicious food and local attractions. Book a tailor-made tour by one of our selected travel agencies or plan your own way to discover the sites.

The sites on the Alvar Aalto Route are very different in nature: private and public, open to the public or accessible only from the outside. The route can be visited individually or with guided tours and trips are offered by professional tour operators.



Guided walking tour of the Aalto Centre in Seinäjoki

Seinäjoki, Finland

1,5 h • Groups, Individuals • All year

From 145 € / 1-25 person group per person



Transport and accommodation included

Alvar Aalto Grand Tour

Alajärvi, Eura, Helsinki, Jyväskylä, Paimio, Pori, Seinäjoki, Turku, Finland

7 days • Groups • 07.-13.08.2023

From 1975€€ in twin-bedded room per person



Youth Association building in Alajärvi

Sairaالاتية 9, 62900 Alajärvi

Available to rent for private events • Indoors/outdoors • All year

Upon request



Aerola terraced houses in Vantaa

Pyhtäänkorventie 23, Vantaa

• Outdoors • All year

Viewable from the outside

Albert Edelfelt Route - Porvoo

The Albert Edelfelt Route is a product marketed by [Visit Porvoo](#).

The route was originally designed in 2010 for the Porvoo Cultural Summer [Porvoon kulttuurikesä 2010 / Kultursommaren i Borgå 2010]. The walk *In the footsteps of Albert Edelfelt* [Edelfeltin jalanjäljillä / Edelfelts fotspår] invited visitors to discover 15 sites spread over a large area. Many of the points of interest were places painted by the artist. Porvoo Old Town Hall, Haikko Manor and Albert Edelfelt Atelier are sites open to visitors.

The cultural route was distributed in paper format in Finnish and Swedish and remained accessible in the following years on the Visit Porvoo website. It includes an introduction to Albert Edelfelt's connection with Porvoo, a map and a list of the points of interest, an explanation for each of them accompanied by a reproduction of the paintings produced on the site, as well as practical information about the places open to visitors. In the city, the paintings are reproduced on the sites where they originated.

In 2017, a new printed version of the route was issued in English and Russian. It is still available at Albert Edelfelt Atelier in Haikko [5.5.2023].

Recently, Visit Porvoo wished to use this content in a more interactive way by using a mobile application. It offers up to 4 languages version. In addition, [a bicycle route](#) with leisure points of interest takes the visitor from the Old Town to Albert Edelfelt Atelier in Haikko. Many more routes are accessible via City Nomadi, including cultural routes on architecture, inside Porvoo Cathedral etc.

I used this route on an individual car tour [visit, 5.5.2023]. I started the visit at the Albert Edelfelt Atelier. The paper version was very useful in selecting the sites I wanted to see. The app helped me to navigate from one site to another. The on-site reproductions proved useful to check the location of the paintings. They also made sharing with other people in the group more interactive. The complete visit would not have been possible without a car.

It should be noted that the Albert Edelfelt Route is part of the city's tourism offer. Visit Porvoo is designed for international tourists, but also for Finns who want to spend time in Porvoo. A tourism ecosystem has been developed to provide a quality visitor experience. Over the years and thanks to the attractiveness of the cultural heritage of the Old Town, cafés, restaurants, boutique hotels and shops offer a wide range of quality tourist services.

[In Albert Edelfelt's footsteps](#)

It is interesting to follow the evolution of the Albert Edelfelt Route from paper to mobile application, while its content has remained the same.

While the Albert Edelfelt Route was very comprehensive and well documented, it faced several problems. The distance between the sites was sometimes important and made the route impossible to walk. The paper format was considered outdated and insufficient. With time, the reproductions of paintings lost their colours on the sites and gave a poor image of the famous works of art.



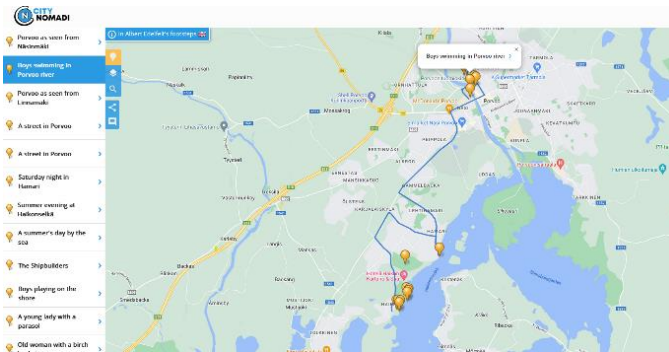
The *City Nomadi* app offers a modernised access to the route by using the Internet and mobile phone interfaces.

The hospitality aspects cannot be overlooked. Without its cultural heritage, Porvoo would not attract visitors and there would not be so many services. Thanks to the quality of their visit, more visitors are coming back again and again. Culture has created jobs.

Albert Edelfelt Route – VisitPorvoo.fi



Points of interest are identified on a map (flyer).



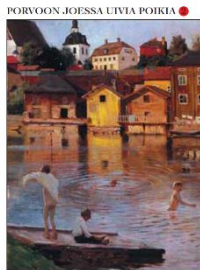
GPS positioning (City Nomadi)



Access on VisitPorvoo.fi



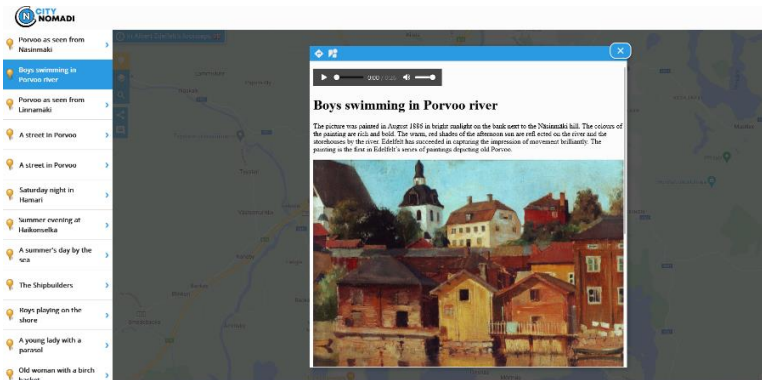
On site illustrations.



Toon on maalattu elokuvassa vuonna 1886 kirkonkannon pöytäkirjasta "Miesviesko" nimisellä. Toonon väri on täysin realistinen ja realistinen. Esimerkiksi pöytäkirjassa ilmeisesti mainitaan, että heijonnut jokien ja rantaan reunaan on ollut kirkonkannon. Edelfelt on kuvannut vanhaan Porvoon rantaan ja kirkonkannon erinomaisesti. Toon on Edelfeltin suunnittelema vanha Porvoon kirkonkannon maalauksen sarjasta.

BÄDANDE GOSSAR I BORGÅ Å
Kuvasto on otettu 1886:stä alkuperäiseltä Naarismaan rantaan 1886. Färgerna är mattade och dista. Kvällens värme värde rytmisen äännekoron ja ään ja harkitus viidä kirkon. Edelfelt has lyttat ääntä om äännekoron av ään och rörelse på ett utmärkt sätt. Verket är den första av de många tavlor som skildrar det gamla Borgå.

Points of interest are briefly described and illustrated (flyer)



The same content is accessible on an app. It can be read by an artificial voice (City Nomadi).

Visit Porvoo has established *a code of conduct for visitors* to protect residents from what could be perceived as intrusive tourism.

Other cultural routes are proposed in Porvoo, to spread visitors around the city and suggest more outlying areas to visit.

Instagram photo spots

The Instagram photo craze is guided, inviting visitors to go outside the Old Town.

Hautalehto

The successful *Hautalehto* crime series is set in Porvoo. A mobile application offered by the company *JoinStory* offers a route throughout the city in the form of a police investigation game. The app is available in Finnish for the domestic market, familiar with the series.

Porvoo's successful cultural tourism policy is inspiring. The city is recommended in tourist guides for the quality of its sites and its hospitality. Long-term work in collaboration with museums has led to success, ensuring both the quality and dissemination of cultural tourism products.

[#enjoyrespectoldporvoo](#)

[Top 5 places to take the perfect picture](#)



<https://www.joinstory.fi/>

Visit Tuusulanjärvi

Lake Tuusula Tourism Association was established in 2001 to promote the local tourism in the two municipalities of Tuusula and Järvenpää. The members of the association are tourist operators who pay a fee to appear as partners and obtain the right to use the logo, etc. Their services (restaurants, accommodation, shopping) are marketed on *Visit Tuusulanjärvi* website. The *Artist Community* section highlights the local cultural heritage. Another section is devoted to the natural environment, including walks. The cultural content targets tourism, while more extensive publications can be downloaded in pdf format.

The membership model is very instructive. Members contribute to the association according to their turnover, except for individual members qualified as supporters.

- turnover of more than 1.5 million €: 2.500 €
- turnover of between 500.000 € and 1.5 million €: 1.500 €
- turnover of between 150.000 € and 500.000 €: 400 €
- turnover of less than 150.000 €: 200 €
- supporting members: 30 €

Marjo Ranta-Irwin, Executive Director of Visit Tuusulanjärvi [telephone interview, 3.5.2023] advised me to involve both the City Council and the tourism industry in the project. Business support is essential in the long term, as municipalities' priorities may change over time.

Grankulla / Kauniainen is a residential area with very limited hospitality. The *Grani Cultural Route* would be a first step towards cultural tourism. It would create new jobs in the restaurant and hotel industry. The City Council can play a leading role in attracting visitors and tourism entrepreneurs.



Composer Jean Sibelius

Visit: Home museum Ainola

[READ MORE](#)



Painter Pekka Halonen

Visit: Wilderness Studio Halosenniemi

[READ MORE](#)

Biographies accessible on the website, in connection with artist homes.

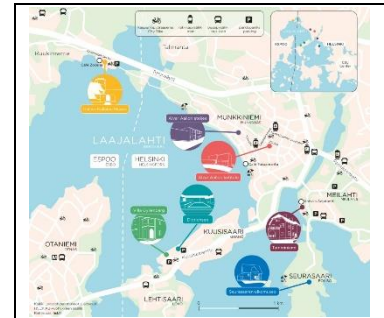
Laaialahden museot

The willingness to share resources is reflected in this route, which has been designed in 2005 to bring together 7 museums in the Laajalahti area. According to Anne Pelin, Exhibition Manager at the Gallen-Kallela Museum and member of this network [meeting, 9.5.2023], the Gallen-Kallela Museum is involved in several networks of small museums.

Their limited resources require that small museum houses share their practice and experience with others. They invite experts jointly and discuss together, an inexpensive solution to support their practice.

By standing together, this chain of small museums give a more convincing and attractive image to the public. A positive visitor experience makes them want to go from one to the other

[Laaialahden museot / Bredvikens museer / Seaside Museums](#)



A paper map is distributed in every museum.

CONCLUSION on Cultural Routes in Finland

In the course of this Preliminary Study, it became clear that the Grani Cultural Route could be the gateway to the cultural heritage of the city. However, such a development would not be viable without a tourist counterpart. The setting up of visitor hospitality structures cannot be the sole responsibility of the City Council, even if its driving role would be decisive and encourage the installation of entrepreneurs driven by this vision.

Grankulla / Kauniainen's architectural heritage is a source of pride for its inhabitants, but also a burden, whereas it could generate economic and image benefits. The launch of this programme must be part of a global reflection on the city's heritage and its use. The needs in terms of accommodation point to the almost complete absence of Bed & Breakfasts, hotels, restaurants and shops. There are several concert and meeting halls, but the city does not currently have a museum or art gallery, except for an unguarded room in the library. Some of the municipality's real estate could be used for this purpose.

The models studied show that several cities have established cultural routes in Finland to attract visitors. The cultural and tourist ecosystems benefit the visitor experience and all the partners involved in the marketing.

Such a project cannot be carried out by one person alone. The collaboration of multiple partners is essential to its success, and their coordination within a legal structure guarantees its dynamism and durability.

2. European Cultural Routes

The National Board of Antiquities is encouraging the establishment of European Cultural Routes in Finland. The successful example of Alvar Aalto Route, certified in 2021 by the Council of Europe, serves as a model.

In this Preliminary Study, I analyse the documents produced by the Council of Europe, as well as two programmes which may be of interest to Grani Cultural Route: the Federation of Artists' Colonies and the Réseau Art Nouveau Network.

An online interview with Cecilia McMullen and Anni Alho [14.4.2023] allowed us to gauge the expectations and the tools made available by the National Board of Antiquities.

Online interviews with Valérie Thomas from Musée de l'École de Nancy (France) and Kjell Ekström from Önningsbymuseet (Åland Island) helped me gather the experience of these partners of targeted European routes. In addition, I have heard from Anne Pelin from the Gallen-Kallela Museum about Iconic Houses, another international network.

The Council of Europe

The European Cultural Routes programme was launched in 1987 by the Council of Europe to promote a shared European heritage and identity through cultural tourism. The establishment of routes across Europe made it possible to bring together several countries around common cultural themes. Finland joined the programme in 2018. In 2023, there are 48 certified Cultural Routes.

My understanding is that it would be very appropriate to join one of the European Cultural Routes in terms of recognition, visibility and attractiveness. The collaborations with the other members of these routes would allow for very valuable partnerships.

Nevertheless, the initial establishment of the Grani Cultural Route is a precondition and a priority.

“Cultural Route: a cultural, educational heritage and tourism co-operation project aiming at the development and promotion of an itinerary or a series of itineraries based on a historic route, a cultural concept, figure or phenomenon with a transnational importance and significance for the understanding and respect of common European values”.

The National Board of Antiquities (Museiverket / Museovirasto)

The Ministry of Culture and Education has entrusted the National Board of Antiquities with the mission of encouraging operators and sites to join the Cultural Route programme of the Council of Europe. Anni Alho is responsible for the Cultural Route programme at the National Board of Antiquities. Her role is to establish links between Finnish sites and operators and existing cultural routes, and to impulse the creation of new routes.

During our online meeting [14.4.2023], Alho committed to organising a webinar with euroArt to determine the interest of other cities and sites in the Nordic and Baltic countries identifying themselves as artists' colonies.

Grani's cultural heritage could fit into two different routes: one on artists' colonies and the other on Art Nouveau architecture. However, it would be more reasonable to consider joining a single route in the first instance.

Impressionisms Routes

Impressionisms Routes has been co-founded by the European Federation of Artists' Colonies (euroArt) in 2015 and certified in 2018 by the Council of Europe. It encompasses 12 routes, named after Impressionist painters. It is a not-profit association registered in France.

www.impressionismsroutes.com



The link between the Impressionisms Routes and euroArt could support the visibility of the Grani Cultural Road.

Given the specificity of Grani, which brings together not only painters and sculptors but also writers in the early 20th century, the focus on Impressionist painters is problematic.



The European Federation of Artists' Colonies (euroArt)

The European Federation of Artists' Colonies was created in 1994 prior to the Impressionisms Routes and continues to exist alongside. It will celebrate its 30th anniversary in 2024. It is an international non-profit association registered in Belgium. It connects 47 artists' colonies in 12 countries: Önningeby, in the Åland Island, is a member.

In February 2021, euroArt was granted the Participatory status with the Council of Europe. There is talk of euroArt merging with the Impressionisms Routes. The National Board of Antiquities would recognise euroArt as a European Cultural Route.

The artists' colonies are *registered by city*, with a list of artists who lived there, links to museums and sites opened to visitors, and local tourist offices. The towns involved in this programme are mostly small for historical reasons. In the 19th and 20th centuries, artists sought to settle in villages in the countryside. Some artists have become famous, and their works produced in these villages and small towns are very well known. Visitors are attracted by their heritage and wish to experiment the local atmosphere. Financial and human resources are sometimes limited, except for some very active museums.

Due to the exceptional influx of artists and writers at the beginning of the 20th century, *Grani meets the criteria of an artist colony*. However, the basis for its settlement differs from other narratives. Unlike many examples, the colony was not founded by painters in search of landscapes. Although there were painters and sculptors in Grani, the number of Swedish-speaking writers is a unique component of the colony.

www.euroart.eu



Grani Cultural Route seems to meet all criteria:

An "artists' colony" is to be understood as:

- ✓ A place or municipality with a European dimension in the field of art
- ✓ It is located in Europe and developed in the course of the 19th and 20th century.
- ✓ The colony and/or municipality were not restricted to painting, graphic art and drawing but are equally open to literature, music, sculpture, theatre, dance, etc.
- ✓ There were several artists attached to the colony.
- ✓ It was characterised by a sustainable commitment.
- ✓ The artists' associations were principally active in the countryside.
- ✓ The artists' associations also determined the identity of the municipalities or cities.

artists' colonies and partners



filter by country ▾



Membership

If Grani Cultural Route decides to become a member of euroArt, it must submit an application to euroArt advisory body (The Scientific Advisory Committee). Based on its advice, a decision will be taken by the Steering Committee and notified within a month.

euroArt's membership is subject to a fee. euroArt's revenues in 2021 was 59.000 €, covered mainly by municipalities (c. 46.700 €), by foundations (8.850 €), associations (1.950 €), and private members (1.800 €). There is no additional membership fee when applying to Impressionisms Routes.

Önningeby, Åland / Ahvenanmaa

Önningeby is the only Finnish artists' colony represented so far by euroArt. Its membership is supported by the activities of the Önningeby Museum, opened in 1992.

The story of the artists' colony is centred around Victor Westerholm, qualified as an Impressionist painter, and on the arrival of Finnish, Swedish and Estonian painters during the summers. The presence of women painters is emphasised, and 16 artists are listed.

Interest in the colony started locally and gave rise to an association. [Önningeby hembygdsförening](#) established the [Önningeby Museum](#) in a local old barn. Its collections are regularly enriched by private donations. The painter Kjell Ekström is the Chairman of the Önningeby hembygdsförening and the Director of the Önningebymuseet. He actively produces publications and exhibitions, which have helped to rediscover the history of the colony and raised its profile.

Önningeby joined euroArt about 10 years ago to emphasise the links with other artists' colonies, such as Skagen in Denmark, and to develop on a European scale. Thanks to the network, Önningeby was represented in exhibitions held in Dachau and Schwaan, in Germany. The museum cannot receive loans for temporary exhibitions due to uncontrolled hygrometry but participates in online exhibitions.

According to Kjell Ekström [telephone interview, 11.5.2023], euroArt is in a good position with an active board. He pointed out that membership fees are not high and that some visitors came to the island after hearing about the colony on the euroArt website.

Yearly membership fees

Associations: 150 €

Foundations: 300 €

Municipalities 0,10 € per inhabitant: Grani c. 1.000 € (2021: 10.177 inhabitants)

It is advisable to join euroArt as an association

"Önningebykolonin på Åland var Finlands enda egentliga målarkoloni under friluftsmåleriets guldålder. Önningebykolonin verkade under åren 1886-1914 med den finländske landskapsmålaren Victor Westerholm som centralgestalt".

[Kjell Ekström, "Önningebykolonin - en bortglömd konstnärsgemenskap från landskapsmåleriets guldålder av", Tidskriften Skärgård, Årgång 24 Nr 4 / 2001.](#)

Önningeby's presence in euroart would be a great asset to develop a Finnish pole in the network and attract visitors.

Each year Önningeby association undertakes a trip to visit a cultural site. A visit to Grani Cultural Route may be considered in the future.

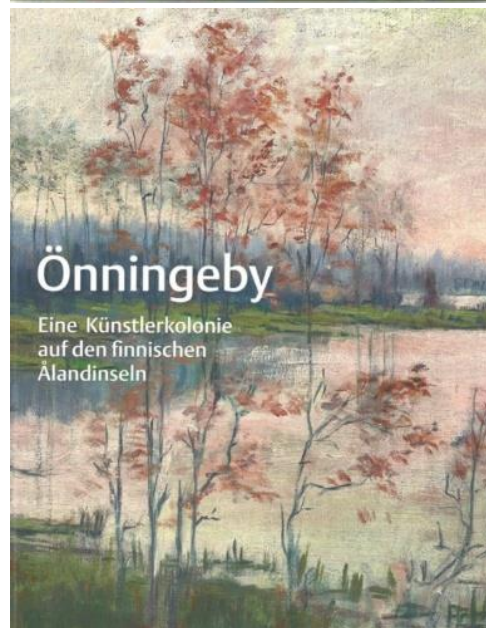
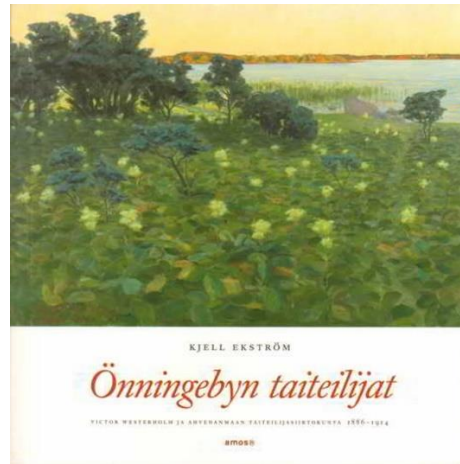
Önningeby Artists' Colony – a European acknowledgement



Önningeby Museum



The museum's collections consist of donations.



Exhibitions at Amos Anderson Museum, Didrichsen Art Museum (Finland), Waldemarsudde (Sweden) and Dachau (Germany).

Laren, Netherlands

[Singer Laren](#) is a museum and hall built in the house of the American painter William Singer and his wife Anna in Laren, an artists' colony on the outskirts of Amsterdam. The collection of Dutch impressionist and modernist paintings is remarkable.

Werner von Hausen and his wife have visited Laren several times to meet Dutch artist friends. Therefore, I visited Laren in 2022 and made contact with Anne van Lienden, curator of Singer Laren.

Singer Laren is a member of euroArt. My 30-minute tour of the Laren artist colony's cultural route was guided by the [Space Time Layers](#) mobile app.

Réseau Art Nouveau Network

Created in 1999, Réseau Art Nouveau Network became a Cultural Route of the Council of Finland in 2014. It gathers 20 cities across Europe. It is a non-profit association registered in Belgium, with headquarters in Brussels.

The Helsinki City Museum has been a member of the network since its launch in 1999, and has benefited from several joint projects, such as a video (2008) and a travelling exhibition "Art Nouveau and Nature" (2013). Helsinki resigned in 2016, due to its reorganisation and difficult economic situation [email 28.4.2023, Sari Saresto; Head of the cultural environment, Helsinki City Museum / Helsinki City].

Being a partner in the network has strengthened the appreciation of the Finnish Art Nouveau both among Finns and international public. The co-operation within the network has been a fruitful and delightful opportunity to learn more, not only about the field of architecture and design but also in the field of co-operation in European level and achieving common tasks in the line of exhibitions, publications and on-line activities.

Tiina Merisalo, Director, Helsinki City Museum, 8.2.2016

In 2023, Ålesund in Norway is the only Nordic city member.

According to Valérie Thomas, curator of Musée de l'École de Nancy, [telephone interview, 11.5.2023] Réseau Art Nouveau Network has been able to develop numerous projects (exhibitions, seminars, publications, multimedia) between 2000 and 2015, thanks to the support of the European Commission.

The historical links between the Finnish and Dutch artists could lead to joint projects within euroArt, of which Singer Laren is a member.

www.artnouveau-net.eu



Réseau Art Nouveau Network

Membership

Annual membership: 2.000 €.

The recognition of Grankulla / Kauniainen as an Art Nouveau city would be an asset for research, communication and cultural tourism. The focus would be on the villas rather than on the artists' and writers' colony.

It would be preferable to join Réseau Art Nouveau Network later, when the initial documentation work is advanced.

In 2015, Culture Europe became Creative Europe, oriented towards contemporary creation and no longer towards heritage. This new difficulty in receiving grants must be taken into account. Project funding is now based on members' participation. The activities are supported by a coordinator paid by the Brussels region and a communication and social media manager paid by the network. Large European cities such as Brussels, Barcelona or Budapest, but also small and medium-sized cities are treated on an equal footing. Eastern European countries have recently joined the network.

Iconic Houses

The current craze for cultural routes testifies to their attractiveness and their positive effect on cities and sites

The Gallen-Kallela Museum in Espoo, the Didrichsen Art Museum, Hvitträsk, the Futuro House, as well as 4 houses built by Alvar Aalto all around Finland belong to the international network of Iconic Houses. 188 museum and private houses mainly in Europe and the Americas are part of this network, set in Utrecht in the Netherlands since 2012.

<https://www.iconichouses.org/>



There is still some way to go before the villas in Grankulla are recognised as iconic, but the importance of this new trend, in which Finland is participating, should be borne in mind.

CONCLUSION on European Cultural Routes

The development of the Grani Cultural Route is an essential step towards establishing links with other networks. However, joining a Cultural Route of the Council of Europe would demonstrate a broader ambition. Collaboration with European partners would allow us to benefit from their experience and to apply solutions tried out elsewhere. Comparison with other cities with a similar architectural and historical heritage would allow the inhabitants of Grankulla / Kauniainen and visitors to better understand the local history and to value it on a European scale. The dissemination of the Grani Cultural Route on other partners' websites in Europe would increase its significance, support its marketing and attract an international audience. Foreign tourists visited Önningeby after discovering its existence as an artist colony.

The support of the National Board of Antiquities is conditional on the membership of one of Cultural Routes of the Council of Europe. It would be desirable for other cultural routes to be developed at the same time in Finland, the Nordic or the Baltic countries.

The results of my investigation show that Grani Cultural Route would meet the criteria of two cultural routes. Nevertheless, it might be too ambitious to participate in both organisations at the same time. I would be more in favour of joining euroArt, because of its more unifying interest, than Réseau Art Nouveau Network, which focuses more on architecture. The history of the artists and writers' colony might also be more attractive to the public, without preventing an interest in architecture.

3. Signage

The issue of signage was not examined in detail in this Preliminary Study. However, I was asked the question on several occasions.

Most of the cultural routes studied rely mainly on their website, on which a map is published. Mobile applications with GPS positioning complete the system and make it easier to locate the sites. Travel guides and flyers are also sometimes published.

However, there are other models that could serve as a source of inspiration. Signs could be combined with QR codes, providing links to the Grani Cultural Route website.

Sites could be identified by fixing badges to the fronts of houses. They would make the Grani Cultural Route more visible. QR codes could offer an alternative to mobile apps. But signage must remain elegant and a source of pride for the inhabitants. The agreement of Grankulla / Kauniainen's private owners would be an essential prerequisite.

 **Museovirasto
Museiverket
Finnish Heritage Agency**



Maisons des Illustres, France



English Heritage, GB



London Blue Plaques



Stolperstein Holocaust Memorials



These bronze paving stones, which bear the names of the Holocaust victims who lived at the site, must not be used in any other way.

4. Websites and Applications

Cultural routes are primarily itineraries that allow visitors to move around the city and discover significant sites. The main dissemination and marketing tool is a website. The review of the different options available or to be created shows the possibility of combining them.

Two main objectives should be pursued, one cultural and the other touristic. The history of the villas and the biographies of artists, writers and personalities should be documented. Practical information should also be available to help the visitors find their way around.

Visit Espoo

Visit Espoo is the umbrella website for Grankulla / Kauniainen as for other municipalities. As a result, it is extremely abundant, at the risk of seeing the files disappear in the mass of information. Unless you know what you are looking for, it might be very tricky to find the Grani Cultural Route spontaneously. On 13.4.2023, there were 38 events in the *Cultural life* section and 14 events labelled *Culture and attractions*.

With more resources, it would be possible to contribute more to Visit Espoo and share more content [telephone interview, Gisela Montonen, 30.5.2023].

Kauniainen.fi

The City of Grankulla / Kauniainen maintains its own website in 3 languages: Finnish, Swedish and English.

Gisela Montonen, Culture and Communications Planner, told me [phone interview, 30.5.2023] that the Grani Cultural Route could be housed at Kauniainen.fi and have its own section.

She warned me about her lack of time to take on new projects but assured me that she could play a valuable role in communicating the project and related events, i.e. on social media.

Granikultur.fi

Grankulla svenska kulturförening's website is extremely minimal. It is mainly used as a calendar of events organised by the association.

Visit Espoo would be suitable for tourism purposes but would not allow the development of in-depth cultural content.

Kauniainen.fi provides brief practical information and is not intended for long historical articles. It would be perfectly suitable as a relay for events, and to redirect visitors to a more developed website.

In the absence of a merger, Granikultur.fi could only be used as a relay of information.

KaunisGrani.fi

The website associated with Kaunis Grani newspaper has the merit of publishing a history section, which presents a series of articles on the history of the town and its residents.

Jan Snellman has long wanted to improve the design of the website. He is keen to use the services of the webdesigner KapteeniKuu.

The financial means obtained for the Grani Cultural Route could benefit the Kaunis Grani website, whose design could be improved.

A specific section could be dedicated to the Grani Cultural Route on the Kaunis Grani site, whether or not a merger takes place.

The financial means obtained for the project could benefit the whole site, whose design could be improved.

Visit Kauniainen

Visit Kauniainen is a Facebook page created during the Covid-19 pandemic in 2020 by a citizen of Grankulla / Kauniainen, Johanna Ahlberg. She admits [telephone interview, 30.5.2023] that she is now lacking the time to maintain the site as she would like and would be quite enthusiastic about contributing to a new project to enhance the town. Her profile as an entrepreneur and consultant could be an asset if she agrees to share her expertise with the Grani Cultural Route team. She would be willing to consider giving up the Visit Kauniainen name to be used for a larger project.

Miikka Valo, Director of Visit Espoo [telephone interview, 12.5.2023] encouraged the development of a Visit Kauniainen website, which is a well-identified brand.

Visit Kauniainen could host the Grani Cultural Route and list other cultural events in the city, such as Grankulla Music Festival concerts or Grani Art Mix programmes. The history of the city would form the background to its contemporary cultural development.

By bringing together the multiple cultural programmes, their visibility would be increased and visitors from outside the city could add to the mainly local audience. It would be essential to work closely with the Cultural Services to enhance and market the many projects they carry out.

The Culture and Communication planner [telephone interview, 30.5.2023] suggested outsourcing the development of a website.



Visit Kauniainen is currently a personal Facebook page. It could be transformed into a website to market the Grani Cultural Route.

GoCache

Following a warning from a member of the Committee for Wellbeing against the creation of a new mobile application, I asked about Grankulla / Kauniainen's experience in this area [Gisela Montonen, telephone interview, 30.5.2023]/

My Preliminary Study showed that the market is full of mobile applications and that Cities are under great pressure. I also noted that most of the cultural routes were developed virtually with different developers.

The latest experiment in Grankulla / Kauniainen is the **GoCache** game, including two products: a sports route and a cultural route. These geolocated routes are only available on-site and in Finnish; they only work with iPhones and a requested code is a source of confusion. The text is very limited and provides only a brief overview.

It seems that the application is not very well-known, that it has not been sufficiently marketed and that it is therefore little used. I can understand the disappointment expressed, considering the annual subscription and the small number of users.

As suggested in Chapter 3 on signage, QR codes can offer an interesting alternative to mobile applications, by linking sites to web pages designed for the Grani Cultural Route.



GO | CACHE

GoCache is grani's latest unfortunate experience with a mobile application;

The creation of a new application is not proposed at this stage. The information will be gathered on a website, and the demand for an application will have to be verified in the future.

CONCLUSION on the Websites and Applications

The importance of a website is undeniable; it is the basis for any form of communication to the public. Every cultural routes have an online existence, virtually bringing together places that are far apart.

In the case of the Grani Cultural Route, the construction of the route is also based on the compilation of biographies and architectural, artistic and literary documentation. Their online publication has many advantages in cost, dissemination, accessibility and multilingualism. It would be an essential tool to apply for membership and contribute to one of the Cultural Routes of the Council of Europe. Traditional paper forms of publication may follow, and the question of copyright should be considered in this perspective.

The Committee for Wellbeing will have to decide whether it is more appropriate to create a Visit Kauniainen website or if it is preferable to link up with an existing site, such as Kauniaianen.fi or KaunisGrani.fi. Links in other websites are highly recommended in all cases.

5. Legal Structures

The conception of a cultural route is not the only challenge. Once Grani Cultural Route is established, it needs to be boosted by events and publications; partnerships with tour operators must be created and monitored over time. Membership in the European Cultural Routes also means participation in joint programmes.

In order to lead this project and to make it sustainable, it is necessary to grant it staff and financial means. Unfortunately, the municipality's Cultural Services do not have the necessary resources to carry out the work, even though their steering and guidance is an indispensable condition for the success of the project.

A dedicated structure is therefore an essential prerequisite, intended to anchor the project in the long run but also to gather the subsidies that are indispensable to it. In this Preliminary Study, I have analysed different legal structures, and identified the existing structures in Grankulla / Kauniainen with which a merger or collaboration would be possible.

In preparation for this report, I have consulted the City Council's legal adviser Lena Filipsson-Korento [emails 25 & 26.4.2023], the Chairperson of Grankulla svenska kulturförening Christoffer Lindqvist, and Kaunis Grani's editor Jan Snellman.

Cultural Services

One option being considered was for the Cultural Route to function as a programme of the City's Cultural Services. The Cultural Services are already in charge of several city-owned villas (Vallmogård and Villa Junghans) and are responsible for the city's cultural and artistic events [meeting 19.4.2023, Cecilia McMullen], so it seemed that it could become part of its missions.

But the integration of a new programme would mean the recruitment of permanent staff by the municipality, the allocation of a budget and additional resources. Another difficulty would be to raise funds and allocate them to the Cultural Route. Indeed, the funds collected would automatically be integrated into the City's general budget and would have to be reallocated to the programme; it could also be a deterrent for potential donors, unsure of how their donations are being used.

While it seems that it is not advisable to place the Grani Cultural Route programme within the City's Cultural Services, and that the creation of a foundation would be too costly and unjustified at the outset, there are several options. It is up to the Committee for Wellbeing to decide whether to use an association or a limited company, and to join an existing entity or to create a new one.

Under all circumstances, the presence of the municipality with its Committee for Wellbeing and its Cultural Services among the decision-makers of any legal entity would be an essential asset for the programme. It would bring credibility and stability and ensure the feasibility of projects in line with the City Council's global vision.

It should be noted that municipalities are not always allowed to apply for grants.

The City's Legal Adviser Lena Filipsson-Korento was unconvinced by this model.

Foundation

A foundation is a superstructure that brings together various entities under its umbrella. It requires a *minimum capital of 50.000 €* to start.

It should be taken into consideration that once established, the statutes of a foundation are not to be changed. While this rigidity may present many constraints, it would also provide an appreciable stability for potential donors.

Creating a foundation would be justified if it were to be responsible for the villas owned by the city. It would protect the local heritage from the vagaries of municipal decisions. A maintenance budget for regular and extraordinary expenses would then be required.

To be noted: according to the Economical Partnership Agreement of the Council of Europe, the Alvar Aalto Foundation had to establish a separate association to manage the Alvar Aalto Route.

While the establishment of a foundation cannot be ruled out in the future, in the event that the Cultural Route has grown to include many entities, properties and programmes, it seems that it would be premature to start with this superstructure type.

Association

1. Joining an existing association

Joining an existing association would avoid having to write new rules. In the absence of a registration procedure, fundraising and activities could start more quickly. The existing structure could provide a treasurer responsible for accounting, staff to write grant applications, as well as existing paper and online publication supports. However, it would be necessary to create a separate activity line with its own funding. The networks already established with residents would be an essential support for the launch and development of new projects.

When joining an existing association, the new Grani Cultural Route programme would be closely associated with the association that would host it, in terms of image and development. The signing and management of funds as well as the independence of the cultural route would be subject to the appreciation and available time devoted by the host association.

Grankulla / Kauniainen has already several cultural associations whose objectives partially meet those of the Grani Cultural Route.

Grankulla svenska kulturförening rf [1493086-6], registered association in 1990

Kauniaisten musiikkijuhlat yhdistys ry, Grankulla musikfestförening rf [2315309-3], registered association in 2010

Grankulla Miljöförening - Kauniaisten Ympäristöyhdistys rf [3073879-4], founded in 1974.

Grankulla svenska pensionärer rf [2609385-8], registered association in 1979.

Kauniaisten Suomalaiset Seniorit ry [3043038-6], founded in 1971.

Grankulla svenska kulturförening

I have interviewed Christoffer Lindqvist, Chairperson of Grankulla svenska kulturförening [meeting, 20.4.2023], to find out about the health, activities and membership of the association. The dynamism of this small but growing association of 180 members seems a guarantee for the future. It is particularly known for its well-informed publications on local heritage, illustrated thanks to a clever partnership with the local photography club. The strong network of residents with a passion for Grankulla / Kauniainen's history would be an exceptional asset in terms of contributing to new projects, circulating information, and attracting visitors and residents. However, the Board of the association [Christoffer Lindqvist, email, 5.5.2023] felt that hosting the Grani Cultural Route would be too heavy to manage.

2. Creating a new association

The establishment of a new association dedicated to the Grani Cultural Route would have important benefits. The programme would be associated with the town in a global way, overcoming the linguistic divide.

The City Council would have more decision-making power in the new association. As Anni Alho from the National Board of Antiquities pointed out [online meeting, 14.4.2023], it would be essential for the City Council to take an active part in the board as a guarantee of stability, particularly because of its recent creation. Members and donors would thus be reassured about the destination and use of the funds.

The mentioned registered associations could be invited to join the new association in different ways. Their chairperson or a designated representative of each association could be a statutory member of the board on a renewable basis. Collaboration could be sought through joint programmes and communication. It would be possible to entrust certain positions to employees of the municipality to avoid duplication and facilitate communication.

Unfortunately, the association Grankulla svenska kulturförening is not ready to merge with the Grani Cultural Route for material reasons.

The interest expressed and the willingness to collaborate must in any case be appreciated and implemented for the project to succeed.

I would recommend inviting the people in these positions to join the board:

- A representative of the Committee for Wellbeing
- A representative of the Cultural Services
- The Land Use Manager
- The Chairperson of Grankulla svenska kulturförening
- The Chairperson of Grankulla Musikfest
- A representative of Stiftelse Grankulla Samskola
- A representative of Espoon Seudun kulttuuri säätio / Esbonejdens kulturstiftelse
- The Editor of Kaunis Grani
- 2 cultural enthusiasts

The Treasurer should be able to write grant applications in Swedish and in Finnish, and to administrate the association's finances.

The association would raise funds on a membership basis. The association members may be:

- Honorary members, exempt from paying membership fees, with voting rights
- Associate members, including individuals, legal entities, associations, limited companies, with voting rights
- Benefactor members, including donors and sponsors, with no voting rights

Non-profit limited company

Kai Kartio told me that he is not the director but the CEO of Amos Rex [meeting, 25.4.2023]. This change came about on the advice of the Ministry of Culture and Education when Amos Rex was built. Amos Anderson Art Museum, which was a line of activities of Konstsamfundet, became a non-profit limited company.

This status allowed substantial savings on construction by recovering 24% of VAT.

3. Joining an existing limited company

Kaunis Grani

Kauniaisten Paikallislehti Oy - Ab Grankulla Lokaltidning is a non-profit limited company [0127150-7] registered in 1973, owned by the City of Kauniainen. Members of the City Council are sitting in the Board of Directors.

The company produces a local newspaper in print (14.000 copies) and in electronic format, which can be accessed free of charge on its website kaunisgrani.fi. The newspaper is subsidised by the City Council (68.000 €) and commercial advertisements (135.000 €). Distribution is handled by Posti. It is a bilingual publication, in Finnish and Swedish.

The collaboration with Clara Palmgren has resulted in series of articles on the cultural history of the city. Kaunis Grani online publications are permanently accessible, long after the paper version has been distributed. The online history section includes 19 stories [accessed 14.4.2023]. Events and practicalities are regularly updated, and the newspaper is well identified by the residents.

In gratitude for her impressive work of collecting archives, for the rescue of the town's cultural heritage and in particular of Vallmogård, for her publications, conferences and events organised for the city throughout her career as a Cultural Secretary and without interruption since her retirement, Clara Palmgren should be invited as a Honorary member to join the association since its inception.

The City could create a company, of which it would be the sole shareholder. Unlike charities, companies can reclaim VAT.

Note that it might be more difficult to apply for grants, even though the company has a non-profit purpose.

"The company's business is to publish bilingual and non-binding local newspaper in the city of Kauniainen, and to engage in other activities of a public utility nature concerning the city of Kauniainen publishing activities of general interest, the purpose of which is the dissemination of information among the citizens of Kauniainen".

The company employs a redactor and outsources other tasks, such as the graphic design to KapteeniKuu. Jan Snellman, Editor of Kaunis Grani [meeting, 11.5.2023] was open to collaboration with the Grani Cultural Route, but emphasised that he could not commit himself to any new activities due to lack of resources and time. The autonomy of the Grani Cultural Route programme would be a precondition.

If this option is retained by the Committee for Wellbeing and the request is made, the board of Kaunis Grani will have to be consulted and the request accepted.

A merger of the Grani Cultural Route and Kaunis Grani would have the advantage of using an existing structure and brand for its implementation. With additional human and financial resources, Kaunis Grani would gain in ambition and exposure. The newspaper would continue its bilingual printed editions, while an Internet section could be dedicated to the Grani Cultural Route, with additional language versions.

The rules of Kaunis Grani would not need to be changed since, in addition to its publishing mission, there is a provision for other activities. The possibility of organising events, such as exhibitions and concerts, is already provided for.

CONCLUSION on the Legal Structures

As a result of this survey and the interviews conducted, it appears that there are two better options for setting up a legal structure to carry out the Grani Cultural Route programme and to raise the funds for this purpose.

One option would be to form *a new association*, whose board of directors would include members of the City Council and representatives of the main associations, and whose members could be stakeholders in the programme, such as tour operators and hospitality services. Private individuals, residents and culture enthusiasts, could join the association and follow its work, without voting rights. Nevertheless, the Board could be opened up to a few cultural enthusiasts keen to get involved in the programme.

The other option would be *a merger with Kaunis Grani*, a company owned by the City Council, whose statutes provide for other activities than just publishing its newsletter. The advantage would be that the project would be branded with a publication well known to the inhabitants. However, it would not be possible to share the funds or the very limited services used to produce the newspaper. The Grani Cultural Route would still need to be staffed and funded. A not for profit company may have difficulties getting grants.

6. Grants

For most of the cultural routes studied, membership fees provide the basic means of existence. This is possible when the cultural sites are already identified and known to the public, and the tourist ecosystem has been established. This is not the case in Grankulla / Kauniainen, where hospitality is almost non-existent to date. Jan Snellman, Editor of Kaunis Grani [meeting, 11.5.2023] assured me that advertisers can be found outside the city, a situation that remains to be verified in the case of a local cultural route. The Grani Cultural Route should not dry up Kaunis Grani's economic resources.

The Grani Cultural Route programme is intended to develop collaboration with partners in the tourist industry. The risk-taking is not compatible with an immediate request for membership fee. An initial period of symbolic membership could be envisaged to initiate partnerships.

Projects could only be launched if grants, subsidies and donations were obtained. However, to obtain these funds, it is necessary to create the association that can apply for and receive the funds.

The following list presents a series of grants for which the Grani Cultural Route is eligible in various capacities. It is not exhaustive.

The National Board of Antiquities (Museiverket / Museovirasto)

APPLICATION: MAY 2024?

The Grani Cultural Route would be eligible to receive a grant on the condition that it would have already applied for or joined a Cultural Route of the Council of Europe.

The amount allocated is a *maximum of 120.000 €*, with the condition of a 10% non-governmental contribution.

The National Board of Antiquities has set up *Grants for cooperation and development projects to strengthen the Council of Europe's action in the field of cultural routes*. (Avustukset Euroopan neuvoston kulttuurireittitoimintaa vahvistaviin yhteistyö- ja kehittämishankkeisiin / Understöd för samarbets- och utvecklingsprojekt som främjar Europarådets kulturvägsverksamhet). The first application period was 1.3.-15.5.2023, which was too early for our project. It is likely that a new period will open in 2024, and that we would be able to apply. The criteria to apply for the grant was instructive for the establishment of our own structure.

The municipality could apply, or an entity supported by the municipality (i. e. the City Council would be represented on the Board, to demonstrate its stability and reliability). Funding would be granted provided that the project promotes partnership with other European countries and is part of a sustainable programme locally. The grant is not meant to cover running costs (such as rent or permanent salaries).

The first applications for scholarships should be sent in September 2023. Their response will only be known at the end of 2023. Consequently, work on the Grani Cultural Route will not really start until the beginning of 2024.

In order to supervise fundraising and grant applications, I propose to continue as Project Manager. I am committed to elaborating the different stages of the Grani Cultural Route programme and to ensuring its follow-up, in collaboration with the treasurer and the different partners.

European Structural Funds 2021 – 2027 (Euroopan rakennerahastot / Europeiska strukturfonder)

[Rakennerahastot.fi](https://rakennerahastot.fi)

Hanna Laaksonen

Senior Adviser,
Project funding within EU
regional and structural policy
programme, ecosystem
agreements
tel. + 358 40 574 8930

A Cultural Route of the Council of Europe can apply for funding from the European Regional Development Fund (ERDF) and the European Social Fund Plus (ESF+).

Helsinki-Uusimaa Regional Council is part of the section on Southern Finland. In Southern Finland, priority is given to Sustainable urban development, and in the Helsinki metropolitan area on *New initiatives and ecosystem development*.

Uusimaa Grant (Suomen Kulttuurirahasto: Uudenmaan rahasto)

APPLICATION: 16.1-9.2.2024

The Fund awards grants for local culture work and projects, for artistic work, art projects, art events and cultural occasions of representatives from all fields of art, for cultural heritage, and for local culture. The working grants of individuals are primarily awarded for *one year (26.000 €)* or *six months (13.000 €)*.

The minimum grant sum is 2.000 €.

Local Culture Projects

A grant may be applied for projects focusing on local culture of the region and cultural heritage projects, such as documenting cultural heritage, showcasing of cultural environment, promoting urban and neighbourhood culture, and histories of local communities and societies, exhibitions, and events.

Alfred Kordelin

APPLICATION: JANUARY 2024

DECISION: MARCH 2024

2 years grants:
100.000 to 300.000 €

During an online seminar on the Cultural Routes of the

Council of Europe organised by Anni Alho [seminar, 29.5.2023], Marita Seitsalo, Manager of Grants and Communication at Alfred Kordelin Foundation invited those responsible for cultural route projects to apply for Major cultural projects.

Given the importance of the grants awarded by the Alfred Kordelin Foundation, it would be essential to define the objectives clearly. Architectural projects are welcome, offering new prospects for the railway station for instance.

Konstsamfundet

APPLICATION: SEPTEMBER 2023
DECISION: DECEMBER 2023

APPLICATION: FEBRUARY 2024
DECISION: MAY 2024

Aid is not granted for renovation projects.

Each member of the working group (up to 5 people) can receive *2000 € per month for 3 months*. The request must be made by the members of the working group and not by any organisation.

Founded by Amos Anderson, Konstsamfundet supports arts and culture for the Swedish speaking Finns through grants. Applications are to be written in Swedish.

Korta arbetsstipendier för tvärkonstnärliga projekt

Konstsamfundet awards special grants for interdisciplinary projects, particularly suitable for initial projects. It would be possible to form a *multidisciplinary research team* with researchers in literature, architecture and fine arts *for a period of 3 months*.

The task of the multidisciplinary team would be to research and produce texts for the website.

Svenska Kulturfonden

APPLICATION: NOVEMBER 2023

Hembygdsföreningar

The Grani Cultural Route legal entity could enter the classification of Local Heritage Organisation and apply for grants for various aspects of the project, including events, educational projects, cataloguing and digitisation.

Svenska litteratursällskapet

APPLICATION: SEPTEMBER 2023
DECISION: NOVEMBER 2023

APPLICATION: FEBRUARY 2024
DECISION: APRIL 2024

Grants delivered by the Swedish literature society could cover history and documentation (*2.800 € per month*). Application periods: February and September), translation costs (into Swedish), seminars (application period: September).

William Thuring's stiftelse

Stiftelsen Emilie och Rudolf Gesellius fonds

Grant applications

APPLICATION: MARCH 2024

These two foundations are supporting culture in connection with Swedish Finland, the objectives of this grant are rather opened.

Grants are awarded to organisations and institutions working for science, art, public education, health care and other public benefit purposes. They are not awarded to individuals or working groups.

Aktiastiftelsen i Esbo-Grankulla

Grant

APPLICATION: MARCH 2024

DECISION: APRIL 2024

The saving bank is a well-established partner of Grankulla's local life, through projects involving culture and children.

euroArt

APPLICATION DEADLINE: BY THE
15TH OF DECEMBER.

Grants may cover up to 20%
of the total of the project, to a
maximum of 4.000 €.

After joining euroArt, it would be possible to apply for a grant from the Steering Committee to partially cover a project, i.e. an exhibition projects involving other European partners.

Each member may apply every 2 years for funds.

7. City-owned villas

The development of viable cultural tourism in Grankulla / Kauniainen is based on a rich cultural heritage considered from a tourism perspective. The town has developed around the needs of its residents with a shopping centre, but there are no hotels, and few cafes or restaurants.

However, the resources exist and could be directed towards cultural tourism. Partnerships with tourism entrepreneurs could fill this gap and enliven the town. New jobs would be created, and the image of the city would be extended beyond its borders. Such a change would require significant investment with long-term results.

The suggestions made in this Preliminary Study aim to think of a new use for the cultural heritage belonging to the city. They constitute a horizon and not a precondition for the establishment of a cultural route.

I would like to review 3 buildings owned by the city and advocate a change of use for them. For this purpose, I have consulted Cecilia McMullen, Cultural Services Manager [meeting, 19.4.2023], Minna Penttinen, Land Use Manager [email, 17.4.2023], as well as Elias Rainio, Senate Station Properties [telephone interview, 11.5.2023]. Clara Palmgren was consulted at all times.

Vallmogård

Built in 1907 by Lars Sonck, the house of the writer Mikael Lybeck is an Art Nouveau villa of major interest, with a remarkably well-preserved interior. Vallmogård is owned by the municipality and has become a cultural centre.

Different functions are assigned to each floor:

- a music school is located on the upper floor
- cultural events are held in the main hall
- a café is in the basement

Vallmogård is easily accessible near the railway station and could be further developed. A contract has been established with a company from Espoo, Juhlapalvelu Premium Catering, which is responsible for the café. However, the service is only used for occasional parties.

In view of the development of the Grani Cultural Route, Vallmogård could receive visitors according to set opening hours, i.e. at weekends. The concert and lecture programme could be designed for both residents and visitors, and temporary exhibitions could be presented.



Vallmogård could be open to visitors wishing to explore the Grani Cultural Route. A guide would guard the site, and the café would be open during opening hours. Exhibitions would be curated and financed as part of the Grani Cultural Route.

The Yellow House - Thurmansallén 1

Built in 1907 for Wilhelm Forsblom, the villa has had various uses. Today it is owned by the City Council and houses a chip market.

Its ideal location near the railway station makes it easily accessible. It could be converted into a Bed & Breakfast, run by an entrepreneur.

The lack of accommodation in Grankulla / Kauniainen is a crucial issue, which must be compensated for with qualitative solutions. A charming villa could be the starting point for a controlled tourism development.



The Railway Station

The fire that devastated Kauniainen station in 2008 created a transitional situation that is still not resolved. The exterior of the station was saved, and the building is sound, but the station is an empty shell without even a floor in some places.

A report by Ark-byroo [Kauniaisten asema. Kulttuuriympäristöselvitys, 2020] recalls the historical development of the station from its construction by Bruno F. Granholm in 1907-1908 to 2020. It emphasises the cultural value of the building.

The station and its adjacent land were owned by VR until 2020, when it was sold to the Senate Station Properties. Elias Rainio, Head of Property Development [telephone interview, 11.5.2023] told me that the station would soon be sold. In agreement with the City Council, the new owner will have to undertake restoration work in accordance with the new purpose of the place. Rather than undertaking works, the Senate Station Properties prefers to sell the station at a symbolic price depending on the project carried by the buyer.

This can be a great opportunity. Grankulla / Kauniainen lacks a museum. The station, with an area of 314 + 139 m² (waiting room, ticket office and station master's house), could be put to a new cultural use. Given its location at the arrival of visitors and its use by residents, it could house:

- Grani Cultural Route welcome and information centre in the form of a café
- The meeting point of guided tours by private tour operators
- A bookstore and shop
- A shared exhibition space, where historical exhibitions mounted by the Grani Cultural Route would alternate with contemporary and other art exhibitions organised by other entities, such as Grani Art Mix.



The station could become the starting point of the Grani Cultural Route, where visitors would receive information and meet their guides. It could also host a museum / art gallery. I advocate that the considerable investment required to refurbish the railway station be considered in this light.

The establishment of a museum would allow the collection of art and historical artefacts through donations and acquisitions from residents and their descendants. It would prevent the dispersion and potential destruction of the local cultural heritage.

CONCLUSION on the City-owned Villas

The historic villas of Grankulla are mostly in private hands. They can only be explored by walking outside. A code of conduct that avoids disturbing the inhabitants should be established. However, visitors will want to see some interiors and rest from their walk, sheltered from the weather.

Vallmogård is already used for cultural events and receptions, and could without much effort be opened to the public on a regular basis.

The City Council can also consider other uses for its properties with a view to controlled tourism development.

Finally, the use of the Grankulla railway station as a public space, a starting point for the Grani Cultural Route and an exhibition space deserves to be considered. This long-term objective should not prevent the parallel development of the cultural route, of which it would be a remarkable outcome. By associating the railway station with the Grani Cultural Route project, it would be possible to obtain funds designed for cultural purposes, such as the Alfred Kordelin grant.

8. European Heritage Days

Celebrated all over Europe, the European Heritage Days is a joint programme from the European Commission and the Council of Europe. In Finland, it is organised by the Finnish Local Heritage Foundation (Finlands Hembygdsförbund / Kotiseutuliitto) and coordinated by the Ministry of Environment through its Department of the Built Environment, Housing and Cultural Environments.

During the weekend 21-22.9.2024, the European Heritage Days will present events on the theme: [Heritage of Routes, Networks and Connections](#). This one-year deadline could serve as a target and springboard for the launch of the Grani Cultural Route, which theme is particularly appropriate.

The inclusion of the event in the European Heritage Days would increase its visibility on a national and European scale. The Finnish Local Heritage Foundation would serve as a relay for its communication on a national and European level. They would provide quality marketing material including balloons, labels, flags and pennants that would signal the locations where the events take place.

- The Grani Cultural Route webpages should be accessible, with a definition of the route, its main sites, and biographies of the personalities who have contributed to the city.
- Guided tours could be organised.
- An exhibition could be held at Vallmogård.

Other events, such as concerts, could be organised in collaboration with the Grankulla Music Festival.

On the way to school. The children of Grankulla / Kauniainen

Grankulla Samskola has been the central nucleus of the town's life from the early days. Over the years, the path to school took all the children from the villas to school - as it still does today.

The theme would be unifying and intergenerational, both for residents and visitors. The stories of the elderly would echo the experiences of the young. The exhibition would be designed to allow for the inclusion and contribution of the city's residents and associations. The private heritage would thus be highlighted and would encourage the private owners of the villas to join the new cultural tourism project.

Thanks to the painted and sculpted portraits of children, old photographs, toys and elements of the nurseries that have been preserved, the exhibition could be mounted at a lower cost, without incurring high transport costs. The security of the loans and their insurance would have to be taken very seriously.



In order to give a glimpse of what the Grani Cultural Route could offer and to set a short-term goal, a first event is proposed in the framework of the European Heritage Days.



I would like to suggest that an exhibition be organised in Vallmogård with a focus on children.

Fairytale park, Alexander Reichstein

Considering a children's theme, I consulted Johan Hjelt, chairman of Stiftelsen Bensow, a foundation dedicated to the welfare of children [meeting, 26.4.2023]. I suggested that Villa Bensow could be included in the European Heritage Days programme with an exhibition dedicated to children, if the event was selected by the city.

His reaction was very positive, underlining his wish to make the Villa Bensow available to the residents. He had no problem with the event being extended to outside visitors. The use of the villa's garden, which will soon be restored to Paul Olsson's historical design, seemed appropriate, as did an open-air exhibition on sculpture.



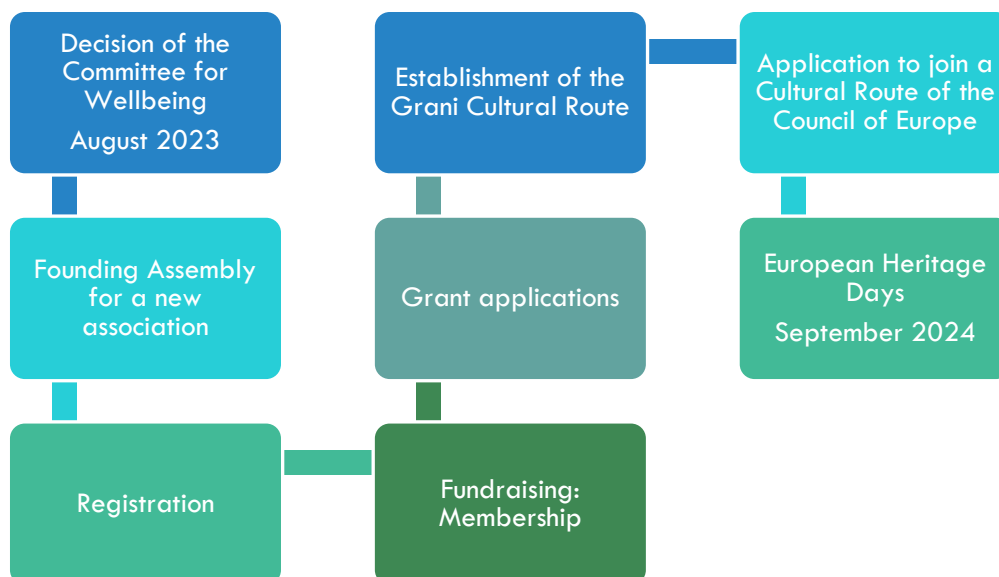
A second exhibition could be organised in another place in the city, inviting children and accompanying adults to play.

Alexander Reichstein, a visual artist living in the Helsinki area, could provide sculptures of fairytale creatures emerging from the grass.

Action plan

If the Committee for Wellbeing decides to launch the Grani Cultural Route programme, and opts for one of the structures studied, the following steps should be considered.

1. AUGUST 2023
Decisions by the Committee for Wellbeing
2. SEPTEMBER 2023
Founding Assembly
Establishment of an association / merger with a limited company
Registration
Fundraising (membership)
3. SEPTEMBER 2023
Setting up a multidisciplinary working group to study Grankulla / Kauniainen sites and personalities
Grant application to Konstsamfundet, to cover research and writing. Decision: December 2023
Grant application to Svenska litteraturskällskapet, to cover translation and online publication costs.
4. OCTOBER 2023
Grant application to Suomen kulttuurirahasto, to cover the exhibition costs. Decision: February 2024.
5. NOVEMBER 2023
Grant application to Svenska kulturfonden, to cover the exhibition costs.
- JANUARY 2024
The working group writes biographies and site descriptions.
Work on exhibitions and events for the European Heritage Days (21-22.9.2024).
Work on mapping and signage starts.
Grant application to Uudenmaanrahasto
6. FEBRUARY 2024
Grant application to Svenska litteraturskällskapet. Decision: April 2024.
7. MARCH 2024
Grant application to Aktiastiftelsen i Esbo-Grankula
Application to join a European Cultural Route (euroArt or Réseau Art Nouveau Network).
Grant application to Emilie och Rudolf Gesellius fonds.
Grant application to William Thuring's stiftelse.
8. APRIL 2024
Translation and online publication.
Exhibition: loan agreements.
9. MAY 2024
Application to the National Board of Antiquities, to cover a project in relation to a Cultural Route from the Council of Europe.
10. SEPTEMBER 2024
Launching of the Grani Cultural Route Exhibitions and events



Grants applied in September 2023
 Work starts in January 2024
Multidisciplinary working group
 (under the supervision of Clara Palmgren)

Site mapping Biographies Iconography	Historian of architecture Historian of Swedish-Finnish literature Historian of art / Project Manager
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Grants applied in the Fall 2023 and Spring 2024
 Work starts in April-May 2024
Production

Photography / Video Translation Webdesign Signage Exhibition & Concert planning	Project Manager Outsourced services Grankulla / Kauniainen associations and residents
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Work starts in August 2024
 21-22 September 2024
Launch

Marketing & Communication Launching events Guided tours	Project Manager Cultural Services Manager and Communication Planner Tourism business
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