

An aerial photograph of a vast, snow-covered landscape. Two people are walking across the snow, leaving behind a series of tracks that form a large, stylized letter 'A'. The tracks are dark and contrast with the bright white snow. The person on the left is closer to the center of the 'A', while the person on the right is further along the top arm. The background shows a flat, open expanse of snow with some distant trees visible on the left.

Arctic Art and Design education and cultural sustainability in the Finnish Lapland

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Arctic Art & Design master's programme

- Launched 2015 at University of Lapland
- EU Funding period 2015 – 2018
- Based on the development idea to combine applied visual arts (AVA) and service design
- Increase job opportunities for artist and designers in creative industries specialising in Arctic conditions
- Arctic Sustainable Arts and Design (ASAD) Network collaborations



Image: Elina Härkönen

Socially-engaging Applied visual arts

- The methods of AVA situated at the intersection of visual arts, visual culture and social engagement
- Activities always conducted in close cooperation between people, place, future users, different sectors of business life and society.

Image: Salla-Mari Koistinen



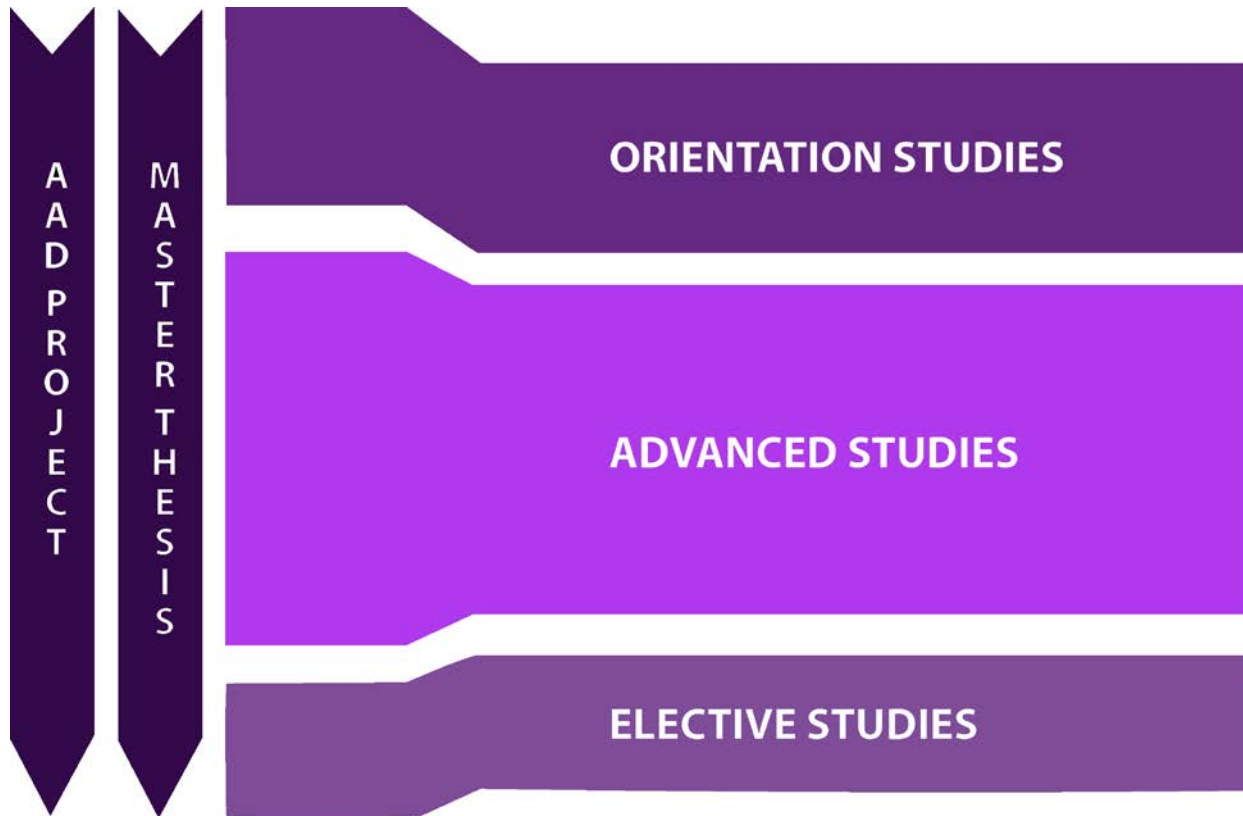
Culture-based Service design

- Human-centric approach
- To enable local actors to participate in the planning and development of service provision
- User-driven activities with representatives of organizations involved



Paper City planning tool. Design Reetta Kerola

The AAD Project: a 'backbone' for the studies



- 10 ECTS cr. AAD Project studies
- Collaboration with real stakeholders and communities: Small scale businesses, third sector, village communities, associations
- Utilizing tool from AVA and service design
- Combining research: multiple roles: artist/designer, researcher, learner

Culturally sustainable approaches

- Students come from various nationalities and study backgrounds
- CRUCIAL to understand the socio-cultural context and regional features of the Arctic:
 - Indigenous cultures and northern nationalities
 - Low population, long distances, realities of geography (harsh weather conditions and extreme variation in the length of the day)
 - Threads that influence the Arctic (Climate change, unemployment and lack of educational opportunities for youth, drastic changes of industries)



The image shows a winter scene with several strings of pinecones hanging from trees in the foreground. The pinecones are covered in a layer of snow. In the background, there is a wooden cabin with a gabled roof, also covered in snow. The scene is dimly lit, suggesting dusk or dawn, with some warm lights visible inside the cabin.

Environmental Art for Tourism

Tanya Kravtsov
April 2017

WHERE?



ELVES HIDEAWAY will be a well-known and attractive destination based on stories, fantasy, culture and mythology of Lapland. There are two strong traveling trends in Elves hideaway: nature and culture. It will be open all year round and it invites travellers from all continents, both adults and children. Here you can feel the magic of Lapland and breathe the purest air in Europe. Only eight kilometres from Levi Center you will find a place that is one of a kind. There are no street lights, no demands, only peace and joy of life.



Image Tanya Kravtsov

<http://www.lapintonttula.fi>



What is the story behind the materials?

Fantasy and everyday reality.

Traditional ways of working with natural materials. Handicrafts.

Traditional way of living, fishing, hunting, reindeer herding.

Strong connection between nature and culture.

Create different types of feelings, atmospheres, experiences.

Possibility of workshops for students and customers.

To connect: culture, history, traditions, folklore, place, environment, nature.

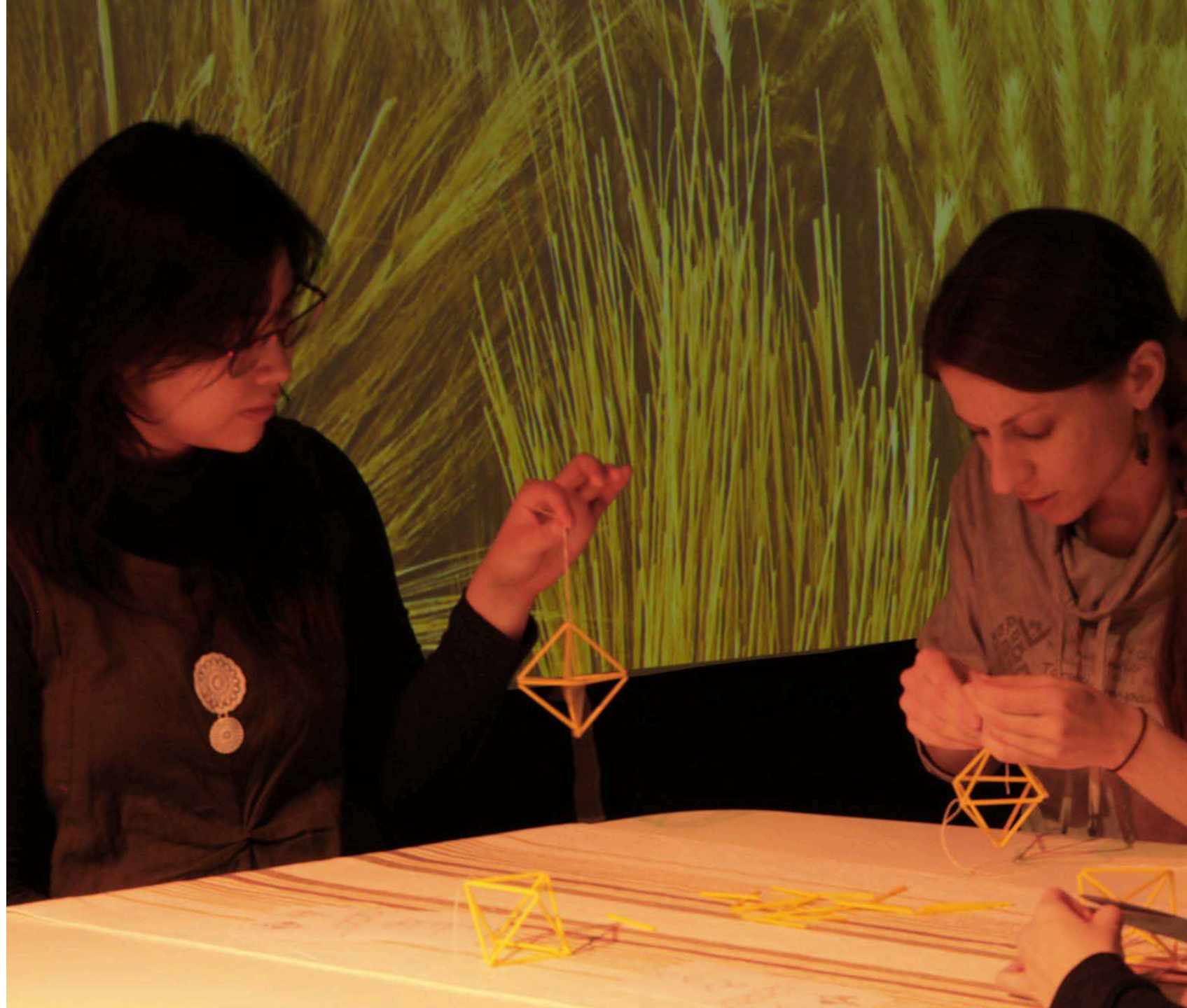
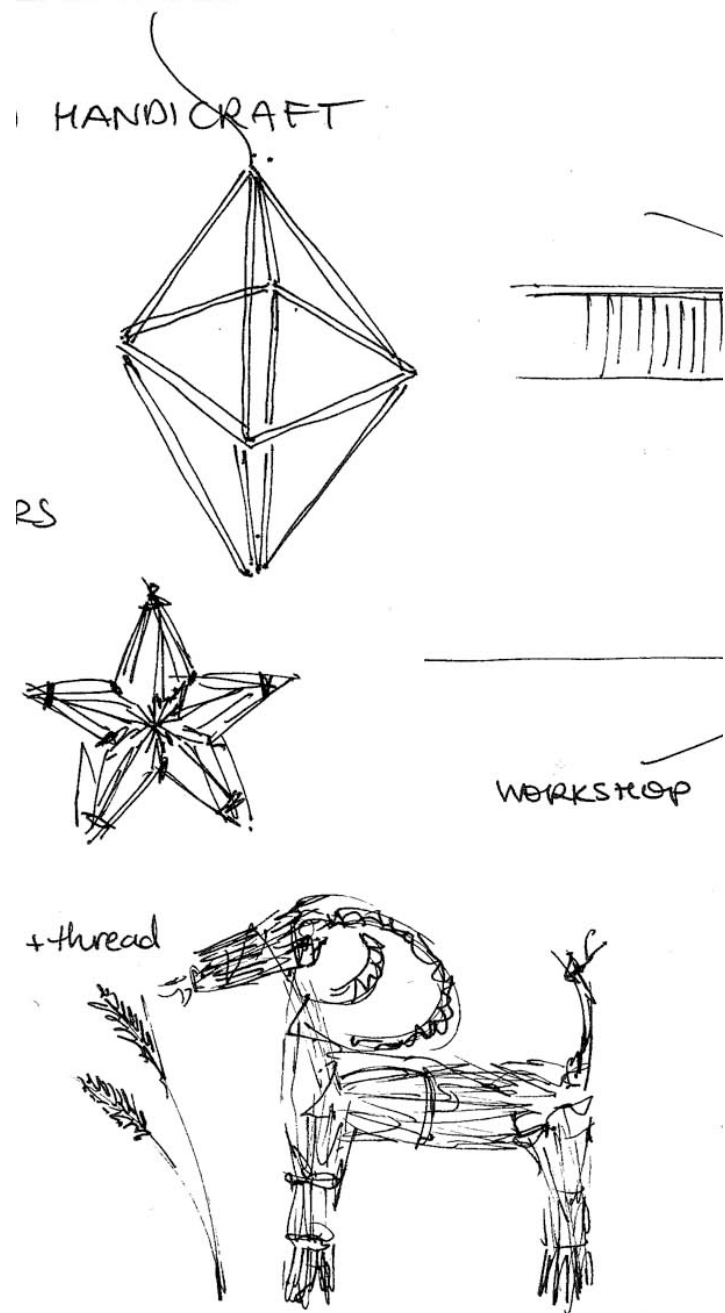
Service Design point of view, customer journey, designing experience.



Image Tanya Kravtsov

HIMMELI TOWER





Sketches Tanya Kravtsov / Image Elina Härkönen

The background of the entire image is a photograph of a winter landscape, heavily tinted with a monochromatic blue color. It shows a snow-covered ground, likely a path or clearing, surrounded by dense evergreen trees and shrubs. The scene is misty or overcast, with the blue tint creating a serene and cold atmosphere.

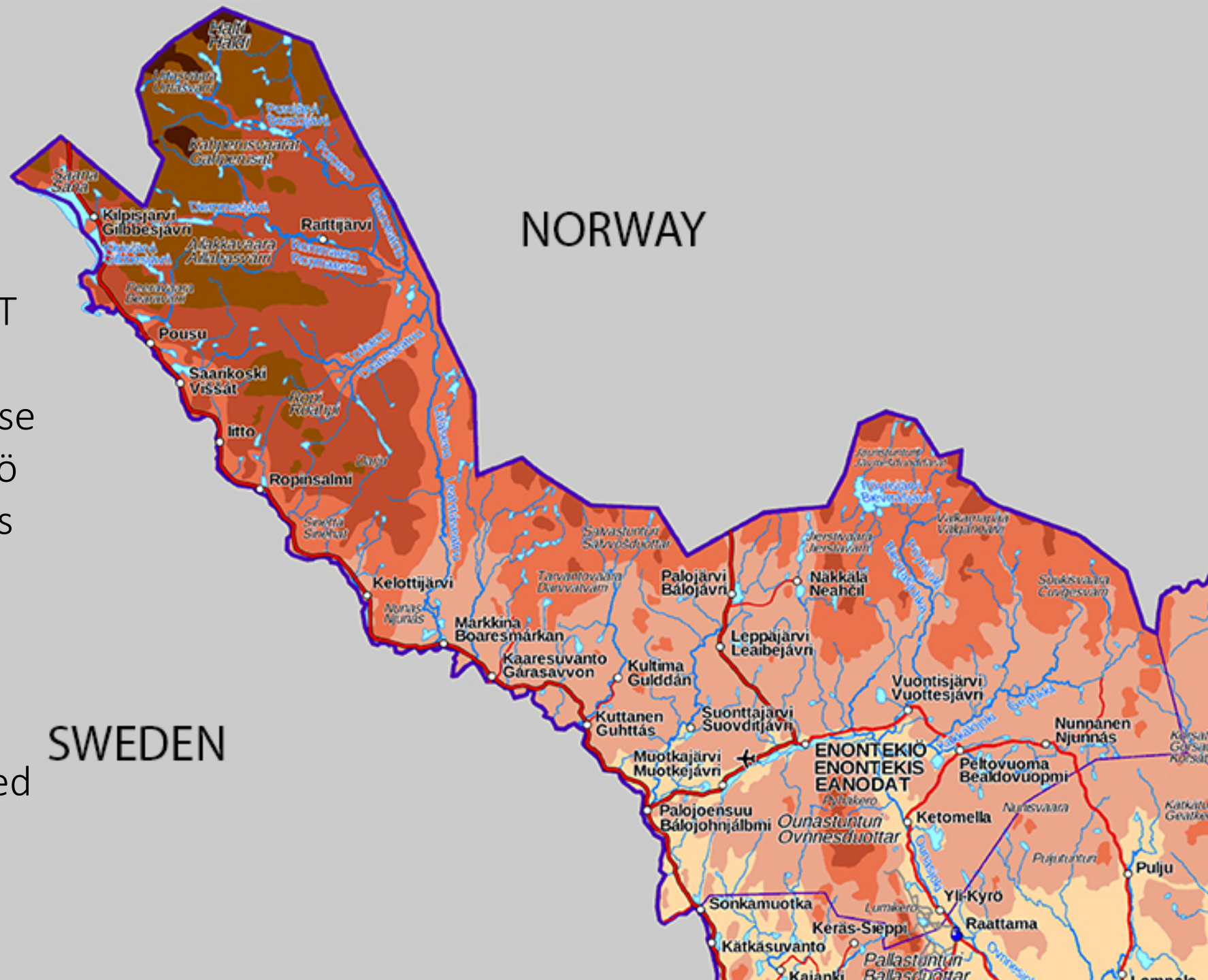
HUANG HIILIVIRTA

ENONTULET ART PATH

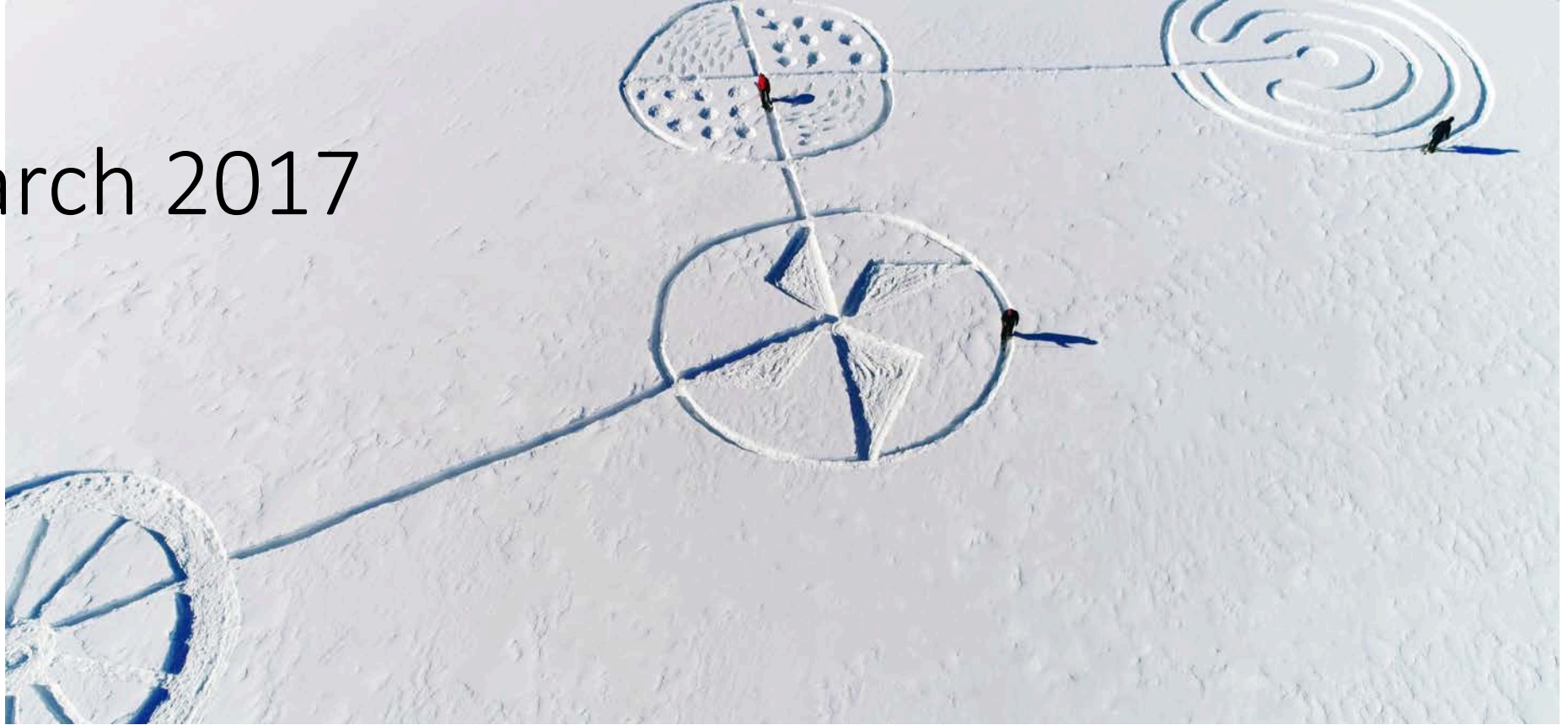
Image Juho Hiilivirta

LOCAL STORIES FORM TO ART

- Environmental design for Art/Culture Path to increase the attraction of Enontekiö for both locals and tourists
- Collaboration with the Municipality of Enontekiö and University of Lapland
- 26 villages
- The Art Path project started 2016 and is ongoing



HETTA March 2017



Images Huang Liu,
Juho Hiilivirta



Images: Huang Liu

VUONTISJÄRVI August 2017



Images: Huang Liu



THANK YOU!

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Image: Huang Liu