



FINNISH HANDICRAFTS 2015
Handicrafts and applied arts fair
ANTIQUE AUTUMN 2015
Event for the sellers and buyers of collectibles
13–15 November 2015
Tampere Exhibition and Sports Centre
PRESS RELEASE 15.6.2015

The number one handicrafts event celebrates its 20th anniversary in November FINNISH HANDICRAFTS IS THE MECCA FOR THE INDUSTRY

The Finnish Handicrafts Fair will introduce fantastic Finnish products as well as handicraft skills and people for the 20th time from 13 to 15 November 2015. Europe's largest and Finland's leading fair for the handicrafts and applied arts industry, which will be held at the Tampere Exhibition and Sports Centre, will bring together traditional handicrafts and fresh Finnish design. This 20th anniversary event will be a colourful weekend full of experiences, activities and shopping opportunities. The recipient of the Taito-Finlandia 2015 Award will be announced on the opening day. The event will be hosted by fashion designer and journalist Jaakko Selin. The Antique Autumn Fair will be held simultaneously with the handicrafts event.

"The fact that handicrafts are on trend and there are more people involved in the field than ever before has increased the visibility of craft skills in magazines and social media and expanded the circle of handicraft enthusiasts at the Finnish Handicrafts Fair as well. Finns really want to experience the joy of handicrafts with like-minded people. Experts have said that the sense of achievement is one of the key elements that make an activity feel meaningful. The Finnish Handicrafts Fair promotes sustainable handicrafts by reinforcing the customers' creativity and life-long learning. To cover people's everyday needs and wishes, the fair will combine Finnish craft traditions and skills. The event will also increase the visitors' hunger for handicrafts. The old saying that handicrafts as a hobby will not die but handicrafts as a trade is a problem still holds true. Successful handicraft businesses require a variety of skills. The Finnish Handicrafts Fair has become one of the main sales and marketing events for handicraft entrepreneurs," says Executive Director **Virve Pajunen** of Taito Pirkanmaa ry.

The first chapter of the Finnish Handicrafts success story was written in Tampere in 1995 when the event attracted 70 exhibitors and less than 10,000 visitors. Over the years the handicrafts merry-go-round has given inspiration and joy to hundreds of thousands of people. Over the past 20 years, Finnish Handicrafts has become Europe's largest handicrafts fair and now brings together over 600 exhibitors and almost 40,000 handicraft lovers.

Handicrafts and applied arts talents will be rewarded at the opening ceremony

The Finnish Handicrafts Fair features Finnish crafts specialists, masters and new talents. The fourth *Taito-Finlandia* Award will be presented at this year's fair. The nominees will be chosen by a jury of handicraft and applied arts experts. The Taito-Finlandia is given to a person, organization, act, phenomenon, event or product that has promoted the aims of the handicrafts and applied arts industry. The purpose of this recognition is to bring attention to remarkable people or things that have promoted the crafts culture and to make the industry more known and respected. The winner will receive a glass sculpture designed by **Oiva Toikka** as well as a prize of 5,000 euros. The Taito-Finlandia Award has been previously given to the linen weaving mill *Lapuan Kankurit* (2014), *Hattulan Kaakelitehdas* (2013) and Janakkala-based *Ruokangas Guitars Oy* (2012).

In addition, the *Artisan of the Year* and the *Finnish Handicrafts Innovation* Awards will be presented during the opening day. The *Artisan of the Year* competition intended for young and up-and-coming professionals supports the continuity of the crafts industry. The aim is to preserve and increase the respect for handicrafts, to promote new craft specialists and help recently graduated artisans find employment. The *Finnish Handicrafts Innovation* competition highlights new and fresh design, use of traditional methods and materials and high quality handicrafts. The competition has offered many entrepreneurs a door to commercial success.

Unique shopping opportunities for anyone that values high quality Finnish products

The Finnish Handicrafts Fair will showcase Finnish skills and high quality products that will give the visitors joy and inspiration for a long time. An exceptionally wide selection of Finnish-made craft products will be for sale at the fair. The three large exhibition halls will be filled with gift and everyday items, clothes, accessories and jewellery as well as home decoration products. There will also be a variety of equipment and materials

available at a special price. In addition, the *Deli* area will offer locally produced delicacies to take home with you.

Taito Street, Idea Stage and Garderobe and Eco-Carnival workshops spread the joy of crafts

Organized for the first time, *Taito Street* will showcase the valuable and persistent work done by professionals in terms of both traditional and new products and services. *Taito Street* will give you an opportunity to learn more about the activities, specialists and products of nine *Taito* associations. The *Idea Stage* will be taken over by a group of resourceful craft specialists and in addition to interviews, the visitors will learn about various craft skills, materials and new ideas. In addition, the Martha Association's *Garderobe* workshops will give you tips for revamping, reusing and repairing your clothes, while the Finnish 4H Federation (Western Finland) will bring the *Eco-Carnival* workshop to the fair.

Fashion shows and exhibitions will be the icing on the fair's cake

The 20th anniversary event will be full of experiences and joy. The *Finnish Handicrafts* and *Finnish Design* fashion shows will showcase the skills and creations of Finnish designers. Wetterhoff and Häme University of Applied Sciences (HAMK) will together build an exhibition with the students' clothing, footwear and glass works. In addition, the *Finnish Handicrafts Innovation* exhibition will showcase the top ten products of the competition now held for the 14th time. The *Artisan of the Year* exhibition will consist of the creations by the winner of the Artisan of the Year competition which will now be held for the 7th time. The visitors will also get to enjoy the dazzling *Golden Yellow* Christmas gift exhibition. *Further information about the programme:* www.kadentaidot.fi

Antique Autumn Fair in Hall D

The national Antique Autumn Fair will be held during the same weekend in Hall D. The event for the sellers and buyers of collectibles will feature a variety of old items. The event will now be held for the 47th time. The visitors can access both fairs with the same ticket during the same day. *Further information:* www.kerailymessut.fi

Finnish Handicrafts 2015 Fair from 13 to 15 November 2015 at Tampere Exhibition and Sports Centre. Mark the 20th anniversary event in your calendar now and come to Tampere in November to explore the mecca of Finnish handicrafts.

FURTHER INFORMATION: www.kadentaidot.fi, www.kerailymessut.fi

Facebook: facebook.com/Kadentaidot

Twitter & Instagram: @TampereenMessut, #Kädentaidot

Tampere Trade Fairs Ltd, www.tampereenmessut.fi, www.facebook.com/tampereenmessut,
@TampereenMessut

Mervi Oksanen, Product Group Manager, tel. +358 400 760 877, mervi.oksanen@tampereenmessut.fi

Tanja Järvensivu, Communications Manager, tel. +358 50 536 8133, tanja.jarvensivu@tampereenmessut.fi,
@TanjaJarvensivu

Meri Mattila, Communications Assistant, tel. +358 400 914 877, meri.mattila@tampereenmessut.fi