

PRESS RELEASE 1 NOVEMBER 2021

## Skilled craftspeople take over Tampere Exhibition and Sports Centre next week

The largest trade fair for the arts and crafts industry in Europe, Finnish Craft & Design, will be held in Tampere after a year's break on 12–14 November 2021. Next week, the halls of Tampere Exhibition and Sports Centre will be full of skilled craftspeople as over 600 exhibitors arrive to the site. In 2021, Finnish Craft & Design is celebrating its 25th anniversary. This year's central themes are skill, talent and talented creators.

“The two-year wait is over, and we finally get to admire the unique products of Finnish craftspeople, as well as an amazing amount of crafts materials, all on-site. We can be proud that there are so many wonderful and skilled craftspeople in Finland. Luckily, people in Finland value and appreciate the skill and talent involved in the arts and crafts industry,” says HR Manager in charge of Finnish Craft & Design, **Jasmin Saadetdin-Rikkinen**, from the Tampere Trade Fairs Group, delighted.

### Crafty creators can manage anything

The Finnish Association of Craft Teachers will also be present at Finnish Craft & Design. Its stand will also showcase today's crafts teaching at Finnish schools. According to chairperson **Minna Hankala-Vuorinen**, students are splitting into two groups: those who are very interested in crafts and those who are unable to do crafts at all, for some reason. She hopes that every young person would learn to use a sewing machine and would not hesitate with things like threading the machine.

“It should be just as easy as filling in a dishwasher. If a young person knows how to express themselves through their hands, whether it's cooking or crafts, studying academic subjects will also be easier,” she points out.

### Events are vital for artisan entrepreneurs

The workshop of House of Simone at the old Pikonlinna Hospital in Kangasala, near Tampere, is extremely busy. Artisan entrepreneur **Pia Temisevä** needs to create leather goods for the trade fair. However, she will not be behind the counter at her stand personally, since she will be hosting the programme and fashion shows at the Fashion & Design stage of the fair. This autumn has been positive for this sole entrepreneur, but the past year and a half has been rough for her. The entrepreneur's income plummeted overnight when the Finnish Government adopted the Emergency Powers Act due to the pandemic. When services were locked down, online shops and retailers were the salvation of many artisan entrepreneurs.

“No matter how many customers an online shop draws, events and a brick-and-mortar shop are vital for the business to exist. The customers also have a need to touch and try the products. I'm really looking forward to Finnish Craft & Design,” Temisevä says.

### A weekend full of fascinating programme

The trade fair weekend in November will be full of various activities. Purchasing tickets in advance is recommended, so that you can ensure your access to the most inspiring event of the autumn. At the opening ceremony on Friday, the winner of the Taito-Finlandia and Novelty Product of Finnish Craft & Design 2021 awards will be announced. The Taito-Finlandia recognition is worth 3,000 euros, sponsored by Forsman Tea.

Three recently founded companies get to test their product ideas with the public in the business laboratory launched by Finnish Craft & Design and Finnish Crafts Organization Taito. The companies selected are underwear brand Bosat, jewellery company Pinjo design and a manufacturer of crocheted clothing, Maana Crafts. They were selected based on open calls.

“We and Taito want to help new entrepreneurs get started, in order to keep the crafts industry viable in the future, as well,” says Jasmin Saadetdin-Rikkinen.

On Sunday, needles will clatter in the Finnish Championships for sock-knitting. The contestants have three hours and 30 minutes to knit or crochet a sock, which will be given a score based on speed, style, artistic impression and technical implementation.

**INFORMATION:** Media accreditation is now open: <https://www.kadentaidot.fi/en/fair-info/media/>  
Finnish Craft & Design, 12–14 November 2021, Tampere Exhibition and Sports Centre, Halls A, C, D and E. The trade fair will be open on Friday 12 November 10:00–18:00, Saturday 13 November 9:00–18:00 and Sunday 14 November 10:00–17:00. The Deli / Hall D will open 30 minutes earlier every day (early admittance only through the main entrance). Finnish Craft & Design is organised jointly by Tampere Trade Fairs and Taito Pirkanmaa.

**ENQUIRIES:** [www.kadentaidot.fi](http://www.kadentaidot.fi), Facebook: [www.facebook.com/Kadentaidot](https://www.facebook.com/Kadentaidot)  
Twitter: @TampereenMessut, Instagram: @suomenkadentaidot, #Kädentaidot #Taidonjuhlaa  
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