

THE ARTISTS' ASSOCIATION OF FINLAND'S STRATEGY FOR 2022–2026

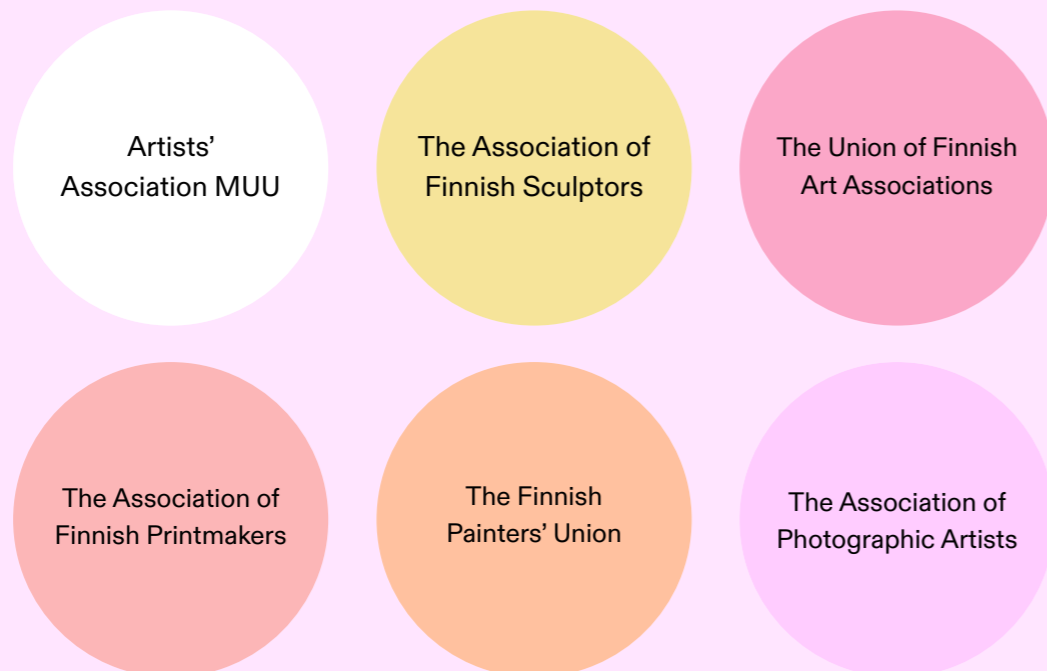
Art and the work of artists build a better society for everyone. For this reason, we want artists to make an adequate livelihood and have opportunities to practice their profession across Finland. High-quality art is a platform for democracy and prosperity that produces social, economic and spiritual value and improves lives.

The Artists' Association of Finland

The Artists' Association of Finland is an advocate for professional visual artists who work in Finland and an umbrella organisation for six national associations: Artists' Association MUU, the Association of Finnish Sculptors, the Union of Finnish Art Associations, the Association of Finnish Printmakers, the Finnish Painters' Union and the Association of Photographic Artists. In order to achieve our objectives, we work actively to influence decision-making processes and promote the interests of artists.

We influence cultural policy decision-making both locally and nationally, and our target groups are policy-makers as well as individual citizens. Our aim is to promote the livelihood and working conditions of professional visual artists who work in Finland and to strengthen the visibility and status of visual arts in society.

The Artists' Association of Finland



Our Vision

Art and the work of artists build a better society for everyone.

FOR US, ART IS

- A fundamental right of every citizen, which must be financed by public funds and which must be seen as a public service, like education and health care. Art improves life and is scientifically proven to promote holistic well-being.
- A platform for democracy and critical debate. By supporting the work of artists, we introduce creative thinking into society that is nurturing and constructive.
- An ecologically and socially sustainable, growth-producing and forward-looking sector of the economy. The creative expertise of our highly educated artists is educational capital that is preserved and creates added value in Finland.

The Artists' Association of Finland is an advocate and an umbrella organisation for professional visual artists who work in Finland

Appreciation of art,
artists and artistic work

Expertise

Transparency

Collaboration

Nationwide operations

APPRECIATION OF ART, ARTISTS AND ARTISTIC WORK

In our opinion, it is in the common interest for art to play a prominent and visible role in society. Our goal is to build a Finland that recognises the importance of art and culture, where the work of artists is valued, where artists can earn a living with their work and where art is near all people across the country. Appreciation of artists is also reflected in all our activities.

EXPERTISE

The expertise of the Artists' Association of Finland is based on listening to visual artists and making their voices heard and having an in-depth knowledge of the visual arts sector. We are the only promoter of visual arts and advocate for visual artists in Finland that operates nationwide. We recognise the needs of the visual arts sector and apply them as the basis for initiatives to create new operating models for the sector. The Board of the Association has solid artistic expertise, and we nurture the expertise of our staff in various fields.

TRANSPARENCY

Our activities and goals are transparent to our interest groups: artists, policy-makers, voters, partners, the media and funding partners. We promote equality and fair working practices in all our activities. We are open to and curious about new ways of working, proposals and partnerships, and we also take the initiative to promote them ourselves. We operate sustainably and respect the environment.

COLLABORATION

We understand that together is better. We seek cooperation with other expert organisations in visual arts as well as interest organisations in other fields. Since we believe that art should permeate all aspects of society, we engage in a proactive dialogue across disciplines.

NATIONWIDE OPERATIONS

We represent and promote the status and working conditions of all professional artists in Finland. We are part of a nationwide network of arts organisations through our member associations, and we also understand the regional needs and special features of our sector. We are involved in local decision-making and cultural policy making through our networks.

Our Activities

ADVOCACY

Our goal

To enhance the appreciation of visual arts and artistic work in society; to increase funding for the visual arts sector and to ensure that visual artists can make an adequate living through their work; to make sure that the Artists' Association of Finland is known as an expert in visual arts and the primary source of information in matters concerning the visual arts sector.

Means

We build networks and engage in dialogue with policy-makers.

We take initiatives to develop the visual arts sector.

We actively participate in drafting legislation concerning artists and policies in general by drawing up statements.

We provide artists with information on decision-making and legislation related to the pursuit of their profession.

We strengthen the ability of partners in the visual arts sector to take part in advocacy by sharing our views, both as individuals and as organisations.

COMMUNICATIONS

Our goal

To ensure that policy-makers are aware of the challenges and solutions concerning both the visual arts sector and the working conditions of visual artists; to make sure that visual artists have access to information about matters related to their profession; to make our messages available and known to partners in the sector: artists, associations and art professionals.

Means

We use strategic communication to provide policy-makers and authorities with information about the visual arts sector, its impacts and requirements.

Common messages from the visual arts sector strengthen the whole sector. Our communication efforts are clear, up to date and solution-oriented, and serve the needs of our various interest groups.

We provide artists with the latest information to support their professional activities.

We use media to increase the visibility of visual arts and artists in society.

We reach out to audiences that are interested in visual arts and professionals who work in public art through stakeholder communication.

COLLABORATION

Our goal

To enhance the promotion and advocacy of visual arts and to increase the resources available for these efforts.

Means

We streamline our operations with our member organisations and cut off overlapping operations. We use our shared resources wisely.

We seek synergies in our advocacy by working with other organisations.

We assess our competence requirements and improve the skills of our staff and persons in elected positions according to their actual needs. We also leverage external expertise and perspectives.

SERVICES

Our goal

To provide high-quality expert services in the field of visual arts that support the goals of our activities.

Means

We produce advisory and expert services for artists so that they have the knowledge and skills required to work in their profession at different stages of their careers. We offer one-to-one legal advice to artists who belong to our member associations as well as open information and training services to all professional visual artists who work in Finland.

We operate as a public art expert organisation. We share information about public art throughout Finland, we draft competition rules and guidelines for commissions, and we offer the services of a competition ombudsman to those working in public art.

We maintain the Artist Register, which is the largest database of visual artists working in Finland. The register is used by art professionals, buyers, researchers and the general public to find comprehensive and interesting information about visual artists and their work.

The Main Goals of Our Advocacy 2026

1. To enhance the appreciation of visual arts in society, and to ensure that the work of artists are recognised as instruments for critical social debate, as producers of well-being and as a sustainable sector of the economy;
2. To fill the public funding gap for visual arts and to increase the funding for visual arts to an equal level as that of other art forms;
3. To make sure that visual artists earn a living by exhibiting their works and making them available to the public;
4. To increase the share of funding for arts and culture to two percent of the state budget.

Our target groups:

- *artists* – professional visual artists who work in Finland
- *policy-makers* – decision-makers in national and local politics
- *citizens* – new and old audiences of visual arts

The Artists' Association of Finland is

A trailblazer in art policies

Open and diverse

Close to and supportive of artists

A strong and professional visual arts expert

A proactive partner who seeks and builds solutions for the future



Artists' Association of Finland

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