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Europe's largest craft and design event, the Finnish Craft and Design Fair, in Tampere on 15-17.11.



Europe's largest craft and design event, the Finnish Craft and Design Fair, on 15-17.11.2019 brings together professionals, hobbyists and consumers already for the 24th time. This year, the fair's themes will be the well-being produced by crafts and ecological materials. The event attracts approximately 50 000 visitors each year. There are nearly 750 exhibitors.

- Good mood comes from doing and experiencing things at the Finnish Craft and Design Fair. Doing crafts have been proven to have health effects. Aesthetic experiences and the encounter with the craftsman also make you feel good. The origin of a craft product can be traced directly to the craftsmen themselves and ensure that the product is ecologically and sustainably produced. The range of products on display is so abundant that we are talking about a memorable gift paradise. This many handmade gift items made in Finland are not on display anywhere else at once, says project manager **Jasmin Saadetdin-Rikkinen**.

The winner of *Taito-Finlandia* 2019, chosen by photographer-photojournalist **Meeri Koutaniemi**, and the award for the *Artesan of the Year* 2019, as well as the award for the *Novelty Product of the Finnish Craft and Design Fair* will be announced on the opening day on Friday 15.11. The event cooperates in charity work with Sopimusvuori ry, which is celebrating its 50th anniversary next year. The three-day fair will be hosted by **Ella Kanninen**.

Crafts make you feel good: Working together, workshops and empowering crafts

The theme 'Crafts make you feel good' can be seen at the fair in many ways. Hands-on workshops, guided tours and work shows are an integral part of the fair. Every day, the *Taito stage* will be home to work shows of Taito societies. The *Idea stage* provides tips on using natural materials, making wool socks, or creative weaving.

With the theme 'Crafts make you feel good', the event also highlights the important work done by Sopimusvuori ry with mental health rehabilitators. The association, celebrating its 50th anniversary next year, will carry out a community handicraft for the Finnish Craft and Design Fair, and will talk about the empowering effect of crafts and how crafts have helped with the challenges of life in the 'Crafts make you feel good' panel on Saturday 16.11.

Read: [The Finnish Craft and Design Fair and Sopimusvuori Ry 'weave the same sock' to promote mental health work](#)

Novelty: The rough and jagged *Mutteri* area

The theme areas of the fair will give an insight into the industry trends and actors. Last year's hit, the theme area *TH!NK Design Shop* for eco-friendly and ethical domestic products is making a come-back!. *Mutteri* area is a novelty that offers something completely different. The area is home to rough and jagged products and experiences. The department displays Finnish craft expertise in, for example, boat building. You can catch your breath and enjoy refreshments in the Lounge area. You can also shop for groceries to take home in the Deli area. The Deli area of Hall D opens each morning half an hour before the other exhibition halls.

Development and trends of the industry on display

Nearly 750 entrepreneurs and their products provide a comprehensive cross-section of the trends and development in the arts and crafts industry. In addition to their favourites, many craftsmen present novelty products at the fair. Trends and development are also featured in interviews, expert statements and shows. The Finnish shoe industry and design will be featured with the theme '*Your Domestic Vehicle - Shoes!*' Interviewees include footwear designer **Anu Haalahti** (Palmroth Original), footwear designer **Janne Lax** (Saint Vacant) and shoe designer **Oona Ritari** (Mioona Design Oy). *The Finnish Craft and Design Fair* fashion show is a comprehensive cross-section of the creations in Finnish handcrafted textiles. The *Finnish Design* fashion show presents versatile Finnish clothing design.

Last year, the Finnish Craft and Design Fair hit a record number of 50 996 visitors and 734 exhibitors.

Read also: [Meeri Koutaniemi chooses the Taito-Finlandia winner: "Crafts are a prerequisite of humanity"](#)

For the media: Pre-accreditation at www.kadentaidot.fi ([Fair Info / Media](#))

FURTHER INFORMATION: www.kadentaidot.fi

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The Finnish Craft and Design Fair, held for the 24th time, is the largest fair in the arts and crafts industry in Europe, with over 700 exhibitors and approximately 50 000 visitors each year. Day tickets in advance: Fri and Sun 11 €, Saturday 14 €, children 7-15 yrs 6 €, seniors and students 10 €. Three-day ticket 20 €. Group ticket 10 € (minimum 10 people in the group). Three-day fair bracelets for the price of a day ticket for group tickets ordered by 30.9.2019 at the latest. Tampereen Messut Oy and Taito Pirkanmaa ry co-organize the Finnish Craft and Design Fair.