



ART TESTERS

SO THAT EVERY 8TH GRADER
COULD EXPERIENCE ART

Mr. Joonas Keskinen
Manager, Art Testers
The Association of Finnish Children's Cultural Centres



THE NEED?

? ?

?

SCHOOLS HAVE NO €€

ARTS AND
CULTURE MORE
APPEALING FOR
THE YOUTH

AUDIENCE IS
MOSTLY ADULTS

WHAT DO THEY
WANT?



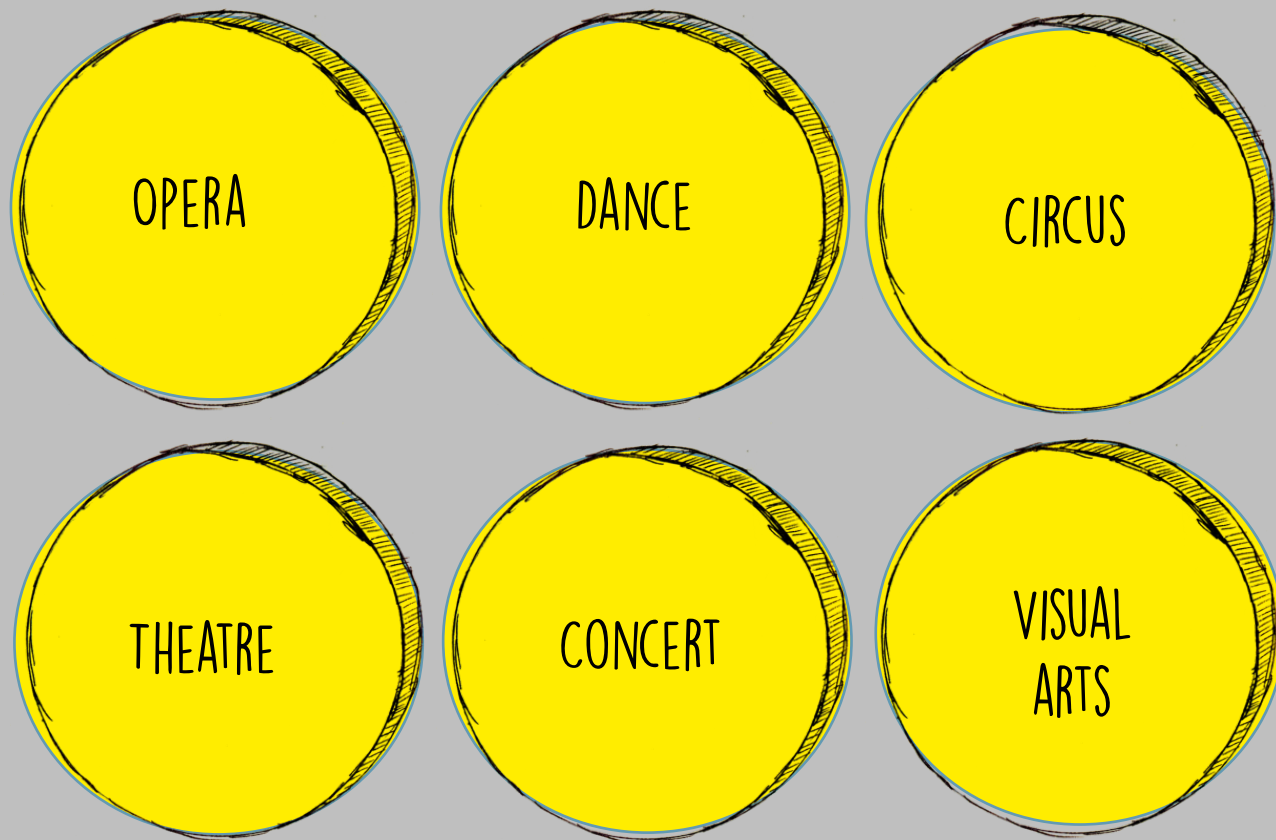
WHAT?

Art Testers programme offers all Finnish 8th graders and their teachers 1–2 visits to esteemed cultural institutions.

- Every 8th grader – regardless of their socio-economic background, place of residence, special needs, wealth of their school/municipality or interest of their teachers.
- Tickets and transportation costs covered by Art Testers.
- Working together with the schools and art institutions to create better pedagogy and art education.

The core goal of the program is to offer young people **experiences in art** and to find them **tools to form well-versed opinions** on their experience.



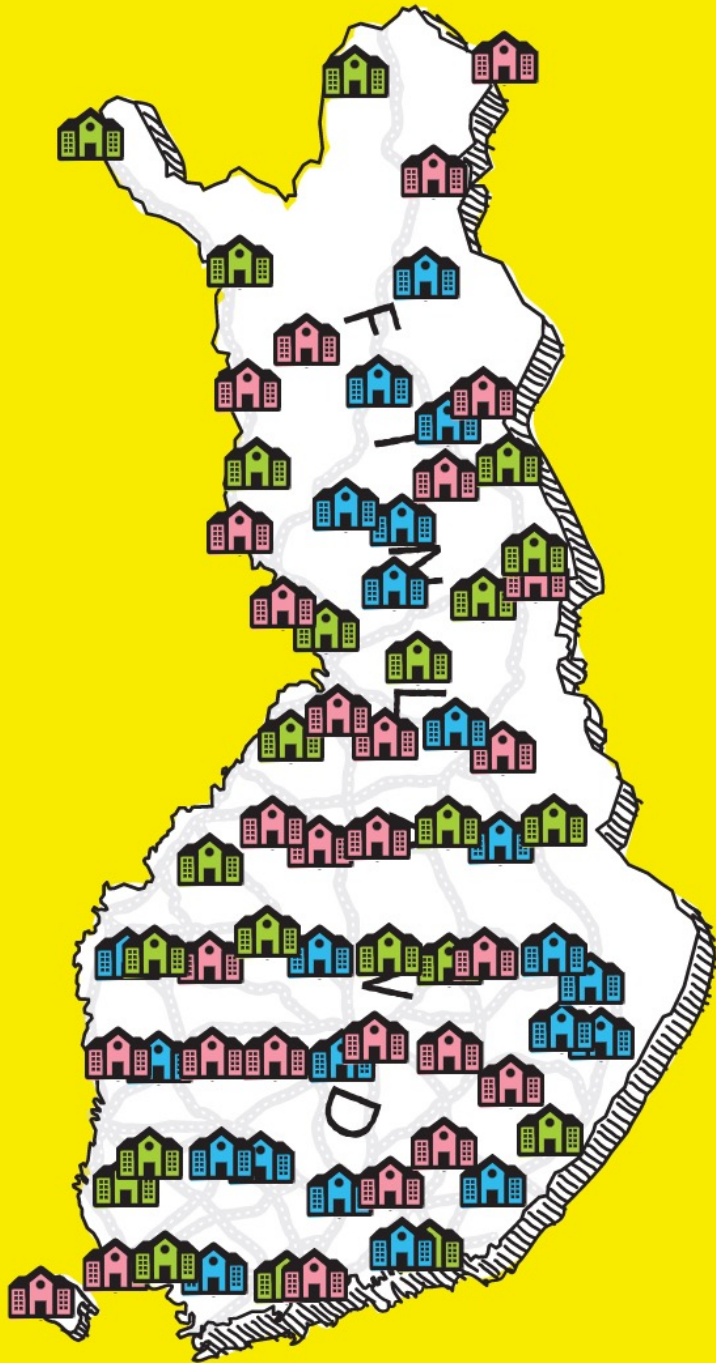


+ SOMETHING EXTRA

PRE AND POST VISIT WORK

- At school
- During the visit
- Back at school





THE LARGEST CULTURAL EDUCATION PROGRAM IN FINLAND

- **99,4–101 %** of the whole age group!
- **60k** 8th graders and **5k** teachers / academic year (x2...)
- Ca. 800 schools
- Ca. 300 municipalities
- Every year, **50–100** varying art attractions are selected to the program.
- The cost is 3–7 M€ per academic year. Transportation and tickets make 80–90 % of the costs.

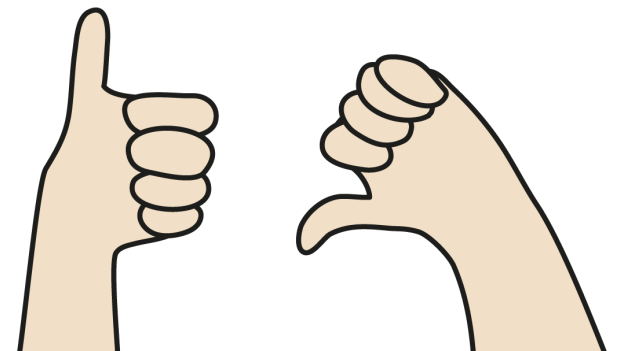


YEY! MY OPINION
MATTERS AS WELL!

The students are offered a chance to tell their opinion through a browser-based app and all the **reviews** are openly available at the Art Testers website

www.taidetestaajat.fi

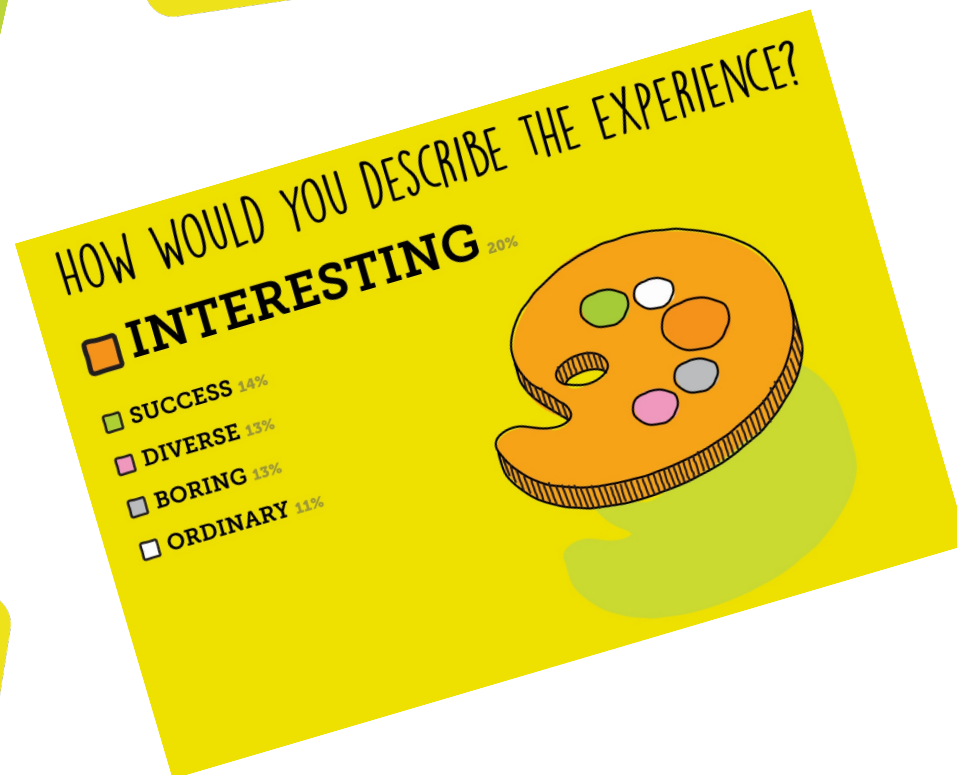
- What did they think?
- Would they revisit?
- What was the art like?
- Etc.



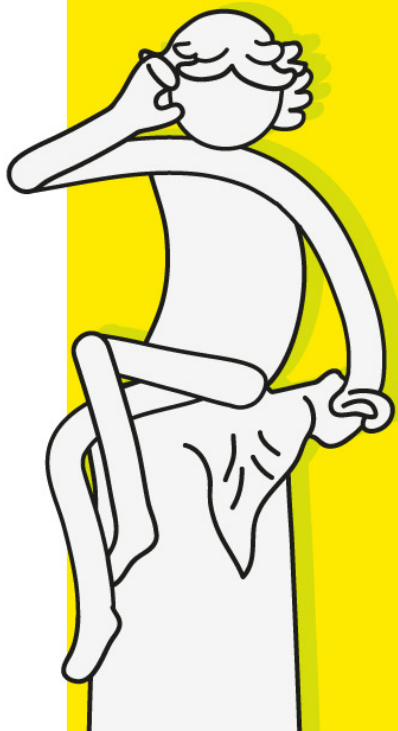
THE REVIEWS ARE PUBLISHED ON THE ART TESTERS WEBSITE



5 ★★★★★
PALJON KIVEMPAA KU KOULU



5 ★★★★★
MULLA OLI HAUSKAA JA LÄHDIN HYVÄLLÄ FIILIKSELLÄ!



ART TESTERS AND SUSTAINABILITY

Cultural – the past,
the present & the
future of Finnish,
European and
global art & culture.
Cultural inclusion.
Sustain & renew.

Economic –
spending on
immaterial goods,
funding arts &
culture

Social – equality,
expanding the
"habitat" of the
youth, empathy and
critical thinking,
cultural rights.

Demanding the bus
companies to meet
EURO 5 standard
(since 2020).



Minimizing the
amount of flights
(almost 40 %
decrease between
2017–2019).



Using train as the
primary method of
transport.





SUOMEN
LASTEN-
KULTTUURI-
KESKUSTEN
LIITTO



Svenska
kulturfonden



OPETUS- JA
KULTTUURIMINISTERIÖ

TAIDETESTAAJAT.FI



7–10 COORDINATORS
COMMUNICATIONS PLANNER
SECRETARY
PROGRAMME MANAGER





KIITOS — TACK — THANK YOU!



Joonas Keskinen
Manager, art testers
The Association of Finnish Children's Cultural Centers

joonas.keskinen@taidetestaajat.fi

p. +358 44 97 84 893

www.taidetestaajat.fi

www.konsttestarna.fi

www.lastenkulttuuri.fi