



ART TESTERS

SO THAT EVERY 8TH GRADER
COULD EXPERIENCE ART



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THE NEED?

? ? ?

SCHOOLS HAVE NO €€

ARTS AND
CULTURE MORE
APPEALING FOR
THE YOUTH

AUDIENCE IS
MOSTLY ADULTS

WHAT DO THEY
WANT?



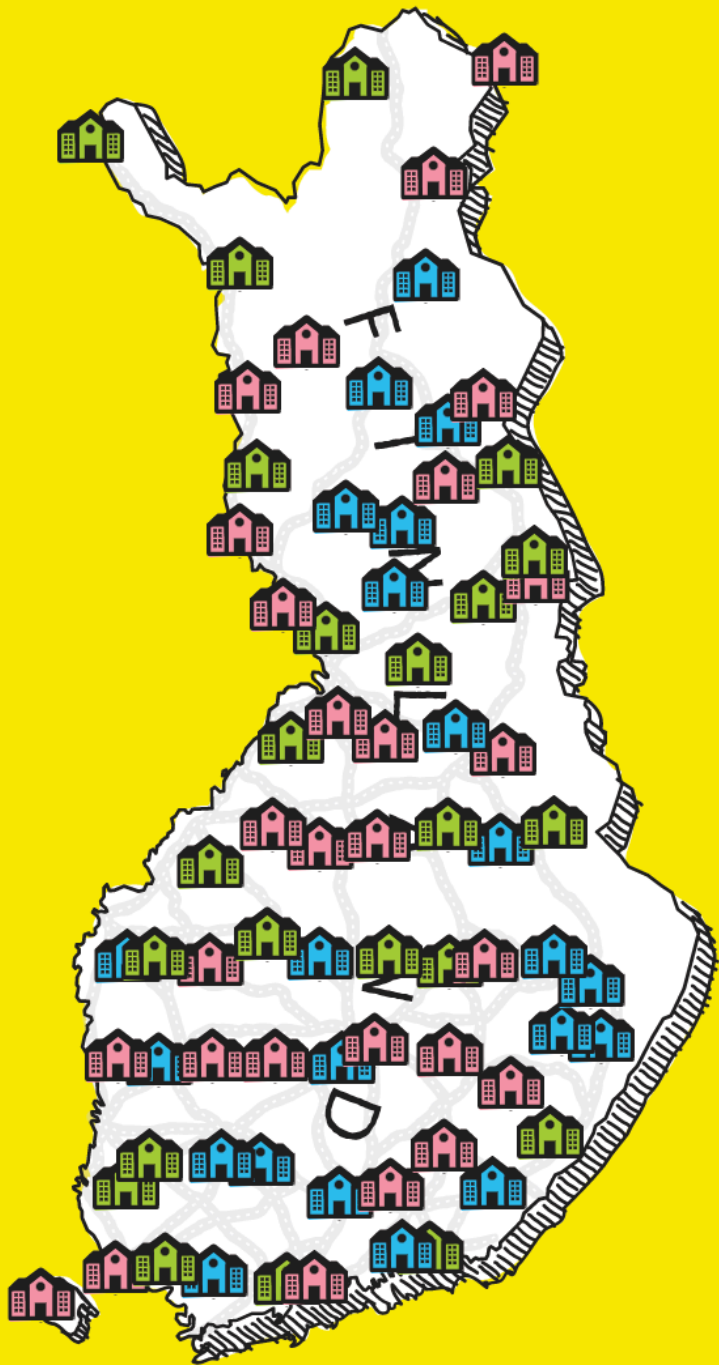
THE IDEA?

Art Testers programme offers all Finnish 8th graders (14–15 yo.) and their teachers 1–2 visits to esteemed cultural institutions.

- Every 8th grader is invited – 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.

The core goals of the program are to offer young people **experiences in art**, find them **tools to form well-versed opinions** on their experience and use the given feedback to **create more appealing content** for the youth.





SINCE 2017—
18

EVERY YEAR
100 %
65 000+

TOTAL CA.
500 000
VISITS

153 838
REVIEWS

OPERA

DANCE

CIRCUS

THEATRE

CONCERT

ART
MUSEUM



PRE AND POST VISIT WORK

- At school



- During the visit



- Back at school

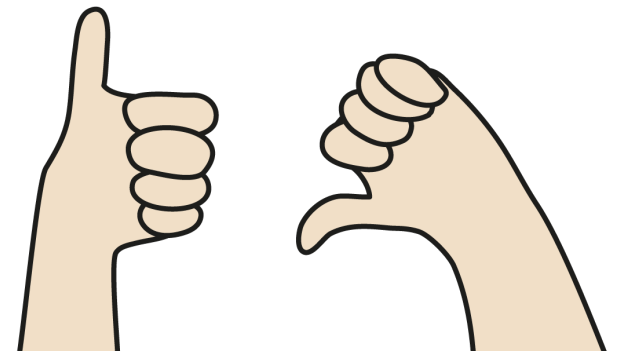


MY OPINION
MATTERS AS WELL!



The students are asked to review their experience through a browser-based app

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



THE REVIEWS ARE PUBLISHED ON THE ART TESTERS WEBSITE

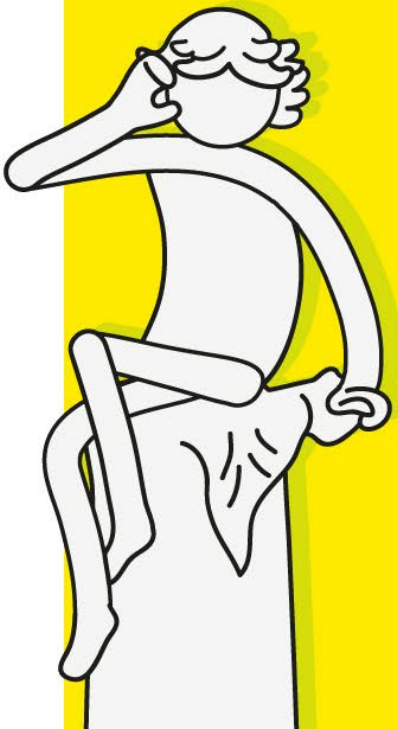


5 ★★★★★
 PALJON KIVEMPAA KU KOULU
 ("Much nicer than school")



5 ★★★★★
 SE TUNTU SILTÄ NIINKU SE MAAILMA OIS JOTENKI TUTTU MUT
 JOTAI ON VIALLA NIINKU SE OIS TOINEN TODELLISUUS

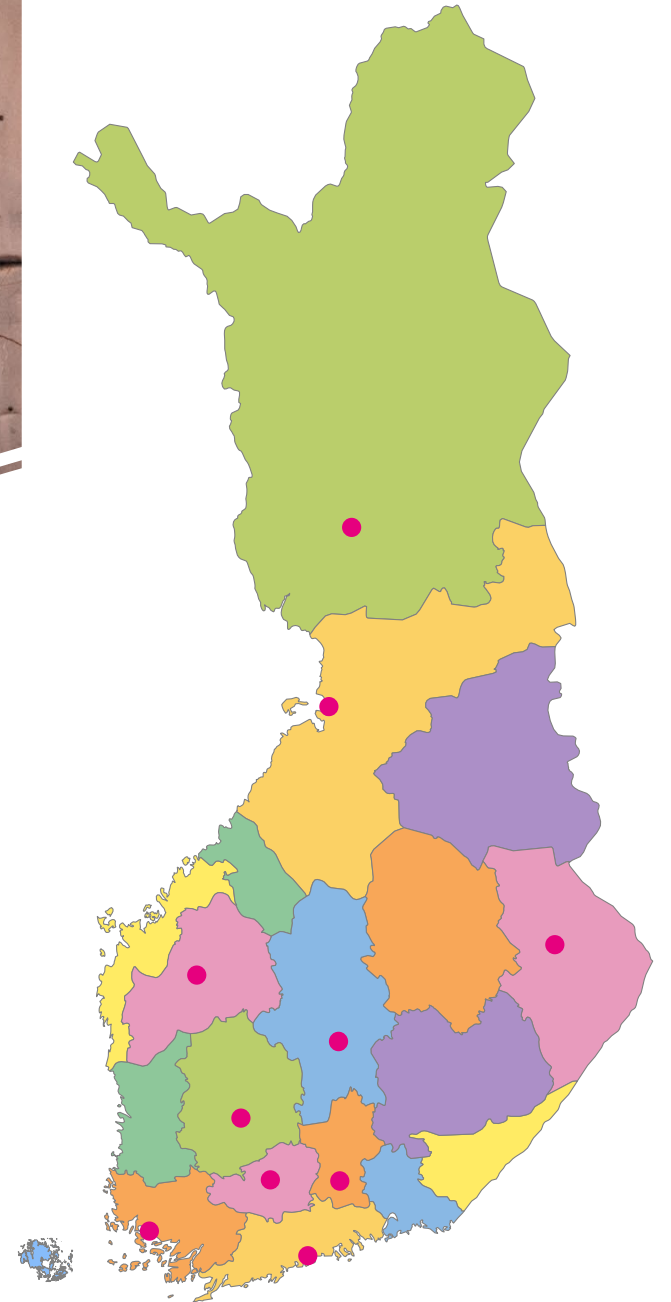
("It felt like the world was somehow familiar,
 but something was wrong as if it was another reality")





THE ART TESTERS TEAM

The program is coordinated by a national 15-people team including a manager, a communication planner, a secretary, and 12 coordinators located around Finland.





KASIT KULTTUURIKRIITIKKOINA.



WE ARE FUNDED BY THE FINNISH CULTURAL FOUNDATION, THE SWEDISH CULTURAL FOUNDATION IN FINLAND, AND THE MINISTRY OF EDUCATION AND CULTURE.

SUOMEN
LASTEN-
KULTTUURI-
KESKUSTEN
LIITTO



Svenska
kulturfonden



OPETUS- JA
KULTTUURIMINISTERIÖ

TAIDETESTAAJAT.FI



THE PROGRAM IS COORDINATED BY THE ASSOCIATION OF FINNISH CHILDREN'S CULTURAL CENTRES.

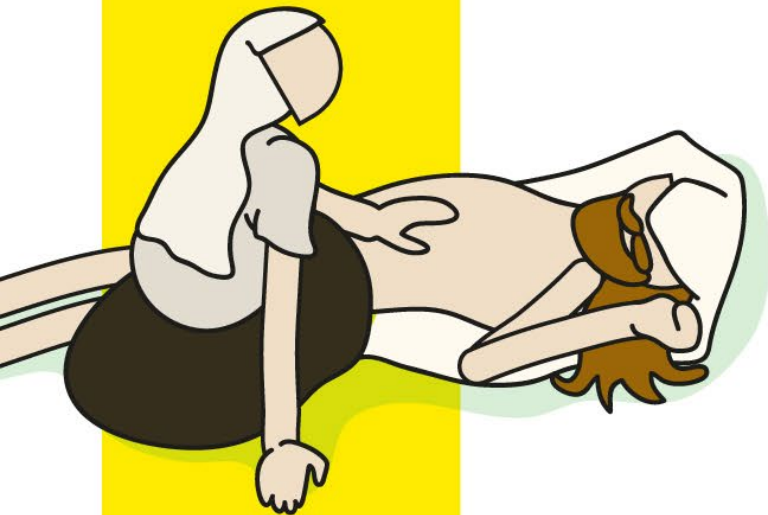


7-10 COORDINATORS
COMMUNICATIONS PLANNER
SECRETARY
PROGRAMME MANAGER



YOU CAN LOOK AT THE REVIEWS MADE BY THE 8TH GRADERS ON OUR WEBSITE!

TAIDE-
★★★★★
TESTAAJAT
KASIT KULTTUURIKRIITIKOINA.



ART
TESTERS

SO THAT EVERY 3TH GRADER COULD EXPERIENCE ART.

Logos of participating organizations: University of Jyväskylä, University of Tampere, University of Turku, and University of Vaasa.



KIITOS – TACK – THANK YOU!



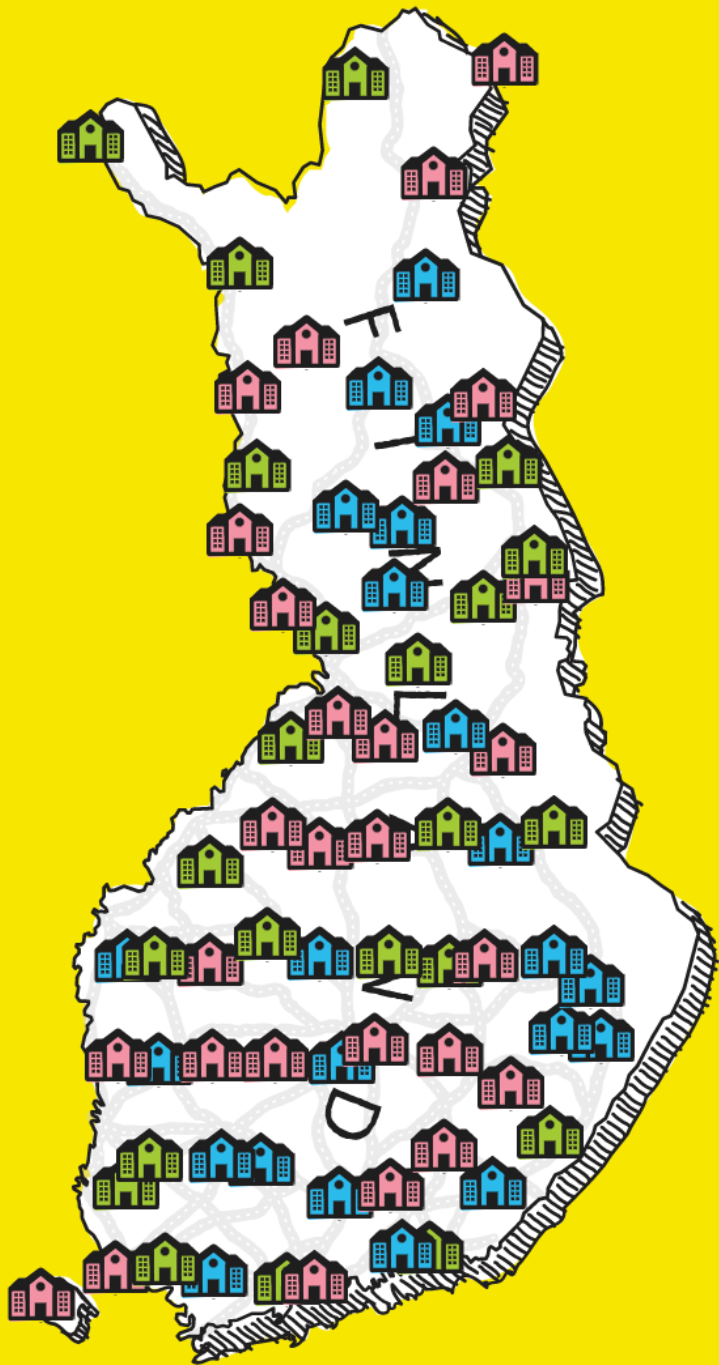
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ART TESTERS AND LOCAL CULTURAL EDUCATION PLANS (EXAMPLES)

Grade	A	B	C	D
1.	nothing	Visit to local museum + workshop	Visit to library	Visit to local museum
2.	nothing	Visit to a dance theatre performance + workshop	Nothing	Visit to library + meeting with an author
3.	nothing	Visit to theatre + workshop	Touring concert at school (Konserttikeskus)	Visit to concert
4.	nothing	Visit to circus + workshop	Nothing	Visit to theatre
5.	nothing	Symphonic orchestra concert + workshop	Visit to local historical site	Visit to local historical site
6.	nothing	Visit to local museum + workshop	Online event	Choosable (budget / school)
7.	nothing	Visit to local museum + worksho	Visit to library	Visit to local museum
8.	Art Testers	Art Testers + workshop	Art Testers	Art Testers + visit to theatre
9.	nothing	Cultural event / Art event of ones own choosing + workshop	Nothing	Choosable (budget / school)



THE LARGEST CULTURAL EDUCATION PROGRAM IN FINLAND

- Ca. 100 % of the whole age group every academic year!
- 62 000 8th graders and 6 000 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.

ART TESTERS AND SUSTAINABILITY

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

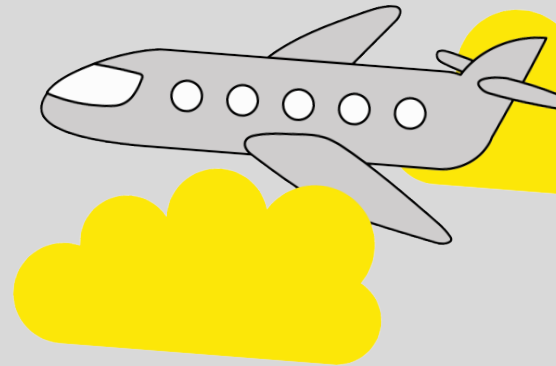
Economic – spending on immaterial goods, funding arts & culture

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

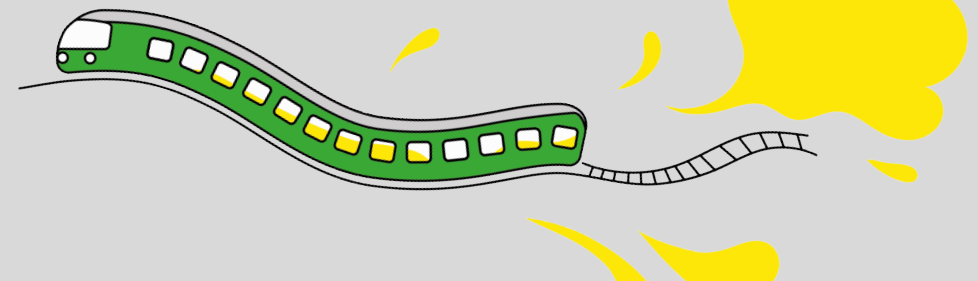
Demanding the bus companies to meet EURO 5 standard (since 2020).



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



Using train as the primary method of transport.



A VISION OF RESULTS

