Destination Finland
Finland stands out as a travel destination because of its authenticity and rugged beauty. The country is something else – individual, unconventional and fresh – a welcome alternative to places crowded by tourists. Finland is uncompromising and non-mainstream.

We do not have it all, but what we do have is peculiar and unique. Finland is for people who have seen the major metropolises of the world and want to further broaden their horizons, and find advancements in technology, sustainability and design close to their hearts.

Finland is a country of contrasts at the top Europe – a place where East meets West, endless daylight turns into total darkness, and untouched natural beauty surrounds every city. Its inhabitants are hard-working and dutiful, but come celebration day, they’ll show you how to party.

Finland is something completely different.

INTERESTED?
www.visitfinland.com/media
The Black Sheep of Northern Europe

Not really Scandinavian, nor like the Baltics or Russia, Finland is the black sheep of Northern Europe. Famous for Santa Claus, Nokia and saunas, Finns consider themselves a bit mad in a positive sense of the word: we actually enjoy sitting in a heated box and, upon reaching boiling point, running outside and rolling in the snow. We host world championship competitions in rubber boot and mobile phone throwing, continuously attempting to break one another’s world records.

FINNS CAN BE hard to figure out at first. We’re considered quiet and reserved, which is partly true. Small talk can hardly be seen as one of our strongest suits and we have no problem with sitting quietly in a room with other people. However, get on closer terms with a Finn and you’ll find a warm, sincere and hospitable person underneath the seemingly cool shell.

We’re known for advancements in technology and progressive urban solutions, yet we couldn’t live without the great outdoors. We’re crazy about sports and heavy metal, yet we produce some of the finest functional design in the world.

Finland is a Western society with a touch of Eastern melancholy. We keep things running like clockwork, but we don’t make a big deal about it.

Finland is a place where mixing hip hop with balalaikas and rock & roll with army choirs makes perfect sense.
Did you know this about Finland:

- **THE MOST LIVEABLE CITY IN THE WORLD**: Helsinki (according to Monocle magazine in July 2011)
- **PRESIDENT SAULI NIINISTÖ** is an avid rollerblader
- **ICE HOCKEY WORLD CHAMPIONSHIPS**: 2
- **EUROVISION SONG CONTEST WINS**: 1
- **FOOTBALL WORLD CHAMPIONSHIPS**: 0 (World Cup participation: 0)
- **THE WORLD’S CLEANEST WATER** according to the UN
- **UNESCO WORLD HERITAGE SITES**: 7
- **SANTA CLAUS**: 1 (the one and only)
- **INHABITANTS**: 5.4 million
- **SUMMER COTTAGES**: 500,000
- **LAKES**: 188,000
- **SAUNAS**: more than 2 million
- **NATIONAL PARKS**: 37
- **WILDERNESS AREAS**: 12 (15,000 km²)
- **WIFE-CARRYING WORLD CHAMPIONSHIP COMPETITIONS**: 1
- **AIR GUITAR WORLD CHAMPIONSHIP COMPETITIONS**: 1
Something special for those who think they have seen it all
Peace and quiet
Spacious
Holistic
Straightforward
For individuals
Clean
Inventive
Natural
Authentic
Safe and secure
A place to be yourself

Something for everyone
Noise and hassle
Packed
Sweating
Superficial
About complex cultural codes
For masses
Polluted
Formal
Artificial
Bling bling
Dangerous and unpredictable
A place to show off

The following pairs represent the mindset of Finland – what the strengths of Finland are and are not.
"IS NOT..."

"IS..."
Cultural Beat
Western rhythm, Eastern tone.

Contrasts are the main ingredients in Finnish cultural life. Here, high-tech engineers and bohemian designers happily live side by side. We dance to a modern beat from the West, spicing it with tradition, mood and melody from the East. Think heavy metal played on cellos, films with virtually no dialogue, and art museums collaborating with skateboarders.
Design all around

DESIGN is an essential part of Finnish life. Most Finns eat and drink from Iittala, Marimekko and Arabia design pieces every day. Capital city Helsinki was designated World Design Capital 2012 by the International Council of Societies of Industrial Design.

Design is a factor deep-rooted in the urban lifestyle of Helsinki. It manifests itself in the everyday lives of Helsinkians in many ways, from home furniture and traditional design items to modern urban solutions and contemporary interior design.

The Helsinki design scene includes globally recognised brands such as Nokia, Kone and Marimekko as well as popular events like the annual Helsinki Design Week. The Aalto University of Art and Design represents first-class education and research.

The foundations for Finnish success in architecture and design were laid by renowned pioneers Eliel Saarinen, Alvar Aalto and Eero Aarnio, to name a few.
FOOD CULTURE in Finland is uncomplicated and flavours represent northern purity at its best. Finnish food is simple and fresh, prepared to bring out the characteristics of the ingredients used. With both Eastern and Western influences, we have evolved into a modern, resourceful and authentic food country.

Finnish cuisine highlights the changing seasons and local variations. The Arctic growing conditions offer an excellent basis for the development of organic production. Finnish authorities enforce stringent food safety regulations throughout the entire organic food chain. Every farmer, producer, packer and transporter of organic products must adhere to the regulations, making the system safe and reliable. The control chain guarantees the euthenics and traceability of organic products.

ANTTO MELASNIEMI'S bloody good tip: drag your body to Abattoir

Restaurateur Antto Melasniemi is the food visionary behind the popular Helsinki-based restaurants Kuuma, Ateljé Finne and Putte’s Bar & Pizza, together with his associate Heikki Purhonen. He is also the composer behind the internationally renowned pop-up restaurant HEL YES! (www.helyes.fi) combining food and design. This multi-talented cosmopolitan finds his hometown Helsinki intriguing and has some tasty tips for people visiting our capital.

ANTTO MELASNIEMI RECOMMENDS WHOLESALE MARKET AT KALASATAMA

Visit the constantly developing Kallasatama / Fish harbor area. Have lunch at the Restaurant Kallasatama with its picturesque views and stop for a cup of coffee at the nearby Tukkutori Wholesale Market. Don’t miss the food and design meeting place Abattoir (Teurastamo) and the Kellohalli, which will open in September 2012 at the Wholesale Market.

Eat fresh and organic
Silence, please.
Tune in to the sound of quiet.

Space, time, peace and quiet – the four elements modern life lacks. Finland offers a chance for downshifting even in the heart of the city, and untouched nature is never more than half an hour away. Stay at a cottage, enjoy a sauna and listen to birds warbling across the lake.
Take in the sound of quiet. Hear yourself think.
Summer cottages – very Finnish

FINLAND IS essentially a huge park. The scenery is dominated by yellow fields, green forests and glittering blue lakes. A few big rivers, montane fell areas in the north and the long coastline provide variation to the national landscape. Vibrant cities of all shapes and sizes are sprinkled here and there.

No matter what part of the country you find yourself in, escape from urban life is never more than a few steps away. Finns know how to take advantage of this, and the number of countryside cottages in a nation of 5.4 million inhabitants is around 500,000. Ask a Finn how to spend your holiday in Finland, and they’ll reply with “you must rent a cottage”. A summer cottage holiday consists of endless white nights, sauna, swimming in lakes, and barbecuing – general relaxation, in other words. In the winter the focus is often on skiing and other activities in the snow.

To make enjoying nature easier, Finnish law contains a clause entitled Everyman’s Right, which allows you to roam virtually anywhere without special permission from landowners. What more do you need than a cosy cottage and the freedom to explore its pure natural surroundings?

DESIGNER TIIA VANHATAPIO shares her favourite place to chill out

Designer Tiia Vanhatapio has recently been dubbed the “Queen of Cocktail Dress” by the Scandinavian press. She has a lifelong love affair with all things macabre, seductive and subculture. Her favourite spots to unwind are somewhat unorthodox for a fashion designer.

TIIA VANHATAPIO RECOMMENDS THE SHORES OF KEMIJOKI IN ROVANIEMI

“I’ve spent all my summers in Rovaniemi, on the Arctic Circle, where I have some of my roots. One of my favourite pastimes is swimming along the shores of the untamed Kemijoki river. But be warned, the water is always freezing!”
Wild & Free
Hit the slopes! Make a splash!
Do Finland.

In the unique natural surroundings of Finland, forgetting the daily grind is unavoidable. Our large, ruggedly beautiful wilderness areas provide ideal terrain for outdoor activities, be it snowmobiling, skiing, dog sledding, sailing, kayaking or hiking. Eat berries off the ground, drink from a mountain brook, and guide your raft down the white waters of the Great North.
Full Throttle

FINNS ARE ONE OF THE FASTEST peoples on earth. Although there’s not many of us, we’ve managed to produce an impressive score of Formula 1 and Rally world champions, take Kimi Räikkönen and Tommi Mäkinen, for example.

Finns have a natural inclination towards the fast and the extreme. Activities like snowmobiling, white-water rafting, ice-fishing, freestyle skiing and snowboarding as well as quad biking are common hobbies. Not to mention ice hockey, the most popular sport in the country.

The remote location and harsh climate is certainly a factor in the Finns’ peculiar inclinations. Although quiet and reserved at first, a Finn will rarely back out of a chance for and adrenalin rush, be it summer sledding in the hot sun or reindeer racing in the heart of winter.

ANGRY BIRDS DESIGNER TONI KYSENIIUS finds his inspiration in Lapland

With over one billion downloads and more than 20 million Facebook fans, Angry Birds is truly the latest Finnish success story. Toni Kysevenius works as Lead Artist at Rovio Entertainment Ltd, the company behind the worldwide Angry Birds invasion. Toni describes himself as a “Swiss Army Knife of Design”, as he has his hands in almost everything related to our furious feathered friends.

TONI KYSENIIUS RECOMMENDS RAVADASKOENGÅS, LEMMENJOKI NATIONAL PARK

This is the ultimate day trip to real wilderness in Northern Finland. The best way to explore this backwoods gold mining area is to take a boat down the Lemmenjoki River to Ravadaskogas and then hike back.
Republic of Finland

Population: 5,400,000
Capital: Helsinki
Languages: Finnish, Swedish
Flight times:
- London: 3 h
- New York: 8 h
- Beijing: 8 h
Neighbours:
- Sweden, Norway & Russia

On Top of the World
How to get around

THE EASIEST WAY TO GET TO FINLAND is by plane. The main hub is Helsinki International Airport, also known as the Gateway to Asia. The city centre is a 30-minute bus ride away from the airport.

OTHER INTERNATIONAL AIRPORTS: Tampere, Turku, Oulu, Rovaniemi.

FERRIES from Stockholm, Sweden and Tallinn, Estonia are an alternative way of traveling to Finland.

ANOTHER INTERESTING ROUTE to take is the train from St. Petersburg, Russia. The fastest train only takes four hours to reach Helsinki.

IT IS EASY TO FIND ECOLOGICAL WAYS to get around in Finland. Finland’s public transport is reliable and runs smoothly.

TRAIN TIMETABLES can be found on the VR website, www.vr.fi. VR is Finland’s state-owned railway company.

BY PLANE:
A–B 0,5 h
A–C 1 h
A–D 1,5 h

BY TRAIN:
A–B 3 h
A–C 6 h
A–D 12 h

BY CAR:
A–B 3,5 h
A–C 8 h
A–D 12 h

BY BIKE:
A–B 3 days
A–C 7 days
A–D 15 days
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