



# Get to know Finland Tervetuloa!

Source: Aalto University Annual Report 2013

Pictures: Aalto University Communications, Academy of Finland, Lehtikuva Picture Agency

Watch the video



# Lesson IV: The Finnish way(s) of life

Or is there one?

- Mini-presentations on the topics of your choice
- Discussion on Lapland Odyssey
- Finnish way(s) of life

# Mini-presentations on (almost) everything Finnish

- Form groups of 4: members of the group should have different topics for presentation
- Decide the order of presentations
- 5+2 minutes for each topic (talk+discussion)
- Not too formal, but for 5 minutes let the presenter have her/his say
- Pay actually attention to the presentations, and form a couple of questions and comments.

# Lapland Odyssey Motifs and details



# Lapland Odyssey

## Motifs and details

1. How do Janne, Kapu & Räihänen express comradery?
2. How do people in the film spend their free time?
3. What are the types of economical activity that are featured in the film?

\*\*\* Bonus \*\*\*

4. Name visual elements, details or plot twists that caught your attention!

# Finnish communication, or, What are you doing here?

Based on Paul Mullins' blog,

- 1) what are some distinctive features of Finnish communication compared to his former hometown Indianapolis?

# Cultural categories of communication

## **Linear-active**

*Calm, factual, straightforward, direct*

## **Reactive**

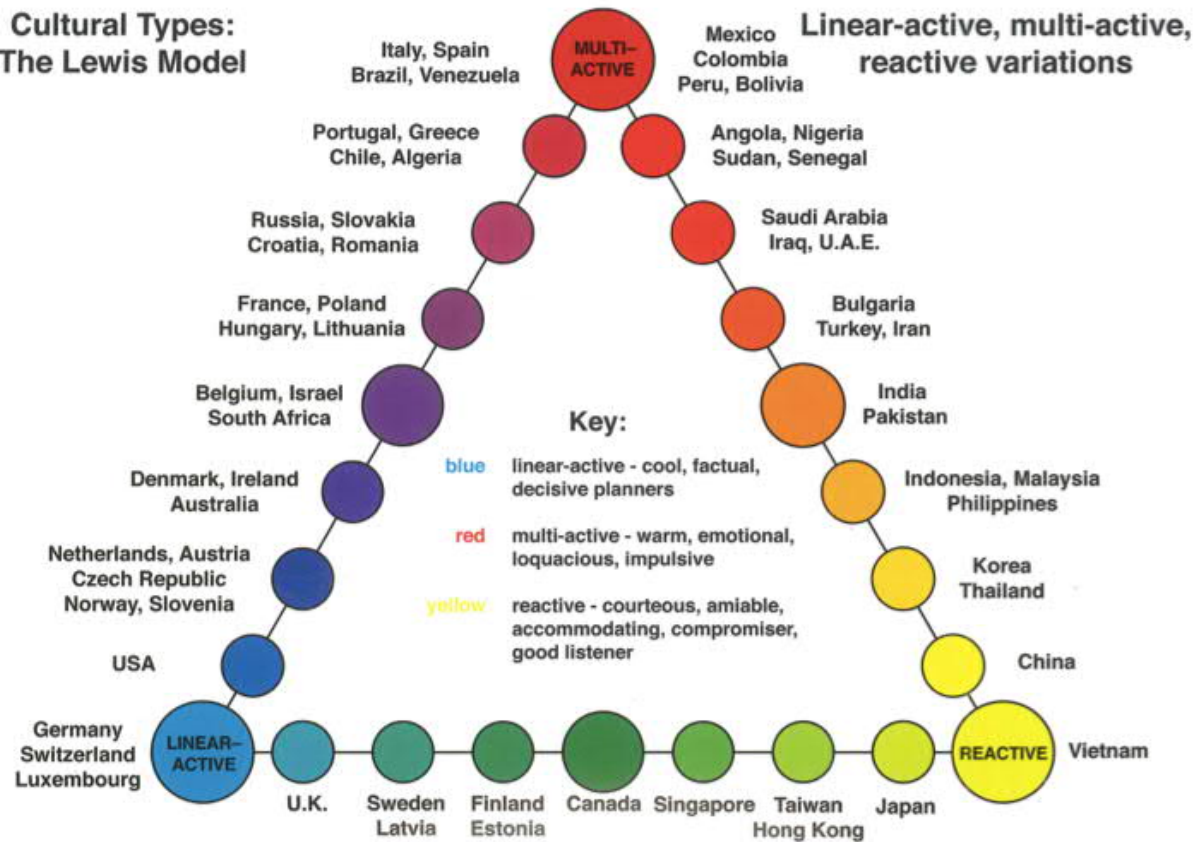
*Courteous, outwardly amiable, accommodating, listening*

## **Multi-active**

*Warm, emotional, loquacious, impulsive, multi-tasking, uncomfortable with silence*



## Cultural Types: The Lewis Model





# The Finnish ways of life dimensions

Wealth ↔ poverty

Education ↔ uneducation

Urbanity ↔ rurality

Social inclusion ↔ social exclusion

international(ist) ↔ national(ist)

craft beer ↔ bulk lager

latte ↔ regular Finnish coffee

Flow festival ↔ Iskelmäfestarit

Flight to Berlin ↔ ferry trip to Tallinn

Yoga, Crossfit ↔ hunting, fishing, nordic walking

# The Finnish ways of life dimensions

Monoculture (in slow decay)

Communication

Language

Physical space

Emotional space

Equalism

Saturday night TV and sauna

Practicality

# The Finnish way of life particulars

1. What does a Finn do after the work day
  - a) goes straight back home or the gym,
  - b) goes for a after-work beer
  - c) what do you mean "after the work day"?
  
2. A typical evening in a Finnish home involves:
  - a) a family dinner with everyone present (and dressed up)
  - b) friends and (extended) family members stop by
  - c) everyone eats quickly and go do whatever they please

# The Finnish way of life particulars

3. Jarmo, a 30 year-old management consultant from Espoo, has a night off. (The kids are with their mom in Tampere.) What does Jarmo do?

- a) Organizes a LAN party with his friends
- b) Visits his parents in Vantaa
- c) Netflix and chill. Alone.

4. Jarmo comes home after a long day. The first thing Jarmo does:

- a) Goes to sauna
- b) Takes off his shoes
- c) Chooses the suit he would wear the next day.

# The Finnish way of life particulars

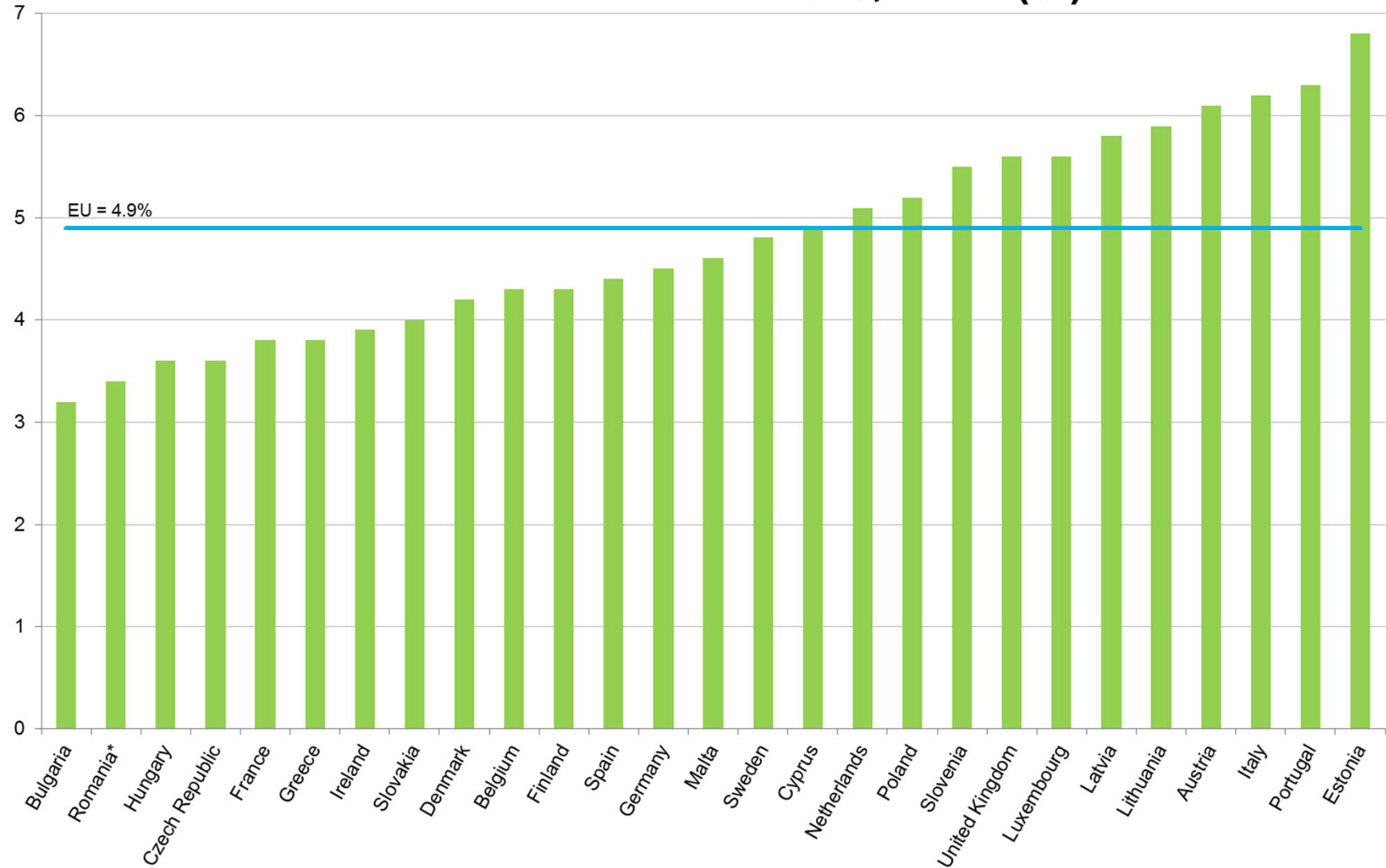
5. When they were still married, Jarmo and her wife Sanna:

- a) did everything in terms of Jarmo's career
- b) distributed household responsibilities as equally as possible
- c) did everything together

6. They spent the most of their free time:

- a) with their families
- b) with their friends
- c) with each other

# Share of clothing & footwear in total household expenditure in the EU Member States, 2016 (%)



\* 2015 data  
Croatia: data not available

# Other trends in expenditure (proportional)

Household expenditure by consumption purpose (Eurostat 2016)

- Finns rank high: Housing, water, fuels (no. 1), recreation and culture (no. 3)
- Finns rank low (below average): education, restaurants & hotels



# Analysis: happiness and suicides

Happiness correlates with:

- Social inclusion
- Economical, social, physical and experienced safety
- Equality
- Health

Social and communicative practices in Finland:

- Do not differentiate as long as you are;
- socially accepted
- economically (etc.) stable

Social, economical, physical and psychological problems:

- Trusted to governmental instances
- Lack of informal vocabulary and social tools

# Suicide in Finland and elsewhere

[https://en.wikipedia.org/wiki/List\\_of\\_sovereign\\_states\\_by\\_suicide\\_rate](https://en.wikipedia.org/wiki/List_of_sovereign_states_by_suicide_rate)

[http://www.stat.fi/til/ksyyt/2015/ksyyt\\_2015\\_2016-12-30\\_kat\\_006\\_en.html](http://www.stat.fi/til/ksyyt/2015/ksyyt_2015_2016-12-30_kat_006_en.html)

<https://www.is.fi/kotimaa/art-2000000560943.html>

# The Cinematographic Helsinki (and capitol area)

- Kafe Moskva (founded by Aki & Mika Kaurismäki) offers a glimpse of "soviet Kekkoslovakia": <https://andorra.fi/kafe-moskova/>
- Riviera, a movie theater / bar in Kallio is an illustrative example of indie culture activity going on in Helsinki area. Scroll down for contact info: <https://www.rivierakallio.fi/>
- The "golden era" in Finnish film coincides with functionalism in Finnish Helsinki architecture. Take a architectural tour to map the famous backdrops of "Suomi-Filmi": 1) Lasipalatsi, 2) Töölön Kisahalli, 3) Olympiastadion, 4) Tilkka Hospital, 5) Taivallahti Barracks. Then an old fav. of mine makes a nice last stop: <http://favela.fi/>

# Finnish ways of life in Helsinki (and in capitol area)

- Löyly: a modern public sauna  
<http://www.loylyhelsinki.fi/en/front-page/>
- kotiharjun sauna: a traditional public sauna  
<http://www.kotiharjuns sauna.fi/>
- Sompasauna: an UG sauna  
[http://www.sompasauna.fi/?page\\_id=263](http://www.sompasauna.fi/?page_id=263)
- Helsinki City Museum: Helsinki Bites exhibition  
<http://www.helsinginkaupunginmuseo.fi/en/exhibitions/helsinki-bites/>
- Töölönlahti – Töölö Bay: a bay in the middle of the city, the most likely place for a "lenkki". A part of the Central Park of Helsinki, a nice place to get lost!