

Porvoo Art Factory waterfront block open art competition

COMPETITION PROGRAMME

The City of Porvoo, in cooperation with Kesko, invites visual artists living and working in Finland to participate in an open art competition for a work located on the facade of the new K-City-market store built in Länsiranta in Porvoo.

The competition is organised in accordance with this competition programme and the competition rules by the Artists' Association of Finland.



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1. PURPOSE OF THE COMPETITION

The purpose of the competition is to acquire a work of art for a block built in Jokiranta in Porvoo, which will include a hotel and residential buildings in addition to the K-Citymarket store. The K-Citymarket store, located on the ground level with a floor area of 8,000 m², will be built in a unique location directly next to the riverbank area in Porvoo. The upper levels of the building will contain 50 flats of different sizes and a hotel with around 50 apartments. A large parking garage will be located on the underground level. KN-arkkitehdit will be in charge of the architectural design. The artwork will be located on the glass wall (390 m²) and the opaque wall surface behind it (390 m²) on the Porvoo riverbank side of the building.

The objective of the competition is to find an impressive and innovative work of art that takes the dimensions of the location and its surroundings into account for the site. We hope that the design of the work will accommodate changing seasons and weather conditions as well as the ability to view the work both from up close and afar from the other side of the river. People of different ages and backgrounds living in Porvoo as well as visitors will be able to enjoy the work, meaning that the work must be suitable for a wide variety of viewers. The objective is to achieve a piece of work that is sustainable in terms of a long life cycle and that is easy to maintain. The life cycle of the work should match that of the frame of the building.

The aim is to have the work of art implemented following the competition by the end of 2026. A separate agreement will be made for the implementation after the competition is over.

After completion, the work of art will be maintained and cared for by the property and owned by Kesko.

2. WHO CAN PARTICIPATE

The competition is organised as a national general arts competition and any professional artist or group of artists working in Finland can participate. In the case of a working group, at least one member must be a professional artist.

The competition proposals can be submitted in Finnish, Swedish or English.

Artists can participate in the competition by submitting several proposals. The competition proposal may not have been published earlier. Participants may not publish or share their proposals in any medium during the competition.

3. COMPETITION SCHEDULE

The competition period is 22 November 2024 – 25 April 2025

22 November competition starts

21 February 2025: period to submit questions ends

7 March 2025: all answers to questions available on the competition website [LINK](#)

25 April 2025: competition ends at 15.00, at which time the proposals must have arrived with the competition organisation

May/June: popular vote

June: competition winners are announced

4. COMPETITION AREA AND RESTRICTIONS ON THE WORK

The competition area is on the riverside facade of a large building. It is, as a whole, approximately 7.5 m high and approximately 52 m long, i.e. the glass surface and the opaque wall behind it each have a surface area of approximately 390 m² (see detailed measurements in APPENDIX 1). The artwork is divided on both sides of the stair recess. The work must be placed on the glass wall and/or the uniform steel sheet metal surface behind the glass wall. The gap between the steel surface and the glass is approximately 15 cm. The glass surface itself is constructed of 8 mm + 8 mm laminated and toughened glass elements which can be printed digitally. The proposal may choose the hue of the steel sheet surface or have it patterned. The detailed plan of the facade structure is provided in APPENDIX 2 and an image of the facade is provided in APPENDIX 3.

Appendices also include a map of the location of the work (APPENDIX 4) and aerial photographs of the location (APPENDIX 5).

You can learn more about the competition area independently. The placeholder address of the worksite is Taidetehtaan rantakatu 3, 06100 Porvoo. A separate art programme has been prepared for the Western riverbank of Porvoo which participants can explore if they wish. Attached as APPENDIX 6 is a map of the art already implemented on the Western riverbank of Porvoo.

5. BUDGET

The art budget for the work is €175,000 (VAT 0%). The art budget must include all the costs of the work.

A basic implementation of the glass elements, their acquisition and installation as well as the wall placed behind the glass are part of the construction contract.

6. REQUIRED MATERIAL

In order to be assessed, competition participants must submit the following materials

- 1) 3–5 sketches of the work in the form of photographs, drawings, modellings or similar materials and a scale drawing of the work on the facade. Some of the proposals will be put to the public vote (see section 9). Place the image that you want to be used as the cover image if your proposal is put to the vote first in the list of images. This is the so-called main image, which will also be displayed to the jury first when they browse through the proposals. The images must be in jpg or png format.
- 2) A written account of the artistic content of the work, the technique and form along with an initial schedule. For possible lighting, an estimate of its life cycle and the annual maintenance of the work.
- 3) Preliminary cost estimate of the implementation of the work. The cost estimate must indicate not only the implementation and material costs but also the amount of the artist's premium.
- 4) A brief description of the work of no more than 50 words for inclusion.

Each competition entry must be submitted with a pseudonym, which must also be included in the name of the downloadable file. Participants may submit various works under different pseudonyms. The entry must not contain the name of the participant or other markings referring to the identity of the artist. The pseudonym may not be in reference to an existing person.

The information behind the pseudonym must be filled in accordance with the instructions in the application form.

The competition proposal may not have been published earlier.

7. SUBMISSION OF COMPETITION PROPOSALS

The competition entries must be submitted electronically via the ArtCurator service in <https://taidetehtaanrantakortteli.artcurator.io/> according to the service's instructions.

Competition proposals must be submitted by 25 April 2025 at 15.00 at the latest.

8. QUESTIONS ABOUT THE COMPETITION

Additional questions on competition proposals may be submitted to the contact person by 23.59 on 21 February 2025 by email to laura.lehtinen@freizimmer.fi or by calling +358 50 379 3555. Answers to the questions will be posted on the competition website ([link](#)) in the order of submission and by 7 March 2025 at the latest.

9. POPULAR VOTE

The jury will select some of the proposals to be put to the popular vote. The artist must choose the image that they wish to use in the public vote among the submitted material and draw up a description of no more than 50 words of the work. Proposals selected for the popular vote can be presented to the public in the form of an exhibition at Porvoo Art Factory and/or electronically on the competition website. The same can be done with regard to the winning proposals, which can also be published on social media.

10. PRIZES

A total of EUR 13,000 will be awarded as the prize:

Competition winner	EUR 6,000
Second place	EUR 3,500
Third place	EUR 2,500

Winner of the popular vote EUR 1,000

The total prize sum will be awarded if at least a number of eligible entries corresponding to the number of prizes is submitted. If the number of eligible proposals submitted to the competition falls short of the number of prizes, the jury has the right to consider which prizes it will award.

The jury also has the right to decide to divide the prize sums differently, provided that the total sum remains the same and the jury is unanimous in its decision.

The jury may also issue honorary mentions if it so wishes.

Tax exemption has been sought for the prizes.

11. JURY

The competition jury shall comprise the following members:

Chair Susann Hartman, Head of Cultural Services, City of Porvoo

Pekka Mikkola, City Planning Architect, City of Porvoo

Sari Hilska, Cultural Designer, City of Porvoo

Susanna Widjeskog or Johanna Lehto-Vahtera, Porvoo Museum

Veli Granö, artist, Porvoo Artists' Association

Jari Salmela, Planning Manager, Kesko

Jukka Kauto, Head Designer, KAUTO NIKULAINEN arkkitehdit Oy

Jaakko Niemelä, artist member appointed by the Artists' Association of Finland

Kaisaleena Halinen, artist member appointed by the Artists' Association of Finland

Arts Coordinator Heini Orell from Frei Zimmer Oy coordinating the art entity in Länsiranta will serve as the competition secretary without voting rights.

The competition contact person is Laura Lehtinen from Frei Zimmer Oy.

The competition jury may use external experts to assess the proposals, but they do not have the right to vote in the event of a possible vote or participate in the evaluation of the proposals.

The jury may also take into account results obtained through any inclusion measures in its decision.

12. EVALUATION CRITERIA

In addition to the artistic merits, feasibility and maintenance of the competition proposals, the jury will assess in particular how the proposals integrate into the landscape and the Porvoo National Urban Park as well as support the architecture of the building. Furthermore, the ability of the work to command the large area and the functionality of the work in different times of the year and when viewed from close up and far away are taken into consideration. The jury will also consider the accuracy of the cost estimate, the maintenance and care requirements of the work and the work's ability to become a harmonious part of the art entity in Länsiranta.

13. OWNERSHIP

The competition organiser has the right to submit a number of proposals selected by the jury to a vote by the residents of Porvoo as well as display them in an exhibition and electronically on the competition website before deciding on the winner. In addition to this, the competition organiser reserves the right to use and publish the material of the winning works in their own communications free of charge, including on social media. Once the winner has been selected, the organiser will also have the right to display the competition proposals during May and June.

Otherwise, the ownership and copyright of the work remain with the artist. The use of copyright must be agreed with Kuvasto ry, or if Kuvasto does not represent the artist, separately with the artist. The purchase of the proposals must be specifically agreed on.

14. RESULTS OF THE COMPETITION AND PUBLICATION

The winners of the competition will be announced by 30 June 2025.

15. AFTER THE COMPETITION

The final decision to order any work is made by the City of Porvoo in cooperation with Kesko, who has the right to order the work on the basis of any proposal awarded in the competition. A separate agreement will be drawn up with the selected artist to order the work.

The organiser reserves the right not to order any work on the basis of the competition.

The competition proposals will be destroyed six months after the end of the competition.

The competition organiser processes the personal data of the participants in the competition in accordance with EU and national data protection legislation for the purpose of implementing the competition and awarding prizes. The personal data is collected from the data subjects themselves during participation in the competition. Personal data will not be transferred to third parties or used for other purposes. The personal data will be deleted once the entire competition process has been concluded and the personal data is no longer needed.

16. ENQUIRIES

Further information on the competition is provided by the competition secretary Heini Orell, Frei Zimmer Oy, tel. +358 44 971 5158, heini.orell@freizimmer.fi.

Competition website: <https://www.porvoo.fi/en/porvoo-art-factory-waterfront-block-open-art-competition/>

17. APPENDICES:

APPENDIX 1 Image with measurements

APPENDIX 2 Detail images

APPENDIX 3 Images of the facade

APPENDIX 4 Location

APPENDIX 5 Aerial photographs

APPENDIX 6 Map of the art on the Western riverbank

This competition programme was approved by the Artists' Association of Finland on 8 October 2024. If changes need to be made to the competition programme during the competition, they shall be posted on the competition website no later than 30 days before the end of the competition.