

## COMPETITION PROGRAMME

### Street Mural Competition

#### Runeberginkatu 50, Helsinki, Finland

The Society of Swedish Literature in Finland (SLS), Swedish Cultural Foundation in Finland (SKF) and Pro Artibus Foundation are jointly holding a mural competition in the period April 1–May 31, 2020.

The façade of the building owned by the Housing Company: Bostads Ab Runebergsgatan 50 in Helsinki, Finland, was renovated during summer 2019. The end wall at the intersection of Runeberginkatu Street and Töölönkatu-street needs a new mural. Prior to the renovation, the wall was covered in an advertising mural. The client wants to highlight this unique site and to use contemporary art to enhance the Töölö district.

The client would like the design of the mural to get people to pay attention to their surroundings. The foliage on the maple tree on the adjacent plot of land varies with the seasons, affecting the visibility of the façade and the mural. A further stipulation is that the character of the district should be taken into account.

While we have made every effort to ensure that the English translation corresponds to the Swedish original, in case of dispute, the Swedish text of this document is to be the basis of any legal proceedings.

## Competition Rules

### The Competition Holder

Pro Artibus Foundation, Gustav Wasas gata 11, Ekenäs (hereafter “The Competition Holder”).

### Criteria for Participation

All professional artists resident in the Nordic countries, i.e. Finland, Sweden, Denmark, Norway or Iceland, can participate in the competition, either alone, as a working duo, or as a group. The participants should have previous experience of realizing a mural.

### Competition Entry Period

The competition entry period is April 1–May 31, 2020.

### Participation in the competition and execution of the work

The Runeberginkatu Street mural competition is seeking a unique mural work (wall painting) that can be realized on the end wall of Runeberginkatu Street 50. Competition entrants will plan and be responsible for carrying out the work. In their applications participants should demonstrate their capacity to execute the work they have planned, including with reference to previously executed works.

For the planning of the selected work The Competition Holder will pay an artist's fee of € 20,000 (incl. VAT). Besides the fee there is also a separate budget for the realization of the mural of max € 30,000 (incl. VAT): the artist will draft a budget for the realization of the work, giving details of materials, equipment, and bought-in services, e.g. lifting platforms or similar. The budget is to be approved by The Competition Holder. Everything including VAT. The necessary materials and equipment will be paid for by The Competition Holder, but should be incorporated in the total budget, which the artist will draft and be responsible for.

The fee will be paid in two instalments: Instalment 1 when the final sketch has been submitted and approved, and Instalment 2 once the mural is completed.

The person who executes the selected work will not be in an employment relationship with The Competition Holder and consequently The Competition Holder will have no employer's responsibilities to them.

### **The Object**

The mural will be executed on the end wall of the building facing onto Töölönkatu Street. See Link 1 and 2 "Location". In autumn 2019, the surface of the wall was completely renovated. The wall surface is rendered with Vetonit 422, primed with Silco 12, and coated with Kivisil, water-borne, silicone-emulsion paint. The dimensions of the wall are 22m x 15,75m (height x width). See Appendix 1 "Building drawing" for a full-detail picture of the wall.

### **Competition instructions**

Information about the competition and instructions for entry are at: [www.proartibus.fi](http://www.proartibus.fi). Participants are requested to send their entries and contact details to: [muralen@proartibus.fi](mailto:muralen@proartibus.fi) by May 31, 2020, at the latest. Give your entry a name and make it the Subject of your e-mail. Competition entries are to be submitted in jpeg or PDF format, other attachments as PDF or MS Word files.

Note the following when you send in your entry:

1. The competition entry should have a name
2. The competition entry is to be on A3 scale
3. The entry is to be scanned or photographed and sent in electronically
4. The entry is to include a description of the work, with the chosen materials and a cost estimate
5. References: evidence of ability to execute the work independently, references to max. 2-3 realized works

The Participant is to give their competition entry a name and put that name on all entry attachments. The Participant should not put their own name on their competition entry as it is to be treated anonymously. So, please give both your own name and the name of the competition entry on the entry form, so that The Competition Holder can connect the right originator with the right entry. The Jury will not deal with the submitted references to earlier works; these will be dealt with by The Competition Holder, who will be the only person to view them to confirm the participant's capacity to realize the work. If The Competition Holder notices that the required references are missing, it has the right to remove the competition entry from the competition. The Competition Holder notifies the participant and the Artists' Association of Finland representative of the removal.

The Jury will only be given the names of the originators of the three winning entries.

### **Choosing the winner**

The winners will be picked by a Competition Jury consisting of:

Helsinki City's representative: Sari Viertiö, Architect (SAFA)

The Society of Swedish Literature in Finland (SLS) representative: Hans Wiljanen, Property Manager

Swedish Cultural Foundation in Finland (SKF) representative: Åsa Juslin, Delegate

Housing Company Runebergsgatan 50 representative: Hans Wiljanen, Property Manager

Artist member: Pia Sirén, Visual Artist

Second Artist members (from Artists' Association of Finland): Pekka Kainulainen and Ilkka Väätti

Practical arrangements: Pro Artibus Foundation, responsible Producer Åsa Lönnqvist.

All entries received within the competition period will be dealt with anonymously by the Jury convened for the competition, i.e. the Jury will not be given any personal details of participants before the final winners have been chosen. Personal details will be dealt with by The Competition Holder, who is not a member of the Jury. From the entries the Jury will select the three best alternatives for the mural-painting object.

The winners will be informed of the final decision on June 18, 2020.

The Jury's decision is not binding: the owner of the property will ultimately decide which, if any, of the entries is to be carried out. This means that the client has the right to commission the work based on one of the submitted competition entries by an artist who gets a prize or is placed in the competition.

The Jury is not responsible for any competition attachments that for technical reasons have not been received by the closing date, or which contain incomplete contact details.

The person designated to carry out the winning entry should be able to start the painting work in September 2020. They and The Competition Holder are to agree on a timeframe within which the painting work is to be completed.

### **Content Rights**

By submitting the entry form and a competition entry each competition participant confirms, and is responsible for ensuring, that they personally hold the rights to the content they have planned, and that the content does not infringe any third party's rights. The Competition Arranger reserves the right to disqualify any participant who breaks the rules or who there is reason to suspect has used dishonest means in the competition. The participant is responsible for the accuracy of the information they have given and certifies that they are at least 18 years old.

**Immaterial Rights**

Through their participation in the competition the participant accepts that all intellectual property rights to the selected work will be transferred to The Competition Holder. Rights to works that are not realized will not be transferred to The Competition Holder. The participant undertakes to sign a special agreement with the Competition Arranger on the realization of the work and on the transfer of intellectual property rights.

**Confidentiality of personal details**

We will collect and deal with the contact details given in the process of choosing competition participants and in order to contact them. The personal details given will not be used for direct marketing. The personal details collected will be securely destroyed within a reasonable time after the end of the competition.

**Prizes**

The competition prizes are as follows:

1st prize 6000 €

2nd prize 4000 €

3rd prize 2000 €

The awards are taxable income and winners should themselves be sure to notify the authorities appropriately. The Competition Holder is not responsible for any taxation consequences affecting competition participants. The Competition Holder will inform the relevant tax authorities of the value of the awards, along with competition participants' personal details. Participants can make no demand for money or other compensation from The Competition Holder.

**Responsibility**

The Competition Holder's responsibility to the competition participant is limited to the number and value of the awards mentioned in these rules. The person who is chosen to carry out their work should have the necessary liability insurance, as well as accident insurance covering any personal injury that might arise in conjunction with the realization of the work.

**Grounds for exemption from liability**

The Competition Holder is in no way responsible for either direct or indirect injuries that are caused or are alleged to have been caused by participation in the competition.

**Payment of the fee / Publicity**

The Competition Holder will notify the winners about the payment of the prize fees and give them instructions for receipt of the fees. Payment of the awards is to be agreed upon separately. The

Competition Holder is not responsible for the correctness of the details given by the winner for payment of the award. The winner is not obliged to accept the prize fee.

By participating in the competition participants give The Competition Holder the right without special permission or remuneration to publish on their marketing channels images, videos, names, background details and other general material by and about the winners of the competition. The winner's name and picture can also be used in all communication regarding the project without special permission or remuneration.

### **Miscellaneous**

The official rules apply to all participants. The competition is subject to Finnish law.

By taking part in the competition participants undertake to comply with these competition rules. The Competition Holder reserves the right to change or amend the rules, but undertakes to notify any such changes on public communication channels such as websites and social media. The Competition Holder further reserves the right to suspend or terminate the competition in case of force majeure.

Ultimately, the owner of the property will decide whether any or which of the entries is to be realized.

### **Further information about the Runeberginkatu Street mural competition is available from:**

Pro Artibus Foundation

Producer Åsa Lönnqvist, + 358 (0)40 594 0394, asa.lonnqvist(a)proartibus.fi

Curator Markus Åström, + 358 (0)41 437 6728, markus.astrom(a)proartibus.fi

Director Nina Toppila, + 358 (0)40 581 5087, nina.toppila(a)proartibus.fi

The contact persons are available to answer questions up to and including May 31, 2020.

N.B.! Do not send inquiries to the competition address muralen(a)proartibus.fi

APPENDIX 1: Building drawing

APPENDIX 2: Photographs of the façade

LINK 1: Location: [Helsinki map service](#)

LINK 2: Location: [Google street view](#)

**Entry form**

Name of entry or work: \_\_\_\_\_

Participant: (individual, working duo, workgroup): \_\_\_\_\_

Contact details (or for a workgroup, contact person's details):

- phone \_\_\_\_\_

- e-mail \_\_\_\_\_

- postal address \_\_\_\_\_

**OBLIGATORY ATTACHMENTS:**

- sketches \_\_\_\_\_

- description of materials \_\_\_\_\_

- cost calculation \_\_\_\_\_

- references for previously executed works (to be dealt with by The Competition Holder not the jury)

\_\_\_\_\_

By signing here I certify that:

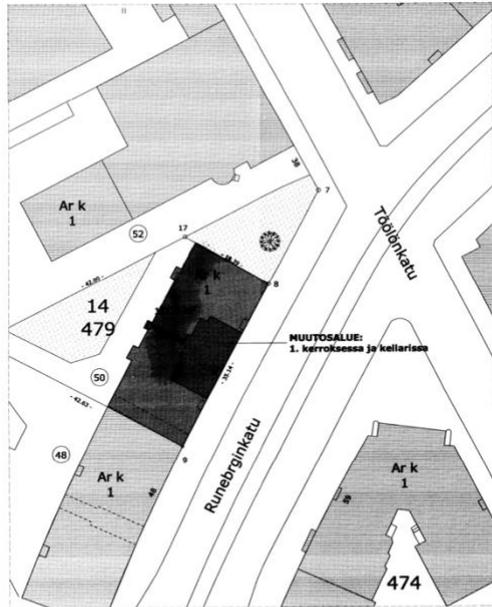
- I personally hold all the rights to the content I have planned and that the content does not infringe on any third party's rights

- I am at least 18 years old

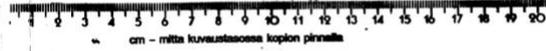
Place and time, participant's or workgroup representative's signature and name in block letters

\_\_\_\_\_

# Appendix 1: Building drawing Runeberginkatu 50 Mural competition



Kaup.osa 14  
Kortteli 479  
Tontti 50



cm - mitta kuvastuotteen kopion pinnalla

RAKENUSVALVONTAVIRASTON  
vahvistama 25.11.2010  
1000 \$  
Helsinki 26.11.2010  
Kari H. A.  
Suunnittelija  
Oskari Heikkinen

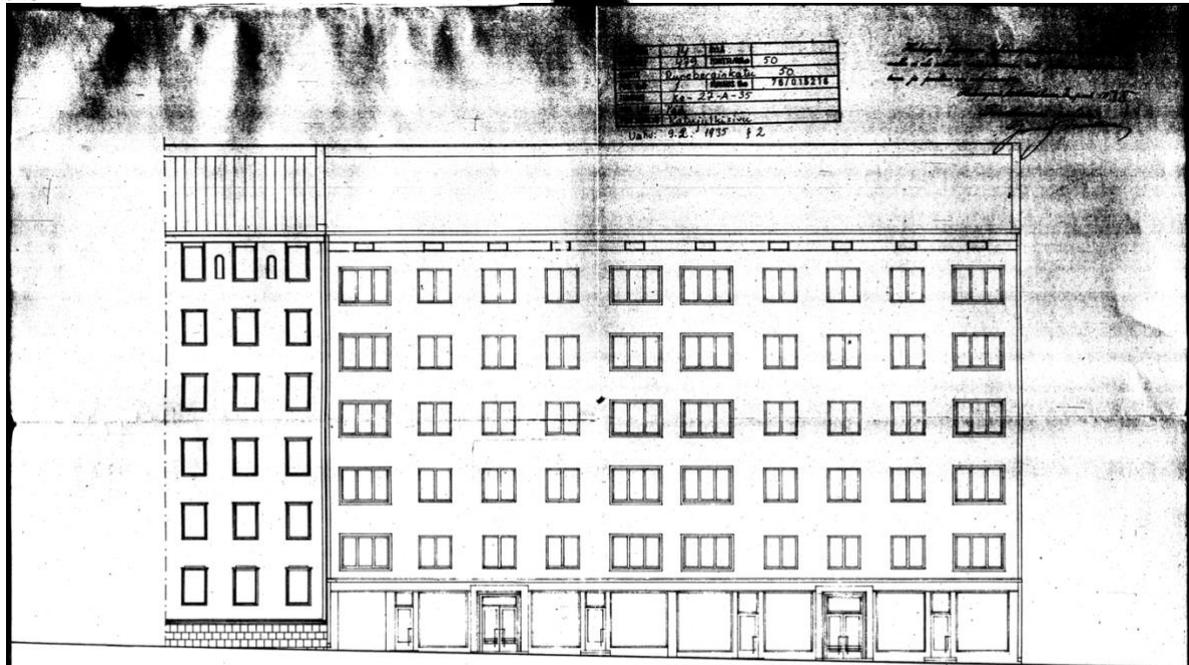
Helsingin kaupungin  
rakennusvalvontavirasto  
06.10.2010  
Helsingfors stads  
byggnadsstyrelsen

Kuvaus no 5590-052-12

## Pizzeria Runeberginkatu 50

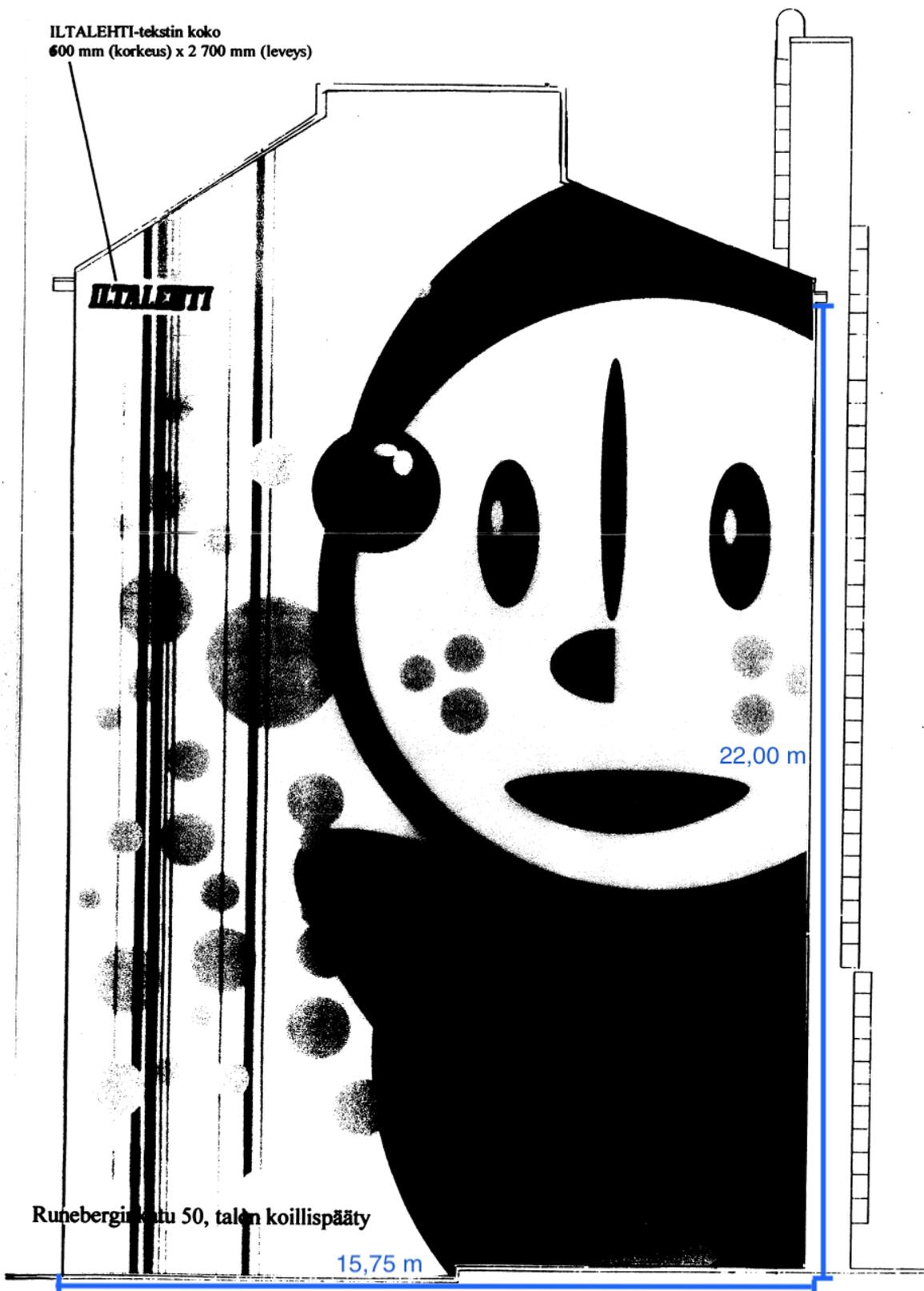
Korttelin nro	Korttelin tila	Tontin nro	Vuorokausi
14	479	50	50
Rakennusluvan nro	14-3213-18-D		
Muutos	Pääpiirustus	Johdanto	1/3
Pizzeria Runeberginkatu 50	Asemapiirros	Mittakaava	1:500
Runeberginkatu 50			
00260 Helsinki			
Suunnitteluyhtiö	ARK	0810-1000	
Suunnittelun tekijä ja allekirjoitus			
Suunnitteluyhtiö			
Töölökatu 22 B 21, 00500 Helsinki			
gsm +358-508911, puh/fax 09-43195665, email kari.rosop@ark.fi			
09.10.2010 Kari Rosop			

0.5 3      7.4      6.74      3 10.5

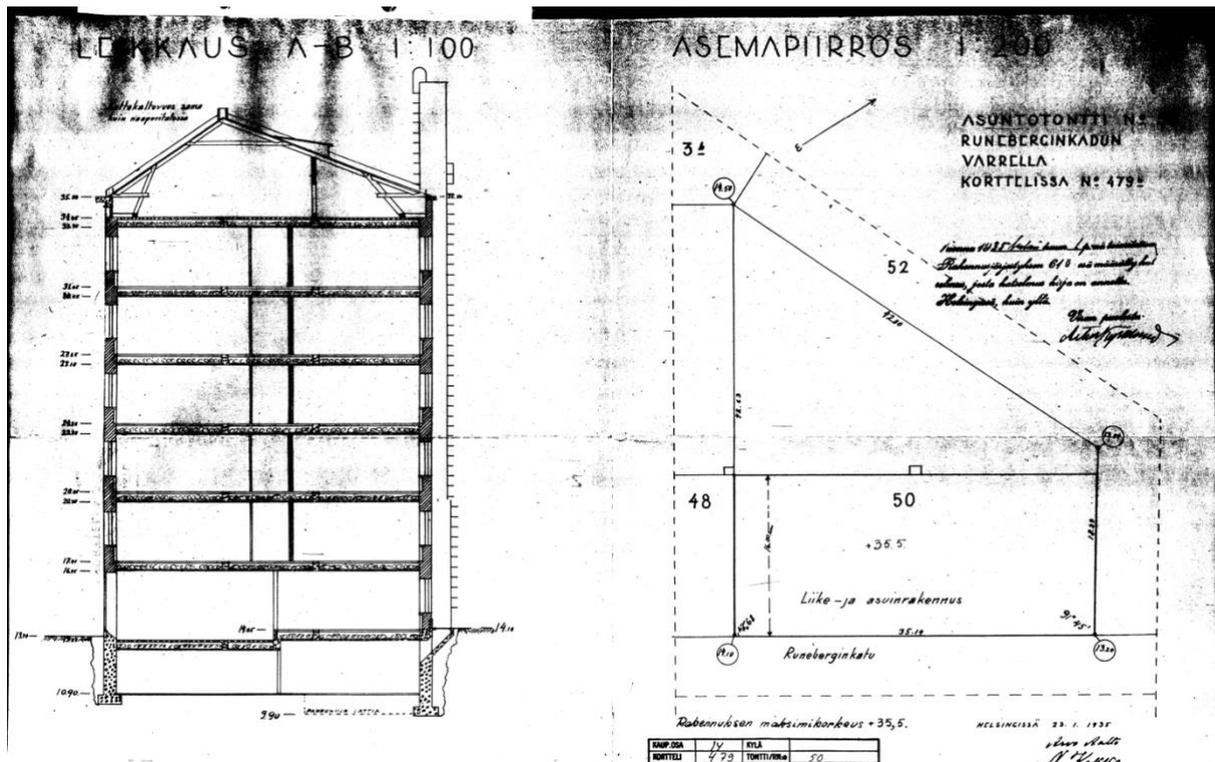


Runebergink. 50 1/100 katujulkisuu.

Julkisivon marmorimarmorinraappaus  
työtään pilareit ja portteilla granittia  
katto pilvianolua peltia.  
Helsingissä 25.1.1955  
Werner Holtt  
H. Holtt



På denna ritning ser man också den tidigare reklammuralen  
Tässä piirustuksessa näkyy myös edellinen mainosmuraali.  
In this blueprint you can also see the old advertisement mural.



Märk! Skalan i de olika bild-dokumenten är ej längre korrekt. Nyligen mätta mått finns i utmärkta i blått i på föregående sida.

Huom! Tämän dokumentin kuvien mittakaava ei pidä enää paikkansa. Juuri paikan päällä otetut mitat löytyvät sinisellä merkattuina edellisellä sivulla.

Attention! The scale in the images in this document are no longer correct. Newly measured measures you can find on the previous page marked in blue.

## APPENDIX 2: Photographs of the façade Runeberginkatu 50 Mural competition









Fotografier: Markus Åström