



HELSINGIN

17.8.2023



NIGHT OF THE ARTS



INSTRUCTIONS FOR EVENT ORGANISERS



17 April: Event registration begins

All events registered by 4 August will have
their details translated into English and Swedish

28 July to 17 August: Official Night of the Arts posters
and stickers available for collection from Huvila

15 August: Event registration closes

17 August: Night of the Arts

17.8.–3.9.

JUHLAVIIKOT



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ABOUT THE NIGHT OF THE ARTS

The Night of the Arts once again fills the city streets, blocks, parks and boutiques with hundreds of free art events on Thursday, 18 August. A part of Helsinki Festival, the Night of the Arts has been celebrated in Helsinki since 1989.

The realisation of the Night of the Arts is coordinated by the Helsinki Events Foundation, who organises Helsinki Festival and other events in Helsinki. The programme of the Night of the Arts, which takes place all over Helsinki, is always built together with the residents of Helsinki, and anyone can register their own art event to be part of the programme.

DO YOU WANT TO BE PART OF THE NIGHT OF THE ARTS?

All types of large and small events and performances are once again welcome to join the Night of the Arts programme.

The Night of the Arts programme accepts free art and cultural events that are neither ideological nor commercial. Please note that the person who registers the event is responsible for the realisation of the event in its entirety, including health security and possible permits and notifications to authorities.

CALL FOR EVENTS AND REGISTRATION

Events can be registered with the programme using the electronic form on the Night of the Arts website. Event registration will be open until 15 August. Event information already registered can be updated later using the same online form, but this should be done as early as possible to ensure that the changes can be processed in time.

The earlier you register your event, the earlier it will be published online. The City of Helsinki generally communicates in three languages (Finnish, Swedish and English). The Helsinki Events Foundation will arrange the translation of the details of all events registered by 4 August. Organisers who register their events after 4 August are responsible for their own translations.

SUSTAINABILITY AND ECOCOMPASS

The environmental impacts of the Night of the Arts festival are tracked based on the EcoCompass environmental management system. All event organisers who sign up for the programme through the event registration process must commit to sustainable operations in their events. Please note the following principles, as applicable:

1. All waste must be sorted and the amount of mixed waste minimised. Waste sorting tips can be found in, for example, the [Roskat riviin!](#) waste management manual (in Finnish).
2. Only materials that can be reused or recycled should be used.
3. Renewable sources of electricity should be used whenever possible.
4. If you sell or serve food or drinks at your event, please provide reusable plates, cups and cutlery if at all possible. If disposable plates, cups and cutlery are used, they must be biodegradable. You must also offer at least one vegetarian option, and we encourage you to use organic and/or local produce whenever possible.
5. Please pay attention to minimising transport and traffic to and from your event. The public should also be encouraged to arrive on foot, by bike or by public transport.

Instructions for organising a sustainable event are available in the [Siisti tapahtuma!](#) environmental manual (in Finnish). Please also familiarise yourself with the [Helsinki Events Foundation's Sustainability and Social Responsibility Policy](#) and the [City of Helsinki's instructions for event organisers](#). For instructions on how to make your event accessible, see the [Tapahtumia kaikille!](#) accessibility manual (in Finnish).



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MARKETING AND COMMUNICATIONS

Helsinki Events Foundation is responsible for the Night of the Arts upper level marketing and communications as part of Helsinki Festival. The Night of the Arts event organisers are also encouraged to communicate the contents to their stakeholders.

Helsinki Events Foundation realises the joint marketing and communications for the Night of the Arts, for example, in the following ways:

- the website helsinkifestival.fi/taiteidenyo (in Finnish, Swedish and English)
- social media channels and social media marketing
 - Facebook: Taiteiden yö / The Night of the Arts
 - Instagram: @taiteidenyo
 - Twitter: @Taiteiden_yo
- marketing communications (for example, outdoor advertising)
- media releases and stakeholder communications

The Night of the Arts is also present in the City of Helsinki channels, including websites and social media.

A Night of the Arts event organiser commits to:

- clearly stating in all their own content texts that the event is a part of the Night of the Arts
- directing visitors from their own pages to the Night of the Arts website (helsinkifestival.fi/taiteidenyo)
- using the hashtag #TaiteidenYö
- communicating the event through their own networks and channels to the extent possible

FEEDBACK AND REPORTING

In order for Helsinki Events Foundation to respond to the needs of the realising parties as comprehensively as possible and to develop the Night of the Arts, all feedback is extremely important to us. We require that each party realising an event for the Night of the Arts responds to the feedback survey sent after the event and reports on the success of their event and estimated number of visitors they received.

CONTACT INFORMATION

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Helsinki Events Foundation reserves the right to make changes to the Night of the Arts instructions and programme.