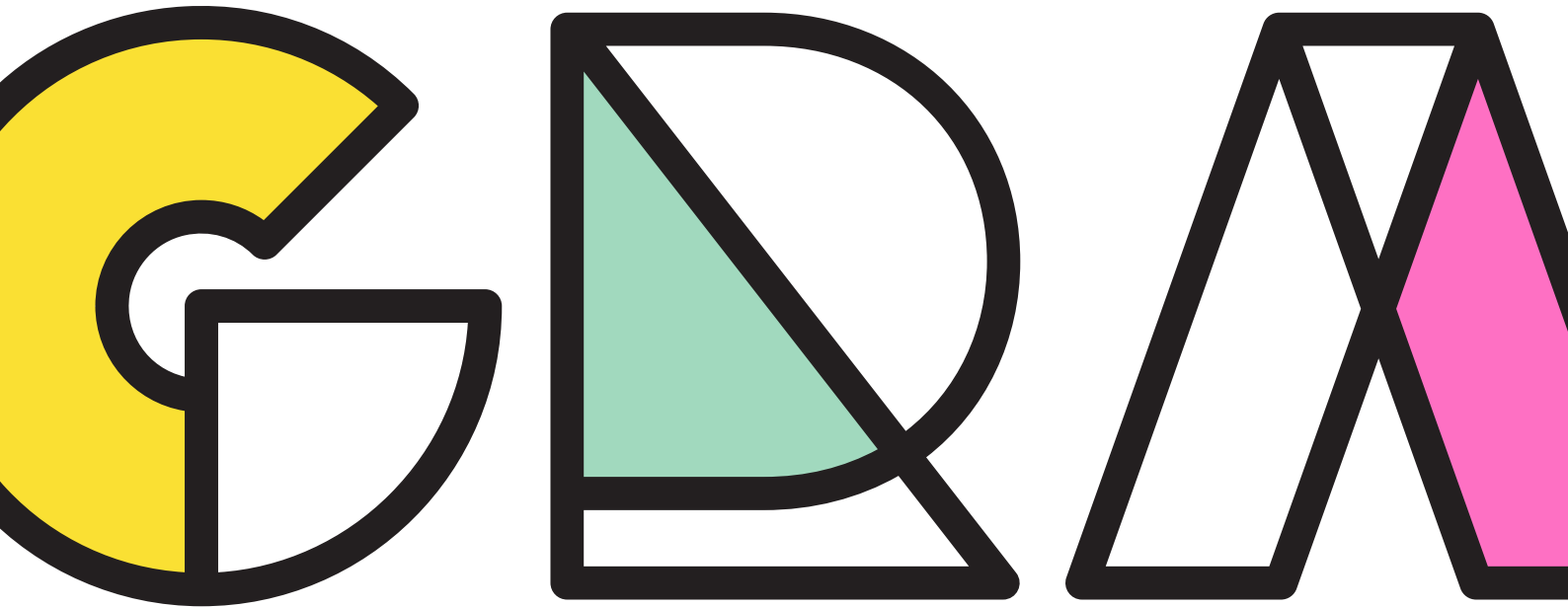


”Voices of Finland – Faces of Gradia”

Commercialpolis project
week program
12 - 16 March 2018

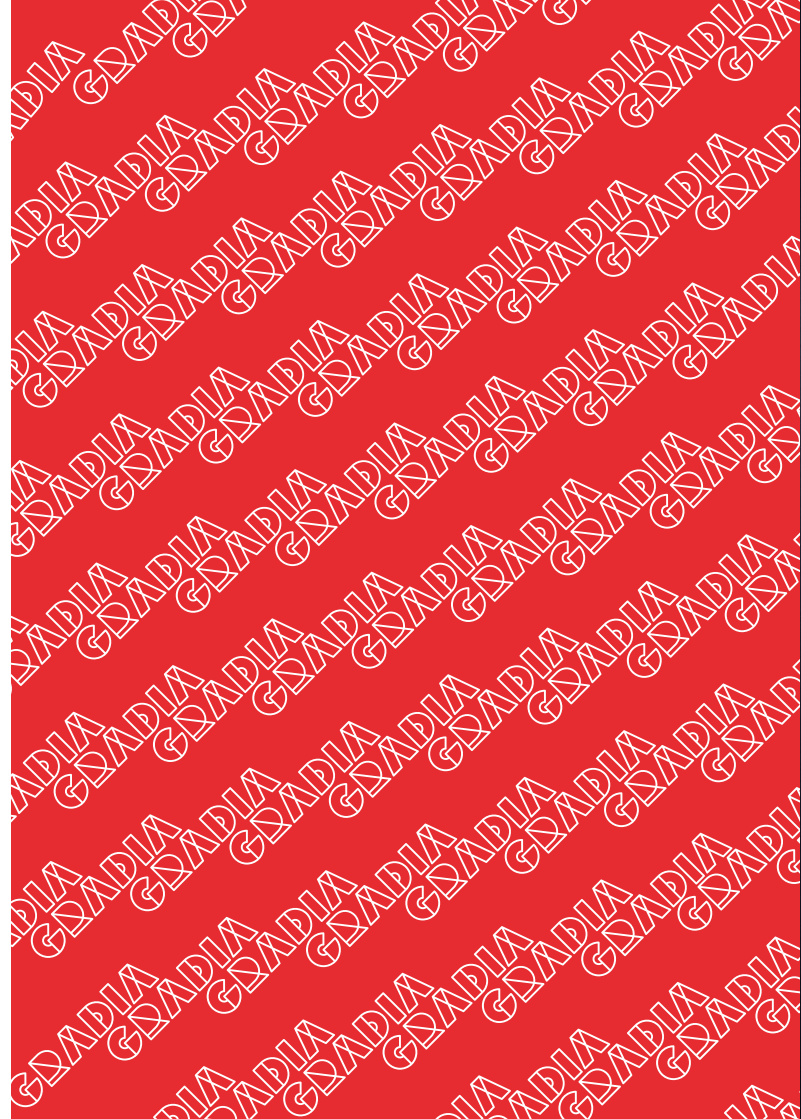
JYVÄSKYLÄ EDUCATIONAL
CONSORTIUM



“Voices of Finland – Faces of GRADIA”

Programme for Jyväskylä meeting 12 - 16 March

- Case study: new brand and image of Gradia.
- Making videos about Gradia and how it's connecting with both young and adult students, industry, companies and the whole network around it.



Schedule for **MONDAY** 12 March

Lots of info coming up today, so stay all ears.

Pssst, take a sneak peek at what's happening in the evening!

gradia.fi

08:30h ALL

Opening ceremony:

- Welcome by **Sjoerd Wanrooij** / **Tiina Hiekkaranta** on behalf of Commercialpolis project coordinators
- Information about the programme (Viitaniemi A1 Auditorio Oivallus)

09:00h ALL

Welcome by **Jukka Koivisto**, Head of Unit, *Gradia Jyväskylä, Services*

09:15h

Introducing the producers from Switzerland

09:30h

Pework presentations (Viitaniemi A1 Auditorio Oivallus)

10:00h

Coffee break

10:15h

Presentations will continue (Viitaniemi A1 Auditorio Oivallus)

11:00h

Skype feedback from Neatherlands Mr. Marcel Morcus, Managing director of Mamascreen and Ms. Diedre Bulk, Consultant at the Dutch National Agency of ERASMUS+

12:00h

Lunch break

13:00h ALL

Student assignment

- Briefing about the student assignment by the client **Niina Luttinen**, Senior Specialist, *Communications and Marketing, Gradia* and **Jesper Bange**, Creative, *Bond Creative Agency*
- Distribution of working groups (Viitaniemi A1 Auditorio Oivallus)

14:00h ALL

Presentation / Workshop:

Creative process of corporate identity and brand building

Jesper Bange, Creative, *Bond Creative Agency*

(Viitaniemi, A1 Auditorio Oivallus)

15:00h

Coffee + sandwich

15:30h GROUPS

Working on student assignment

- guided brainstorming and process planning

(Viitaniemi A1 Auditorio Oivallus)

16:15h

End of the day programme

Keynote speaker



Jesper Bange

Jesper is Art Director, Graphic Designer and one of the Founding Partners at Bond. Jesper has studied Graphic Design at the University of Art and Design Helsinki, in Finland and at Central Saint Martins College of Art & Design, in England. Before founding Bond, Jesper worked, among other things, as Senior Design Specialist in the brand team of Nokia and as a designer for fashion brand Diesel in Italy. He is also one of the founders of the Bulgaria magazine and phenomenon.

Jesper's work has won numerous awards, such as the TDC New York Award, Effie Award and The Best of Finnish Advertising and Design competition award by Grafia. His work has been featured in many international publications such as Creative Review, The Type Directors Club Annual and Computer Arts.

At Bond, Jesper has created brand identities, groundbreaking graphic design, and advertising for brands such as Flow Festival, University of the Arts Helsinki and Design Museum.

Schedule for **MONDAY** evening 12 March

We still have some Monday to go, so bear with us. Let's relax in a Finnish way and go to sauna + ice swimming!

17:30h

Bus to Savutuvan Apaja
(chartered bus from Travel Centre)

18:00h ALL

Commercialpolis Dinner +
Finnish Sauna / Finnish folk songs /
walking on the frozen lake at
Savutuvan Apaja

Take your swimming suit with you!

22:00h

Bus leaves back to the city

How to SAUNA +ice swim

- Make sure not to rush; hurrying is not part of the sauna experience
- Take a big bottle of water with you and keep yourself hydrated
- Shower before entering the sauna
- Go into the sauna either wrapped in a towel or in your swimming suit
- You can leave the sauna room when ever you want, listen to your body
- You will sweat a lot, so remember to drink water
- Cool off outside for a while, take a dip in the ice-cold lake or snow
- **Never go ice swimming alone!**
Have a pair of eyes watching you if you swim
- It's not a must to fully dip your body into the ice-cold water, for a first timer that might cause a little bit of dizziness because of the big temperature difference that your body is dealing with
- After you are all done with the sauna, just go have a good shower to clean up

Now you should feel clean and well relaxed!

Schedule for **TUESDAY** 13 March

Let's get inspired by the real people and culture. I promise, Finns aren't as distant as people might say.

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08:30h ALL

Presentation / Workshop
What's up with the Finns?
Presentation of Finnish culture / behaviour
Anna-Mari Laulumaa, *educational consultant and artist*
(Viitaniemi A1 Auditorio Oivallus)

09:30h ALL

Faces of GRADIA
Groupwork:
- talk with Finnish students from different departments about their studies and motivation for being a GRADIA student
- development of production plan
- working on the storyboard
(Viitaniemi A1 Auditorio Oivallus)

10:00h

Coffee break

10:30h GROUPS

Working on the student assignment continues
(Viitaniemi A1 Auditorio Oivallus)

12:00h

Lunch break

13:00h ALL

Presentation / Workshop:
From hobby to business;
videos of creative urban skiing
Production company Real Skifi, director, photographer **Janne Korpela** and **Ilkka Hannula**
(Viitaniemi A1 Auditorio Oivallus)

14:00h ALL

Presentation / Workshop:
What does it take? The story of an entrepreneur
Teppo Haapasalo, *Rotia PRKL Oy*
(Viitaniemi A1 Auditorio Oivallus)

15:00h GROUPS

Working on student assignment
- working on the storyboard
- location guide through GRADIA
(Viitaniemi A1 Auditorio Oivallus)

17:00h

End of the day programme

Keynote speaker



Anna-Mari Laulumaa

Anna-Mari Laulumaa is an educational consultant and coach, working currently also as a Development Manager in HUS - The Hospital District of Helsinki and Uusimaa and part-time artist.

She is a successful Finnish educational consultant with over 20 years experience in “coaching” and continuing training. She has developed methods based on functional learning and dramatic resources that can be adapted to different sectors and levels of education. The interaction and group dynamics, dramatic methods and different professional growth issues have a central place in her training. The thousands of professionals who have been training with Anna-Mari Laulumaa not come only from the educational sector, but include groups of business managers, construction workers, surgeons and social workers.

As an artist her latest work is one woman show “ God Is in My Typewriter” that is based on Anne Sexton’s life story, poems and letters. This production has been touring in 5 countries in theaters, seminars and festivals. During the last years she has performed also in 14 female prisons in 9 countries: Finland, Sweden, Norway, Denmark, Latvia, Romania, Slovenia, Croatia and Canada.

Keynote speakers



Janne Korpela

Janne is a director, filmer and editor at Real Skifi. He's known for a particularly moving filming style, fast-paced editing and Real Skifi's storytelling.



Ilkka Hannula

Ilkka is one of the skiers at Real Skifi. His area of expertise includes 50-50s, frequent falls and tight purple jeans.

Teppo Haapasalo

Teppo has produced over two-hundred television series as well as a large number of different marketing and communication films in the business-exhibition and television advertising. Also market strategy planning and consideration of customer needs are dear to Teppo. Audio visual productions go Teppo's way and he is the client's best friend.

Teppo wakes up early to go to the tatami to practice, from there he finds the days energy and goes at his hobby with the same vigor as his work. This urban ninja born in Jyväskylä, is one of the strongest film making professionals in Finland. Teppo can claim credit for the production of three-hundred television series episodes, and on top of that, an unbelievable amount of business-exhibitions, advertising, music, and documentary videos among others. Teppo's eye for graphics has driven him to work in AD. No complaints so far.



Schedule for WEDNESDAY 14 March

Fellows, make sure to have your memory cards in your pockets and batteries fully charged.

Ready, set, production!

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08:30h GROUPS

Meeting in Viitaniemi, at the media studies hallway (A3, 2nd floor)
- getting the AV gear

Working on student assignment on different campus locations

- Viitaniemi
- Kangas
- Priimus (two groups)
- Pitkäkatu
- Jämsä

- Production day/shooting

Minibuses organized to Kangas, Priimus and Jämsä

Other locations are nearby

17:00h

End of the day programme

19:00h ALL

Traditional Finnish food at the Priimus Campus
- Finnish specialities and culture (Taulumäentie 45)

22:00h

End of the programme

Spoiler alert!

Some of the groups will be shooting the whole day outside being at the mercy of the frosty weather, so prepare your clothing accordingly.

We're talking about warm boots, wool socks, a winter jacket, gloves, a scarf, a woolly hat and even a pair of long johns.

Even if you won't be in a group that is shooting outside, we recommend that you pack all that with you anyway. It'll turn your visit from "Oh my, my feet are so cold!" into "Ah, my feet feel so warm."

Schedule for **THURSDAY** 15 March

Hope you all slept well,
because this day
might be long.

Remember to take your
eyes off the screen every
now and then and go get
some fresh air. That'll help
you keep your brain going!

08:30h GROUPS

Working on the student assignment

- Production day/editing
- Preparing presentation
(Viitaniemi / edit rooms)

10:00h

Coffee break

12:00h

Lunch break

21:00h

End of editing

Schedule for **FRIDAY** 16 March

Time to show others the
awesome results that we
together created.

Be proud of yourself, it's
been a long and intense
week for all!

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08:30h GROUPS

Presentation
- Preparing presentations
(Viitaniemi A1 Auditorio Oivallus)

09:15h ALL

Presentations
(Viitaniemi A1 Auditorio Oivallus)

10:00h

Coffee break

10:30h

Presentations will continue
(Viitaniemi A1 Auditorio Oivallus)

12:00h

Lunch break

13:00h ALL

Closing ceremony
- Briefing about next transnational
meeting in Switzerland
- Briefing about next prework for
Switzerland
- Farewell
(Viitaniemi A1 Auditorio Oivallus)

14:00h

End of the programme

Are you lost? This might help you

1. Viitaniemi Campus

<https://goo.gl/maps/2ISOnHHtDEs>

2. Kangas Campus

<https://goo.gl/maps/H2sooXfM1vt>

3. Priimus Campus

<https://goo.gl/maps/wiQLQR4ZAeT2>

4. Finnish Music Campus

<https://goo.gl/maps/zFr21KMgFom>

5. Travel Centre

6. Forenom Hostel

7. Omena Hotel

8. Hotel Verso

9. Helppo Hotelli Apartments

10. Cumulus City

11. Alvar Aalto Museum

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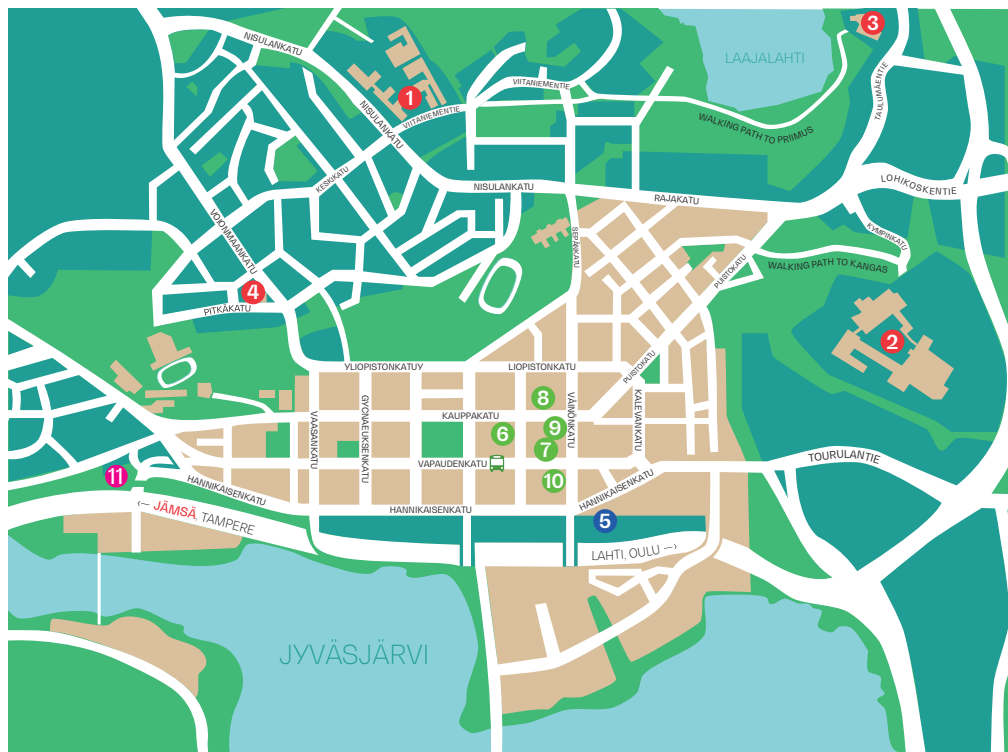
Bus to Viitaniemi Campus

8, 5, 14, 16M and 14M from stop Keskusta 1

Single ticket costs 3,00 €

Bus to Priimus Campus

27 and 22 from stop Keskusta 2



Thank you all for coming

And we hope that you got a lot out of this Jyväskylä meeting.
Now, take time to absorb everything you've learned and use your knowledge in
the future for creating new awesome visual contents.

We wish you all the best,
team Gradia Jyväskylä

