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THE FUTURE OF FINNISH MUSIC FESTIVALS

I did my Masters' Thesis about the future of festivals in Finland. I work as a festival producer for a local music festival, Porispere. For the past five years I have been working on about fifty music festivals around Finland.

I believe that Finnish music festivals will diversify in the future. It means a change in both supply and demand of experiences. The audiences are beginning to ask for diverse experiences packed in one event. Signs of this can be seen all around Europe, in the form of boutique festivals. In 2012, many big festivals cancelled due to poor ticket-sales. Meanwhile many boutique festivals sold out. Why?

I believe the answer is the diversity of experiences. Festivals that combine music, arts, theatre, performances and different kind of pampering such as hot tubs, satisfy a wide range of needs. These festivals also involve their audience, making the festival experience deeper through participation.

By offering a wide range of activities and entertainment, these kinds of festivals also create new needs for a festival-goer. Wide range of new experiences and the demand for them feed one another.

This also brings forth a question about the reasons why people attend festivals. I believe that the reasons are mostly unconscious. As festivals specialize and offer new kind of entities and experiences, they also create possibilities for short-term kinship and identities for festival-goers to dwell in. All this enables festival producers a wide range of new dimensions for productization.

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