

# The Cultural Fitness Project

- A network
- A website
- A health plan
- A TV- and radio format

The original idea of the Cultural Fitness Project is to activate or re-activate people to notice and benefit from the life-improving dimensions of practicing culture regularly, by taking part in cultural events or by acquiring private cultural experiences – and to strengthen the health effects of ongoing cultural events by facilitating special services aimed at cultural exercisers through the partnership network.

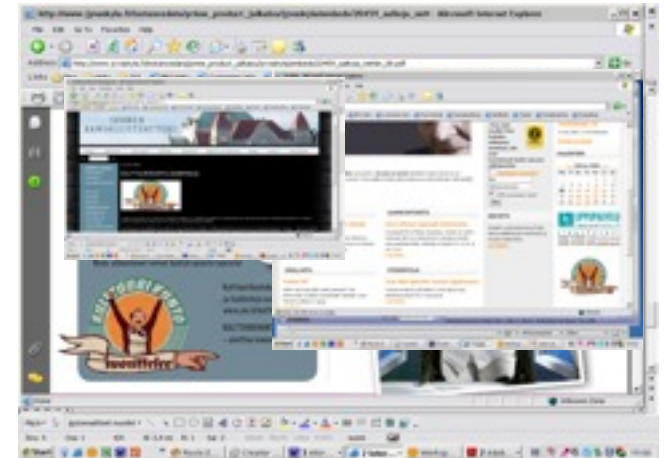
## The concept

The uniqueness of the concept is in that it unites providers and users of cultural contents in real life as well as on the website, and has a partnership program which can be easily mobilized to reach organizations, groups and individuals throughout the country.

## Cultural Fitness Recommends

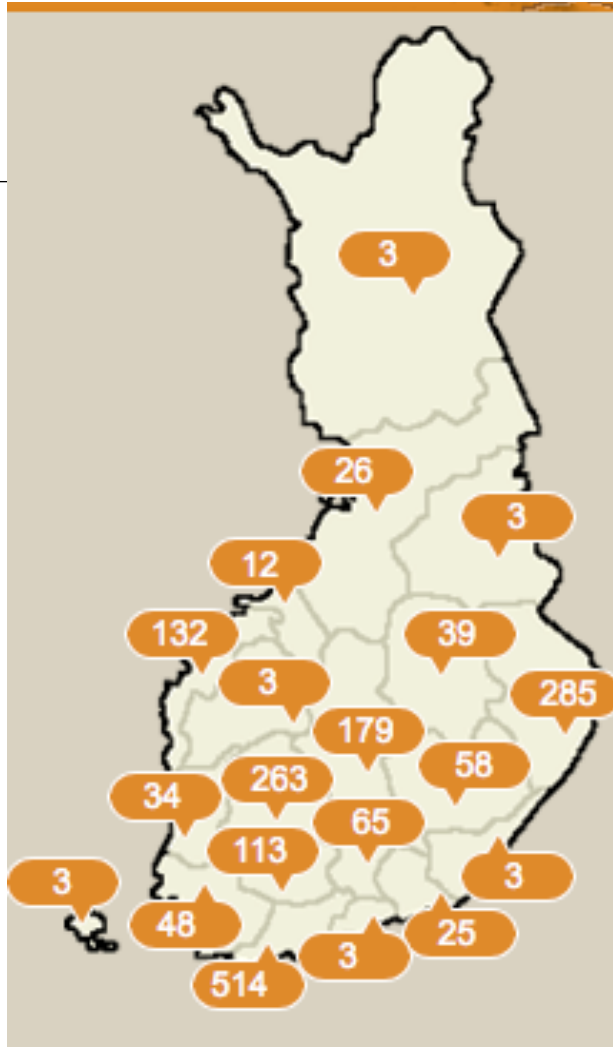


The Cultural Fitness Recommends logo reveals the cultural sites that are part of the project. More than 450 cultural institutions – all major Finnish institutions and many of the small ones – have already joined in.



# CULTURAL FITNESS

<http://kulttuurikunto.yle.fi/inenglish>



**THE CULTURAL MAP** shows locations of

- Users/Profiles
- Experiences
- Cultural Fitness events
- Cultural Routes

- ✓ Practicing culture gives you more and better years
- ✓ Active participation is healthiest
- ✓ Already three times a week is enough
- ✓ It's never too late to start...
- ✓ Seek support

**Did you know that as little as half an hour of culture three times a week is enough to keep you fit culturally?**

**If you are looking to improve your fitness, it is advisable to try events that raise pulse and improve stamina.**



The Cultural Fitness Card, distributed nationally through the network, is a practical tool to keep track of sufficient amount of culture.

Cards can be picked up at the participating cultural halls or printed out from the website:

<http://kulttuurikunto.yle.fi/inenglish>



Cultural Fitness Calendar



A similar calendar with more features is available at the site, which provides a platform to share cultural experiences and to discuss them.

# THE WEBSITE



The Cultural Fitness website offers plenty ingredients to get your Cultural Fitness project started. On the website you can take the Cultural Fitness Test, create your own fitness profile, fill in the electronic fitness calendar, share experiences and find events designed for cultural exercisers.

## The Experience Report

In addition, the Cultural Fitness website allows people to share their experiences by filling out an electronic experience report. At the same time people can browse through other users' experiences. The experience report can also be filled out in your own notebook.

The Absinth Drinker acquired a TV-experience



## THE CULTURAL FITNESS HALL OF FAME



## The Cultural Fitness Test

A thorough test gives frank and precise description of patients state and recommends possible measures for improving it. The test also warns for over dozens of culture.

Oletteko ylipäättään ihminen, jota kulttuuri kiinnostaa?

- En ollenkaan
- Vähän
- Kohtalaisesti
- Pajon

Osallistutteko vapaa-aikananne kulttuuritilaisuuksiin tai harrastatteko kulttuuria itsenäisesti (esim. lukeminen)?

- En ollenkaan
- Harvoin
- Säännöllisesti
- Kaiken aikaa

[Edellinen](#) [Seuraava](#)

The site choses a selection of events to serve exercisers



# The Cultural Fitness Clinic

TV-series

Do you suffer from boredom? Has life knocked you over and left you middle-aged on the couch? Have you had traumatic experiences in trying to understand art? Do you know everything already – or would you like to try something new? The Cultural Fitness Clinic might be able to help!

The Cultural Fitness Clinic by the Finnish Broadcasting Company has been developed into a format, sold by Aito Media: +358 50 380 4160  
[aito@aito.fi](mailto:aito@aito.fi)

A screener can be found at:  
[http://www.aito.fi/en/cultural\\_fitness\\_clinic.php](http://www.aito.fi/en/cultural_fitness_clinic.php)



In each episode the Culture Council of the program treats a new 'patient' who suffers from a negative attitude towards one or more forms of cultural activities and aspires to raise his or her cultural fitness. The goal is to open the patients' minds to cultural experiences and actually make their lives better.

After a careful examination and a diagnosis the patient gets a recipe for an intensive course in culture. The patient will try out some cultural events they used to hate or fear, or they will engage in activating exercises.

After some months of exercising the patients will return for re-evaluation in front of the council. Are they cured? Did the recipes work – or, are there new cultural allergies?



CFC staff

# CULTURAL FITNESS PARTNERS

## Partners

The project has already about 500 hundred partners – cultural institutions, employers, student organizations, labour unions, cities. They have made the cultural fitness card available for about 450.000 Finns.

The Parliament with the representatives and the staff is taking part. The most recent organization to join in and start taking advantage of the idea is the well organized Finnish Pensioners' Association, with 350 local associations and a lot of activities.

Also private companies are using Cultural Fitness as a part of their health care plans.



## For culture providers Cultural Fitness offers:

- A free space on the web to promote events and spread information
- Cultural Fitness cards to distribute
- The Cultural Fitness Recommends logo to be used on one's own website and print materials
- A chance to receive direct audience feedback through the experience reports on the website
- Added visibility on the Cultural Fitness Day on 5th December



## For employers Cultural Fitness offers:

- An easy, fun and efficient way to improve employees' well-being with the help of Cultural Fitness cards and cultural circuit training
- Improved efficiency and atmosphere at the workplace
- A way to create and maintain a positive image

## The Cultural Fitness Day

The Cultural Fitness Day is celebrated nationwide on 5th of December, on the day before the Finnish Independence Day.

The date was chosen to emphasize the fact that prior to national independence there's a need for a national identity which is preceded by cultural identity.



The second annual Cultural Fitness Day in 2009 was celebrated with over a hundred special events throughout the country.





Cultural Fitness is a joint venture between The Finnish Broadcasting Company YLE, The Finnish Cultural Foundation and The Swedish Cultural Foundation in Finland. It is bilingual, in Finnish and in Swedish.

[www.kulttuurikunto.fi](http://www.kulttuurikunto.fi)  
[www.kultukondis.fi](http://www.kultukondis.fi)



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