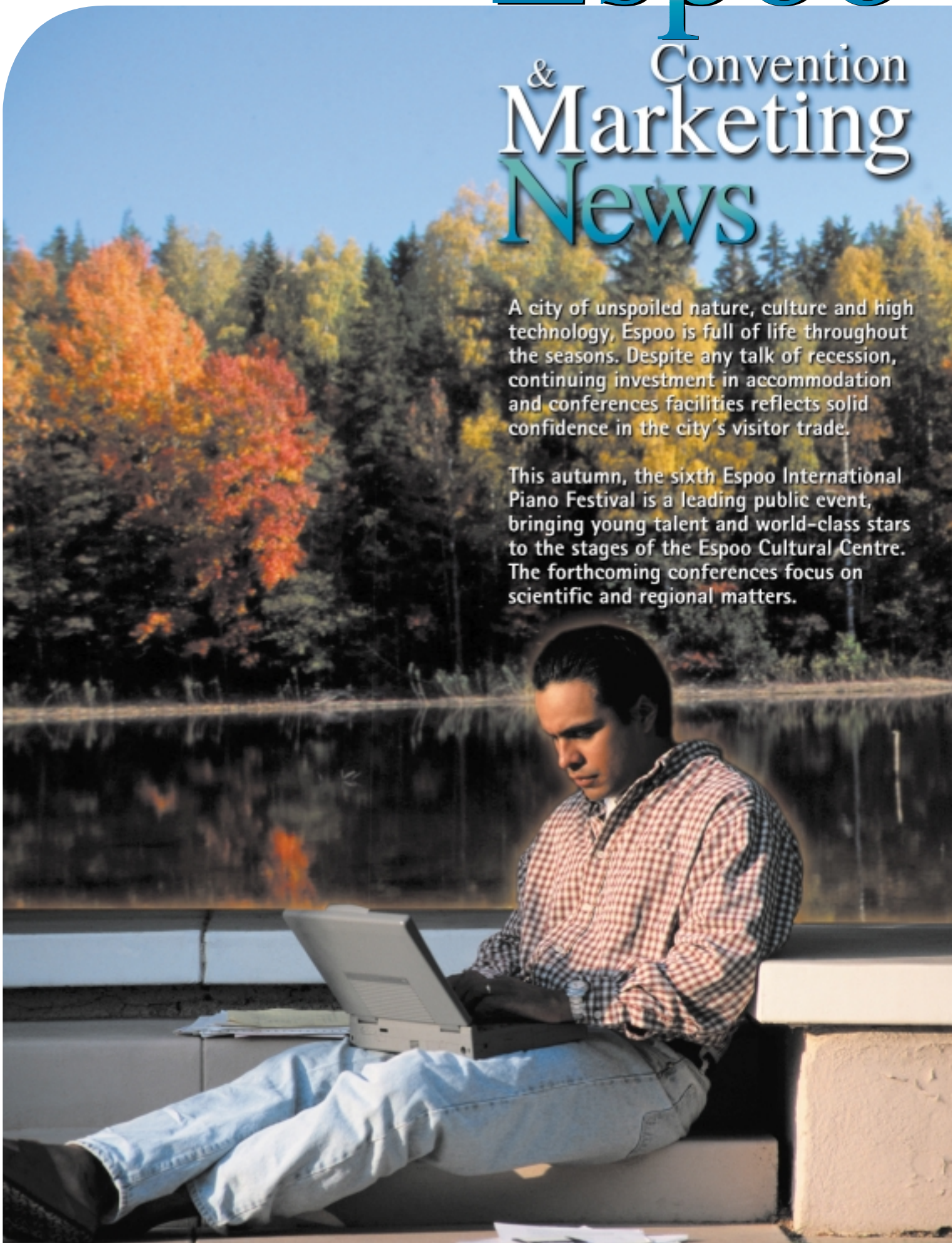
3/2001

Espoo Convention & Marketing News



A city of unspoiled nature, culture and high technology, Espoo is full of life throughout the seasons. Despite any talk of recession, continuing investment in accommodation and conferences facilities reflects solid confidence in the city's visitor trade.

This autumn, the sixth Espoo International Piano Festival is a leading public event, bringing young talent and world-class stars to the stages of the Espoo Cultural Centre. The forthcoming conferences focus on scientific and regional matters.

ESPOO CONVENTION & MARKETING

Espoo Convention & Marketing News 3/2001. The next issue, 4/2001, will be released in December.

Visitor trade continues along the growth path

With a wonderful summer and the holiday period behind us, our thoughts focus on the autumn and the year to follow. Despite all forecasts of a recession, investment in the expansion of accommodation and conference facilities and an increasing range of supplementary programmes are signs of confidence in the steady growth of the visitor trade in Espoo.

To succeed against the competition for meeting and congress customers, it's important to compile statistics, and to analyse and monitor them. A fluent practice has already been established for cataloguing international congresses and collecting the relevant statistical information. However, compiling and monitoring statistics for domestic meetings has proven rather difficult to manage. Improvement in the flow of information is required from everyone involved. During the autumn, we'll be testing an updated system to compile our own statistics. Acquiring a comprehensive picture of the extent and significance of domestic meetings is essential for the future of Espoo's visitor trade.

As part of Espoo Convention & Marketing's activities this autumn, we're producing new and more versatile publications about Espoo. The brochure on local events – the Espoo Guide – has been very well received and our work with it will continue. We'll also be releasing a new publication that presents the City of Espoo and making a complete overhaul of our web site. We hope to spread the word further than ever before.

Wishing you a busy and inspiring autumn!

Ann-Britt Jukka
Conference & Conventions Manager

The Piano Week presents world-class stars and a first-time performance

Arranged for the sixth time this autumn, the Espoo International Piano Festival once again brings some of the most successful pianists of our time to the Espoo Cultural Centre.

The festival commences on 17 October with a specially commissioned work – a piano concerto by Finnish composer Tuomas Kantelinen, performed by the Finnish Radio Symphony Orchestra and Henri Sigfridsson. Other stars of this year's 11 concerts include Canadian Bach specialist Angela Hewitt, continuator of the great Russian piano tradition Grigori Sokolov, and the Russian-born super talent Arcadi Volodos who made a sensational breakthrough three years ago in New York.

The programme also includes performances by young soloists from Finland and abroad, and a Beethoven Marathon by Tapiola Sinfonietta and various soloists.

Accent on the classical-romantic

This year's festival marks the biennial event's tenth anniversary. The festival has gained a steady audience of close to 4 500 music lovers and young musicians.

"The Espoo International Piano Festival dates back to 1989, the year when the Espoo Cultural Centre was completed. The Centre's first director, Osmo Pylvänäinen, felt that the new venue needed a high-profile event," remembers piano artist and Lecturer at the Sibelius Academy Marita Viitasalo, who acts as the festival's artistic director together with another household name in musical circles, Erik T. Tawaststjerna.

"I had been thinking for some time that the piano should have its own festival. It seemed that despite the piano's significance as an instrument and the abundance of wonderful music that has been written for it, it had mostly been left to the role of accompanist. Solo concerts were dying out. Pylvänäinen's thoughts met mine and the Espoo event was born in 1991," Viitasalo explains.

From the start, the emphasis of the Espoo International Piano Festival has laid on classical-romantic piano music.

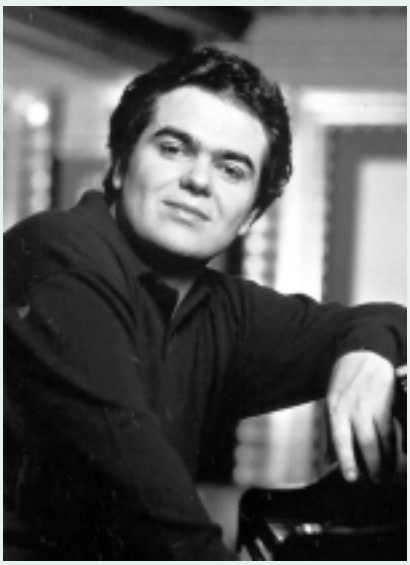
"The concerts have mostly been solo performances, even though we've had concerts for two pianos and four hands. We've also been adventurous and explored more modern music and jazz," Viitasalo says.

International artists are glad to come to Finland

The first festivals were arranged in the month of May.

"We thought to show Finland at its best to the foreign artists," Viitasalo laughs. "But it didn't go so well because it was the end of the season and everyone was quite exhausted. Mid autumn has proven to be a very good time."

According to Viitasalo, international stars are happy to come to Finland and Espoo if they can fit it into their busy schedules. One of this year's concerts will be arranged separately from the main programme because of the artist's timetable: Arcadi Volodos will perform on 18 November.



Caring for the needs of world-class artists can be an interesting task. Viitasalo remembers a pianist who kept two wolves as pets. Another wanted a treadmill in his hotel room to keep up with his fitness regime. The guest artists usually stay at the Tapiola Garden Hotel right next to the Espoo Cultural Centre.

"Most world-class artists are very ordinary and nice people and they are happy when the accommodation is peaceful and near the venue, agreeable food is easy to find and the instrument, tuner and concert hall are good. Fortunately we are able to offer this!" Viitasalo says.



New conference room at Kuninkaantie

A new conference room in Hotel Kuninkaantie is ready for use from October. The room accommodates up to 60 people and it can be flexibly divided to suit a variety of purposes. In addition to meetings and conferences, the room is well suited for receptions, weddings and other festivities.

Otaniemi turned audio for ICAD

Over a hundred experts of auditory display from around the world met in Espoo's Otaniemi between 29 July and 1 August this year at ICAD 2001, the seventh forum of the International Community for Auditory Display.

Organizing the conference was a joint effort by two laboratories at the Helsinki University of Technology (HUT): the Laboratory of Acoustic and Audio Signal Processing and the Telecommunications Software and Multimedia Laboratory.

"Previous conferences have been arranged in the United States and Great Britain. At ICAD 2000, we proposed Finland as the host for the next meeting after making sure that a suitable venue would be available at HUT. Preparations began as soon as we received a positive decision," explains Researcher Matti Gröhn from the Laboratory of Acoustic and Audio Signal Processing, who acted as Conference Chairman.

The professional congress organizer TSG-Congress was selected to carry out the practical registration, accommodation and money traffic activities for the conference. For the organizing committee, one of the first tasks was to prepare and announce the call for papers early last autumn.

Sound is everywhere

The conference was arranged in the Computer Science Building at HUT, utilizing lecture rooms and the virtual environment facility EVE.

"All ICAD conferences have been single-track events, which means that everyone participates in the same programme," Gröhn says. "The idea is to provide a cross-disciplinary forum for presenting research on the utilization of sound, from theory and technology to human factors."

Research areas in the field include data-controlled sound, the audible playback of data samples, the real-time monitoring of multivariate data, the use of sound in virtual environments, perceptual issues in auditory display, sound in generalized computer interfaces and applications of auditory display.



Photos: Jukka Linjama



"Typically, the research advances in smalls steps and results are utilized in a way that is sometimes hard to notice. Sound can be used to enhance the efficiency of the user interfaces for mobile phones or computers, or to improve safety in an aeroplane cockpit, for example," Gröhn explains.

From Nuuksio to Japan

The conference's social programme started with a get-together evening at the Otaniemi seashore sauna. The conference banquet was arranged at the Kulosaari Casino restaurant in Helsinki.

The guests were also taken to the Finnish wilderness in Nuuksio. After a short forest walk, dinner was served next to a forest pond.

"There were no mosquitoes and the weather was great! We had an alternative arrangement prepared in case it rained, but fortunately everything went well," Gröhn says.

Next year, the experts of auditory display will meet in Japan.

More information about ICAD: www.icad.org

Autumn renewal for the lakeshore sauna at Solvalla



The Solvalla Sports Institute's 25-person sauna on Lake Pitkäjärvi in Nuuksio is to be fully renovated this autumn. Separate departments are being built for men and women.

At Solvalla, bathers can choose from five different saunas, including the lakeshore sauna and the saunas in the main building and the villa. A hole will be kept open in the ice for winter swimmers.

The sports grounds at Solvalla have also had a facelift, including new lighting and artificial grass. Already in use, the facilities suit track and field, football and handball. The changing rooms and showers are located in the hall for ball games.

Espoo Guide for the autumn

The Espoo Guide for the autumn season is now publicly available. Maintained by Espoo Convention & Marketing, this calendar of events also contains general information for visitors to Espoo.

The Guide is available free of charge from Espoo Convention & Marketing's office, hotels and other accommodation providers in Espoo, as well as from the city's general service points and places of interest.

Further information:
Espoo Convention & Marketing
Tel. +358 9 8164 7230
Email tourist@espoo.fi



Forthcoming international congresses and meetings in Espoo

September

Sep 8–11 150	**International EuroCINet Conference** *Dipoli Congress Centre*
Sep 10–12 100	**Plasma Edge Theory, PET-8** *HUT*
Sep 13–14 150	**The Baltic Palette Conference – Cooperation on the Central Baltic Sea Region** *Hanasaari Cultural Centre*
Sep 20–22 150	**The XVIII Signe and Ane Gyllenberg Symposium** *Hanasaari Cultural Centre*

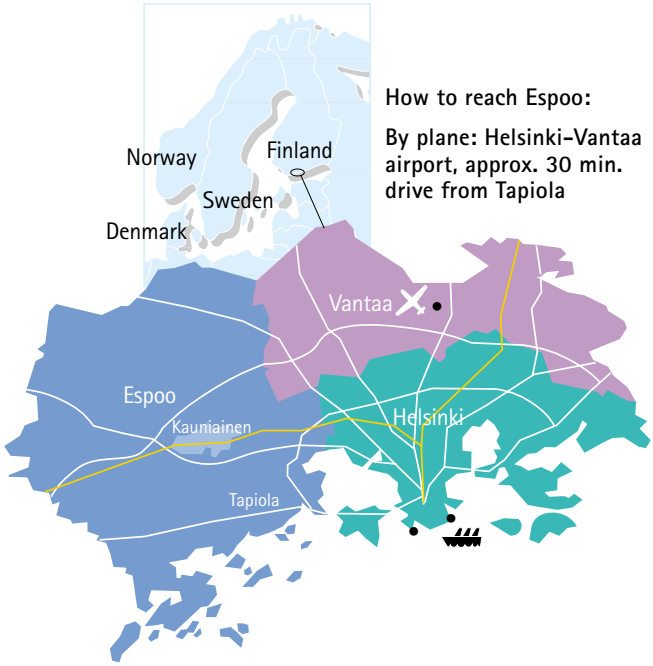
October

Oct 4–5 100	**Cost Action E11 – Characterization Methods for Fibres and Paper** *Hanasaari Cultural Centre*
Oct 26–28 60	**International Meeting of Nyresyges Nordiske Samarbejdsudvalg (NNS)** *Hanasaari Cultural Centre*

November

Nov 6–7 150	**Arctic Council/Senior Arctic Officials Meeting** *Dipoli Congress Centre*

The above lists information that has the organizers' consent for publication, possessed by Espoo Convention & Marketing, regarding forthcoming international congresses. The estimated number of attendants is printed in blue.
HUT = Helsinki University of Technology



How to reach Espoo:

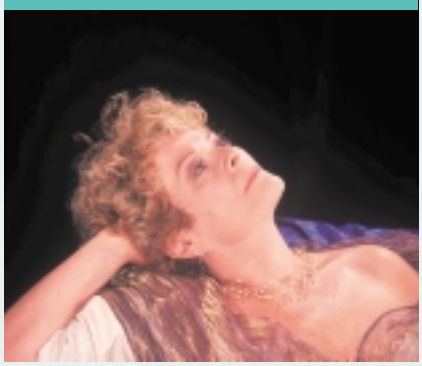
By plane: Helsinki-Vantaa airport, approx. 30 min. drive from Tapiola

By boat: Helsinki seaports: South Harbour and West Harbour, approx. 15 min. drive from Tapiola
Ferry destinations: Sweden, Estonia and Germany

What's on in Espoo

The Art of Nordic Photography Sep 2–Nov 4	a joint Nordic photo exhibition at the Gallen-Kallela Museum.
Tapiola Sinfonietta Oct 5	Prokofjev, Carter, Neidich, Ponchielli, Copland, at the Espoo Cultural Centre at 7.30 p.m.
The 6th Espoo International Piano Festival Oct 17–21 and Nov 18	ten concerts at the Espoo Cultural Centre and one at the Finnish National Opera in Helsinki.
The Novospasski Choir Oct 25	7 p.m. at Espoo Church.
Bharath Utsav Nov 2	a cavalcade of classic Indian dance performed by Syed Sallauddin Pasha & Vyjayanthi at the Espoo Cultural Centre.
Tapiola Sinfonietta Nov 9–12	a long weekend at the Espoo Cultural Centre with Tapiola Sinfonietta.
Cherished Disappointments in Love Nov 14–17	a visit by the Sphinx Theatre Company at the Espoo Cultural Centre.
Kenneth Kvarnström & Co – Fragile Nov 25	Poetic expression, intensive dance and small, peculiar things that make life worth living. At the Espoo Cultural Centre.

Janet Suzman at Cherished Disappointments in Love at the Espoo Cultural Centre in Tapiola, November 14–17



Arts and crafts fair Dec 1–2	at the Espoo Cultural Centre between 10 a.m. and 5 p.m.
Christmas Bazaar Dec 2	in Tapiola and the Tapion tori market square.

MORE EVENTS ARE LISTED IN THE ESPOO GUIDE!

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The Bureau is open 08.30–16 on weekdays

The City of Espoo and the Helsinki University of Technology cooperate in the advancement of congress activities in Espoo. The Congress Consultant is Jan Fagerström, tel. +358 (0)9 451 4654, e-mail: jan.fagerstrom@hut.fi, Internet: www.hut.fi/Yleista/kongressipalvelut.html