



Experience

Fazer Experience invites people to experience with all of their senses

The search for the best designers to create the exhibition experience began at the same time as the construction of the new visitor centre was on the drawing board at Fazer. Skilled designers were sought widely around the world, but in the end, the most brilliant professionals were found surprisingly close by – in Helsinki's Töölö district. Tuuli and Kivi Sotamaa are the sister-and-brother designer duo behind the visitor centre's unique exhibition.

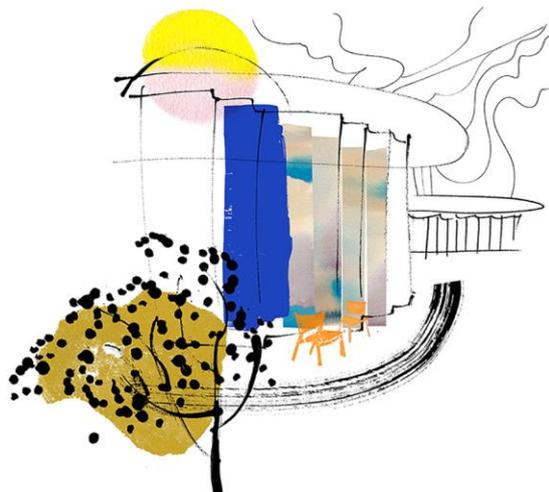
Kivi and Tuuli Sotamaa's company, Ateljé Sotamaa, created the exhibition experience for the visitor centre and all of the works in the exhibition, the production of which involved tens of Finnish professionals, masters in their respective fields, from coders to glassblowers. Every article, work, sound, light and other aspect with an impact on the visitor experience was created exclusively for Fazer.

Showcasing Fazer's stories

The experience designed by the Sotamaas is based on powerful stories. When they undertook the work, the Sotamaas wanted to hear as many stories about Fazer as possible. They contacted more than 60 Fazer employees from management to production, from members of the Fazer family to bakers, working at Fazer's locations from Lahti to St. Petersburg. The interviews uncovered an enormous amount of stories and knowledge related to Fazer, which now serve as the basis of the works in the visitor centre.

“Many of the people we interviewed told us that Fazer is an exceptional company, and that its specialness is the result of a genuine respect for people and nature. Development and new ideas are a constant, but at the same time, people take care of each other,” says Kivi Sotamaa.

People also take centre stage in the exhibition space. In the middle of the visitor centre, there is a work that introduces the company's founder and, for instance, Tove Jansson, who illustrated some of its products, and some of Fazer's current employees.





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A comprehensive artwork inspires surprise and insight

The inspiration for the artworks stemmed from the Fazer stories, Fazer's broad archives – and especially from Fazer employees themselves. Inspiration was likewise sought from contemporary art – a successful work of art lingers in the mind and leaves room for ideas. In fact, the sources of inspiration were so numerous that there could have been a lot more works than the slightly over twenty revealed now. However, the works will change and live continuously, and new works by the Sotamaas will also be brought into the space in the future. The foremost purpose of the exhibition is to arouse emotions, teach and inspire.

“The visitor experience works on many levels and can also be perceived in countless different ways. The exhibition is an unbroken, holistic work of art, which also creates links between the various works. The exhibition works for all the senses, and the works are tools for storytelling. The guides shoulder a lot of responsibility for the experience: they can tailor the stories behind the works according to the audience – shape them into a story suitable for children, for example. Every work hides a vast amount of knowledge and thousands of stories behind it,” says Tuuli Sotamaa.

Additional information:

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