



# Souvenirs 2021

22–23 April 2021

Rovaniemi, Lapland, Finland

Online at the University of Lapland

## PROGRAMME

### Thursday 22 April 2021

Venue: Microsoft Teams, Finnish time (Helsinki, EE, UTC +3)

#### 10:00 - 10:30 Conference Opening

**Tuija Hautala-Hirvioja**, Vice Dean, Faculty of Art and Design, University of Lapland  
**Hanna Kyläniemi**, Director of the Regional Museum of Lapland

#### 10:30 - 11:30 *Souvenirs - How They May Be or May Not Be Understood*

**Michael Hitchcock**, professor, Institute for Creative and Cultural Entrepreneurship at Goldsmiths, University of London, United Kingdom  
 Chair: Tuija Hautala-Hirvioja

#### 11:30 - 11:45 Coffee / tea break

#### 11:45 - 12:45 *Authentic duodji? Controlling the traditional knowledge of Sámi handicrafts*

**Sigga-Marja Magga**, PhD, Giellagas Institute for Saami studies, University of Oulu, Finland  
 Chair: Heidi Pietarinen, Faculty of Art and Design, University of Lapland

#### 12:45 - 13:15 Lunch break

#### 13:15 - 14:15 *Different meanings of souvenirs in the collections of South Karelia Museum*

**Reija Eeva**, Head of Collections and Research in Lappeenranta Museums, Finland  
 Chair: Hanna Kyläniemi

#### 14:15 - 14:30 Coffee / tea break

#### 14:30 - 16:00 Parallel sessions:

##### 1. Definitions and meanings of a Souvenir

Chair: Maija Mäkilä

##### 1.1 Holidaying behind the iron curtain: The material culture of tourism in Cold War Eastern Europe

Carys Wilkins, National Museums Scotland, United Kingdom

##### 1.2 Knives from Ostrobothnia and Handicrafts from Lapland – Souvenirs and the Image of Finland from 1930 to 1945

Saara Pouru, University of Helsinki, Finland

##### 1.3 Souvenir objects as self introduction: the example of the city of Grasse (France)

Chloé Rosati-Marzetti, Côte d'Azur University, France

## **2. Methods and aims**

Chair: Maria Huhmarniemi

### **2.1 Sustainability for Arctic Souvenirs and Services through Art-Based methods**

Maria Huhmarniemi, Outi Kugapi and Laura Laivamaa, University of Lapland, Finland

### **2.2 A Tourist Memento: Creating Place-based Sustainable Souvenirs**

Herminia Din, University of Alaska Anchorage, USA

### **2.3 Invisible Souvenirs – A Day in a Tourist's Life**

Jari Rinne, University of Lapland, Finland

## **3. The Roles of Souvenirs**

Chair: Monika Lühje

### **3.1 A practice-based approach to Sámi souvenir market in Finnish Lapland**

Monika Lühje, University of Lapland, Finland

### **3.2 Emblems of Suffering as Souvenirs: Taking Items from Auschwitz**

Imogen Dalziel, Royal Holloway, United Kingdom

## **4. Artists making and researching souvenirs**

Chair: Tuija Hautala-Hirvioja

### **4.1 Recuerdo de Espagna – Albert Edelfelt's (1854-1905) "souvenir paintings" at the threshold of modern tourism and the tourist gaze**

Marie-Sofie Lundström, Åbo Akademi University, Art history, Finland

### **4.2 Bodies Making Souvenirs. Performing Authenticity**

Johanna Rosenqvist, Konstfack, Sweden, Linnéuniversitetet, Sweden

### **4.3 "Arctic Dolls" Art-based research on intergenerational encounters**

Mirja Hiltunen, University of Lapland, Finland

## **5. Sámi Souvenirs**

Chair: Sigga-Marja Magga

### **5.1 Whose Souvenir of What and For Whom? Historical and Sociological Contexts of „The North/The Arctic” as a Representation**

Ildiko Kristof, Institute of Ethnology Hungarian Academy of Sciences, Hungary

### **5.2 Selling the Sacred – The widespread appropriation of Sámi cultural heritage and spiritual traditions into tourism in Finland**

Francis Joy, University of Lapland, Faculty of Art and Design, Finland

### **5.3. Bringing Home Souvenirs: The responsibility of the collector**

Swantje Opitz, Humboldt-Universität zu Berlin, Germany

16:15 – 17:00 Virtual Museum Tours: Arktikum and Korundi House in Rovaniemi

## Friday 23 April 2021

Venue: Microsoft Teams, Finnish time (Helsinki, EE, UTC +3)

10:00 - 10:30 **Jonna Häkkinen**, Prof. Industrial Design, Vice Dean, Faculty of Art and Design  
**Antti Honkanen**, Director, The Multidimensional Tourism Institute MTI

10:30 - 11:30 *From Personal Souvenirs to Museum Objects. Shifting Meanings between Congo and Finland in the Early 20th Century*

**Leila Koivunen**, Professor, European and World History, University of Turku, Finland  
Chair: Maija Mäkilä, Sámi Archives / National Archives of Finland

11:30 - 11:45 Coffee/ tea break

11:45 - 12:45 *The life of tourist souvenirs: From the holiday experience to everyday life*

**Julie Masset**, Dr., Lecturer, University of Namur, Belgium  
Chair: Tuija Hautala-Hirvioja

12:45 - 13:15 Lunch break

13:15 - 14:45 **Parallel sessions:**

### 6. Definitions and meanings of a souvenir

Chair: Helena Ruotsala

6.1 Souvenirs and Dracula tourism in Romania

Tuomas Hovi, University of Turku, Finland

6.2 Quasi-national souvenirs as marketing tools and disruptors of national culture

Olga Burukina, University of Vaasa, Finland. The Russian State University for the Humanities, Russian Federation

6.3 What makes an artefact to a souvenir?

Helena Ruotsala, European Ethnology, University of Turku, Finland

### 7. Photographs and images as Souvenirs

Chair: Tuija Hautala-Hirvioja

7.1 From Helsinki Market Square to the world – the significance analysis of stereoscopic photograph as a souvenir

Satu Savia, Helsinki City Museum, Finland

7.2 The Norwegian Souvenir Postcard in the second half of the 20th century

Guro Tangvald, National Library of Norway, Norway

7.3 Come to Finland, Nostalgia and the Imagery of Finnish Lapland

Elina Arminen, University of Eastern Finland, Finland

14:45 - 15:00 Coffee break

15:00 – 16:30 **Parallel sessions:**

### 8. Invisible souvenirs and virtual experiences

Chair: Hanna Kyläniemi

8.1 More Wonders that in a Lifetime of Travel. Virtual Travel by Souvenirs in 17th-Century English Cabinets of Curiosity

Saara Penttinen, University of Turku, Finland

8.2 Supporting Tourists' Digital Experiences with Local Culture Heritage

Jonna Häkkinen and research group, University of Lapland, Lapland University of Applied Sciences, Finland

8.3 Bells

Ana Nuutinen, University of Lapland, Finland

## **9. Seasonal souvenirs and travelling toys**

Chair: Maija Mäkikalli

9.1 Easter eggs in the All-Russian Decorative Art Museum (VMDPNI) collection and traditions of Easter gifts

Tatiana Rykova, All-Russian Decorative Art Museum, Russian Federation

9.2 Repurposing the Souvenir: Mature players, traveling toys and world-play with miniatures

Katriina Heljakka, University of Turku, Finland

9.3 Christmas souvenir from Lapland

Maija Mäkikalli, Sámi Archives / National Archives of Finland

## **10. Design, craft and experience**

Chair: Heidi Pietarinen

10.1 Making a souvenir

Veera Kinnunen and Outi Rantala, University of Lapland, Finland

10.2 Research on Finnish Lapland handicrafts' service model: a perspective of Chinese tourists

Li Nan, University of Lapland, Finland

10.3 Craft, Souvenirs and the Invention of Tradition in Highlands Scotland

Andrea Peach, Konstfack University College of Art, Craft and Design, Sweden

### **16:30 - 17:30 Closing discussions**

Hanna Kyläniemi, Director of the Regional Museum of Lapland

Jonna Häkkilä, Prof. Industrial Design, Vice Dean, Faculty of Art and Design

Heidi Pietarinen, Prof. Fashion, Textile Art and Material Research, Faculty of Art and Design,  
University of Lapland