

Oulu
**URBAN
CULTURE**

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Executive Director, Oulu Urban Culture ry
Project Manager, Untamed Office (Oulu2026)
Festival Director, Frozen People (Oulu2026)

Oulu Urban Culture ry (OUC)

- Established in 2018
- Non-profit independent association
- Promoting Oulu's urban culture, employment in creative industries, and the involvement of young people
- Diverse projects, training sessions, and activity environments
- Cultural and art events
- City of Oulu's cultural partner for 2022–2027

Urban Possibilities Project (2019)



Utopia



Urban Boost (ESF-project)

- European Social Fund project 9/2019–12/2021
- Engaged in producing urban culture while promoting the employment and participation of young people
- Challenged the traditional perspective on young people by shifting from viewing them as the target group for interventions to empowering them as active contributors
- Encouraged and provided platforms for self-directed and community-driven initiatives
- Advanced the employment of young adults and professionals in the cultural sector



Suomen Kulttuurirahasto
Pohjois-Pohjanmaa

Oulu
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Euroopan unioni
Euroopan sosiaalirahasto

Vipuvoimaa
EU:lta
2014–2020

urban
BOOST

Urban Producer Training

A group of women are seated around a white table in a workshop or training environment. They are all looking towards the left side of the frame, presumably towards a speaker or a presentation. The table is cluttered with various items: a cardboard box filled with colorful markers, a water bottle, a smartphone, and several sheets of paper or documents. The background shows a white wall with some shelves and a green bag hanging on the wall. The lighting is bright and even.

Photo: Pasi Järvelä

urban
BOOST

Kulttuurilaboratorio

Photo: OUC

urban
BOOST

Workshops



Photo: Pasi Järvelä

urban
BOOST

Floating Stage



Photo: OUC

urban
BOOST

Barbitalo



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urban
BOOST

Sopukka (Oulu2026)

- Implemented as part of the Oulu2026 cultural program between 1/2024–12/2026.
- A place-making project located in the core area of Oulu's city center.
- Transform 5-10 bleak, forgotten, or potential spaces into places with a clear and distinctive sense of place.
- May include, for example, art, functionality, atmosphere, or hangout-friendly areas. The local place-design process will be documented and recorded for future use.
- Work together with residents and various stakeholders.
- Highlight and normalise different ways of using public space (e.g., the right of everyone in urban spaces).
- Build spatial layers as a legacy of Oulu2026: urban landscape stratification.
- Make urban spaces more lively throughout the year.
- Democratize public space and promote a sense of ownership and community.
- Strengthen the partnership between the cultural sector and urban planning.

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VIMA

8-10.
10.
2025



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Oulu2026
Euroopan kulttuuri-
pääkaupunki

KULTTUURI
valve

Untamed Office (Oulu2026)

- Implemented as part of the Oulu2026 cultural program during the period 1/2023–12/2026
- A production office specializing in promoting urban culture, offering job and internship opportunities for cultural creators aged 18–30
- Revitalizes the city by organizing events, clubs, street festivals, and urban art
- An annual flagship production, the Frozen People Festival
- Cultural counseling service for young adults
- Development of Pikisaari Cultural Laboratory
- European Solidarity Corps and Erasmus+ programs, as well as other international activities

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FROZEN PEOPLE



Photo: Harri Tarvainen

FROZEN PEOPLE



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Pohjois-Pohjanmaa



OULU
2026

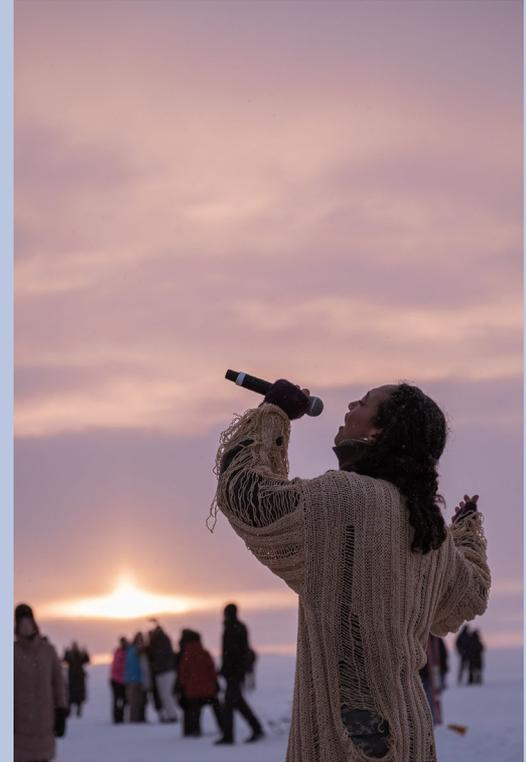
Kuva: Sanna Krook

FROZEN PEOPLE

video



FROZEN PEOPLE



Production Teams



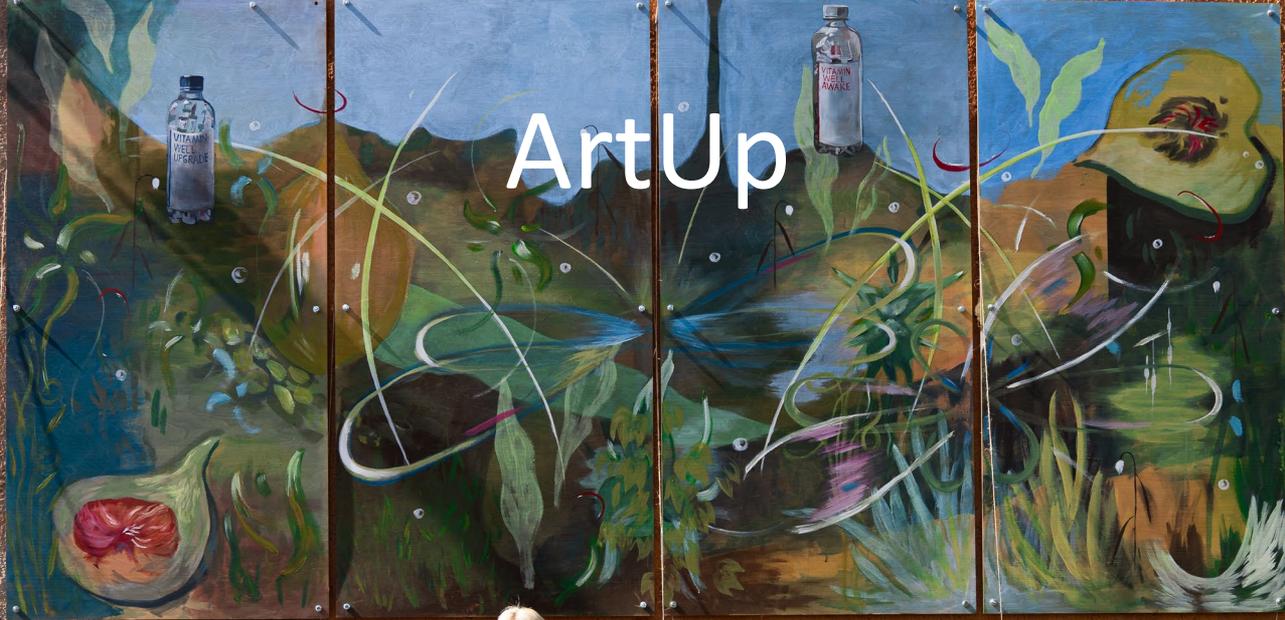
Photo: OUC

Cultural Counseling



Photo: Vera Lakovaara

ArtUp



OULU
2026

CreArt

Photo: Vera Lakövaara

European Network



Photo: OUC

Cycling Mania



Arts Night Happening



Photo: Vera Lakovaara

Urban Village Party

VUODESTA
1962
**Oulun
Päivät**
1.-3.9.2023



Photo: Vera Lakovaara

GLOW

KLUB flee market



Photo: Vera Lakovaara

Uleå Block Party



Forest Disco



MallasLabra

Sepikka + Kas Kan



Photo: Vera Lakovaara

Connection Interrupted + Tähtimoottori



OULU
2026

Photo: Vera Lakovaara

Hildá Länsman
& Tuomas Norvio



Photo: Janne-Pekka
Manninen

KIITOS!

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www.urbanculture.fi

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