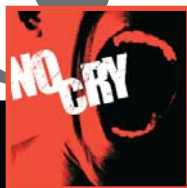


EDUCATING
ATTITUDE

ENCOURAGING ENTREPRENEURSHIP



NORTHERN CREATIVE YOUTH

ENTERPRISING FUTURES



Northern
Periphery
Programme
2007-2013

Innovatively investing
in Europe's Northern
Periphery for a sustainable
and prosperous future



European Union
European Regional Development Fund

the little/big idea...

one brief week being creative & enterprising

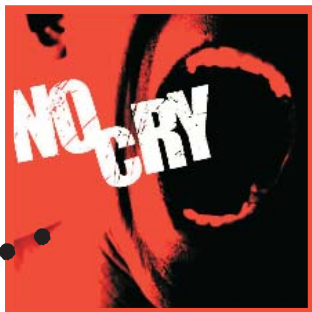
NoCry EXPEDITION TO (N) ICELAND

1 small leap of imagination
a giant step for changing minds

ICELAND - reykjavik nov09

NPP - ANNUAL CONFERENCE 2009

CO-CREATED
Co-customised
& Collaborated
BY...



NORTHERN CREATIVE YOUTH

LAVA09

Why the LAVA title?
= A phenomenon
that erupts & later
shapes itself.

The core theme is:
"Creative Industries"

CULTURAL ^v ENTREPRENEURS
creative

“changing perceptions”



Business & innovation shape themselves from opportunity, circumstance & attitude. There are always creative ways & opportunities to benefit from all kinds of "melt-downs".

“LAVA-like work-flowing”

100+ delegates from 9 programme partner countries. This conference itinerary has a lot to deal with in a little time.

A very real metaphor for the private, public & social sectors. Pack your open-minds, leave judgement behind & bring plenty of tolerance along for the ride.

Expect the unexpected as a band of brave creative & cultural entrepreneurs endeavour "constructive value creation" during the event. The creative challenge = 36 hours to add creative value to some, or all, NPP projects.

And in that time we will all get a sense of something-of-the-process during the day and later share the fruits-of-their-labour in a final show & tell...what will happen next?

the-magma-mix:

Add = "Join, put, mix together. To Put More"
Advert = "turn towards"
Venture = "Undertaking"
Adventure = "About to happen"

Creative/Cultural Entrepreneurs
Tasked With The "36 Hour" Challenge of:

ADDED VALUE CREATION

ADD (+) venturers...

ADD (+) venturers... • •



Anette Tunheim Jakobsen:
Tromso/Norway
Festival Director Insomnia
Project Manager Tvibit
Musician + Dj as TAIGATROST
Personality: Energetic, playful and outgoing.
Goals: Honesty & love to do what we do!

+1

WE R

- Anette**
- 27 years young
- event director
- musician + DJ
- energetic & fun

Web: www.insomniefestival.no
Cell: 0047 971 77 747
e-mail: [anette\(a\)tvibit.net](mailto:anette(a)tvibit.net)

CREATIVE
INDUSTRY



- Daniel**
- 29 years young
- company director
- former baker
- media mover

Daniel Andersson
Swede living in Tromso/Norway

Managing director & editor of the Norwegian free culturepaper GRUS. Former baker & partowner of a artisan bakery startup.

Personality: impatient, funloving & outgoing
Goals: Rule & develop youth media of Norway thru printmedia as a base. Grow in in socialmedia & Internet adverstising.

Web: grus.as
Cell: 0047 98 838344
e-mail: [daniel\(a\)grus.as](mailto:daniel(a)grus.as)

+2



- Juha-Matti**
- 23 years young
- trained 2BaChef
- studied in New Media
- burning desire2draw

Juha-Matti Kinnunen: Cartoonist & New Media Artist. Currently on-the-threshold of freelancing his own brand of creative talent. Many ideas & a few comic endeavours later he has a burning passion for penning the wildly untamed products of his imagination as well as meaningful images & food4thought. A talent waiting4discovery. So while all that business is brewing he's going to do what he loves to do best. Err...Just doodle IT!

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e-mail: [juhamattikinnunen\(a\)gmail.com](mailto:juhamattikinnunen(a)gmail.com)

+3



- Ida**
- 21 years young
- strong willed
- Ms. Positive
- conscientious

Ida Gradin: One of the original KRAM FORCE team that began in the pilot project Studio NoCry, a creative youth entrepreneurship initiative started recently in KRAMPORS Sweden. A people person Ida is curious, caring & creative. An entrepreneurial personality who has yet to define her professional dream but knows it will involve travel, cultural exchange, family, friends & photography (oh yeah & baking).

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+4

"Young minds are

not vessels to be

filled,

but fires to be ignited."

Alexander Pope



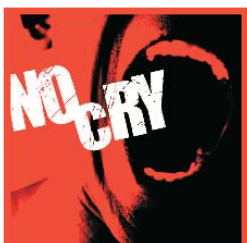
- Johanna**
- 28 years young
- crazy ideawoman
- leader
- caring

Johanna Hytönen: When the others are still thinking what to do next, Johanna has already sent couple of emails and made couple of calls and found out some new information about the potential partners. Also Johanna carries us with her strong organizational and management skills. She also enjoys doing gardening at her homefarm and various handicrafts.

Web: www.banana.fi
Cell: +358 40 7226188
e-mail: [johanna\(a\)banana.fi](mailto:johanna(a)banana.fi)

Member of:
Monkey Business.

+5



NORTHERN CREATIVE YOUTH

as the solid mantle-models melt, power pools underground....



- Ville**
- 25 years young
 - friend leader
 - innovator/explorer
 - connector

Ville Keranen: Ville's ideas come from a-far and reach out far. He is curious by nature and eager to get to know new people. Moreover, ten years experience in dialogue has given him advantage in many coaching situations and meetings. Ville is the slowest Monkey and utilizes the "Asian wondering" walking style quite a bit, both literally and in learning processes. His modern leadership style is both tender and dynamic, yet effective - awesome even. Ville's vision is to build Monkey Business into an international phenomenon. Or at least build a treehouse.

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Fun words:

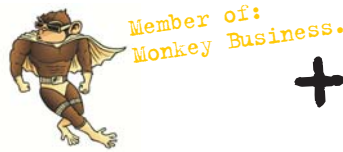
yellow, banana & fundamental.
Serious words: care, creativity & courage.



- Tatu**
- 32 years young
 - funny & yellow
 - father
 - thoughtful

Tatu Tuohimetsa: When MC'ing or facilitating an event people sometimes come to ask Tatu where did he learn to talk and do the acting. For that he has one answer only: "I learnt to talk when I was a kid and there's no need to act as I am being myself." Tatu surely knows how to ignite an audience with his energy, passion and pragmatism. He's a true leader and a coach with a very strong sense of personal mastery.

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 Cell: +358 40 8318118
 e-mail: [tatu\(a\)banana.fi](mailto:tatu(a)banana.fi)



- Pär**
- 28 years young
 - musician
 - team entrepreneur
 - philanthropist

Pär Sundström: Bass player & driving force & informal manager of the heavy metal band Sabaton. The group Sabaton has been together for 10 years, 4 records & an established hard working European band. The group has a growing fan club & has won awards & special accolades. A band is an enterprise & therefore must be especially entrepreneurial. From performing to promoting to initiating something new like ROCKTOWN: Falun (a 2 day International Music Festival) or sponsoring a football team. There is more to metal than meets the ears & eyes.

Web: www.sabaton.net
 Cell: +46 70 3554570
 e-mail: [p_sundstrom\(a\)fastmail.fm](mailto:p_sundstrom(a)fastmail.fm)

+8



- Caroline**
- ? years young
 - facilitator
 - performer
 - entrepreneur

Caroline Törnberg: Beginning her sole proprietorship in 2007 Caroline has been singing & helping others ever since. With soul & good feelings. Part of the Swedish Song & Voice Institute "Vocal Devotion" creates a safe space for individuals (or groups) to express themselves creatively-through-song which helps reduce stress, encourage talent & generates well-being. Initiating regional projects & national actions Caroline lectures & practises song-oriented techniques to help inspire entrepreneurship, encourage song endeavour & engage voices of all ages while also reaching out Internationally via interactive lessons on-line. Caroline really sings for her living.

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 Cell: +46 70 7689553
 e-mail: [caroline\(a\)vocaldevotion.com](mailto:caroline(a)vocaldevotion.com)

+9



- Elina**
- 20 years young
 - musician/performer
 - singer/songwriter
 - Stagename: Mezzobell

Elina Ahlander: Graduates from Boomtown in spring 2010 writing and performing her own music. She is currently recording an EP and arranging concerts in 2010. Has experience in many projects involving theatre, dance and music production and has mostly performed her music alone (experimental mix of pop, soul, slow rock & lyrics). Elina writes & sings to vent her creativity and is self-promoted for now. In the future she wishes to share her music more broadly. Opened minded about new collaborations Elina's music is her dearest and deepest passion. She is writing songs all time and will surely do for the rest of my life.

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 e-mail: [elina.ahlander\(a\)hotmail.com](mailto:elina.ahlander(a)hotmail.com)

+10

ADVENTURERS... (+)

ADVENTURERS... (+)



Elin
 - 26 years young
 - entrepreneur
 - designer
 - passionate

Elin Hollström: Design & Marketing done with the experience, knowhow & heart. Elin studied, then started her business, made friends & the creative associations just keep growing. Collaboration & variety are key concerns. Ever ready to put their creative process to the test & a strategy to always include imaginative strategy in their undertakings. Part of a growing collection of cooperating agencies.

www.designlabland.se/dlab/designlabland-group/

Cell: +46 73 0407743
 e-mail: elin(a)stilettdesign.se

+11



Peter
 - 36 years young
 - visionary
 - provocateur
 - creative

Peter Mäkelä aka "paizano": A self-confessed Passionate Designer Peter defines his businesses & personal living by rendering real his own colourful personality & by simply being an authentic creative leader (& daring dreamer).

The world is pretty black&white he says in his webpages & lots of people are working hard to keep it grey. His enterprising is all about adding a splash of colour here, innovative spirit there & artful attitude everywhere.

Web: www.petermakela.com / www.paizano.se
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 e-mail: peter(a)paizano.se

+12



Joonas
 - 23 years young
 - optimistic
 - energetic
 - fun

Joonas Makkonen: My future plans in media area: I have studied 3 years in Kemi-Tornio University of Applied Science, in Cultural and Media Studies. I have one year left before I graduate. After the school my aim is to work in a film business. My main interests in movie business are directing, screenwriting, editing and cinematography.

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 e-mail: joonas.makkonen(a)edu.token.fi

+13



Tero
 - 24 years young,
 - "film for life"
 - cinematographer
 - relaxed creative

Tero Saikkonen: After discovering a video camera at the age of six Tero has been fascinated & enthusiastic about film making ever since & made many "films" with his friends. Just now he's exploring HD & lovin' it. He has been the director of photography for a many short films in various festivals & has also directed 5 films & won a prize. Spring 2009 Tero was one of the camera members in a Dutch feature film recently & has always known his future is in filmmaking. Editing his personal experiences, style & interests with the past & present arts & entertainment industry today. "I love cinema at the deepest of my heart." says Tero & loves to learn new things & explore/share all things about filmmaking.

Web: www.tero-saikkonen.com
 Cell: +358 40 5639838
 e-mail: tero.saikkonen(a)hotmail.com

+14



Rasmus
 - 22 years young
 - dance
 - dance
 - dance

Rasmus Persson: Swedish Sound & Performance Artist studies electro-acoustic composition & sound engineering in Luleå Technical University. With an almost unhealthy passion for early radiophonic music & science fiction Rasmus mashes his childhood nature & romantic fantasy of "finding" that ideal treehouse-tree with his work today; a synthetic contra-organic lo-fi soundscapes. Generated from old & mistreated electronics, toy synthesizers & acoustic instruments found in various places. Mainly working with on-stage performances & smaller independent in&out-door installations Rasmus creates creative collaboration through his indie-label "Smulton" & has worked with artist, poets, filmmakers & musicians around Europe hosting & participating in happenings around Scandinavia.

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 e-mail: rasmus.analog(a)gmail.com

+15

NPP proudly presents... speed-dating the unconventional & conventional ideas by igniting creative industry...

Lets **GO** as
we mean to

“Travel & change
of place impart

new vigor

to the mind.”
Seneca

flow on

“Be brave.

take risks.

Nothing can

substitute experience.”

Paulo Coelho

volcanologist
adventurer hat
maybe?...



- nic
- 42 years young
- confident
- competent
- creative

nic mepham: if you need some creative agency then you can follow-up with me. Co-ordinating, collaborating & caretaking i'm a background contact lead(er) with the ADDventurers team. Helping create “wonder full” happenings makes me happy & when other people do wonderfully things. Then my heart smiles & sings!

There is no good reason to not to do ones best. And then go one step better even, why rest?

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e-mail: [nic\(a\)artworks.fi](mailto:nic(a)artworks.fi)

+ ; -)

on behalf of all the
many other “+” people,
ideas & wishes behind
this epic **ADD+**venture.