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- Statistics about Finland as a dance country
- House of Dance association
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Around 800 000 active amateurs

Around 1000 artists – 65% of them live in the Helsinki region

Ca 50 companies – ca 80% work as a freelancers

In 2014, there were 171 premieres and over 3000 performances

In 2014, 450 000 people saw a dance performance (2.5 million people saw a theatre performance)

In 2014, 36 Finnish dance companies and choreographers works were seen abroad in 28 different countries

There are 10 dance schools providing professional education
- Dance receives 1-2% of all the public funding for arts

- Regular state subsidies:
The Finnish National Ballet, Helsinki Dance Company, 9 dance theatres, 2 dance production centres and 6 regional dance centres in different parts of the country

- Ca 40 companies are financed by grants and production-related funding!

-> Fragmented groups of actors and weak financial basis
HOUSE OF DANCE ASSOCIATION FORMED IN 2010

• Members nationwide - both organisations and individuals as well as different genres

• Received EUR 1,25 million grant from private foundations for the 2011–2015 period

• Received EUR 15 million ”conditional grant” from Jane and Aatos Erkko foundation for the building investment 2014
A RESOURCE FOR ARTISTS AND AUDIENCES

- Interaction and dialogue between audiences and art forms: substance, skill and well-being
- Active role in wider Finnish society through stakeholder partnerships
- Brings together industry actors and establishes networks
- A dance hub
- Initiate and advance national and international partnership projects
CUSTOMERS

- Dance professionals, amateurs, audiences and fans

- Dance and dance culture as an industry; artists, teachers, groups, societies, associations, schools and commercial enterprises. Other arts and culture sector bodies. other organisations, communities and companies.

- With help of the background studies and interviews we have an understanding of the requirements of the different customer segments (venue and co-production partnership, better marketing resource, new accessible services for the audience)
Services of the Dance house

Volume of the actions  
= visitors

Programme:  
Performances,  
Touring programme  
Audience development

Space renting

Restaurant:  
Club programme  
Dance hall  
activities

Development services for the Professionals

Incomes / total costs of the budget
Three-part investment plan, initial estimate EUR 34 M (VAT at 0%)

- Phase 1, renovation: EUR 1 M
- Phase 2A, renovation: EUR 6 M
- Phase 2B, construction: EUR 27 M

Schedule of works, phase 1: 2016, phase 2B: 2020

Estimated visitors annually: 100,000–150,000
Annual budget approx. EUR 4 million.
PLANNING PHASES

- Background study into the dance sector’s new premises requirements and visio and strategy work, 2010-2011
- Strategy based space programing and location studies (JKMM Architects) 2012
- Dance house in connection with the Cabel Factory, draft plans and estimates (City of Helsinki, Public Works Department, Real Estate Department, JKMM Architects), 2013
- The grant decision of Jane and Aatos Erkko foundation 15 M€ for the building, 2014
- Working group with the state and city officials 2015

- The budget decisions by the state and city of Helsinki for the investment 6+6 M€ and for annual cost subsidy 1+1 M€, 2015
- Project plan and competition program 2015-16
- Open international architectural competition 2016
- The final design and construction, 2017-2020
- The new building is completed, 2020
THE LOCATION IN HELSINKI
THE SITE AND THE CABLE FACTORY
THANK YOU

Tanssin talo ry

Tuomo Hahl, tel: +358 (0)40 5506203
tuomo.hahl@pp.inet.fi

Hanna-Mari Peltomäki, tel: +358 (0)44 5131069
hanna-mari.peltomaki@tanssintalo.fi