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COMPANY SUPPORT FOR THE ARTS AND HERITAGE IN FINLAND IN 1996

English Summary

Since 1985 the Research and Information Unit of the Arts Council of Finland has, together with the Statistics of Finland, carried out surveys concerning the company support for the arts and heritage in Finland. This is the fifth survey (the previous ones covering the years 1984, 1987, 1990 and 1993). The results reflect the type of support and the extent to which the same companies have supported the arts and heritage during the past twelve years. This study looks at the results of the 1996 questionnaire. The previous report also studied in more detail the development of the support from 1984 to 1993 (Facts about the Arts no 11, 1995).

After the 1993 survey some of the companies included in the survey had been closed down due to bankruptcy or fusion. In 1996 the sample was therefore up-dated and a number of new companies were included in the survey , the number of companies surveyd remaining the same 450 largest companies representing the following sectors: 1) industry, 2) commerce, 3) financing, 4) insurance, 5) transport and communication, 6) advertising agencies, 7) hotels & restaurants and 8) others. There were small changes inside sectors because of the latest official NACE 1995 classification but these did not have any significant effect on results.

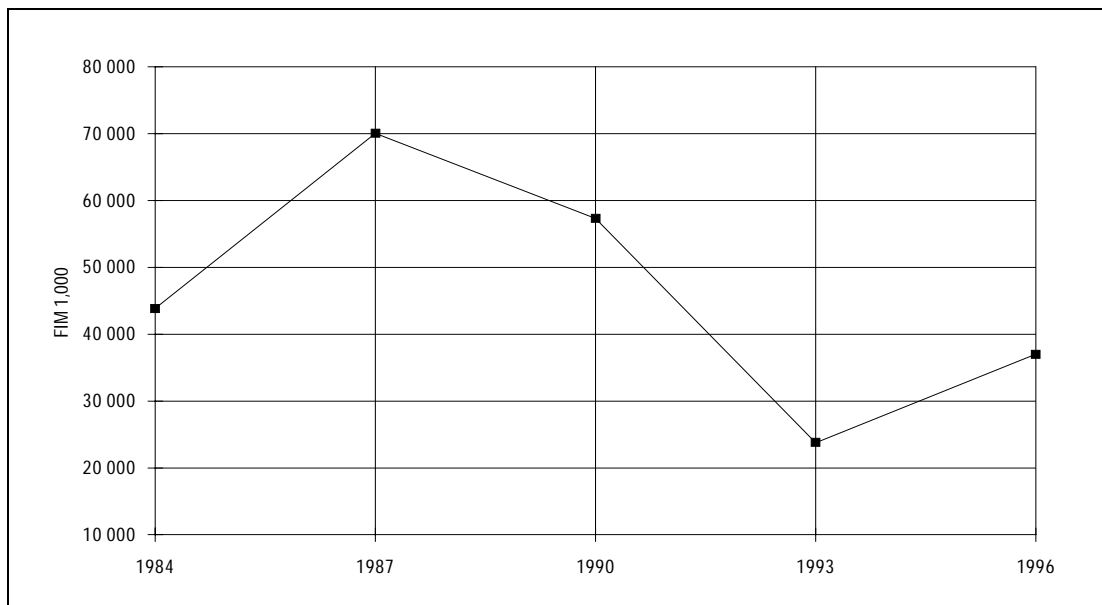
The following 11 fields were covered: 1) visual arts, 2) industrial arts, 3) music, 4) theatre, 5) literature, 6) dance, 7) cinema, 8) photographic art, 9) museums, 10) cultural heritage and 11) other arts.

Company support for the arts and heritage was divided into four categories: 1) purchases of works of art, 2) sponsorship, 3) donations to foundations and funds supporting the arts and heritage and 4) other support (including support for the artistic activities of company personnel).

Of the 450 companies 64 per cent answered the questionnaire. This was the lowest per cent since 1984. Only 44 per cent of the 288 companies replying to the survey had supported the arts and heritage in one way or another in 1996. Although the number of companies replying was low, the per cent of companies supporting the arts was higher than three years earlier. The support for the arts and heritage was most frequent among insurance companies while hotels & restaurants were the least interested in supporting the arts and heritage.

In 1984 the companies included in the survey supported the arts and heritage to the extent of FIM 29 million, in 1987 the sum reached its top level FIM 52.6 million. In 1993 the total support decreased to some FIM 23 million. In 1996 it was FIM 36.9 million, indicating an increase of 37 per cent from 1993 (fixed price: 1996=100).

Figure 1. Company support for the arts and heritage in Finland in 1984, 1987, 1990, 1993 and 1996 (1996=100).



Visual arts and music received jointly some 82 per cent of the total support for the arts and heritage in 1996. Almost the entire support for the visual arts (91 %) was in the form of purchasing works of art for the company collections. Some 63 per cent of the support for music was in the form of sponsorship (opera, festivals and events). Visual arts, industrial arts and music were the only art disciplines that all types of companies supported.

Compared to visual arts and music other art forms and heritage received very little company support. Theatre, museums and cultural heritage received some one million FIM each, dance hardly any company support at all. The support for different art forms and the

heritage was the following: visual arts FIM 24.1 million, music FIM 6.1 million, theatre, museums and cultural heritage FIM 1.2 million each, industrial arts 0.8 million, other arts FIM 0.6 million, photographic arts and literature FIM 0.5 million, cinema FIM 0.4 million, and dance FIM 96,000. (Figure 2)

Figure 2. The share of different art forms and the heritage of the company support in 1996 (N=FIM 36,997,000).

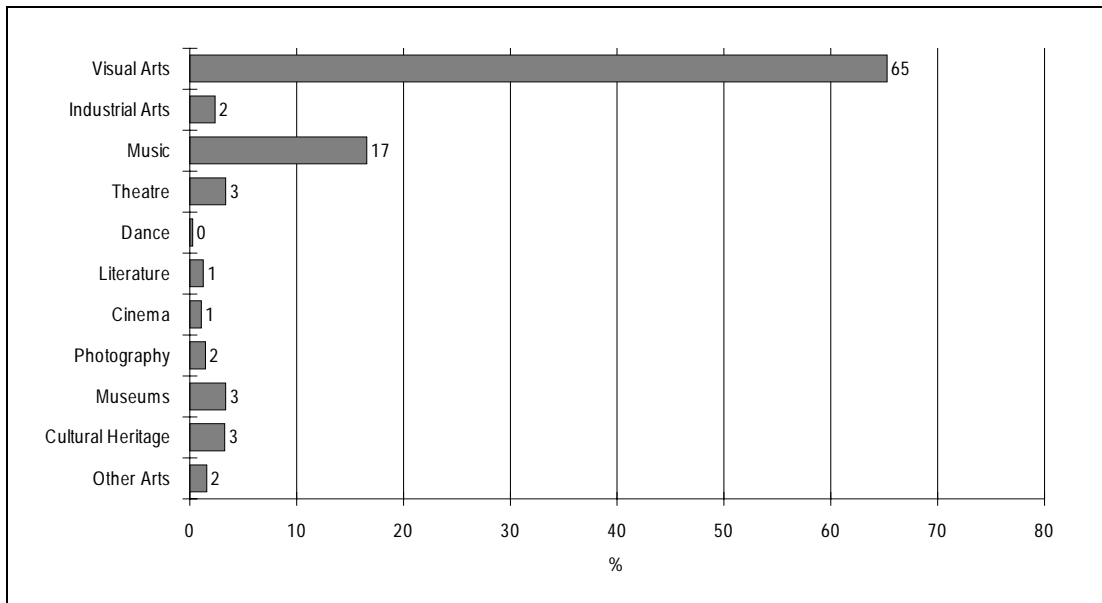
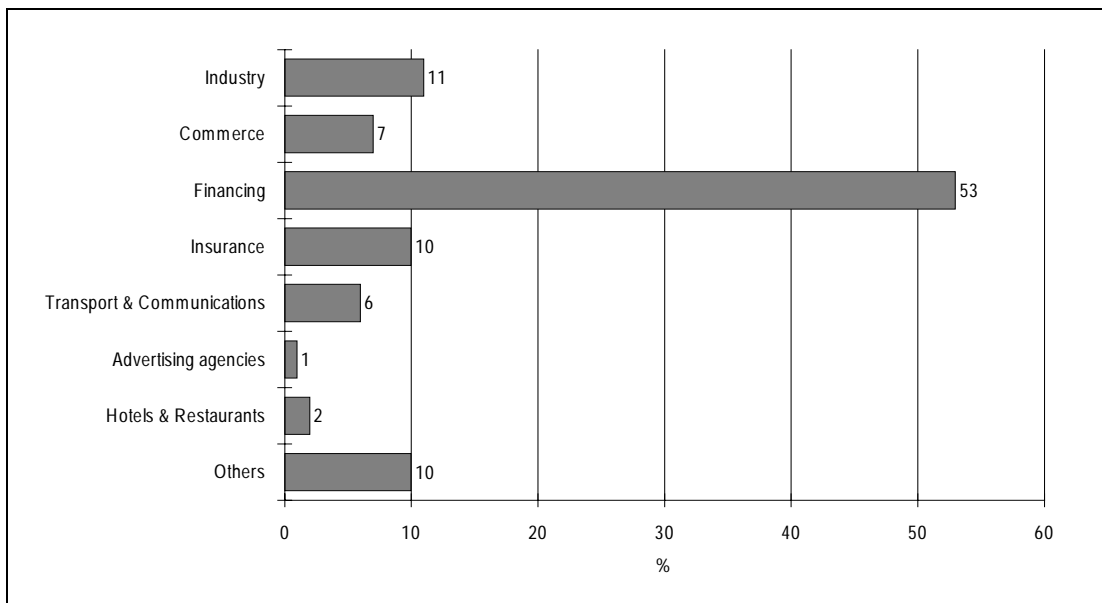


Figure 3. The share of the support by the type of company in 1996 (N=FIM 36,997,000).



More than half of the total support came from the financing companies. The increase in its support was considerable. This increase was, however, due to one bank which invested some FIM 15 million

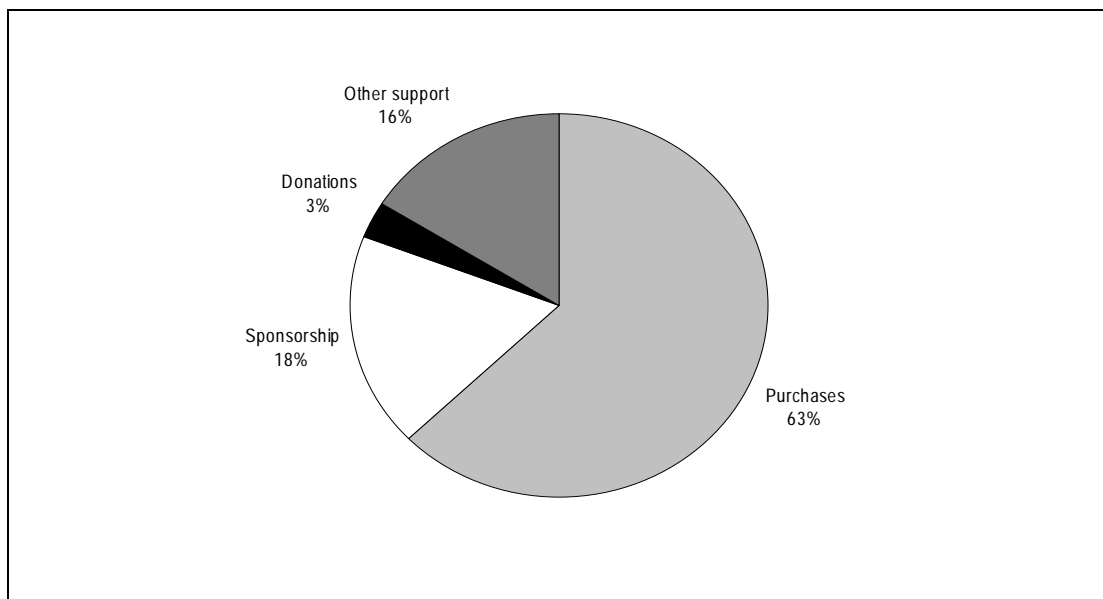
on purchasing works of art in 1996. In previous years industry had been the most important sector supporting the arts and heritage; in 1996 its share was only 10 per cent of the total support.

Support given by the various sectors was divided as follows: industry FIM 3.9 million, commerce FIM 2.6 million, financing FIM 19.4 million, insurance FIM 3.5 million, transport and communication FIM 2.3 million, advertising agencies FIM 0.4 million, hotels & restaurants FIM 0.9 million and other companies FIM 3.7 million. (Figure 3)

The main types of support were purchases of works of art and sponsorship. 94 per cent of the purchases and 45 per cent of the donations went to the visual arts. Music received most of the sponsorship money and other type of support (festival and concert tickets, support in kind etc.).

When examined according to the type of support the companies invested FIM 23.2 million for purchases of works of art, FIM 6.6 million for sponsorship of the arts and heritage, FIM 5.9 million for other types of support and FIM 1.2 million for donations to foundations and funds supporting the arts and heritage. (Figure 4)

Figure 4. Company support for the arts in Finland in 1996 by the type of support (N=FIM 36,997,000).



There were no dramatic changes in the company support in 1996. Nearly all sectors increased their support, but particularly the financing sector. In many of the sectors most of the support came from one or two companies.

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