

STUNDARS

- **Outdoor museum with around 70 buildings showing rural life in Ostrobothnia region, Finland, 1870-1920**
- **Founded by village teacher Gunnar Rosenholm 1938 and we continue to evolve**



Craft Exhibitions and Markets



- Passing on craft traditions and skills to a younger generation
- Promote local crafts and handmade products



Craft Guild Björken

- Separate organization
- Apprentice, Journeyman, Master craftsman
- Around 100 members



Craft demonstrations

- Artisans' Days
- For schools in May and during summer season
- 200-400 visitors a day



Autumn market

- 50 vendors
- 2000-5000 visitors/potential customers
- Vendors are both hobby crafters and entrepreneurs
- We offer a platform for vendors from all different backgrounds



Christmas market

- 70 vendors plus vendors on waiting list
- 4000-8000 visitors/potential customers
- Experience and atmosphere



Challenges and strengths

- Lack of public transportation, areas for parking
- Recruitment of new crafters
- Bad weather

- Historical setting
- Active Guild members
- Established routines, working concept



Thank You!

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