

Cultural Climate Change is coming

Creative industries and professionals in Oulu Region



OULU
2026

Through art, culture and people in creative industries

Creative industries are booming in Finland, especially in Northern Ostrobothnia. But none of this has happened overnight. The flourishing of creative industries is the result of long-term work. It's been achieved through art, culture and people in creative industries.

We continue to aim for new, surprising connections across genres, including in international cooperation. We want to highlight the important role of creative industries and culture in improving the quality of life.



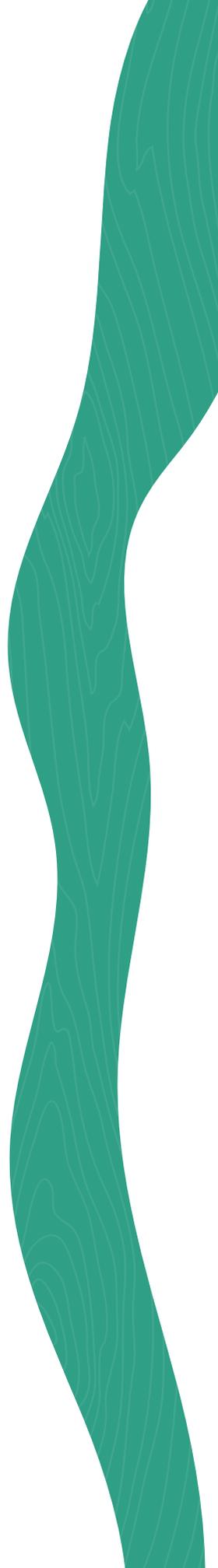
Join us!
It's all about
reconnecting.





Who we are and how we see the world

Northern Ostrobothnia is on the periphery of Europe. We have a vibrant city and wilderness right in its backyard. We have a proud history with many stories from the north. We are not afraid of dark or empty forests. We can experience the silence, the mild sunlight of winter and spring, the contrast of the seasons and the whole complexity of nature.





The cradle of the creative industries

Northern Finland and Oulu are the realm of opposites. On the one hand, there is conservatism; on the other, bohemian liberalism. Even if artists and engineers speak different languages, we listen, appreciate, are curious, and take an interest in each other. These contradictions strengthen us.

- **High-quality art and culture are present and active**
- **Technological excellence is at the forefront of art, sport and everyday life**
- **Multiple companies**
- **A lively and diverse field of events and activities**
- **People committed to goals**
- **Strong cultural heritage**
- **Diverse know-how**
- **International networks**

Interested in cooperation?

Find the right contacts and ask for more information.

www.oulu2026.eu/join-us

www oulu2026.eu

 **POHJOIS-POHJANMAA**
Council of Oulu Region

