



# Oulu – From hard Tech City towards vibrant creativity

Oulu is a northern city located at the edge of Europe, roughly 600km north from Helsinki but close to Lapland. Oulu is known as a HiTech city, but not many think of it as a city of culture.

Oulu has been selected as the European Capital of Culture 2026, and we want to turn our challenges into superpowers. But to create a long-term impact, we need to look beyond 2026 by changing our cultural climate.

We see culture as builder that help us to reconnect, communicate and collaborate. Creativity, curiosity and ingenuity are the result when different ideas and people meet. Our movement will focus on this: creating transformative Cultural Climate Change starts with a culture program that is designed to reconnect people. By bringing together local and international audiences and experts we can create something new, exciting and lasting.

We hope to see you in Oulu!

Join us!

Together we will make the northern Finland a more creative and culturally richer region.

Cultural Climate change starts from the North!



[www.oulu2026.eu](http://www.oulu2026.eu)



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Our cultural programme divides the story of Cultural Climate Change into three main themes that bring our story to life. Each theme includes a group of exciting projects and events. Together they create a compelling glimpse of what the future could hold for us here in the North. The culture programme will be updated and available at [oulu2026.eu](http://oulu2026.eu)

**Wild City** brings wildness into the city by celebrating the wilderness around it. Creating a new cultural approach with our unique northern vibe. Oulu as a cultural laboratory, going wild for Europe.

Our region is the kingdom of **Cool contrasts** such as the nightless nights of the midnight sun and sunless days in the heart of winter. Contrasts can have the power to disconnect, but also to create something new.

You need to be **brave to live in Hinterland**. Brave too to pack up and leave, but even braver to stay and try to change things. Only a few are willing to live with extreme hardship and extreme beauty. It's time to explore the edges of Europe!

