



BOTHNIA BUSINESS HERITAGE NETWORK

Newsletter 8
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Talk the walk!

How to engage and communicate
with business customers

Sign Up

ONLINE
September 10
at 10.00-12.00

(Note! Finnish time)

Want to get a taste of how to communicate with the business world? Our inspirational speaker Ralf Blomqvist is an experienced customer relations professional who has worked with a wide range of organisations, including museums. He will now give us tips on how we can open up our mindsets to communicate better with businesses and also increase our sales.

We will get practical advice on how cultural heritage actors should think about their activities from the point of view of their customers, i.e. businesses. Ralf also explains why the hotdog is Ikea's most important product and how we can benefit from this knowledge! Welcome to join us!



*Evenemanget hålls på engelska, men om du vill kan du tala svenska i diskussionerna.
Tapahduma pidetään englanniksi, mutta halutessasi saat puhua suomea keskusteluissa.*



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“There are so many similarities on both sides of the Gulf of Bothnia”

I always find it exciting when travelling to take a closer look at the building traditions of the place you are visiting. Especially the farmers' buildings, which have often been guided by the material resources of the place and which can be very locally influenced. Over the past year I have had the privilege of visiting Ostrobothnia several times and on each occasion I have been struck by how similar the building traditions are there and in my home county of Västerbotten - but also how different they can be.

Perhaps the similarities are due to the fact that the two counties had the same county architect during the years 1784-1808, the Ostrobothnian church architect Jacob Rijf. The differences seem to lie mainly in the choice of materials but also in the Russian influences that affected Finnish architecture, especially after 1809.

A characteristic feature of the agricultural landscape in both Ostrobothnia and Västerbotten is, for example, the meadow barns, which in some places are scattered in large numbers across the meadows. The barns are among our simplest buildings and were built to store hay from natural hay meadows. It was an important supplement to provide enough food for the animals during the winter in a region where cultivation possibilities were limited. The hay was harvested from hayfields far from the home farm and stored in barns until the winter, when it was transported home by horse and sleigh on snow.

In both eastern and northern Västerbotten, the barns also had characteristically outward-sloping walls, probably so that the snow would not be packed against the walls on the outside, but also because the hay was then more airy. The rich barn landscape and the typical shape of the barns make me feel almost at home in Ostrobothnia. However, the roofing materials are completely different. In Västerbotten, netting, shingles and, more recently, panelling have dominated, while the Russian invasion of Ostrobothnia limited the availability of wood, so roofs were usually clad with reeds, boards or folded sheet metal.



Building antiquarian Pernilla Lindström at Skellefteå Museum:

These simple buildings emphasise in an educational way how similar the conditions of life were for farmers on both sides of the Gulf of Bothnia. The difficulties of cultivation, the climatic conditions, the hardships of life, but also the joy and pride of craftsmanship in building something both practical and beautiful. This also shows how much we could learn from each other today, share and support each other between northern Sweden and northern Finland's cultural heritage actors. And this applies not only to building and craft traditions, but also to the history of, for example, industry linked to forests and water and exports via shipping. So here's to more co-operation for a richer cultural life!



The pictures show a barn at Stundars and a 16th century barn outside Skellefteå.



Where can you find network members? Check the map!



We recently launched the Bothnina Business Heritage Network website:

bbhnetwork.org

It is the place for information and dates for lectures, morning coffees for cultural heritage actors, newsletters - and also a place for you and your organisation/museum to be seen!

The network members have asked to get to know who is in the network and where they are located, and we listened to this request. We have therefore created a map where the network members - cultural heritage actors around the Gulf of Bothnia - are pinpointed, with a link to each member's website. The map is under continuous development, and we will add more cultural heritage actors as we go!

Do you and your museum/organization want to be pinpointed on the map? Write an email to: magdalena.akerstrom@vnmuseum.se and inform her that you agree to publish your organisations name and web address.

It doesn't cost anything to be on the map on the web - we are happy to make it easier for everyone to get in touch!

CLICK HERE



SAVE THE DATES!

September 10, 2024
Walk the talk!
Online network meeting
at 10-12 (Finnish time)

[SIGN UP HERE](#)

October 23
MORNING COFFEE
online at 10 - 11
(Finnish time)

[JOIN US HERE](#)

November 13, 2024
The power of storytelling
- shining a light on our
cultural heritage
Hybrid network meeting at 14-
16 (Finnish time)

[SIGN UP HERE](#)

Contact

Questions or comments?
Feel free to contact us!

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Vi talar även svenska
Puhumme myös suomea

