

Creative Network Economy

Peer production transferred to the independent cultural field. Case: Produforum.

Annex - The Interviews

Diploma thesis

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Description	2
CNE Interview #001	3
CNE Interview #002	17
CNE Interview #003	38
CNE Interview #004	60
CNE Interview #005	79
CNE Interview #006	91
CNE Interview #007	106
CNE Interview #008	117
CNE Interview #009	129
CNE Interview #010	139
CNE Interview #011	158
CNE Interview #012	169

Description

The following part contains transcriptions of all the twelve interviews that were conducted in Helsinki from April the 29th until May the 14th, 2010 as main part of the research for the thesis entitled “Creative Network Economy”.

All interviews are numbered serially regardless the category of the interviewees.

Interviews that state a PM in their codification were held with Produforum members, the one that has a CO in its code was the one held with the city official, namely Interview #010.

All the interviewees signed to agree on having me record the interview as well as transcribing it and publishing it in de-personalized form as an attachment of the thesis.

To de-personalize the interviews I took out names of the interviewees company/ business as well as directly connected coworkers where referred to. Names of employees of Produforum, such as those from Project coordinators etc. are not taken out.

The transcriptions are close to the original spoken word, I did not correct the grammar or transferred the spoken word into a more fluent text to allow for the transcriptions to best mirror the situation in the interview thus incomplete sentences or a lot of filling vocabulary may also allow for noticing thinking processes while reading through the interviews. The transcripts of all interviews are published here in an unedited form to also provide a basis for further evaluation or research that is not covered in the context of that work.

CNE Interview #001

CNE#001-PM-I001 **Ok, so the first question would be for your year of birth to get it into the statistics.**

CNE#001-PM-E001 61. 1961.

CNE#001-PM-I002 **Then... How do you describe your job. So what profession is that, what would you call it?**

CNE#001-PM-E002 I am „teatercheff“. I don't know how to translate it into english, but I am the head of a theatre and we just... actually I... two weeks ago I was „Artistic Director“ but we changed it now last week, so now I am „teatercheff“ which means I am responsible for the whole as well administrative and economic part and also the artistic.

CNE#001-PM-E003 So it means... and then my training... I was trained as an actor and I've been directing quite a lot and also worked as a pedagogue in the 90s quite a lot, but now since 2005 I've been working with \$company.

CNE#001-PM-E004 So at least three... head of the...General Director or what is it called... General Manager...„teatercheff“ and actor and director.

CNE#001-PM-I003 **So you would describe it as a like a not focussed on one specific thing, but it's a very multidisciplinary profession.**

CNE#001-PM-E005 Yes. So last night I was driving the truck when we had a tour thing, to take care.

CNE#001-PM-I004 **Ok. What were your main motivations to join the Produforum network?**

CNE#001-PM-E006 Actually there were probably many sources for this idea but it was also my idea long time ago because I knew that everybody needed a place just for... the office facilities and very basic, I mean to have a copy machine and... in

those days... and a meeting place and... and then it's stupid because everybody doesn't need it 24 hours so we could maybe share something and then... so this was...

CNE#001-PM-E007 The very practical things was one reason and the other was to make a meeting place where you could find... share your needs and ideas and possibilities in... just to talk about a cup of coffee „well we have this problem here, how should we solve it?“ ...or maybe we could have a common marketing-thing or so... so a meeting place.

CNE#001-PM-E008 My first name idea „Vorschlag“ was „Producentrum“ where there was the „Produ“ and the „cent“ and the „rum“ and then it became „Produforum“.

CNE#001-PM-I005 So it wasn't... The main motivation wasn't the money at first, but to create an open space to get things started and to meet?

CNE#001-PM-E009 Yes. And maybe the money in that sense that nobody could afford this on their own. So they needed to collaborate and then if everybody pays a little bit then we can get something bigger together.

CNE#001-PM-E010 And I've noticed that it's really one of my basic ideas: this sharing and collaboration and... And I think it's stupid not to do that. We have so much we can share.

CNE#001-PM-E011 We can share everything, but excluding the artistic ideas because that should be one's own.

CNE#001-PM-I006 So you were in the founding phases of Produforum?

CNE#001-PM-E012 Well... In the first negotiations, but then I was so glad that there came these people who know about this and then they got these partners. The school and Luckan and then I wasn't involved in the forming and the EU projects and it and I am glad for that.

- CNE#001-PM-I007** So you then applied like every other permanent member like offering something and...
- CNE#001-PM-E013 Yeah.
- CNE#001-PM-I008** OK. So what did you then offer? What was your thing you offered in your application or what did you want to bring into Produforum?
- CNE#001-PM-E014 Well, we had of course our stage. Which not many of the theaters in this Produforum have and some expertise in...
- CNE#001-PM-E015 In the beginning I was a little bit afraid of this what can we offer, but then we found out that we have a lot... and giving lectures on different things and organizing...
- CNE#001-PM-E016 Now it turned out that \$colleague1 is quite good at advertising and graphic things.
- CNE#001-PM-E017 So it has gradually developed learning-by-doing really.
- CNE#001-PM-E018 But of course it had in it this thing that we should fulfill the requirements from the stipulations from Brussels, but it showed out that we can really... It's not... It's just to rename what you anyway do. So it wasn't so complicated... and very everyday things...
- CNE#001-PM-I009** So that's the part you give in to the project and what was the...
- CNE#001-PM-E019 Yes, and ...sorry... Kind of still... We had some expertise in touring abroad which many of these didn't have at that time and especially Russia.
- CNE#001-PM-E020 We had some russian connections and nobody knew how... I mean just very basically how to fill in the customs...papers... and the bureaucracy with Russia, which is very tough. And so... just sharing...

CNE#001-PM-I010 **What did you ask for from Produforum? Or what were your expectations to get out also from the other members that might join?**

CNE#001-PM-E021 Well the same things, that... sharing knowledge and helping hands in some sense.

CNE#001-PM-E022 Then when we were talking about what kind of seminars would we like or do we need... So, I remember for instance I said that we should have... should develop our marketing skills, our economic tools. I mean how to handle funding and why not really this...what is it called... book...

CNE#001-PM-I011 **Bookkeeping. Accounting.**

CNE#001-PM-E023 ...bookkeeping, accounting yes. And all these kinds...

CNE#001-PM-E024 So everybody knows how to make a simple budget or this is coming in, this is going out but then the further step.

CNE#001-PM-E025 Because a lot of us have just been doing things and maybe we do it stupid so we could develop in these areas. Administration and economical things.

CNE#001-PM-I012 **So, as you are head of theatre... How would you best describe the „product“ or thinking of... how would you describe the outcome of your work?**

CNE#001-PM-E026 I don't understand?!

CNE#001-PM-I013 **Eh... well... Is it like... What do you see the main product you're selling or what... is it the theatre plays or is it... like... What's your view on what you are producing?**

CNE#001-PM-E027 Ok...ok. I think I am in some kind of process... If I understand your question...

CNE#001-PM-E028 Because it has always been... We do a performance and that's it, but maybe there should be something else around it... I mean it's a...

- CNE#001-PM-E029 And I really think that that should be enough. That we have a piece of art. It should be enough per se as it is.
- CNE#001-PM-E030 But maybe we should reach out...So...
- CNE#001-PM-E031 And we do stuff like this. That we have now added this "souptheatre". So it will be more of an experience for the audience that... "oh it was a..." so that there is the meeting between people...between the audience within itself and the audience and the performers and... It's a meeting place... the social part of the theatre.
- CNE#001-PM-E032 And I am not sure... Well anyway it is a part of it and which one is more important...?
- CNE#001-PM-E033 But still, the main thing is that we make these performances.
- CNE#001-PM-E034 But we have stretched the concept a little bit now. Sharing the biblely extense... the food... our bread with each other.
- CNE#001-PM-I014 So that it's more kind of an event or an atmopshere you sell?**
- CNE#001-PM-E035 Yeah. Well the extreme, if I think in theatre and opera, it's going to Savonlinna where you go there and you have a dinner and well some people then fall asleep when they finally come to the performance, but still it is a fantastic environment and nature and summer...
- CNE#001-PM-E036 And there they sell these packages and I think then it might be that the core - the performance - could get in the shadow of the rest so you have to...

CNE#001-PM-I015 **Do you feel that? That the core - the performance - is somehow put into the shadow of the rest?**

CNE#001-PM-E037 Well I have been working for ten years in Savonlinna and I know there it happened or at Porojazz, there also the same problem, that they forget why they are there.

CNE#001-PM-E038 And then they start to plan the performances according to how much it will appeal the boot masses.

CNE#001-PM-E039 So our origin was anyway in being an alternative. So we wanted to offer something different from the others. So we don't do PlayMe things.

CNE#001-PM-I016 **How connected do you feel to the other Produforum members or how would you describe the relationship to the other members of the network?**

CNE#001-PM-E040 Personally I don't work here everyday as you know so I am a little bit on the outside and more connected to the theatre people within here.

CNE#001-PM-E041 But \$colleague2 and \$colleague1 who are here permanently, they probably have it better.

CNE#001-PM-E042 But I think it has worked in a fantastic way, the whole idea.

CNE#001-PM-E043 That getting these new connections. So that this... what everybody didn't even know how to hope for all this.

CNE#001-PM-E044 And so it has grown in a good direction I think.

CNE#001-PM-E045 But you should maybe... you have to give the time to meet people to get these connections. And I haven't done that really.

CNE#001-PM-E046 So I have been at some seminars and meetings and so, but I also have another office so I am a little bit in between.

CNE#001-PM-I017 **Ok. So, the connections for you are not too personal or like developing into friendships or something with the**

people you meet in Produforum? Or would you say that those work relationships tend to get this personal aspect too much into it or so?

CNE#001-PM-E047 Yeah, no. Not for me. Because, no no.

CNE#001-PM-I018 Ok. Because that's then the... the next question is a bit related to that: Whether you do, or whether you could at least imagine to charge money for whatever you are doing to the members of the network?

CNE#001-PM-E048 Aha, I see, ok.

CNE#001-PM-I0019 So when someone comes from the network saying „I am your network partner...“... How is your feeling about that? how do you deal with it?

CNE#001-PM-E049 I think there is... it sounds like there is an ideological barrier here that it shouldn't be like that.

CNE#001-PM-E050 On the contrary we should help each other as long... as far as possible without charging money. It's „I help you and you help me.“

CNE#001-PM-E051 I think this is quite important that we within this network should have this atmosphere.

CNE#001-PM-E052 But of course there can be... I mean you cannot stretch it to eternity. There probably... „Ok now I have been helping you for seven months and haven't been doing my own work...“ no, no.

CNE#001-PM-E053 But I think that's really... for me... one of the basic ideas that we should offer and get something back.

CNE#001-PM-I020 So you are also not in the need to charge those members or something to make a living on it yourself? You get the income from selling the tickets to your performances which you also sell to the members of the networks, so you can afford to help out here and there?

- CNE#001-PM-E054 Yeah.
- CNE#001-PM-I021 Because you earn the money somehow?**
- CNE#001-PM-E055 Yeah. So, one of our resources I said is our stage, so if someone from Produforum needs it then we will lend it and if somebody like say Nokia wants to have it then we charge for it. That's the difference.
- CNE#001-PM-E056 Then if somebody from Produforum wants it for two months then we have to charge them also.
- CNE#001-PM-I022 So it's some kind of „fair use“?**
- CNE#001-PM-E057 Yeah. I think so. But I don't really see...
- CNE#001-PM-E058 I understand you think it could be in another way, too?
- CNE#001-PM-I023 No... I am just interested in like whether you... How you see that those sharing... And you are sharing things for free... And whether you might have come to some kind of problematic situations, where the expectation was that „I am in the network with you, so I have to get everything from you for free“ or you also might see other people „I am in... we are sitting in the same boat...“ so, but... If there are „Nokias“ for example for you that rent the stage then they might pay a bit more and you can afford to lend it to someone in the network. But if there weren't any „Nokias“ renting out your space then just giving it away for free would lead you to the problem that you self can't pay your rent anymore?**
- CNE#001-PM-E059 Yeah. Connected or close to this might be that when we do some of our work for the network there might be some times that we feel that we do maybe too much.
- CNE#001-PM-E060 So we use a lot of our working hours for the benefit of the network and then ok „Do we have to do this still?“ and that's maybe when we should get some...

- CNE#001-PM-E061 But then, then we had... No still at the end it's more the plus... So we get more than we pay.
- CNE#001-PM-I024 That's like you almost answered the question I had for the next: It's like: How do you consider the amount of input in Produforum compared to the ones that others give. So whether you see it as you are giving more than you are taking or whether you are taking more than you are giving or whether it equals out somehow?**
- CNE#001-PM-E062 Yeah... I have the feeling - we haven't been measuring it - but the feeling that we get more than we put in.
- CNE#001-PM-E063 But \$colleague2 and \$colleague1 they do a lot here also. Arranging meetings and seminars and... helping people in different ways...
- CNE#001-PM-E064 No, nono I think it's working.
- CNE#001-PM-E065 And... and this space is really one of the big big things here. A great thing.
- CNE#001-PM-I025 So in the end you would say you get more than you put in and so the question would be whether you could describe a bit the outcomes, whether you could maybe describe them a bit more concrete or what would you say are the outcomes for you?**
- CNE#001-PM-E066 Mhhhh... Concrete collaborations are the „Repertoire“... this [pointing to the „Repetoir“-Magazine] which we...
- CNE#001-PM-E067 It might be that we would have it anyway but it's easy to get it moving forward to get it developing because of this.
- CNE#001-PM-E068 And the whole ideological idea of sharing has taken some steps, I think, here and we have come a way a bit away from the jealousy of not sharing so it's ok to share.

-- Short interruption --

- CNE#001-PM-E069 Yes, because when this started some years ago we came from a... like the swell from the individualistic time and now there has been a change.
- CNE#001-PM-E070 And... So now it's again ok to share. Not everybody is thinking only about himself.
- CNE#001-PM-E071 And... well I will come back to this... So when we arranged this „Repertoire“ it's really... everybody understands that this is good for everybody, to share and to have this. Nobody, no one of us would get that kind of publicity on their own but together we are strong.
- CNE#001-PM-E072 And... we wouldn't have had this EU money, none of us on our own.
- CNE#001-PM-E073 And like the crazy thing we had last spring... I heard about it very early, I said „Forget it. It's... Nobody can handle that.“ And fortunately Anki was so stubborn and she just pushed for it and then we had this great project.
- CNE#001-PM-I026 Just for the record: You mean those few hundred thousands of Euros that weren't spent by the government...**
- CNE#001-PM-E074 It was actually 42 millions...
- CNE#001-PM-I027 ...42 millions that needed to be transferred into some kind of projects and...**
- CNE#001-PM-E075 ...within two months...
- CNE#001-PM-I028 ...and the network structure helped you to actually react quite fast and set up projects.**
- CNE#001-PM-E076 Yeah. Yes, they got this umbrella project and I think we had some 350.000€ and it was divided into 50 smaller projects and I think we had three or four of them - my theatre.

- CNE#001-PM-E077 And that was a good example: Hey now we need an action here and everybody was willing to take the challenge and we made it.
- CNE#001-PM-E078 And nobody would have done it on their own, not even Svenska Teatern who also was in this and Svenska Teatern is then in our circumstances a quite big house.
- CNE#001-PM-E079 So there is in unity there is a strength.
- CNE#001-PM-I029 So in other terms it might be referred to as „wisdom of the crowds“ or „mass collaboration“ that is very flexible and fast?**
- CNE#001-PM-E080 Yes, still. Because we can make decisions very fast because there are no big structures within this. So it is so...
- CNE#001-PM-E081 In spite that it is a EU project it's quite flexible because the individual members are small.
- CNE#001-PM-I030 And there is no strong hierarchy?**
- CNE#001-PM-E082 No. No...
- CNE#001-PM-E083 I can now come to what you said about my own relation... It is... I mean you have to also take part in parties and meetings and just hanging around and that may be where I have been a little bit lazy.
- CNE#001-PM-E084 Because that is one important thing. That's when you get to know people and when you start... when you get ideas... Yeah.
- CNE#001-PM-I031 Ok. We are almost finished... There's two questions left. Well there is some kind of, I would say, maybe „network currency“ that you exchange knowledge or your reputation grows... would you agree on that?**
- CNE#001-PM-E085 Yes.

- CNE#001-PM-I032** The question is now: How do you transform this kind of „network currency“ - that you gain your knowledge or reputation or whatever - how do you transform it into some „real world money“ or something that you in the end of the month make a living on - pay your rents and stuff? Does this „network currency“ help you there or would you even do more for the network if you would not have the need to transform it?
- CNE#001-PM-E086 Mhhh... I maybe... as I said I am very into this collaboration with different theaters and organizations and it would be harder for me to push or to pull in \$company in every project but I can do it, let's say that Produforum is in this project.
- CNE#001-PM-E087 So if we have something going on with the T-Info so it's easier to say Produforum can be in it and so we look a little bit bigger than we are.
- CNE#001-PM-E088 So we have this brand and some credibility and stability and also sources to fulfill the promises we make.
- CNE#001-PM-E089 So it helps us. In a way pushes or gives us something behind the back.
- CNE#001-PM-I033** So it's indirectly helping you?
- CNE#001-PM-E090 Yes. But then there are these marketing things and we can put out, you know, mailing lists and all this, but it is not so concrete that we get a...
- CNE#001-PM-E091 Well this is - the office space - that's concrete money.
- CNE#001-PM-E092 We don't have to pay 300€ every month for this, that's very concrete.
- CNE#001-PM-E093 And we can get different kind of services for less money.
- CNE#001-PM-I034** So you would even do more for the network if you there wasn't this high pressure on selling more tickets or

something? If you... like your income to the network is of course limited because you still need to sell tickets... If that pressure weren't that high would you still be doing that networking thing or more of the networking thing then?

CNE#001-PM-E094 I think this network does not exist to be a network. It exists for it's outer limes. And ours is the connection to the theatre audience, that's our main task.

CNE#001-PM-E095 This [the network] is like the back office. So it's a... My passion is not really to... The direction is out to the theatre performance. And this is a great way to help that.

CNE#001-PM-I035 So the network is the backbone for it? Makes it easier to do your work?

CNE#001-PM-E096 Yes. But at the same time we spend a lot of time working, so it's good to work with good people and have fun while you do it and this is also important.

CNE#001-PM-E097 So, yeah... And there are people like you in this kind of network whom you look for and also somebody with new ideas. ...This was very blurry...

CNE#001-PM-I036 Yeah... So that's... The end would be if you have anything to ad or how could you imagine or how do you want to imagine Produforum in the future? What would your wish be?

CNE#001-PM-E098 I have been watching - from aside - a little bit now how it's growing and I am a little bit afraid that what will happen if it grows to big?

CNE#001-PM-E099 Will it loose some of it's flexibility and friendship-start and like this grassroots... but... but maybe that's all inane... or it's stupid to think so...

- CNE#001-PM-E100 I also think that there still is something we don't know of... what can come out as a surprise... that now when we get... it is so well grounded and it works fantastic with all these people that there will be something really new that nobody could have imagined at the start.
- CNE#001-PM-E101 Like the internet... the guy who invented this probably couldn't imagine how big it would be.
- CNE#001-PM-E102 And no, I really don't mean that Produforum has to be that big but it can grow possibly also. That's of course a nice thrilling thought.
- CNE#001-PM-E103 And then that it should keep flexible, so that we don't end up in a ministry-like bureaucracy... it has to be... so that it starts to steer the relation.
- CNE#001-PM-E104 It is still just a tool it's not the goal.
- CNE#001-PM-I037 OK, that would be it. Just one thing I have to add: You are in the network since 2007?**
- CNE#001-PM-E105 Was that when it was founded?
- CNE#001-PM-I038 Yes. 2007/2008. [Correction: 2006/07]**
- CNE#001-PM-E106 Yeah, we were in the beginning.
- CNE#001-PM-I039 Ok, I'll just add that here... Ok, so thank you very much for that nice interview. And we almost made it in half an hour.**
- CNE#001-PM-E107 Ok, good. Thank you and good luck with your thesis!

CNE Interview #002

- CNE#002-PM-I001** Here we go. So the first is rather a statistic question, for your year of birth?
- CNE#002-PM-E001 My Year of Birth? 24.09.1981.
- CNE#002-PM-I002** 1981. Ok. So then, then it's getting more interesting. How would you describe your job? So what's, what kind of job would you say are you doing?
- CNE#002-PM-E002 Ehhh... What kind of a job? Mh... I'm an educated arts manager so part of my job is that.
- CNE#002-PM-E003 I do like 50% arts management jobs, mostly public relations and marketing and sort of other things that are needed and then I do part time as a stage hand, technician, stage technician, work with lights and sound and scenography and what ever is needed on the theatre.
- CNE#002-PM-I003** And you're doing that basically freelance or employed?
- CNE#002-PM-E004 No... I am... So I have a – what do you say – I have a full time job at \$company, but in the theatre I am sort of 50% on marketing, 50% on stage managing.
- CNE#002-PM-I004** Yeah, so but it's not a freelance job?
- CNE#002-PM-E005 No, it's not a freelance job.
- CNE#002-PM-E006 But I do sometimes do freelance jobs on the side with other theatre groups as stage hand or something like that.
- CNE#002-PM-I005** Ok. So it's both?
- CNE#002-PM-E007 It's both.
- CNE#002-PM-I006** So what would you then best describe your product or service?
- CNE#002-PM-E008 Theatre!
- CNE#002-PM-I007** Theatre. Ok. So when did you then join Produforum?

- CNE#002-PM-E009 Ehh... join Produforum... I don't know, there's so many ways to be involved.
- CNE#002-PM-E010 I first started working with Produforum during my last year of study. I started out during my sort of practice work with Produforum.
- CNE#002-PM-E011 That was at the beginning of the project. Would that be spring 2007? I think.
- CNE#002-PM-I008 Well it's founded late 2007, early 2008... [correction: late 2006, early 2007]**
- CNE#002-PM-E012 Yeah... I think I worked in 2007. Because I was working at Luckan in the same time.
- CNE#002-PM-E013 So I am quite sure I did my work... started in March, 1st of March 2007.
- CNE#002-PM-E014 And the project had just sort of gotten funding and just sort of started out.
- CNE#002-PM-E015 And then I worked as... Then I did my bachelor thesis on Produforum, wrote an internal evaluation of the project based on the first year.
- CNE#002-PM-E016 And then when I started working with \$company, \$company was already involved with Produforum so through the theatre I kept on being sort of one of the sort of coworkers of Produforum.
- CNE#002-PM-E017 And I did two months of – what do you say – “maternity”... Well I worked two months as coordinator for Produforum in Helsinki in the spring of 2009, I believe – last year, from April till the end of May, two months.
- CNE#002-PM-I009 So you are a member inside Produforum as part of \$company, not on yourself?**
- CNE#002-PM-E018 Yes, no. Precisely.

CNE#002-PM-I010 **Ok. So then I guess the main motivations to join Produforum are more the ones from \$company or do you have... What's your main motivation to work in Produforum?**

CNE#002-PM-E019 Well right now it is through \$company of course.

CNE#002-PM-E020 But we have of course similar needs.

CNE#002-PM-E021 Sort of the working space and the connections to all the colleagues.

CNE#002-PM-E022 Sort of a framework to build networks and collaborations sort of across different fields of artistic work. That's pretty much it, yeah.

CNE#002-PM-I011 **So you wouldn't say it's about money or something?**

CNE#002-PM-E023 No, theatre is not about money, no.

CNE#002-PM-E024 Of course it is about money, I mean, of course it is.

CNE#002-PM-E025 We get this... Ok, we don't get it for free, this office space, we work for it, but I think it's cheaper than...

CNE#002-PM-E026 And more convenient to have this sort of collective working space than to have our own little office somewhere – which would be very expensive and would be more limited.

CNE#002-PM-E027 But yes of course it's economical as well.

CNE#002-PM-I012 **So... Can you... The next question would be what did you ask from Produforum when applying, but it was \$company that applied...**

CNE#002-PM-E028 \$company applied, yeah actually before I was involved, so I can't really answer that.

CNE#002-PM-E029 I mean they asked of course the same things that Produforum asks of any participant. It's involvement. And we work quite hard on being sort of... staying involved.

- CNE#002-PM-I013** **So is there anything besides the things that \$company offers to Produforum like. Yeah maybe we could ask those questions so that... rather from a personal view for you. What are you now offering to Produforum?**
- CNE#002-PM-E030 Ehm, what are we offering? I am of course offering – so besides what the theatre offers, which is the stage when possible and needed – I stay involved in quite a lot of... well the marketing projects that Produforum has been developing, the internet site, I've been involved in that.
- CNE#002-PM-E031 I also, I am sort of one of the few right now, who works regularly at Produforum, who has sort a pretty good all around knowledge of computer skills.
- CNE#002-PM-E032 So I do help out people with sort of picture editing, layout programmes – that sort of stuff – basic layout... which I am not really educated to do, I've just developed sort of in that field because it interests me.
- CNE#002-PM-E033 I also have a strong Swedish so I do help with translations and sort of corrections. That sort of thing.
- CNE#002-PM-E034 And of course with sort of different stuff around Korjaamo.
- CNE#002-PM-E035 Since I've been around for quite a while I know how the copy machine works and...
- CNE#002-PM-E036 Amazing how few people nowadays still don't know how to change the ink in a printer, stuff like that.
- CNE#002-PM-I014** **Ok. So, you said you're sitting... you're working at Korjaamo most of the time. The questions is: How connected do you feel with the other members of Produforum? Not just the ones that are sitting here, but in general?**

- CNE#002-PM-E037 Not very well at the moment. I don't really know all the participants. There's a lot of new faces all the time.
- CNE#002-PM-E038 So I know the guys who've been around sort of for a longer time and who sit at the office. But I don't... I haven't really met the new participants.
- CNE#002-PM-E039 I haven't had the time to get involved in sort of the broader scale of it like the seminars and all that, because since I do the stage handling and all that I have shows in the evenings. So, well during the times we have a play going I am very stuck at the theatre. So it's... yeah.
- CNE#002-PM-E040 But the good thing is that we are three people working for the same theatre.
- CNE#002-PM-E041 So either it's me involved or it's my colleague \$colleague1 or it's my boss \$colleague2. We are all sort of involved in different ways so we can get sort of on a broader scale get involved in different things.
- CNE#002-PM-I015 How would you describe those relationships like when you're connected with the members? Is it just a working relationship or does it also tend to be more personal, or?**
- CNE#002-PM-E042 Right now it's quite pretty much sort of a working relationship.
- CNE#002-PM-E043 I guess you establish different relationships with different people at different times.
- CNE#002-PM-E044 We're quite... Since we are sort of semi-professional we are one of the most professional... No, sorry, scratch that not most professional, but economically best off. So we have probably the most sort of structured method of working and...
- CNE#002-PM-E045 Because we have sort of a basic financing, we have a stage, we can sort of divide the work between the three of

us working at the theatre. So we can really sort of focus on different elements of the work.

CNE#002-PM-E046 Which sort of means that a lot of the participants in Produforum are still working on a really basic, sort of really basic, sort of hand-to-mouth sort of level.

CNE#002-PM-E047 While we are already, we are a bit past that, we are sort of trying to develop new ways to collaborate and stuff.

CNE#002-PM-E048 But of course collaborating takes time and we are one of the few people who can sort of can... we can sort of make that time because it's part of the different works.

CNE#002-PM-E049 But when it comes down to sort of a single arts manager who is trying to survive on his or her own... or his or her... like... well she's both the producer and the artist at the same time which is right now quite common within Produforum, there's not really time to develop anything.

CNE#002-PM-E050 Most of the people are sort of arts managers sort of second, artists first.

CNE#002-PM-E051 And we are sort of different. Which means that our professional relationships differ quite a bit.

CNE#002-PM-E052 We have... we get sort of a bit more involved with the other sort of theatre participants that we have, which is Oblivia, Teater 90°, Teater Mestola.

CNE#002-PM-E053 Those are the ones right now sort of involved. But I think there could be a lot more, but we just haven't sort of...

CNE#002-PM-E054 No, it's still very professional in most senses, yeah.

- CNE#002-PM-I016** **So it's not getting too, like, too personal? It's a very nice atmosphere but not like, it's not like you're surrounded by friends just? Like in a very personal way?**
- CNE#002-PM-E055 No. No. No, no, it yeah, it feels like a professional relationship, yeah.
- CNE#002-PM-I017** **Because the next question is if you do or if you at least can imagine to charge money for your product from a fellow member? That must not be like the ones you offer as \$company but also the services you might do as a freelancer?**
- CNE#002-PM-E056 Yeah... possibly.
- CNE#002-PM-E057 But the problem with being sort of an arts manager is that... or most of my skills are sort of self acquired, sort of in a very practical way.
- CNE#002-PM-E058 So I don't know like if my... my sort of special... my competence lies somewhere else, not really in the services that I offer right now, it's sort of by-products.
- CNE#002-PM-E059 So the only thing I actually charge people with is sort of working hours. Sort of if I do like stage handling, sort of "techy" stuff where you just need people to put in the hours.
- CNE#002-PM-E060 And of course that's easy to charge and usually... It's very seldom expected that you jump in for free.
- CNE#002-PM-E061 It's just sort of if there's some "bigger good" in it, then of course.
- CNE#002-PM-I018** **So, also within the network like when an other theatre asks you to do some... ?**
- CNE#002-PM-E062 Yeah. Yeah, it's sort of... Yeah. In that sense it's sort of... Well it's already a custom that you don't really do that for free.

- CNE#002-PM-E063 Well maybe sometimes, but usually if someone asks you to come and help out with something you usually expect something.
- CNE#002-PM-E064 But if it's like within the working environment of Produforum of course not.
- CNE#002-PM-E065 It's... We just help each other out and there's no question about charging anything for that.
- CNE#002-PM-E066 Because I am not – right now anyway – I am not in a position to sort of give out anything that I am sort of professionally educated to do.
- CNE#002-PM-E067 Because it's a very vague sort of profession. I don't know really what I am educated to do, sort of, precisely. It's just sort of handling a lot.
- CNE#002-PM-I019 Yeah. Yeah, I just thought of – as you said – those technical helps or something. If you think of like giving a design crash course or something, like the basics?**
- CNE#002-PM-E068 Yeah... Well, yeah, but, the thing is I am not a designer. I do sort of day to day like design. I do like ads and stuff.
- CNE#002-PM-E069 And usually I have... Some graphic designer has designed something which I then base my work on.
- CNE#002-PM-E070 So I don't create the elements, I just work with the elements.
- CNE#002-PM-I020 You do some kind of "remix"?**
- CNE#002-PM-E071 I do, yeah, I do usually. And, yeah...
- CNE#002-PM-E072 Because I've been doing now lately some translations for another... the theatre association... I do the translations to Swedish or have been doing quite a lot of them.
- CNE#002-PM-E073 And so far it has been for free and that has been sort of an extra but we sort of applying for money to be able to pay the people for it.

- CNE#002-PM-E074 I mean if there's money, if someone is able to pay for it then of course.
- CNE#002-PM-E075 And we all know the stakes, we all want to pay each other for the work and so there's sort of never a sense of: "Oh you're holding out of me." That you have the money but you wont pay me, there's never a sense of that.
- CNE#002-PM-E076 Usually sort of we trust each other that if the other one has the money then they will offer to pay for it.
- CNE#002-PM-I021 Yeah... How do you consider the amount of your input into the project – Produforum – or what you give to the whole network compared to that others do?**
- CNE#002-PM-E077 I don't really know what others do right now. Right now I don't know. I haven't really kept track of what we do and what others do.
- CNE#002-PM-E078 I know that \$company has been very involved. That we have been participating in almost every working group there is.
- CNE#002-PM-E079 Like one of us we have... We are in the international cooperations group with \$colleague2. We are in the marketing group with basically both me and \$colleague1 – \$colleague1, my colleague. We're in... Well I took part in the development of the new website, sort of the collaborative ads. \$colleague1 has taken part in the seminar groups as well.
- CNE#002-PM-E080 And then we have the stage.
- CNE#002-PM-E081 We are sort of – I don't know what you call it – like "godfathers" to sort of new participants. Both me and \$colleague1 have one so we sort of help out with that so for the new participants if there's anything they need they can contact us. So, I think we do quite a lot.

- CNE#002-PM-E082 Right now, having a bad day today, it feels like we don't really get anything more than the office and of course the colleagues.
- CNE#002-PM-E083 And right now it feels that's basically all we need.
- CNE#002-PM-E084 But... I mean the workshops, the seminars, it's good that they exist and maybe sometimes you get something from it.
- CNE#002-PM-E085 But lately we hadn't really have the time to part-take.
- CNE#002-PM-E086 And like I said since we're educated arts managers we've gone through most of... We know most of the stuff that are being offered to sort of artists trying to manage as arts managers.
- CNE#002-PM-E087 So it's hard to say. I think we put in quite a big effort.
- CNE#002-PM-E088 And of course we... what we get is the working space and that's quite a lot already.
- CNE#002-PM-E089 So I am not discontent in that way.
- CNE#002-PM-I022 So, yeah, the next questions is about the outcomes. How would you describe the outcomes for you personally?**
- CNE#002-PM-E090 Right now it's not a lot more than the working space and the colleagues.
- CNE#002-PM-E091 I don't know. It's maybe you sort of keep track what's happening. It's a good thing...
- CNE#002-PM-E092 There's no real sort of audience value in belonging to Produforum.
- CNE#002-PM-E093 We are not sort of on a ground level we are not being associated with Produforum as sort of a brand, because Produforum as a brand is very vague now.
- CNE#002-PM-E094 But sort of in relation to financiers and the city it's of course good that we are part of Produforum.

- CNE#002-PM-E095 So we get that as well. We are sort of... Well being a part of something which is... which the city and the private financiers feel is important that's of course, that looks good in the theatre's image as well. So that's something.
- CNE#002-PM-E096 And I mean sometimes suddenly something comes up and it's really good that you're part of it.
- CNE#002-PM-E097 Like the export money that was – you probably heard of that – when Finland was returning money to the European Union and we got sort of a couple hundreds... \$company produced quite a lot on that money, quite a few translations, different sort of handbooks and stuff like that.
- CNE#002-PM-E098 So I mean every once in a while something comes up and it's good to be a part to, sort of, keep an ear out.
- CNE#002-PM-I023 So is it maybe also like... I mean is there some kind of general atmosphere that this is creating for you like as an outcome, to be part of that network. Or is it like it's just the working space and you could also sit somewhere else?**
- CNE#002-PM-E099 Well right now we... I mean we've gotten accustomed to this place... But yeah sometimes it feels like the participants, like us, who have been taking part for a pretty long time, it feels like we are starting to take it for granted in some way.
- CNE#002-PM-E100 Right now it doesn't feel like the outcome is that big or it could be bigger.
- CNE#002-PM-E101 But of course the outcome is always in relation to your input. So sort of with a small input you could get a bigger outcome and maybe our input hasn't been creative enough, I don't know.

- CNE#002-PM-E102 But it's hard to say because it's such a broad project nowadays so sort of I am talking more like of personal experiences.
- CNE#002-PM-E103 I cant really say anything of the theatre as a whole.
- CNE#002-PM-E104 Because I think like my boss \$colleague2 working with the international group, I think maybe he's getting something out of the international aspect of the project and I don't know about \$colleague1, my colleague, maybe he's got something, I mean with the different seminar groups, I don't know.
- CNE#002-PM-E105 As I said during the last half year I haven't had really the time to part-take as much as I should.
- CNE#002-PM-I024 Ok. So would you also say, or agree, that there is some kind "network currency"? Like when you give something to the others like the help you described before that you help out with the technical issues or something, that you... that there is some kind – even though you don't get paid directly for that – but like you earn reputation or something? Is there some kind of such a "network currency"?**
- CNE#002-PM-E106 Yeah... yeah, I think... reputation is a good, yeah, a good word.
- CNE#002-PM-E107 I've always believed in sort of some... the saying: "What goes around, comes around".
- CNE#002-PM-E108 You also have to be able to ask for the help. I am not very good at that. I usually sort of try figure things out myself.
- CNE#002-PM-E109 But of course you get a reputation if you work... if you have sort of a broad sets of knowledge and you

help people out you get a good reputation and it carries quite well, especially in these circles.

CNE#002-PM-E110 So I guess you get something out sort of in the long run, sort of reputation-wise.

CNE#002-PM-I025 And do you think or do you personally experience that you also can transfer this kind of “network currency” which you build up, like you earn a lot of reputation through helping, can you transfer that into a higher income, maybe like for example you get more jobs in stage technics or anything else? That you not just get the... like the social capital raises, but that you also get some kind of payment in the end somewhere?

CNE#002-PM-E111 Possible. It is possible, of course.

CNE#002-PM-E112 Right now it feels like the only people who know about sort of our sort of collective input in the project are the participants and like maybe the city maybe.

CNE#002-PM-E113 But I mean for me working with a theatre group the bigger theaters who would pay more are not involved and maybe through some sort of chance, fate, something would happen that the right people would get involved in that theatre and then maybe the reputation would carry out there.

CNE#002-PM-E114 But right now, I mean even though I am sort of very active in Produforum I don't think the sort of chief of staff in any of the bigger theaters have a clue to who I am, so I am not sort of... And that's not why I do it either.

CNE#002-PM-E115 But, yeah, so I kind of doubt that. But I mean it doesn't really matter where you have a good reputation, I mean...

CNE#002-PM-I026 Yeah, no, I was just thinking about like when you put a lot of input yourself into that network and so on and you

**would maybe want to do a give a lot more input like to...
But in the end of the day you have to some money, I
mean to pay your rent and...**

CNE#002-PM-E116 Yeah, of course.

**CNE#002-PM-I027 ...and food and stuff, so that was my question: How this
network work, the “network currency” or something is
transferable into like “pay your food”.**

CNE#002-PM-E117 Ehm... I mean, it is... It works within the network very well.

CNE#002-PM-E118 I mean the company in the network is of course relaying on that you have good relationships within the network.

CNE#002-PM-E119 So in that sense having a good reputation within a specific network strengthens your position within the network.

CNE#002-PM-E120 It would be hard now for my company for instance to let me go. Which they have to do now in a year. But it is difficult because, yeah, then they would... If they take someone from without the network it will be harder to get in.

CNE#002-PM-E121 So, yeah, it strengthens your position.

CNE#002-PM-E122 I don't know yet about sort of new opportunities, maybe...

CNE#002-PM-E123 But Produforum as a network, being such a sort of grassroots, sort of low level network project, I don't think it really... There's still sort of a bit to climb, sort of, to find the companies or the places where you would actually get more money for what you do...

CNE#002-PM-E124 I don't know, it's a difficult question, I can't really... I don't really know...

- CNE#002-PM-I028** So you see Produforum rather as a tool than... like to provide a certain kind of backend for the working, like the office space?...
- CNE#002-PM-E125 Yeah, yeah. Yeah, definitely.
- CNE#002-PM-I029** ... Not like some kind of “bigger idea”? Or would you say so?
- CNE#002-PM-E126 I mean I am sure there’s sort of a bigger idea with Produforum. I mean the concept is good.
- CNE#002-PM-E127 But of course it’s... There is sort of a sense of idealism about it, which I like.
- CNE#002-PM-E128 But of course there’s always a problem when idealism meets reality and the fact that... well financing for one thing – our financiers have demands, set demands on the project, now for instance being linguistically, being sort of... well the profile of the project.
- CNE#002-PM-E129 Also the people running the project have their own agendas, everyone has their own agendas, and at some point they are going to divide.
- CNE#002-PM-E130 And right now when the project is getting broader and broader it’s hard to sort of keep track of your own input and your own sort of importance within the project.
- CNE#002-PM-E131 In the beginning we were important, we were sort of... Nowadays it doesn’t feel as much, because it’s broadening around...
- CNE#002-PM-E132 And sort of what difference can this one single participant do, that’s sort of the feeling right now, and that’s quite wide spread right now within at least the participants who have been part of it from the start.

- CNE#002-PM-E133 So, yeah, right now I think there's sort of a... it's like a clash between the vision of Produforum and the realities of Produforum.
- CNE#002-PM-E134 I don't think sort of anything has sort of directly changed. I just think that... well we are sort of in an adaptation phase, we need to adapt to sort of new wins or sort of new thoughts, new sort of...
- CNE#002-PM-E135 And I don't know it's... I don't know if there's any limits to what the project can do. I think the limitations are with the people running it, which is also the participants of course.
- CNE#002-PM-E136 But right now the participants sort of, I think they feel a bit lost...
- CNE#002-PM-I030 Why?**
- CNE#002-PM-E137 ...because it's so broad.
- CNE#002-PM-E138 There's so much talk of sort of projects around the... we are still sort of very geographically limited sort of in our way of thinking and in our way of working and as soon as you're starting to hear about the project sort of going around to spreading through the entire country and so you feel sort of you feel small.
- CNE#002-PM-E139 And you feel sort of a bit left out somehow, even though you're not, but... you get the sense that: "Ok, you know, I don't have sort of any control of the project anymore", which was... the starting point of the project of course was that the participants are in control all the time.
- CNE#002-PM-E140 I don't know, I don't know. The challenge is of course keeping people involved, keeping people inspired to work with it and we haven't really had that lately... in my sense anyway.

- CNE#002-PM-I031** **What do you think that... You described the vision that there is clash between the reality and the vision. What's the vision for you that now faces a clash?**
- CNE#002-PM-E141 The vision of course is... Because I of course work with my reality, which is me being and arts manager, sort of... I have adopted what Produforum is and I want to sort of keep going and see: "Ok, what's next?"
- CNE#002-PM-E142 But at the same time we have new people coming in who don't know what Produforum is and Produforum needs to keep focussing on them, of course, working with, sort of... well like artistic professionals who need help with sort of the arts management.
- CNE#002-PM-E143 So we'd sort of... We need to start thinking about sort of our own... sort of build our new visions on what Produforum is.
- CNE#002-PM-E144 But we have to do it sort of on our own. Because we need to focus on what is professionally important for us which is probably quite different to what is professionally important for someone else, when we, sort of, take it to the next level.
- CNE#002-PM-E145 I mean basically our needs are the same as any art gallery or sort of painter or musician, we need money to do the work and to reach an audience, ok, that's the basic level and that's what we work on with Produforum.
- CNE#002-PM-E146 But when we have achieved that, what's next? And that's where we sort of separate.
- CNE#002-PM-E147 Because you can't collaborate sort of the entire artistic field through eternity. At some point you need to start focussing on your own, sort of, particular brand of product, I think.

- CNE#002-PM-E148 And so that's sort of where the clash is right now, that we sort of...
- CNE#002-PM-E149 The project is where it is and we need to keep going and of course keep the relationship with the project, but also build on it.
- CNE#002-PM-I032 Yeah... so that's then the last question also: What would your wish be or your vision? What should Produforum develop to in the future?**
- CNE#002-PM-E150 I think Produforum is what it is and I think it needs to keep going at that.
- CNE#002-PM-E151 Now it has developed into something, sort of, country-wide, some sort of arts management tool for freelancers and that's all right.
- CNE#002-PM-E152 I don't really think it should... I think if it tries to develop it's gonna sort of get crushed under it's own wave... I think... Because it needs to develop on what it's doing and what the network is about and of course keep the focus on that...
- CNE#002-PM-I033 In like... can you give a concrete example for that?**
- CNE#002-PM-E153 ...well ok for one thing... One of Produforum's main agendas from the beginning was the connection between – what do you call it – “näringsliv”...
- CNE#002-PM-I034 ...business, economics...**
- CNE#002-PM-E154 yeah, yeah... business economy and art work. I haven't really seen anything happen, yet. Sort of, you know, in the real sense of the word.
- CNE#002-PM-E155 There has been a few seminars, workshops, but haven't really seen any results, yet.
- CNE#002-PM-E156 So that's one thing I think the project should develop or at least see if we can do anything about it.

- CNE#002-PM-E157 Yeah, I mean if you can't do anything about it it's bullshit and then you could just leave it.
- CNE#002-PM-E158 But as long as it says so on the application form of the project then well of course we should do more about that.
- CNE#002-PM-E159 When it comes to marketing channels I am, sort of, I am repeating what I said before, that we need to sort of develop in our specific ways.
- CNE#002-PM-E160 I mean because we have a different budget than someone else and we need to sort of work with our specific area of work. So I don't think there is any real development to be done there.
- CNE#002-PM-E161 When it comes to sort of international work the good thing about the project is of course that they... it has strength, because it's based on the city of Helsinki. They have the city officials behind them and EU financing so it has some sort of strength in that. So maybe it can develop.
- CNE#002-PM-E162 But of course also international work is based – like anything else – on personal relationships. And that's still very specific, so, I mean it can only develop in that sense as long as the people, the participants in the project, meet and develop together with the personal contacts. So I don't know, that's happening all the time in different senses, but... I don't know... I think that work is being done and it develops if it... it will develop naturally if it does and if it doesn't it won't.
- CNE#002-PM-E163 Yeah... Then I would like the project to develop, like both, when we are talking about business economy and artistic... I would also like the project to get a broader sort of base within different sort of sets of education, more collaborations with different fields.

- CNE#002-PM-E164 Like in... I mean there's a lot of... I think, the project can be a good sort of channel to raise different questions between a lot of different fields of education.
- CNE#002-PM-E165 Mh... How am I supposed to specify that?... I mean because arts and culture is not sort of a separate thing. It's of course part of the society as everything else.
- CNE#002-PM-E166 But since the arts and culture live is sort of a non-profit sector we should be able to work with the field of education, which is also non-profit in itself on a stronger level. To sort of raise questions about society and sort of get new knowledge.
- CNE#002-PM-E167 Because we have questions, sort of in our professions, which we lack the resources or the time to sort of further develop or sort of find the answers to.
- CNE#002-PM-E168 But we could get the help from different educational institutions for that. But that sort of meeting point is still missing. We only have Novia right now. Yeah... that's sort of one...
- CNE#002-PM-E169 Oh like well sort of a concrete example: I would like to know how much people read like paper ads. I would very much like to know if 9000€ I spend every year on ads in papers, does anyone read them? But I don't have the time or the resources to do that kind of ehhe "undersökning" ...
- CNE#002-PM-I035 ...research or analysis...**
- CNE#002-PM-E170 ...yeah... research. But maybe some educational program would have... would be interested in knowing this. Like the journalisms. I don't know, for instance.
- CNE#002-PM-E171 Or different sort of economical developments where I lack both the time and the resource and the knowledge to do any research about that.

- CNE#002-PM-E172 But I do have questions. But we need to sort of, we need to get used to asking those questions sort of publicly.
- CNE#002-PM-E173 And think that Produforum could be a good channels to ask these questions sort of publicly.
- CNE#002-PM-I036 So it could be a tool or a network to develop kind of the cultural field or the society in general?**
- CNE#002-PM-E174 Yeah, I think so, in some way. In some way, yeah.
- CNE#002-PM-E175 But it needs to have trust in sort of... the society needs to... People need to have sort of a... understand the concept of it. It needs to be sort of a very clear brand.
- CNE#002-PM-I037 Ok. So before they throw us out here is there anything you want to add that hasn't found the right question to the answer you want to give?**
- CNE#002-PM-E176 No, I don't know. No there's so many different levels in the project, it's very hard to keep track of what has been said and was had not and what is interesting and what is not. So, can't think of anything right now.
- CNE#002-PM-I038 Ok, well then thanks a lot for giving the answers.**
- CNE#002-PM-E177 Thank you.

CNE Interview #003

- CNE#003-PM-I001** So, yeah. The first question is rather a statistical one: I would ask you for your year of birth?
- CNE#003-PM-E001 1953.
- CNE#003-PM-I002** 1953, ok, thank you. Now it's getting more interesting. What would you describe your type of job?
- CNE#003-PM-E002 It's very creative.
- CNE#003-PM-E003 I work with people all the time and I work with the well being of people and I do it through movements, silence, colors and interaction.
- CNE#003-PM-I003** So that's like... It would be a health related job? It's called physiotherapy?
- CNE#003-PM-E004 I'm a physiotherapist. I am also a yoga-therapist and a yoga teacher and then a decorative artist.
- CNE#003-PM-I004** Ok. So it's a multidisciplinary kind of thing. And you do that basically as a freelancer?
- CNE#003-PM-E005 Yes. I do it as a freelancer. I have my own, we call it "toiminimi" [business - "Selbstständigkeit"].
- CNE#003-PM-E006 It's like I have a small business, because otherwise I wouldn't be employed by... like the big hospitals, they need to have a... they can not employ me as a private person, so I need to have this company.
- CNE#003-PM-I005** Ok. So, what would you then best describe your product or service? It's health therapy?
- CNE#003-PM-E007 Yes... Well, I don't know, if maybe you want to put a label on it.
- CNE#003-PM-E008 What I do is, I have private yoga therapy patients either for normal yoga – they just want somebody to check that they do it the right way... I work a lot with different symptoms,

- like the people who have difficulties in sleeping, back problems, people with cancer. I mean it can be any range.
- CNE#003-PM-E009 So what I do with these people is that I try to calm them down and give them a sense of wellbeing.
- CNE#003-PM-E010 When I work with the paintings I have the same... my aim is the same, I want to be able to feel more relaxed, to find something to concentrate on, if they have a difficult time in their lives.
- CNE#003-PM-E011 With the paintings I work a lot with symbols. It can be symbols and color, but it can also be very definite things and specially when you work with people with different diseases there are symbols and colors you mustn't use and symbols and colors that are good for them.
- CNE#003-PM-E012 So it's like a... I would say my job is an interesting journey in wellbeing for others.
- CNE#003-PM-I006 Ok. So when did you join Produforum?**
- CNE#003-PM-E013 I joined a year ago.
- CNE#003-PM-I007 So that was then 2009?**
- CNE#003-PM-E014 Yes.
- CNE#003-PM-I008 Ok, and what were your main motivations to join Produforum?**
- CNE#003-PM-E015 Ehm... What they had... They first things they told me about was the help with the computer, you know, IT.
- CNE#003-PM-E016 They also do these, once a month, these big advertisements which of course for everybody who has a small business it's a fantastic opportunity.
- CNE#003-PM-E017 And many of the people and the groups that work with Produforum are groups that I would be interested in, not necessarily work with, but to know and to learn from and maybe to help with what I know.

- CNE#003-PM-E018 And then also I, in these times of what you have seen here, the swedish speaking finns are kind of being pushed out so I thought this is a good way of joining some kind of network where maybe I can be stronger than on my own.
- CNE#003-PM-I009 Ok. So what is the input you bring to the network? What would you describe it? As Produforum always asks for some input.**
- CNE#003-PM-E019 Well what I have offered to do is to give lessons in meditation, yoga, concentration and maybe talk about sleeping problems, that's my main contribution.
- CNE#003-PM-E020 I have also... For several years I had a gallery here in Helsinki, so I... Basically I can do any... If there's an exhibition with many of us, then I can be helpful there.
- CNE#003-PM-I010 But you don't have that gallery space anymore?**
- CNE#003-PM-E021 I don't have have it, no.
- CNE#003-PM-I011 Ok, so it's then contacts and so?**
- CNE#003-PM-E022 I also... I work... I do some art myself.
- CNE#003-PM-E023 And one, another thing that Produforum had is that they can help you with these spaces to have an exhibition and you can also use Luckan or any place.
- CNE#003-PM-E024 So I think there are many, many things that attracted me.
- CNE#003-PM-I012 And those things... That was also what you asked from them? This concrete help and spaces, or?**
- CNE#003-PM-E025 Yes.
- CNE#003-PM-I013 And how connected do you feel with those other members as you are for example not sitting there at the Korjaamo? What would you describe the relation to all the other members?**
- CNE#003-PM-E026 I know some of the members from long ago and that of course gives me a certain feeling of connection.

- CNE#003-PM-E027 I went to school with Greta and we have been going through “Gymnastrada studera” and I feel I know her and that, I think that gives me a much stronger sense of belonging than I would have otherwise. I also had... I met Zusan many times. So that’s the positive thing.
- CNE#003-PM-E028 I do feel that... Well I know that, if I don’t go to the meetings, if I don’t show up then I never get to know people.
- CNE#003-PM-E029 So, maybe my answer is that right now I don’t feel very connected to very many.
- CNE#003-PM-E030 But I do think that I have a possibility to get heard because there are people who know me.
- CNE#003-PM-I014 But you... Like for the most of the people you wouldn’t describe that as a very personal relationship? Besides like Greta.**
- CNE#003-PM-E031 That’s right. But that’s I mean... Since I... I live in Espoo, so I started with the Espoo group and we met last fall. We met sometimes in Espoo.
- CNE#003-PM-E032 But from Christmas on I got this space on Tuesdays and the meetings in Espoo were always on Tuesdays so I couldn’t go. And somehow...
- CNE#003-PM-E033 And then the Korjaamo meetings were always on Wednesday mornings and I think that was for me a very bad time, because most of the day was kind of... I get up very early in the morning. My, my... The beginning of the day is very intense for me, so I didn’t go there.
- CNE#003-PM-E034 Actually this was the first meeting, where I met you.
- CNE#003-PM-E035 And I like the Korjaamo space. I like the people who were there.

- CNE#003-PM-E036 In Espoo we were very few and I think there we had very, very different wishes.
- CNE#003-PM-E037 And there was like a group who are restoring an old farm for, I don't know, for their own purposes but also for exhibitions. But they were like, you know, it's their group.
- CNE#003-PM-E038 And also I would say I think it takes time for people to get into Produforum. At first you don't really understand what it is and you don't really understand the benefits and have to kind of find your own way.
- CNE#003-PM-I015 So you think you, like, got at least some point for you now?**
- CNE#003-PM-E039 Yeah, I think now I kind of get it.
- CNE#003-PM-E040 I don't know the rest of your questions, but I do see some points where Produforum could inform us better and maybe that would also help the whole.
- CNE#003-PM-E041 But I mean this is something that is... It hasn't been there for years, so nobody can draw back and say: "It's been like that." It's moving and the more people join the more they have to find their way. It's interesting to be part of it.
- CNE#003-PM-I016 One question that relates more to the connection amongst the members: Are you, when you offer your services or products to other members, do you charge them or is it like that this network connection or feeling is a way like not "hindering" but like you feel: "It's a friend I can't really charge the normal amount"?**
- CNE#003-PM-E042 Well, if I give workshops through Produforum then of course I wouldn't charge the other members.

- CNE#003-PM-E043 If somebody would start coming to my group regularly, once or twice a week, I would charge
- CNE#003-PM-E044 But I think whole idea of being a member of Produforum is that I should be willing to contribute with something without getting paid.
- CNE#003-PM-E045 If I am member for some more years you can ask me again and I can tell you, but so far...
- CNE#003-PM-E046 Once I have offered to give a yoga class and at that point, it was in Espoo, at the meeting we were seven people. It was a rainy day like this and, you know, it was very cold and the only persons who really wanted a yoga was myself and my friend who came there with me, so we decided we go home and do the yoga... Somebody had a flew, somebody had to go somewhere, somebody... and...
- CNE#003-PM-E047 I have told them again that I am willing, if I know it in advance, to do what I have promised. But so far we haven't arranged anything. I guess now that now at the next, next fall there will be this event in Espoo, maybe I can do something there.
- CNE#003-PM-E048 I have also, when I studied the decorative arts, I think have studied almost every technique for crafts so basically I can do a lot of things. I worked a lot with paper, papier mâché, paper cutting, origami, anything.
- CNE#003-PM-I017 Ok. So what you, besides what you... First we had what you wish to get out of Produforum, but what would you now describe your outcomes? Is there something like... What do you get out of it then?**
- CNE#003-PM-E049 Well I have got new clients through this advertising. I did get some help with my computer. I know some more people.

- CNE#003-PM-E050 And basically I know that I could have had many more benefits if I had been more active myself, but not taking part in almost anything the whole spring doesn't really help you get into the systems.
- CNE#003-PM-I018 But you have like, there is something like a backbone that you could quite easily use for yourself, that's the feeling?**
- CNE#003-PM-E051 Yes, that's the feeling I have. And the little I have asked for I have always got. I mean they have never said that it doesn't work or you can't have that or...
- CNE#003-PM-E052 And maybe more my problem or my thing has been that I have been so busy with other things and it has always... I have had things to do on those occasions that Produforum has been offering something.
- CNE#003-PM-E053 And also I think one problem Produforum has had is that they offer very many things, but often they don't get enough participants and then they cancel it. There has been many occasions like lots of things.
- CNE#003-PM-E054 And that has, to me it has, I have this impression, that: "Ok, I can sign up, but probably they wont do it anyway." So you are not really committed to it because so many times you have seen that no, no, no, nono...
- CNE#003-PM-I019 Then you are surprised when it really takes place and you might have already booked another thing?**
- CNE#003-PM-E055 In a way. Well, in a way.
- CNE#003-PM-E056 And unfortunately I have been traveling, or not very much, but obviously at every occasion when they have arranged something. Because there are some very interesting workshops that I couldn't go to.

- CNE#003-PM-E057 But some others have been cancelled. Sometimes even the same day and sometimes, like Produforum meetings even have been cancelled. It should start at five o'clock and they cancelled it quarter past and something like that.
- CNE#003-PM-E058 Well, it's of course because of people not showing up. I think that's something that every member of the group should be more concerned about.
- CNE#003-PM-I020 Is there anything you could imagine why that's happening?**
- CNE#003-PM-E059 Well, I think this winter it has sometimes been the weather or some kind of strike, but I also believe that...
- CNE#003-PM-E060 I think that the idea is very good. I think the people are very good.
- CNE#003-PM-E061 I am not sure if the networking as a thing is the right thing. Because I have a feeling that many people... we want all these things from Produforum, but I am not sure that people really want to share.
- CNE#003-PM-E062 Like... I know there are many small theaters in this group and I am really wondering if they would like to go out to some clients together.
- CNE#003-PM-E063 Let's say you have a theatre and I have a theatre, and you have a client, would you willingly take me with you when you go to the client and say: "This is my production and then my friend who has this production" with the risk that your client would choose me instead of you and I think that is a problem, because we are too afraid.
- CNE#003-PM-E064 And I can say, so far I haven't been in this situation, because I don't think there are very many people who do the same as I do, but I might get there and then I just have to think.

- CNE#003-PM-E065 Well, in a way it's easier with yoga, because yoga is all about sharing and the main idea is that if you share you always get what you need. You might not get it at that moment, but you get it. It always comes back to you.
- CNE#003-PM-E066 So that is a belief to build on. If you don't have that belief would you still share with the risk of losing something?
- CNE#003-PM-I021 Well, yeah, that's always the risk when you start sharing, but I guess that was one of the main ideas of Produforum also, to encourage this sharing to like say – or that's what I thought – to say that together we are stronger in a way. Everyone adds a bit, contributes his or her own share, then we can add up to something even bigger. And you think, that at the moment doesn't really work out because people are too afraid of not getting enough back than they put in?**
- CNE#003-PM-E067 Well I don't know, but that's my feeling. Because I haven't taken part very much, but also I haven't seen anything that would come from one of us and kind of giving to everybody else.
- CNE#003-PM-E068 Of course the theaters they might write you an email: "Today you can all come for free and look at our performance." Or I could tell everybody: "Today... Next week I have a meditation, you are all welcome." Of course it's easy to share something that you... You give it to one or you give it to ten.
- CNE#003-PM-E069 But I haven't really seen this networking were like four small businesses like mine would go together and do something.
- CNE#003-PM-E070 Which is... This place now [practice space], there are two girls who run this. One is a girl doing massage, one is doing homeopathy.

- CNE#003-PM-E071 And when I came here last fall, I rented this space, and immediately they put me on their homepage, they printed a big card with all our names. I was kind of included here and that was not a network, I just rent this space, I haven't promised to do anything. But it was like a... and...
- CNE#003-PM-E072 That I haven't seen in Produforum, yet, which doesn't mean that it wouldn't exist, but I haven't seen it.
- CNE#003-PM-I022 Ok. Referring to like smaller companies not? Because the Produforum of course, the administrative part, then they have the website where they try to put everyone up. But you were more referring to those, like smaller groups?**
- CNE#003-PM-E073 Yeah, I mean Produforum is doing an excellent job. And I think they have given us the frames. They really have done everything that they can, but I haven't seen this networking really working in between us.
- CNE#003-PM-E074 And I know that I could do more and I that I can do a lot of things because as I told you, I am the only one offering it... And I wouldn't mind if there would be another yoga-therapist, we could both... We could share things, because everybody does their own thing.
- CNE#003-PM-E075 And it is of course the same thing if you paint or if you sing. So you just have to agree that: "Ok, we go there and they choose one, or if it's good, they might choose both of us." But I haven't seen this, this... No.
- CNE#003-PM-I023 Ok, so a question which is related to that but maybe even hard to answer is like your input in relation to your outcome: Whether you see that you're putting more in than you get out or the other way, in comparison to what the others put in?**
- CNE#003-PM-E076 Well, I cannot really say how much others put in.

- CNE#003-PM-E077 I know what the staff do. I mean the Produforum people, they put in a lot. Of course it's their job, I mean, it's...
- CNE#003-PM-E078 So far I think that my outcome has been bigger than my input.
- CNE#003-PM-E079 And I feel very ok with it, because every time I go to a meeting or I meet one of the people I say: "Hey, I have promised to give this lecture or this workshop, so just tell me when we can start planning it." And they always tell me: "Ok, there will be this workshop in..."
- CNE#003-PM-E080 Well last time they talked about this thing now in... after two weeks and I was traveling when they announced it, so I thought: "When I get back, I will talk about it." And now I saw that they have mainly... It was very much about Excel and business and it was like "more in the head". So... I could ask them if they want half an hour of meditation, but I don't think it's the... I mean, it's another setup there now.
- CNE#003-PM-E081 But I have told them before: "Just tell me." And I don't know how active I have to be all the time to tell them: "Hey, I... remember me." So it's a...
- CNE#003-PM-E082 Maybe one good thing would be that they could have kind of a register – I will talk to Greta – that... what everybody can offer.
- CNE#003-PM-E083 And then they could... When they arrange these things they could kind of ask people: "Hey, we would need a performer to sing or we would need somebody to do this."
- CNE#003-PM-E084 Because now you... It kind of... I kind of offer to do something and I feel like should I offer, you know, once a week: "Hi, I am here."

- CNE#003-PM-I024** You think it's like maybe, when you have these meetings every two weeks and you say it there, then the bunch of people sitting there realize it, but that might not be the ones that would like to have it, but it would be the other fifty ones that are not at the meeting?
- CNE#003-PM-E085 Yeah.
- CNE#003-PM-I025** So, like some kind of blackboard where it's always like: "Hey I do that and just call me and we can arrange something."
- CNE#003-PM-E086 Yeah. And I... Actually one reason I wanted to meet you was that I thought if you ask questions then when I try to find the answers I also find my questions.
- CNE#003-PM-E087 And I mean there is an interesting question: I am willing to offer something for free to Produforum, but if they put my name out to all these people who are active and if like 20 people call me and say like: "Would you come and do this for me?" then, you know, where is the limit?
- CNE#003-PM-E088 I mean I am willing to do anything for Produforum, for the group, for the main group, but then we would need to maybe have some agreement among us how to react.
- CNE#003-PM-E089 Or is it just that you can always contact me and then we agree case by case?
- CNE#003-PM-I026** So it's in a way... There still need to be developed some kind of tools how to make that sharing inside the project more convenient or easy?
- CNE#003-PM-E090 Yeah. Yeah.
- CNE#003-PM-I027** Do you think – I mean that's now not... I haven't had that on the plan – But do you think that those meetings there are a good start or what could you imagine maybe?

- CNE#003-PM-E091 Well, I think the meetings are a very good start and a very good way of meeting each other.
- CNE#003-PM-E092 I have been... All the meetings I have been to have this same agenda. It starts with the Produforum "aktörer" [members] telling everybody about themselves and then there's... We can ask for something, you know, what are our needs, and then it's ended. And it's always the same and it's of course that... I mean...
- CNE#003-PM-E093 I guess that the idea is that we should all, little by little, get to know each other. But the meetings really don't get you any further. I don't know... I think there's something missing. I think there should be... something...
- CNE#003-PM-E094 Because I think they meet quite often, I think twice a month, and for me two afternoons or two mornings in the month, it's a lot. I work or I prefer to do something else for myself.
- CNE#003-PM-E095 So maybe the whole... I mean it's nice to get to know people.
- CNE#003-PM-E096 When you have been to some meetings with some people and you know that they get up and you know that they get up and they talk for 15-20 minutes and you have heard the story once or twice then you don't really need to listen to it.
- CNE#003-PM-E097 And if you happen to be on a meeting with four of these people, so you sit there for an hour and you just wait for: "Couldn't that person please get to say something, because I definitely know what these people say."
- CNE#003-PM-E098 And it's... what they say is very important, it's just that if I don't need that information I really get bored when I listen to it.

- CNE#003-PM-I028** So, one should develop a new tool to make that... ok. – Well I have some ideas about that, but... – Yeah. But while in this network, and as you say you're offering things and maybe sometimes people are offering other things, would you agree on – that's a thought – is there some kind of "network currency", that's not money that you charge the others, but something else?
- CNE#003-PM-E099 Yeah, well of course you could just change services. In Finland we call it "dealing with squirrel's skins" – "ekorskinshandel". Yes, that of course would be very convenient.
- CNE#003-PM-E100 And in a way... Well nobody has asked me, but I could always do that, so people could come to my yoga and I could look, go to their performances, that would work very well.
- CNE#003-PM-I029** Like some kind of barter?
- CNE#003-PM-E101 Yeah.
- CNE#003-PM-I030** And what I thought of, also was like this if you do a lot or if you like offer your services then you gain like also reputation. That in that network context reputation is a very important thing to get the knowledge of the others, like when they see you're offering again and again your yoga workshop they see, well: "We might not be able to take it, but at least you keep offering." And so your reputation is high enough to get like their help in IT or whatever knowledge you might need?
- CNE#003-PM-E102 Yeah.

- CNE#003-PM-E103 I've... Actually now I thought of something I forgot. Like the meeting we went to last week. We were 20 people around the table and they told us to talk about ourselves.
- CNE#003-PM-E104 I do agree that some people have more projects going on, others have less, but I think it would be a good idea to tell people that you have three minutes to present yourself and in those three minutes I just tell what I tell.
- CNE#003-PM-E105 Because I was at the beginning of this circle and I thought if we are 20 people and everybody talks for five minutes it's 100 minutes so I will make it short.
- CNE#003-PM-E106 And then I realized that after that people spent 10-15 minutes and I ended up feeling like: "Mh, I could also have talked about that and that and that and that."
- CNE#003-PM-E107 So in a way I get the feeling that at the moment you can... It has to do with how much space you take and I think there there could be like a timer, so that you just let people speak for...
- CNE#003-PM-I031 ...like three minutes and cut.**
- CNE#003-PM-E108 ...three minutes and cut and three minutes and cut. And then if you are 20 people you are done in 60 minutes instead of being there for 90 minutes and five people have been talking this much and the others have said: "Well, I would like to have an exhibition." Yeah.
- CNE#003-PM-I032 Well I actually thought that when I read that. Because when I was first here in 2008 there wasn't any kind of limit somehow, so everyone could like whatever he wanted or she wanted. But then when I read: "So, everyone gets three minutes to present him- or herself." Then I thought: "Well, ok, now they are like..."**
- CNE#003-PM-E109 Yeah.

- CNE#003-PM-I033 **...and it would also encourage to think of what are you really doing and not like “Well... I am doing something...” It would train yourself, too. And I was a bit irritated when I realized, well actually no one cares whether I talk one minute or 10.**
- CNE#003-PM-E110 Yeah.
- CNE#003-PM-E111 But I guess there might also be the problem with... Once when I went to a meeting there was this fantastic professor, I don't know how many titles he had, and he is a very nice person and he is very... you know his mind goes like this... And he kept talking for half an hour. And I didn't know him, I was there for the first time and the people who were supposed to lead it they were just, you know: “Professor, please professor...” And I thought: “Well, professor or child, you are not allowed to take so much space.” But I will... this is good... I will send them a note.
- CNE#003-PM-I034 **Yeah. So what then... If there is this kind of “network currency”, also depending on how much space you take or something: Do you see or feel or maybe also experience any kind of way how to transform this kind of reputation outside of the network context to the like “food and rent context”? Like, from the barter kind of economy, that you can take something out of it and transform it to the “paid world context”?**
- CNE#003-PM-E112 Well actually, now when we talk about it, I think that my main... the main reason I don't go to these meetings is that I have been to so many meetings, where it's just a lot of one-man-shows and if it would more like a...
- CNE#003-PM-E113 If we could have the meetings like you have three minutes and in that time you're supposed to tell everybody what

you do and also what you... what's my business and what can I offer to Produforum, then maybe we could find the...

CNE#003-PM-E114 I mean it's very easy: Now at the meeting most people said: "Well, I am a producer." Ok, but does that mean that if I call you, you say that: "Yes, I can do it and, you know, it costs so much and the next opportunity is in August, I am so busy." Or does it mean that: "Right now if somebody needs it, I can do this for you"?

CNE#003-PM-E115 So I think everybody would need to be very precise with what they offer.

CNE#003-PM-I035 And then you think that could also like help you to get more out of this network and to make that also like... I mean that's a concrete output then also for the "paid economy thing", not for the "inside network barter thing"?

CNE#003-PM-E116 Well I think if we would start helping each other, if we really would start networking, then we would get to know each other and maybe see the needs and, you know, what we could do. But now we just talk.

CNE#003-PM-E117 I think we are like marionettes on a scene and we talk. And of course this is my opinion.

CNE#003-PM-E118 Maybe they have a lot of interaction between the different theaters, I don't know.

CNE#003-PM-I036 Yeah, maybe it differs from context to context.

CNE#003-PM-E119 Yeah, but so far I haven't seen...

CNE#003-PM-I037 Ok. Then we almost reached the end, but now the question is more... I mean we had a lot of ideas now what could be better and is there... What do you

imagine Produforum to be like in the next years? How do you wish the development would go?

- CNE#003-PM-E120 I wish that these big things that they are arranging, like in two weeks this Produforum workshop for two days, that they really could... That we would be a group doing it and not the people at the office trying, you know, not desperately, but trying to get people to do it.
- CNE#003-PM-E121 Or that the people at the office would know that: "Ok, we have two Produforum days and we need 16 people, eight per day or whatever, and maybe we could do half time business and half time something for the body, and which people should we ask?"
- CNE#003-PM-E122 I know that people tend not to read texts. They send you a long list of things and maybe you just check the headlines and then you don't read it. I see it whenever I give some paper to my students. They all come back and say: "Thank you, it was very nice, but I haven't read it."
- CNE#003-PM-E123 So, if they send you information and nobody reads it or those who read it don't really react then you don't get anywhere.
- CNE#003-PM-E124 And I think it would be very important that we could have like two or three big happenings with good stuff, that would be good for the network. But also...
- CNE#003-PM-E125 I mean, there could be one thing here that would be only for the network, that could be a bit more inside going, and then maybe one or two bigger things where you could invite also other people.
- CNE#003-PM-E126 And I know, for people who work with theatre, theatre is life, but not everybody is interested in that so would need to get the diversity, too.

- CNE#003-PM-E127 And I have very big hopes on this day that they are planning in Espoo in the fall. The space is good and I hope it works out.
- CNE#003-PM-E128 I have been taking part in many exhibitions where we were supposed to do something together and I have some good experiences but mostly my feeling is that people don't really... I mean, it's nice to do something together, but it's not nice if I have to be smaller or to react to somebody else's needs.
- CNE#003-PM-E129 Well, anyway, so I think there are some questions to solve before we get on and I do think that maybe it would need some more action from the people at the office.
- CNE#003-PM-E130 Because now they have built this fantastic tray for us, but if nobody, you know... We are like fish swimming there and they have... No fish catches the "" ... So I don't know how to get us working together.
- CNE#003-PM-E131 And I get, you know, from all these people I... They... Sometimes they advertise: "Here is... I am a new "grafisk planerare" [graphic designer], go to my website, I can do anything." But I don't know if Produforum is the right platform for that kind of advertisement. We would need to go out with it.
- CNE#003-PM-E132 So maybe the thought would be that we all pool our contacts and then we get a fantastic base and from there we could send it out.
- CNE#003-PM-E133 So... But how many are willing... I don't even know if it's willingness, like... Myself, I have a register of clients and they have agreed that I can send them information, but I am not sure that they would like me to give their contacts to some network and the would start getting...

- CNE#003-PM-I038** **Yeah, you have to have some kind of privacy policy or something. You can't just...**
- CNE#003-PM-E134 Yeah, yeah. I can't do it, no.
- CNE#003-PM-I039** **I guess there are also limits by law. Like how far you can go with that. At least there are in Germany, I guess there are in Finland, too.**
- CNE#003-PM-E135 Yeah. Yeah.
- CNE#003-PM-E136 So I guess what I could do is, I could, sometimes when I send out a newsletter, I could tell them that: "By the way: I'm a member of Produforum and if, you know, want to know more about it go to the homepage." That I could do, but I couldn't give their information to Produforum to send out to everybody.
- CNE#003-PM-E137 So in a way I do think – It's interesting, I get new "aha-things" – it's really important what they tell us all the time, from Produforum. They tell us: "Go to the homepage and spread this to other people."
- CNE#003-PM-E138 I think maybe one good thing to do would be to send some kind of letter by snail mail, because I personally think that e-mail is not a very good way of telling people about things.
- CNE#003-PM-E139 I see how much information I get every day and if I'm in a hurry I just think I read it later. I might even mark it with a star or something and then months or half a year later, when I go through my trash or mailbox, I find them because they just vanish so fast.
- CNE#003-PM-E140 And specially now, when people are on linked.in or facebook and they get all these notifications... I mean you could have... Your lists are endless.

CNE#003-PM-E141 And that's why I think maybe it would be good to do something by snail mail. I will ask them.

-- Interview paused and resumed --

CNE#003-PM-I040 Yeah. I mean we were almost through, I would just... If you have anything to ad, what you think I should know or one should know about the Project or what you would ad?

CNE#003-PM-E142 Well, actually, I hope that you have some use of this for your project and I think that this conversation helped me to, kind of, point out what I need to talk to Produforum about, because I do believe it's more important that I talk to them then that I talk to you, to be honest. I mean, of course, both, but it's a bad habit we people have, that we tend to complain about things between ourselves instead of going to where we want to. So I will discuss these things and at least mention them. And then I hope that... You're doing your... ?

CNE#003-PM-I041 Diploma thesis.

-- Off topic interlude, Interview already ended but turns back --

CNE#003-PM-I042 ...to get some kind of basis. What are the people... How are they using Produforum? Does it help making a living on with what they are doing, like producing theatre or being a freelance artist? Or, is there some use of this network, can they transform the "network currency" into some "real world money" to pay their food and bills?

CNE#003-PM-E143 Well, if you put it that way, I do, for me, I think that the Produforum thing that there is a Produforum and all those people belong to it, it kind of gives it stamina in the society.

CNE#003-PM-E144 And so far it's very good, but really then this real networking I don't know how much that works and I don't know what the books say about it...

CNE#003-PM-I043 They are mostly on like open source and online related things. So my approach was to say: "Well this is what works in programming and online and people that might have a well paid jobs – like IT-persons aren't usually the ones that suffer from money or something, but they can afford to add something to a certain kind of network, may it be linux programming or wikipedia article writing. But how does that look like in the cultural field and artistic sector?" Where there are not like jobs in behind that serve you with a 3000€ income a month on a stable bases and you can go crazy in the networking, because you just don't have to care how to make a living on that. But those people now [cultural workers, artists, etc.] are using the network also like to foster their like paid jobs, or to make a living on what they do and what they want to do. Because they don't want to sit there and program, they want to do theatre or paint or whatever, but still they have to survive on that.

CNE#003-PM-E145 Yeah. Well, of course it's a difference if you are or if...

CNE#003-PM-E146 Well, myself and I am the product. I don't sell anything besides.

CNE#003-PM-E147 Then when I go somewhere and I do something for free, I, it's really this much, kind of, away from my...

CNE#003-PM-E148 And if you can sell a service or something that somebody can use that you already if, it's a different thing. Of course you are still providing something.

CNE#003-PM-E149 Well, it's interesting, it's really interesting. And I hope that your thesis or whatever you get to, that really will help it.

-- Recording stopped —

CNE Interview #004

- CNE#004-PM-I001** So the first question is just for statistical reasons, it's for your year of birth?
- CNE#004-PM-E001 It's 1972.
- CNE#004-PM-I002** Ok. And then for your type of job. What would you describe it?
- CNE#004-PM-E002 Well. I am a producer, of course. Or, what should we say? I don't know. I am...
- CNE#004-PM-E003 Maybe I do the things that other people wont do... No, no no. I mean, we try to... In our company, it's a very small company, so we try to do things together, but... or we always do things together.
- CNE#004-PM-E004 But I am in charge mostly of doing the budgets along with my boss and making lists of people who are in our plays and making phone calls to get people to the play, to get audience to the play and, of course...
- CNE#004-PM-E005 And then I do stuff like building things in the play and things like that. That's not my job, or I am not educated in that, but if you don't have any money someone has to do it. So that we all do, all the people involved in our company.
- CNE#004-PM-E006 So, but my main job is... I don't know, I think I am the right hand of the boss or something like that? No. I don't know, it's pretty – when you say you are a producer – it's pretty wide, you can do almost anything, or, you have to do almost anything.
- CNE#004-PM-E007 So, but I try to stick with the finances and bills and that sort of stuff.

- CNE#004-PM-I003** **And you said you have a boss, so you are working at a company, so you do it basically as an employed person and not as a freelance person?**
- CNE#004-PM-E008 Yes, yes, I am employed.
- CNE#004-PM-I004** **And you don't have like other kinds of things you do as a freelancer or what you call it in Finnish, the "toiminimi"?**
- CNE#004-PM-E009 Yeah, yeah. No, I don't have another company on the side. I don't think I have time for that.
- CNE#004-PM-E010 I also starred in one of the plays that we had. Or starred that's not correct, I had two lines or something like that.
- CNE#004-PM-I005** **So how would you then best describe your product?**
- CNE#004-PM-E011 The product that I work with? Well, basically it's theatre. You do things that you do a theatre.
- CNE#004-PM-E012 But we are only three that are employed all year around, so you have to do everything. Sometimes you have to clean the toilets and sometimes you have to...
- CNE#004-PM-E013 The ideal, it would be that someone was... Well now we have one who's in charge of marketing and me who's in charge of economics and other stuff. Like the spider in the web or some... Checking that everything is ok during the production and then you have the third person who would take care of the selling of the product, but...
- CNE#004-PM-E014 And then you have persons who are at the theatre building, so we don't have to do those things also.
- CNE#004-PM-E015 But, yeah, things you do on the theatre.
- CNE#004-PM-I006** **Ok, so you joined Produforum then through the company?**
- CNE#004-PM-E016 Yes, yes.
- CNE#004-PM-I007** **Well, I already know when that was. Well, the company joined 2007. When did you join?**

- CNE#004-PM-E017 Actually I got employed the sa... Well, we moved... The first thing I did as a producer was to move all the stuff from the old office to here, or to the other.
- CNE#004-PM-E018 I was actually employed in 2006 on the company also as a light... and as a – I don't know what you call it in english – "inspicient" [stage manager], you know what I mean, in charge of the stage and the point was, I was gonna be on stage also, but then they decided that my role wasn't...
- CNE#004-PM-I008 So you joined Produforum also in 2007 and that was the time when you started to work in Korjaamo?**
- CNE#004-PM-E019 Yes, yes, yes. Yeah, yes, yes.
- CNE#004-PM-I009 So the main motivations are of course the ones... I mean you couldn't decide for yourself whether join it or not, so the main motivations to join Produforum are given by the company?**
- CNE#004-PM-E020 Yeah, but... Well, I studied at Novia – or Yrkeshögskolan Sydväst like it was called then – and they were there when there started up the idea for Produforum, so I was in it for the beginning.
- CNE#004-PM-E021 We had a lot of seminars that we sat at and had the ideas and the thoughts that what should Produforum be. Some people had other thoughts.
- CNE#004-PM-E022 And we the students and some others were like this: the only thing we need is a place to work, a computer, a copy machine, a printer, that's it, then we can start thinking about clouds and flowers and things like that, but you have to have somewhere to sit.
- CNE#004-PM-E023 And the main point why Produforum is so good, because if you sit together, then it's making your job much easier, than everyone sitting outside and in the town. Here you

just stand up and ask a question and someone knows it. Otherwise I have to call six people, maybe.

CNE#004-PM-I009 **So, so you were like in the founding process involved like when you said you had like seminars and stuff. So the main motivations as you described it now was to create a space where you have some kind of backline for people that work with culture that don't want to or can afford to rent an office themselves? Where there other motivations that you thought... that why you were involved, or that made you create that space?**

CNE#004-PM-E024 Yeah, yeah... I was maybe not so involved as other persons were, but a little bit.

CNE#004-PM-E025 But the main motivation is that I think, that if you... the more people you are, the easier it gets and you don't do the same mistakes that other people do or you don't do the same mistakes that other people have already done. Then they can say: "No no, don't do that, I did that, it was horrible, do it like this instead."

CNE#004-PM-E026 And then... I don't know if there's another motivation, I think the other motivation might be to have that, if you sit and you just say something, nobody listens, but if ten people say the same, somebody listens, so that's one of the motivations I think, also.

CNE#004-PM-I010 **So it's also about to share the knowledge and to learn from each other?**

CNE#004-PM-E027 Absolutely, absolutely.

CNE#004-PM-I011 **So, of course the theatre is offering things to Produforum, but what are you self offering for the network?**

CNE#004-PM-E028 Yeah, let's see... knowledge, of course, but probably everybody says that...

- CNE#004-PM-E029 I am in, also, in lots of groups. Produforum has a lot of groups.
- CNE#004-PM-E030 We have a “shadow-company”, I don’t know if you should call it like that, that’s called “Produforums vänner”, that I am in the board. I don’t know if you’re allowed to talk about it, yet, but anyway.
- CNE#004-PM-E031 Yeah, that I do and of course I sit at Produforum every day, so people can come and ask me things about what’s going on and how do I do this and things like that.
- CNE#004-PM-E032 And I was also in the “No Borders” that we had, so I was there and helped. We had one... Our company had the space, we run our space, so I was in charge of that space along with my other colleague.
- CNE#004-PM-I011 Just to add it: The “No Borders” conference, which took place in August 2009 and will have a second part now this year.**
- CNE#004-PM-E033 Yeah, yeah. In Tampere, that I am also involved in right now.
- CNE#004-PM-I012 So you do a lot of support?**
- CNE#004-PM-E034 Yeah, I try to, I try to.
- CNE#004-PM-I013 And what are the things that you ask from Produforum?**
- CNE#004-PM-E035 Well, the obvious: a place to work.
- CNE#004-PM-E036 And I think it is important when you work with culture that you have the place where you work where the culture happens. Often they are in the big cities, like Tampere or the capital cities.
- CNE#004-PM-E037 When I started my study at Sydväst, we were located outside in Köklax. It’s about 25 km from Helsinki, but that’s a disaster, because you have maybe one hour lecture there and then you have to be in some seminar or

some art museum or something like that in the city, so often you were just: "Ok, but I don't go to the lecture, I just go the seminar directly instead" So, that's important.

CNE#004-PM-E038 And of course I count on, if I give support, I count on to get support back, of course. Which I have, which I have, it's really nice...

CNE#004-PM-E039 It makes the job a lot easier, if you just can pop the question: "Hey, does anyone know a good rental car company or something like that?" "Yeah, yeah, yeah, use that one we had, it's perfect, it's cheap."

CNE#004-PM-E040 And maybe also, when Produforum now is getting bigger and bigger and bigger and bigger...

CNE#004-PM-E041 The seminars that they are putting up it's really good, but the point is, when you... You often don't have time to go there and that's a little complicated, because of course you have to have seminars on the weekdays. You don't want to go to the seminar when you are on a holiday or something like that.

CNE#004-PM-E042 But maybe there are little too many seminars sometimes, so you can't go to everyone. So maybe they should hold less seminars, but maybe for longer times. So then you know: "This time I am gonna be gone for three days", then you can... instead of two hour seminars. I don't know if that gives me that much.

CNE#004-PM-E043 I don't know if I answered the question.

CNE#004-PM-I014 And, as you said that you're sitting around here at Korjaamo, between all the others that pop in, and you're giving a lot of support: How connected do you feel with the other members, not just the ones that are sitting here from time to time, but also the ones that are in the ever growing Produforum?

- CNE#004-PM-E044 Yeah. The ones who are sitting here, I feel very connected to, the other ones I hardly even know. Maybe I know the names of them, but I don't know what they do, so that's – I don't know if it's a problem – but yes of course it's a problem.
- CNE#004-PM-E045 The point is, maybe when you work with theatre and you don't have... You should have much to learn about... with the other, but you don't maybe have time.
- CNE#004-PM-E046 So that's why I think... if everybody would sit at the same place that would be really, really good, because then you would start knowing. I mean, for example one of the – I don't know what she is an artist, painter or sculpturist or something like that – I didn't know her at all, I didn't know she existed, but then she started to sit at Produforum and now – she does really interesting stuff – and that's really nice.
- CNE#004-PM-E047 That's one of the inputs that Produforum has and then you can learn from her and she can learn from us and then that's perfect.
- CNE#004-PM-I015 And the connections you have here: Would you describe them as very personal relations or are they on the professional level and they are staying there?**
- CNE#004-PM-E048 I think they are pretty personal, yes, to some of the persons who are sitting here.
- CNE#004-PM-E049 You have to try to hold it at a professional level, but I am a having a hard time with that.
- CNE#004-PM-E050 I mean personal, I don't mean "personal personal", because I knew these people long before Produforum started so that's what... They are my friends, most of them, also.

- CNE#004-PM-I016** **And this friendship, I mean, that's good I think in one way, but how do you feel then, like if you think of making money of what you actually do when you work with all your "friends"? Is it hard to charge them, or do you think of charging them and how you deal with that?**
- CNE#004-PM-E051 Yeah, mh... On that level I think it's pretty professional, because I don't see it as hard, that charging.
- CNE#004-PM-E052 I mean, ok, you have to make a deal, I mean, if they don't want money maybe they can give me something else, but that's also the good thing about being friends with who you work with, because you can make deals that are not so... they are good, but not that good.
- CNE#004-PM-E053 Instead of giving money they give one week free rehearsal space or something like that.
- CNE#004-PM-E054 But, no I don't see it hard, I see it... I thought about it the last month actually pretty much.
- CNE#004-PM-E055 I see it hard that if I work... when the people I work with, there are really close friends also, and I see it really hard to getting angry at them.
- CNE#004-PM-E056 If something annoys me with them I see it really hard to tell them that, because then I think: "Oh, no, no... He's gonna be crossed with me for a while, on the personal level." And that makes me a little bit frustrated, because sometimes I just want to yell: "Come on, please, just do it, it takes five minutes!" or something like that. That's the downside with to be friends with the people who you work with, I think.
- CNE#004-PM-I016** **And, like you said that you can exchange things or like arrange some kind of barter – the one can't give you money, then he can give you a week of free rehearsal**

space – so, by giving stuff and so on, do you think there is some kind of “network currency” like maybe reputation or something, when you share, or?

CNE#004-PM-E057 I don't know. That's an... I think... I think that if you are nice to people they are nice to you, too. I think that's the main thing.

CNE#004-PM-E058 And I think also if you say: “No no, you can be there for three days.”, then they gonna remember: “Oh, we got there for free, now he needs help moving a piano, let's go and help him”, or something like that.

CNE#004-PM-E059 I don't know... I don't know if it's starting to become more that you don't need the money, that you help people on the other way.

CNE#004-PM-E060 I don't know if it... Maybe it sounds a little bit not legal or something like that. But I don't think it is that. But it sounds like it – ok, I give you that, you give me... we don't have to pay any taxes, we don't have any income. And that's a little bit... I don't know if it's border-lining. But I think it happens everywhere so I don't think that's a problem.

CNE#004-PM-E061 But what do you mean, net community? Do you mean something like that you, like facebook or something like that, that you write in: “Ey I have this and this and...”?

CNE#004-PM-I017 No, I mean... I mean you do a lot of sharing. Like when you offer your support and then you said before then you count on getting support back. And by giving this support, other people will, like reward you, but maybe not with money. They reward you with sharing the knowledge they have?

CNE#004-PM-E062 Yeah. Yeah. No, absolutely, absolutely.

- CNE#004-PM-I018** **So, but with that knowledge you can't in the end of the month, like, pay your rent.**
- CNE#004-PM-E063 No. No, that's true. That's true.
- CNE#004-PM-I019** **So, you have... What I was thinking of: That this works very well in the network context, you give something and you get something back when you need it. But how do you for yourself transform this very well working "network economy sharing kind of thing" into the "paid world context" to pay your food and your rents? Is there something?**
- CNE#004-PM-E064 No. I don't know. I really don't know. I think... No, actually I don't have an answer to that one, because if I had I maybe would be very rich. [Laughter]
- CNE#004-PM-E065 No. That's one of the problems, yes, because in the heart... Or in... You need cash to eat. You can't say: "Well, I can come and do a budget for you and I don't have to pay rent for a month." That doesn't work. That doesn't work when you don't know people.
- CNE#004-PM-E066 No, I am sorry, I can't answer this question.
- CNE#004-PM-I020** **But if you could you would prefer the "network economy thing" to work a lot more there, if the food and rent would be provided?**
- CNE#004-PM-E067 I think that that would be a big problem, actually... No, no, not... I think that it would make it more complicated.
- CNE#004-PM-E068 I think money is good. Then you have money. How many squares do I have to pay to get one beaver, I mean? In that way money works really good. Then you know, you all know, you have one euro, that's one euro, the end.

- CNE#004-PM-E069 One budget, how many days rent? That would be, I think, a really complicated system that you have to... a lot of more paperwork than you already do, I think. Yeah.
- CNE#004-PM-I021 So, how do you think, can you describe the outcomes you personally have out of Produforum?**
- CNE#004-PM-E070 I think... Somehow there have been now so... I am getting so used to them, so I don't know what outcomes are anymore.
- CNE#004-PM-E071 For me I think, that you get a bigger... More Information about the whole cultural society in our Finnish-Swedish speaking society. It's like a little country in a big country or something like that.
- CNE#004-PM-E072 Maybe... I think Produforum makes you better at your job, because of the information and the knowledge you get from the other persons.
- CNE#004-PM-E073 And you make fewer mistakes when you are together, I think.
- CNE#004-PM-E074 That's the outcome, I hope. Yeah.
- CNE#004-PM-I022 Is it also some kind of that you gain fun or a better atmosphere while working here and with all those colleagues or is it... You said one of the first things was you moved the equipment from the old office spaces to here. So you worked also at the old office spaces?**
- CNE#004-PM-E075 Yeah, about a month or something like that.
- CNE#004-PM-I023 Yeah, but still. How would you describe the working atmosphere here compared to that other? Is there something?**

- CNE#004-PM-E076 Well the other office that was just me. So that was pretty boring actually. And it was a little office with little tiny windows and really dark.
- CNE#004-PM-E077 So, yes the atmosphere is much better, when you work with other people. If you are a people person. Maybe there are people who like to sit...
- CNE#004-PM-E078 But yes, it's more fun to work here. And that's also one of the re...
- CNE#004-PM-E079 Yeah, maybe one of the outcomes is that you can, when you work with other producers, you can share also the... talk shit about the actors or directors, because you know that they have had the same problem with...
- CNE#004-PM-E080 So, it's also like a therapy session or something like that...
No. Yeah, maybe. That you can say: "Do you know what this person did today, blablabla..." And then he'd say: "Yeah, I know because last week this person did... How? Why?"
- CNE#004-PM-E081 And you share your thoughts an feelings with colleagues with the same problem and that's really good also.
- CNE#004-PM-I023 So, talking about the outcomes and formerly about the inputs you give to Produforum: How do you think, how do you consider the amount of your input you give to Produforum compared to that one others do and compared to the outcome you get?**
- CNE#004-PM-E082 Well, I think I do more than most of the other people at Produforum. Not all, not even the most. But I think I do more for incomes for Produforum than most of the other actors do. Actors? No, not actors... Other people in Produforum, yes. But not at all at least as much as some people do.

- CNE#004-PM-E083 But that's a little bit disturbing also, when you do a lot of work and then people don't show up and they don't have time and then yeah ok, then we have to decide this with or without you.
- CNE#004-PM-E084 Then you decide it and then the complaints come: "Why do we have to do this and why this wasn't this...?" Well: "Come to the meetings and say your opinions, we'll try."
- CNE#004-PM-E085 But I think the incomes and the outcomes are equally the same, I would say. I haven't...
- CNE#004-PM-E086 We used to have this list, that we had to fill in, but I haven't done that for a year I think, because I forgot.
- CNE#004-PM-E087 But it gets a little... In the beginning you were of course more involved, because when you start up something new you have to be more involved, but I try to, now, do the things I only need to do, because otherwise I don't have time to do my job that pays me money to pay the rent. Of course I have a wife, so she could pay the rent... [laughter] No, no no.
- CNE#004-PM-E088 No, actually I think it's a pretty good system. It needs to be improved, of course, but every system needs to get improved and grow and get better.
- CNE#004-PM-E089 But sometimes... once there was the time here when I thought that, now, this Produforum thing is getting so big, so no one knows what happens, no one knows what the other food does, but I think they got it under control now. I think it's starting to get better.
- CNE#004-PM-E090 It was a little un... We didn't have any persons who were taking care, just one at that time and you can't do it all. But now we have good persons everywhere.
- CNE#004-PM-E091 There are some things in daily life when a printer doesn't work and blabla and such things, but that you can go and

tell for yourself. You don't need a person to say: "Hey, go and tell him to fix the computer." You have to do it – not to do it yourself, but you can make the call yourself. And that's also one of the main things with Produforum, I think.

CNE#004-PM-E092 But I would say, that also the Produforum, that you get to sit here for free – or not for free, but you don't have to pay any money, no rent – that's brilliant, that you just pay with your knowledge and help to get Produforum on the move.

CNE#004-PM-E093 That's, I think, that's the basic. If it wasn't like that, I don't think it would work. If we all gonna have to pay for...

CNE#004-PM-E094 Well, some day we have to pay for it, because the project ends at 2013 and then we have to come up with new ideas and that's why we have this "shadow company". But that's you're not supposed... It's like batman, it exists and it doesn't exist.

CNE#004-PM-I024 Well I mean it's a supporting company which is I think quite usual nowadays to like have something like this. And also Korjaamo has like lots of different types of juristic entities to get it done what they do. I wouldn't say there's anything about it.

CNE#004-PM-E095 Yeah. Yes. There was an – no, how's your swedish now? There was a big article now about Korjaamo in yesterday's paper.

CNE#004-PM-I025 Yeah, I tried to read it, but didn't really get the point, but we could talk about that later.

CNE#004-PM-E096 Yeah, yeah.

CNE#004-PM-I026 Well, you were already talking a bit about the improvements that need to be done or something. So, what would be your vision for Produforum? How would you think, it should look like in five or ten years and

what do you think it gives to you then or you want to give there?

- CNE#004-PM-E097 Well, my vision... I think I have another vision than the other persons.
- CNE#004-PM-E098 I think that it would be better if Produforum would have small enclaves or something like that, like Produforum Nyland, Produforum Åbo (Turku) and not the big.
- CNE#004-PM-E099 I don't think that you should have... Maybe you have to have a big organization but I think you should start with, to build up the smaller organizations first and make them work and then you can bring them together.
- CNE#004-PM-E100 Because the needs – we are not that big country but we are still quite a big country – and the things are different in the different regions, that you need. Maybe in some regions you don't need a place to work, maybe there already is. Then you need networking and things like that.
- CNE#004-PM-E101 But I think that you should start to do the smaller things and then make it bigger. So I don't think this "Produforum Riks" that we have now, I really don't think that's the way to go, to start big and then... I think to start small and then you can make it bigger. But that I know I am a different opinion of everyone else, so...
- CNE#004-PM-E102 We actually discussed it a lot a this "Produforums Vänner" and I think one of my colleagues thinks the same as me, that we should start to build up Produforum Helsingfors [Helsinki] or Produforums Vänner Helsingfors first and then make it... just have the basics, the frames, and then just give the frames to the other regions and then they have to make their own.
- CNE#004-PM-I027 **But isn't that just what Produforum Riks is trying? To, like, transform this kind of toolset, the frameworks, from**

one place to another and then let them do whatever they make out of it?

- CNE#004-PM-E103 Yeah, I hope so, I think.
- CNE#004-PM-E104 But I got... Somehow I got a different... I didn't hear... When they talked about it, I heard something completely different.
- CNE#004-PM-E105 So, maybe you are right, I don't know. I hope, I hope. Then I think exactly as the same as the others.
- CNE#004-PM-E106 But I... I think that they are trying to make the Produforum Riks the frame and I think you have to make Produforum Helsingfors the frame and Produforum Turku the frame and Produforum Vasa and Produforum... And then you take those frames and make the Produforum Riks frame.
- CNE#004-PM-E107 I hope... I don't know if I made myself clear, but I think they are trying to do the frame first and then paint the picture. But instead: Paint the picture and then do the frame.
- CNE#004-PM-I028 Ok. And, well, a bit more to the picture and less to the frame. How would you want the picture to look like?**
- CNE#004-PM-E108 Yeah, yeah. Well the picture would look... The basis we have now.
- CNE#004-PM-E109 Then maybe for my kind of companies – well we are all the same, cultural companies – maybe you should also have an administration, maybe? That works for... – not an adminis... – Or, yeah an administration that can sell products to the other... for not, not for money maybe but that you put some input in. That maybe you have a lorry or something, or a car, that people can have or... and maybe some person who works with numbers and the budget and econimcs... I mean...

- CNE#004-PM-E110 So you can go to that person and say: "I have a problem here, can you help me?" "Of course, yes!" So you don't have to outsource everything that, so... And then it comes back to you... No no, it's really it's... "I will show you." And then you know that stuff. So in in...
- CNE#004-PM-E111 Maybe that's just what Produforum Riks is trying to do, I don't know, I haven't been to so many meetings, so I don't know.
- CNE#004-PM-E112 But try to cut the costs, that if you do it together then you don't have to... If you just have one people who do the economy then everyone can go for him or her for help and then you don't have to... Some company have this law firm and that law firm and, not law firm, but account firm. So you have one that works, just for the companies in Produforum.
- CNE#004-PM-E113 And, of course, I think also that you should try to make, for example, the art or the paintings and art and sculptures, to take them into the theatre – not into the play, but into the... You have, you have an exhibition. You take a sculpturist and say: "Hey we have this play, do ten works about this play and then we put them out for sale in our foyer." And then people can watch them when they come to the theatre and everybody gains at that, I think. I hope.
- CNE#004-PM-E114 And... Yeah, maybe if you have producers or economy people, they can help also... You have a small pool, something like that, with people wo can... "Hey, we need help for one week." "Ok, we will send this person." "What do you need?" "Well, we need, there's a problem with the blabla, with the budget, we don't know." "Ok, we send 'Maik'. He's perfect, he knows numbers and stuff

so he will fix it in two days." I think that would be pretty...

CNE#004-PM-E115 It doesn't cost anything, you give us space for rehearsal or something like that for one week or, "No we need that and that..." I think it could work.

CNE#004-PM-E116 But somewhere they have to get paid, so you have to have incomes from some other places and that's if you have something... If the actors [members] in Produforum are paying rent or something like that. It can't be that big, but a symbolic sum, then you maybe have one person that you can hire and then you get some finances from other places you can hire another person.

CNE#004-PM-E117 Or if you don't want to stay at Korjaamo anymore all the Produforum actors [members] maybe pay 100€ a year or something like that and maybe then you can rent a place that's your own and then you have the stuff there.

CNE#004-PM-E118 Was it ok?

CNE#004-PM-I029 If it was ok for you, then it was ok for me.

CNE#004-PM-E119 Yeah... Well it's a little bit flowers and clouds... It's really hard to put your thumb down on what's wrong, what's right, what's good. Yeah.

CNE#004-PM-I030 Is there anything you want to add that hasn't been asked, yet and you think that should be said?

CNE#004-PM-E120 No. I think that the actors [members] at Produforum have to get more involved. Not just a small group of them. I think all of them have to get involved. Otherwise it's not gonna work, I think. That's the main problem.

CNE#004-PM-E121 I know how hard it... I know that it is hard to... "I can't go to this meeting, I have to do this, I have to do this." I know

it's hard, but some actors have... I have never seen some actors and that's a little bit... idiotic.

CNE#004-PM-E122 So I think that's what I like to add. Get more involved!

CNE#004-PM-I031 Ok. Well, I think that was a perfect ending, so then it was that and thank you for the interview.

CNE#004-PM-E123 Thank you.

CNE Interview #005

- CNE#005-PM-I001** Yeah. So the first question is for statistical reasons, it's for your year of birth.
- CNE#005-PM-E001 My year of birth, it's 1970.
- CNE#005-PM-I002** Ok, and then the next one is: How would you describe your job?
- CNE#005-PM-E002 My job? Well, I think it's more or less – what I do, I am a producer.
- CNE#005-PM-E003 I run a booking agency which arranges gigs for mostly musicians, but other artists as well, actors, stand-up comedians – or is it comedians? – and arrange different kinds of events on demand for different kinds of companies, small, smaller and bigger.
- CNE#005-PM-E004 So, but I would call my roll as a producer, because I do it from scratch, everything from planning to then supervising everything. So, I think.
- CNE#005-PM-I003** And you do that as – like this company is your own – so you are like freelance with it or like the “toiminimi”-thing, or?
- CNE#005-PM-E005 Oh, it's a company. It's a limited company, actually. I'm not sure if it... what is the right, correct word...
- CNE#005-PM-I004** Well, yeah, limited is like that...
- CNE#005-PM-E006 Yeah, yeah, ok.
- CNE#005-PM-I005** Ok. So you're the head of it, do you have any kind of employees there or is it just you?
- CNE#005-PM-E007 Temporarily, yeah. Mostly on summer times.
- CNE#005-PM-E008 They are working in different kinds of projects or... We have one client which is a cruising ship, so there are

people working there during the summer time, for example.

CNE#005-PM-E009 But mostly, I mean, the permanent staff is only me.

CNE#005-PM-E010 So I hire on demand then, what the need is.

CNE#005-PM-I006 So, as it is a booking agency, how would you then best describe your product, what is the thing you sell?

CNE#005-PM-E011 I think it's... it would be artistic or entertaining program, more or less.

CNE#005-PM-E012 And I myself call them projects.

CNE#005-PM-E013 But they are different kind of gigs, actually. Entertainment, actually.

CNE#005-PM-I007 So, when did you join Produforum then?

CNE#005-PM-E014 In the beginning of 19... no sorry not nineteen hundred, 2009. January 2009, so I have been here now almost one and a half year.

CNE#005-PM-I008 And what were your motivations to join Produforum?

CNE#005-PM-E015 Well, actually the company... my company has been much more bigger, or actually I kind of inherited it. It was a family business.

CNE#005-PM-E016 And since I am now working alone, mostly, so I felt that I would need a kind of network to be stronger.

CNE#005-PM-E017 And, of course, because it might be sometimes quite lonely to work alone.

CNE#005-PM-E018 Of course I have different kinds of cooperative partners, but I mean the biggest motivation was to come in in a kind of network that works on a same field. Different kinds of... and then maybe benefits each other.

CNE#005-PM-E019 Because I have had, or the company has had a lot of projects in Sweden for example, so the kind of language

territory is familiar also. And not to mention that half of my family is swedish-speaking, so it was kind of...

CNE#005-PM-E020 It felt interesting and I felt that it might be good for me to be one member in a group.

CNE#005-PM-I009 So it was rather the working environment, the whole thing? Not that much the, like, monetary benefits like the working space you get for free?

CNE#005-PM-E021 Well, that was one good part of what I then learnt afterwards, that: "Ah, ok, you do like this."

CNE#005-PM-E022 But more or less the network.

CNE#005-PM-E023 I mean, the information and people and companies or groups benefitting each others know how. So that was, what I was first interested in.

CNE#005-PM-I010 And what are you offering to the network, or what did you offer when you were applying, but that might be the same now?

CNE#005-PM-E024 Yeah, well, job possibilities for different kinds of artists, because we do... we have projects that require for example actors.

CNE#005-PM-E025 And of course the language is the key, so we have lots of cooperative partners in Sweden as well.

CNE#005-PM-E026 And the other one, my own input, is that my mother tongue is – although I come from a swedish-speaking background – my own mother tongue is finnish, so I could do the translations. And I've been working as a editor – not editors, but as... is editor the person who writes the...? Yeah. So I have a good touch for the finnish language, so that was my offer. And that I could help other people with translations or doing corrections or whatever that would be.

- CNE#005-PM-E027 But the job possibilities, they were the number one issue.
- CNE#005-PM-I011 And what are you asking from Produforum? What did you want to get out of it? Or are you asking for...**
- CNE#005-PM-E028 Actually, well, the working space was a very nice surprise, so that was quite one crucial thing.
- CNE#005-PM-E029 But also information of what is happening, because this is a good platform for the swedish-speaking, I mean, minority culture. So hearing that what is going on.
- CNE#005-PM-E030 And actually I got a project from Produforum as well, last spring, which was quite big actually and I was quite happy of it. And I also... it was a little bit different what I had been doing...
- CNE#005-PM-E031 Actually I got, sorry, two job possibilities in return, so...
- CNE#005-PM-E032 Eh, what was the question again, you asked?
- CNE#005-PM-I012 What you asked for. So, what are your needs?**
- CNE#005-PM-E033 Yeah, yeah. But the number one need, actually, was then the working space and the information. So, what is going on then.
- CNE#005-PM-E034 And how could I develop the company to be more in the cultural sector, because it is a private company, so I mean, kind of mixing those two.
- CNE#005-PM-E035 I am also doing my masters thesis and I'am handling this kind of issues: How could private and public sector benefit each other. So I think Produforum is kind of an example for that as well.
- CNE#005-PM-I013 Ok. And you're working here at Korjaamo, so you are very often at that space. How connected do you feel with all the other members, but not just the ones that are sitting here, like you, but also the ones that are not here on a regular basis?**

- CNE#005-PM-E036 Well, those of course much more seldom, whom I don't meet.
- CNE#005-PM-E037 But those who also sit here and work here, they have become more familiar and I've been doing something common with a couple of members as well.
- CNE#005-PM-E038 So of course it affects, that you see the people and meet the people and talk with them and then you learn, you hear what they do and you tell of your own projects or jobs that you're doing.
- CNE#005-PM-E039 So there is... I see that there is a difference between those who are in the network but you meet seldom, for example in the meetings, and those who are here. So it's kind... I feel it's... that... Or it keeps the picture that they are more active who sit here, which is of course not the truth, because you don't know what the others do. So I think it's a very big impact on that.
- CNE#005-PM-I014 And how would you characterize those connections, those relationships? Are they rather... Do they stay on a very professional level or do they also tend to, like, go into friendships or something like that?**
- CNE#005-PM-E040 Maybe more on the professional level, but with...
- CNE#005-PM-E041 Of course, the more you sit together with people you tell about your personal life and ask and the other ones tell of their personal life and so it's kind of collegial relationship with kind of friendliness in it.
- CNE#005-PM-E042 And some of the people I – because the world is so small, and I feel this so small – I tend to meet them in other surroundings as well. So, but I would not say that anyone would have become a good friend of mine. But of course it is a very, very friendly atmosphere and we share

different kinds of things of our lives and our jobs and everything.

CNE#005-PM-I015 **And does that have an impact on the things you're selling or your services and products, like, when it is a very collegial, not friendship, but tends to be like that kind of relationship, can you there... do you charge the others for services you do for them or like, outside of the network context?**

CNE#005-PM-E043 Well, inside the Produforum I don't charge anything, because it's the kind of way that the thing works.

CNE#005-PM-E044 But of course outside Produforum, if I mean anyone, any client or possible customer would contact me, then of course I would charge, but not inside.

CNE#005-PM-E045 And actually we share quite much of informations that if someone knows... Someone might ask that: "How do I count the salary?" So those ones who have the experience for example, because I have employees I know how to do it, so I might give the informations and of course not charge anything.

CNE#005-PM-E046 It is the product in Produforum, that we share information.

CNE#005-PM-I016 **But yeah, but this like all day work and sharing that doesn't affect that – and that you get to know the people better – that doesn't affect that, like when they... when you have those events going on and something, that it feels strange to charge people for the tickets or something, that doesn't occur?**

CNE#005-PM-E047 No, actually I think I haven't had such a project or event.

CNE#005-PM-E048 A couple of members I have been... I have bought services from them for some occasion.

- CNE#005-PM-E049 But so far I didn't have anything such that I would have been charging them. So it has been quite the vice versa.
- CNE#005-PM-I017 Ok. So, what would you describe the outcomes of Produforum to you, for you personally?**
- CNE#005-PM-E050 Personally? Well, the thing I enjoy most is the collegueship. That there is a kind of...
- CNE#005-PM-E051 Of course we all do our own jobs and businesses, but yet, of course, you cannot... You hear what the other ones are talking, what kind of things they are doing with their clients or whatever they have ongoing.
- CNE#005-PM-E052 So, but I think that kind of collegial network is the most important. To figure that you are part of something although you are independent.
- CNE#005-PM-E053 And of course all the members, they respect the independency, that it's not too close. We don't have to share kind of business secrets or things like that. So that's...
- CNE#005-PM-E054 And of course the whole working space here is very fruitful, because there are other companies or actors that are of the cultural field, so there is a good working atmosphere. So that is also one.
- CNE#005-PM-I018 So you would say that, in comparison to the working environment you had before you moved here, that this overall atmosphere within Produforum also adds something to your every day work?**
- CNE#005-PM-E055 Yeah, definitely, yes. Some kind of values that are maybe more on the emotional side.
- CNE#005-PM-E056 But it's a very big importance, that where you work.

- CNE#005-PM-E057 We were working in a kind of office like this, so that it was open, before, when we were a couple of more... when I still had some colleagues in the company.
- CNE#005-PM-E058 But then I was working alone in an office and that was really dull.
- CNE#005-PM-E059 And it kind of affects that when you are dealing with creative things and if you're sitting alone – of course the artists are the creative, of energy and so on – but if you are sitting there alone and you don't so much meet the other people – just meet, passing by – so it is much more fruitful to sit in a place like this. So it definitely is a big value.
- CNE#005-PM-I019 And, well, talking about the inputs and the outcomes: How do you consider the amount of input you give to the network in comparison to the inputs others give? So, which are then your outcomes, maybe?**
- CNE#005-PM-E060 Yeah... Well, it has been varying. There were times that I was doing quite much, I mean those kind of translations, but it was ok, because it's not stressy or a burden, because it is the way to pay the rent in a way. But it variates.
- CNE#005-PM-E061 Sometimes it might be that I get more than I give, but it comes in balance then later on.
- CNE#005-PM-E062 But the most... Also the important things are that for example in participating in different kinds of meetings, we have every second week. So that is one input, too. That if you are away from those, so it is that then the balance is not so good that you get more than you give, because of course you have to give it from yourself and give your inputs and ideas and discuss and so on.
- CNE#005-PM-E063 So, it depends on the times.

- CNE#005-PM-E064 But, what the others are giving... of course I don't know fully, what they have agreed, what they do.
- CNE#005-PM-E065 But I think the people that are sitting here, they are active, they are affecting on decisions and sitting in different kinds of groups and being active.
- CNE#005-PM-E066 So maybe that is one part of Produforum as well, that there are the more active members and then those who don't need so much. And they give less, perhaps. But it's just... I am assuming, because I don't know really.
- CNE#005-PM-I020 But in the end you have a positive feeling towards that and it's in balance, or you get more than you give?**
- CNE#005-PM-E067 Yeah, yeah. More or less, yeah.
- CNE#005-PM-I021 And would you agree on, if I say that there is some kind of "network currency"? You said that you're doing like translations or something, so you don't charge the people for that, because that's what Produforum is about, the sahring, but you still get something for it, which might be reputation or something. So, how would you describe that?**
- CNE#005-PM-E068 Maybe that, yeah, maybe people get to know you.
- CNE#005-PM-E069 I've had good contacts as well from those that I have been doing, getting known to people and... which has then led to some cooperation and that is of course also an economical impact then afterwards. Although it might have been started that it was something that I did inside in Produforum and didn't charge anything, but then in some cases it has led to deeper cooperations.
- CNE#005-PM-I022 So you can actually also transfer this kind of "network currency" to the "real world paid context"?**

- CNE#005-PM-E070 Yeah, yeah. Yes, why not, yes. Although the idea is to benefit each other, but of course this is how it works in the outside world. When you get to know the people and you trust them: "Ok he did it well, or she did it well." and then you have the contact also vice versa, for yourself. The other one knows you and you know the other one. And you can also recommend for someone else that: "Hey there's a guy who does this and that." So in that sense.
- CNE#005-PM-I023 Ok. So that recommendation which is based on reputation that you gain through giving something, that actually leads to better or more jobs for you?**
- CNE#005-PM-E071 Yeah, yeah. I would say so, yeah.
- CNE#005-PM-I024 Ok. We're quite fast. So, for the end I would like to know: How would you want Produforum to be developed or to develop itself in the future, like five or ten years from now? What do you want to get out of it more, or how should it look like in the future?**
- CNE#005-PM-E072 Well, the one questions is that – that I have been thinking – is the... How is the economical issue going to be?
- CNE#005-PM-E073 Because now there is this EU funding, but when it runs out, so how is it... what's the continuation then going to be?
- CNE#005-PM-E074 So that in a way that... Or we, actually, including me, that are in Produforum, that how could we develop a System that guarantees the economical base, that it can continue like this?
- CNE#005-PM-E075 And it seems to be good, because it's spreading all the time throughout the country and the coastline and there are more and more Sub-Produforums and the national Produforum growing up.

- CNE#005-PM-E076 So I would be glad to see that it has been somehow strengthened its role in the finnish society. And kind of taking care of the language issues of course.
- CNE#005-PM-E077 But it could create a system that it could exist in the future. But is it like this?
- CNE#005-PM-E078 So I think the people are affecting on that, what they want to get out of it. Is this these kinds of outcomes and incomes such things that people need? And is it just working space or more? So time will show.
- CNE#005-PM-E079 But the economical issue is something that I am thinking about. What happens then? Do we have the possibility to work together like this or do we then pay rents or...
- CNE#005-PM-E080 But it seems to be good, because the interest is so strong towards Produforum. Maybe like this?
- CNE#005-PM-I025 So, maybe besides that economical struggles or whatever when that project financing runs out, is there like any vision you would have of it?**
- CNE#005-PM-E081 Maybe if it would be a stronger... could act more strongly in the cultural field.
- CNE#005-PM-E082 Not only for the swedish-speaking people, but having some kind of dialogue with the rest of the cultural field.
- CNE#005-PM-E083 So that it wont stay only a forum for certain people.
- CNE#005-PM-E084 So that it would have a bigger role and a more visible role in the society. Whatever that means and how the world is after five or ten years.
- CNE#005-PM-E085 How is the economical issue anyhow for the cultural field, the taxes and everything that how the ministry use...? And is it more, is it going to be more together with the business life? Or what are the models then?

- CNE#005-PM-E086 So, something like that maybe. I haven't been thinking it so much.
- CNE#005-PM-E087 But hopefully it exists, definitely.
- CNE#005-PM-I026 Ok, so is there anything you would like to add? Any answer where I didn't ask the question, something?**
- CNE#005-PM-E088 No, no, not really.
- CNE#005-PM-E089 I hope you got answers that benefit your job.
- CNE#005-PM-E090 No, there was nothing I would have said.
- CNE#005-PM-E091 Of course, having more time to think what the visions might be. But it's ok like this, because it's spontaneous.
- CNE#005-PM-E092 Not really, yeah.
- CNE#005-PM-I027 Ok. Well then I'll stop the recording and thanks a lot for the interview.**

CNE Interview #006

- CNE#006-PM-I001** **Ok. So, yeah, as you just saw the first question is your year of birth.**
- CNE#006-PM-E001 That would be 1984.
- CNE#006-PM-I002** **Ok. So how would you then describe your job? So what would you call it?**
- CNE#006-PM-E002 I would call myself a producer or an arts manager, but maybe more a producer.
- CNE#006-PM-I003** **Is there a difference for you?**
- CNE#006-PM-E003 Well... Yeah, because I see, like for me producing feels more active and you actually have an end result, like arts management just sounds something not as project based that I work, for example.
- CNE#006-PM-E004 And producing for me sounds more that I'm a part of the group or whoever I'm collaborating with, whoever, like that artist that I'm working with.
- CNE#006-PM-I004** **So, being a producer, how would you then describe your product?**
- CNE#006-PM-E005 [laughter] My product? Well, being a producer.
- CNE#006-PM-E006 Well, I would say that I never work alone.
- CNE#006-PM-E007 So there of course my products, but they are always attached to someone else's products.
- CNE#006-PM-E008 But I would say that, like my products could for example be marketing or writing applications or things like that.
- CNE#006-PM-E009 But I always have to do them in collaboration with the artists that I'm working with. Because my products are based on their products or they go hand in hand.
- CNE#006-PM-E010 Marketing for me is a really good example, because when you kind of plan the marketing you plan it so that it goes

together with the product, like the artistic product, and fits like in what tools you use to market, how you market – like the visual of the... blablabla, everything like that.

CNE#006-PM-I005 **So it's rather a service you offer to the project you are in?**

CNE#006-PM-E011 Yeah. I would say so, yeah. Yeah.

CNE#006-PM-I006 **Ok. When did you join Produforum?**

CNE#006-PM-E012 Well, I became a – what's it called in english – permanent member this year, like maybe a month ago [meaning 4/2010 by the time the interview was taken].

CNE#006-PM-E013 But I've been involved with Produforum since 2007 through my studies. And quite actively since then.

CNE#006-PM-I007 **So what were then your main motivations to join the network and then to go one step further to become a permanent member?**

CNE#006-PM-E014 Well, as I said I kind of came to the network through my studies. So, they are very much incorporated in the arts management studies at Novia and that's kind of how I came there.

CNE#006-PM-E015 And I saw the... like... I for example started to attend seminars or workshops and things like that. And then also I started to follow, kind of... and see what other workshops, that aren't directly in our curriculum, Produforum offers and attend those for example.

CNE#006-PM-E016 And then I've been... I mean I've done my work practice, my internship, for Produforum.

CNE#006-PM-E017 And then, what was the next question?

CNE#006-PM-I007 **What were your motivations then to from that attached membership and involvement to become a permanent member?**

- CNE#006-PM-E018 Well, one big part is working here at Korjaamo.
- CNE#006-PM-E019 And since I don't do internships regularly here or... I mean I probably could use the facilities, but it feels much better for me and more justified if I am actually permanent member here and then I can also work on kind of all of the projects that I am working on from here and it doesn't feel like: "Well I should be working on this and this group's project here, because they are a permanent member and I am not and the others that I am working for are not." So that is one main point.
- CNE#006-PM-E020 And since also I am working for the independent field there are the colleagues.
- CNE#006-PM-E021 Because otherwise I think I would be sitting at home, somewhere working from home and not seeing that many other producers.
- CNE#006-PM-E022 It's really good to just have them around, kind of the same table, so that if you have something you need to ask, you'll always have someone to ask and they might know the answer.
- CNE#006-PM-E023 It's much easier and it takes less time to find things out, when you kind of have that collaborative thinking.
- CNE#006-PM-E024 And also the openness within the network actually makes it so that people are sharing their knowledge. Yeah, that's the main point.
- CNE#006-PM-E025 And the other point is that since I am graduating soon and I still want to kind of keep up and become a better producer there are the seminars and workshops and things like that, that I want to take part in.

- CNE#006-PM-E026 And also be an active part in kind of forming those: What are the contents that we should have and so on. Maybe those are the main points.
- CNE#006-PM-I008 So it's the working space, the open atmosphere and the sharing knowledge and stuff and it wasn't mainly about like finding a job or getting money then through that network?**
- CNE#006-PM-E027 Well, no well... Well I guess that I have found the people that I collaborate with through the network, but... And of course finding people to collaborate with within the projects that I have now is happening through the networks.
- CNE#006-PM-E028 But finding a job, I feel that I as a producer... Well, my dream as a producer is to work within projects that I have started from the beginning, so that I have been with in forming those projects and not just like administrator for a project.
- CNE#006-PM-E029 And through that finding a job sounds... It's the wrong wording. Finding people you want to work with, yes.
- CNE#006-PM-E030 And then you kind of put together your projects and that of course happens a lot in the context of Produforum.
- CNE#006-PM-I009 So you would say that also the type of job, producer, you are doing when you – well you're doing that already now, but also when you graduate – you are rather going to do that on a freelance, "toiminimi", basis instead of being employed?**
- CNE#006-PM-E031 Probably, yeah.
- CNE#006-PM-E032 Or probably maybe so that I am employed like for like maybe half a year in one project. I mean that's the reality

of the cultural field and the project based working, that you might not have... I don't...

CNE#006-PM-E033 Like if you want to have a permanent job that would be within institutions or the city or something like that and right now at least I don't see myself working there. Maybe some more in the future, I mean I'm still young, so maybe in 20 years.

CNE#006-PM-E034 But right now I feel that this is where I can kind of create more of how I want to work and I can have an influence on the way we are working with the people that I am working with and it's not like there's someone coming from above and telling me how everything should look like.

CNE#006-PM-I010 So the next question is what you offer to Produforum? When you were applying and if that's still the thing you offer. I guess, because it's not that long ago you applied.

CNE#006-PM-E035 Well, yeah, it's still the same thing.

CNE#006-PM-E036 I have to think about it.

CNE#006-PM-E037 Well I offer language services, like checking language. And I do that in Finnish, Swedish, English, German. And also if somebody needs translations for example from Finnish into Swedish I can offer that.

CNE#006-PM-E038 Then I also... I work quite a lot with visualization and kind of drawing pictures, so that's something that I offer my help in or whatever.

CNE#006-PM-E039 And then also, since I work professionally, like I have my education an also kind of... I want to be proud of being a producer and having kind of the occupational knowledge and all that, so that is something that I offer to the network.

- CNE#006-PM-I010** **Ok, and what are the things you ask from the network? Besides as you already said the working space, that you take and the seminars that you take part in?**
- CNE#006-PM-E040 Yeah, and the colleagues. Those were the things that I asked for.
- CNE#006-PM-E041 So those were already there in the previous question.
- CNE#006-PM-E042 Sorry, I am really tired.
- CNE#006-PM-I011** **Ok. And as you are working here, you see a lot of the members, like on a regular basis, but how connected do you feel with all of the members? Like not just the ones that are sitting here, but also the ones that are part of the network, but are not working from here for example.**
- CNE#006-PM-E043 Well I have to say that there are some members that I don't know for example. So I don't feel... I mean, personally to them I don't feel really connected.
- CNE#006-PM-E044 But I think, like... I think it would be easier to contact someone and say that: "Hey, we are both in this network and can I ask you question?"
- CNE#006-PM-E045 Because the people who are part of the network kind of know what the feeling within the network is and what it's values are, so it's easier to just ask someone for a little help or kind of just ask a question: "Hey, I need to know this and that and I think you might know the answer."
- CNE#006-PM-E046 So in that way I think it's easier to contact someone who is within the network even though you might not know them.
- CNE#006-PM-E047 But of course there are... You of course feel closer to the people that you see on a daily or weekly basis with the ones that actually work here at Korjaamo.

CNE#006-PM-I012 **And how would you describe those relationships that you have with those members that are also working from here from example, that you see more often. Is that a very personal relationship or is it still a very professional relationship?**

CNE#006-PM-E048 I guess it depends. With some you become more friends and some of them are like schoolmates, or former students and you become kind of closer...

CNE#006-PM-E049 And some still stay on a very professional level, so.

CNE#006-PM-E050 Some of my friends work here and some of the people are colleagues and, yeah, you don't see them like outside of the work.

CNE#006-PM-E051 Yeah, that's my answer to that question.

CNE#006-PM-I013 **This kind of friendly relationship or that you in a way feel quite connected to even the other members by sharing values and stuff, does that have an impact on how you would charge those people for your services, maybe outside of the produforum context? I mean sitting, standing up, asking a question or answering a question that someone else just asked, that's not something you charge for, but doing longer language services for example or whatever. Do you feel that this kind of "friends" relation makes it harder for you to actually name a price for that?**

CNE#006-PM-E052 Yeah, definitely.

CNE#006-PM-E053 I am actually quite bad at putting prices on my services anyway. Sometimes, sometimes I am really good at it.

CNE#006-PM-E054 But I... It's hard to think like outside the produforum context, because when you are a member you are a member, so. That would be like if Produforum dissolves then that would be.

- CNE#006-PM-E055 But... I mean of course if you put in a lot of hours into a project for someone else that is not kind of one of the ones that you get paid from then you would have to figure it out.
- CNE#006-PM-E056 And I mean of course there is the exchanging of services that you can do through Produforum and I think that's something that you have to kind of see, what you do, like in every case you have to look at it differently.
- CNE#006-PM-E057 But of course, I mean I help out people and friends all the time to do translations or whatever so it is harder, when you are friends with someone, to take money for it.
- CNE#006-PM-E058 And I don't feel that... If we could live without money then that would be really great, because I don't think that money is such a good thing in this world. [Sentence accompanied by laugh]
- CNE#006-PM-I014 So, you'd say that the network creates a certain kind of backbone that helps and fosters your professional work, but on the other hand as more and more people join the network that are usually the ones you would work with on a professional basis, that turn into something between colleagues, friends, or tend to be friends it makes it harder to ask payment for the things you do?**
- CNE#006-PM-E059 Yeah, definitely.
- CNE#006-PM-I015 So, if it's not that much money which comes out of it, maybe, how would you describe the outcomes of Produforum then for you personally?**
- CNE#006-PM-E060 For me personally?
- CNE#006-PM-E061 Well, I mean of course a much larger network, which means a much larger knowledge base.
- CNE#006-PM-E062 And the fact actually, that it's fun to go to work.

- CNE#006-PM-E063 Because if you work alone in your home, then working tends to feel really heavy and you don't get much done, but if you have a working place where you can go and then you kind of do at least most of your work there – of course sometimes you do work from home – but at least when you have the chance to try to keep like work at work place and then when you're home you're free, that tends to give me more live in general.
- CNE#006-PM-E064 And just like having colleagues that you can complain to when something feels hard or things like that. It all kind of is important for you to be able to work further.
- CNE#006-PM-E065 If you can't get any longer in your work and something is bothering you a lot, then if you can just get it out then you can also continue working afterwards. So all of those...
- CNE#006-PM-E066 I would say that colleagues is the biggest outcome out of being a part of the network and actually working at Korjaamo and that's what I wanted from the network.
- CNE#006-PM-I016 Referring to inputs and outcomes, you said you do quite a lot with those translations and stuff, but you also get quite a lot. How would you describe your inputs in relation to the inputs of others and in relation to the outcomes you get?**
- CNE#006-PM-E067 I'm not sure, if I just talk about my inputs in relation to other's inputs then it's not so visible what people put in to the project. So I find it really hard to say anything about that, because I don't know what that is.
- CNE#006-PM-E068 My input in relation to what I get from the project. I think that's like that's the basic of what Produforum is about, the members make Produforum, so it's not supposed to be like a project manager who decides what Produforum is,

it's the members who work towards and decide what we need and what we want to do.

CNE#006-PM-E069 So I guess for example working within the seminar group, where I have now been, that would be a way for me to make an input in the way that I work for the seminars but at the same time I get out the seminars that I actually want and the services that I actually want. I think that's a very concrete thing.

CNE#006-PM-I017 Would you say that in the end you add a lot but you get much more out?

CNE#006-PM-E070 Well, I think that I wouldn't be here if I wouldn't think that it's worth it.

CNE#006-PM-I018 So, coming back to that thing which a bit makes it hard to charge colleagues that turn into friends or something. Would you agree that there is a "network currency" which is not money in the first place and what would that be for you?

CNE#006-PM-E071 A "network currency", yeah, like putting in time or services in exchanging services. Of course there is, I would say so.

CNE#006-PM-E072 But it's not very clear that... I mean with money it's easier to see that: "Ok, you charge me 100€ for doing that job and I did this job which was a little bit bigger, so I charge you 150€ or whatever."

CNE#006-PM-E073 But when it's like, when you're just exchanging services, it might not be, in quotation marks "equal". Or it is, I don't know.

CNE#006-PM-E074 But definitely there is the, like exchanging of services, and maybe even more... But even more it's about finding people to collaborate with, so that if you have projects that are kind of similar or you see that: "Hey, this person

could add something to our project” or something like that, then you find those people.

CNE#006-PM-E075 And people tend to work, like more broad with different things. Or that kind of...

CNE#006-PM-E076 I don't know if that's actually the case but it's kind of how I would like to see it, that you can work with, like a broader set of things that all help your own, like main activity.

CNE#006-PM-E077 And you get your salary or your money from the main activity, but still so that you don't work like 24 hours a day.

CNE#006-PM-E078 But that the other things that you're working for actually become so much a part of the main thing that you can't see them as working for another project or the main thing you are working for.

CNE#006-PM-E079 I don't know if that was really complicated explained, but...

CNE#006-PM-I019 Would you say there's something about reputation, that you in a way earn?

CNE#006-PM-E080 Definitely I would say that, definitely.

CNE#006-PM-E081 Because people who have been active within the network and have been doing their work well, they tend to be asked to come to work for a project.

CNE#006-PM-E082 So there is definitely that of reputation, if you...

CNE#006-PM-E083 I mean of course, if you know that someone has been working well and you have seen it in other projects or you have heard it from other colleagues and you need to hire a producer for example, of course you will hire or want to hire someone that you know works well.

- CNE#006-PM-I020** So, could one say, that one might be able, in at least a few cases to transform that “network currency” or the outcome, reputation, that one earns by adding up voluntarily to for example the seminar groups and stuff, that one can transform it to some kind of “real money”, when people then see: “Well if he does, she does, that a good job there, she might also do it here and I got a little money to pay her”?
- CNE#006-PM-E084 Yeah. Yeah, I would say so.
- CNE#006-PM-I021** **But this transformation...**
- CNE#006-PM-E085 It's like you don't get paid for the work that you do within, like when you earn your reputation, you get paid for work you get because you have a good reputation.
- CNE#006-PM-E086 But I definitely think that through this voluntary work and building up your reputation and showing people that you are good at what you do, you generate jobs for yourself and people tend to ask you to come to work for them.
- CNE#006-PM-E087 Definitely.
- CNE#006-PM-E088 But you still have worked for free to build up that reputation.
- CNE#006-PM-I022** **So I a way this transformation from unpaid “network currency” – well unpaid in money contexts, I mean rewards like reputation are also something – that's somehow working. But then in the end we end up at that point that those people who might employ you or have a job for you that are like friends to you, the colleagues that are very close, so it's hard really charge them. So the transformation works because you know the people so well, but it doesn't work because you know the people so well?**
- CNE#006-PM-E089 Yeah, that's true. It makes it really tricky.

- CNE#006-PM-E090 It is difficult.
- CNE#006-PM-E091 But I guess it's maybe more of when, like you get paid in money maybe more if they are looking for someone to do a specific thing and they ask you to do it. Then it's easier to kind of deal with the money part.
- CNE#006-PM-E092 But if it's like: "Hey...".
- CNE#006-PM-E093 I don't know, it's really hard to explain.
- CNE#006-PM-E094 Because I think it tends to go like people work... They see – like they're putting together a project or something – they see a need for some kind of thing and then a lot of people work for it a long time because they see the need for that kind of thing and they might not get paid for it. But then...
- CNE#006-PM-E095 And a lot of that work is putting together the whole package, so that you can apply money for it and then you apply for money and someone might get a job out of it, like a paid job, and that person might come from within the group that has been working for it towards getting the money or that person might be employed from somewhere else. It depends on...
- CNE#006-PM-E096 But yeah, but it's definitely difficult and especially in cases where you're part of this network and you're kind of friends and colleagues at the same time.
- CNE#006-PM-E097 And for example if you have done an internship for someone and they ask you to do something for them, then it's kind of difficult.
- CNE#006-PM-E098 because you have also been working for free for someone for a while and then you don't talk about money, because you get your student allowance from somewhere and that's kind of the payment and you get credits from your

school when you do an internship, so that's kind of the currency, but the one you're doing your internship for doesn't have to pay you in money.

CNE#006-PM-E099 And then going from that to getting paid and having that discussion is not so easy.

CNE#006-PM-I023 Yeah but in the end you can't pay your landlord with credits.

CNE#006-PM-E100 No, definitely not.

CNE#006-PM-E101 So it's a discussion you have to have, definitely. And you have to face that difficulty. But it doesn't make it less difficult that you have to do it.

CNE#006-PM-I024 So one question in the end: How would or could you imagine Produforum's future? Like having a look on the next five to ten years, what would you want it to develop to?

CNE#006-PM-E102 What I would want it to develop to?

CNE#006-PM-E103 Produforum right now is... The members of it are here for quite a lot of different reasons and people want to get out different things from the network and the project. So it's difficult to discuss.

CNE#006-PM-E104 Or it's kind of difficult to think that when we don't have the project money anymore, how will we find a solution that works for everybody, because still the project needs money.

CNE#006-PM-E105 But the members of the project are sort of small groups of freelancers on the independent field.

CNE#006-PM-E106 People don't have the money to kind of pay much to be a part of a network, because it's hard enough to get money for your own salary to be able to work on your art or producing.

- CNE#006-PM-E107 So how, kind of, do you find a solution that works that people still want to be part of the network and have some kind of input and you still, kind of, can generate the money within the group to have the services that this project has had and I think that that's kind of difficult.
- CNE#006-PM-E108 So what I think will happen is that those are really involved with the network already now really active parts of developing it, they will be kind of the core group to this network, I believe, but I'm not sure.
- CNE#006-PM-E109 I haven't really thought about it that much, what I want it to be in ten years.
- CNE#006-PM-E110 I just know that I want to have a flexible way of working where I can work with a lot of things and not all the time have to count every euro that I get.
- CNE#006-PM-E111 And working towards that kind of solution is what I am looking for.
- CNE#006-PM-E112 So having kind of... Yeah, getting enough money, but I... It's really difficult, I don't know.
- CNE#006-PM-E113 But my dream would be that I could work with many different projects without having to constantly think about that I can pay my rent and get some food.
- CNE#006-PM-I025 Ok, thank you. Is there anything you would want to add? Anything that hasn't been asked, but you want to say?**
- CNE#006-PM-E114 Well I think... Not really.
- CNE#006-PM-E115 I think just that me becoming a part of the network kind of speaks for the way that I want to work and also the way that the network and the project works. So we fit together.
- CNE#006-PM-E116 Yeah, that's it.
- CNE#006-PM-I026 Ok, so then thank you for taking the time.**

CNE Interview #007

- CNE#007-PM-I001** So, the first question is just to put it statistically, it's for your year of birth.
- CNE#007-PM-E001 '69.
- CNE#007-PM-I002** Ok. So then for your type of job: How would call it, what would you describe it?
- CNE#007-PM-E002 As we in Finnish say "tuottaja" [producer] like doing the administrative work for a theatre company, organizing everything.
- CNE#007-PM-I003** So it's what you could call "arts manager" or "cultural worker" or "producer"?
- CNE#007-PM-E003 Yes. In English I call myself as a manager.
- CNE#007-PM-E004 And then we have artistic managers, two of them.
- CNE#007-PM-E005 I am taking care of the administrative side of the work.
- CNE#007-PM-I004** And you are doing that basically as a freelancer or like "toiminim" - or what it's called in Finnish, or is it employment?
- CNE#007-PM-E006 No, no. No, I am part time... I am employed as part time work.
- CNE#007-PM-I005** And you're not doing something like this then as a freelancer, or on a freelance basis or having your own company then?
- CNE#007-PM-E007 No. No, no.
- CNE#007-PM-I006** So, how would you describe the product you your self do, like what's your product you sell? Is it a service, or is it... What would you say is your product?
- CNE#007-PM-E008 Theatre performance.
- CNE#007-PM-E009 Is it old-fashioned? Should it be like more like an "experience"?

- CNE#007-PM-I007** No. I wouldn't say that there is anything it should be like that. I am just asking what you see your product like.
- CNE#007-PM-E010 Yes, I see it as a theatre performance.
- CNE#007-PM-I008** Ok. And you are offering the service, or like the work you do at this company is the management stuff. So the thing you do is rather the management service and what gets out of it is then the theatre performance?
- CNE#007-PM-E011 Yes.
- CNE#007-PM-I009** Ok. So when did you join Produforum?
- CNE#007-PM-E012 I worked for the group earlier, 2007, and then the company wasn't member of Produforum.
- CNE#007-PM-E013 Then I joined again 2009 and meanwhile it has become a member of Produforum, so I work here for a year, from last autumn.
- CNE#007-PM-I010** So when you joined the company again, the company had already become a permanent member of Produforum...
- CNE#007-PM-E014 ...of Produforum, yeah. I don't know the process.
- CNE#007-PM-E015 I think it has something to do with \$colleague1 and \$colleague2 studying at the swedish department of TEAK, theatre academy.
- CNE#007-PM-I011** So you are a member through the company and not for yourself.
- CNE#007-PM-E016 No. No, I am not individually a member.
- CNE#007-PM-I012** But, as you said you weren't a member of the company during the time they joined, do you know something their motivations to join, or don't you?
- CNE#007-PM-E017 I think like networking.
- CNE#007-PM-E018 And facilities.
- CNE#007-PM-E019 And networking, like being member of a scene.

- CNE#007-PM-E020 Perhaps they saw it as an opportunity.
- CNE#007-PM-I013 And for yourself, personally? What's your motivation to, well, first of all keep that connection and also to work here at Korjaamo as you are doing part of the work from here?**
- CNE#007-PM-E021 The other option would be working at home.
- CNE#007-PM-E022 So it's healthier to work somewhere else than at home, so that's why I am here.
- CNE#007-PM-E023 And it's nice to have people around, because otherwise I would be working alone.
- CNE#007-PM-E024 Have social contacts and keep some kind of routine in the work.
- CNE#007-PM-I014 So, what does your company or you yourself offer to Produforum as the network?**
- CNE#007-PM-E025 Good question. I've been... I really don't know.
- CNE#007-PM-E026 Our presence.
- CNE#007-PM-I015 Are you part in any of the working groups or giving support to fellow workers like the people that are here?**
- CNE#007-PM-E027 Not really.
- CNE#007-PM-E028 I am going to take part in this international... There is this international group and their work I am most interested in.
- CNE#007-PM-E029 And I think that in that field we can get support and support the others. In that field I think there could be something we can benefit from each other.
- CNE#007-PM-I016 So, what are you asking for from Produforum?**
- CNE#007-PM-E030 I think the problem is that I personally was never integrated into the Produforum, for the way it works and I haven't been active in integrating into the group.

- CNE#007-PM-E031 And I think one big thing is that my Swedish is very limited so – I am not a swedish-speaking person – so I think that’s like... That’s the situation.
- CNE#007-PM-I017 So that kind of language barrier is kind of keeping you out from a more active networking and supporting others but also getting support, to ask for something?**
- CNE#007-PM-E032 Yes, absolutely. Yes, I think, absolutely.
- CNE#007-PM-E033 If I were a foreigner and I spoke Swedish as well as I do now, I think I would be like in the... somehow getting into the group.
- CNE#007-PM-E034 Because I am a finnish-speaking person and my Swedish is not fluent I think it’s a bit odd situation, kind of schizophrenic.
- CNE#007-PM-I018 So you don’t go to that meetings and stuff, because you don’t understand...?**
- CNE#007-PM-E035 I am going to the “aktörsmöte” [bi-weekly member’s meetings], ja.
- CNE#007-PM-I019 But to the seminars and that, you don’t attend that many?**
- CNE#007-PM-E036 No, I haven’t been attending, because I don’t have time, I think, usually. There’s so much work to do, that there is no time to go to seminars.
- CNE#007-PM-I020 So, the most you ask for from Produforum is the work space that they provide?**
- CNE#007-PM-E037 Yes. Yes, sad but true.
- CNE#007-PM-E038 But there are opportunities. Perhaps they will, like one day, come true.
- CNE#007-PM-I021 Which would be?**
- CNE#007-PM-E039 Like really... I think the idea would be that there is like “synergia” – synergy?...

CNE#007-PM-I022 Synergy, yeah. I think, I don't know, but I know the German word.

CNE#007-PM-E040 Synergy, yes. Yeah, like that something good comes out.

CNE#007-PM-E041 Like meeting and getting to know people and... Because things work through people whom you know and are sharing ideas.

CNE#007-PM-E042 Perhaps eventually it can become fruitful, but at this point...

CNE#007-PM-E043 I think my like good connections and friends in the field are elsewhere.

CNE#007-PM-I022 So you also don't feel that connected to either the people that are generally in the network or the people that are sitting here with you at Korjaamo?

CNE#007-PM-E044 Both. Both. I think it's its own scene in Finnish theatre, like swedish-speaking theatre scene is a bit different than finnish-speaking. Even though our performances are speechless, mainly.

CNE#007-PM-I023 But you mentioned that one of that motivations to work from here are the colleagues, still, even if there are those language barriers. So how would describe those relationships to your coworkers here at Korjaamo?

CNE#007-PM-E045 Yes, it differs of course from person to person.

CNE#007-PM-E046 Some are very warm and friendly, everybody is friendly. So I think the general atmosphere is quite friendly and warm.

CNE#007-PM-I024 Would you say that those relationships to those coworkers are rather staying on a professional level, or do they tend to sometimes also become very personal, like even friendships?

CNE#007-PM-E047 Yeah. Yes.

- CNE#007-PM-E048 Like yesterday I went to see the performance “Godhet är” of teater90°, of the group, with a producer of another company and I met her here.
- CNE#007-PM-E049 Without Produforum I wouldn’t have done either of these things, to go to see a performance of teater90° or going out with her, so.
- CNE#007-PM-I025 And does that then – when those relationships maybe become more personal, sometimes – does that cause you, well I wouldn’t say problems, but how do you feel then with charging the others for, like performances or things you do? So, like is it... I mean when you went to the theatre yesterday – I guess you paid your ticket – but is it like, being in that network and being also friends with those people that it sometimes feels strange to charge them money?**
- CNE#007-PM-E050 I don’t know.
- CNE#007-PM-E051 Usually, like when we are making a performance and there are people who are really, like helping with it, they are like invited or I don’t... and they are paying for the... friends are paying the fee for professionals to see the show.
- CNE#007-PM-E052 But no, I don’t see there is a problem.
- CNE#007-PM-I026 So also when you, like you said you’re working part time for that company, if someone else would ask you: “Could you, like the rest of the time help me out?” or “I can just pay you a little money.” or something, but you would do it because you know them from the network and you are kind of, not too close friends, but you know them personally and you think: “Well it’s not too much money I get there, I should probably get more for it, but he’s kind of a friend, so I’ll do it for less.”**

- CNE#007-PM-E053 Yeah, but – I don't know how it is in Germany – but in here I am all the time asking my friends that are professionals at some field working almost for free for our company. So I think that everybody is all the time paid less than they should be, so that's my answer.
- CNE#007-PM-I027 So you would – as everyone is – you would also agree on that, something?**
- CNE#007-PM-E054 Yeah, I think the attitude is that if you are paid something it's nice, but at the same everybody is also pissed off with the thing that nobody is paid properly.
- CNE#007-PM-I028 Yeah, I mean that works inside the network or with your friends or like other kinds of networks – you can always, you help me, I help you – that's...**
- CNE#007-PM-E055 But no, we don't have that kind of relationship with these people, yet, no.
- CNE#007-PM-E056 So I don't know how it works this like changing, this change of favors within the Produforum network. We haven't been part of that, so.
- CNE#007-PM-E057 I've been asking for advice, like Annika Tuder from Oblivia, like she's worked for a long time in the international field, so...
- CNE#007-PM-I029 But there wasn't any problem to get? Like you asked her and she...?**
- CNE#007-PM-E058 No, yeah. No problem at all.
- CNE#007-PM-I030 Yeah, but I mean also what you described with everyone in the field is paid less than he or she should be paid and you help there and therefor the other one helps you in the end. So would you say there is some kind of "network currency" which works in those networks, but...?**

- CNE#007-PM-E059 No, because they are not like favors. Like I am doing you this favor and then you'll be doing me... It's not like direct change, it's just like using people...
- CNE#007-PM-I031 Well it might not be direct, that at the very same moment you give me that and I give you that back, but like when I give you something now, that my reputation would increase and when ask you later you think: "Well he has done that for me." That then...**
- CNE#007-PM-E060 Yeah, yeah, yeah. There is like... I can ask certain people to do things because I've done things for them. There are things I could do for them, so. Or they benefit somehow... Yeah, there is.
- CNE#007-PM-I032 And how do you transform that to making a living on what you do?**
- CNE#007-PM-E061 It's on the edge, all the time. Like am I making a living or not. So.
- CNE#007-PM-I033 But you wouldn't see it easy or possible to transform that kind of "network economy thing" – to exchange services – to outside of the network, whichever would be in that moment, to pay your rent or your food?**
- CNE#007-PM-E062 No. No, I am not that creative, no.
- CNE#007-PM-E063 Like the objective is to get like performances done and make a living is like... And at the same time make your living, but... It's really hard.
- CNE#007-PM-E064 So we should like...
- CNE#007-PM-E065 We are a very young company, so at the moment everybody is thinking that this is the beginning and it should go to a better direction.

- CNE#007-PM-E066 And it has been like we are getting more money and somethings are getting easier, but at some point there should...
- CNE#007-PM-E067 Yeah, let's see...
- CNE#007-PM-I034 So you're waiting to get more money or income to make that easier?**
- CNE#007-PM-E068 Yeah.
- CNE#007-PM-E069 To build the company so, that – how would I describe it... At the moment is the building phase, so we are like learning things and just getting the theatre, the company known and hoping that we'll get grants easier and so on.
- CNE#007-PM-I035 But you're rather hoping for some kind of public funding or grants or stuff, than to increase your income through ticket sales, or... ?**
- CNE#007-PM-E070 Yeah, so that... Yeah, but I think that the base is public funding.
- CNE#007-PM-I036 Coming back to Produforum a bit. When you think of your inputs and outcomes, you already described a bit, that are limited by that kind of language barrier, but how would you describe them also in relation to others input, but what's the amount of input or outcome like in relation...**
- CNE#007-PM-E071 Of the others?
- CNE#007-PM-I037 In relation. Your input and your outcome and you input in relation to that one of others, I mean?**
- CNE#007-PM-E072 I didn't understand anything.
- CNE#007-PM-I038 Ok, sorry. Well I mean you said earlier that this language matter is somehow limiting you from participating more. But besides that, how do you consider your inputs to the network compared to the outcomes you get?**

- CNE#007-PM-E073 Somebody would say I give so much and I get so little, you mean that kind of?
- CNE#007-PM-I039 Yeah, well if it in the end of the day... like if it's not just... I mean you are in a very special situation I guess, but is that... I mean is there a reason for staying in that network for you?**
- CNE#007-PM-E074 There is no reason to leave...
- CNE#007-PM-E075 But yeah, we would like to be more active but in what is like that it would be – how would you say – parts of our own work and not just doing something for the network, so that... And it should be really part of what we are doing and not like putting energy to something.
- CNE#007-PM-I040 And how would you.... Like what could that be for you?**
- CNE#007-PM-E076 At the moment it could be this “arbetsgrupp” [working group] for international networking, that we are like working on in our company, at the moment.
- CNE#007-PM-I041 Which you would add to the international group of Produforum?**
- CNE#007-PM-E077 Sorry?
- CNE#007-PM-I042 What you work out there, you would put that into the international group of Produforum or?**
- CNE#007-PM-E078 So that I could take there, what we are working and what are our connections and our experiences and then hear what the others have.
- CNE#007-PM-E079 I think at the moment that's the... I think they had one meeting, which I couldn't attend so but that I am looking forward to.
- CNE#007-PM-I043 So as we are already like close to what it could be: What would you wish Produforum to look like in five or ten years for yourself? So what do you want it to develop to?**

- CNE#007-PM-E080 Hopefully we're like getting in into the group and getting good connections and relationships with the others so that it benefits our work. Like being member of the network.
- CNE#007-PM-E081 And of course it's at the moment just being member of the network, there is a lot of information that comes in, that otherwise we would miss it.
- CNE#007-PM-I044 Do you have like concrete ideas how you would develop it or?**
- CNE#007-PM-E082 No.
- CNE#007-PM-I045 But just – it doesn't have to do much with that – but the Swedish, this language issue – if I could call it that – is it just that you personally feel that it's hard for you to connect to those people or do you also like... I mean what makes you feel to be a bit out of the group then?**
- CNE#007-PM-E083 I don't know, I don't know. And I don't spend time like thinking of that.
- CNE#007-PM-I046 Because for me, I mean my Swedish isn't that good either, and still I feel very connected to a lot of those people, so that's why I am just asking, because your Swedish might be much better than mine?**
- CNE#007-PM-E084 Ah, ok, yeah, but I think it's a... It's just a bit odd situation...
- CNE#007-PM-I047 Ok. Yeah is there anything you would like to add, like what I haven't asked, but you would have wanted to say?**
- CNE#007-PM-E085 No, I think this gives a picture of our company in Produforum.
- CNE#007-PM-I048 Ok. So then thank you again.**
- CNE#007-PM-E086 Thank you.

CNE Interview #008

- CNE#008-PM-I001** Yeah, the first question for statistical matters, for your year of birth.
- CNE#008-PM-E001 1975.
- CNE#008-PM-I002** Ok, and then your type of job? What would you call it?
- CNE#008-PM-E002 Part time theatre producer and part time actor.
- CNE#008-PM-I003** Are you doing that as an employed job or is it freelance or “toiminimi” thing?
- CNE#008-PM-E003 It’s freelance.
- CNE#008-PM-E004 Although, actually I am also at the moment in addition to this a full time student.
- CNE#008-PM-E005 So, but that’s the case for this academic year and half next... next semester.
- CNE#008-PM-E006 So I am in a pretty strange situation right now.
- CNE#008-PM-I004** Well it’s like quite multidisciplinary then?
- CNE#008-PM-E007 Yes, but I would say that for the last five years I’ve been working as actor and as producer.
- CNE#008-PM-I005** So how would you best describe your the product you offer yourself?
- CNE#008-PM-E008 In production I offer my know how in economics, in administration, in starting up and running and ending businesses projects, money raising and close with that, reporting, bookkeeping.
- CNE#008-PM-E009 But the more interesting part is probably not the financial planning but the artistic planning. To plan for the theatre groups I am involved with. To plan my own artistic projects.
- CNE#008-PM-E010 I’m a... I’m in the beginning of a career as director, get a director, as well as a writer.

- CNE#008-PM-E011 And in the acting part that's obviously I learn lines and try to act for example as actor.
- CNE#008-PM-I006 Ok, so when did you join Produforum?**
- CNE#008-PM-E012 2008, fall.
- CNE#008-PM-I007 And you joined it as an individual, like for your company or you joined it with the company?**
- CNE#008-PM-E013 I am working in Produforum as, officially, as a member of \$company which is a swedish-speaking theatre. That's the official, yeah that's what it says in the books.
- CNE#008-PM-E014 But I've been thinking about making some adjustments or additions to that, because I work for two theatre groups as well as for my own individual projects.
- CNE#008-PM-I008 So you might become rather an individual member sometime?**
- CNE#008-PM-E015 That would probably be more truthful.
- CNE#008-PM-I009 So, what were your main motivations then to join Produforum?**
- CNE#008-PM-E016 They were the working facilities and the infrastructure within the working facilities, mainly.
- CNE#008-PM-E017 And secondly the absence of colleagues in my same line of business had been irritating me for quite a while.
- CNE#008-PM-E018 I have been working in environments with people from totally different fields, so this seemed more natural.
- CNE#008-PM-I010 So that would be the working atmosphere?**
- CNE#008-PM-E019 The working atmosphere.
- CNE#008-PM-E020 And of course all the networking possibilities are totally different of course here.
- CNE#008-PM-E021 Because there are good networking possibilities since there's a lot of know how from my specific line of business in Produforum.

CNE#008-PM-I011 **So, what did you offer for Produforum when you applied, or what are you offering to Produforum now?**

CNE#008-PM-E022 Mainly financial know how and services, because of my economic background.

CNE#008-PM-E023 So I offered and offer know how in cash management, in bookkeeping, in fundraising.

CNE#008-PM-I012 **And what do you ask from Produforum, besides the working space?**

CNE#008-PM-E024 Not much, really.

CNE#008-PM-E025 I attended in different networking happenings organized by Produforum, but I'm not really sure still, what the outcome of those seminars or meetings has been.

CNE#008-PM-E026 So as a... At the moment I don't see Produforum as a platform for development in, like specifically as a developing environment artistically or also like from an administration perspective.

CNE#008-PM-E027 However, it's of course obvious that meeting new people with different working routines offers know how that is new for me.

CNE#008-PM-E028 So probably it would be, still it would be probably, the most valuable probably is learning new working routines from my colleagues in Produforum.

CNE#008-PM-E029 That maybe is somehow... This is... I am trying to find words for this, but I think that's maybe closest to the truth.

CNE#008-PM-I013 **So you would say you ask from Produforum, well Produforum is made up of all the members to get know how and help, with the support or the services like you offer them yourself?**

CNE#008-PM-E030 Yeah, something like that, yes.

- CNE#008-PM-I014** **And, while talking about those members, those other members, how connected do you feel to them? Both, the ones that are working sitting here and working as you are and the ones that are not coming to work here?**
- CNE#008-PM-E031 Well, one major reason also for joining Produforum was that I felt a necessity to have a working environment where I can go to, that is the space, and that there would be people around that somehow share the same goal as I do, which partially is the case in Produforum.
- CNE#008-PM-E032 And this is the plus.
- CNE#008-PM-E033 However, everyone... we are still talking about people who are running their own businesses within Produforum, with their own projects.
- CNE#008-PM-E034 And as at the moment I don't have any major collaborations with any other companies or individuals in Produforum, and hence I don't feel a need to mainly work on my social skills while I'm here.
- CNE#008-PM-E035 Of course there is a good opportunity. If such a collaboration would somehow arise then the situation might be different.
- CNE#008-PM-E036 But I don't know if I had to, like, if I would have to name it on a scale from four to ten how well I somehow... That would be difficult. Difficult...
- CNE#008-PM-E037 I mean at the moment I am focussing on writing and that means that I don't want to have anyone near me, so that's just the character of the work that dictates solitude at the moment.
- CNE#008-PM-I015** **But when you're sitting here – and one thing you mentioned before as your motivation to come here was also to have kind of colleagues being around – how would you describe the relation to them? Is it staying on**

a very professional level or does it also tend to go to a personal or maybe even friendship in some cases?

CNE#008-PM-E038 I would say it's a little of both, which is good, because it creates a good atmosphere.

CNE#008-PM-E039 So the atmosphere is that I'm not afraid to raise my hand and ask a question regarding the work I'm doing but, like, I can also raise my hand and somehow tell a joke and there will be people who at least listen, maybe not laugh.

CNE#008-PM-E040 So I would say there's a... Sometimes I feel a slight imbalance in the working environment where the, somehow, where the focus is too much on social networking and a lot of chit-chat.

CNE#008-PM-E041 But then again that probably is very much depending on what I am working on.

CNE#008-PM-E042 If I'm trying to concentrate on something and the people around are fuzzing around then it is of course not good, but that's not a problem here, because the facilities are so good, so I can... I always find a room where I can find peace.

CNE#008-PM-E043 So that means that I am very happy that the atmosphere is far away from, like, the air or the revenue service or some other bureaucratic institution.

CNE#008-PM-E044 That feels good. I feel that there is space to breathe.

CNE#008-PM-I016 And when you think of charging money for the services you do, of course Produforum builds upon the thought that you should share the things with the others and you get back something and you don't have to necessarily charge money for it and pay money to someone else, but besides doing that from time to time, do you think these

kind of personal relationships that are created by colleagues that are not working in the same company but all running their own business makes it harder for you to charge those others for what you could offer them also on a professional, like business to business, relation?

CNE#008-PM-E045 If it makes me harder to ask cash for services?

CNE#008-PM-I017 Yeah.

CNE#008-PM-E046 Ehm... No. Because... Not until quite recently I've been working on free will and maybe some state or city "stipendium" – scholar – where some tasks have been included in the "stipendiums" [stipend or grant].

CNE#008-PM-E047 But as I'm not doing that now I see a connection between income and my outcome and my living costs.

CNE#008-PM-E048 So it's not hard... I don't feel it... I don't feel that it'd be too hard to put a price tag on my services within Produforum.

CNE#008-PM-E049 However, at the moment or so far there hasn't been any big interactions, business to business, within Produforum.

CNE#008-PM-I018 Or maybe even not on the business to business level, but like when you do a show and you of course maybe invite all the others to come to the premier or something is that feeling like you invite good friends and "Well, should I charge them or not?"

CNE#008-PM-E050 Well, no, yeah... in that specific case it's quite obvious that in some point of a performance it's not difficult for me to ask the whole crew to come and not charge, that's not a problem at all for me.

CNE#008-PM-E051 But say, if I would decide to run, to do... make books of one of the companies in Produforum I certainly would charge something. Probably not the same amount of

money that I would from someone outside, but I would definitely charge something.

CNE#008-PM-I019 **Yeah. But that's interesting to charge something, but, as you said not maybe like the whole amount you would charge from someone else. So that those kind of connectedness would have an impact on your economical behavior? The social impact is there?**

CNE#008-PM-E052 Definitely, definitely.

CNE#008-PM-E053 And of course I expect the same from the others.

CNE#008-PM-E054 I mean it's easy to... I mean, it's all countable, I mean I can easily count the monetary value of me having a working place in Produforum. So I mean I can have an idea of how much... When I'm working too much in proportion to that cost.

CNE#008-PM-I020 **Yeah, how would you consider the amount of input into Produforum – whatever that means, like the working groups you talked about or helping other people – compared to the input that others give?**

CNE#008-PM-E055 How I would consider my input... During the two years... the one and a half year that I've been member in Produforum I feel that I've probably been part of the majority that hasn't done enough, compared to this "kern" [core] or this base team, who are somehow in charge of executing different happenings.

CNE#008-PM-E056 And that's definitely an interesting question why.

CNE#008-PM-E057 Probably because I've... Well, one easy explanation is that I've been too busy with other projects or I have given priority to something else, like family or free time, and that's the case.

- CNE#008-PM-E058 And of course one can argue that there's an imbalance in that sense that I could probably give more priority to Produforum seminars, projects, but I haven't because I'm also trying to learn how to say no.
- CNE#008-PM-I021 So talking a bit about your outcomes. Of course you get the working space, but what else would you describe as your concrete outcomes, or maybe not so concrete? But what do you feel in the end of the day you get out of being a member?**
- CNE#008-PM-E059 Well, I feel that Produforum offers me a possibility to work with a fixed structure.
- CNE#008-PM-E060 I can... It's easier to work with more structure and that is a good thing for me. But then again, that's the space, working space issue that we already talked about.
- CNE#008-PM-E061 Somehow the quite different from mainstream organization chart in Produforum is interesting, and...
- CNE#008-PM-E062 Because I've been... I have only been familiar and worked in hierarchies where there is a company where there is someone in charge and then there is the next guy and then the next guy and then the next guy, with specific goals.
- CNE#008-PM-E063 When Produforum's goal is changing all the time, the whole concept is a bit vague for me every now and then, but it's getting more clear all the time, I would say.
- CNE#008-PM-E064 And as a project I admire it, because it has been created by people and now at some point, way back, it has started to create itself and form itself so that's somehow... that's a piece of art, I think. So I think that's quite fun.
- CNE#008-PM-E065 I think that what Produforum is today will be something totally different from what Produforum is in three years

and I don't know what the direction... where we are going exactly. But I think it's a positive direction.

CNE#008-PM-I022 **So it's on the one hand, your outcome is of course your working space and what is related to that, the colleagues, maybe even more fun at work or you said a better structure in your everyday working life.**

CNE#008-PM-E066 Yeah.

CNE#008-PM-E067 Yeah, for me it's definitely easier to schedule my day somehow, when I'm here.

CNE#008-PM-I023 **We talked a bit already about this sharing services or offering something, getting something. When you share something, do you think there is some kind of "network currency"? Well, not having money to pay for, well you don't stand up and ask a question and offer like a couple of euros to the one who answers it, but would say there is something else, that serves as a "network currency"?**

CNE#008-PM-E068 Yes, of course and that's on the social level and that's a good thing, because this phenomena encourages to be helpful.

CNE#008-PM-E069 And its very concrete. Helpfulness will lead to helpfulness and that's a positive thing, definitely.

CNE#008-PM-E070 One thing that I just talked about is that of course, while we are here in Korjaamo office landscape - landscape office, were there are also different... many other cells besides Produforum and that has been... that has been also very – that's not a Produforum specific matter, but it's here in Korjaamo – it's quite obvious that there's a lot to learn about somehow... about businesses that are somehow related to cultural work, which actual... which are working as smaller businesses, there's a lot to learn from them, I think.

CNE#008-PM-I024 **And when you... You mentioned this helpfulness, could one say it's some kind of... When you do something, you help somewhere you exchange reputation with the one to whom you help in his views, her views, your reputation grows and vice versa, so that's then the ground, the basic to the helpfulness?**

CNE#008-PM-E071 That's the currency.

CNE#008-PM-E072 Yeah, that could be it. I don't know you would name the currency of helpfulness and reputation, but of course you can somehow model it as somehow personal value or something like that, reputation or personal value.

CNE#008-PM-E073 And of course, the more you help others, probably, your personal value grows in the eyes of others and that of course automatically leads to better reputation and automatically leads to more work, also work opportunities.

CNE#008-PM-E074 I believe that that's the way it works: What goes around, comes around.

CNE#008-PM-I025 **So you would say this kind of social capital, you're building up in the network also is transferable to money capital?**

CNE#008-PM-E075 Yeah, definitely.

CNE#008-PM-E076 In any line of business and also in the arts business, where there is a lot of workers and less work opportunities it's vital that you somehow understand the meaning of your reputation. It's vital.

CNE#008-PM-E077 So, yeah, definitely.

CNE#008-PM-E078 That is that.. I mean, I definitely believe that a work well done leads to more work.

CNE#008-PM-I026 **But... Well I agree on that definitely that it will lead to more work, but coming back to the point you mentioned earlier – that you might not charge the whole amount of money from a fellow member – this more work might not reflect in as much more money as you might get in a much more business orientated work world, like the... Does that cause any problems for you?**

CNE#008-PM-E079 No, it doesn't.

CNE#008-PM-E080 I don't have as much... that much experience from work collectives, but I believe that's one, somehow, a ground thesis in any working collective, that when you interchange within the collective a part of the deal is that you have a different price tag. I think that is a quite common mechanism, quite easy to under... I think it's quite easy to see why.

CNE#008-PM-I027 **Yeah. Yeah, definitely, I think it really works quite well inside these networks and collectives, but how about paying rent and food?**

CNE#008-PM-E081 Yeah, well as I said this is...

CNE#008-PM-E082 For me Produforum is a mean that offers possibilities for me to do my job better.

CNE#008-PM-E083 And most of my... the majority of the work I do is based between me and someone outside Produforum.

CNE#008-PM-E084 So, if this... if I would work more with the... spend more time to work with people inside Produforum then that... then there would be an impact on my income and this problem that you mentioned.

CNE#008-PM-E085 But as it is now, it's not a problem.

CNE#008-PM-I028 **Ok, so for the end I would then just like to know how you would wish or imagine Produforum to develop,**

maybe in the next five to ten years, what you want it to become?

- CNE#008-PM-E086 Yeah, well I would...
- CNE#008-PM-E087 I think it's a good thing that we are... that Produforum is growing and that more and more cultural actors are joint in networks.
- CNE#008-PM-E088 And I believe that this growth will lead to... in some time in the near future we will probably have to find bigger working space or somehow take over more space here in Korjaamo.
- CNE#008-PM-E089 I would hope that that specific who work in specific areas, like with theatre, and members in the Produforum would somehow find more meaning in collaboration in some extend and that way maybe do more effective... run the businesses more efficiently.
- CNE#008-PM-E090 Because as it is now, I don't see my colleagues from different theatre groups that are members, I don't really interchange that much with them here.
- CNE#008-PM-E091 So I believe that Produforum will be helpful somehow, a place to meet up with people from, like from the theatre.
- CNE#008-PM-I029 Ok. Is there anything you want to add? Any answer you want to give that I haven't asked the right question to?**
- CNE#008-PM-E092 Oh... let me think...
- CNE#008-PM-E093 Not really, not really.
- CNE#008-PM-E094 I might come up with something, but I can give it back to you.
- CNE#008-PM-I030 Ok. Well then thank you very much for taking the time.**
- CNE#008-PM-E095 By all means.

CNE Interview #009

- CNE#009-PM-I001** So, here we go. The first question is for year of birth.
- CNE#009-PM-E001 1973.
- CNE#009-PM-I002** Ok and then: How would you describe your job?
- CNE#009-PM-E002 My job here in Produforum, I would describe it as I'm freelancer TV director and editor.
- CNE#009-PM-I003** And why did you say here in Produforum, is it something else outside?
- CNE#009-PM-E003 Yes, of course.
- CNE#009-PM-E004 I am freelancer, it means I have clients in Finnish broadcasting company, some advertising companies and in some other commercial sector, too.
- CNE#009-PM-E005 That means that I do some programs, for example to Finnish broadcasting YLE and my background is from multi-camera-directing. You know, multi-camera-directing.
- CNE#009-PM-E006 And sometimes I do some productions to YLE and then I do some editing to, like advertising and like that. So, I have both sectors, in public as YLE and in private sector advertising companies and so on.
- CNE#009-PM-I004** But it's... I mean you're a basically working as a TV editor and stuff, both outside the Produforum network and inside the Produforum network?
- CNE#009-PM-E007 Yes, yes. The Produforum is only for me, that I arrange my "gigs" from this here.
- CNE#009-PM-E008 So it's my directing and editing and also I do some video filming.
- CNE#009-PM-E009 But this directing and editing are my main professions.

CNE#009-PM-I005 **Ok, so the next thing is: How would you describe your product, what are you selling?**

CNE#009-PM-E010 I'm selling TV production services including directing, editing, and also video film shooting.

CNE#009-PM-I006 **So, when did you join Produforum?**

CNE#009-PM-E011 I joined about, quite approximately, one year ago.

CNE#009-PM-I007 **So it was the beginning of 2009?**

CNE#009-PM-E012 Yes.

CNE#009-PM-E013 I can check the exact date if you need, it's in my computer also.

CNE#009-PM-I008 **No, it's ok. What were your main motivations to join Produforum?**

CNE#009-PM-E014 My main motivation is to get a place where I can do my job daily.

CNE#009-PM-E015 Here are the printers and all the stuff needed for paperwork, you know, all things here.

CNE#009-PM-E016 But second thing, and probably most important is the being connected with other sectors of culture.

CNE#009-PM-E017 For example these theatre people here have also been the possibility to get some gigs from that area as an audiovisual professional.

CNE#009-PM-I009 **Ok, so what are you offering to Produforum or what did you offer in your application?**

CNE#009-PM-E018 I offered that I can video shoot and I can edit and I can also do some still picture photography, also.

CNE#009-PM-E019 Everything that is including... Especially if there is some video needed to be done. I can do it from the beginning to end with other people, too here.

CNE#009-PM-E020 So I have my own editing system unit here [pointing at laptop], Final Cut Pro, so I can use it and, it's very flexible

and if someone calls me today: “Can you clip tomorrow this program?”, I check my schedule and if it’s ok, then it can be done.

CNE#009-PM-I010 And what are you asking from Produforum? What are your needs?

CNE#009-PM-E021 What I need, yeah.

CNE#009-PM-E022 Of course, as I said earlier, this has been a very good place to be connected with other sectors, other cultural sectors. I represent audiovisual sector, so there’s theatre and another is...

CNE#009-PM-E023 We can share some knowledge and information with each other. It has been very motivating to be new connected here with people from other sectors.

CNE#009-PM-I011 So this working atmosphere you find here, with all those people from different backgrounds, that adds something to your daily work, you get inspired and... ?

CNE#009-PM-E024 Inspired! That’s the point.

CNE#009-PM-E025 Because... You are absolutely right!

CNE#009-PM-E026 It’s a atmosphere... the word is very impressive...

CNE#009-PM-E027 And the interior here is old tramway hall and now it’s a culture forum, eh now it’s a culture fabric.

CNE#009-PM-E028 So I mean this atmosphere is... in Produforum, that can... that...

CNE#009-PM-E029 It’s so easy to work, no... we can say “No borders”...

CNE#009-PM-E030 The bureaucracy is very low level, I think it’s one of the key things, too.

CNE#009-PM-I012 And you already mentioned the connection to the other people: How connected do you feel to all of the members of Produforum? So not just the ones that are

sitting here, but also the other ones, that are part of the network, but you don't see on a daily basis?

CNE#009-PM-E031 What do you exactly mean? So people in here in Produforum? I don't know.

CNE#009-PM-E032 Of course some people I know better and some people I don't know that well.

CNE#009-PM-E033 Do you mean how I could be more connected to them or what is your point?

CNE#009-PM-I013 Well, what's your feeling? Like there are over fifty, or over 200 in the whole country's project, but just a few of them are working here and they you see like every day: What's your connection to them, how are the relations to them?

CNE#009-PM-E034 People that I don't see that often, you mean?

CNE#009-PM-I014 Well, both. The ones that you don't see so often and the ones that you see here, like every day?

CNE#009-PM-E035 Of course, here are persons that I see daily during this year I have been here and I will be here as long as this will be here.

CNE#009-PM-E036 But of course these relationships they are very familiar, they are quite close, people can communicate easily as if they need something to help each other. The connection to people I see here every day... It's like a "work place".

CNE#009-PM-E037 But of course there are so many people that I don't ever see or I see only twice a year or so, of course it's not so easy.

CNE#009-PM-E038 But it's belongs to that kind of platform, that there are people that you can't see that often.

CNE#009-PM-I015 And the ones that you are seeing more often and that you have a, like better connection to, do those

relationships stay on a very professional basis or do they tend to go into friendships or something?

CNE#009-PM-E039 I think they mix.

CNE#009-PM-E040 They are both levels, they are professional level and I would say not friendship but quite close.

CNE#009-PM-I016 Does that “quite close” mean that... well, what impact does that have on charging others for your services, for you? Is there any? Like, when someone: “Can you do a bigger clipping project for me?” Does it feel strange to charge the amount of money you would usually charge for someone you don’t know or how does this relationship influence...

CNE#009-PM-E041 ...influence to amortize money?

CNE#009-PM-I017 Yeah.

CNE#009-PM-E042 Of course it influences, little bit, to be honest.

CNE#009-PM-E043 But I try to... I have some price list and then I can account some discounts for Produforum members.

CNE#009-PM-E044 And if it’s some big project, that has some amount of money, of course... So they have the ability to pay something, or to pay the normal price, but of course it always influences a little bit.

CNE#009-PM-E045 It shouldn’t, but it always will.

CNE#009-PM-E046 But my attitude for this is that... because this is my profession and I should earn my daily living by doing this, so that’s the point number one, but it’s true that it influences to amounts.

CNE#009-PM-I018 Ok, how about your inputs to Produforum? How do you consider them in comparison to the inputs that others do? You feel you’re doing a lot, or?

- CNE#009-PM-E047 I think there could be more that kind of communication, more some new ideas, or things like that. That could be a little bit more.
- CNE#009-PM-E048 Because I think we could use our power a little bit more to create something new.
- CNE#009-PM-E049 Because I think here are so many talented people and with different backgrounds and so much knowledge and people have such a very good touch for what they do.
- CNE#009-PM-E050 So I think there could be a little bit more communication and I'm sure new ideas should be invented a little bit more.
- CNE#009-PM-E051 Because now we are sitting there in "our" places and that's always a little bit...
- CNE#009-PM-E052 But in general I think there could be a little bit more.
- CNE#009-PM-I019 Yeah, and referring to like... Do you have an idea what the amount of your input to the amount others do is, or how would you describe it?**
- CNE#009-PM-E053 It's very hard to describe it, because these cultural things are immaterial things quite often.
- CNE#009-PM-E054 So it's very hard to say how many percents you do and how many percents other people do.
- CNE#009-PM-E055 I think it's very hard to say that, to answer that question.
- CNE#009-PM-I020 Ok. So, coming from the inputs to the outputs, to the outcomes. What would you say are your like concrete... or what do you get out of it? Does that fit your needs or what you wanted to get out of it?**
- CNE#009-PM-E056 In Produforum?
- CNE#009-PM-I021 Yeah, what does Produforum give you?**
- Short interruption due to a phone call --
- CNE#009-PM-I022 Yeah, so what do you feel does it bring to you?**

- CNE#009-PM-E057 You mean this whole package? What this offers to me?
- CNE#009-PM-E058 I see this as a very good platform, as people say today.
- CNE#009-PM-E059 This is a very good combination.
- CNE#009-PM-E060 Here are different kinds of people, here is space to be, here are printers and things like that.
- CNE#009-PM-E061 But the most important thing I think is the atmosphere here, because it gives something for your daily work.
- CNE#009-PM-E062 Because it's so easy to come, easy to be and you have the feeling that you are welcome and there's not so much bureaucracy or things that people are whole time talking bullshit.
- CNE#009-PM-E063 Because this is... the atmosphere here is the most important thing for me. Because when you have good feelings to work it influences to your work.
- CNE#009-PM-I023 Ok, yeah. Then we talked already a bit about that fact that the personal relationships influence the amount of money you ask from the other persons sometimes. So, but would you agree that there is some kind of "network currency"? So you might ask less money, but you are paid in something different?**
- CNE#009-PM-E064 That's a very interesting question.
- CNE#009-PM-E065 What that something other would be? I don't know.
- CNE#009-PM-E066 I think you mean that in a longer perspective, maybe... ?
- CNE#009-PM-E067 Yeah, if you mean that, that's maybe a psychologic... or something...
- CNE#009-PM-E068 But... very hard to answer to your question.
- CNE#009-PM-E069 That you mean, that in the future if I sometimes ask the amount of money a little bit... not so high level... so in the future...?

- CNE#009-PM-E070 I don't know. I really don't know how to answer your question.
- CNE#009-PM-E071 But in long terms, I am sure there is some influence.
- CNE#009-PM-I033 I thought on... about something like reputation. I mean, you're sitting here, people might stand up, ask a question, and you know a very good answer. You take maybe half an hour time, that you might not have, but you feel just like answering the question and share your knowledge so that people will value that, although they don't pay you like 50€ for that half an hour... ?**
- CNE#009-PM-E072 No, no no, that's true...
- CNE#009-PM-E073 I can of course... always that if someone needs some information or my opinion about something, of course I will tell it immediately, share it. If I am not in a very hurry I am sharing it by the same time.
- CNE#009-PM-I034 And the question then is that... I mean, you're doing that, or then you stand up and other people answer your question and help you out...**
- CNE#009-PM-E074 Yes... that's the input-output...
- CNE#009-PM-I035 Yeah, and do you see that you can transform this kind of, maybe we can call it reputation that you gain then, can you transform that to a higher income or something that you like... out of the produforum context, where you're sharing for free... does it lead you to more jobs, better jobs, more money?**
- CNE#009-PM-E075 Yes, I know what you're meaning.
- CNE#009-PM-E076 But here inside Produforum I don't really think that so much, because most of my jobs are outside of Produforum, they are not here.
- CNE#009-PM-E077 But that's a very good question, very hard to answer...

- CNE#009-PM-E078 I don't know exactly what to answer to your question.
- CNE#009-PM-E079 Of course it influences always...
- CNE#009-PM-I035 Ok. So then... Well my last question would be: How do you imagine, for yourself, Produforum in five or ten years? What do you want it to be? How should it develop for you?**
- CNE#009-PM-E080 I really hope that Produforum exists after five years, because in these EU projects there is always some period and that's why I'm a little bit afraid.
- CNE#009-PM-E081 But I hope that maybe in some smaller groups or some...
- CNE#009-PM-E082 I think the main point is the same way to work without so much bureaucracy, low borders, by that way and I see that Produforum would be some kind of...
- CNE#009-PM-E083 The main idea is to work without so much bureaucracy and borders, and by that way to be innovative.
- CNE#009-PM-I036 But you don't have, like any concrete idea, where you... "That should be the thing I get out of Produforum."?**
- CNE#009-PM-E084 No, no, no, no.
- CNE#009-PM-E085 Because I heard that – when I joined this Produforum group – I heard that this project will take a year or two and now I heard that next year will be at least here.
- CNE#009-PM-E086 So that's why my attitude is that after a couple of years this will... Produforum's form will a little bit change, I guess.
- CNE#009-PM-E087 But I hope that the something that would be left would be Produforum's style to work.
- CNE#009-PM-E088 That it's easy to do your job, easy to be connected with other people without having long borders, very much bureaucracy and everything goes so slowly. So I think that some kind of small platform with good atmosphere to

work and by the same time being connected with other sectors of culture.

CNE#009-PM-I037 **Ok, so that were my questions. Is there anything you feel you want to add?**

CNE#009-PM-E089 No, I think my english... after talking english 20 minutes this is good. This is enough for me.

CNE#009-PM-I038 **Ok, so then thank you very much for taking the time.**

CNE#009-PM-E090 Of course.

CNE Interview #010

CNE#010-CO-I001 **Ok, so it is about the whole Swedish-Finnish cultural art field. What would you say are the special structures or needs of that kind of art field? Is there something?**

CNE#010-CO-E001 We had different angles to these matters when we started.

CNE#010-CO-E002 My experience was that I was involved in the cultural capital year in Helsinki in 2000 and we worked a lot with networks then.

CNE#010-CO-E003 It was perhaps the first really big event where we saw the possibilities of networks and connections and kind of possibilities also to involve people, I think. And that was ten years ago.

CNE#010-CO-E004 And as we at that time worked a lot together, I worked at the time in an organization that coordinated swedish-speaking programs and Luckan was very much involved as well, with the information part. Then we saw the need, we saw that in that year we could really create new ways of communication and meeting as well as programs and meeting spots, concrete meeting spots, like cultural cafés, that were not that usual actually before that. In the nineties that was not the typical way of meeting or creating.

CNE#010-CO-E005 But the thing that we saw that was people wanted to get involved and the limit or the borderline between the audience and the performers became more vague. People wanted to do it themselves and participate and contribute. This contribution thing was, I think, a new thing.

- CNE#010-CO-E006 And after the cultural year it was difficult then for people to realize that it couldn't go on and we couldn't maintain all that structure we had created.
- CNE#010-CO-E007 And the meeting spot thing was one thing: Where could artists and people meet and create and where could you come with your ideas. And that was the beginning of the creative café, Verandan, that is nowadays a part of Luckan. But Verandan was a concrete meeting place. So that was one thing.
- CNE#010-CO-E008 But I have also then started, after that big culture year, started to work at the city, but after that.
- CNE#010-CO-E009 And when I started to work here, of course, I got a lot of artists coming and asking for advice and money and structures and I couldn't help them always.
- CNE#010-CO-E010 Because we do distribute a lot of money and a lot of support, but many of the free groups they were so vague in their desires and needs and they also, all of them, wanted to have the same thing, like offices and things and we could not, of course, supply them with all that.
- CNE#010-CO-E011 We had some structures, the Kaapelitehdas [the old cable factory] is a big structure, but that was already established and quite full and...
- CNE#010-CO-E012 So I saw clearly that there was some kind of collective office or collective place was needed.
- CNE#010-CO-E013 And Leena who worked at Novia, she saw the need for the new students to come in the field and practice and that they also needed places to go, because they couldn't practice with the free groups so easily.
- CNE#010-CO-E014 And Jessica who worked in Luckan, she became involved a little later, because she was very good at these EU logistics and she saw the possibilities of the financing.

- CNE#010-CO-E015 And then we had Matilda, who was the fourth, who was thinking about the theatre field, that was perhaps the most obvious part of the cultural field that needed support.
- CNE#010-CO-E016 So we had four different angles to this what we wanted. We wanted to create this, because we could not give this kind of support and advice in the structures that were before. I think that's the answer: We could not make people happy with the structures and the systems that we had before that.
- CNE#010-CO-E017 A very important thing with Produforum is also this kind of collegial help. So it's not from up to down, top-down, but it's very kind of equal way of supporting, support each other. You have colleagues and so on.
- CNE#010-CO-I002 I think that was a very good description of why you started Produforum as the project. I am just wondering whether those needs that you described aren't the same needs in the Finnish cultural field?**
- CNE#010-CO-E018 Absolutely.
- CNE#010-CO-I003 Why is there this swedish-speaking focus? Is there anything particular to the swedish-speaking cultural field in Finland?**
- CNE#010-CO-E019 Ah, ok. Ok.
- CNE#010-CO-E020 The problems and the challenges are the same, but it tends to be like... it's even more difficult in Swedish.
- CNE#010-CO-E021 Because the normal infrastructures in all cases, they don't work that well in Swedish.
- CNE#010-CO-E022 And all of us who worked, we were, we had our work fields, responsibilities mainly for the swedish-speaking services, so it was quite a practical angle.

- CNE#010-CO-E023 I also here am responsible for the swedish-speaking. Even if I do a lot of other things also, that's my main...
- CNE#010-CO-E024 So it's more a pragmatic, practical...
- CNE#010-CO-E025 It could have been in Finnish as well and we saw it.
- CNE#010-CO-E026 Perhaps it's more visible in Swedish in the way that it's smaller.
- CNE#010-CO-E027 It's easier to get an overview and also an overview of the problems, than in Finnish.
- CNE#010-CO-E028 In Finnish it's quite huge and you could not create one thing to solve problems.
- CNE#010-CO-E029 I don't say Produforum has solved all the problems, but it has more impact in the Swedish field than it would have had in the Finnish field, in a way, because it's relatively much smaller.
- CNE#010-CO-E030 But the problems are the same and even Produforum and even, perhaps, more difficult because the lack of interest or money or support from the society.
- CNE#010-CO-E031 There is some private cultural money, of course, by the foundations.
- CNE#010-CO-E032 But there is not always, in our opinion, not always a strategic long term vision of how to develop because the foundations also say that's not their job to do it. And they are partly right, but then we could ask whose responsibility is it.
- CNE#010-CO-E033 There are... We have very few organizations who are national for example who are national for example and who look.
- CNE#010-CO-E034 And also the cities, the communities – I work for the city of Helsinki. Is it our task to take care of other cities, as well? You could ask that. You could say that in a way, in

some cases, yes, because we are the capital, we are also the swedish-speaking capital. So we have a responsibility that is bigger than... And there is a spill-over effect always when we do. And I personally think that is very important.

CNE#010-CO-E035 But so, to this... This dialogue about this thing is very important. I think the most important thing with Produforum in a way is that we have started a dialogue, a discussion about how should things be done, what does the future look like, where are we going, how should we do.

CNE#010-CO-E036 And I think that it's... The really important thing with this is that we have really raised these questions.

CNE#010-CO-E037 We cannot give the answers.

CNE#010-CO-E038 And I think... I know that some of my colleagues in Produforum think that we can provide answers, I am not so sure about that.

CNE#010-CO-E039 But I think it's already very important and really good that we have raised these issues and that we have been able to discuss also these things.

CNE#010-CO-E040 Because there is a lot of differences between the different parts of Finland also and people are jealous of each other and people look at each others as competitors.

CNE#010-CO-E041 And already if you can create a common platform for discussion, development, exchange it's already a lot.

CNE#010-CO-E042 And I think that – perhaps I am realistic or pragmatic – but I think, the more I think about the whole thing and the more I think that this is important.

CNE#010-CO-E043 Because it's very easy also to let go of the discussion. It's really difficult to keep on and to really try to see where we are going and what is needed and not so many are

tended to do it, really, in here, neither in Finnish nor in Swedish.

CNE#010-CO-E044 You can make statements or reports and so on, but who is really trying to do things, that's the good question.

CNE#010-CO-I004 So, could one say the whole thing started with the swedish-speaking cultural field because it is a minority, so people know each other already and it's easier to set up some kind of this structure to get started with, but there wouldn't be anything which stops it from, like distributing also to the Finnish cultural field in future or already now as there are some finnish-speaking artists already joining?

CNE#010-CO-E045 Yeah. Yeah.

CNE#010-CO-E046 I think that, if one has to be truthful, also this is not the very first initiative, there have been others.

CNE#010-CO-E047 There have been a lot of these collectives – “osuuskunta” – that they have, that artists go together or groups, a lot of things.

CNE#010-CO-E048 And Kaapelitehdas was perhaps the first one in Helsinki with this kind of thinking.

CNE#010-CO-E049 So it's not the first one and it's not the last one.

CNE#010-CO-E050 But it came in a time... In that way it was quite new in the Swedish sector at least, that kind of, perhaps, initiative.

CNE#010-CO-E051 But there are initiatives.

CNE#010-CO-E052 They are mostly... Perhaps what is new for Produforum, is that it's from different art forms.

CNE#010-CO-E053 Usually they have this kind of initiatives in one art form.

CNE#010-CO-E054 You can have a collective of architects, or visual artists or design artists and then you have another collective of people working with performing arts.

- CNE#010-CO-E055 But what is new here perhaps is that we try to open it up to all kinds of angles.
- CNE#010-CO-E056 But I know that some people, who were active already in the seventies, they say that in the seventies people who were active in the cultural life they had a lot of free discussion groups and they shared things. So already then they did these things.
- CNE#010-CO-E057 So it would be wrong to say that this is that new. It depends on how you look on it and who you are.
- CNE#010-CO-E058 But I think has been important for us, who do it here, and it has been a good tool to raise questions.
- CNE#010-CO-E059 But, of course, people who are involved tend to see the uniqueness of the project.
- CNE#010-CO-I005 So you said already that it is a good tool to raise questions about the future and to bring people together. Now after the project is going on, like for almost two and a half years, founded in 2007, how would you describe the outcomes or where is Produforum now? What did it do so far, from your point of view?**
- CNE#010-CO-E060 I think it has clarified a little the field.
- CNE#010-CO-E061 We can see that there are different categories of people working in the art field, like we have both artists and producers – that is important – we have both students and professionals – that's also important. So we have like this both categories of some kind.
- CNE#010-CO-E062 And I think that also the fact that it's going between the art fields or over borders in the art fields, that's also important, that we have all kinds of art fields involved.
- Short interruption by water boiler --
- CNE#010-CO-E063 So. Yeah. Perhaps this openness and this...

- CNE#010-CO-E064 We really try not to limit, that's perhaps one thing.
- CNE#010-CO-E065 Usually you limit your network, you limit it to some, because it's easier that way.
- CNE#010-CO-E066 But, of course, those people who are involved think it's very unlimited and those who are not involved they think it's limited and it's more like a club, that's also always the case. So it's also important to define the elements: What makes it open and what doesn't?
- CNE#010-CO-E067 But think already the fact that we are working now along the cost makes it open to a lot of people, it's a potential.
- CNE#010-CO-E068 There is some potential in this network, in this openness.
- CNE#010-CO-E069 You could join if you like. There is a place where you could go.
- CNE#010-CO-E070 Already that – even if you don't join – the awareness of that there is somewhere, you could really join if you like. I think that's also important.
- CNE#010-CO-E071 It's difficult to explain it, but we saw already that – also ten years ago in the cultural year – that it might be sometimes important that you know that you can participate, even if you don't do it finally. But the knowledge and the feeling that you can, if you want to, that might be also something.
- CNE#010-CO-E072 This is more a philosophical, perhaps, approach to this, but...
- CNE#010-CO-E073 For me personally I have tried to see...
- CNE#010-CO-E074 Now as we've created it and I can see that artists are helped concretely. So they can come there and they can do things and so and that's a concrete thing that I wanted to do.

- CNE#010-CO-E075 But I also, personally, want to emphasize this role, like, Produforum has as a meeting place for ideas and discussions and there are not so many of those where you can really come and share. So sometimes it...
- CNE#010-CO-E076 Of course, we have quite an intense debate also of how much should be the concrete work who are on a daily or weekly basis involved and how much should be this kind of more open space where you could come and exchange ideas like in seminars or in other ways to reach other people who could be involved only for a moment. I think that's very important. But there is of course always a balance also in time with how much you have energy to put on it.
- CNE#010-CO-I006 So one could say what Produforum has created as certain kinds of outcomes is the concrete working space and the open atmosphere to take people in in which ever way they want to contribute, being a permanent member or just coming to the network's meetings and seminars, to attend them, to bring in their thoughts and opinions...**
- CNE#010-CO-E077 Yeah, 'cause that is also open to everybody. It's no limits. We don't say you cannot come and so on.
- CNE#010-CO-E078 So there is a certain curiosity. I personally thought, from the beginning, that much more emphasize would be put on this, like seminars and meetings and this part of the action and I regret a little that it hasn't happened in the large context that I would have liked.
- CNE#010-CO-E079 But I also see that with the resources that we have, that it's perhaps not possible for the moment.
- CNE#010-CO-I007 Would you maybe also say it helps the people working in the cultural field making a better living on what they do?**
- CNE#010-CO-E080 In certain cases, I think.

- CNE#010-CO-E081 They get skills to market, they get skills to sell to the enterprises or some certain skills, I also think that's true.
- CNE#010-CO-E082 And they also kind of... They perhaps get a better picture of how they could do, work with colleagues like producers and artists together and groups and freelancers and like that.
- CNE#010-CO-E083 So I think in a way yes.
- CNE#010-CO-E084 It could be seen as an educational project also, I suppose.
- CNE#010-CO-E085 Even if we don't have the status of being an official... But I don't think that's important.
- CNE#010-CO-E086 You could call it a competence center as well, where you raise your competences, your abilities.
- CNE#010-CO-E087 So it is possible, yes.
- CNE#010-CO-I008 And how do you think could Produforum benefit also your work in the future, maybe five to ten years from now? Do you think there's – besides working for the cultural workers/arts managers and artists – from your position, working for the city by now – do you think...?**
- CNE#010-CO-E088 So you mean if I can get advantage of Produforum?
- CNE#010-CO-I009 Yeah.**
- CNE#010-CO-E089 Yeah.
- CNE#010-CO-E090 Well, yes.
- CNE#010-CO-E091 I have been active... I'm active in the steering groups in Produforum here in the southern region and also in the whole.
- CNE#010-CO-E092 And of course ideas that I have about democracy and participation and involvement and things I can get, on a larger scale, out. Things that I and many others think are important.

- CNE#010-CO-E093 So in that way yes it is a very good channel to do cultural politics, that's true and also on other fields than in Helsinki.
- CNE#010-CO-E094 But it's... there are... But we are many active in many networks.
- CNE#010-CO-E095 But yes, why not, I see it as a good way of promoting.
- CNE#010-CO-E096 I see that the danger can be in the Swedish cultural field that we are not as updated as the majority always.
- CNE#010-CO-E097 Even if it's small and quick and flexible, there is always - when you have this smallness and cosiness and you know people – there is always a risk that it becomes less professional and to familiar, you know, it becomes a little homemade, the things that you do.
- CNE#010-CO-E098 And some people think I'm mean when I say it, but I say it as a fact. So it really has to be...
- CNE#010-CO-E099 When you cannot compete with the largeness – we don't do very big projects and very large – so you have anyway to see that the standards and the quality is as good as the Finnish things that are going on, that have more resources and more people working on them.
- CNE#010-CO-E100 So sometimes you see the lack of people and the lack of ideas, sometimes not, sometimes it can be better.
- CNE#010-CO-E101 But I think you have to be very self critical always, to really not fall into the danger thing that we are perfect and we have created all this and everything is great. So that's why I'm perhaps a little critical now also, because I think it's important for you also, when you write, because you meet a lot of enthusiastic people that say that: "Yeah, this is the best." And of course it's very good, but you always have to balance it and to compare it somehow, to have a balanced view. And I'm saying this even being one of the

biggest enthusiasts, of course, behind Produforum. But I think it's good to realize, that you cannot solve... or...

CNE#010-CO-E102 Everybody is so enthusiastic and thinks that we can do more and more and more and in a way I think that even if the openness should be unlimited and people could have access I think that we should limit what we do, because we cannot do everything.

CNE#010-CO-E103 We can involve a lot of people, but we cannot do... We have to decide a little, what to do and what not.

CNE#010-CO-E104 And this is a little difficult to accept for some people who really have seen this development and think that it's possible to continue, but it's not possible.

CNE#010-CO-E105 It has been like this and now we have to focus down a little. Because otherwise it would be that we, you know, we whisper here and we whisper there and nothing is really, perhaps, that good.

CNE#010-CO-I010 You mentioned some very interesting points besides what Produforum can be for you in five to ten years, which is more like a monitoring tool or something, or maybe you get, like, to see what the cultural field is developing like in a more condensed view, but you mentioned the familiarity of the people and also in the swedish-finnish cultural art field where there is even less people, I mean that's kind of a limited target group and you mentioned that it gets very familiar. Would you say there is a certain kind of problem to that familiarity while trying to make money?

CNE#010-CO-E106 I don't know if it's a problem in making money.

CNE#010-CO-E107 It's a good thing when you want to get connections and you want to have things done and you want to start up.

- CNE#010-CO-E108 It's easy, you can call people, you can invite people, it's not that formal, it's many good things also it's...
- CNE#010-CO-E109 The lack of formality is a very good thing usually.
- CNE#010-CO-E110 It's a good thing for atmosphere and feeling.
- CNE#010-CO-E111 But if it means that when you're familiar with people you cannot take conflicts and you cannot deal with problems and you cannot deal with situations where competences are lacking or it doesn't work, because you don't want to take the conflicts because you're too familiar then it can be a problem, I think.
- CNE#010-CO-E112 Or if you always choose to work with the same people that you know, that's also a problem, but that's for all, the artists and people who work contents.
- CNE#010-CO-E113 So usually it's better to mix people that are different, if you want to have...
- CNE#010-CO-E114 This is also more like philosophical questions.
- CNE#010-CO-E115 I think that anyway it's important that it has been creating a base for discussion and when I say that it can be a cultural political tool I don't mean it... It's not that mechanic, but it's more like a platform, really, to open up discussions.
- CNE#010-CO-E116 It's also a thing that, I think you could call it many things, you could call it that we have a system of... we have a change of paradigm in the society.
- CNE#010-CO-E117 Culture is coming more into people's lives and people see the connection between well-being and culture and also perhaps quality of life.
- CNE#010-CO-E118 But it's always the danger also of culture losing its self – what do you call it? – That it's worth in itself, it doesn't have to be a tool for the culture...

CNE#010-CO-I011 The value?

CNE#010-CO-E119 The value. The value of it's own.

CNE#010-CO-E120 So of course when you connect culture to well-being or to creative industries there is always the risk that it's only a tool to get what you want.

CNE#010-CO-E121 And this is a balance also: How much is culture for its own and how much is it as a mean for getting something or developing something.

CNE#010-CO-E122 But also I think it's a generation question. Many people who are – also in the cultural fields, directors and a bit different posts – have another thinking of how to compete and how to cooperate and things like that, so this is also changing.

CNE#010-CO-E123 I don't think that it's a coincidence that the four of us who started this were women.

CNE#010-CO-E124 We don't usually raise that question, because it's provoking for some people, but I really don't think that it was a coincidence.

CNE#010-CO-E125 We really wanted to... we had an idea about what we wanted to do and I can give you an example of that: Because when we talked with the cultural funds here to get the first finances, before we started with EU, we tried to it as a Finnish project, as a domestic project. But they didn't understand what we were doing and why and they said: "How can you share everything? And then you will have nothing." And they didn't at all understand what we were saying, which showed to us really this lack of understanding and these different perspectives of the cultural field. That was quite interesting.

- CNE#010-CO-E126 And in the long run it was good that they said no because then we had to rethink and then it became EU project. We got much money and much more possibilities and we could spread it out much more, which finally was good.
- CNE#010-CO-E127 But it took many years before we started, before 2007. So we were working like two years at least before, two-three, a little depending on how you count, because we had also... Before we concretized our interests, we were discussing: Should we create... Ok, we created Verandan, that was the cultural café in 2003, but it was not enough and we, like did other things, some of us.
- CNE#010-CO-E128 And so it was kind of a discussion that started with the cultural year and went on, so that's also important now when we have Turku coming as the cultural capital and they having a lot of challenges also.
- CNE#010-CO-E129 So it is a good place for us to look back ten years and see what have we achieved and what have we done.
- CNE#010-CO-E130 So I think that for us who work in Swedish here in the capital area we learned to network and discuss and to raise questions and to deal with them in a new way and that's...
- CNE#010-CO-E131 So really, when we talk about Produforum we could, like, go back to the cultural capital year in 2000, we could go back to the nineties when we established Luckan.

- CNE#010-CO-E132 It was the same discussion about cooperation, exchange, quality, about working together, in a way you could say. So some of us have been working with these methods for quite a long time, almost twenty years. So that's what I mean.
- CNE#010-CO-E133 Luckan was also an answer to many things when we established it in the beginning of the nineties, so it is always... Produforum is perhaps now for the moment... But I think also when you write your thesis it's important to see that it is kind of a project of it's time also.
- CNE#010-CO-E134 But it's a good example and it's a good model and it's a model that is easy to adopt, the principles and you can use it and that's what makes it good and that's what makes it interesting.
- CNE#010-CO-E135 So of course people are interested, also finnish-speaking cultural managers and artists.
- CNE#010-CO-E136 We know that if we would run it like a bilingual project it would need much more capacities of people and, you know, translations and things, but it would be quite possible. And it would be also in a way good. It could be good, but then...
- CNE#010-CO-E137 It is always a choice how to do and what to do and when you have limited time and resources and so, it's perhaps easier this way.
- CNE#010-CO-I012 Ok. Well I would say thank you for this very interesting overview. There would be a lot of things which came up**

with, which I'd like to discuss, but unfortunately I have to leave, too. But yeah, thanks a lot.

CNE#010-CO-E138 Yeah. You can come back of course also when you write and when you think.

CNE#010-CO-E139 I don't know if these answers were too abstract for you or like not what you expected, but I decided that I would be a little more critical perhaps than I suppose others have been, because I think there has to be a balance also in that.

CNE#010-CO-E140 I'm really very pleased with what we have achieved and I think it has a big meaning, but it's so easy to think that then it will safe everything and then it's really... The answer is unfortunately not that easy.

CNE#010-CO-E141 But it's a good start to deal with things and it has been an excellent tool.

CNE#010-CO-E142 And from my personal point of view I think also that the municipal angle to these things is important and you could, like, involve cities or communities more in the interaction and discussion with artists and producers.

CNE#010-CO-E143 Because the city is, and people like me, who are in a way neutral, they have a big responsibility also to be active and to try to develop the circumstances and the possibilities of the art life. But they don't always take that responsibility.

CNE#010-CO-E144 So for me it has been important in Produforum to emphasize this and go out to my colleague and say that: "You can really... you have a lot in common and you can offer and you can discuss..." And I think that for some it has been also, like, a good thing. Some have not taken up this issue so much, but...

- CNE#010-CO-E145 I think it's quite a lot actually about ideology and cultural democracy, to make people participate and to listen to them.
- CNE#010-CO-E146 Because the tendencies are very different in the society. You make big units and you change and you want to have it quick and effective and you really don't always bother so much about the content and nobody is checking that. It's more about the service and how it looks like and what impact it has and I see that very clearly also here.
- CNE#010-CO-E147 So, for me this is also a way of really work with people who are interested in contents and directions. So I think that, personally, for a lot of people who are involved it's important.
- CNE#010-CO-E148 It's important as a forum for discussion and reflection and criticism, debate, so and that's not the least important at all, it's quite important actually.
- CNE#010-CO-E149 But also because you have all these thinking mills where they have all kinds of strategies and so, but it's often quite technical and they have decided to work in a certain way.
- CNE#010-CO-E150 So this open and a little... The idea is also that you don't always have the answers and you don't always know it and that makes it interesting because it's not ready, it's half ready. It's more like...
- CNE#010-CO-E151 And you have the confidence to share, even if your ideas and projects are not finished, they are not complete, but you can like, you know... And that's important I think. That's perhaps something new.
- CNE#010-CO-E152 It's not like we gather for official debates with a panel that is prepared and, you know, everybody is prepared. That we can also meet like this, like you and me here or like at Korjaamo at our meetings.

- CNE#010-CO-E153 And really each meeting, when you share and when you try to discuss it's kind of a professional development thing, also. We haven't perhaps put the words on that, but I see it very clearly, that meaning in a way.
- CNE#010-CO-E154 Because these things interest me: What makes people go, what motivates them, what do they get out from things.
- CNE#010-CO-E155 So I suppose that you could some... perhaps...organizers of further education or something could see us as a thread, but on the other hand it's not our main target to do things, it just happens, so it's not that difficult. And they could join if they would like and so on.
- CNE#010-CO-E156 That's a difficult question: How do we define the free art field, who can really be, like, members if they want to?
- CNE#010-CO-E157 Because already we see that some of the groups that we have are not perhaps that free or really, you know... But perhaps that's not so important. Anyway it's important that all the individuals, everybody as a person can join in some, at least some, context.
- CNE#010-CO-E158 So that's why I always say that it's important to come out from Korjaamo and to come out from G18 and do it in other places, so people don't think that this is a club. I don't want it to be club, then I'm not interested, really. But sometimes...
- CNE#010-CO-E159 And that's the problem with these kinds of networks and projects, that it tends to be a little club like sometimes. If it's too familiar, if it's too nice if it's too many people who know each other. So, but... well.
- CNE#010-CO-I013 **Yeah, thank you very much for those interesting insights. They will help, I think.**
- CNE#010-CO-E160 Ok. I hope so and good luck with your work.

CNE Interview #011

- CNE#011-PM-I001** **Ok. So the first question would be for your year of birth.**
- CNE#011-PM-E001 My year of birth? 1977.
- CNE#011-PM-I002** **Ok and then how would you describe your job, what would you call it?**
- CNE#011-PM-E002 I'm a artist.
- CNE#011-PM-E003 Or do you want a longer explanation?
- CNE#011-PM-E004 I work with... I like to work in public places or somehow related to public places, usually some kind of social projects often more or less political.
- CNE#011-PM-E005 I sort of have some kind of queer feminist view on what I'm doing.
- CNE#011-PM-E006 And I'm also interested in how public space is used and who has what kind of access to it.
- CNE#011-PM-I003** **And how would you then describe your product? What is the thing you sell to make a living on?**
- CNE#011-PM-E007 What do I sell to make a living on? [Laughter]
- CNE#011-PM-E008 Well, I think mainly it's scholarship or grant financed.
- CNE#011-PM-E009 So I hardly sell anything and if I would make a living out of the things I sell I would be quite skinny.
- CNE#011-PM-E010 But... art projects I would say. So it's art works, but it's not so focussed always on a physical product and usually it's like the product is different depending on who is seeing or taking part of it and in which, like, part of the process they're in contact with the work.
- CNE#011-PM-I004** **Ok. When did you join Produforum?**
- CNE#011-PM-E011 I don't remember.
- CNE#011-PM-E012 It may be maybe... I don't know if it's two or three years ago.

- CNE#011-PM-E013 I could find out.
- CNE#011-PM-I005 Well, at least you are part of the network quite a long time now.**
- CNE#011-PM-E014 Yeah. Yeah.
- CNE#011-PM-I006 One thing related to you job: You're basically doing it as a freelancer or on this kind of "toiminimi" basis?**
- CNE#011-PM-E015 I have a toiminimi.
- CNE#011-PM-I007 So you're not usually employed by others?**
- CNE#011-PM-E016 No.
- CNE#011-PM-E017 Sometimes I am, but usually not.
- CNE#011-PM-I008 Ok, so what were your main motivations to join the produforum network, to become a member?**
- CNE#011-PM-E018 I needed somebody to find finance a seminar that I was arranging and I ended up arranging it as a Produforum seminar, so they were not financing it 100% but enough that it was possible to do it.
- CNE#011-PM-E019 And then of course, I mean I was aware of the other good things with Produforum, too, but that was, like, what kind of started it. Cause I had promised to do a seminar and then I didn't get the scholarships I was planning for so that was kind of...
- CNE#011-PM-I009 What are you offering to the network, what's your input?**
- CNE#011-PM-E020 Some kind of knowledge I suppose.
- CNE#011-PM-E021 I think it's quite hard to specify.
- CNE#011-PM-E022 But I think it's interesting to take part in all the discussions that are going on inside of Produforum.
- CNE#011-PM-E023 And I suppose... I mean taking part in the discussion means if there's no one taking part in the discussion there is no discussion, so I suppose everybody who is somehow getting involved are giving something.

CNE#011-PM-E024 And of course all those, I don't know, practical everyday things, like somebody is asking if I know where to get prints and I don't have the definite answer to where they should get their prints, but I have ordered prints quite a lot of times so I give some kind of advice.

CNE#011-PM-I010 And what are you asking for from Produforum, what do you need?

CNE#011-PM-E025 I think the contacts are like the most important.

CNE#011-PM-E026 But that's also quite related to the fact that I can use the workspace here, because that's how I practically get the contacts.

CNE#011-PM-E027 I do have also another workspace and I could work there because I'm painter and anyway.

CNE#011-PM-E028 But usually I'm here because there's other people.

CNE#011-PM-E029 Also because there's printers and stuff, but...

CNE#011-PM-E030 But mainly because there's a lot of people here.

CNE#011-PM-E031 And I mean for example now I'm working with \$colleague and I wouldn't be if there wouldn't be Produforum, because I mean that's – I've met her also in other contexts – but that's how we have kind of found a cooperation, and we just got money for our project.

CNE#011-PM-I011 Congratulations!

CNE#011-PM-E032 Thanks.

CNE#011-PM-I012 So, while you were already talking about the people here at this space: How connect do you feel to the other Produforum members? Both, the ones that you see here, working with you all day, and the ones that are in the network but that don't show up here on a regular basis?

CNE#011-PM-E033 That's a hard question.

- CNE#011-PM-E034 I think... I think I would maybe have imagined I would feel more connected to them than I do.
- CNE#011-PM-E035 I mean I feel connected to the ones I really do something together with.
- CNE#011-PM-E036 And the other ones, I do feel somehow connected to them, because I mean, when you see people often you get to know them, but...
- CNE#011-PM-E037 But it's... I don't know it's still not like this kind of very deep contact and really deep discussions and things like that, it's quite a daily basis somehow. Like many of the discussions is like being annoyed that the printer isn't working or the coffee machine isn't working.
- CNE#011-PM-E038 I mean of course there is also other discussions going on, but it's...
- CNE#011-PM-E039 Yeah, I think I would have imagined maybe I would have been more connected to them than I am.
- CNE#011-PM-E040 But I think also especially in Helsinki so many of the people are working specifically with theatre and I'm not and I'm not going to and I don't want to.
- CNE#011-PM-E041 I mean theatre is nice, but it's... I mean, I'm interested in theatre only as in watching theatre, so it's like I don't know... I think hen I...
- CNE#011-PM-E042 Because I was also in Produforum Raseborg, that Group was more mixed and I think that somehow made it more like everybody had the same starting point.
- CNE#011-PM-E043 But that's also something I would like to do with Produforum is to use it, to create some kind of network that is about visual arts and...

CNE#011-PM-E044 But I mean, I don't know, it's really what you make of it, it's not like I'm unhappy with something, it's just that I could imagine that it could be even better.

CNE#011-PM-I013 And the relations that you, or relationships, that you have with the people that are here, like more often and that you see like daily or very regular: How would you describe those relations? Are they staying on a very professional level or do they tend to become very personal or even become friendships?

CNE#011-PM-E045 I mean it's not like on a strictly professional level.

CNE#011-PM-E046 But I think they are not getting so personal either.

CNE#011-PM-E047 It's, I mean, it's some kind of, I don't know... I think it's quite similar to in whatever office where people are doing whatever.

CNE#011-PM-E048 That people have their own lives outside it and it's like, I mean, it's not professional I think – you can only talk about job things – but it's not the people you go to when you, I don't know, have some kind of personal crisis or something and also not the first people you tell when you're really happy about something happening in your personal life.

CNE#011-PM-I014 So it's kind of a friendly collegial atmosphere?

CNE#011-PM-E049 Yeah. Yeah, I would say so.

CNE#011-PM-I015 And does this at least closer than in not collegial relationships, does this have an impact on when you think of maybe charging other people for services you would do, like I mean, you said it's, what you do is basically scholarship or grant funded, but if you think of selling some kind of art work from yourself or art project and to sell it to some fellow network member, is that

closer relationship... would you say it has an impact on maybe the price you would name?

- CNE#011-PM-E050 I don't know.
- CNE#011-PM-E051 I think it depends on what work it's about.
- CNE#011-PM-E052 A lot of things I would be prepared to do as some kind of exchange of favors.
- CNE#011-PM-E053 Before my car – I used to have a van – before that got stolen I used to at a few times I rented it to the people in Produforum and generally I would be prepared to borrow my stuff for free, but in this case there... I mean it started off by the car was too expensive to have and was not used very much, so then the idea would be to kind of, of people can use it if they take part in paying for it.
- CNE#011-PM-E054 But I mean if people want help with something then it's like... I don't know, as long as it's not a real big load of work I would be happy to help people without charging for it.
- CNE#011-PM-E055 I suppose it also depends on how closely related it is to your professional work.
- CNE#011-PM-E056 I mean if somebody asks for an artwork I won't do that for free, but if somebody wants help with Photoshop for sure I could help.
- CNE#011-PM-E057 So it's like, it depends on if it's like kind of my product they want or if it's just me they want.
- CNE#011-PM-I016 How would you consider your amount of input into Produforum related to the ones that other do?**
- CNE#011-PM-E058 I don't know.
- CNE#011-PM-E059 I mean it's quite hard to know who is doing what also.

- CNE#011-PM-E060 I feel quite like... I mean I don't worry about if somebody does less, but it's not like I'm really worrying if somebody is doing more either.
- CNE#011-PM-E061 And I think it's also... I mean Produforum wouldn't work the way it does without the financing.
- CNE#011-PM-E062 And I think that's like the... That there are some people getting paid for working for Produforum is what keeps it running.
- CNE#011-PM-E063 And then of course it also depends on all the people involved in it, but it's quite easy to be involved as long as there is somebody who is taking the main responsibility, so.
- CNE#011-PM-E064 And I think my input is also quite related to how busy I am.
- CNE#011-PM-E065 I mean if I'm in a hurry with my own work I'm not so useful for other people.
- CNE#011-PM-E066 But I'm still thinking about the question about the relation to the other people working here. I think because everybody is working on their own projects it's quite easy to be friends compared to like in a job where you really have to work together and agree on things.
- CNE#011-PM-E067 Because then it's easier to get a conflict, when you have to agree and with the people in Produforum you don't really have to agree as long as you can be like in the same room.
- CNE#011-PM-E068 So it's quite easy, which is nice.
- CNE#011-PM-E069 I mean it's also nice to work with people and I do with some of the people, but for most people I don't.
- CNE#011-PM-I017 So how would you then describe the outcomes of Produforum for you, for yourself, personally?**

- CNE#011-PM-E070 Knowledge and contacts and kind of at least somewhere to ask for help even if I don't always get what I want. You still somehow have somewhere to start asking.
- CNE#011-PM-E071 And also it's fun, because before I was working all the time in my own studio and it was quite boring, so.
- CNE#011-PM-E072 It also makes my work more enjoyable.
- CNE#011-PM-I018 And you described that sharing, that you offer like some advice in Photoshop and you get help like by asking a question: Would you say there is some kind of "network currency" which is not mainly money, by doing so?**
- CNE#011-PM-E073 You could see it as that, but it's not really the... I mean with the currency as in money you kind of try to be more specific about what you get and what you give.
- CNE#011-PM-E074 While this is more like I can give to one person and get from another person and it doesn't necessarily have to be totally equal. And...
- CNE#011-PM-E075 Yeah, but of course you could see it as some kind of currency and I suppose if you wouldn't feel you get anything from it, you wouldn't be as interested in also helping other people.
- CNE#011-PM-I019 So it's maybe more about this social capital like reputation and rewards, that you feel by giving something by helping someone, you feel rewarded?**
- CNE#011-PM-E076 Yeah.
- CNE#011-PM-E077 But I think I'm also some kind of idealistic and I want things to work, so it's...
- CNE#011-PM-E078 And also I think it should be in the way that you help people and you share knowledge.
- CNE#011-PM-E079 So it's not only about what do I get, but also about how I think things should be.

- CNE#011-PM-I020** **When you think of transferring that kind of that kind of reputation like that people like what you do and therefore give a certain value to it, would you say you can transform it somehow to more jobs, better jobs, maybe even money or rather not?**
- CNE#011-PM-E080 Yeah, maybe.
- CNE#011-PM-E081 I mean... Or for example if I wouldn't be in Produforum I wouldn't have met \$colleague and we would never have applied for this money that we now got so this is basically going to pay mine and \$colleague's salary for two years, so that's quite a lot of money.
- CNE#011-PM-E082 And it's kind of, I mean it's me and \$colleague who has that work, but it's still related to Produforum existing.
- CNE#011-PM-E083 So I think it kind of generates... It can generate some kind of job opportunities, but it's quite hard to measure, because it's still, like the main resource is still the person who does the job and the network is somehow supporting it.
- CNE#011-PM-E084 So that means it's kind of really impossible to measure.
- CNE#011-PM-E085 But also at least it makes me feel somehow more confident about what I'm doing and when you're more confident you're also less prepared to do your work without getting paid for it somehow.
- CNE#011-PM-E086 And also I suppose it kind of generates some kind of a world of professionalism and people are always more prepared to pay for somebody who seems like they know what they're doing.
- CNE#011-PM-E087 Like for example now we had this course about... Just a two hour workshop about how to write press releases and at least I think I'm writing a lot better after that, so it was very useful for me.

- CNE#011-PM-E088 But also it was one of my friends who was doing this course and so it was me inviting her but of course I couldn't have or I wouldn't if I wouldn't have know that Produforum can pay her to do the job.
- CNE#011-PM-E089 So it's... So I think the social capital is very important, but it's also very much related to the fact that there is somebody who is paying for something and then it can generate also other people paying for other things.
- CNE#011-PM-I021 So my last question would be: How would or could you imagine Produforum to look like in five or ten years? What do you want it to be, for yourself?**
- CNE#011-PM-E090 I think except for what it is now – this thing that I was talking about before that I would like more visual artists to be involved and I think that's also where the discussion could be more kind of deeper, or not like only related to production but also to like the content of it.
- CNE#011-PM-E091 Maybe also that it would be somehow easier to take responsibility for things inside the network.
- CNE#011-PM-E092 Because now I have these meetings every second week, but they're always quite general, because there's so much stuff that are going to be discussed in one meeting and I mean they're also interesting and good.
- CNE#011-PM-E093 Bbut I think it would be more interesting to be more involved in some specific part of Produforum and of course you're always invited to join a lot of meetings about a lot of different things, but I think Produforum could also ask for the people who are involved to take the responsibility or to, like, to be involved in something.
- CNE#011-PM-E094 So it could be like part of the deal that you're choosing are you going to be with the group arranging the seminars

or are you going to be in the international group or are you going to whatever.

CNE#011-PM-E095 But somehow that it would be more clear who is involved in what.

CNE#011-PM-E096 And I think it would also be quite ok to ask for that, at least for people who use the workspace here and have the...

CNE#011-PM-E097 But I mean it's also fine that some people are in Produforum but are not so much involved.

CNE#011-PM-E098 But then it's also, I don't know, I think for example it could be interesting to be involved in arranging the seminars, but then again I'm not terribly interested in arranging five different seminars about different aspects of theatre. So it also depends on what's going on.

CNE#011-PM-E099 And I mean it's not only because of me being egoistic but also because I just don't think I have so much to give when it's like very specifically something I'm not working with.

CNE#011-PM-E100 But I hope Produforum gets some kind of financing from somewhere, because I think even if a lot of people think Produforum is really good I don't think there is enough motivation for people to start running it without somebody being employed and doing all the boring work or somehow, I don't know, taking the main responsibility.

CNE#011-PM-I022 Ok. Then thank you so far. Is there anything you'd like to add? Anything I haven't asked for, but you want to mention?

CNE#011-PM-E101 Probably, but I can't think of it now.

CNE#011-PM-I023 Ok.

CNE Interview #012

- CNE#012-PM-I001** So the first question is for your year of birth.
- CNE#012-PM-E001 1979.
- CNE#012-PM-I002** And then for your type of job: How would you describe it or what would you call it?
- CNE#012-PM-E002 It's a combination of many different things.
- CNE#012-PM-E003 I teach, I give scene lessons for instance, I give workshops in sound painting and sometimes something else and I also teach this like music and dance kindergarten, it's like one our hour every week. So many different things.
- CNE#012-PM-E004 And then I do gigs, so I'm a freelance musician with many different bands and different styles, mostly folk music and sound painting, but also like rhythm music and different things, different situations, and of course record music sometimes.
- CNE#012-PM-E005 So the income is like many different things.
- CNE#012-PM-I003** But all of that you do as freelancer or on this kind of "toiminimi" basis, or are you working as an employed person then also.
- CNE#012-PM-E006 Well this kindergarten-thing I'm like an "hour teacher" – I don't know what the english name is for it, but – so I get paid per hour, but there we've already decided the whole year in beforehand, how many hours it's going to be.
- CNE#012-PM-E007 But otherwise, yeah, it's freelance, everything.
- CNE#012-PM-I004** And so is there, your teaching and stuff... So what would you call your product, what are you selling?
- CNE#012-PM-E008 Well there's so many different things I sell, because there's many different things that I can teach and there's many different bands that I can perform with.

- CNE#012-PM-E009 So it's a little bit complicated to say just one, but it's all of these things.
- CNE#012-PM-E010 So it's, yeah, different things at different times.
- CNE#012-PM-E011 You know, different projects come along and so it's a different service depending on what the need is.
- CNE#012-PM-E012 So, yeah, everything that has to do with music more or less, 'cause I both produce and compose and sing and play percussions and sometimes some other instrument.
- CNE#012-PM-E013 Yeah, so it's a bit difficult to say just one product.
- CNE#012-PM-I005 When did you join Produforum?**
- CNE#012-PM-E014 Around October, I think.
- CNE#012-PM-I006 October 2009?**
- CNE#012-PM-E015 Yes.
- CNE#012-PM-I007 And what were your motivations to join this project or network?**
- CNE#012-PM-E016 Well, originally it was because I got an email saying that they give this class in how to do workshops and then that there will be kind of a showcase thing or that you can go and show, try it out what you've learned and through that also get to know teachers in schools so that they can order... they can ask you to come and do workshops. That's why I...
- CNE#012-PM-E017 I didn't know anything about what was Produforum, before that.
- CNE#012-PM-E018 I just got interested in this course and because I thought it would be a good chance to get connections to schools.
- CNE#012-PM-E019 And it wasn't until I was there that I heard about what it's actually about and I thought it sounded very good.
- CNE#012-PM-E020 Because, yeah it's definitely what I need, because up until now I've been very much alone with all my work.

- CNE#012-PM-E021 Especially the producing part that is very difficult since I don't have any education in that in my school. We learn everything about music, but nothing about the practical things around it.
- CNE#012-PM-E022 So, yeah, so it's very hard to try to figure out all those things by yourself and here they offer the possibility to get support in these things. So that's why I got interested.
- CNE#012-PM-E023 And also this networking thing, to get to know people, because it's all about connections, the whole business.
- CNE#012-PM-I008 And what are you offering to the network, or what did you offer when you applied?**
- CNE#012-PM-E024 Well, advice concerning music and performances, possibly if it's needed, and workshops.
- CNE#012-PM-E025 Yeah, anything I know.
- CNE#012-PM-E026 So far I've done a few workshops and also in the christmas party I did this big dance where I taught some dances and led the dance.
- CNE#012-PM-I009 And besides what motivated you to get involved in the network, the seminars and stuff: What are you asking from Produforum? What do you want to get out of it?**
- CNE#012-PM-E027 Well, I wish to get support and that I can ask advice.
- CNE#012-PM-E028 Because many times when I work alone it's not so much that I would need somebody else to do my work or the production work, it's more about that I go crazy when I just sit alone and try to figure everything out.
- CNE#012-PM-E029 I just need to, I don't know, just a few things here and there, to be able to ask advice from somebody, so that's...
- CNE#012-PM-E030 Yeah, and it's nice for a change to have some people that are kind of on my side.

- CNE#012-PM-E031 Because also as a musician I try... I sell gigs and I call around a lot to different places and, you know, you call up some bar and usually there are like: "You know, well, yeah, sure you can come here and play, but we won't pay you anything. And well, actually I'm not so sure if it's a good idea that you come and play, because what if, like, my regular customers don't like your music and they'll leave?" You know, you don't feel very welcome. It's like nobody wants me and my music, like: "Shit, they haven't even heard me and still they are", you know, there's no...
- CNE#012-PM-E032 It feels like there's no place for music or culture, because it's not economical, you know, and it's not...
- CNE#012-PM-E033 So, yeah, it's nice to have somebody that is, like, cheering you up a little bit sometimes, giving you advice and, you know, try to, you know, come to think of something that will be beneficial for you.
- CNE#012-PM-E034 Because it's such a hard competition everywhere and usually it feels more like people are trying to, you know, trample you down instead of help you out, because everybody is jealous about each other's gigs, or I don't know, considers the other artist like somebody who is going to steal their work instead of, you know, working together.
- CNE#012-PM-I010 But you're not working from here from Korjaamo for example or from another Produforum working space where you, like, ask those questions, or?**
- CNE#012-PM-E035 No, I haven't really hung out here, because I... Well, I'm doing my Master's degree in Sibelius and so there's space in school for rehearsing and also I can book rooms there freely.

- CNE#012-PM-E036 So I don't need a place for meetings for instance right now, but when I finish, obviously, then it's going to be a different situation.
- CNE#012-PM-E037 So I have meeting space available at other places and I can sit by my computer at home, so...
- CNE#012-PM-E038 'Cause I don't have a family, yet or something like that, that it's... you know, there's no distractions at home so I don't have a problem with workspace at the moment, but maybe later.
- CNE#012-PM-E039 I can imagine that those that have children or something, they maybe have a need for it.
- CNE#012-PM-I011 And how connected do you then feel to all the other members?**
- CNE#012-PM-E040 Well, I started out in the Espoo division, because I wasn't free on Wednesdays in the morning, when the Helsinki group was meeting up. So I...
- CNE#012-PM-E041 And that's been a very small group and so I haven't really got to know the Helsinki people, yet, so much.
- CNE#012-PM-E042 But on the other hand the good side with the Espoo group is that I got to know them pretty well and we've had a lot time to talk about everybody in the meeting because of the small group. And it's been very...
- CNE#012-PM-E043 Well it's not like we've struck up a lot of co...stuff, but just, you know, hints about, well there is this and that application possibility and stuff like that and: "You should call this guy" or, you know. "Uh I just heard about this cool... who's looking for a...", you know, just, yeah, ideas.
- CNE#012-PM-E044 Because you pick up a lot of information, wherever you are, and it might be information that you yourself don't

necessarily meet, but then you... in the meeting you hear somebody else is telling about something and then you remember: "Ah yeah, one guy last week said that they were looking for, you know, something..." So it's more like that.

CNE#012-PM-I012 But you wouldn't say that you have a very strong connection to like most of the Produforum members?

CNE#012-PM-E045 No, not like close that we would hang out in our free time or something like that.

CNE#012-PM-E046 But mostly to my, like, my... The one that... My connection to the network, Zusan Söderström, which is, you know, the one that I've been mostly dealing with. Her I've got to know most and seen most as well, so her I feel more connected to, but not so much the others.

CNE#012-PM-EI013 Besides those connections to all the people maybe, but you mentioned that you got to know the Espoo group quite well, because it is so small: How would describe those relationships? They stay on a professional level, or do they also, like, tend to be more personal or something?

CNE#012-PM-E047 Well most of the people more like professional level.

CNE#012-PM-E048 Also because the meetings aren't that often and there's not necessarily the same people there every time.

CNE#012-PM-E049 Zusan maybe a little bit more personal at this point, because she's always there and so I got to know her a little bit better.

CNE#012-PM-E050 Yeah, but the others more like professional.

CNE#012-PM-E051 And they are, you know, not really my age either, so maybe that affects a little bit.

- CNE#012-PM-I014** When you think of offering the services or products, whatever you do, to fellow members like I could play a gig at your event there and there or something: How do you think about charging them for that? Do you think while being a member in the same network and there is this thought that you help out each other, which goes for example for sitting here and you raise a question and then someone answers it and of course you wouldn't take money for that, but when you think of, like, doing bigger services for someone: Does this connection through the network have any influence on the price you would name?
- CNE#012-PM-E052 Well it depends.
- CNE#012-PM-E053 You know, if that person would make an equally big favor for me then of course...
- CNE#012-PM-E054 But, yeah, if somebody I've met just once in a meeting would ask me to do a gig at their something, no... No, not necessarily.
- CNE#012-PM-E055 But for the network, the organization, I could do a gig, because they've helped me out with so many things. Like Zusan has helped me out with a lot of things, so I could very well do a gig at, yeah, the christmas party or you know, whatever.
- CNE#012-PM-E056 So I think I would want to feel that I've gotten something in return.
- CNE#012-PM-E057 But like, it was talk in the last meeting about this idea with post it things that you could... That could be a good idea, because then you can choose something that is, you know, it's a direct exchange, where you both give and take something.

- CNE#012-PM-I015** But you said that, like, from those that you got something or that you, like with Zusan, feel a bit closer related, that there this relationship would have an impact on naming a price or you would offer it for free or for a reduced price maybe?
- CNE#012-PM-E058 Yeah, yeah.
- CNE#012-PM-I016** And depending on whether the other members are getting more connected to you over the time then that be also possible?
- CNE#012-PM-E059 Yeah, yeah. It's, I mean, if I feel like I've gotten so much from, or I know that... or we made a deal that we will exchange services then yeah, of course.
- CNE#012-PM-E060 But if it feels like ok I'm starting to feel used, then no.
- CNE#012-PM-E061 And we talked also, when I signed up in Produforum, we discussed this thing.
- CNE#012-PM-E062 Because many people were a little bit confused about this part of it.
- CNE#012-PM-E063 They said that to a certain point for free but then, you know, if it's more, for instance these seminars or something, if one person will be used several times then they will get paid, but if it's just once or something like that then it's their contribution to the network, considered.
- CNE#012-PM-E064 So yeah, it depends on the situation.
- CNE#012-PM-I017** How would you consider your input into Produforum compared with the input that others give?
- CNE#012-PM-E065 That's very hard to say, because I have basically no idea about what the others have put in.
- CNE#012-PM-E066 I think I've been the most active Espoo member at this point. [Laughter] Or at least amongst the artists.

- CNE#012-PM-E067 There was usually the Produforum people and then the people from the city, the representatives and maybe from the music school or something else and then me and maybe somebody else, one or two, not artists.
- CNE#012-PM-I018 And then comparing the inputs and maybe the outcomes: How would you maybe describe your outcomes, personally? What did you get so far? Not just like the seminars you mentioned, but do you think there's something?**
- CNE#012-PM-E068 Yeah, yeah, I can clearly... I mean, I've got a lot out of it.
- CNE#012-PM-E069 Well for instance I've done after that course that I did and because of my connection to Zusan I've got two workshops of this "Kultur i skolan" project, which was why I originally joined. So I got two gigs which is like in money around 800€, so I can clearly see the connection. Because it's Zusan who has recommended me, because these schools have called her, to ask her if she would like to come and do a workshop and she has recommended me, so it's, you know, very obvious and...
- CNE#012-PM-E070 But otherwise mostly in information, just like, for instance in the Espoo group where there has been these representatives for the city.
- CNE#012-PM-E071 I would otherwise have no idea about these possibilities for offering concerts for the schools there for instance, but because I was at that meeting I heard about this. I haven't yet put in the application, but I know about it know.
- CNE#012-PM-E072 And for instance last week's meeting here there was this guy from this culture house in eastern Helsinki and because we met here he asked me to send more informations about my gigs or my bands and maybe he

will organize a gig for me there. And if I wouldn't have been here I wouldn't have met him.

CNE#012-PM-E073 And it's a very different situation to offer a band whom I've already met and exchanged... I don't know, talked at least for two seconds, whatever, but you met in a situation where you're equal and not in the setting that I nervously call him, you know: "Please, I have this... you haven't met me, but I'm a very good musician, you know? Please, would you like to have some of my bands come and play?"

CNE#012-PM-E074 It's a totally different situation, when you can, like... Yeah, when you feel like... When he's asked me to send information and not that I try to, you know, desperately try to get his attention.

CNE#012-PM-I019 So would you say there's something like a "network currency" then maybe? Like when you brought this example that Zusan recommended you and so by for example offering a gig for free at the Produforum party, or giving some advice in some other place for free in the first place, that you're paid with something with a kind of "network currency" then?

CNE#012-PM-E075 I don't know... what did you? Say it again.

CNE#012-PM-I020 That when you do something for free, where you don't get any money out of it, but that there is some kind of "network currency"?

CNE#012-PM-E076 Yeah. Yeah, yeah, absolutely, I can see... you mean that it's the networking and the contacts is valuable enough to for it, to pay for it? Or what do you mean?

CNE#012-PM-I021 For example that by doing something for free you're not paid in money, but paid in "reputation" somehow.

CNE#012-PM-E077 Yes.

CNE#012-PM-I022 **And then Zusan recommends you so. Or would you describe it defferently?**

CNE#012-PM-E078 Yeah, yeah, I mean it's very clear for me that Produforum has been very good for me, because of the information and yeah, it's...

CNE#012-PM-E079 Absolutely, because information and connections and, you know, every time I talk about some problem I have, Zusan has millions of ideas of who I should call and: "I know this guy, he is very nice, here is his phone number, call him."

CNE#012-PM-E080 Which otherwise I would be surfing on the internet and trying to find out and call like ten-twenty different people before I find that right guy who is the guy who has control over, you know, I don't know, who's planning the program for something, you know.

CNE#012-PM-I023 **And as you already described it, this kind of recommendation and reputation and I mean the recommendation is of course based on the reputation you have, that helps you to get better jobs, more jobs and in the end more money?**

CNE#012-PM-E081 Yeah.

CNE#012-PM-I024 **Would that also work, like, when you're recommended to another Produforum member or something, would you still describe that as giving so much more money to you or is that then again a difficulty to name a price, like for example when you here in this meeting, when someone asks you, could you do that for me there, or because this one just said: "Hey, she's sitting next to you, take her for that gig." or something?**

CNE#012-PM-E082 It depends very much on what it's about.

- CNE#012-PM-E083 I mean if it's like this guy for instance that works for the culture center. 'Cause it's not... he's only working for the organization, it's not like he's personally paying me. So there's no reason for me to ask for a lower price because it's not his money anyway.
- CNE#012-PM-E084 But if it would be, you know, somebody, like in general if a friend of mine asks me to come and play at his birthday, you know, of course, it's a different thing than if somebody that I don't know at all asks me.
- CNE#012-PM-E085 It works in the same way basically, you know.
- CNE#012-PM-E086 Depending on... Yeah, it depends very much on the situation.
- CNE#012-PM-E087 Or if it's a, yeah I mean if it's a big firm that's going to have a party for 500 or 1000 people and they are using a lot of money then obviously it's...
- CNE#012-PM-E088 Or, you know, if somebody is gaining money because I'm there then I should get a part of it, obviously.
- CNE#012-PM-E089 But yeah, it depends.
- CNE#012-PM-E090 It's very difficult to say because it depends a lot on the situation.
- CNE#012-PM-E091 But basically, yeah, maybe you can put it as a rule that, you know, if somebody is gaining money because I'm there then I should get a part of it, unless it's like, for the poor people in, I don't know.
- CNE#012-PM-E092 And if I feel like it's a friend enough then I can do it for free.
- CNE#012-PM-E093 Or if I feel like I'm getting something else in return that is somehow related to the... You know, if the effort put in is more or less equal then it affects the prize.
- CNE#012-PM-E094 The fact that it's, yeah... The fact that it's not like...

- CNE#012-PM-E095 Because somebody is a Produforum member it's not automatically, you know, that it... That there would be some kind of code that we do things for free in every situation, for that person.
- CNE#012-PM-E096 It of course has to be in relationship to what you feel you get yourself, somehow.
- CNE#012-PM-E097 Nobody wants to feel used.
- CNE#012-PM-E098 And ultimately the network is to enhance the work situation for artists, so of course the aim can't be to get artists to work for free.
- CNE#012-PM-I025 So while we talked a lot about the current situation, now how would you or how could you imagine Produforum to develop in the future, from your personal point of view? What do you want it to be, for yourself, or what would you wish it to become?**
- CNE#012-PM-E099 Oh, yeah, I very much appreciate the seminars about producing.
- CNE#012-PM-E100 And I very much like the fact that there is these people that you can – that work for Produforum – that you can ask advice about economy or marketing or whatever.
- CNE#012-PM-E101 And, yeah, this thing about exchanging favors could be also developed, right now it's not really happening so much, but that could be further developed, like the idea with the post it things.
- CNE#012-PM-E102 Yeah, I don't... Yeah, that's basically... Yeah...
- CNE#012-PM-E103 What I need help is with the producing part.
- CNE#012-PM-E104 But then, yeah, why not... If you... It's also all this exchanging information and getting to know people and, you know, maybe who knows, maybe meet some people

that we will cooperate and make some artistic something together at some point.

- CNE#012-PM-E105 Yeah, to get to know people.
- CNE#012-PM-E106 It's pretty much in line with what it's about right now.
- CNE#012-PM-I026 So you wouldn't have like any vision for the next five to ten years where you think: "This should be it"?**
- CNE#012-PM-E108 Well... I don't know, maybe my phantasy, my, like, imagination isn't quite at it enough, to come to think of what all the possibilities could be, but yeah, I mean, if it, yeah...
- CNE#012-PM-E109 Would be nice if it would become more stable, that you would know that there's the people... that there will be people working whole time for Produforum.
- CNE#012-PM-E110 And maybe if Produforum would get... have even more workspace, maybe some place to... where you could even do some productions or...
- CNE#012-PM-E111 But then again it would become something of a culture house and I don't know if that's necessarily Produforum's... what it should be.
- CNE#012-PM-E112 Because there are... That already exists.
- CNE#012-PM-E113 But maybe Produforum's strong point is with the networking and advice giving, at least that's what I think.
- CNE#012-PM-E114 Yeah, they can probably find... further develop the structures of meetings and different ways of sharing information.
- CNE#012-PM-E115 I don't, right now, I don't come to think of some brilliant idea how to change it, to make it even better, but that's probably something that can be even more developed.
- CNE#012-PM-E116 So that those... that the people that need information... or that the right people meet each other and...

- CNE#012-PM-I027** **Ok. Is there anything you'd like to add?**
- CNE#012-PM-E117 Well, no.
- CNE#012-PM-E118 Produforum is really good for me.
- CNE#012-PM-I028** **Ok, so then thank you very much for taking the time.**
- CNE#012-PM-E119 Thank you, sure.