

CURRICULUM VITAE  
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## Katriina Haikala

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# katriina haikala

## EDUCATION

1996	Ylioppilas, Upper secondary school of Tammerkoski, majoring in Art Studies, Tampere, Finland
1997-1998	Visual Art Studies in Joutseno folk high school, Finland
1998-2001	Studies at Department of Scenography in The University of Art and Design Helsinki / Aalto University, Finland
2003-	Studies at Art department in The University of Art and Design Helsinki / Aalto University, Finland
2016	Bachelor of Art, Aalto University, Helsinki, Finland
2017	Master studies in IDBM (International Design Business Management program), Aalto University, Finland

## POSITIONS OF RESPONSIBILITY and MEMBERSHIPS

2010-2017	Founder, Owner and Board Member, Tärähtäneet ämmät / Nutty Tarts Oy Ltd
2019-	Founder, Owner and Chairman of the board, HerStory Oy Ltd
2015-	Member of MUU Artist Association
2020-	Member of AV-Arkki (Archive for media art Finland)

## OVERVIEW OF EXPERIENCE

### ART & CULTURE

Independent Artist  
2007-2021

- Designed and led dozens of small and large scale community art projects both in Finland and abroad. Engaged and empowered over 1000 participants in socially engaged art projects. Worked closely together with communities from Germany, Japan, The United States, The United Kingdom, Benin and Italy.
- Utilised facilitation methods innovatively in socially engaged art processes.
- Produced, wrote and directed several media and video art productions.
- Developed and executed dozens of workshops that incorporated art based methods in collaboration with art institutions and private clients such as Taidehalli Helsinki, Art Promotion Centre Finland and THL.
- Exhibited in dozens group and individual exhibitions both in Finland and abroad. Exhibitions i.a. Helsinki, New York City, Berlin, Tokyo, Rome, St. Petersburg, Murmansk, Puerto Plata, Stockholm and Oslo. Got extremely familiar working closely together with Finnish Art Institutions (i.a. EMMA, Taidehalli Helsinki, Amos Rex Finland and Tampere Art Museum) and international foundations, museums and galleries (i.a. Spiral Art Centre Tokyo, A.I.R. Gallery NYC, Fondazione Volume Rome).
- Performed art performances both in Finland and abroad (i.a. Puerto Plata Dominicana. Mänttä art Festival and Taidehalli Helsinki).
- Worked in collaboration with dozens of art museums, galleries, and foundations in Finland and abroad.
- Showed deep interest in societal issues in the themes of my art projects.
- Created professional, long lasting relationships with hundreds of individuals and institutions operating in the field of art, politics and business both in Finland and abroad.
- Founded two art & culture enterprises. Developed value based working strategies in the complex working environment of art and culture.
- Successfully funded working as an artist with public and private funding instruments.
- Designed several different art and design concepts such as: Social portrait - Women Only, Monokini 2.0 - Who says you need two?, Tärähtäneet ämmät and Hairy Underwear Collection. Innovatively combined contemporary visual art, socially engaged art and design.

- Reinforced the concepts' identities by efficiently using social media channels and online presence.
- Worked with the artist name "Tärähtäneet ämmät" which led in to creating an art-duo "Tärähtäneet ämmät". Performed excellently in a team-working environment for 10 years.
- Achieved a deep knowledge about strategic partnerships in the field of art and culture by collaborating with several non-profit organizations such as Amnesty International Finland and UN Women.
- Worked closely in collaboration with Finnish Cultural Institutes in London, New York city, Madrid, Oslo, Tokio and Sweden.
- Participated in several different art residency programmes both in Finland and abroad.
- Worked as set Designer and assisting set designer in Finnish TV, film and theatre productions i.a at The YLE and Teatteri Takomo (1998-2001).

## CREATIVE ENTREPRENEURSHIP

Tärähtäneet ämmät / Nutty Tarts Oy Ltd

Founding partner, Owner and Board Member

2007-2017

- As a founding partner, worked strategically closely together with the board of the company.
- Led marketing and sales operations achieving a profitable business.
- Designed and strategically reinforced the company identity by using social media and online presence.
- Led social media, communication and public relations achieving a wide range of media coverage both in Finnish and in international media outlets.
- Managed daily operations from business development to financial management and administration.
- Created commercial concepts such as Hairy Underwear Collection and ran an e-commerce business (2009-2016).
- Created professional, long lasting relationships with dozens of different corporate clients and public organizations.
- Led several large scale art projects which were funded by sponsorships and business collaborations. Worked together with such companies as Taaleri, Finlayson, Roche Finland and Unilever.
- Won Creative Business Cup of Finland and represented Finnish Creative Industries in the Creative Business Cup of the World in Denmark 2015.
- Pitched in several different competitions achieving investor funding.

HerStory Oy Ltd

Founder and Owner

2019-2021

- Continued strengthening and deepening networks and relationships within professionals in the field of art and culture, corporeality and public sector.
- Successfully digitized all operations from leading socially engaged community art projects and events during the pandemia.
- Led several large scale art projects that were funded by sponsorships and business collaborations. Worked together with such companies as Finnair, Finnish Association of Physically Disabled People (Invalidiliitto), Ensto & Helsinki Deaconess Institute (Diakonissalaitos).
- Managed daily operations from business development to financial management and administration.
- Improved performance in strategic thinking and operating in the field of art and culture.
- Led several teams in large scale art projects.
- Operated as an entrepreneur in the context of art and culture and improved general economic stability of artists and culture workers by setting high standards in pricing one's work. Stressed the importance of valuing art as work.

## COACHING, TRAINING & FACILITATION

Coach, Corporate trainer & Lecturer

2007-2021

- Lectured about creativity, interaction skills, teamwork in multidisciplinary teams, theory of play in art education and social impact in the field of art in Aalto University School of Architecture, Art and Design (2009-2017).
- Trained over 500 leaders, sales consultants & managers about teamwork and leadership in Finnish and Nordic companies such as Danske Bank, Henley Business School, OAJ, Ministry of Finance and Nordea.
- Designed and led several transformation projects in large and SMS organisations such as Senaatti Kiinteistöt, Ensto and Euromaster.
- Created a mentoring program and mentored creative, young talents i.a. in the Art University and students in the University of Applied Sciences in Turku and in Imatra.
- Volunteeringly mentored dozens of young professionals in the field of art, culture and creative business.

- Designed and facilitated processes for a variety of different types of events from strategic planning to innovation and implementation of mission or vision of the client.
- Facilitated over 500 events both in virtual context and physical context.
- Developed and executed dozens of workshops and trainings that incorporated art based methods in the Finnish corporeality.
- Designed several training services for corporate executives.
- Coached dozens of private clients to achieve set goals.

## SELECTED EXHIBITIONS

- 2022 Solo exhibition, Gallery San Sebastiano Contemporary, Palazzolo Acreide, Sicily, Italy
- 2022 Solo exhibition, Gallery Teodore Ramos, Havana, Cuba
- 2022 Solo exhibition, Gallery Pirkko-Liisa Topelius, Helsinki, Finland
- 2022 "Social Portrait", Solo exhibition, Spiral Art Centre, Tokyo, Japan
- 2021 "Social Portrait", Solo exhibition, A.I.R. Gallery, New York City, USA
- 2021 "Social Portrait", Solo exhibition, Galleria Theodore Ramos, Havana, Cuba
- 2021 "Social Portrait", Solo exhibition, Rantakasarmen Galleria, Helsinki, Finland
- 2020 "Erotic Art Vol. 2", Group exhibition, Curator Veikko Halmetoja, Gallery Pirkko-Liisa Topelius, Helsinki, Finland
- 2020 "Social Portrait", Performance, Tampere Art Museum, Tampere, Finland
- 2020 "Social Portrait Online", Online Performances in collaboration with Spiral art Centre, Tokyo, Japan
- 2019 "Social Portrait", Solo exhibition, Fondazione Volume, Rome, Italy
- 2019 "Freedom of image", Group exhibition, Curator Jean Ramsay, Artsi, Vantaa Art Museum, Finland
- 2019 "Social Portrait", Performance, Mänttä Art Festival, Finland
- 2019 "Antoposeeni", Group exhibition, Curator Marja Helander, Mänttä Art Festival, Finland
- 2019 "Social Portrait", Solo Exhibition, Gallery Art Space, Tokyo, Japan
- 2019 "Social Portrait", Performance, Spiral Art Centre, Tokyo, Japan
- 2019 "Social Portrait", Performance, Espoo Modern Art Museum EMMA, Finland
- 2019 "Social Portrait", Performance, Spiral Art Centre, Tokyo, Japan
- 2019 "Social Portrait", Performance, Taidehalli, Helsinki, Finland
- 2018 "Social portrait", Performance, Turku Biennale, Turku, Finland
- 2018 "Social Portrait", Performance, Finnish Institute in London, United Kingdom
- 2017 "Greetings from Suomi", Group exhibition, Curator Minna Suoniemi, Fiskars' Summer, Finland
- 2016 "A Year form the election" Group exhibition, Curator Anna-Kaisa Rastenberger, Political Photography Festival, Helsinki, Finland
- 2016 "Boutique", Group exhibition, Curator Annamari Vänskä, Felleshus, Berlin, Germany
- 2016 "Dystopia/Utopia", Group exhibition, Handwerker gallery, Ithaca, USA
- 2016 "Monokini 2.0", State's Fine Art Museum, Murmansk, Russia
- 2015 "Dystopia/Utopia", Solo exhibition, Gallery Hippolyte, Helsinki, Finland
- 2015 "Monokini 2.0", Solo exhibition, Finlandshuset Gallery, Stockholm, Sweden
- 2015 "Monokini 2.0", Solo exhibition, Kunstplass 10, Oslo, Norway
- 2014 "Boutique", Group exhibition, Curator Annamari Vänskä, Spiral Art Centre, Tokyo, Japan
- 2014 "Monokini 2.0", Solo exhibition, Museum Anna Nordlander, Skellefteå, Sweden
- 2014 "Monokini 2.0", Solo exhibition, Project Space, The Finnish Museum of Photography, Helsinki, Finland
- 2014 "Fuck the tourist", Performance, "Women only - 7 Holy Actions -performance" festival, Plataforma de performance Dominicana, Puerto Plata, Dominican Republic
- 2013 "Boutique", Group exhibition, Curator Annamari Vänskä, Parsons New School Gallery, New York, USA
- 2013 "Happy Campers", Performance Supernova Performance Festival, Washington DC, the U.S.
- 2013 "A room with a view", Kiasma, Museum of contemporary art, Helsinki, Finland
- 2012 "Boutique", Group exhibition Curator Annamari Vänskä, Amos Anderson Art Museum, Helsinki, Finland
- 2012 "Public Hair", Performance, Kallio Kunsthalle, Helsinki, Finland
- 2012 "Extreme makeover 1 and 2", Lá-bas -performance festival, Kunsthalle Helsinki, Finland
- 2011 "Funny games", Solo exhibition, Gallery FAFA, Helsinki, Finland
- 2011 "Extreme makeover 2", Performance, Curator Teemu Mäki, Antidote 2, Berlin, Germany
- 2010 "Art ist on the wall", TR1 Kunsthalle, Tampere Art Museum, Tampere, Finland
- 2010 "Pain", Group exhibition, Curator Mika Karhu, Kerava Art Museum, Finland

## SELECTED RESIDENCIES

- 2021 RU Residency, New York City, USA
- 2021 Serlachius Residency, Mänttä, Finland
- 2019 Villa Karo, Grand Popo, Benin
- 2018 Finnish Cultural Institute in London, UK
- 2014 Saari residency, Kone foundation, Mynämäki, Finland
- 2013 Saari residency, Kone foundation, Mynämäki, Finland