

# THE TURKU EUROPEAN CAPITAL OF CULTURE OPENING SHOW



## THE BRIEF...

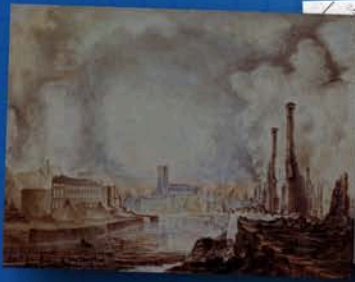
To **WRITE** / **DESIGN** / **DIRECT** Turku's prestigious opening night show to a live audience of 70,000 alongside a simultaneous live MTV3 television broadcast across Finland

The show needed to reflect Finnish culture both old and new and use the talents of local performers as well as international artists

It also needed to stand up to the weather conditions including an on the night temperature of -24 centigrade and finish to the minute in sync with the national TV news

## THE IDEA...

After a period of consultation and research, I settled on the story of the 1827 great fire of Turku and the lowly maid who had reportedly started it.

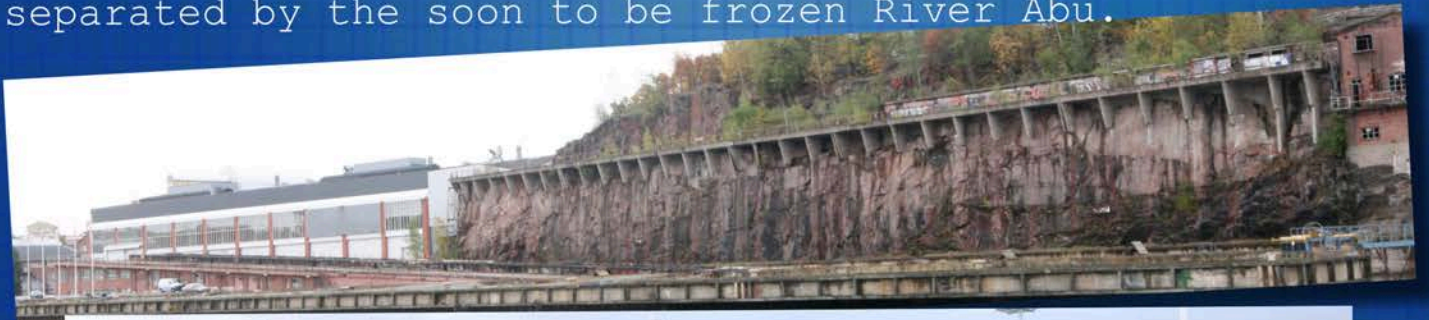


I decided to restore her reputation by instead blaming her hot blooded suitor and in doing so, created a fictional and fiery love story as the central narrative.

This then all sat within a central theme of communication through fire, water, a mobile phone conversation, a handshake, a love letter to a city, a song for the year and a kiss.

## THE SITE...

The site was inspirational and daunting in equal measure. A 2K wide ship yard and huge crane site separated by the soon to be frozen River Abu.



## THE ARTWORK...

I set about creating a visual language by first taking inspiration from the Year of Culture branding and identity.



I used their imagery as inspiration to design the two key aerial rigs within the show.



# THE ARTWORK (CONT) . . .

The Great Fire of Turku theme led to one of the biggest and most spectacular fire drawings ever created.

