

# ENAAK

European Network of  
Art Associations and  
Kunstvereine

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Host: The Finnish Art Society

## ***How to collect art? Patrons of art***

As we embark on a journey through the world of art collecting, it's essential to understand the visual arts field and the perspective of private collectors. Art collecting dates back centuries, with individuals and institutions preserving and cherishing artistic creations for their beauty, cultural significance, and investment value. Throughout history, art collectors have played a vital role in supporting artists, preserving cultural heritage, and shaping artistic movements. From a private collector's standpoint, art collecting is a deeply personal and rewarding pursuit. Each acquisition tells a story, reflecting the collector's tastes, interests, and values. In this webinar, we'll discuss how one begins to collect art, how to find new audiences with interest in visual arts and encourage them to start their own private collections.

### ABOUT THE SPEAKERS

**Katja Räisänen** is an experienced visual arts professional, specializing in contemporary art, with more than 20 years of experience in art education and contemporary art business. Räisänen has worked closely with leading art collectors and institutions, as well as several international contemporary artists and designers, often as the interpreter between art and its recipients. Currently Räisänen works as a sales director at Helsinki Contemporary art gallery.

**Mari Manninen** is a non-fiction writer and reporter for Helsingin Sanomat, the largest subscription newspaper in Finland. Manninen's non-fiction book *Yhden lapsen kansa* (translated also in English as *Secrets and Siblings*) about the Chinese one-child policy won the Finlandia prize for non-fiction in 2016. Manninen is also a passionate art lover and collector of art.



Katja Räisänen  
Photo: Helsinki Contemporary



Mari Manninen  
Photo: Katharina Hesse