

Vote for your favorite!

# Ten Helsinki posters compete for the victory

What should a travel poster for modern Helsinki look like? Following our international competition, ten works of art have now been chosen by a jury. Now it is up to the people to decide – the voting starts at the Travel Fair in Helsinki.

Helsinki is more popular and trendier than ever among travelers. That's why the daughter of the Baltic Sea needs an artistic travel poster - so everyone can understand the charm of Finland's capital.

The poster company [Come to Finland](#) and partners therefore announced their annual international contest this fall, open for graphic artists, illustrators and artists around the globe. The assignment was simply to capture Helsinki on a travel poster, and the fight for the title "Travel Poster of the Year 2020" had thus started.

This year we got a record-breaking number of entries - almost 160 posters were sent in. Contributions came from 18 different countries, including Russia, Japan, Colombia, New Zealand, Iran, USA and others. The jury's task was to select ten pieces of artwork for the final.

"As a lover of both poster art and Helsinki, I was happy and relieved to see that we do not have to worry about the future of poster art. The capital is now getting new visual expressions, just as we had hoped for", the jury chairman **Magnus Londen** comments lyrically.

The jury consisted of AD **Päivi Häikiö** who represented Grafia, senior creative **Heli Roiha** at the advertising agency SEK and Come to Finland's CEO **Sari Uusitalo**, while Come to Finland's poster hunter Magnus Londen was chairman.

Heli Roiha at SEK was also happy about the harvest: "Digitalization has created many new possibilities, but the basic principles remain the same as when poster art was born. It is wonderful to see that digitalization has not killed off the necessity of a skilled craft, but instead added value. Good typography is good regardless of whether it is done on a computer or by hand. The same goes for illustrations. "

Now it's up to the public to choose the winner, by voting for their favorite poster. Voting will start at Helsinki Travel Fair, where the ten finalists are on display at stand 6e1. In addition, you can vote on the website [myfinlandposter.com](https://myfinlandposter.com) until February 16, 2020. Among all participants a gift package worth € 300 will be drawn.

The winning artist will get 3000 euros.

This year's winner will be announced on March 3, 2020.



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For more information and images:

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FINLAND**

**SEK**

*grafica*

*Come to Finland is a Finnish design company and cultural project focusing on Finnish travel poster art.*