

The Finnish Travel Poster of the Year has been chosen

Tiina Jatkola's artwork "Northern Lights Over the Cottage" has been selected as the Finnish travel poster of the year 2025. Jatkola won, among other prizes, €3000.



The Finnish poster project and company, *Come to Finland*, announced the competition in November 2024 to celebrate the resurgence of travel posters. The theme was "Northern Lights".

– In my poster, I wanted to capture the Northern Lights above a small cottage in the middle of the forest. It is difficult to see the Northern Lights in the city, but in the countryside, you can enjoy their enchanting glow. Even the rabbits nibbling on frozen branches have been left in awe of them, commented Jatkola.

24-year-old Jatkola is studying at the University of Lapland in Rovaniemi. She was born and raised in Savonia.

– Northern lights represent a magical moment, one that makes you stop and reflect. You don't always get to see the northern lights, but this is exactly why, when you can, you almost have to stop and admire them. There are too few things in life that stop you in the same way as the northern lights.

Jatkola believes that poster art also has a place in the digital future.

– Physical posters and other printed art often feel more concrete and personal than just an image on a screen. Many people want to collect art for their home walls that speaks to them. A poster can significantly change the look of a space.

The jury selected the ten best posters, among a record breaking 200 entries, and then the public had the chance to vote for their favorite online. Jatkola's poster received over 20% of the votes.

– We were looking for personal and unique images. Tiina's poster is exactly that! Now I can enjoy the northern lights every day in my home, commented the chair of the jury, poster hunter Magnus Londen from *Come to Finland*.

The first honorable mention went to illustrator Niina Rohm for her artwork "*Following the Footsteps of a Fox*", inspired by her childhood landscapes in Eastern Finland.



– You often see wandering foxes, especially their footprints, in the winter. And if you're lucky, the northern lights light up the landscape.

The jury that selected the ten best posters included Finnish picture book artist Linda Bondestam, Swedish design director and teacher of design Andreas Kittel, account manager Eva M. Bensky (Anglo-Nordic), and Magnus Londen.

The international competition was open to everyone. The *MyFinlandPoster* competition was held for the seventh time.

<https://myfinlandposter.com/en/results/>