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STATE AWARD FOR PUBLIC INFORMATION 2012

Photographer Hannu Hautala for distinguished lifetime contribution to public information through his nature photography, writing and teaching work.

Born in the village of Töysä, South Ostrobothnia, in 1941 and a resident of Kuusamo since 1979, Hannu Hautala is a pioneer of Finnish nature photography and our country's first professional nature photographer. His first book *Erämetsän elämää* was published in 1968 and he became known to the general public through a picture of a pair of mating eagles, which was named Finland's press photo of the year in 1973. In 1978, Hannu Hautala received the State Award for Public Information for his book *Kololinnut ja muut pökökelöpesijät*. His book *Kuukkelin maa* was named nature book of the year in 1984. In 1988, he published *Joutsen*, an impressive work depicting Finland's national bird, the swan. *Taigametsän talvi* was published in 1990 and became very popular also outside Finland. Together with *Kesäyö* (1992), an analysis of the light of summer nights, and *Villi vesi* (1994), which focuses on seasonal change in the Koillismaa region, it forms a trilogy on the natural phenomena, which are characteristic of different seasons.

In Kuusamo, Hannu Hautala discovered the richness of seasonal change, the mystical light properties of the region's summer nights and the blue moments of the winter day. He has shot plenty of pictures in the northern coniferous forest, the taiga, capturing its flora and fauna. Birds are a subject of particular significance to him and the challenge of capturing them in rare settings and depicting their motion is especially rewarding. He has continued his lifework as a photographer, author and teacher of nature photography actively and without interruption. His bibliography includes more than 40 works produced over six decades. Some of his books have been published in Swedish, English, German, French, Japanese, Russian and Italian.

Hannu Hautala has never hesitated to adopt new techniques or make artistic experiments, such as the large image and multivision presentation *Oodi Kuusamolle* shown at the Finnish Science Centre Heureka's Verne Theatre as well as his works *Liikettä linnunradalla* (1995) and *Colourscape* (1999). *Onnen maa* (2005) showcases experimental layout methods.

The lifetime work of Hannu Hautala has resulted in the creation of an archive consisting of one-and-a-half million pictures, which record the changes that have occurred in the nature of Finland, the Koillismaa region in particular, over the last few decades. A nature photography centre, which bears his

name, operates in conjunction with Tourist Centre Karhuntassu in Kuusamo. Its *Hannun jäljet* exhibition is dedicated to his classic works.

Hannu Hautala is a pioneer and a role model for later nature photographer generations, and he has undoubtedly been a central influence behind the internationally recognised high standard of Finnish nature photography. In addition to northern forests and waters with their inhabitants, his pictures have managed to capture a large part of the Finnish soulscape.

Lifetime contribution award to professor Markku Kuisma for his public information efforts in the field of economic history research

Markku Kuisma (b. 1952) is Professor of Finnish and Nordic history at the University of Helsinki. He specialises in economic and business history. Kuisma's many scientifically sound studies of economic history, which educate the general public as well as serve the research community, are widely recognised.

Kuisma has authored many works on Finnish economic history, with a particular focus on commissioned corporate histories. The forest industry has featured especially often in Kuisma's writings, starting with his doctoral thesis on commercial sawmills (1983). This theme continued in 1993 with a book on the Finnish forest industry and international systems. His 2011 book *Saba* (Sawmill) broadens the scope to cover the modernisation of Finland and the development of Finnish society.

Kuisma has received many awards for his work. His book *Kablittu raha, kansallinen kapitalismi. Kansallis-Osake-Pankki 1940–1995* (*Chained money, national capitalism. KOP Bank 1940–1995*, 2004) was named science book of the year and history work of the year.

Kuisma has also received the Finnish Historical Society's H. G. Porthan Prize (1994), the Finnish Society of Sciences and Letters' Theodor Homén Award (2009) and the Oskari Vilamo Prize (2010).

Markku Kuisma is a very prolific writer, who has published almost 20 comprehensive works. He presents matters in an original and intriguing way, which can be seen from the titles of his books as well.

The work of Markku Kuisma combines economic and business history with political history. Examples of this include *Kylmä sota, kuuma öljy. Neste, Suomi ja kaksi Eurooppaa 1948–1979* (*Cold War, hot oil. Neste, Finland and two Europes 1948–1979*, 1997), *Suomen poliittinen taloushistoria 1000–2000* (*Finland's political economic history 1000–2000*, 2009), *Rosvoparonien paluu. Raha ja valta Suomen historiassa* (*Return of the robber barons. Money and power in the history of Finland*, 2010) and *Sodasta syntynyt. Itsenäisen Suomen synty Sarajevon laukauksista Tarton rauhaan 1914–1920* (*Born of war. The birth of an independent Finland from the shots in Sarajevo to the Tartu peace treaty 1914–1920*, 2010).

Markku Kuisma's main research areas are business and banking history, relations between the state and business life, international cartels and pre-modern state formation and power elites. We expect this productive writer to continue his lifework and reach an even broader audience. His latest book *Hulluja päiviä, huikkeita vuosia* (*Crazy days, staggering years*, 2012 with co-authors Anna Finnilä, Teemu Keskisarja & Minna Sarantola-Weiss) will be published in Swedish and English.

Journalists Tommi Hakko and Riika Nikkarinen for their documentary series *Hulluuden historia*

Riika Nikkarinen and Tommi Hakko directed and presented the documentary series *Hulluuden historia* (*History of madness*), which takes an ambitious and warm look at a disturbing subject. The series examines the treatment of people with mental illnesses, explaining how diseases of the mind have been treated from the end of the 19th century up to the present day.

Hulluuden historia reveals the combination of helplessness and determination with which society has tried to cure the mentally ill in different times. The series hears from treatment staff and recipients alike.

The documentary is crafted with boldness and subtlety. Even cruel treatments are described with elegance and skill. The series presents the everyday life of psychiatric hospitals and examines some delicate issues. The makers have carefully selected visual details, which are descriptive of some harsh treatments. The cures presented range from restraints to lobotomy, insulin shock therapy and electric shock treatments.

The series is visually beautiful and its use of archive material and photographs is distinguished. The team has crafted a laudable documentary series on the history of Finnish psychiatric treatment, but they have also presented a lot of valuable material that was in danger of being forgotten behind closed doors.

Science journalist, non-fiction writer Jani Kaaro and illustrator Vainö Heinonen for their book *Evoluutio*

Evoluutio, by Jani Kaaro and Vainö Heinonen, fills a major void in the sphere of Finnish children's and youth literature. The book is well written and illustrated and presents the basic scientific foundations of evolution in a form that suits a young audience.

The book consists of four parts, which examine the concept of evolution from the perspective of genetics, consider the creation of life and study the development of humankind.

The book's main character is Charles Darwin. In the beginning, young Charles wonders how animals came to be and where people came from. The presented answers include various cultures' former and prevailing explanations of the origins of life, including the myth narrated in Finland's national epic the *Kalevala* as well as the biblical story of creation. These mythical explanations are, however, proven to be impossible in light of more recent scientific knowledge.

The book is skillfully structured around the key points of dispute. It also highlights the attitudes Darwin's predecessors had toward evolution and issues such as the descent of animals. Readers will become familiar with great names in the history of science like Lamarck and Gregor Mendel.

The authors' bold approach establishes a collaboration between words and images that manages to clearly present many biological concepts and theories which are often considered difficult to comprehend. The pair does not shy away from grasping complex totalities like genes, DNA or species specialisation, which is presented in great detail in this book.

The book also includes a section called *The story of humans*, which narrates the development of present-day humans and details the progress of research in this area.

The illustration of this work is very accomplished and appealing to younger readers. As a whole, its text and pictures form a sturdy package of information, which will entertain and educate young people and adults as well.

Producer, journalist Eija Lehmuskallio and main photographer, director Jouko Lehmuskallio for their online service *LuontoPortti* (www.luontoportti.com)

Eija and Jouko Lehmuskallio are pioneers of nature-associated digital communications. They have created and patented the web-based *LuontoPortti* online service, which serves as an electronic identification system for species and nature elements.

Eija Lehmuskallio edits and organises *LuontoPortti* and Jouko Lehmuskallio serves as its chief photographer and director. They started developing the ideas behind this site more than twenty years ago, when the couple pondered issues such as butterfly identification. They later produced one of the first-ever plant identification CDs. Eija Lehmuskallio has authored a book on houseplants and worked as a radio journalist. She also contributed to a 60-part television series about Finland's nature that was aired on YLE1. Jouko Lehmuskallio is one of our country's first nature photographers to comprehensively document different species groups.

The *LuontoPortti* online service that is now being recognised opened to the general public in 2008 and it has developed powerfully since then. The site can nowadays be used for the identification of plants, trees, birds, fish and butterflies. New categories, such as mammals, grasses, sedges, bumblebees and moths, and not forgetting rocks and minerals as well as fungi, are being developed. The site's image

archive contains more than 500,000 pictures. *LuontoPortti* has eight language versions and it has received hits from about 190 countries. More than 15 million page downloads have been recorded.

The service cooperates with different universities and it has been coupled with online teaching materials as well. A mobile version of *LuontoPortti* is in the development pipeline.

Eija and Jouko Lehmuskallio are being awarded specifically for their idea-rich thinking and thoughtful application of new technology. They have brought nature and people closer together. People begin to explore nature and their environment through curiosity and species identification. *LuontoPortti* provides a handy tool for furthering your knowledge of nature.

Journalist Magnus Londen for his versatile and innovative reporting

Magnus Londen (b. 1968) is a journalist and writer. His many-sided productions and innovative use of different avenues in journalistic work are now being recognised with this award.

In spring 2012, Londen reanimated the events of Finland's Civil War on the social network Twitter. He used press material from 1918 to produce real-time reports of events that occurred in war-torn Helsinki as both a “white reporter” and a “red reporter”. The writings of the “white reporter” were based on articles published in the daily newspaper *Hufvudstadsbladet* at the time of the Civil War. The title ceased publication when the red side occupied Helsinki. After this turning point, the tweets were based on the writings of the “red reporter”, whose views were derived from articles published in the workers' newspaper *Arbetarnas Notisblad*.

The almost one-thousand tweets were published in both Finnish and Swedish, giving life to the events of the Civil War in the minds of a new generation. The brief dispatches referred to places and names that remain familiar today.

Magnus Londen is a versatile journalist who works for daily newspapers, radio and television. He is recognised as the presenter of current affairs show *Eftersnack*. His diverse interests are also evident in the subjects of his non-fiction literary works, which range from a history of the Swedish-language scout movement in Finland to publications on charter travel and poster art.

Magnus Londen has an unerring ability to match the style and content of his writing with the needs of the medium he is working with and he never compromises on quality.

Journalist Ilkka Malmberg for his patient and in-depth approach to reporting

Helsingin Sanomat reporter Ilkka Malmberg (b. 1954) is being awarded for his profound, thought-provoking and humane journalism, which he has realised with an original and vivid style of writing.

Malmberg has often grasped subjects, which appear insignificant and obvious, discovering interesting, important and surprising aspects in them. He has also followed-up on his subjects with exceptional patience, taking into account the social changes of society in his work.

An example of a minor subject whose arch spans over many years was the story of Finland's cheapest hectare of land. In the 1990s, Malmberg purchased a small lot of land in an almost treeless bog in Posio. He has written well over a hundred pieces on this site, always managing to find fresh viewpoints and heart-warming experiences.

Malmberg tries to depict Finland as it really is. He often picks subjects at random and, instead of the extraordinary or grand or unique, attempts to showcase the usual, in his own words focusing on “things you get bored about”.

Malmberg is said to be an intellectual in the best sense of the word. His general knowledge and experience is extensive, but this does not translate into a sense of superiority. He is constantly searching for fresh ways to write. He may spend several months on a single article, allowing him to get exceptionally close to the subject. He may think about article ideas for up to several years. As a result, readers remember his work for a long time as well. Malmberg approaches subjects through observation and rarely relies on interviews.

An example of his arresting work that was remembered for years is the article on Mervi Nykänen that revealed the real, genuine and worthwhile person behind the humbug façade erected by Finland's tabloid press. He received the Bonnier Award for this piece.

Malmberg has expanded into books his article series, which deal with the tribes of Finland as well as the characters presented in Aleksis Kivi's *Seven brothers* and Väinö Linna's *The unknown soldier*.

Malmberg says that curiosity is the most significant characteristic for a reporter. His own inquisitiveness knows no bounds, targeting everything that crosses his path. His work brings reality to the words of a much-loved Veikko Lavi song, according to which every person is worthy of a song.

TV and film director Tuomas Milonoff and producer, journalist and travel writer Riku Rantala for promoting geography and knowledge of the world in a manner that is of interest to young people in particular

Tuomas Milonoff and Riku Rantala have created an original concept, which is based on adventure travel and broadens public awareness of our planet, especially with respect to developing countries. The pair deal with different countries in an entertaining, charismatic, interesting, subjective and at times critical manner. This approach allows them to connect particularly with young people, who can be quite unresponsive to more orthodox communications methods.

The concept developed by these adventurers can be called an international success. Three series of the TV show *Madventures* form the foundation of their work. The third series (2009) has been broadcast in 189 countries, including Britain and the USA. The pair have received several television and travel industry awards.

The two have also published the books *Madventures. Kansainvälisen seikkailijan opas* (2007), *Mad Cook. Kulinaristinen seikkailukirja* (2010) and *Mad World. Seikkailijan Atlas I* (2011). In the pipeline is *Mad Manners*, which deals with cultural etiquette and clashes between cultures (to be published in autumn 2012).

The pair started travelling and producing TV shows with a very modest budget. They still make up the entire camera crew, even though comparable shows are usually made by a production team consisting of dozens of people. *Madventures* is nevertheless a high-quality show, albeit a bit rough around the edges – but the intention was never to produce a glossed-over programme. Their adventurer's atlas also presents facts and maps with appropriate diligence.

Their shows get close to the local population, describing the everyday lives and cultural specialities of their subjects. They also comment on observed shortcomings when necessary. The use of language, with their parlance tailored out of Helsinki slang, is deserving of special mention.

Professor Jari Niemelä, director Eeva Furman, editor-in-chief Antti Halkka, non-fiction writer Eeva-Liisa Hallanaro and research coordinator Sanna Sorvari for writing and editing the book *Ihminen ja ympäristö*

This non-fiction work comprehensively and diversely deals with the state of the environment, environmental research and ecological changes as well as the effects these have. Its central theme is the coupling of natural scientific research findings with social questions. It is authored by a large number of researchers as well as environmental policy and nature conservation experts. The topics dealt with in the book range from global issues such as climate change and disappearing biodiversity to urban ecology and the psychology of humanity's relationship with nature. In addition to 57 full articles, the book includes 87 mini-articles, interesting informational briefs on, for example, the Pacific trash vortex, the drafting of climatic forecasts, the endangered freshwater pearl mussel and the success of white-tailed sea eagle conservation.

The book's articles are divided into five phases: *our environment's sensitive systems, humanity's connections with nature, nature in the balance, man-made environments* and *keys to sustainable development*. Its extensive material boldly and ambitiously grasps the challenges, which are posed by writing about the natural sciences and social analysis about intertwined issues in a manner that is comprehensible for the general readership.

Ihminen ja ympäristö is an extensive general work for anyone interested in environmental issues and it provides a solid foundation for topical debate and an introduction to studies in this field. It describes basic biosphere and ecosystem functions and sets out how human action impacts on the environment.

Environmental debate often emphasises problems and catastrophes. The basic tone of this book is, however, optimistic and attempts to shift the human approach to nature from reckless exploitation toward a respectful partnership.

Researchers Kaj Öhrnberg and Patricia Berg and egyptologist Sofia Häggman for editing explorer Georg August Wallin's observations for publication and for making the public aware of Wallin's lifework

Two significant works, which look at the life and activities of Finnish-born Arabian explorer and expert on the “Orient”, Georg August Wallin (1811–1852), were published in 2011. Wallin was among the first European explorers to write about Islam's holy cities Mecca and Medina. A lot of material like diaries and letters was produced during these journeys, some of which was later forgotten in various archives.

Researchers Kaj Öhrnberg and Patricia Berg bore the main responsibility for publishing a comprehensive selection of Wallin's archives. The translation work now underway will result in the publication of the full collection of previously unpublished Wallin documents. The editors do not censor the author's erotic experiences or the candid observations on ethnicity and social realities he made during his voyages. The published works *Skrifter. Band I, Studieåren och resan till Alexandria* and *Skrifter. Band 2, Det första året i Egypten 1843–1844* form a totality, which will be continued further. Competent editing and translation work is coupled with broad-based scientific commentary in these books. The diligent groundwork of the editors is reflected across all layers of the text and introduces a wealth of fresh information about the efforts of Wallin, who died young but was very productive. This work introduces present-day readers to the lucid observations Wallin made during his voyages.

Sofia Häggman's book *Alldeles hemlikt. Georg August Wallins Egypten 1843–1845* focuses on Wallin's Egyptian journey of 1843–45. Häggman traces Wallin's steps in Egypt and comments on the observations made by her predecessor. This comprehensive and accessible book binds together two intriguing voyages of exploration – which are separated by 150 years in time. The approach also provides a detailed picture of how travel has changed over the intervening years. Häggman's book is written well and with expertise. It is a demonstration of its author's strong competence and ability as a writer.