

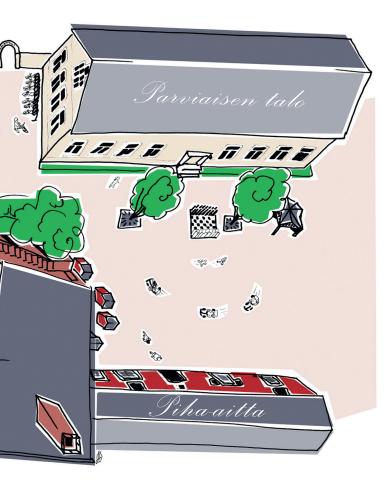
A STORY OF A DREAM COME TRUE



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#### FOR THE READER

You are holding a piece of city history from Joensuu, a story about the mighty men of the city, the development of the town, the change in time and values, and finally of how dreams and expertise will result in a desirable result, in the past and the present.

The houses built by two commercial counsellors, Antti Juhana Mustonen and Petter Parviainen, stand next to each other and form the heart of today's Taitokortteli. The restored red brick house, the relocated shed and the yard itself make Taitokortteli a harmonious whole. The area has indeed become one of Eastern Finland's most important handcraft, tourism and culture centres in just a few years.

The hostess, Taito Pohjois-Karjala, with its functions and the handcraft businesses of the quarter, creates a community that is truly unique for this country and serves as a rendezvous for professionals, enthusiasts, tourists and city dwellers. The cafe, the shops and the boutiques offer visitors high-quality products and competent service. On the other hand, they present handcraft entrepreneurs an excellent place to sell their products, as the area is annually visited by way over 100, 000 customers. Cultural events held in the yard and the sheds, along with exhibitions, the Christmas Village and other happenings, bring their own addition to the wide-ranging assortment.

With this booklet we want to honour the past generations' work in developing Joensuu. At the same time we want to let you know what our input is in improving to-day's city culture. I want to thank the City of Joensuu, the regional council of North Karelia, the Regional State Administrative Agency and our other affiliates, who have helped turn the Taitokortteli-dream into a living part of the city centre of Joensuu.

Seppo Auvinen

Spokesman

Taito Pohjois-Karjala ry

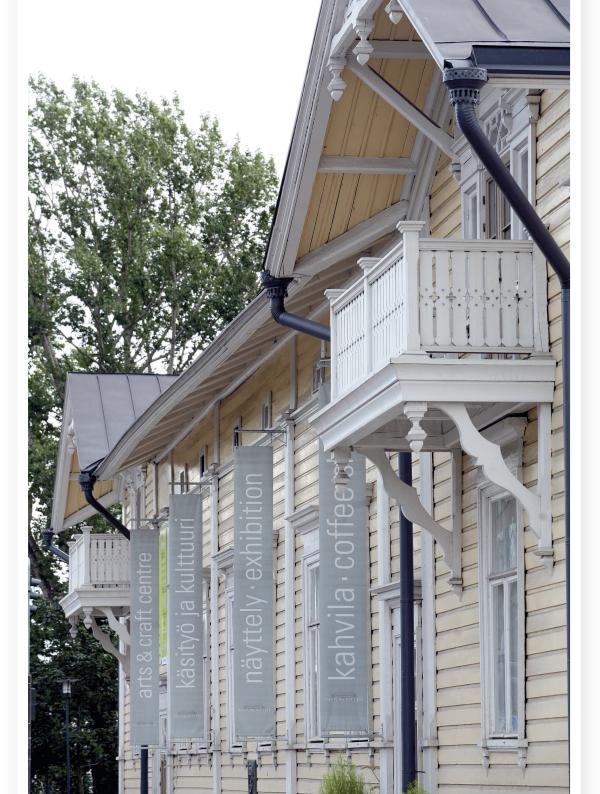


# THE QUARTER OF THE COMMERCIAL COUNSELLOR



Taitokortteli, in the centre of Joensuu, consists of the wooden houses built over a century ago for the families of commercial counsellor Mustonen and Parviainen, respectively, the brick house in the yard and the red outer shed. Originally built for a variety of uses — often in different places too — these buildings have been renewed and renovated time and time again during the years. Surviving to the present day, they now serve everyday visitors, enthusiastic handcraft lovers as well as globetrotters.

The name Taitokortteli inholds the skill of making ("taito" in finnish), Taito Pohjois-Karjala ry, that maintains the activity, and the communal spirit of a city quarter of old times. The hostess of the quarter, Taito Pohjois-Karjala ry, celebrated its 100-year-long journey in 2009. The wood house quarter presenting handcrafts and culture has entertained and delighted people from children to seniors since May 2006.



#### THE BIRTH OF TAITOKORTTELI

The journey of Taitokortteli began in the year 2004. A dream of a place, where hand-craft consultation, art, culture and handcraf-related business could meet tourism was born in the Taito Pohjois-Karjala ry — formerly known as the Pohjois-Karjalan käsi- ja taideteollisuus ry. The premises of the organisation were at this stage located in the harbour of Joensuu, in an area called Pakkahuone. The houses built in the corner of Koski-and Rantakatu in the late 19th century by commercial counsellor Mustonen and commercial counsellor Parviainen and the yard house made of brick were still in the use of the technical bureau of Joensuu.

In 2004 Petra Kärnä, the chairwoman of the directorate of Taito Pohjois-Karjala ry, familiarised herself with the milieu of the commercial counsellors' wood house quarter. She contacted Mayor Juhani Meriläinen, introduced him to the idea of a handcraft quarter and announced that the organisation's interest in taking the quarter for use. Out of a fortunate coincidence, the city

THE GOAL WAS TO FOUND A FUNCTIONAL AND CONSTANTLY DEVELOPING CULTURAL TRAVEL DESTINATION TO THE CENTRE OF JOENSUU.

of Joensuu was planning to move the technical bureau out of the quarter at the same time. After the idea of a handcraft quarter was given the green light by the city, the true planning was able to begin. Once the transfer of the association's premises into the house of Mustonen was confirmed, sketches were requested from architects for the plan and interior design. Based on these, some of the rooms at Koski- and Rantakatu were renovated to fit the new design during 2005-2007.

The idea of a handcraft quarter gave birth to a project aiming to found a functional and constantly developing cultural travel destination in the city centre. The goal of the project was to offer services to handcraft lovers, entrepreneurs, as well as travellers. Also highlighting the value of handcrafts as a trade and as a hobby improving mental well-being were one of the project's top priorities.



# THE BIRTH OF TAITOKORTTELI







As the handcraft quarter's completion drew near, new ideas of what it could contain were born. Handcraft businesses, artists and organisations fitting to the spirit of the handcraft quarter were sought to occupy the new premises.

In the spring 2006, weavers would move into the great hall of the Mustonen's house, The Cafe of Kauppaneuvos was founded in the end of the building's wing near Koskikatu and the other rooms were occupied by craftsmen, boutiques and small businesses according to their own wishes. The renovation of the brick house was completed a year later and in 2007 art forge Tulikiila and Taito Shop moved in downstairs, whilst upstairs became a work and exhibition space. An old wooden shed was also moved to the grounds for exhibition purposes by Petra Kärnä's suggestion.

Taitokortteli was opened in May 2006 and now, smaller enterprises included, houses almost fourty people. In the everyday life at Taitokortteli, arts and crafts can be seen in the work of hand and the North Karelian spirit expresses itself in hospitality. In Taitokortteli, small boutiques, the scents of the Cafe Kauppaneuvos and the opportunity of creating are combined.



#### ANTTI JUHANA MUSTONEN

Antti Juhana Mustonen (1810-1877) was born in Hovila, Lieksa to an influential family. He never went to school, but his parents taught him the basics of reading and calculating. Mustonen was orphaned at the age of 14 and started his career as a merchant with an inheritance of 200 rubles, which he used to buy a boat. From Lieksa he acquired butter, pelts, birds and chickens, sold them at a parish and took back salt and bauble. In 1848 he moved to the newly founded city of Joensuu. With the wealth he had earned he bought a barge and bit-by-bit extended his affairs to Saimaa, Vyborg and St. Petersburg. Joensuu thus grew into one of the Finland's biggest inland harbour cities with a rapidly expanding navy.

In order to found a commercial house, the title of a burgher was required, and it was given to Antti J. Mustonen in 1849. The co-operation with Nils Ludvig Arppe widened the variety of products. When Arppe needed wood for his iron factories in Utra, Puhos or Kuurna, Mustonen would buy forests from farmers for cheap prices and sell the wood to Arppe.

Mustonen and merchant Simo Parviainen combined their funds and together bought sawmills and a machine shops from Utra and Puhos, among others.

# MUSTONEN NEVER WENT TO SCHOOL, BUT HIS PARENTS TAUGHT HIM THE BASICS OF READING AND CALCULATING.

Later Mustonen bought these factories entirely for himself and built a glass factory in Utra. In addition to the saw and commercial enterprises, his navy was notably big: three schooners, three tugboats, four steamboats, two sailing ships and 26 barges. When the channel of Saimaa was opened in 1856, the ships from Joensuu could move all the way to the vast waters of Northern Europe. For a few years Joensuu had the second-largest navy in Finland.

Besides commercial business, Mustonen also had a lot of other duties. He worked as an alderman for the city, was a member of the parish council and starting from 1867 he also was a member of the parliament for 10 years. The Senate gave him the title of a commercial counsellor in 1874. Mustonen had spectacular memory: in his mind were every debt, price and stock situation in precise order. As he unexpectedly died on the 30th of May 1877, after being diagnosed with jaundice, all the company's accounting was lost with him and without this information, the entire enterprise was closed.



#### THE HOUSE OF MUSTONEN







The patrician house of Mustonen residing in the corner of Rantakatu and Koskikatu was finished in 1870. On the Rantakatu side of the building lived Mustonen's merchant family and on the Koskikatu side the servants. The designer of the house, Leander Backman, was the leading building master of the City of Joensuu. The house is described as a Swiss-style building, and has a lathed pilaster set up. The balconies and the gable decorations deserve a special mention.

After Mustonen's death in 1877, the family ceased to use the building and the house served as a city hall until the new city hall was built in 1914. During these years the building served as a home for the magistrate, the courtroom, the city council, office of monetary affairs, a girl school and a customhouse.

THE BUILDING SERVED AS HOME FOR THE MAGISTRATE, THE COURTROOM, THE CITY COUNCIL, THE OFFICE OF MONETARY AFFAIRS, A GIRL SCHOOL AND A CUSTOMHOUSE.

The Bank of Finland came to Joensuu in 1902 and ordered the city to provide its premises. The room was given from the house of Mustonen, which still functioned as the city hall at the time. The house had to be equipped with a reliable and secure vault, so a brick composition was laid at the end of the building, with inner walls barred thoroughly with rails and panelled with red brick. The brick annex is burglar proof, and not even a rotary hammer would breach it. The postal and telegraph office of Joensuu operated in the building from 1914 to 1955 and after this time the house was adopted by the state provincial office.



### THE HOUSE OF MUSTONEN









The original house layout was completely changed in 1960, as the state provincial office of North Karelia was established and placed in the house of Mustonen. Taking the building in use required several major changes: a hallway was built in the middle of the house with offices on both sides. The structure of the house of Mustonen was drastically altered: the walls were laid with chipboard, doors and skirting boards were removed and the hall was divided into three offices. The room height was lowered and the floors were lined with vinyl. The building was in use by the state provincial office up until it gained new premises on Torikatu 36. Afterwards, the Joensuu Energy facility, among others, has held their office in the house.

The renovation to make the building suitable for tourist and culture orientated offices began in the mid-1980's by the City

# ONLY AS THE RENOVATION PROGRESSED WERE THEY ABLE TO REDISCOVER THE HALL OF MUSTONEN

of Joensuu. It was then decided to restore the building as close to its original state as possible, including the restoration of floors, doors, windows, skirting boards and ceilings. Only as the renovation progressed were they able to rediscover the hall of Mustonen, as the original layout was revealed under the changes made in the 1960's.

All the doors were replaced with traditional carpenter-crafted panel doors. However, combining traditional and industrial techniques did not always yield desirable results, so carpenters had to sometimes come up with entirely new ones. Thus the renovation was in many ways a fresh challenge for all the people participating.



#### THE HOUSE OF MUSTONEN





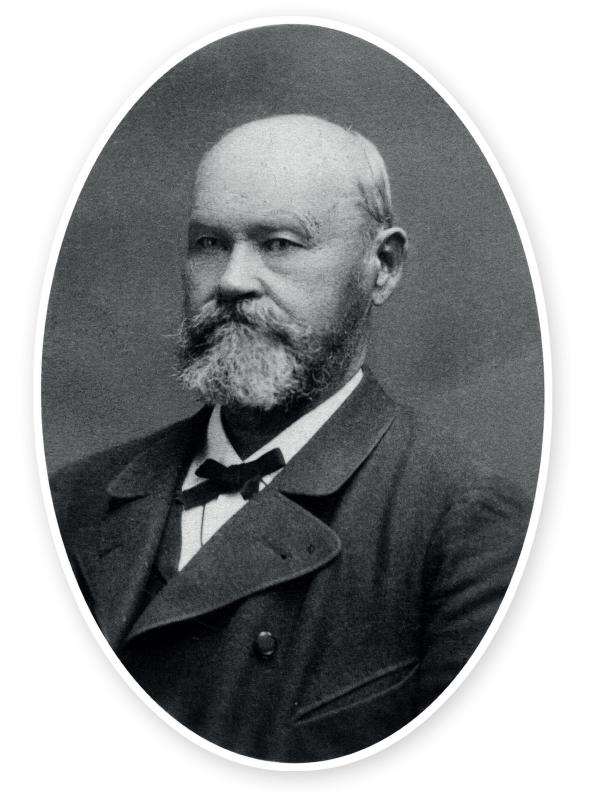


Way earlier, apparently already in the beginning of the 20th century, the balconies of the house of Mustonen had to be dismantled due to their poor condition. The balconies had been missing from the house exterior for so long, that the elderly citizens wondered why begin building them now, to a house that never — as far as they could remember — had any in the first place. The structures of the balconies and their locations were discovered in old photographs, after examining them with a magnifying glass.

During the renovation, the commercial counsellor Mustonen himself took part in the work from beyond the grave. In the demolition phase, thin gauze fabric was found inside the walls. It was used to line wallpapers, when the merchant family still resided in the house, so that the wallpaper would stay straight against the log walls. At the same time, an amateur archeologist

from Joensuu, Paavo Pitkänen, found a letter from the attic of the house of Nousiainen, in which the commercial counsellor A. J. Mustonen, with his own signature, was placing an order for the gauze fabric from Vyborg, to line the walls of his own hall. The letter was preserved and put on display on the wall of the the hall of Mustonen, the current Craft Centre Joensuu, next to the piece of fabric revealed from within, where all visistors would see it.

After the house was restored, Joensuun Laulujuhlat, a music festival in Joensuu, resided in the building for their entire history from 1981 to 1997, and shortly after, the city technical bureau took over in the year 2000. In 2006 the house of Mustonen was yet again renovated for the use of Craft Centre, the Café Kauppaneuvos, the Kauppaneuvos shop and numerous small handcraft entrepreneurs.



#### PETTER PARVIAINEN

Petter Parviainen (1824 - 1892), born in Tohmajärvi, was a part of the generation of farmer-born merchants that quickly raised Joensuu from a small town to a major harbour city, and sped up the financial development of his home province from the pre-industrial phase, during the times of freedom of trade. Since young age he was a merchant, a Karelian hawker and a "shemeikka", whose commercial territory reached from St. Petersburg all the way to Oulu, Tornio and Ylitornio.

In 1836 Petter Parviainen started a business partnership with his brother Simo Parviainen and together they travelled around with their merchandise for 30 years, from St. Petersburg to Ostrobothnia. The brothers imported tea and pelts and exported crops, hemp and leather products. Alongside his work he was able to reach satisfactory level at writing and calculating, and in 1856 he was granted the rights of a burgher. Slowly, he expanded his trading into wholesale trade and in 1866 he founded his own wholesale stores, his retail trade area being the North Karelia. As the owner of the schooners Karjalainen, Ilmarinen and Merkurius he was the second most notable man in open sea sailing in Joensuu.

#### SINCE YOUNG AGE, PARVIAINEN WAS A MERCHANT, A KARELIAN HAWKER AND A "SHEMEIKKA".

For a short period of time Parviainen had a sawmill in Utra, together with his brother Simo Parviainen and Antti Mustonen, but decided to change location and founded the sawmill of Penttilä on the riverbank in 1871 and one in Karsikko in 1876, together with Gustaf Cederberg (1823 – 1875). In the year of recession, 1876, he sold his parts of the sawmills to Cederberg's descendants.

In 1887 Petter Parviainen became the second commercial counsellor in the city. After the appointment, he begun focusing more on ship fitting, and at best his ship was a daily sight in the harbour of Joensuu. During his later business years, he earned a fair income by distilling spirit and brewing beer both in Joensuu and Nurmes.

In 1889 Petter Parviainen & Co. was founded and the whole patrimony was transferred to the company. Parviainen's two sons took leadership and the commercial counselor himself moved to Karsikko to farm land, until his death in the 12th of October, 1892.



# THE HOUSE OF PARVIAINEN







In the same fashion as the other burghers in Joensuu, Petter Parviainen built a handsome patrician house in the corner of Torikatu and Suvantokatu, from where it was moved to Rantakatu 15 in the 1970's. In its original place, the specialty of the house was a so-called faux angle house-solution. The façade of the house is dominated by three sectors: the lowest is a closet sector with decorative star cut-outs, in the middle, the wall sector that is divided by T-windows with beautiful casings, and as the uppermost, the attic sector with gable windows.

Property developer J. Puhakka donated the house to the city in the spring 1977, when a new construction was being planned on the scene. The building was taken apart, put in temporary storage, and its rectangular annex was rebuilt in 1979 on its current location in Rantakatu. When taking the house apart, the outer walls were sawn into 6-meterwide pieces. During the rebuilding phase, basement, inner walls and roof structures were all made anew.

Before becoming property of Taito Pohjois-Karjala, the house of Parviainen was in use by the bureaus of the city of Joensuu.



# THE BRICK HOUSE







The brick house in the yard of Taitokortteli was built in 1931 as a garage and storage building. The building continued to serve as a postal office's storehouse, and as a temporary woodworks classroom for the Seminary of Eastern Finland in the early 1950's.

In the year 2007, the house was under the threat of being demolished and a decision was made for it to be renovated for the use of Taitokortteli. The coating of the courtyard was changed from sand to granite. The roof of the brick house was renewed; the windows on the ground floor were made into bigger display windows and the smaller windows were restored to their original state. During the renovation period, the palisade phase of a nearby construction site caused severe damage to the brick house's framework. The damage can be seen especially in the slanted stairs leading to the art gallery.



# THE BRICK HOUSE









After the renovation was completed, Taito Shop Joensuu and an art forge were opened downstairs whilst an art gallery and an interior decorating shop moved upstairs. Additionally, a Taito Pohjois-Karjala course classroom is located upstairs, and is in almost daily use.

Skilled individuals from different branches were invited to Taitokortteli, to turn the quarter into a place where craftmanship can be seen, heard and smelt. In the sparks of the forge, in the banging of the looms and in the rattling of the knitting machine, handwork is ever present.



# THE SHED







The shed, located in the inner yard of Taitokortteli, was built in 1913 and moved to Koskikatu in 2007 from a single block away (the backyard of Malmikatu 1), where it was about to be demolished to make way for new buildings. The moving of this shed was one of the three biggest log house transportations done in Joensuu. The other moved log houses can be found in Linnunlahti and Hasanniemi boat harbours, respectively.

The shed was cut down from its original length by about six meters and its second floor was partially removed in order to leave more space for exhibitions.



# THE SHED









The shed complements the old times' spirit in the Taitokortteli's inner yard in a wonderful way. It is mostly open during the summer months, serving frequently as an exhibition space. The annually changing summer exhibition brings multidisciplinary and international handcraft culture within visitors' reach.

During other times of the year the shed is used for commercial events and exhibitions during different events. At the time of the Christmas Village event, it changes into a Christmas hut, serving city dwellers a glimpse of the old Christmas spirit in the middle of the modern day hustle.



# TAITOKORTTELI









In its entirety, Taitokortteli consists of approximately 30 different businesses and ensembles, ranging from a coffee shop to an architect's office. Networking and co-operation between entrepreneurs are the keywords of this ensemble.

The handcraft boutiques offer a wide view to North Karelian handcraft skills. The selection varies from traditional home textiles, young designers' innovative products and glass work to jewelry, soap and our very own collection from Taito Pohjois-Karjala, the Karelian Crafts –product family.

Café Kauppanevos offers an excellent environment for chatting and catching up. They serve fresh pastries, cakes, salads and a soup lunch that varies from day to day, all self-made. You can also enjoy a glass of wine or a pint of beer. The gorgeous surroundings serve as a fine venue for different parties; to celebrate confirmation, graduation or a birthday, Café Kauppaneuvos is an especially fitting place.



## TAITOKORTTELI









In the hall of Mustonen, with dozens of looms, Craft Centre Joensuu is the heart of Taitokortteli. The Craft Centre's course activities, its craft tool supply and the innovative handmaking atmosphere has encouraged many interested visitors to start a lasting hobby.

It is easy to come and join in the activity in the Craft Centre, as beside daily, instructed weaving, diverse courses and clubs are arranged for all ages. Part to the basic education of arts, the children's Kässä -handcraft school and adults' AIKU are also part of the services offered by Taitokeskus. The annual Karelian Weaving Weeks and the International Weaving Symposium, arranged every three years, are also organized by the Craft Centre Joensuu.



### **EVENTS**









In addition to boutiques and handcraft workshops, Taitokortteli has many other experiences to offer as well. In the shed and in the hallways of the house of Mustonen, exhibitions from different branches of handcrafts are on display. In summertime, refreshments and fresh pastries from Café Kauppaneuvos can be enjoyed in the sheltered courtyard, while spectating theatre plays and musical performances. For children, the quarter offers activities, such as pedal cars, instructed games and different events. In August, Taitokortteli celebrates the Old Town's Day, in which a market fair is arranged in the courtyard, in old times' fashion. During Christmas season, the little red cottages with their idyllic lights bring the true Christmas Village atmosphere to the yard.

Taitokortteli is alive and active throughout the year. The lack of hurry and the chance to create are ever present at this handcraft quarter. Taitokortteli is an all-year-round safe travel destination, promoting Finnish and North Karelian culture.



## TAITO POHJOIS-KARJALA RY







Pohjois-Karjalan Kotiteollisuusyhdistys, "The Home Industry Association of North Karelia", was founded in 1909 to increase the hand-making know-how and to raise the manifold handcraft culture of North Karelia to an independent position, out of the shade of agriculture. The association quickly gained control of the already existing handcraft schools in North Karelia, with the aim of relaying the handcraft-related traditions to new generations. The first home craft advisory centre in Finland was established in 1944 on Siltakatu, Joensuu, to alleviate the lack of ingredients and goods in the post-war times. Advisory centres in Ilomantsi, Lieksa and Nurmes were opened in 1949 and Kitee had its own centre in 1956.

From the beginning, the association offered training, course activities and personal advising. Travelling advisors were hired, whose task was to, as according to their name, travel around the countryside and offer instructing on handcrafts. Both

FROM THE BEGINNING, THE ASSOCIATION OFFERED TRAINING, COURSE ACTIVITIES AND PERSONAL ADVISING.

women's and men's needs were catered for: until the late 50's bed linen, horse blankets, dress fabrics, sleds, barrows, skis and household items were all self-made. The services the association offered varied from year to year, but the founding of new advisory centres continued busily through decades.

In the 1980's the Home Craft Association of North Karelia had reached its goal: every county in its operating area had received its own advisory centre. In 1986 the Home Industry association of North Karelia became the biggest home craft association in Finland.



# TAITO POHJOIS-KARJALA RY







The term "home industry" was already considered old fashioned in the 70's, and on the way to the early 90's, the term hand- and art crafts had gained popularity especially among educational institutes. In 1991 the Home Industry Association of North Karelia was renamed as the Hand- and Art Craft Industry Association (Pohjois-Karjalan käsi- ja taideteollisuus ry) and in 2010 it yet was again changed into Taito Pohjois-Karjala ry (*lit*. "Craft North Karelia association"). The essence of the activities of an association that had been active for more than 100 years remained the same as in 1909: relaying handcraft skills and handcraft culture between generations.

Taito- and handcraft centres can now be found in six different counties: Joensuu, Ilomantsi, Kitee, Lieksa, Nurmes and Tohmajärvi. Like its umbrella organization, the Hand- and Art Industry Association Taito ry, Taito Pohjois-Karjala ry is working towards developing sustainable handcrafts. The significance of doing

#### TAITO- AND HANDCRAFT CENTRES CAN NOW BE FOUND IN SIX DIFFERENT COUNTIES.

with one's own hands has grown during the whole first half of the 21st century and there are no signs of regression.

Taito Pohjois-Karjala ry offers courses and clubs for both adults and children, and in handcraft centres anyone can try out their weaving skills under professional guidance. In autumn 2010 the association went back to its roots with a project called Taitobussi (lit. "Craft Bus"), through which the association was again able to provide travelling hand craft advisory services all around North Karelia. Taito Pohjois-Karjala is also developing new products with deep roots in "Karelianism". The Karelian crafts product family consists of a variety of wares such as coffee mugs, towels and of course Karelian pastries made out of chocolate.









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taito pohjois-karjala

