

SERLACHIUS



FAR OUT ART WITH A HISTORIC HEART



ICONIC SERLACHIUS – DESTINATION
OF ART, ARCHITECTURE, HISTORY
AND CULINARY PLEASURES

SERLACHIUS
museums 



Albert Edelfelt, Girl Reading a Letter (detail), 1879.



To the Finns, the name Serlachius has meant two quite different things: high-quality toilet paper and an exquisite art collection in Mänttä, which once was one of the most prosperous municipalities in Finland. Nowadays, the name Serlachius also refers to two magnificent museums that tell the story of art and paper.

Serlachius Museums Gustaf and Gösta offer unique experiences of art, architecture and industrial history. Beside the cultural experiences, we organize heavenly culinary pleasures at the museum's top Restaurant Gösta and memorable soft activities in the forest as well as introductory tours into the life of a small industrial town. The new Art Sauna makes the perfect addition to our versatile supply.

As a tradition renewing operator in the museum scene, we also develop tourism of the region. We create a bridge between the tourists and the amazing supply of Finnish culture by producing tourism services at the museums, in their surroundings and in the southern parts of Finland. Serlachius Museums have been awarded the environmental certificate ISO14001 and the Sustainable Travel Finland label by Visit Finland.

We want to offer sustainable experiences. Our friends feel that the cultural experience with us is human size. You meet the great masters of art in the middle of nature, far away from the crowded cities. It makes the experience unique and moving. It gives space to your own thoughts.

The cover detail from work: Akseli Gallen-Kallela, Spring, 1902-1903.

WITH US YOU CAN FIND ANSWERS TO QUESTIONS LIKE:

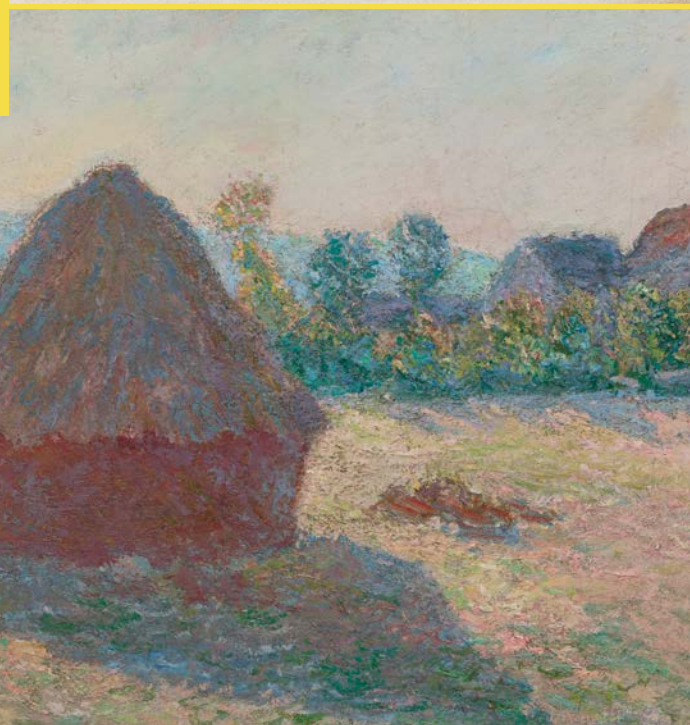
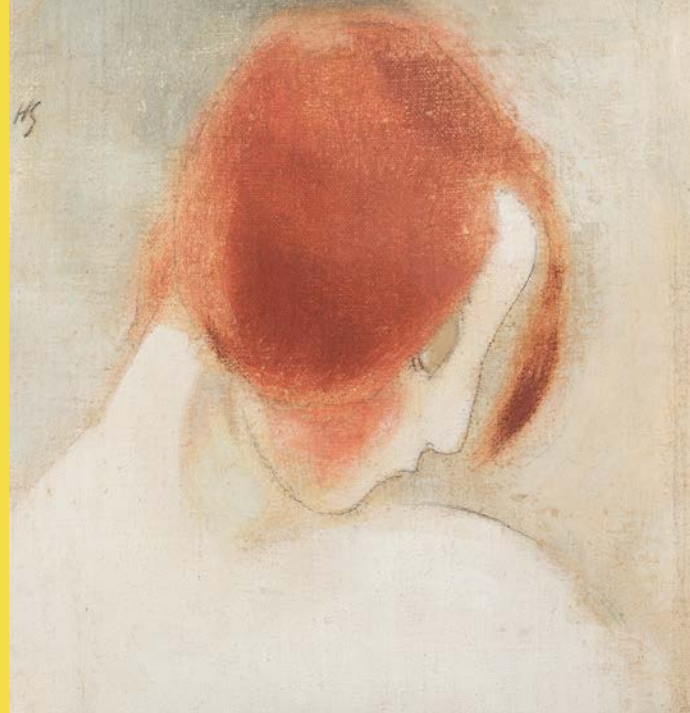
- Who were the masters of the Golden Age of art in Finland? What was their art like?
- What the forest has meant and still means to the Finns? Forest in the industry, art and daily life?
- How coniferous wood adapts to a monumental building?
- What does the Finnish nature taste like?
- What is it like to live in a small industrial town in Finland?
- How does a sauna full of design and Finnish art look like?

AWARD WINNING MUSEUMS

Serlachius Museums has been honoured with many awards and recognitions during the past years:

- Lonely Planet's top choice and must see attraction in Finland
- Domestic Tourism Business of the Year
- Museum of the Year
- Merit Award in Wood Design and Building Awards of the Canadian Wood Council (the Pavilion)
- Spanish International Architecture Prize
- Part of the awarded Western Lakeland network





Serlachius Museum Gösta hosts one of the Nordic countries' largest private collections. The masters of the Golden Age of Finnish art form the heart of the collection, but it also comprises contemporary art. Gösta has its own international superstars, too, such as Claude Monet's *Haystack in the Evening Sun*.

The art museum consists of two parts: at the manor you can admire the pearls of Finnish art and at the pavilion stimulating and thoughtprovoking contemporary art exhibitions.

ART TOURS

GUIDED TOUR AT SERLACHIUS MUSEUM GÖSTA

FITS 1-5 GROUPS 6-60

Get acquainted with the highlights of the Art Museum's exhibitions and architecture.

Duration: 1 hour
Price: from € 10 / person
Languages: English, Swedish, German, Russian, Finnish. Ask for other languages!

Details from Artworks: Helene Schjerfbeck, *The Red-Haired Girl II*, 1915. Riiko Sakkinen, *Color Theory*, 2015. Akseli Gallen-Kallela, *Problem*, 1894. Claude Monet, *A Haystack in the Evening Sun*, 1891. Nils Kreuger, *Oyster-Dredging in Brittany*, 1886.



SCULPTURE WORKSHOP

FITS 1-5 GROUPS 6-60

Model your own sculpture under the guidance of a professional artist.

Duration: 2,5 hours
Price: from € 45 / person
Languages: English, Finnish

Also other workshops available: acrylic painting, graphics and paper pressing.

Book in advance. Possible to arrange even at one day's notice.

Valid until the end of 2023. VAT included. We reserve the right for changes without prior notice.



Art Museum Gösta's fabulous extension, the beautiful wooden pavilion was completed in June 2014. An international architectural competition on its design was held in 2010–2011. It attracted 579 submissions from 42 countries. The competition was won by the Barcelona architectural studio MX_Sl's work Parallels, designed by architects Héctor Mendoza, Mara Partida and Boris Bezan. In the architectural design, the Finnish partner was the architectural firm Huttunen-Lipasti-Pakkanen.

Gösta's Pavilion descends in a gentle arc towards the lakeshore. It respects the manor and grows to its full dimensions towards the park. The pavilion's basic structure consists of more than 100 laminated-timber columns and beams, which support the building and give it its distinctive appearance. The alternation of wood and glass surfaces impart a rhythm to the building and connect it to the surrounding park.

AWARDS

- 2015 Wood Design and Building of the Canadian Wood Council
- 2014 The Wood Building of the Year in Finland
- 2013 Spanish International Architecture Prize

ARCHITECTURE TOURS

WALKING TOUR – ARCHITECTURE AND SCULPTURES BESIDE THE LAKE

FITS 1-5 GROUPS 6-60

Guided walking tour admiring the beautiful landscape, sculpture park and architecture of the pavilion, old peasant cottage and 1930's manor.

Duration: 1 hour
Price: from € 12 / person
Languages: English, Swedish, German, Japanese, Finnish. Ask for other languages!

Also available: educational architecture tour for children

HISTORICAL BUILDINGS – THEIR ARCHITECTURE AND STORIES

FITS 1-5 GROUPS 6-30

Guided walking tour in the Art Town among the beautiful buildings related to the vivid history of the G. A. Serlachius Paper Company, from neoclassicism to functionalism!

Duration: 2 hours
Price: from € 24 / person
Languages: English, German, Swedish, Finnish

Book these tours in advance.
Possible to arrange even at one day's notice.

Valid until the end of 2023. VAT included.
 We reserve the right for changes without prior notice.

FANCY OLD TIMES



The roots of the Serlachius Museums and Mänttä are deep in the Finnish forest. The forest industry legend, "Paper Devil" Gustaf Adolf Serlachius established the first groundwood mill in Mänttä 1868 and tried to conquer the world with his paper products. His nephew Gösta continued G. A.'s work and succeeded in creating a paper empire of his own.

Serlachius Museum Gustaf operates in the glorious former headquarters of the forest combine from year 1934. There you can admire the beauty and functionality of the office building, enjoy a drama tour taking you back in time to the 1950's hierarchical working life or experience a dramatic exhibition of the life of the Paper Devil.

HISTORY TOURS

GUIDED TOUR AT SERLACHIUS MUSEUM GUSTAF

FITS 1-5 GROUPS 6-60

Find out about life at the former head office, its architecture and the ongoing exhibitions.

Duration: 1 hour
Price: from € 10 / person
Languages: English, Swedish, German, Russian, Finnish. Ask for other languages!

Book these tours in advance.
Possible to arrange even at one day's notice.

Valid until the end of 2023. VAT included.
We reserve the right for changes without prior notice.



WORKING FOR THE COMPANY – DRAMA TOUR

FITS 1-5 GROUPS 6-60

It is the year 1951 and you are applying for a job at the paper mill, but it is not so easy to pass the test of the company's strict secretary. Laughter guaranteed!

Duration: 1 hour
Price: from € 12 / person
Languages: English, Swedish, German, Finnish

GUIDED WALKING TOUR – SMALL TOWN LIFE

FITS 1-5 GROUPS 6-30

This tour takes you to the core of Finnish living in a small town. Experience Finnish living first hand: how people do their shopping, what are their average wages, how does the Finnish alcohol policy affect everyday life.

Duration: 2 h
Price: from € 24 / person
Languages: English, German, Swedish, Finnish
Optional: Borrow a museum bicycle and take a guided bike tour around the town

GUIDED TOUR OF MÄNTTÄ CHURCH

FITS 1-5 GROUPS 6-30

The church in the centre of Mänttä is filled with art and interesting history related to the G. A. Serlachius Paper Company.

Duration: 30 min
Price: € 10 / person
Languages: English, Swedish, German, Finnish





In Restaurant Gösta you will find cuisine close to nature created by awarded top chef Henry Tikkanen. Local high-quality ingredients according to the season form the basis of the tasty experience at Restaurant Gösta. The offering varies from simple Finnish "pulla" to a four-course Culinary Journey inspired by the artist Gallen-Kallela.

The restaurant is open all year round. In the summertime the traditional Autere Cottage also serves lunch buffet and coffee. For à la carte and buffet, no booking is needed in advance.



A CULINARY JOURNEY INTO FINNISH FLAVOURS INSPIRED BY ART

We set out on a culinary journey, inspired by the historical tales underlying the works of Finnish painter Akseli Gallen-Kallela. The dishes will be prepared using our national treasures, such as vendace, game, mushrooms and berries. This themed dining with Finnish flavours includes a guided walk through Serlachius Museum Gösta's island and park, campfire soup and a four-course dinner accompanied by the guide's stories in Restaurant Gösta.

Price: € 82 / person

SPECIALITIES FOR GROUPS

FOREST ON YOUR PLATE - SPECIAL GROUP MENU



This themed menu created by Chef de cuisine Henry Tikkanen, has been inspired by the Finnish forest. The menu is always seasonal and could be as follows: Whitefish in the first course feasts with flavors of spruce and juniper; broiled reindeer is served as main course. Chocolate cake is accompanied by cep ice cream and lingonberry.

Price: € 44 /person

Book all these special group menus in advance (1 week's notice).



CULINARY SCHOOL

In the Culinary School of Restaurant Gösta, one of the best museum restaurants in Europe, you will prepare a fine dinner from the season's best ingredients. With the help of the Chef de cuisine you will also learn about the methods and ingredients used in the preparation. And of course, after the fun and intensive process of cookery you will sit down and enjoy the menu you have just delicately created! Hyvää ruokahalua! Bon appétit!

Location: Restaurant Gösta
 Duration: 3,5 hours
 Season: all year round

Also available other group menus and à la carte!

Valid until the end of 2023. VAT included. We reserve the right for changes without prior notice.



In Mänttä, in the centre of the Art Town, beautiful nature is everywhere. The tiny town is situated between two lakes and surrounded by coniferous forests which offer endless possibilities for nature-based experiences. Serlachius wants to combine culture and nature. Beside our high-quality art and history tours it is also easy to include soft activities in the forest or on the lakes: Nordic walking, berry picking and cycling with the museums' special Finnish Jopo-bikes. Or just relax and take a stroll in the forest or take a guided walking tour and hear about the nature and the Finns' relationship with it.

NATURE TOURS

NORDIC WALKING ON THE PATH OF LOVE

FITS 1-5 GROUPS 6-30

Strap on a light backpack and tune up a pair of Nordic walking poles: we head for the Path of Love! This 2,5 km path leads through the forest alongside the Melasjärvi lake from the Gustaf Museum to the Gösta Museum. Don't worry, if you have never tried Nordic walking with poles, our cheerful guide will show you how.

Perhaps there's some love in the air? In any case, nothing hinders us from enjoying the versatile scenery and the stories related to it. Along the way we stop to take in the lake landscape and enjoy refreshments from your backpack.

Duration: 1,5 h
Season: year round
Price: from € 44 / person
Included: Nordic walking poles, rubber boots (if needed), refreshments in a small backpack (to keep).

Book these tours in advance.

Valid until the end of 2023. VAT included.
 We reserve the right for changes without prior notice.

GUIDED WALKING TOUR IN A PRIMEVAL FOREST

FITS 1-5 GROUPS 6-30

Inhabitants of Mänttä tend to exaggerate a bit and call the small hill of the town by the name Mäntänvuori, the Mänttä Mountain. It is just a 30-minute walking distance from the town centre. Let's pop into this primeval forest and see how untouched coniferous forest looks like when it has undergone no forestry actions.

Tour guide leads us also to the forest church and the observation tower, which is one of the tallest timber buildings in Finland. There is still a hidden surprise in the forest: Central European style wine tavern, the building used to be the skiing cottage constructed by the Serlachius Company.



Duration: 2 h
Season: year round
Price: from € 24 / person
Included: guided tour (2 h)
Optional: bicycles, beverages and a meal at the Wine Tavern Vuorenmaja

Check out our service: rent a local host for a day!

The new Art Sauna on the shore of Serlachius Museum Gösta offers a unique experience for the lovers of art, design, good food and of course sauna bathing. For Finns sauna means connection to nature and to other people. We want to give that same experience to our guests. The sauna, together with the chosen artworks, leads our minds to connect with nature, history, and ourselves.

The architects Héctor Mendoza, Mara Partida, and Boris Bezan described their exceptional assignment as following: “We think Serlachius is more than a museum. The art experience at Serlachius extends beyond the museum walls taking the visitor on a journey, and Art Sauna is part of it.”

ART & SAUNA EXPERIENCE WITH ACCOMMODATION

VIPS		1-5
GROUPS		6-24

Duration: 2 days, 1 night
Example price: from 185 € / person in a group of 8 people
Languages: English, German, Swedish, Finnish
Included: 1 night stay at ArtHotel Honkahovi (in twin/double room, private bathroom), breakfast at Mänttä Club, admission to both Serlachius Museums, guided art tour at Serlachius Museum Gösta (1h), the Art Sauna experience (sauna bathing time 2h), sauna host with the group (not inside the steam/shower room), dinner prepared on the open fire in-situ (2h).
Excluded: transfers
Optional: transfer to the hotel with a sauna raft. Dramatized tour at Gustaf Museum. Shuttle bus from Tampere.

PROGRAM EXAMPLE:

DAY 1. Welcome to Serlachius Museum Gösta!

The guided tour at the Art Museum Gösta takes you amid national art treasures, contemporary exhibitions and awarded architecture. Along the tour you hear the intriguing story of the Serlachius family and their journey from nowhere on to the world map!

Independent Tour at the Museum and Park

It's time to look around by yourself: perhaps a stroll in the beautiful Sculpture Park or another look at the exhibitions? The museum shop provides Finnish Design, unique products, and local handicraft.

The Art Sauna is Hot

- Finns love sauna! The sauna host will guide you to the secrets of the Finnish sauna culture and praxis. The host will also talk about the amazing architecture and the special artworks of the Art Sauna. Can you guess where the original sauna of the Joenniemi farm workers was located?
- You have time to enjoy the smooth, hot “löyly” (= steam) at the sauna, dip in the lake or the outdoor hot tub. And if wished, purchase some beverages and refreshments along the way.

Abundant Buffet at the Sauna's Living Room

- Experiencing the Finnish sauna makes one hungry! Dinner is waiting for you at the sauna's cozy living room. Or to be more precise, you can watch the preparation of your dinner on the spot.

Sweet Dreams at ArtHotel Honkahovi

- The former residence (1938) of the mill owner R. Erik Serlachius offers a perfect setting for a good night's sleep. Sweet dreams!

DAY 2.

Breakfast at Mänttä Club

- The morning starts with a refreshing walk to Mänttä Club, the former banquet house of the paper company G. A. Serlachius Ltd. Delicious breakfast keeps you going!

Visit at Serlachius Museum Gustaf

- Digging deeper into the old days continues. The old head office of the paper company (1934) is full of interesting stories, architecture, and art. Perhaps a cup of coffee at the historical café before leaving?

Time for Goodbyes

- The wonderful and versatile time in Mänttä is coming to its end. We hope to see you soon again!

Valid until the end of 2023. VAT included.
 We reserve the right for changes without prior notice.



SAUNA SERVICES AND FACILITIES



The Art Sauna is bookable for groups (6–24 pax). We can also arrange an exclusive experience for smaller groups (1–5 pax).

We arrange public sauna days regularly for individual visitors. For more information, check out our website.

- Separate dressing rooms and shower rooms for ladies and gentlemen; three showers on both sides
- Dining facilities both inside and on the terrace for 24 people (groups)
- Round steam room for 15–20 sauna bathers
- Outdoor hot tub for 6–8 people
- Artistic outdoor shower, open summer and winter
- Towels and shower products provided (groups)
- Possible to purchase beverages during the sauna bathing
- Special sauna cuisine from sauna snack to dinner prepared on the open fire (groups)
- Meeting facilities (groups)

Our partners in Art Town Mänttä-Vilppula offer accommodation alternatives varying from Nordic luxury for very demanding customers to cottages for more nature oriented travellers.



ARTHOTEL HONKAHOVI is a former residence (1938) of the mill owner R. Erik Serlachius. Unique hotel is located in between the museums with a beautiful lakeside view.

Capacity: 24 persons in twin /doubleroom:
2 rooms with premium bathroom,
4 rooms with a bathroom in between the rooms and
6 rooms with bathroom on the corridor.

Location: Approx. 800 m to Serlachius Museum Gustaf, 2,5 km to Serlachius Museum Gösta.

Website: www.klubin.fi/en/home/honkahovi



MÄNTTÄ CLUB is a former representation building (1920) of the paper company. Nowadays this hotel tells exciting stories of the grand old days.

Capacity: 38 persons in 5 superior double rooms with own bathroom, 13 double rooms with shared bathroom on the corridor.

Location: approx. 1 km to Serlachius Museum Gustaf, 4 km / 10 min drive to Serlachius Museum Gösta.

Website: www.klubin.fi/en/



HOTEL ALEXANDER is a comfortable hotel in the centre of Mänttä

Capacity: 28 persons in 10 twin / double rooms and 8 single rooms. All rooms have their own private bathroom.

Location: in the town centre, approx. 300 m to Serlachius Museum Gustaf, 3 km to Serlachius Museum Gösta

Website: www.hotellialexander.fi/en.php



RAPUKARTANO (Crayfish manor) is a boutique hotel with Nordic natural luxury in the wilderness. Amazing place for people who appreciate quality and tranquility.

Capacity: Over 70 persons in 2 suites with own hot tub, bathroom and sauna (4-5 persons / suite), 10 premium twin/double rooms with own bathroom, 8 premium single rooms with own bathroom, 7 standard rooms (2-4 persons / room) with shared bathroom.

Location: approx. 12 km / 20 min drive to Mänttä and Serlachius.

Website: www.rapukartano.fi/?lang=en



PELTOLA ORGANIC FARM offers countryside accommodation in historical environment. The country-style main building is over 200 years old.

Capacity: 25 persons in cottages with shared bathroom.

Location: approx. 9 km / 15 min drive to Mänttä and Serlachius.

Website: www.peltolanluomutila.com/

HERE ARE SOME TIPS FOR THE ACCOMMODATION OUTSIDE MÄNTTÄ:



HIMOS HOLIDAY in Jämsä is a holiday resort with outdoor activities and events only 45 minutes drive away from Mänttä.

Capacity: cottages, hotel and motel alternative

Location: 52 km / 45 min drive to Mänttä and Serlachius.

Website: www.himosholiday.com/en/frontpage/

KEURUSHARJU COTTAGES is an ideal place for those interested in cosy, but quality cottage-accommodation and nature.

Capacity: 30 cottages. Each cottage accommodates 4-6 persons. Every cottage has WIFI, own kitchen, television, fireplace, bathroom and sauna.

Services: Breakfast and dinner on request.

Location: approx. 32 km / half an hour drive to Mänttä and Serlachius, 9 km to Keuruu town centre, 500 m to sports and outdoor park.

Website: www.keurusharju.fi/en/





IN THE HEART OF ART AND NATURE

A Whole-Day Program at Serlachius – Including Transfer from Tampere

A day-trip from Tampere to Mänttä with the Serlachius Shuttle bus is an easy way for individual travellers and groups to enjoy a full-day program at Serlachius! Our shuttle bus will take you straight to the front doors of the museums.

Duration: 8 hours

Languages: English, German, Swedish, Finnish.

Ask for other languages!

Price: from € 113 / person

Included: return ticket with Serlachius shuttle bus and transfers in Mänttä, guided tours (2,5 h), 3-course lunch, admission fee to Serlachius Museums, loan of bicycles, Nordic walking poles or rowing boats (summertime) and rubber boots if needed

Book in advance, possible to arrange even at 1 day's notice. Without guided tours no booking needed in advance.

Optional: overnight stay

ITINERARY:

- departure from Tampere: bus station at **10.50** or railway station at **11.05**
- **12.20** arrival in the Art Town Mänttä and Serlachius Museum Gösta
- **12.30** guided art tour
- **13.30** guided sculpture and nature tour
- **14.00** Lunchtime! Delicious 3-course lunch is waiting at Restaurant Gösta.
- **15.30** the shuttle bus takes you to Serlachius Museum Gustaf
- **15.45** guided tour to exhibitions or dramatised tour at Gustaf (1 h) and time of your own
- **17.30** departure from Mänttä, Serlachius Museum Gustaf
- arrival in Tampere: railway station at **18.45** or bus station at **18.50**

FITS 1-5

GROUPS 6-30

FOREST THEME DAY

Drama, Art and Nature Tour – Fun Day Program at Serlachius

Welcome to experience the story of the Finnish forest industry legends and their ambitious dream to create an empire in the tiny town of Mänttä! Your day will be filled with drama, art, nature and culinary experiences. Together with our cheerful guide you will reveal the secrets of the Forest Lords!

Duration: ca 7 hours (depending on the independent time you want to spend in between the tours)

Season: all year round

Languages: English, German, Swedish, Finnish.

Ask for other languages!

Price: from € 115 / person

Included: guided tours (3,5 h), refreshments in a little rucksack, lunch (3 courses), entrance to Serlachius Museums, loan of bicycles, Nordic walking poles or rowing boats (summertime) and rubber boots if needed.

Book in advance, possible to arrange even at 1 day's notice.

Optional: stay overnight

PROGRAM EXAMPLE (7H):

- Arrival in the Art Town Mänttä and at Serlachius Museum Gustaf
- Experience the history of the working life: fun dramatised tour with paper pressing (1 h) and time of your own to see the exhibitions
- Guided Nordic walking tour on the Path of Love with stories about Finnish nature. Some refreshments included (1,5 h)
- Guided art tour with all the Finnish masterpieces at Serlachius Museum Gösta (1 h)
- Delicious lunch at the top Restaurant Gösta
- Time of your own to take a turn in the exhibitions, enjoy the views in the beautiful park and island.
- **Goodbye for now!**

Valid until the end of 2023. VAT included. Ask for an offer.



FITS 1-4

RELAXING WEEKEND WITH ART AND NATURE

Duration: 2 days, 1 night

Season: from mid June to the end of August

Price: € 387 / 2 persons

Included: shuttle bus Tampere-Mänttä return, 1 night at ArtHotel Honkahovi in superior room with private bathroom, breakfast, guided tour (1,5 h) admission to Serlachius Museums and Mänttä Art Festival, loan of bicycles, Nordic walking poles and rowing boats

Book in advance, possible to arrange even at 1 day's notice.

Optional: two nights in Mänttä, sauna and hot tub, guided art and walking tours, lunch

PROGRAM EXAMPLE:

DAY 1

- Departure from Tampere: bus station at **10.50** or railway station at **11.05**
- **12.20** Arrival in the Art Town and Serlachius Museum Gösta. Exciting art exhibitions are waiting for you! You can leave your luggage on the bus, which takes you later to the hotel.
- Hungry? Restaurant Gösta serves you with great passion!
- The awarded pavilion and the beautiful surroundings need to be explored.
- Pop in the museum shop and buy special Finnish design
- **15.30** Step in the shuttle bus, which brings you to your hotel (5 min).
- **17.30** It's time for an exciting tour in the forest! A guide meets you at the hotel and you'll fetch the bicycles together (10 min). After 20 min ride you arrive in the conservation area Mäntänvuori ("the mountain of Mänttä") with coniferous forest and the observation tower. Your evening will end surprisingly in the old skiing cottage, Vuorenmaja, which nowadays is a wine tavern with Central European atmosphere. The guide says goodbye, but you can continue enjoying the flavours.

DAY 2

- After a refreshing breakfast, the Mänttä Art Festival is waiting for you! Use the bikes you borrowed yesterday or have a 15 min walk.
- You can't miss Serlachius Museum Gustaf, the former headquarters of the forest company! Spend some time and enjoy the architecture and exhibitions. This is now a good moment to return the bike.
- It's lunch time! Café Alex right behind the corner serves lunch, coffee and pastry. Take a turn in the town to see how the locals live.
- **17.20** Time to say goodbye to Mänttä and Serlachius. Shuttle bus leaves from the hotel to Tampere.

Valid until the end of 2023. VAT included. Ask for an offer.

FITS 1-5

GROUPS 6-30

LITTLE LUXURY VACATION

Add that little something to your trip and you will not regret it!

Duration: 2 days, 1 night

Season: all year round

Languages: English, Finnish

Example price: € 299 / person in a group of 4 persons

Included: 1 night at Wilderness Boutique Hotel Rapukartano in twin/double room with private bathroom, breakfast, lunch (4 courses), guided art tour with a glass of bubbly surprise, orientation tour, admission to Serlachius Museums, guided walking tour, sauna with hot tub, loan of bicycles, Nordic walking poles and rowing boats (summertime). **Book in advance.**

Optional: transfers, two nights in Rapukartano, champagne tasting, culinary school, fishing trips, Mänttä Art Festival (summertime), Wine Tavern Vuorenmaja (summertime)

PROGRAM EXAMPLE:

DAY 1

- Arrival in the Art Town and at Serlachius Museum Gösta
- Guided art tour (1 h) will show you e.g. the treasures of Finnish art and internationally awarded architecture. During the tour we have a small welcoming surprise for you: a sparkling drink in the manor's old vault!
- A delicious 4-course lunch served in Restaurant Gösta. Just sit down and relax! After eating well, you might want to take a little stroll in the park...
- Check in at the amazing Wilderness Boutique Hotel Rapukartano – pure Nordic luxury! (20-minute-drive from the Museum Gösta)
- Time for a Finnish sauna and outdoor hot tub!

DAY 2

- First a delicious breakfast at Rapukartano. Then off we go to Gustaf, the story-telling museum in the centre of Mänttä. First we'll have a short orientation tour and then we'll visit all the exciting exhibitions.
- At the historical café furnished with design furniture you can enjoy e.g. coffee and pastry.
- Guided walking tour in the Finnish small town life (2 h). Hear about the everyday life of the locals: e.g. visit a grocery store and a liquor store, try weaving a traditional Finnish rug.
- Be brave and try the traditional Finnish grill food at the marketplace! Well, it's not luxury, but that's how the locals do it!

The Finns are the happiest nation in the world; education and culture belong to the cornerstones of welfare. Our tours lead you through the secrets of Finnish culture and nature, industrial development and national art treasures in a fun way. Hands-on activities, exciting stories, art, architecture, and of course a delicious meal are all included in the programs!



ART FIELD TRIP – EDUCATIONAL DAY PROGRAM

This field trip is planned according to the Finnish Educational Plan and is suitable for children of all ages.

Duration: 7 hours
Season: all year round
Languages: English, Finnish
Price: from € 82 / child 4–12 yrs; from 92 € / + 13 yrs.
Included: interactive tours at Serlachius Museums (3,5 h), guided walking + graphics workshop (1,5 h), lunch, loan of bicycles and Nordic walking poles

PROGRAM EXAMPLE:

- Arrival in the Art Town Mänttä and at Serlachius Museum Gustaf, former head office of the forest company
- Interactive tour with hands-on activities, e.g. paper pressing and old apothecary interior (2 h)
- Arrival in the lovely milieu of the Serlachius Museum Gösta
- Restaurant Gösta's delicious lunch is waiting for you
- A short guided walk in the nature to get inspiration for the graphics workshop (1,5 h)
- Time traveling in art – interactive art tour at Serlachius Museum Gösta (1,5 h)
- Bye bye! Hope to see you soon again!



THE FINNISH WAY OF LIFE WITH ART AND NATURE – EDUCATIONAL TWO-DAY PROGRAM

Duration: 2 days
Season: all year round
Languages: English, Finnish
Price: from € 187 / child 4–12 yrs; 197 € / child 13–17 yrs; 227 € / adult
Included: one night stay, breakfast, interactive guided tours at Serlachius Museums (3,5 h), workshops (1,5 h), guided walking tours (4 h), lunch x 2, rucksack and refreshments, local home visit with pastry (1h), entrance to Serlachius Museums

PROGRAM EXAMPLE:

DAY 1 IN THE ART TOWN, MÄNTTÄ

- Arrival in Mänttä and at Serlachius Museum Gustaf, the former head office of the forest company, also known as “the White House” of Mänttä
- Guided interactive tour with paper pressing workshop (2 h)
- Lunch consisting of traditional Finnish food is served you at the head office's historical café
- Guided walking tour in the town: learning how the locals live, where do they shop, how do they spend their free time, what are their favourite hobbies etc. Other option: Sculpture hunting around the town (1 h).
- Let's put the rucksack on and have a guided excursion on the “mountain” of Mänttä, conservation area and observation tower. We'll enjoy some nice refreshments in the middle of nature (2 h).
- Time to check in at the Hotel Alexander. If you feel like trying the sauna in the hotel, it is included in the price...

DAY 2 IN THE ART TOWN, MÄNTTÄ

- After breakfast a visit to Serlachius Museum Gösta: Guided tour will take you on a trip, where you see national art treasures and learn about their meaning in Finnish history and culture. Nature and Finnish lifestyle is not forgotten either. The tour will be very interactive, and you will learn by doing, searching, figuring out and just by enjoying the art. The content will be tailored according to the age (2 h).
- Lunch at the top restaurant Gösta
- Time to be an artist: for example graphics workshop (1 h)
- Guided nature tour around the beautiful lakeside scenery (1 h)
- Visit a local home! Coffee / juice and Finnish bun or berry pie (1 h)

PREMIUM ART, CULINARY & SAUNA EXPERIENCE WITH ACCOMMODATION

Duration: 2 days, 1 night
Example price: from 297 € / person
Languages: English, German, Swedish, Finnish
Included: 1 night stay at Wilderness Hotel Rapukartano (in twin/double room, private bathroom), breakfast, admission to both Serlachius Museums, guided art tour at Serlachius Museum Gösta (1h), sparkling drink, light lunch, the Art Sauna experience (sauna bathing time 2h), sauna host with the group (not inside the steam/shower room), dinner prepared on the open fire in-situ (2h), dramatized tour at Gustaf Museum (1h), guided tour at Mänttä “Mountain” (1h), Winetavern Vuorenmaja's delicacies with wine
Excluded: transfers

PROGRAM EXAMPLE:

DAY 1

Welcome to Serlachius and Art Town Mänttä!

- Our guide takes you to an interesting tour amidst art and architecture at Serlachius Museum Gösta. Sparkling surprise is served at the manor's old vault. Can you guess where the secret room is?

Light Lunch at the Museum's Restaurant

- Sit down and relax! “Smörgåsbord”, three open-faced sandwiches with a cup of creamy soup, is waiting at the Restaurant Gösta. At the same time you can admire the awarded architecture of the museum's pavilion.

Independent Tour at the Museum and Park

- It's time to look around by yourself: perhaps a stroll in the beautiful Sculpture Park or another look at the exhibitions? The museum shop provides Finnish Design, unique products, and local handicraft.

Heat & Harmony at the Art Sauna

- The sauna host gives you an introduction to the Finnish sauna culture and the Art Sauna's design, architecture, and artworks. Well, now you know everything about the sauna praxis and are ready for a wonderful sauna experience! Enjoy the heat and harmonious milieu, purchase some beverages, dip in the lake if you dare...

Dinner Prepared on the Open Fire at the Art Sauna

- Preparing a meal on the open fire is the very beginning of the culinary culture. Open fire dinner combined with the ancient sauna culture bring you right into the core of Finnishness. Watch the preparation of the dinner on the spot at the Art Sauna's terrace or make yourself comfortable inside and let your mind flow along the lakeside scenery. The abundant buffet dinner won't leave your body hungry either.

Good Night's Sleep at the Wilderness Hotel Rapukartano

- Rapukartano in the middle of the woods guarantees peaceful and sweet dreams. You might even meet an elk on the yard. Pure Nordic luxury!

DAY 2

Add a Little Drama to Your Life

- After the delicious breakfast, it is time to have some drama! The dramatized tour at Serlachius Museum Gustaf, the former head office of the paper company G. A. Serlachius Ltd, takes you right into the 1950's. The secretary of the paper company tests if you are qualified to work for the company. Let's see...

Conquer the Mountain of Mänttä!

- Our guide shows you around the conservation area Mäntänvuori. The name basically means the mountain of Mänttä, but it might be a bit misleading... not the attitude though! Can you climb on the highest peak?

Hidden Gem: Wine Tavern Vuorenmaja

- On the top of Mäntänvuori you will find the former ski cabin (1928) built by the mill owner Gösta Serlachius. Nowadays it serves as a cozy tavern offering Central European delicacies and wines. The owners, a Finnish-Swiss couple, know how to make good food with matching wines. Let's try some! Hyvää ruokahalua – En Guete!

Goodbye!

- The two days' visit in the Art Town is coming to its end. It's been fun, inspiring, and invigorating. We hope to see you soon again!

SERLACHIUS FACILITIES – BEAUTIFUL AND FUNCTIONAL

- Modern Kivijärvi Hall 200 pax Theatre and 150 pax Classroom
- Rustic Autere Cottage 50 pax
- Modern Peda 20 pax
- Restaurant Gösta max. 100 pax (sitting)
- Medieval-type Wine cellar 20 pax
- Art Sauna 24 pax
- Underground Gustaf Auditorium 55 pax
- Historical Teamwork rooms 6–20 pax
- 1930's style Gustaf Cafeteria and Lobby 40 pax
- Special Serlachius arrangements up to 350 pax



CULTURE AND NATURE IN FINLAND: SERLACHIUS – ALVAR AALTO – UNESCO HERITAGE SITE

FITS		1-5
GROUPS		6-30

Best Culture tour ever in Finland! Serlachius – Alvar Aalto – UNESCO Heritage! Highlights of South Finland and Lakeland Region – art, design, architecture, culinary pleasures and important UNESCO Heritage Sites in Finland.

- Duration:** total 6 nights
- Season:** throughout the year
- Group size:** Groups – ideal 10–20 pax, example route for individual travellers
- Route:** Helsinki – Iittala – Art Town Mänttä – Jyväskylä – Kouvola – Malmgård – Porvoo – Helsinki
- Services:** Helsinki 2 nights, Boutique hotel
Art Town Mänttä 2 nights, Boutique Manor Rapukartano, by the lake
Jyväskylä 2 nights, Urban Boutique Hotel Verso, boutique Hotel Yöpuu or Countryside apartment by the lake – Varjola Farm
- Includes:** Accommodation: 6 nights, daily buffet breakfast and Finnish Sauna
Tickets: Suomenlinna (UNESCO) ferry and entrance, Serlachius Museums Gösta and Gustaf in Art Town Mänttä, Alvar Aalto Museum and Alvar Aalto's Säynätsalo Town Hall in Jyväskylä, Petäjävesi Old Church (UNESCO) and Verla Groundwood and Board Mill (UNESCO), Mustila Arboretum.
- Transfers:** for groups private bus, for FIT's tailored schedule, by private taxi, train or bus e.g. Serlachius Shuttle from Tampere to Art Town Mänttä
- Meals:** Daily buffet breakfast, Art Menu at the Restaurant Gösta and buffet dinner at Manor Rapukartano in the Art Town Mänttä
- Guidance:** Highlights of Helsinki and Suomenlinna, Iittala Glass Factory, orientation tours of Serlachius, guided in English (other languages on request) – Art Museum Gösta and Museum Gustaf, Säynätsalo Town Hall – one of the Alvar Aalto's significant works, Verla Mill, Malmgård Estate and Brewery, Porvoo Old Town
- Special:** Finnish Sauna Experience at the Serlachius Art Sauna
- Complimentary:** Bikes, Nordic walking poles and rowing boats of Serlachius
- Optional:** Tours to Lapland



GRAND TOUR OF DESIGN, ART & ARCHITECTURE AND LOCAL CULTURE

FITS		1-5
GROUPS		6-30

Culture Route among the Happiest Nation in the World!
Finnish Design Glass - Iconic Serlachius in the Art Town Mänttä - Alvar Aalto's Architecture in Seinäjoki – Culinary pleasures – World's northernmost gin and whisky distillery and of course - colorful peculiar local culture of the odd small towns and villages – unique high-end accommodations. The journey can be continued across the sea to Sweden. The ship route runs along UNESCO's World Heritage Site in waters with a unique diversity of species.

- Duration:** total 3 nights
- Season:** throughout the year
- Group size:** Groups – ideal 8–12 pax, example route for individual travellers
- Route:** Helsinki – Iittala – Art Town Mänttä – Seinäjoki – Vaasa (to Sweden)

PROGRAM DAY 1

- Departure from Helsinki towards Lakeland Region and Art Town Mänttä and Serlachius – on the way visit to see design glass. First stop in Riihimäki (about 40 min drive).
- Visit the Finnish Glass Museum in Riihimäki**, guided tour. The Finnish Glass Museum is a specialist museum focusing on glass design and the history of glass from old pressed glass to Tapio Wirkkala's famous Chantarelle (Kantarelli) vase.
- Lunch at the Gingerbread House in Hämeenlinna (after 35 km drive), in the old historical Merchant's home from 1906. The name origins of the paneling of the house.
- The next destination Iittala** (about 15 min drive). Welcome to the source of world-famous Finnish glass design! The most famous glass artefact, a vase designed by Alvar Aalto, is still manufactured in Iittala Glass Factory, which we will visit. Coffee / tea and chocolate in the Chocolate Cafeteria.
- Forest Lords are waiting for you within 1 h 40 min drive along beautiful forest and lake scenery.
- Arrival in the Art Town.** Check-in the Wilderness Boutique Manor Rapukartano (the Crayfish Manor).
- Rapukartano, whose majestic buildings evoke a spectacular surprise, is located amid magnificent forest nature. Rapukartano's restaurant acquires most of its ingredients locally, and the chefs turn them into delicacies. Enjoy Finnish Evening – simply sauna & food!

DAY 2

- After breakfast buffet it takes only 15 min to reach the soul of the Art Town Mänttä – Iconic Serlachius.
- Serlachius Museum Gustaf** operates in the glorious former headquarters of the forest combine from year 1934. There you can admire the beauty and

functionality of the office building, four floors of exhibitions and you will meet for example the legend of Finnish paper industry, the Paper Devil, himself. Private guided tour 1 h (English, Swedish, German, Russian).

- In the Restaurant Gösta Art Lunch** á la Chef Henry Tikkanen. As the basis of Gösta restaurant's flavours, the chefs de cuisine select local, quality ingredients according to season. Restaurant Gösta is famous for its pure tastes stemming from Finnish nature.
- Serlachius Museum Gösta** hosts one of the Nordic countries' largest private art collections. The heart of it consists of the masters of the Finnish Golden Age art, but there are also contemporary works in the collection. The art museum consists of two parts: the old manor, paper tycoon's former home and the fabulous modern pavilion awarded due its architecture and wooden constructions. Private guidance 1 h, (English, Swedish, German, please ask for other languages).
- At the end of the day, a memorable time and wonderful tapas at the Vuorenmaja Tavern up on a hill amid Finnish coniferous forest. The 1928-built former ski cottage Vuorenmaja is part of the Forest Lords' and Serlachius' history.
- Overnight in Rapukartano

DAY 3

- Drive in the Finnish countryside to Seinäjoki 150 km with the vast cornfields and barns along the road.
- Seinäjoki.** Let the world-famous architecture and local culture & cuisine inspire you. Alvar Aalto was a legendary Finnish architect and historical figure. The mark of Aalto's hand can be seen in Seinäjoki which draws the interest of architecture enthusiasts both nationally and internationally.
- Check-in the Hotel Alma or Boutique Hotel Alma Tower. Stay Overnight in the House of Railroad Workers or in the Water Tower!
- Guided visit in the Aalto Center** with Aalto's famous designs: Lakeuden Risti Church, Parish Center, City Hall, City Library, Central Government Offices and City Theater. Dinner in the Restaurant Alma, in the historical banquet hall of railroad workers.

DAY 4

- Get inspired by Aalto on your own and enjoy the morning like the locals. The world's largest collection of Aalto glassware - Aino and Alvar Aalto glassware collection of over 200 pieces at the Aalto Library.
- Lunch at Restaurant Äärellä in the Culture Center Kaleva.
- Kyrö Distillery.** Like many great ideas – and half of the Finnish population – Kyrö Distillery Company was conceived in a sauna by group of friends with a shared love of rye whisky. The distillery found a home in an old dairy co-operative in Isokyrö in peculiar Finnish village in Ostrobothnia 37 km from Seinäjoki and since then the distillery has won numerous international prizes. Distillery tour and tasting.
- We recommend that you end your Grand Culture tour in Vaasa by stepping onboard Wasaline, in a Finnish Ship, which takes you to our neighbouring country, Sweden. Wasaline's route runs along the waters of UNESCO's World Heritage Site, with a unique diversity of species.

SERLACHIUS MUSEUMS' ADMISSION FEES:

- € 10 / adult
- € 7 / pensioner, student
- under 18s free of charge

PRICE INCLUDES:

- two awarded museums with amazing architecture
- several exhibitions, also national art treasures
- beautiful Sculpture Park and museum's own island
- bicycle loan, Nordic walking poles and rowing boats

OPENING HOURS

- Summer 1 June–31 August: daily 10 am–6 pm (also at Midsummer)
- Winter 1 September–31 May: Tue–Sun 11 am–6 pm
- We open the doors for groups also outside the opening hours. More information at our sales service!

CONTACT US:

- Serlachius Museum Gösta, Joenniementie 47, 35800 Mänttä
- Serlachius Museum Gustaf, R. Erik Serlachiuksen katu 2, 35800 Mänttä
- Finland
- +358 3 488 6800
- serlachius.fi/en
- sales@serlachius.fi
- Package Travel Organizer: KUUVI 669/16/Mj

BUS

- Serlachius shuttle bus from Tampere directly to the museums all year round (daily in summertime) € 30 / return ticket (incl. admission fee to the museums), timetables www.serlachius.fi/en
- combine Serlachius shuttle bus from Tampere with bus or train connections from e.g. Helsinki
- from Jyväskylä or other direction, find out more: www.matkahuolto.fi/en/

BY TRAIN

- from Tampere or Jyväskylä to Vilppula railway station, check the routes: www.vr.fi/en
- taxi from Vilppula to Serlachius Museums (5 km = 8 minutes).
- combine with bus or train connections from Helsinki or other direction, even Rovaniemi!

BY CAR

- Helsinki 260 km / 3 h
- Tampere 94 km / 1 h 15 min
- Jyväskylä 86 km / 1h 10 min
- Himos, Jämsä 52 km / 45 min

NEARBY PLACES OF INTEREST:

- Petäjävesi Unesco church 55 km / 45 min by Mänttä-Jyväskylä road
- Alvar Aalto architectural sight in Säynätsalo 90 km / 1 h 10 min
- Snow Panda Resort Ähtäri Zoo 86 km / 1h 10 min
- Helvetinjärvi National Park 55 km / 1 h 15 min

BY BICYCLE

- Serlachius is on the Näsijärvi Lake Trail, detailed routes: www.gofinland.fi/en/bike-tours

AIRPORTS

- Helsinki 257 km / 2h 40 min
- Tampere 102 km / 1 h 15 min
- Jyväskylä 98 km / 1 h 20 min

HARBOURS

- Helsinki 265 km / 3 h
- Turku 250 km / 2 h 50 min
- Vaasa 258 km / 2 h 50 min

