

Cultural Planning Meeting
Helsinki, 11-12 June 2026

*Cultural & emotional
mapping in non-urban
landscapes: insights
from IN SITU Finland*

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Structure

- 1) Place values & mapping: **Conceptual framework**
- 2) IN SITU Finland in Rauma & Eurajoki: **Research Context**
- 3) Emotional & cultural mapping: **Methodology**
- 4) Emotional and cultural places in Rauma & Eurajoki: **Results**
- 5) From mapping to challenges for creative projects: **Discussion**

Place-Based Values

Place-based values arise from emotional and meaning-making experiences in/with place (Low 2016, Häyrynen 2021), social bonding with place (McIntyre et al. 2008)

Place-based values as *tangible* (material, observed) items of the environment and *intangible* (immaterial, felt) values, which have subjective meanings for people and associated emotional experience (Duxbury 2015, Longley & Duxbury 2016).

Affordances of the environment (Gibson 1979, Gainza, 2018), e.g. cultural and natural heritage, can be recognized as values in human-place interaction.

Mapping Place-Based Values

“Maps of meaning” in human and cultural geography (Jackson 2012)

Mapping places of memory (Nora 1989)

Mapping cultural landscapes and their symbolisms (Rowntree & Conkey 1980, Cosgrove 1998, Taylor 2016)

Mapping place affordances (Kahila & Kyttä 2009)

Emotional mapping (Pánek et al 2016, Nenko & Petrova 2018)

Artistic mapping (Duxbury et al 2018)



**TURUN
YLIOPISTO**

Landscape Studies &
Futures Studies -
Finnish Lab of IN SITU

IN SITU: Place-based innovation of cultural and creative industries in non-urban areas

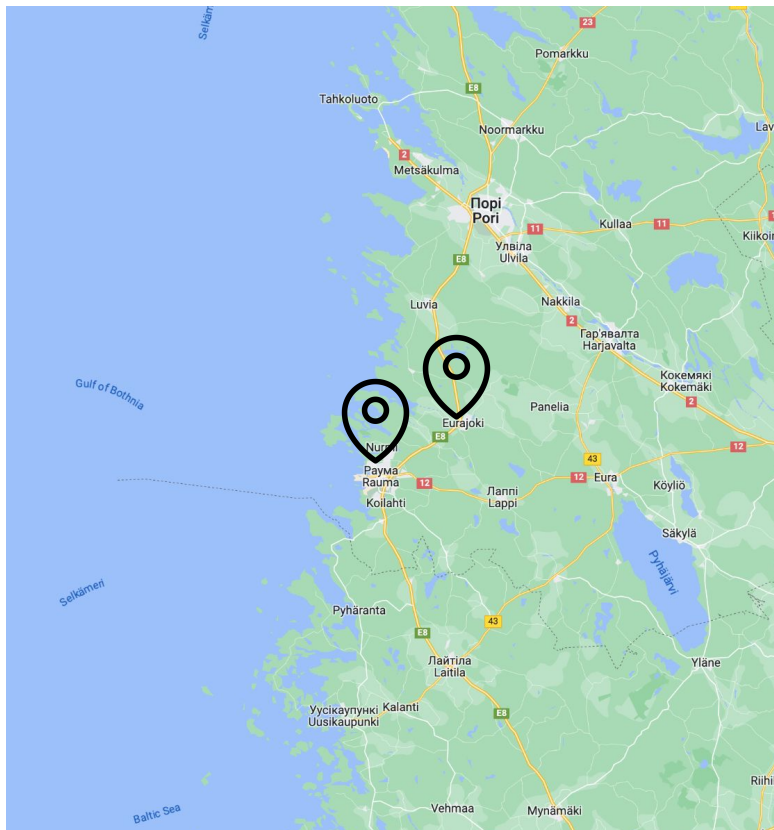
IN SITU is a four-year project that combines research and experimental actions to advance the innovation-related practices, capacities, and potential of cultural and creative industries (CCIs) based in non-urban areas of the EU countries.

know more >

<https://insituculture.eu>



Research Contexts: Rauma and Eurajoki



Coastal area and archipelago situated in the West coast of Finland on the Gulf of Botnia: the neighboring municipalities Rauma and Eurajoki

- **Rauma** is one of the medieval towns in Finland (est. 1442) with archipelago and strong seafaring traditions, two UNESCO World heritage Sites (Old Rauma and Sammallahdenmäki Bronze Age cemetery), currently a small industrial town with ca. 30.000 inhabitants (Rauma 2023; UNESCO 2023a; UNESCO 2023b)
- **Eurajoki**, a rural, agricultural municipality with ca. 9.000 inhabitants, is a combination of waterscape nature (Eurajoki-river, lakes, coast, archipelago), earlier very dominant Vuojoki manor (currently the manor house is in touristic use), village associations, and the site of one of two nuclear power plants in Finland (Eurajoki 2023)

Rauma and Eurajoki: Dimensions of Place Identity



Vuojoki Manor, litograph, 1845



Photo by Raimo Sundelin (Yle)



The world's 1st terminal deposit for nuclear waste in Olkiluoto, "Onkalo" (the Pit)

Such was this country, so low lying, so broken by islands, skerries, headlands and bays, that one did not really always know where the sea begun or the land ended, the land of the islands folk, the sea people

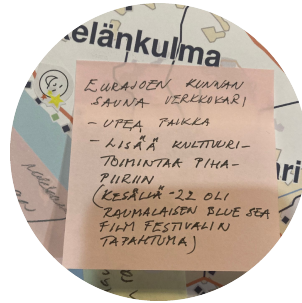
Tapio Koivukari,
The Land of Northwest Wind 2002

Offline participatory mapping sessions



Artistic engagement:

- walking in the landscape
- deep listening
- touching the materials
- watching the scenery
- verbalizing emotions



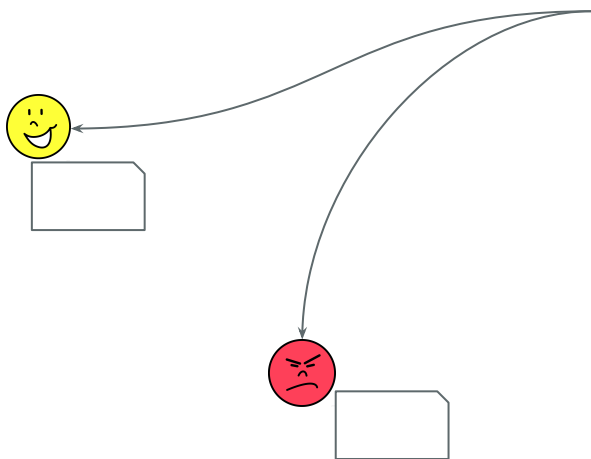
Emotional and cultural mapping

- mapping emotional places
- mapping places of cultural value
- stories and memories of places

Mapping in Groups. Group 1

Places of emotions and feelings

Printed map of the area



Stickers

emotions
feelings

Mapping Task

- Think of places you find emotionally important for Eurajoki/Rauma areas, both in positive and negative ways.
- Choose 3-5 emo-stickers to map these places.
- For each sticker write down on a post-it:
 - *Name of this place*
 - *Why is this place important to you?*
 - *What is good about it (for positive emotions)? / What is wrong about it (for negative emotions)?*
 - *Is there any action needed?*
- Place the stickers and post-its on the map.

Mapping in Groups. Group 1

Places of emotions and feelings

Emotions



joy



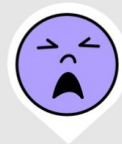
anger



sadness



disgust



fear



surprise

Feelings



love



hatred



admiration



discouragement



interest



dullness



pleasure



apathy



peace-
fulness



anxiety

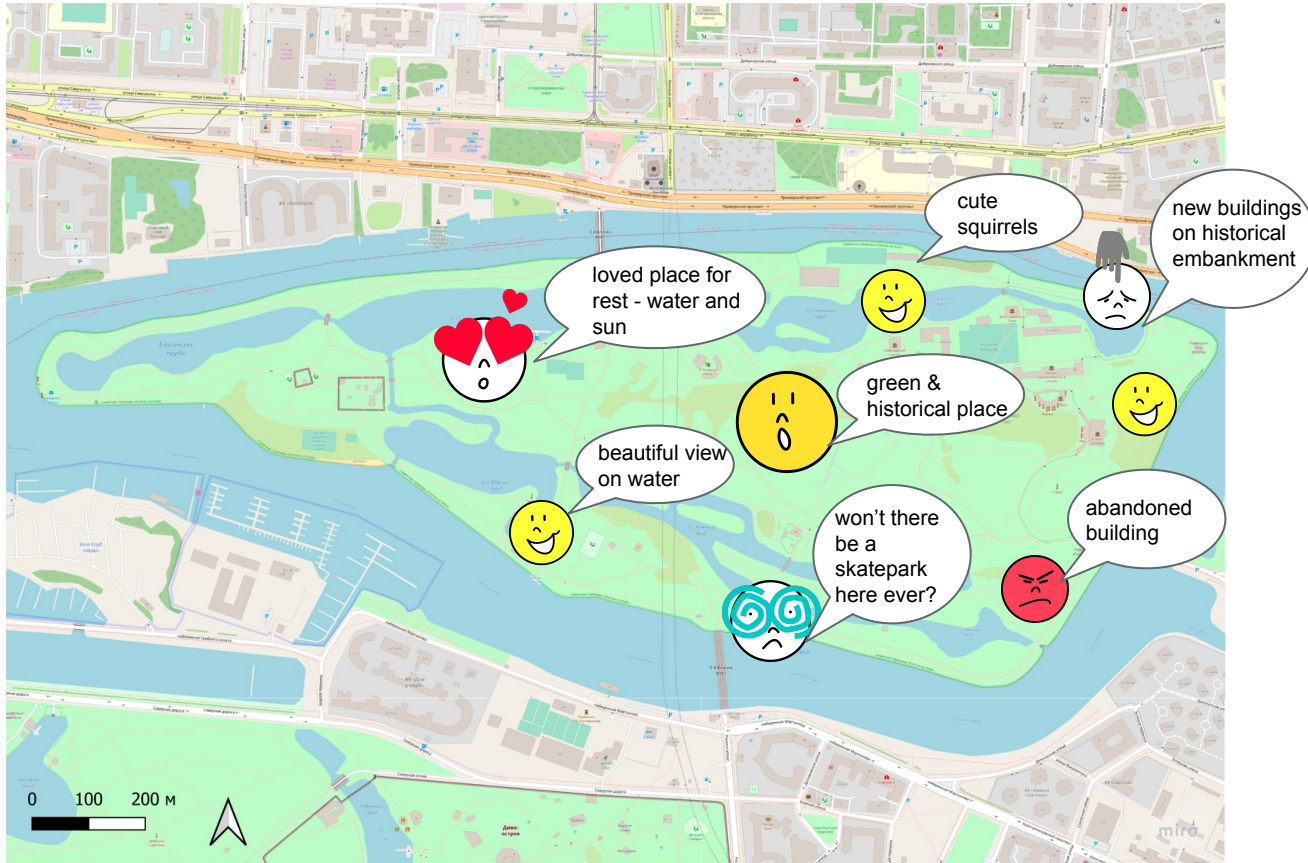


pride



shame

Applying Mapping Toolbar: Example

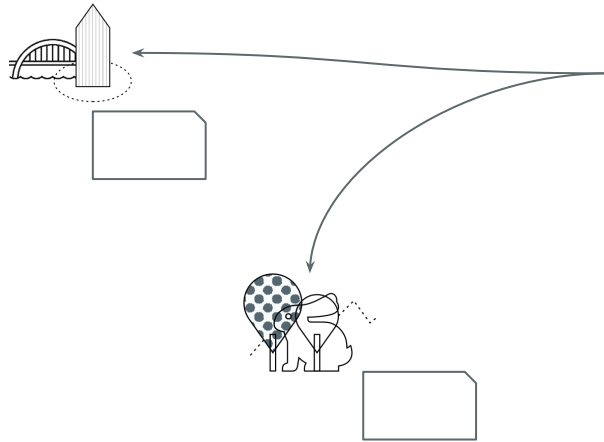


Mapping in Groups. Group 2

Tangible & intangible cultural and natural items

Mapping Task

Printed map of the area



Stickers

tangible and
intangible culture
items

natural
environment
items

- Think of tangible and intangible cultural elements and elements of the natural environment which you find important for Eurajoki/Rauma areas.
- Choose 3-5 stickers to map these items.
- For each sticker write down on a post-it:
 - Name of this place
 - Why is this element important for the area?
 - Is it facing any risks (does it need support/protection/care)?
 - Is there any action needed?
- Place the stickers and post-its on the map.

Mapping in Groups. Group 2

Tangible & intangible cultural and natural items

Tangible culture items



architectural building



monument,
sculpture



public art, street art



local arts & crafts



local rituals
(games, songs,
dances)



traditional activities
in nature and agriculture



engineering
constructions



patterns, ornaments,
colours characteristic to your area

Intangible culture items



literature and
artistic narratives
about place



oral history,
community/family memories



local myth, legend,
historical narrative



local hero,
personage, saint



local event, date

Natural environment items



flora (trees,
flowers, etc)



fauna (animals,
birds, insects)



water bodies



natural landscape
scenery, view



natural materials
(e.g. wood, stone)

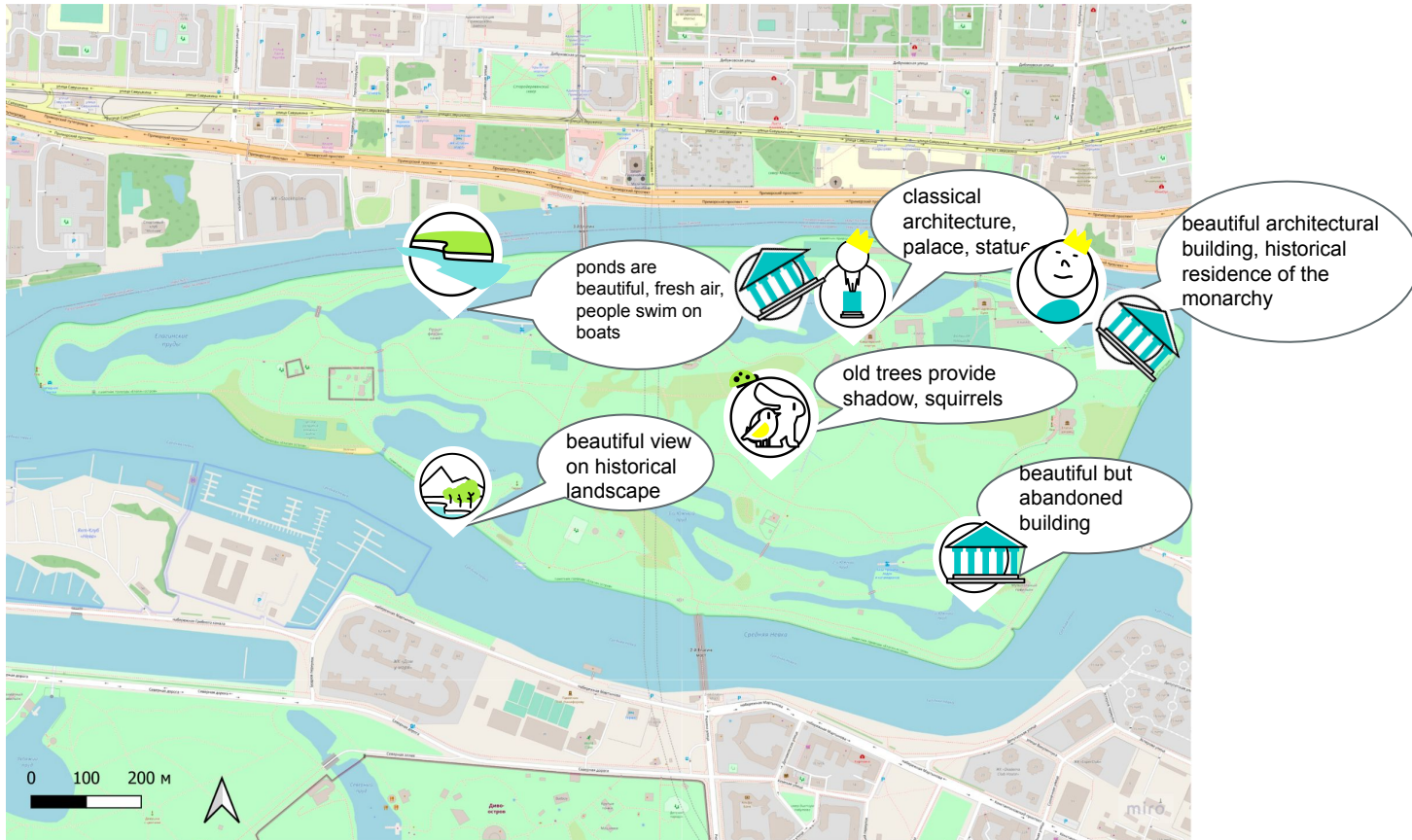


natural sounds

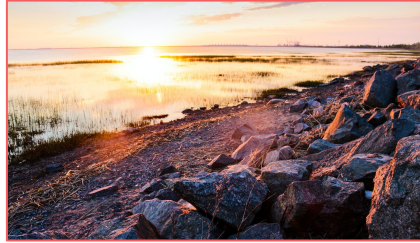


atmosphere, air, sun

Applying Mapping Toolbar: Example



Places of Emotional and Cultural Value in Rauma

Place	Perceived value features	Photo
Vanha Rauma - The Old Wooden City of Rauma	Emotions of Love. Tangible value - museums, wooden architecture, public art. Intangible value - oral history.	
Nurmes Island	Emotions of Love. Tangible values - architecture, water landscapes.	
Sammalahdenmäki - the Bronze Age Cemetery	Emotions of Interest and Peacefulness Intangible value - soundscape (silence, natural sounds).	

Places of Emotional and Cultural Value in Eurajoki

Luvia, northern part of the municipality

Place	Perceived value features (cult. mapping)
Isomaa island	Tangible values - soundscape (natural sounds), views and natural landscapes
Luvia village	Intangible value - local rituals of the villagers
Kourujärvi Lake	Tangible values - flora species, waterscape of the lake

Isomaa island



Eurajoki, southern part of the municipality

Place	Perceived value features (emo. mapping)
Kaunisaari Island	Feelings of Admirations and Interest
Liinmaa Castle	Feelings of Interest and Love
Lutanjärvi Lake	Feelings of Pride and Anger

Kaunisaari island



Places of Emotional and Cultural Value. Typological Summary

Natural sites

Water bodies
Islands
Coastal areas
Forested areas

Built sites

Villages
Historical built areas
Public spaces
Archeological sites

Emotional Places

17 in Rauma, 17 in Eurajoki
Major reported emotions are
positive: love, joy, pleasure,
and pride

Cultural Places

25 in Rauma, 22 in Eurajoki
Leading place-based values are
mostly **tangible**: architectural
buildings, monuments/sculpture,
public/street art; flora, natural
sounds and natural scenery/view

From Mapping to Challenges: Discussion

List of resulting place-based issues to be addressed by creative projects

- Unmaintained and undeveloped historic routes
- Wear and tear on natural and archaeological sites
- Inaccessibility of the archipelago
- Lacking recognition of local place meanings
- Dilapidation and disuse of rural built heritage
- Sea pollution, land use and forest conflicts

➡ ***Thematic call for place-based creative projects supported by IN SITU***



From Mapping to Challenges: Discussion

2 supported creative projects (case studies)

- The Mapsion Festival
- The Footprint of a Giant



The Rural CCI Dilemma:
Between Hyperlocalism and
the Springboard Effect



The Mapsion Festival, Vuojoki manor, Eurajoki, 2024.
Photo: Niko Tiainen.

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