

LIFE IN **Estonia**

SUMMER 2008

Let's Do It!

A Volunteering
Miracle!

Estonian
Companies
Expand
Their Grip

Mikko Fritze

the Man Behind
Tallinn - Capital
of Culture 2011

Hortus Musicus:
A Phenomenon

Portfolio

The World of
Ruth Huimerind

**Golf
Conquers
Estonia**

ISSN 1406-7331



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LIFE IN IN Estonia

Executive publisher
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Liivaoja 1-4
10155 Tallinn, Estonia
www.lifeinestonia.ee

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Printing
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Lõuka 10
13521 Tallinn, Estonia

Partner



EESTI 

90th ANNIVERSARY of the REPUBLIC of ESTONIA

Cover
Model: Mikko Fritze
Photo: Andres Teiss



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Most of us associate oil shale production with the smell of car-

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NARGEN FESTIVAL 2008



4 July at 9 p.m.
and 5 July at 5 p.m.,
Muhu island
Nargen Opera visits the Muhu
Future Music Festival
"Juu Jääb"



PLAY ON THE GRASS
Nargen Opera
Choir, Tõnu Kaljuste
and Villu Veski
Estonian folk songs
for instruments and
singers **arranged by**
Veljo Tormis and the
performers
Director Teet Kask



7-9 July, Naissaar,
Omar Barn at 6:30 p.m.

GOD IS BEAUTY

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Theatre
performs
Kristian
Smeds' play
based on
Paavo Rintala's novel.
Estonian subtitles
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NORDEA CHARITY CONCERTS

16 July, Rootsi-Mihkli Church,
Tallinn, at 7 p.m.
17 July, Naissaar, Omar Barn at
7:30 p.m.

Rosamunde Quartet
(Germany)

19 July, Naissaar,
Omar Barn at 7:30 p.m.

MOZART - SINFONIA CONCERTANTE K 297b and 364
Festival Orchestra and soloists
Hugo Tucciatti, Andres Kaljuste, Kaleb Kuljus, Toomas Vavilov, Rait Erikson, Kristian Kungla

21 July, Naissaar,
Omar Barn at 7:30 p.m.

PÄRT - "These Words"
(Estonian premiere)
MOZART - Requiem
Festival Choir and Orchestra,
soloists **Kädy Plaas, Anneli Peebo, Mati Turi and Priit Volmer**
Conductor **Tõnu Kaljuste**

2, 5 and 9 August, Naissaar,
Omar Barn at 7:30 p.m.

MESSIAEN Catalogue d'oiseaux
Peep Lassmann - piano
Ville Hyvonen - video

NAISSOO DAYS ON NAISSAAR
jazz days dedicated
to Uno Naissoo

6 August, Naissaar,
Omar Barn at 7:30 p.m.

ZOE RAHMAN Quartet (GB)
www.zoerahman.com

8 August, Naissaar,
Omar Barn at 7:30 p.m.

TÕNU NAISSOO Quartet
www.tonunaissoo.com

10 August, Naissaar,
Omar Barn at 7:30 p.m.

TRIO X (Sweden) and Lembit Saarsalu
www.triox.org

21-24 August, Viinistu Art
Museum, at 7 p.m.

LIFE ON THE MOON

Tallinn
Chamber
Orchestra and
soloists
Conductor
Tõnu Kaljuste



30 August at 7 p.m., 31 Aug at
3 p.m., TALLINN ZOO

Joseph Haydn - The Bear Symphony
Timo Steiner - Cantata "MUNEJA KUKK"
(premiere)
Gottfried von Einem - Tier-Requiem
Conductor **Tõnu Kaljuste**
ERSO, Ellerhein, RAM, Anneli Peebo



Muhu Future Music Festival
3th-6th July, 2008

- Christafari (USA)
- Catapults & Parachutes (USA)
- La Tregua (Arg/Fra)
- Rinneradio (Fin)
- Timo Lassy Band (Fin)
- Michael Kolk (Can)
- DJ Bunuel (Fin)
- Pirjo Levandi & Fulvio Paredes (Est/Arg)

Tõnu Kaljuste and Nargen Festival in Muhu!
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soloist **Villu Veski**

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Naissaar-Pirita at 10 p.m. 10:30 p.m. and 11 p.m.
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Designer/Stage Director: **Ene-Liis Semper**
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Stage Directors: **Dmitri Bertman**
(Helikon Opera, Moscow), **Neeme Kuningas**

Approx. running time 2h 15min
Sung in German with subtitles in Estonian and English,
the program includes the libretto in Estonian and
Russian.

Time and place do not count. The subject and object
are not important, media appoints the icons. The
opposing forces are equal, evil is one.

The opera was commissioned by Dortmund Opera in
2001. The contemporary opera in the fantastic vision
of the world renowned stage director Dmitri Bertman
and the innovative artist Ene-Liis Semper, tells the story
of the Swedish diplomat Raoul Wallenberg who saved
100,000 Jews from German concentration camps.
The scandalous stagings of Dmitri Bertman have cre-
ated lively debates. He has been awarded the most
prestigious theatre prize in Russia, the Golden Mask,
three times.
The title role is sung by Jesper Taube (Sweden)
or Rauno Elp.



The President of Austria, dr Heinz Fischer, awarded the Estonian composer Arvo Pärt with the First Class Austrian Honorary Cross for Science and Art

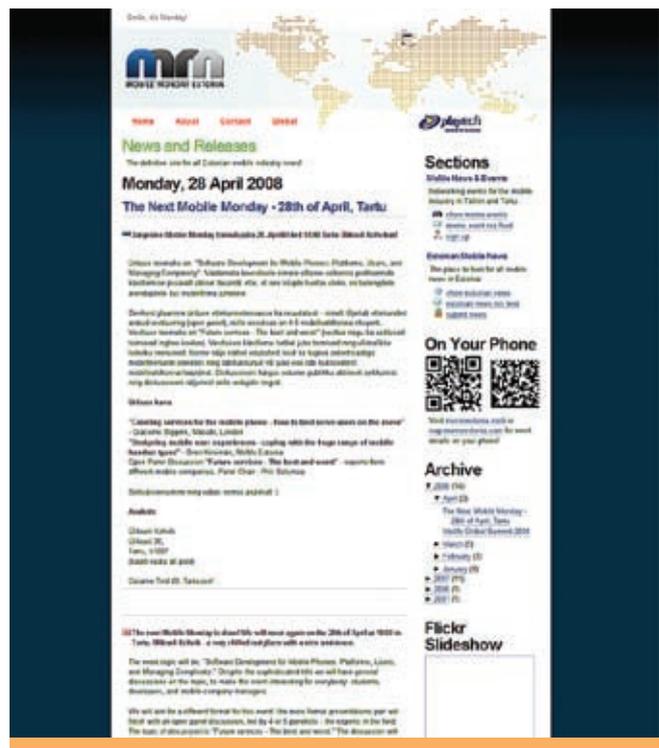
The composer Arvo Pärt received the award from the Austrian Ambassador to Estonia, dr Angelika Saupe Berchtold, in the Palace of Kadriorg on 8 May 2008.

The first class Honorary Cross is one of the highest awards in the field of science and art, which is given for outstanding achievements in creative or scientific activity. According to the Ambassador, with this award Austria expresses its recognition and extremely high appreciation to those receiving the award. When Arvo Pärt emigrated from the Soviet Union in 1980, one of the places he stayed at was Vienna.

Mobile Friends Network Arrived in Estonia

The global Mobile Monday (MoMo) network of mobile industry friends has reached Estonia. MoMo is an international community of people working in the mobile industry fostering their cooperation and communication. The monthly meetings of Mobile Monday propagate ideas and best practices as well as promote discussion of the state and trends of the global mobile market and community. The events are meant for big and small, local and global companies alike, including media, freelance professionals and visionaries.

Mobile Monday launched on 17 March. From now on, the discussions on global trends of the mobile sector, developments on the Estonian market, future services and everything else connected to the mobile industry will become regular. The meetings will be free of charge and open to everyone interested.



The most convenient business planning software comes from Estonia

In cooperation with SEB Bank, NetEkspert, a company owned by Armin Laidre has developed iPlanner, one of the most convenient software solutions for drawing and assessment of business plans. In the future, iPlanner will also be able to offer critical comments on business plans.



According to Laidre, iPlanner is a "machine" created to draw business and financing plans and projects, but it can also simulate the company's future development. The web-based application is meant for the entrepreneurs, their partners, consultants and financiers. It eliminates the need to prepare and exchange Excel sheets and Word documents. Instead, the whole team – consultants, experts, mentors and venture capitalists – will be able to work on a single uniform electronic document. Eventually, iPlanner is also helpful in assessment of business plans.

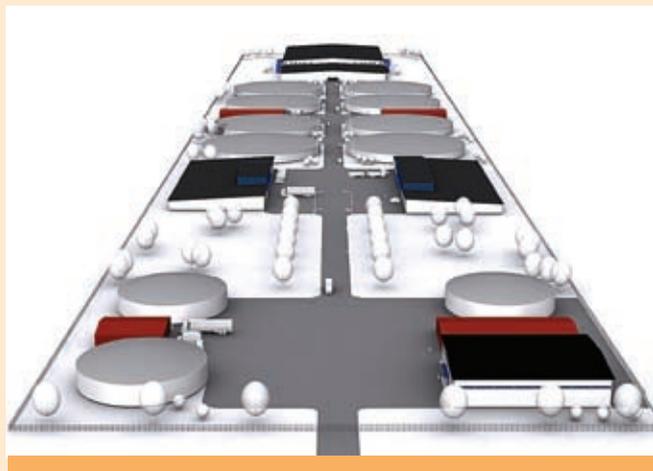
Põldeotsa Village will be a site for multi billion kroon fish farm

A consortium of Estonian, Danish and Swiss investors led by Thorben Nielsen from Denmark and Jaanus Murakas, Chairman of Estonian Dairy Association, plan to build a sizable fish farm in Põldeotsa, Audru commune.

The initial investment of EEK 1.5 billion may be extended to 8 billion if the first stage of the project is successful. This would make it the largest single investment of all times into Estonian economy.

The Fjordfresh consortium has found a plot of 50 hectares in Põldeotsa. The next five years should see the construction, in several steps, of a pike perch farm mainly targeting export markets in the EU and USA, a fish food plant, a fertilizer factory, refrigeration plant, etc. The world market demand for fresh fish is growing whereas the fish supply is dwindling, Nielsen believes.

The extensive complex will have around ten fish ponds, the largest of which will have the capacity of 128,000 cubic metres. The planned annual production of the farm will start from 18,000 tons of fish, gradually reaching 80,000 tons, and creating jobs for 650 people in the region.



Robot dummy takes the shape of the client

The robot dummy invented by Estonians is able to alter its body shape. It allows to mass produce well-fitting suits and makes it simpler to order clothes from the tailor.

We all know that a size 50 suit produced by an Italian clothing manufacturer sits well on quite a different body than the size 50 suit produced by a Finnish or German clothing manufacturer. And the standard Chinese or Ukrainian guy has a different build to the standard Estonian guy. What's more, even the standard may not reflect the body build of the average Estonian man, but the clothing manufacturer's idea of the average.

The result: the clothing manufacturer produces a line which is exported but does not fit the local wearer, albeit people come to try it on as the cut is chic and the fabric fashionable.

When Heikki Haldre turned with his problem to Estonian scientists in the summer of 2006, two things already existed: a system which was able to accurately measure a human being and a system which was able to prepare cuts on the basis of such measurements so that the customer did not have to attend several measuring sessions. But the computer is unable to judge what looks good and what doesn't. Therefore the technology needed a spot for the critical human eye in the production process.

Led by Maarja Kruusmaa, Professor of Bio-robotics at the Tallinn University of Technology, and Alvo Aabloo, Professor of Polymeric Materials Technology at the Technology Institute of the University of Tartu, it took scientists a year and a half to create an upper body robot. It has 32 plates which can be moved around to create a more or less accurate copy of a person who has given their measurements for a tailored suit, for example. The construction of this robot dummy was done in consultation with tailors.

A robot which can alter its body shape is something quite new in robotics. At the moment the robot describes a human being from the waist upwards. Creating a full body length male and female body robot will take some time. Investor Heikki Haldre sees several good applications for the robot dummy. First, if the real body measurements of say thousands of Estonians are input into the computer, the clothing manufacturer will be able to mass produce much better fitting clothing lines than today. Secondly, it will be much easier to order a tailored suit: the customer sends his photograph to the tailor; the computer calculates the person on the basis of the photo and gives the instruction to the robot dummy to take the shape of the customer. Thirdly, online shopping will become effortless: the computer programme creates an accurate copy of your body and you try on different sizes, colours and cuts on the computer screen until you find what suits best. "This technology will change the clothing industry, just like Skype changed telecommunications," claims Heikki Haldre.



The enigma of Mikko Fritze

Favourite foreigner or gift horse?

Text: Joosep Mihkelson
Photos: Andres Teiss

Mention the name Mikko Fritze, director of the foundation for Tallinn Capital of Culture 2011, and more than likely you will be greeted with sighs of recognition and admiration from whoever you are with at the time. Even if some in your group haven't heard of him at all, they will very soon be craning their necks to hear what everyone is saying about this enigmatic man.



To be honest, I find this kind of social hype that sometimes surrounds people who have become flavour of the month a little irritating. And yet, here am I writing an article that is basically contributing to the very same hype. So let me see if I can offer you a picture of Mikko that on the one hand does him justice and on the other allows him the space to be just an ordinary guy.

So it was that one spring morning in Tallinn's old town over porridge and coffee, I met Mikko Fritze, and found him indeed to be all the things that

I had heard – charming, intelligent, interesting – but I also discovered a down to earth, approachable guy with a really nice sense of humour. When asked to describe himself he replied with the kind of modesty and straightforwardness that immediately puts everyone at ease. After a few false starts and distractions, we moved on to discuss why he came to Tallinn in the first place.

His story starts back in 1997 when he joined the Goethe Institute in Tallinn as their new director – although per-



The Foundation Tallinn 2011 introduced the Capital of Culture project to the wider public at a breakfast at Krubiveski in the Rotermann Quarter, calling people to participate in the call for ideas.

haps the story should start even further back. Anyway, that's where we started as the porridge arrived.

How did you get the post?

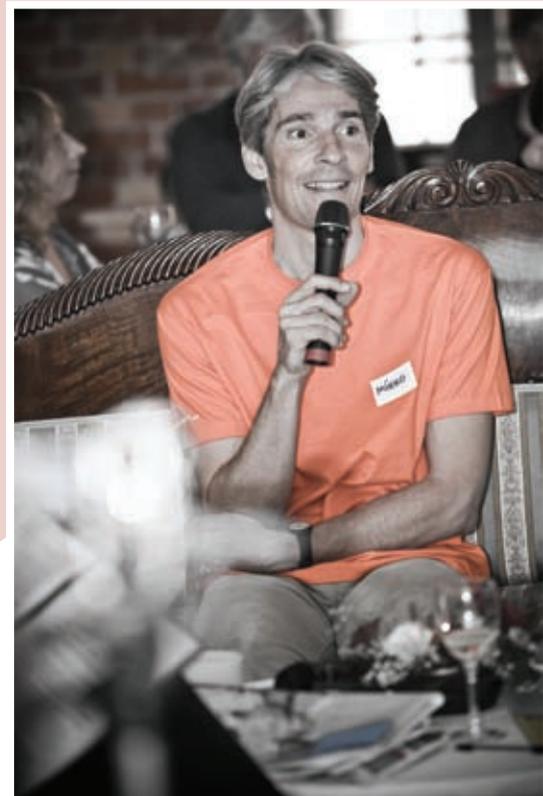
"Almost by accident. The job wasn't even publicly up for grabs, yet it kind of fell to me. At the time I even told a kind of untruth, saying that I could already speak Estonian, and I even believed this myself because I knew that Finnish [learned as a child] and Estonian were similar and I thought it would be really easy. But when I finally arrived, I realised that moving sideways from Finnish to Estonian was quite difficult, and in the end it took me a good two years to make the adjustment. But we liked Estonia and soon felt at home in Tallinn, we met a lot of nice people and I really felt there was an interesting community here, and I've always thought that the great

thing about Estonia is that although it is small it is so culturally varied."

This was a time when Estonian society was still emerging from a period a social flux. People reinvented themselves, found new careers and found themselves doing things they never imagined they would end up doing. Artists became politicians, teachers went into business, and because the world was just opening up there was a feeling that anything was possible. It was an interesting time to be in Tallinn, and one thing led to another and Mikko decided to stay at the Goethe Institute for another term, and in the end he stayed in Tallinn for seven years. During this time he and his wife produced three children – Paula, Uma and Immo. The youngest even being born in the front seat of their car on the main highway between St Petersburg and Tallinn. They also pur-

chased a summerhouse east of Tallinn near the famous Lahemaa National Park. So their ties with Tallinn and Estonia were growing, thickening, becoming increasingly settled. But it seems that there were already connections with Tallinn even before Mikko first accepted the post at the Goethe Institute in 1997.

You see Mikko has a longer history with the region – a history that stretches back into his childhood and connected him to the Goethe institute even then. Mikko's father also worked for the Goethe Institute and was posted in Finland, and Mikko was born in Tampere in central Finland where the family lived for 3 years. They returned to Germany for six years before being posted once again to Finland, this time in Helsinki where they stayed for another six years, eventually returning



to Germany where Mikko finished high school in Cologne and went on to university in Hamburg. After high school he really didn't know what he wanted to do. He had always had such broad interests, so in the end he studied German, but also biology and teaching. Supposing that he may well end up in a career teaching German either in German schools or to foreigners in Germany or abroad, he began preparing himself for a career as a teacher. But then an opportunity arose to work for the Goethe Institute, and so like his father before him he found himself working in the field of German culture. He went into a training programme that the Goethe Institute was offering at the time. At the end of the programme it was normal for all the participants to be placed somewhere in the world, but it was 1994 and the Goethe Institute was having liquidity

problems, so there were no guaranteed jobs for the graduates that year. In the end, they managed to place their new recruits through specific projects. This was a little disappointing for the hopeful newcomers who were expecting good jobs with good salaries, but it was better than nothing. The projects promised none of the usual job security, and the pay was a fraction of what was normally offered by the Goethe Institute. Nevertheless, Mikko accepted the offer, but not before he completed a more personal project of his own – marrying his Argentinean partner Fernanda, twice. Why twice? Well, the first time was in Argentina with Fernanda's family and friends in attendance, and the second, was in Germany with Mikko's family and friends. Not until they were well into the party after the German edition of the ceremony did they inform

everyone there that they were actually already married. “It was great, we had two really terrific parties,” Mikko enthuses, “I can really recommend getting married twice.”

So the first posting, which wasn't really a formal posting at all, but rather a special assignment, took him to war torn Zagreb, the capital of Croatia, where he spent three years working with the ever present threat of attack. “There was officially a war on, and a couple of times we were actually evacuated from our building because of the threat of attack, although I don't think there was ever any real danger. But it was still pretty crazy... an interesting experience in a weird sort of way.” It was from Croatia that Mikko was offered the post in Tallinn. It was time to get out of the war zone and since Tallinn was so close to his second home in Helsinki, it seemed an obvious choice. That was more than ten years ago now, and a lot has happened in the meantime, both for Mikko and Estonia.

What happened after Tallinn?

“Well, we went to quite another place, on the other side of the world. I took another Goethe Institute placement. This time in Montevideo, the capital of Uruguay. When the offer came up it seemed the next logical place to go. The children were still young, and so it was easy to make such a radical move. It also took us closer to my wife's home in Argentina, so it was a time away from the Baltic region and we could immerse ourselves in a more Hispanic cultural sphere and of course that was very interesting. But you know, during our whole time, three years away in Uruguay, whenever the kids were asked where they were from they always used to reply ‘Oh, we are from Estonia. We are Estonians’. And



Mikko prefers to go on foot or cycle around Tallinn.

they always talked about coming back, and we did, we came back for holidays and stayed again in our summerhouse here because we had kept that. And so, when I was approached for the job here in Tallinn. It was like a dream come true for the kids, and the decision to accept the offer was almost a foregone conclusion.”

So now you have been officially the director of the foundation for Tallinn 2011 since...?

“Since October last year. The contract was officially signed in October, but I didn’t really come to work until February because I had to finish off the job in Uruguay properly, and we needed to prepare for the change as a family too. So then I arrived in Tallinn at the end of January and Fernanda and the children arrived a few weeks later.”

How has it been settling back into life in Tallinn?

“Oh good. Of course it has been quite a lot of work, and the children had to start school and kindergarten and so on, but it seems to be working out. The school we decided to send the kids to, the Vanalinna Kool here in the Old Town, has been really understanding. They were happy to listen, and they understood where our kids are right now, and have even been willing to adjust things a little in the beginning until the kids have settled in. So that’s been really terrific, and of course, I’ve had a lot of support personally from my team here at the foundation and that has made everything easier. I feel welcome.”

How many are involved in the foundation now?

“Well, so far we have 11, no 12 [communications manager, Merilin Pärli, across the table also with a coffee,

starts to add them up, and finally they agree] ...soon I guess we will have 13 or 14. There are four programme managers, then Reiu Tüür is there to specifically look after relations with Turku, because of course they are the other culture capital in 2011. Then we have a couple of other project managers, a tourism expert, a marketing expert and someone to look after the finances.”

What has been your approach with the foundation? What do you see as your role and what are your aims with the project as a whole?

“Well, for me of course it’s all about culture and Estonia has a lot to offer. For me culture is about everything we do so it is really hard to narrow it down, but I think that Estonia has so much to offer and the key is to get everyone involved. When the title of Capital of Culture 2011 was officially announced last year, there wasn’t any kind of big campaign to let the people know what it was all about. There was some work done when the bid was won back in 2006, but this just kind of left everyone wondering whether this is a good thing or just another stage for big business, and therefore not really anything to do with us local Estonians. So I think the Estonian public is still sceptical, standing back, waiting – and since all the hype surrounding the bid in 2006 was seen to be coming from the city government, people weren’t ready to trust that this wasn’t just another vote-grabbing publicity stunt. So this is a really important time for us in the foundation now because it’s now that we have to make it clear that we are independent, we are interested in everyone getting involved, it is not just politics and it’s not limited to big business.”

The capital of culture programme has

been running in Europe since 1985 when Athens was the first capital of culture, and it was instigated as a way of celebrating the cultural diversity that exists in Europe. In 2000, to celebrate the new millennium, there were ten capitals of culture and since then, with the exception of just a few years there has been two or more capitals every year. Why do you think the programme has changed in this way?

“Well I think it is just one of a number of new developments, but it is a really great thing because it places the cultural focus of Europe in more places, and does a lot for cultural exchange programmes. So for instance, in 2011 it’s just perfect that Tallinn will share the title with Turku because they are both cities right on the sea and we can make the most of this connection. We are already discussing how we can make special ferry links between the cities and even to use the sea as a venue for events. We have started talking with them about coordinating museums and the ticketing of events to encourage people to visit both cities. KUMU Art Museum here in Tallinn has already established a healthy exchange programme with Turku Art Museum, where they swap exhibitions of mutual interest. But then there is another way that the whole programme has changed in recent years because there has been a shift away from city governments being directly involved.”

So what’s happening right now?

“Well, the last couple of weeks have been really busy because we had our first really big launch. What we set out to do is to make as big a splash as possible, but at the same time it was really important to present 2011 as new and fresh and as exciting as possible, so that people will want to get involved.

One key idea that we want to get out to everyone right now is that we have launched a competition, an open competition for ideas. We want people from all over the country to present us with their ideas for projects and events that could be added to the programme in 2011.”

So you’ve really been putting yourself about a bit lately – on Estonian television, on the radio and articles in the press. How do you like this sort of thing?

“Well, actually, I have to admit that it is good and bad. Of course, it is excellent for the capital of culture because it’s given me a lot of opportunities to get our message out there and let people know that we are here and we are interested. But it is also very time consuming and takes me away from other things I need to do as well. And of course, it takes me away from my family, and that’s not good. I mean, apart from the interviews in the last couple of weeks, I am also expected to attend quite a lot of functions, and I could easily end up going to as many as three separate events every evening, but this is just not practical or reasonable. So I said to myself right from the start that I must be home with my family at least three evenings per week.” Glancing briefly at his watch, Mikko indicates that our interview must end soon, as he has to rush off to another meeting across town. But I have to ask him about the future before we finish.

“Well, in terms of the foundation, we are off and running now. Everyone has their own work and it’s time to start getting things done. This year we’ve set ourselves an interim target of having the 10 or 15 most important events more or less finalised. By the

end of 2009 we aim to have 75% of the programme set, so that the final pieces will be added in early 2010. Some things of course are already in place and will more or less take care of themselves. I mean for instance events like the Tallinn Print Triennial and the European Film Awards and of course the Song Festival – these were all scheduled for roughly that period anyway and we can easily juggle their schedule a little so they coincide with 2011. For example, the Print Triennial would have been in November 2010, but now it will start a little later and extend into January, and in this way help usher in the Capital of Culture programme.”

“In the more immediate future, we are planning our first event this summer, when we will stage the Tallinn Maritime Festival (17–19 June 2008, ed.), which will be a lot bigger and more exciting than previous years – there will even be vessels participating from other parts of the Baltic, from Finland and Sweden. One of my special hopes for the whole capital of culture project is that we can help open up the foreshore area around Tallinn harbour. The notion of the kilometre of culture will be introduced as part of the maritime festival through an organised walk along the foreshore ending up at the sea-plane harbour where museum ships like steamer-icebreaker Suur Tõll and submarine Lembit are moored.”

And what about your own plans? How do you see your own future? Does it include Estonia?

“Well, of course I think Estonia will always figure, but whether we will always live here is another question. I would like to think that another term at the Goethe Institute here is not out

of the question. I love living here now, the countryside is beautiful, I have a lot of friends here and so I hope we can stay here, not just for 2011, but after that too.”

And your plans for the summer?

“I want simple relaxation; I have no intentions of making any grand plans for the summer. I’m only taking two weeks holiday, and I am planning to spend it with my family at our summer cottage. Family is the best thing!”



PHOTO CONTEST!

People interested in culture, take photos of culture!

Tallinn will be the European Capital of Culture in 2011. To celebrate this event, open your eyes to see the culture around you in all its diverse forms, and take pictures of it! We are not telling you what culture is, you tell us! In order to do that, record events, city moods and scenes where you perceive culture, and send the photos to the competition. The photos do not have to reflect only Tallinn, photos from all over Estonia are welcome. A photo album and an exhibition will be composed of the best photos.

www.tallinn2011.ee

2011

TALLINN

EUROOPA KULTUURIPALINN

European Capitals of Culture since 1985

- 1985: Athens (Greece)
- 1986: Florence (Italy)
- 1987: Amsterdam (Netherlands)
- 1988: West Berlin (West Germany)
- 1989: Paris (France)
- 1990: Glasgow (United Kingdom)
- 1991: Dublin (Ireland)
- 1992: Madrid (Spain)
- 1993: Antwerp (Belgium)
- 1994: Lisbon (Portugal)
- 1995: Luxembourg (Luxembourg)
- 1996: Copenhagen (Denmark)
- 1997: Thessaloniki (Greece)
- 1998: Stockholm (Sweden)
- 1999: Weimar (Germany)
- 2000: Reykjavik (Iceland), Bergen (Norway), Helsinki (Finland), Brussels (Belgium), Prague (Czech Republic), Krakow (Poland), Santiago de Compostela (Spain), Avignon (France), Bologna (Italy)
- 2001: Porto (Portugal), Rotterdam (Netherlands)
- 2002: Bruges (Belgium), Salamanca (Spain)
- 2003: Graz (Austria)
- 2004: Genoa (Italy), Lille (France)
- 2005: Cork (Ireland)
- 2006: Patras (Greece)
- 2007: Sibiu (Romania), Luxembourg (Luxembourg and the Greater Region)
- 2008: Stavanger (Norway), Liverpool (United Kingdom)
- 2009: Linz (Austria), Vilnius (Lithuania)
- 2010: Essen (Germany), Istanbul (Turkey) — Pécs (Hungary)
- 2011: Turku (Finland), Tallinn (Estonia)
- 2012: Guimarães (Portugal), Maribor (Slovenia)
- 2013: cities in France and Slovakia
- 2014: cities in Sweden and Latvia
- 2015: cities in Belgium and Czech Republic
- 2016: cities in Spain and Poland
- 2017: cities in Denmark and Cyprus
- 2018: cities in Netherlands and Malta
- 2019: cities in Italy and Bulgaria

Source: the official EU website

Good old Swedish era – how long did it last and how good was it really?

Text: Lauri Vahtre, historian
Photos: Scanpix, Pressifoto

When reading about Estonian history, we often come across the expression ‘the good old Swedish times.’ This is how that period is imprinted on the Estonian collective memory. Was it really so good? It must have been in some ways, as we cannot claim that historical memory is completely mistaken. If we have such golden recollections, it must be for a reason. However, we have the opportunity to examine this verdict in detail and demonstrate that not everything was good and not everything was good all of the time. We can also decide what good or bad mean when considered from a comparative viewpoint.

Estonia was a part of the Swedish kingdom between the years 1561 and 1710 (or 1721). The beginning date signifies the capture of Tallinn by the Swedish King Erik XIV, or rather placing ourselves under his protection in order to be safe from Russia. The end date marks the de facto occupation of Estonia by Russian forces and the legal recognition of this fact with the Uusikaupunki Peace Treaty. Thus, broadly speaking, the Swedish era began with the Livonian War and ended with the Great Northern War.

Unfortunately, not all the years under the Swedish crown were peaceful. The Livonian War lasted for another 22 years after Sweden intervened, ending with the division of Estonia among Sweden, Poland-Lithuania and Denmark, and leaving Russia empty-handed on that occasion. Another war—this time between Poland and Sweden—broke out after a short interval. But worse than the war was the plague



In 2006, the statue of Gustav II Adolf by sculptor Hannes Starkopf was opened in the Tallinn Gustav Adolf Gymnasium to celebrate the school's 375th anniversary.

which devastated the country in the early 17th century and left parts of Estonia completely uninhabited. The Polish-Swedish War was bloody and brutal and only in 1629 was Sweden able to take southern Estonia from the Poles-Lithuanians, with the signing of the Altmark Treaty. It took even longer to obtain Saaremaa from the Danes; this happened only in 1645. When power was finally taken by the Swedes throughout the country, wars and disease had devastated the land for decades and nearly two thirds of the

population had perished. It is estimated that the number of Estonians had dropped to a hundred thousand. Even at that point, peace didn't last long and was broken by Russian expansion: in 1656, Russian forces invaded and conquered Tartu. The ensuing war, with many losses, ended only in 1661 with the Kärde Treaty. Again, war was accompanied by plague, which was remembered as 'the old plague' in the 19th century. The house where the peace treaty was signed still exists.

King Gustav Adolf

The Swedish King Gustav Adolf paid serious attention to the organisation of education in Estonia. Schools were founded in Tartu in 1630 and in Tallinn in 1631. The school in Tallinn still exists and has continued to provide education to boys for centuries, under different rulers. It is still located in Kloostri Street and today carries the name of the Gustav Adolf Gymnasium. The Tartu Gymnasium was changed, with a decree from Gustav Adolf, into a university on 30 June 1632. It was impossible for rural children to attend university. The same applied to the gymnasiums which were founded in Tallinn, Tartu and Pärnu. But village schools were also opened and people gradually began to learn how to read.

Bengt Gottfried Forselius

Estonians will forever be indebted to one man: Bengt Gottfried Forselius, the son of the Risti and Harju-Madise minister. Forselius laid the foundations for Estonian church schools, for the spread of literacy and for the training of school masters. An interesting episode in Forselius' activities is his trip to Stockholm in 1686, during which he introduced two of his best students, Ignatsi Jaak and Pakri Hansu Jüri, to King Karl XI. The King was very satisfied with the work of the educator and gave both boys gifts – a gold coin each – and later gave Forselius broad rights to organise schooling in Estonia, in order to work against the sabotage of the Baltic Germans. Unfortunately Forselius perished in a storm in 1688, while returning from another trip to Sweden, and he never had the time to make use of his rights. This period laid the foundations for Estonia's incredibly high literacy rate, which even in the 19th century surpassed that of most countries in Europe.

Memorial stone for Bengt Gottfried Forselius in his birthplace, Harju-Madise



From the sacred peace achieved in Kärde, less than forty years remained until the Northern War and just over thirty years until the Great Famine (1695-1697), which devastated the country during the Swedish era. The Northern War brought another plague epidemic, long remembered as the “new plague”, which is still part of our collective memory if we think about the ‘Kelch linden’ next to the St Nicholas Church in Tallinn. Christian Kelch, a clergyman and chronicler, was one of the last victims of the plague and he was buried under this linden tree. This remains our last plague to date and hopefully for ever.

A new era dawns

Therefore, we cannot measure the years of peaceful reconstruction during the Swedish era in centuries, as the border dates would have us assume, but only in decades, which were separated from each other by wars, plagues and famine. If we step back and compare this period with what was going on in the rest of Europe, we can say that those were the labour pains of the birth of a new era. The Thirty Year War, which devastated a large part of Germany and put a halt to the restoration of Catholicism in Northern Europe, falls in the same epoch. The English were testing a new republic, unintentionally forming the foundations of a kingdom which still exists. Catholics were fighting Protestants, nations against nations. It was the period of the birth of nation-states and, simultaneously, the time of the development of modern politics and diplomacy. Noblemen cast aside their armour and often served their masters with quills instead of swords—for example as officials. States no longer dreamt of uniting all Christians, as was the case at the end of Antiquity or during the period of Karl the Great. Instead, following the example of Richelieu, the *raison d'état* argument was used more and more, which justified entering into a pact even with the Devil if need be, as long as it was in the interests of the state. In those days, such interests included broadening, strengthening and acquiring new territories, spreading one's faith, and arranging thrones and crowns for one's king or his relatives. Often an ascent to the throne created wars, for example the Spanish Civil War. Philosophers appealed to the intellect, and rulers flirted with their ideas. The Swedish Queen Kristiina invited the father of modern philosophy and scientific thought, René Descartes, to join her court. However, he was not able to deal with the Nordic climate, caught pneumonia and died.

Considering everything new and rational which the 17th

century brought along, it may seem strange at first to acknowledge that this period was also the era of the blindest fanaticism and superstition. It was the century when witchcraft trials in Europe reached their culmination. This, however, does not mean that the new era only brought gloom and doom. We cannot really call the period which gave birth to Shakespeare ("Hamlet" premiered in London in 1601) a dark one. Rather it was contradictory and fickle. In the end, all the spiritual and political agitation resulted in a new, more critical and rational understanding of the way the world, society, culture and nature functioned. This in turn had a direct connection with our Estonian ancestors, who experienced many significant changes during the Swedish era.

Good old Swedish times?

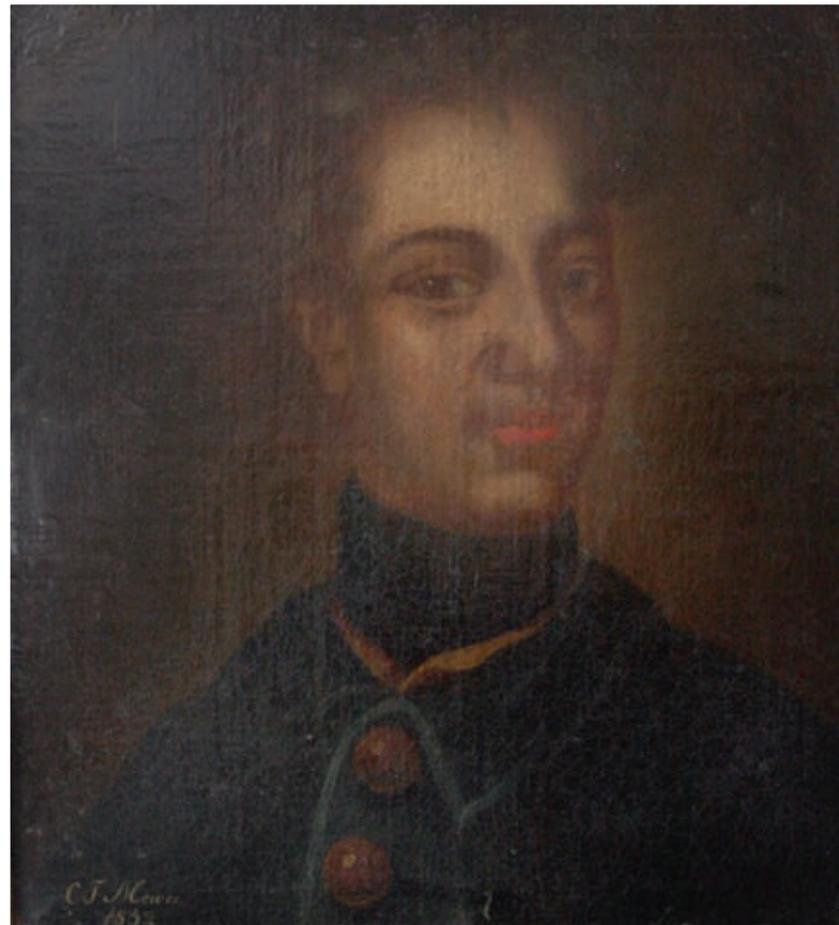
The situation of peasants during the Swedish period was more dismal than in the final years of the German Order. Yet, for a long time people referred to 'the good old Swedish times.' Were they really so good? It is obvious that 'the good old Swedish times' were better for peasants than the preceding calamitous era of wars, and definitely superior to the 'Russian times' which followed. It is important to emphasise that during this period Estonia did not experience a massive influx of foreigners and 'germanification' or 'swedification' – no foreign language or customs were forced upon them.

Historians have explained that, in economic terms, Estonian peasants had a better lifestyle during the Catholic Middle Ages than in the 17th century. They had larger farms, more cattle and more to eat and drink. What was equally important, they had more rights. Turning peasants into slaves who were not even allowed to change their places of residence without permission from the manor lords was a lengthy process and reached the state of real serfdom only at the end of the German Order. During the Livonian War, serfdom was loosened; in addition, peasants were able to legally acquire arms, which meant that they were more or less equal to free men. As the Swedish rule became fixed, the Baltic nobility gradually took those freedoms away again, and the situation of Estonians and Latvians as possessions of their masters was ever more firmly fixed in law.

Concurrently, the Baltic nobility achieved extensive autonomy in the local provinces, which was called the Baltic Land Day, and the corresponding legal administration was named

The Great Northern War

The Great Northern War (1700-1721) was a big war between Russia and Sweden. The Swedes won the first battle, but lost the war. Legends about Karl XII and Peter I, who both came here, continued to be told in Estonia for a long time. Karl XII even spent his winter holiday after the Battle of Narva (1700) in Laiuse, and ruled his kingdom from there. A linden tree planted by him is still growing beside the Laiuse Church. In addition, there are numerous other sites in Estonia which may be linked to Karl XII. He was a straightforward man and a soldier with a simple lifestyle, and this appealed to Estonian peasants. When Karl and his army left Estonia for good in 1701, people waited for him to return for years, but in vain.



**Karl XII. Unknown author.
Late 17th century. Oil on canvas.
Tallinn City Museum.
Photo: Jaan Künnap**

the Baltic Special Order. But just when the nobility had achieved more or less everything it had fought for throughout the centuries, the Swedish central government suddenly changed directions and began decisively to cut down on the

power of squires. This happened in 1680, on the initiative of the young and energetic King Karl XI.

Such a change in thinking and direction was conditioned, firstly, by prosaic financial worries: the income of Sweden had dried up during the allocation of lands to the nobility and the state began to reacquire those lands. This meant changes for the legal situation of the peasantry. Secondly, Stockholm wanted to civilise the situation of local serfs, because peasants in Sweden had always been free and the serfdom witnessed in the Baltic countries was considered intolerable by the Swedes. There were also the forces of the new era and rationalism at work, which contradicted local practices, according to which peasants were the property of manor lords.

The state reacquired most of the manor houses, allowing squires to continue running them not as owners but as tenants. This did not ruin the Baltic nobility, but peasants now transferred from the property of the squire to the property of the King, who had every intention of treating them as human beings and not as inventory. This resulted in acute conflicts between the rule of the Swedish King and the Baltic nobility. Some barons were even so angry at the Swedish state that they betrayed the country and either covertly or overtly sided with Russia during the Northern War. Russia, naturally, promised to restore all of the privileges of the squires and later did so, enabling the manor lords to enjoy another century of the Land Day and almost unlimited power over serfs.

Here lies the key to why we recall the Swedish era as 'those good old days.' It was not a period of happiness, but the general trend in the end gave hope and what followed was much worse. There is an ironic saying in our folklore: during the Swedish times, a peasant had so many rights that if he fell, he had the right to get up by himself. The bitter truth is that even such limited rights no longer existed after the Northern War. The ruthless Northern War turned Estonia



The 'Kelch linden' next to the St Nicholas Church in Tallinn recalls us of the last plague - Christian Kelch, a clergyman and chronicler, who was buried under this linden tree, was one of the last victims of the plague.

once again into a conquered territory of foreign troops and pushed the people, who were just starting to raise their heads, back down. This is the reason why Estonians waited for the restoration of Swedish rule for centuries. Long lived the legend that the day would come when Estonia was once again part of Sweden, while the Grand Duke of Moscow had only the land he could see from his palace window.

As we know, the hopes of the 18th century Estonian peasantry regarding the fate of Sweden and Russia were never realised. The Swedish rule has not returned, but neither are we ruled by Russia. This kind of a future was perhaps beyond the dreams of the peasants.

A volunteering sensation is born in Estonia

A garbage festival, unique in the world, took place in Estonia: 50,000 volunteers collected 10,000 tons of rubbish from the woods and roadsides in just one day.

Text: Rein Sikk,
Eesti Päevaleht
Photos: Pressifoto,
Scanpix



On Saturday, 3 May 2008, tens of thousands of people decided not to take a day off but volunteered to clean up the rubbish—vehicle tires, construction remnants, plastic bags and household waste—scattered along roads and in forests all over Estonia. The country had not experienced such a volunteering miracle before. The name of the campaign, “Let’s Do It!”, became a battle-cry which, on that day, sounded thousands of times all over the country.



Chronology of the garbage campaign

29 August 2007 – initial meeting with the goal of recruiting 30,000 volunteers in order to clean up decades of illegal garbage in one day. Many participants considered the plan utopian.

September – starting to map illegal rubbish dumps. All Estonian counties are worked through and, by April, 10,000 illegal dumping sites, containing nearly 10,000 tons of waste, are digitally mapped.

December 2007 – negotiations with partners begin. The initial reaction is hesitant, but later favourable. Many companies and local governments support the initiative.

15 March 2008 – the PR campaign begins, involving many famous people, from rap artists to journalists.

Most newspapers, radio stations and TV stations support the campaign with advertising.

20 March – start of registration of participants.

March – April – Latvians and Lithuanians are inspired by the Estonian campaign and begin to organise their own initiatives, which do not reach the scale of the Estonian event.

3 May – as a surprise to the organisers of the campaign “Let’s Do It!”, an additional 12,000 people who haven’t registered turn up. The total number of cleaners reaches 50,000.

3 May and afterwards – lots of media attention, special programmes on national television and radio, articles in most Estonian papers, from county papers to national newspapers. In addition, media coverage abroad.

4 May – thank you concerts for all participants take place in Tallinn, Tartu and Narva, with performances from the best bands and singers of Estonia.

Driven either by ideals or disapproval of disorder, the many people who gave their free time to clean up after others compared the event to the world-famous Estonian song festivals, where also tens of thousands give their time to cleanse their spirit, do something for their country and make everyone happy. With participants ranging from little kids to pensioners, the work relieved the distress that has built up over decades for thousands of people who run in the parks or wander in the woods. In post-socialist Estonia, people have focused on getting rich and diving into the consumer society, without thinking about the consequences, such as the ever growing piles of rubbish around residential areas. Rubbish pollution, which is characteristic of many East-European states, has been aggra-

vated by weak legislation in Estonia. It is easier and definitely cheaper to take rubbish into the forest instead of depositing it appropriately.

On this memorable morning in May, people slipped on their Wellingtons and gloves, dressed in durable work overalls and jumped in cars carrying a load of rakes, spades, bin bags and smiling people. In areas near Tallinn, there were kilometres of cars of volunteers parked along the highway. In order to make this day a success, a couple of hundred volunteers had been working hard for over six months.

A man with crazy ideas

In the early autumn of 2007, on 28 August to be precise, some green activists were sitting in a café in Tallinn



When Rainer Nõlvak called upon people to come and clean Estonia in one day, everybody considered him a bit crazy.

and discussing which green deeds to do. One of the topics of discussion was cleaning up the country. It was thought that it could take five to seven years. Then the Chair of the Council of the Estonian Fund for Nature, Rainer Nõlvak, stepped into the café and said: “Why waste all that time on rubbish? Let’s clean up Estonia in one day!” There was a moment of tense silence. Later, a participant in the meeting admitted that at that moment he considered Rainer Nõlvak to be a bit crazy. Decades of waste in one day... But, on the other hand, the man had stood out with his positively crazy ideas before. For example, in the early nineties, when computers were not readily available, he started to make them himself and founded the mega-successful company Microlink. But

then, instead of increasing his wealth, he sold everything, claiming that he was no longer interested and moved to Florida, in the US, where he built a house near a crocodile habitat. Nõlvak recalls, “After completing the house, I sat by the pool for two weeks and then realised that I didn’t like that kind of life. I understood that I had moved to Florida for all the wrong reasons. I thought I would be able to spend my days mowing the lawn and doing nothing of importance. There I realised that I couldn’t escape from myself and that I couldn’t live without a goal and without doing something useful.” Rainer returned to Estonia and dedicated himself to nature and science. He charmed people with his innovativeness and persuasiveness. He has commented on the idea behind



Teary-eyed in the name of our home

*Main organiser Rainer Nõlvak
in the newspaper Eesti Päevaleht:*

On Saturday we cleaned up our home. With smiles on our faces and tears in our eyes, we acknowledged that this land we have neglected is our home. On Saturday, Estonia finally got a good landlord.

I am so pleased and proud that we managed to do this. Once again we set an example for the world, from America to Zambia. Together we solved a problem which seemed impossible and we said clearly: we love our homeland!

The clean-up day was not an end in itself, as we could also have ordered the rubbish piles to be moved, for example with EU money. Our real goal was something else: to get rid of the carelessness mixed with servility in our minds, the Soviet way of thinking that our state belongs to officials, politicians and the central power. We saw that something very important and fragile was starting to disappear between McDonalds and Euribor in the last decade: our Estonia, our own state, where our word and our will to organise our own things count the most. When officials and politicians cannot do it, when the double standard staring us in the face from magazines undermines our belief in honest self-government, then what else are we to do than together find the right track again?

the rubbish campaign: "I thought that in order to get people involved the event would have to resemble the song festival – something that it would be a pity to miss."

Just a couple of days after first voicing his bold idea, Rainer Nõlvak telephoned the main architect of the world-famous Skype internet telephone system, Ahti Heinla, and told him about the idea. Most importantly, before collecting the rubbish, they would need to map it in order to know where it was. On the same evening, Ahti Heinla started to write the software needed to map the rubbish. The system created by him is unique in Europe.

Two hundred thousand bin liners

Volunteering in the name of the cleanliness of Estonia did not begin on 3 May, but back in September 2007, when several dozen volunteers gathered around Nõlvak in support of the idea.

For example, Veljo Laurend did the enormous job of mapping over 800 piles of rubbish in Kuusalu District alone. Peeter Leetmaa was another miracle worker who, although he lives in Luxembourg, spent all his free weekends in Estonia mapping rubbish. There were also the media people, logistics people and negotiators who convinced people and companies to participate.

The campaign manager of "Let's Do It!", Tiina Urm, recalls the spirit of volunteering and self-sacrifice: "The core team of organisers did not really see their friends, acquaintances or family members over the last few months. In the last weeks, when our organising team had grown to three hundred members, we can definitely claim that people worked on this project during all waking hours, occasionally even

skipping sleep. Many people took leave from their main jobs."

But what was most difficult?

Tiina Urm: "The biggest challenge was getting such a large number of volunteers involved – none of the previous grassroots cleaning initiatives have had more than a thousand participants. Our goal was ten times that. Three weeks before the campaign we had 10,000 people registered. Fortunately, everything turned out really well and the number of participants exceeded our wildest dreams by a factor of four. The technical equipment needed to transport the waste scattered all over Estonia meant that we had to draw in most of Estonia's waste collectors. Without their cooperation, this campaign would have been impossible.

And finally – the logistics. Whereas the Estonian Post Company organises the transport and logistics of nearly 10,000 deliveries a day, our task was to organise the movement of 200,000 bin liners to the right place in one day. In addition, there was the transport of garbage from 207 flag stations to 17 intermediate deposit stations and to six sorting centres. In total, we had 150 large garbage collecting vehicles and nearly 1,000 small vehicles moving around on 3 May."

Stories and memories of participants and organisers will last for months, even years. Young people talk about the fright they had in the woods when confronted with all the rubbish in the forest which was all our own! They promise that they will never even drop a sweets wrapper on the street. Older people, including many Russian speakers, are proud to say: we did it! Thousands of people are still proud to wear the badge "Doer" on their shirt. The organisers are still counting: 10,000 tons of waste; it would fill two large hotels or, if we were to pile up the



Every participant was given the badge "Doer!" to remember the day when "we did it!"



In the evening of 3 May, the 10,000 tons of waste were stored in 207 flag stations and 17 intermediate deposit stations. On the photo, the Raadi deposit station in Tartu.

59,000 car tires which are now headed for recycling, we would get a 15 kilometre tower.

The spiritual rebirth of Estonia has begun, as the sociologist Andrus Saar stated on radio after the campaign. "It was cleansing not just in the physical, but also in the mental sense. The doers of the 21st century, the leaders of tomorrow's Estonia, have stepped onto the stage now."

EESTI 

90th ANNIVERSARY of the REPUBLIC of ESTONIA



The State Visit of Her Majesty Queen Beatrix of the Netherlands to the Republic of Estonia

14 – 16 May 2008



Her Majesty Queen Beatrix, President of the Republic Toomas Hendrik Ilves, and Mrs. Evelin Ilves.



The Official Welcoming Ceremony at the Presidential Palace in Kadriorg.

Photos:
Erik Peinar,
Ministry of Foreign Affairs



HM Queen Beatrix meeting with Prime Minister Andrus Ansip in Stenbock House.

Dinner hosted by the President of the Republic and Mrs. Evelin Ilves in honour of HM Queen Beatrix at the House of the Brotherhood of the Blackheads. Her Majesty Queen Beatrix gave a speech at the dinner.



HM Queen Beatrix was introduced to the Skype internet telephone programme at Skype's offices in the technological park Tehnopol in Tallinn.



Signing the guestbook in the Estonian Parliament *Riigikogu* following a meeting with Speaker of Parliament Ene Ergma.

HM Queen Beatrix walking in Tallinn's Old Town with Mrs. Evelin Ilves. Interesting sights are being pointed out by historian Jüri Kuuskemaa.



During her visit, Queen Beatrix also visited the island of Saaremaa. On the photo, students of the Kuressaare Trade School are showing their work to HM Queen Beatrix, who is accompanied by Minister of Culture Laine Jänes.





Estonian cuisine

– traditional and innovative

Text: Kerli Hussar, Kadi Luuri,
Ministry of Agriculture
Photos: Andres Teiss,
Tiit Koha,
Ministry of Agriculture

Globalisation is turning the world into one big cultural melting pot, which has diverse sides, but doesn't allow for any single country to stand out. Yet each country yearns to rediscover its identity, to find something unique and interesting which describes one country and no other. The same applies to food culture – research demonstrates that when

Many countries have now begun to appreciate their specific food traditions and they are proud to demonstrate those to visitors. In order to recognise and honour Estonian cuisine

visiting a new destination, tourists want to experience the local culture, including the cuisine, for the reason that a country's historical traditions and the peculiarities resulting from natural conditions are manifested in that country's food culture. In other words, what and how we eat reflects the image of the country and its people.

here and abroad and to preserve our food heritage for future generations, the Estonian Ministry of Agriculture initiated a three-year development plan, "Estonian Food", in 2005.

Puree pea soup with cream (Northern Estonia)

200g fresh or frozen peas
60g onions
100g carrots
400g meat stock
8g wheat flour
80g milk
12g butter
salt

Topping:
80 g 35% fresh cream

Garnish:

Pea shoots

Rinse, peel and cube the vegetables. Heat the carrot- and onion cubes in butter and add boiling stock and peas. Puree the vegetables until soft. To make the milk sauce, melt the butter in a pan, stir in the flour, pour in the milk and heat for a couple of minutes. Add the sauce to the puree and heat until it boils.

Season with salt. Serve the soup with a sprinkling of fresh cream and garnish with pea shoots.



Baltic herring in vinegar (Western Estonia)

350 g Baltic herring
150 g onions
3 tbsp 30% vinegar
3 tbsp salt
1 tsp sugar
3 dl water
2 dl cooking oil

Gut the fresh Baltic herring, but leave the spine inside. Rinse under cold water. Make the marinade from water, salt and sugar. When the water is boiling, add the vinegar and heat to boiling point. Remove the pan from the stove and leave to cool. When the marinade has cooled, pour it onto the cleaned Baltic herring and leave to stand in a closed jar for 24 hours. Remove the spines of the fish the next day. Fold the fish and place in a glass jar with alternate layers of thin onion rings. Pour oil on top. Baltic herring in vinegar will store in a closed jar for a week or more and it makes an excellent topping for bread and also tastes good with boiled potatoes.



pate in the programme “Bread and Butter on Our Table.” The museum programme offers an overview of traditional bread-making and children have the chance to make some bread and butter themselves. For many kids, this will be their first opportunity, together with their friends, to make their own bread and butter. In 2008, up to 4,500 pupils can participate in the project.

Innovation in Estonian national cuisine

As part of the development plan, many key people, ranging from top chefs to food lecturers, food and tourism entrepreneurs, representatives of the food industry, and food journalists and politicians, have been included in promoting Estonian national cuisine. All these stakeholders have helped to make Estonians value the cuisine of their country and proudly show it off to visitors.

Rye bread – healthy and delicious

In order to ensure that the foods which have been part of the staple diet of Estonians remain so, the development plan pays attention to projects which target young people. One such inseparable part of Estonian cuisine is its healthy and tasty rye bread, which young people should eat more of. Therefore, the development plan includes a project during which pupils from all over Estonia have the opportunity to visit the Estonian Museum of Agriculture and partici-

One of the priorities of the development plan is to introduce Estonian cuisine at home and abroad. It is very important to shape the image of a new and modern Estonian cuisine that is characterised by creating new tastes through combining traditional raw materials with new methodology. The visual image of food is no less significant. Various events have been held in Estonia to help present and preserve local food traditions. During the annual Võru Folklore Festival, an event called ‘Kulinaarium’ took place last year. During this event, foods from different parts of Estonia were presented to an international audience. There have also been several events outside Estonia, for example the Estonian Day during the design conference Face2Face in Stuttgart, where, in addition to Estonian design, design experts had the chance to enjoy good Estonian food and music. Herring sandwiches and chocolate products, prepared on site by Estonian bakers, proved especially popular. Similarly successful events

have been held in cooperation with Estonian embassies in Berlin, Basel and Tbilisi. One of the most important events in terms of capturing larger international audiences was the international fair Grüne Woche in Berlin, which is visited by nearly four hundred thousand people every year. At this fair, the main emphasis is on introducing national cuisine, although countries are also showcased as interesting travel destinations.

Modernising the national cuisine is also an issue at the "Noorkokk" (Young Chef – ed.) competition, which is open to all students studying cooking in Estonian vocational schools. As part of the competition, students create a description and menu of a three-course meal inspired by national cuisine. The best participants are selected to participate in the final competition of the annual Tallinn Food Fair, where their task is to prepare and serve their menu under the watchful eye of judges. With this project, the state also aims to plant the traditions of national cuisine based on local raw materials, including contemporary versions of such cuisine, while taking into account that the students studying cookery are the most important people who will shape the image of Estonian cuisine at home and for foreign consumers in the future.

The competition may become a springboard for young and innovative new Estonian chefs to participate successfully in different international competitions. For example, this year Estonia has the chance to participate for the first time in the international master chef competition for individuals - Bocuse D'Or – where Estonia will be represented by Vladislav Djatšuk, Head Chef of one of Estonia's leading restaurants, Egoist.

New recipes

One very interesting and unique project in 2006 was the development of regional recipes. Estonia was divided into three regions: Setu country, mainland Estonia, and the

islands. In each region, at least 40 recipes had to be developed based on the uniqueness of the area: the task was to rediscover old recipes, bring them up to date and develop new possible dishes typical of the region. In 2007, the best recipes from each region were collected and sent to country tourism promoters, who could introduce the recipes into their menus and offer them to visitors. A key to the success of traditional cooking is a modern approach. Both tradition and a modern, attractive presentation are important.

In summary, one of the most important aspects of the Estonian food development plan has been drawing the attention of food experts and a wider audience to food culture. It is important that Estonian cuisine, by valuing and developing it, has received attention and positive results are already here: local raw materials and Estonian taste combinations are increasingly used in restaurants and cooking shows, often presented in a new and exciting way. People proudly present local cuisine to visitors from Estonia and abroad, both on tourist farms located in our beautiful countryside and in top restaurants in the Tallinn Old Town. We have much to be proud of and the ability to offer enjoyable and memorable food experiences to visitors.

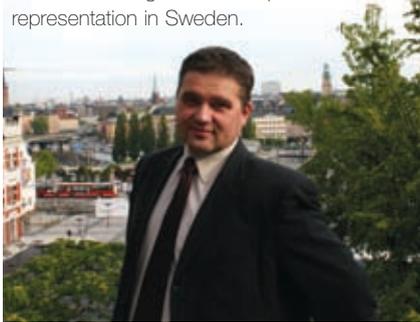


Estonia introduced its national cuisine as part of the project "Estonian Food" at the international fair Grüne Woche in Berlin.

Enterprise Estonia in Stockholm - taking it to the next level

Krister Kalda,

Director of Enterprise Estonia in Stockholm, introduces the goals of Enterprise Estonia representation in Sweden.



When and how did Enterprise Estonia begin to create a representation in Sweden?

The office of Enterprise Estonia (EE) in Stockholm was created in 2002. We are located in the Eesti Maja (Estonian House), comfortably situated in the heart of Stockholm, just a minute away from one of the central, well-known streets, Drottninggatan.

What are the goals of the Swedish representation of EE?

Our goals are easily defined. We want to help the Estonian economy and, through our efforts, help companies to blossom, so we help them find suitable partners in Sweden. We also help Swedish companies to find good producers in Estonia. For the Estonian economy, we need money to flow into our country, so we are pleased to help any Swedish or any other foreign investor bring their production or services into Estonia. This will also generate some new jobs and boost competition.

At the same time, one of our major goals is to market Estonia as a strong brand for both entrepreneurs and tourists. We definitely have a lot to offer!

How much time does the Stockholm representation devote to promoting tourism in Sweden?

We are just on the verge of becoming a bigger and stronger representation, as Mr. Henrik Göthlin is joining us as a tourism representative. This will mark the beginning of a new era for EE in Stockholm. Up until now, there has always been only one person taking care of both tourism and the business side. I have a hunch that, by

doubling the manpower in our Stockholm office, efficiency will actually triple! We will be able to move more freely and take on much bigger projects from now on, as we are two people who can rely on and strengthen each other.

Which Estonian field of business, besides tourism, has great potential in Sweden?

Of course, the Estonian IT-business has a good reputation all over the world, so definitely I don't want to sound too original and forget about these guys. But our biotechnology is also developing quickly. As the population of Sweden is about six times greater than that of Estonia, Estonian niche products in different fields have a strong opportunity to enter the Swedish market. The Estonian market-oriented firms need to have as wide a perspective as possible to be profitable, so they have to take the bold decision to break out of a narrow way of thinking and maybe first try out the possibilities of implementing some new production lines or even create some niche production. This usually requires quite extensive input into research and development and an increase in the cost of man-power.

In looking at the recent statistics of what the Swedes are looking for in Estonia or what field of business interests them the most, there is one that stands out – the sewing and textile business. We are contacted at least once a week by some Swedish company that is looking for a sewing company in Estonia. Also, Estonian companies that produce prefabricated houses are hot. And, most recently, I have found out that there is a strong need for building companies that do painting and bricklaying.

Who has helped you in Sweden?

The biggest helper has been the Estonian embassy, especially Ambassador Alar Streimann and the economic representative, Ms. Hele Karilaid. We hold monthly meetings, with a third party, the Estonian Institute, joining us. I never have to worry when I organise an event with them. The high standard of professionalism with which they treat even the smallest matters is very admirable and I think that each of our events has been a great success!

I've also contacted some Estonian-speaking consultants and lawyers here in Sweden, who have helped me and those who seek

help in their native tongue.

Last but not least, it's our head office in Tallinn. They never refuse any help I ask for. It's nice to know that I am actually not alone here; all these instances come together to make it work for Estonia!

Can you recap the services offered to companies by the Stockholm representation?

- Finding partners in both the private and public sectors.
- General market overview or contacts with a suitable local consultancy company for more extensive market research or more in-depth consultancy (services in Estonian, Swedish, English or Russian).
- Contacts with organisations (e.g. unions, export offices etc).
- Contacts with law firms that offer their services in all languages (including Estonian and Swedish) and with man-power or rent-a-worker companies.
- Organising visits to companies, and assisting at meetings if needed.
- Information about fairs and opportunities to visit them, as well as assisting at the visits if needed.
- Help with finding office or production facilities (also help finding a one-time-only meeting place for any negotiations).
- Information on how to register a company in Sweden or Estonia, and answering general taxation questions about both countries, or providing contacts to find more extensive information.
- Contacts and information about finding funding for projects, either for companies registered in Sweden or in Estonia.
- Help organising events.
- On a broader scale, organising business-to-business meetings for specific fields of business.

Thank you and you are welcome to invest in Estonia!

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Oil shale chemistry — lampblack men in the cosmetics industry

Text: Ago Gashkov, *Inseneeria*
Photos: VKG

Most of us associate oil shale production with the smell of carboic acid, soot, black semi-coke hills and something old-fashioned. Few of us believe that Kohtla-Järve is where they produce refined chemical products which can be used in the car tyre industry but also in making hair dyes and other cosmetic products. Lampblack men have entered the world of white lab-coats.

One of the components of L'Oreal Paris maroon hair dye is 2-Methylresorcinol, which is also produced by Viru Keemia Grupp (VKG) in Kohtla-Järve. 'We are one of many possible suppliers,' says one of the board members, Jaanus Purga. It could also be that the chemical used in L'Oreal's hair dye comes from another supplier, as VKG has only sold 2-Methylresorcinol to intermediate companies in Asia. 'At the same time it is known that many chemical plants buy

this chemical from China, which means that the compound produced in Kohtla-Järve may have returned to Europe via a complex route,' states Purga. VKG is making attempts to reach end consumers instead of intermediate companies and to negotiate with companies like L'Oreal, Schwarzkopf and Henkel.

VKG Oil, a subsidiary of VKG, was named the best production company of 2007. 'One good indicator is how much turnover and profit there is per employee,' says Jaanus Purga. 'When I joined the chemical industry eleven years ago, I wished that there was a chemical enterprise in Estonia where each employee,

including administrative staff, could bring in a turnover of 100,000 USD. Today there is a staff of about 450 at VKG Oil and the turnover is around one billion kroons, which means nearly 2.2 million kroons, or 200,000 USD, per employee. 'That's twice as much as I dared to dream of eleven years ago,' admits Purga.

Of course, turnover is just one statistical indicator used to compare one company with another. In the fuel industry,



'Buying in oil shale chemistry solutions from Russia is very expensive and complicated. Even more expensive than buying from Germany or Finland,' admits Jaanus Purga, Member of the Board of VKG.

turnover may be large per employee, but in other branches of the chemical industry and services the indicator is very small.

Oil production is not a money-making mill

The turnover figures of the oil industry give the impression that it is on a level with the legendary money-making mill Sampo. 'I think those days are still to come. I don't know whether the figures could be twice as high, but something like that,' claims Purga.

It is precisely because of such large turnover- and profit figures that many politicians reprove the oil business. It is said to move the wealth of Estonia into the pockets of a few individuals and, even worse, out of Estonia. The export volume of VKG is about one billion kroons per year, in other words a little bit less than 1% of the total of Estonian exports. There are only a few companies like this in Estonia.

'The chemical industry and fuel industry are the branches of the economy with the biggest opportunities to create added value. Every country which has made production the basis of its economy—and this is the only way to lay foundations for a strong economy—has invested in branches of production with the highest ability to create added value. Japan and Germany, for example, have achieved the high-

est productivity in the metal-, car- and chemical industries. The other branches of production have much lower indicators. We still have a long way to go before we reach the level of Japan and Germany in those branches of production,' explains Purga.

The chemical-, fuel- and engineering industries make it possible to grow the economy without bringing in cheap and poorly qualified labour.

VKG renews production

Oil-shale mining started in Estonia in 1924. Purga does not agree that the oil industry depends on technology which is a century old. 'This is not true; in reality the whole oil industry complex is rebuilt once every 25 years. We can say that today we have a fourth-generation oil industry. We could just as well say that Edison invented the phonograph in the second half of the 19th century, and we still use it. The overall principle of the oil industry may be the same as a hundred years ago, but its implementation differs significantly,' explains Purga. In order to develop the oil industry,



Oil shale industry has been marked out on a national level before. In 1930, the 100-kroon bill designed by Günter Reindorff was released. It depicted the first shale oil industry in Estonia, which was situated in in Kohtla-Järve.

there is a need to develop technology and to buy solutions. In 2007, three patent specifications belonging to VKG were registered. Those are the production of 2-Methylresorcinol, oil shale epoxy resins and formaldehyde resins. Unlike 2-Methylresorcinol, resins are mainly sold to end consumers such as companies producing timber slab products (wood boards), which use them to make waterproof glued wood and wood chipboards. Applications to register those patents were submitted five years ago. Estonian companies and scientists prefer to register useful models rather than patents, as the procedure is faster, simpler and cheaper.

VKG also registers two or three useful models per year. Unlike the patents, those are protected only in Estonia. 'I wouldn't claim that we put a lot of emphasis on the protection of intellectual property. There are definitely more engineering solutions developed by us than those we see fit to patent,' admits Purga. According to him, it makes no sense to protect the process if the raw material only comes from Estonia and there is no connection with this technology in the rest of the world. 'A patent, a model or intellectual property just for the sake of having one may be of academic interest to some people, but its economic usefulness is often overrated,' claims Purga.

Instead of science, companies focus on product development. 'The things which could be patented we do ourselves of course, but we buy in some engineering solutions. If possible we buy them in Estonia, but unfortunately there are not many solutions here,' says Purga.

Large-scale contracts have been signed with Finland – for example most of the planning design work of the new oil factory will be done there. There are some contracts with Russia and some partners in Germany, the Czech Republic and the United States. There are still scientists in Russia

whose work is based on their experience in developing oil shale production technology in the Soviet Union. VKG would like to use this know-how. 'But it is difficult. To be honest, it is very difficult and expensive, more so than in Germany or Finland, while the quality is questionable,' Purga says, clearly not satisfied with Estonia's large neighbour.

At the end of next year, VKG will complete a new oil factory and plans to open it at the beginning of 2010. Purga is unhappy with the European Union for differentiating between chemical companies of new and old member states. 'When I have modern technology, but I cannot get the necessary quotas to start it because I do not work in an old member state but in Estonia, then I cannot be satisfied,' says Purga. The planned cement industry, which would enable VKG to reuse half of the semi-coke—and which was designed following the example of the German Holcim GmbH oil shale cement factory and the Slantsõ in Russia—finds itself in this situation.

Into the oven or the retort – an endless debate

In Estonia, approximately 80% of oil shale is used to produce electricity; less than a fifth is processed in the chemical industry. At the same time, oil shale is primarily considered to be a raw material for liquid fuel. Estonian oil shale, due to its characteristics, is very suitable for producing refined chemistry products. 'Oil is not an end in itself; it is an intermediate product for producing more expensive substances,' said the geologist Marko Pomerants, Head of the Committee of the Environment in the Estonian parliament.

Yet the production capacity of resins and 2-Methylresorcinol in VKG is relatively small. Jaanus Purga says there are two reasons for this. In order to produce refined chemistry products, it is inevitable that fuels need to be produced. This is determined by the chemical composition of the organic substance in oil shale – kerogene. 'If we take out very valuable refined chemistry products, then most of it is still left – that is fuel. The higher we are able to make the quality of the fuel, the better,' explains Purga.

The production cycle is more profitable if it is largely made up of very expensive chemical products. At the same time, it is much easier to sell fuels than chemical products, as there is always a need for fuels. 'It is very difficult to break into the chemical products market. If we succeed in getting in with something, we will be very satisfied and proud,' admits Purga.

Estonians start up mobile parking in Kiev

One of Estonia's internationally most successful software companies, NOW! Innovations activated mobile parking in the Ukrainian capital Kiev on 15 March. The company's next targets are cities in the north-eastern states of the US, such as New York and New Jersey.

Text: Toivo Tänavsuu, *Eesti Ekspress*
Photos: Tiit Blaas, Vallo Kruuser, *Hei*

Kiev is the ninth city where *NOW! Innovations*, a subsidiary company of *Helmes*, is offering its services. The mobile parking package created by the company is already being used by drivers in six Belgian towns, including Antwerp, and in Velenje in Slovenia.

The manager of *NOW! Innovations*, Arho Anttila, claims that expanding to Kiev was a matter of chance. Tallinn was visited by a city delegation from Lviv who learned about Estonian innovative solutions here. They were immediately

attracted to m-parking, but agreements were reached much faster with a mobile operator based in Kiev.

"Parking fees used to be ridiculously low in Kiev and it was impossible to control them," Anttila says, describing the chaos which ruled until recently. Then the city took some decisive steps: they increased parking costs, widened paid parking zones, and separated parking inspectors from fine collectors. Today the citizens of Kiev have a much more comfortable solution than the inconvenient swipe-card:



Arho Anttila, the Manager of NOW! Innovations, takes mobile parking from Estonia to the West, South and East.

m-parking which operates in a similar way to the system in Tallinn. With it comes the opportunity to pay for exactly the duration of your parking.

To the top three in the world

NOW! Innovations continues to take on the world. There is a mysterious map of the world, studded with different coloured dots, hanging on the wall of the office in Ülemiste City. The dots illustrate where the company is already offering its services, where work is “in process” and where negotiations are under way. Europe and Latin America (e.g. Ecuador and Brazil) are especially colourful, but there are also dots in the United Arab Emirates and the Republic of South Africa.

“There is a lot of uncertainty – you have to try many cities.

As a rule, over half of the dots

will never become a reality. But if you don’t try, nothing will ever happen”, says Anttila.

Having grown out of the former IT-department of the company *Tele2*, luck has played a large role in the success of *NOW! Innovations*. The first foreign market – Belgium – was also a matter of coincidence. The city of Antwerp had put out a tender for the best m-parking solution. Nobody knew about the Estonian solution at that time. But the Deputy Mayor of Antwerp happened to have an Estonian friend, who in turn happened to come to *Helmes*. The corporation which was initially preferred did not manage to do its work and the Estonians were given a chance, which

they didn't waste. The m-parking solution offered by *NOW! Innovations* was started in Belgium in 2006. Six Belgian cities use the service over 23,000 times each week with the total number of m-parking cases to date nearing a million. "We got from Belgium what we had previously lacked – a working reference," says Anttila.

In four years, *NOW! Innovations* has developed into one of the best global providers of digital ticket systems and mobile payment solutions. "In terms of the number of users we may reach the world's top three by the end of the year," says Anttila. The manager of the Belgian subsidiary of *NOW! Innovations* was invited to accompany King Albert II during his visit to Estonia in June. This is recognition of the investment made by Estonians.

The company's business approach has a peculiar nature – contacts are what count the most. In each state which interests them, the Estonians have local partner companies—in the US in New York, Maryland and Florida—who in turn interact with the decision-makers of parking zones. *NOW! Innovations* also has contacts with the different unions of cities and local administrations. Anttila explains that the point is to prepare the ground: "When the opportunity arises, they will not ask who you are, somewhere from the Soviet Union..."

There don't seem to be any large risks involved. If you have "talked your way in" to a city and have the contract in your pocket, then you receive income for the license and for the number of people parking. It is only politics which makes things complicated. Anttila says that it could take up to

three years from the first point of contact to get somewhere. "When the mayor says we will start straight away, it doesn't mean that it will not drag on for two or three more years," he adds.

A benign tumour

A good m-parking solution sells itself. The company does not focus so much on large cities as on large states, as this provides the biggest potential for development.

"You could compare us to a tumour. If the solution starts working in one city in a country, sooner or later it spreads to other cities," says Anttila.

NOW! Innovations has also put their foot in it at times. Anttila says that they wasted a lot of time in the US assuming falsely that it is possible to make it there with a solution based on text messaging. In reality, only an old-fashioned solution works there – a 'when you want this, press that button' kind of thing. "Most Americans don't even know how to send an SMS and operators have a negative attitude towards the SMS business," he notes. There are also other examples of the fact that what works in one country may not work in another. For example, large countries such as Germany and France, says Anttila, are not ready for mobile parking. It is prevented by the conservative nature of the people and by complex decision-making mechanisms.

Mobile parking was first introduced in Estonia. The first company to start in 2000 was *EMT*, and two months later *Tele2* initiated its own solution. Today both operators use the *EMT* platform.



Navirec takes vehicle monitoring service to Europe

The Estonian IT company Navirec combines good products with bold goals and the adrenaline of programmers. Having focused on the Estonian market until now, this year the company is looking to expand into Finland, Latvia and Lithuania.

Navirec develops monitoring systems, based on GPS, which attract the interest of various logistics-, courier- and security companies. "Our product is innovative, interesting and different from others. Most importantly it is 'ready' to be shown to the rest of the world," says the Manager of Navirec, Reigo Rusing.

Last year's recognition provided an important impetus for development. Navirec's GPS solution was selected as one of the eight best solutions in



the international e-projects competition World Summit Awards. Navirec has just returned from the IT-fair "CeBit 2008" in Germany, where many successful negotiations were held with potential distributors.

Silver Laus, the Marketing Director, says that there is interest in Navirec in neighbouring states, but also in Italy and Spain. Some valuable contacts were made in Iran, the USA, Thailand and Argentina. The company is more interested in large industrial countries with developed transport systems, as there the operating field is bigger.

"We hope to take the first successful steps in a few months. Several things are in process, in parallel, and results are only a matter of time," says Laus.

GPS technology is nothing new. It was already being used for military purposes in the United States in the 1980s.

From the time when satellite communications became available to civilians, various GPS solutions have been introduced. Everyone can install a mass-produced GPS appliance in their car, in order to get their coordinates via satellite. But most such solutions are about simple real-time monitoring; they lack a comfortable and multi-faceted customer interface.

Laus explains that it was hard work finding specialists with the right know-how who could overcome the obstacles resulting from the complex nature of the system. After that they concentrated on customer interface, as the question of how it is taken to the customer is vital with GPS technology.

When the first version of the service was ready, a great deal of attention was paid to customer feedback and integrating new ideas to create a more useful product. Approximately a hundred customers, including several logistics companies, use Navirec solutions in Estonia today.

A vehicle equipped with the appliance automatically sends its coordinates and other information every five seconds. This is displayed in a simple and understandable way on the customer's computer. The manager will have an overview of whether the salesman is moving or parked, where he is, and how fast and in which direction he is moving. Most importantly, with one press of a button it is possible to view the whole journey of the day: where the vehicle went, how long it was parked etc.

By transferring information about vehicle movement into the functioning logic of the company, decisions can be made about where to make processes more efficient. The point of the service is not just monitoring, but planning work processes more effectively. This results in savings, in terms of time and money.

Several global GPS service trends, from improved GSM coverage to cheaper communication costs, predict a bright future for Navirec. At the same time, the company's programmers are eager to make the services even more attractive.

"We are a kind of lab where people continuously test staggering, new opportunities and approaches where the end result is often unpredictable," says Laus. "We set goals which seem unattainable at first. This makes the whole development process exciting."

Navirec's Marketing Director Silver Laus' (left) and Manager Reigo Rusing's GPS system helps companies to significantly cut costs.



We do not simply weld. We offer a service!

In E-Profil, engineers
play around with
cardboard models

Text: Toivo Tänavsuu, *Eesti Ekspress*
Photos: Jaak Kadarik, E-Profil

On a winter night, a mysterious giant cargo shipment passes through Tallinn. A 35-metre-long crane is being transported to the Port of Muuga, from where it continues its journey to Norway, where it will be used aboard a ship that services an oil rig.





E-Profiil's 35-metre crane part, on the way to Norway.

The giant created in the production plant of the company E-Profiil demonstrates that rumours about the death of Estonian heavy industry are premature. Due to intelligent and effective engineering solutions, machine-building and the metal industry remain competitive even when expenses soar.

E-Profiil produces large, complex metal products: jibs, ship balancing devices, winch components, tanks etc. By supplying the world's growing oil and gas industry, E-Profiil is developing rapidly, having quintupled its turnover in the last four years. Board Member Argo Pakkas has signed pre-agreements with customers for the next two years.

How was the company able to attract big and demanding clients, such as the leading designer and supplier of oil and gas industry equipment, National Oilwell Varco Norway? The question is the more intriguing knowing that, although E-Profiil owns the largest turning mill in the Nordics, its large and complex metal products are made with 30-year old appliances from the former Dvigatel factory. The answer is simple – the company's thinking is ahead of its time. In comparison to many other firms, there is a different attitude to customers, employees and the work process.

"We do not offer metal details, work and welding. We offer a service," says the Manager of E-Profiil, Toomas Jõgi. We have project-based products to which we add engineering solutions."

The breakthrough contract was a windfall

In the late 1990s, E-Profiil was part of the Glaskek concern.

They produced large quantities of simpler facade elements, aluminium profiles and so on, later specialising in metal construction.

The breakthrough came at the end of 2004, with the unexpected, large contract from National Oilwell Varco Norway. The Norwegians were looking for a company which could set up a complex of 84 different-sized tanks in a Kazakhstan oil production centre within half a year. The value of the contract was 32 million kroons, which at the time was the size of E-Profiil's annual turnover. According to Jõgi, the competitors were already busy with other work and this put the contractor into a difficult position. "Due to such a short deadline, and the complexity and

large volume of the work, nobody could take on the contract. We took a huge risk, and the chances of getting burnt were big," he explains.

However, it turned out to be worth it in the end. The production plan was discussed thoroughly and the work schedule planned meticulously. Not only did they have to produce the tanks but also test them, create pipe connections, pressurise, paint, and organise complicated logistics in production and at the port.

"We did it and we value this positive experience," says Jõgi.

A crane weighing 100 tons sold to Norway

Board member Indrek Ustav says that right now it makes no sense for the company to produce small and light products, not least due to the fact that the production plant has cranes which can lift up to 80 tons. Instead they produce heavy, complex and expensive oil-, gas- and machine industry products: less but bigger is more.

In 2006, they sent off a jib weighing 187 tons. The 47-metre crane sent in February of this year weighed nearly 100 tons.

E-Profiil puts together crane products, with a lifting power of up to 440 tons, paints, partially assembles hydraulics and transports products to the port, from where they are shipped to the destination required by the customer.

The quality of the work is ensured by the 35 inverter-welding machines which have been bought in the last two years and which can be called the Mercedes and BMWs of

Impressive growth of turnover

E-Profil's turnover (million kroons)

2004	- 32
2005	- 64
2006	- 106
2007	- 161

Source: AS E-Profil



Chairman of the Board of E-Profil, Toomas Jõgi, demonstrates a production model, which takes a lot of time to make and inspect in the office, but which helps to save time in the production plant.



the welding world. Such a machine costs 130,000 kroons. Once when a member of the staff treated it carelessly, a comparison to a BMW was made.

All welding seams are checked with magnetic powder- or ultrasound tests. The work must be accurate and of high quality, as for example a 25-metre crane can be “bent” by only 3 millimetres.

The products, which have been welded together, are cleaned and painted. The quality requirements for such work are so high because of the environment where the products are used – very damp weather conditions, up to 20-metre waves etc.

Engineers play with models

The most important inventions, however, are not made in the production plant but in the office of E-Profil. Before a product reaches welders and locksmiths, a cardboard model is created and thoroughly inspected by engineers. A similar model is made by architects before a scoop enters the earth.

There are two men creating models in E-Profil, Vassili Jeršov and Alar Jõgi. According to them, the most important thing in creating a model is accuracy, which is necessary in order to fit the model together and to provide an accurate

overview of the ready product and each separate part.

Models are made when orders for a new product come in and they are used both in product planning and in work organisation, for example for machine processing and crane lifts, as well as in order to find potential flaws which have gone unnoticed.

“All models are built according to the designs sent by the customer, on the basis of which, production takes place. The scale is smaller but the thickness of materials corresponds to the real product, on the basis of the scale,” they say, discussing models which are glued together from pieces of cardboard and which are 25 times smaller than the actual products.

Accuracy and correct measurements are the basis of everything. As the company slogan says, flaws must be discovered as early as possible. In the context of flaws, one hour of undone engineering work means ten hours of work in the production plant and a hundred hours of additional work in assembly. In other words, with proper planning there is no need to redo the work later.

Building models is time-consuming and engineers inspect models quite thoroughly. But it has proven its worth. Model-builders talk of a case where they discovered a gap in a jib which would have let in water and caused some

Some of E-Profiil's largest clients

National Oilwell Varco Norway

World's leading designer, producer and seller of gas- and oil drilling appliances. Listed on the New York Stock Exchange, the turnover of this 140 year old company approached 10 billion dollars last year. E-Profiil produces jibs for the supply ships of oil platforms and ship balancing systems and tanks, including storage tanks and pressure vessels, for this corporation.

Hydramarine

Norwegian company dealing with the design and production of oil- and gas industry appliances and systems. Recently bought by the industrial corporation MacGregor Group, which is one of the world's leading suppliers of shipping and port industry appliances and machinery. The market of the corporation covers shipping and ship-building in nearly 50 states. Last year the turnover of the group exceeded 11 billion kroons. E-Profiil produces jibs and winch parts for Hydramarine.

Morgardshammer

Swedish company which produces parts for steel industry conveyors. E-Profiil supplies the company with staves and pressboards.



Cardboard models make it possible to discover construction mistakes made by the customer, which should be found before the model goes into production.

serious problems. This gap was not noticed on the 3D computer design sent by the customers. The models also show in which order the details should be put together and welded; this order is critical to avoid a situation where it might be impossible to access a part later.

There have also been occasions when it is impossible to turn a product around in the plant due to some part which is sticking out. In one case, a part protruding only ten centimetres disturbed the procedure.

When moving a detail around, it is also good to know how the centre of gravity changes, so that the product won't fall over in the production plant. Before a cardboard model is hooked up to a crane, it is moved around in the office with some strings.

"It is visually much easier to get a sense of a cardboard model," says Toomas Jõgi. Such "toys" can be found in the offices of E-Profiil for most large product groups.

Repairing mistakes is more expensive than preventing them

E-Profiil's competitors are in Asia and Eastern Europe. The closest competition comes from Polish plants, but Estonians try to outdo them with production quality and a more flexible service.

Toomas Jõgi says that if price were the most important criteria, everything would be produced in China. "Our edge is our attitude to the customer. We do things the way the customer expects," he claims.

This simple principle is not always black-and-white. Whereas some competitors take the design and make the product, E-Profiil takes the design, and has constructors thoroughly work with it and highlight potential issues.

There are examples of problems occurring after the product is ready and the producer has told the customer that they have done it according to the designs. They may have done so, but for the customer repairing mistakes is always much more expensive than preventing them.

"We could also make the product and then say this is what you wanted. But that approach would mean the customer would choose a different contractor the next time who would do it properly," explains Jõgi.

E-Profiil employs 157 staff, among them 25 managers and engineers and approximately 130 production plant workers – welders, locksmiths, specialists in machinery and supporting functions.

In the next few years, the company has plans to develop a new and more logistically appropriate production base and to automate the production process.



Power lies in interdisciplinary cooperation

The first functional model in jewellery was born thanks to the joint efforts of a Finnish engineer and an Estonian jewellery artist

One of the highlights of last year was international recognition for Estonian female inventors. Kärt Summatavet, jewellery artist and Extraordinary Professor at the Estonian Academy of Arts, was one of the first Estonian inventors to be given the prestigious European Union Woman Inventor and Innovator award.

Text: Kärt Blumberg, *Inseneeria*
Photos: *Inseneeria*



Four-legged Woman. Gold, enamel. 2002

Kärt Summatavet received the award for her innovative approach to jewellery. The essence of this approach is that a design on paper can be transferred to a piece of jewellery with the help of a computer. In the words of the Chair of the Estonian Union of Women Inventors, Anne-Mari Rannamäe, “For example when a mother has kept the first precious drawing by her child, Kärt is able to scan it into the computer and transfer it onto metal jewellery.”

Why is your invention innovative in jewellery design?

I wanted to produce jewellery that would look like unique pieces of art, but would in fact be industrially produced as a series. As an artist, my aim was to find a clever way to transfer a sponta-

neous drawing onto a piece of gold and silver jewellery, in a way which would retain the sensitivity of a hand-made drawing and, at the same time, avoid the standard mistakes which result from the limited techniques available to traditional goldsmiths. To do this, I needed to create a method of lifting a fine-spun sketch higher in relief from the surface of the piece of jewellery in a way which would create combs, to achieve flawless colour surfaces with translucent hot enamels.

The traditional method would be to draw a sketch, then model lines out of wire and solder them onto the metal, remove them by engraving by hand before enamelling and so on. There were several people employed to do this at the Fabergé workshop (the leg-

endary goldsmith’s in St Petersburg), but I hoped to use modern technology to avoid using this handicraft.

Several existing means of digitalisation and computer-led appliances which are used in jewellery production and goldsmiths’ workshops (3D scanners, NC programming, wax modelling units etc.) did not enable me to implement my idea, because the lines remained dull or the spontaneity was lost. My invention is innovative because it allows me to serially produce for the jewellery industry with novel characteristics, while creating fine surface decorations and sensitive solutions of form on the front, back and inside of the jewellery.

How did you reach the right solution?



I was studying for my doctorate at the Design Department of the Helsinki University of Arts and Design. They had such good and modern equipment at their workshops that when, in the autumn of 2000, an experienced engineer who works with 3D and CAD/CAM programmes invited me to the Protostudio

to test appliances, I agreed immediately. The engineer complained that they did various pilot models for producing furniture and lighting, even car design prototypes for testing, but nobody had ever done anything in jewellery design. Then I got the idea to design something for serial production.

What was your collaboration with the engineer like?

As I was working with an experienced engineering specialist, I didn't consider it necessary to acquire detailed insight into digitalisation, programming and 3D models. I just drew and said what I wanted to achieve.

I was by the engineer's side during the whole work process, constantly devising ways to solve new situations. The engineer programmed everything necessary, proceeding from the field of engineering. It was a great cooperative effort. As a designer, I was the practi-



Valentina. Gold, enamel. 2003

tioner and the creator of new ideas and opportunities, while the engineer was the activator of the new solution who made it work with the means available to engineering. The whole process, together with production, lasted for two and a half years.

Is it realistic that the new method will be taken into use in production?

I introduced my new jewellery production method to the largest Finnish goldsmith company, Kultakeskus Ltd. They were interested in testing and production. The first pieces of jewellery were produced at the end of 2001, and the second and more complex series of tests was finished in the spring of 2003.

I was really fortunate, as the company supported me with materials and with labour, even sub-contracting when necessary. The result was not just a product series, but also new knowl-

edge. At the same time, Kultakeskus improved its image – the company is now seen as a cooperative partner constantly looking for innovations.

I am also using the method to produce jewellery in my own company, EHEsummatavet Ltd.

What were your impressions of the cooperation between Finnish designers and engineers?

In Helsinki, I learned to appreciate the tight cooperation and utter respect between different disciplines in product design and invention. The state of Finland supports scientific research in design and there are several foundations where one can apply for funding. The state has really promoted design and today nobody doubts that there is huge potential in the cooperation between engineers, designers and business.

For example, Nokia cooperates closely with universities and designers. Also the jewellery company with which I developed my method has long-standing links with a British university and they also involved me in some tests. For them, a university means new knowledge and increasing the company's competitiveness.

Estonia also would benefit from such cooperation between universities and companies. But, in Estonia, very few company leaders recognise the competitive potential created through the cooperation between engineering and design. It is not a question of a lack of money; we need to change the way we think and get rid of anachronistic stereotypes.

I believe that if the President and the Minister of Economics clearly stated that the state supported invention and considered it important that our designers, engineers and producers create competitive products on the European market, it would be really important. We don't have anybody who will say directly that such coop-



A Girl Becomes A Woman.

eration has a huge economic potential. But finding your own niche in a competitive environment is the main way to survive.

Do you know of any other Estonian jewellery artists who have developed new methods and patented them?

I don't know of any jewellery artists, but there are some good examples in product design. I was the first jewellery artist to protect a functional

model and a design solution. Estonian artists of my generation do not really know the opportunities available to them and are not informed about intellectual property theft and the market.

It didn't occur to me either—as my doctorate art project was made public at the Finnish Board of Patents and Registration, it was

their requirement that I register my invention as a functional model. Time has shown that it was the right decision, as both universities and production companies have been interested in my method and on a couple of occasions there have been attempts to copy it without my permission (although fortunately they haven't achieved the same quality). Now I know that it makes no sense to boast about your good ideas without a patent.



Kärt Summatavet at work.



The opulent, vibrant and multi-layered world of Ruth Huimerind

Text: Anneliis Aunapuu
Photos: Ruth Huimerind

Photo: Saara Huimerind



If you think that the publications and photo performances designed by Ruth are carefully planned, I can assure you that they tend to be utterly intuitive. If it seems to you that they are intuitive, let it be known that they are quite well thought through.

Starting out as fine rivulets, Ruth's work is like a river which, sometimes rapidly and every so often flooding meadows, flows into the ocean as a wide delta. It has numerous sources and confluents which may stem from her childhood or from a recently seen Italian magazine. Out of those, she creates a unique world of her own, while feeling like a collector, missionary, organiser and even a world-healer.

In Pärnu and in the rest of the world Ruth has never been able to say farewell to the summer resort Pärnu, where she comes from. The environment of

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PORTFOLIO

RUTH HUIMERIND



All is Theatre.
Tallinn City Theatre Christmas Card. 2000

PORTFOLIO

RUTH HUIMERIND



Let's Burn Together in the Night.
MAP Estonia's Christmas Card. 2006

PORTFOLIO

RUTH HUIMERIND



Snowflake.
MAP Estonia's Christmas Card. 2004

PORTFOLIO

RUTH HUIMERIND



Greetings.
MAP Estonia's Christmas Card. 1997

PORTFOLIO

RUTH HUIMERIND



Redleg Skater.
MAP Estonia's Christmas Gift. 2001

PORTFOLIO

RUTH HUIMERIND



At Last Something New!
MAP Estonia's Christmas Card. 1998

PORTFOLIO

RUTH HUIMERIND



Wingful of Feathers.
Tallinn City Theatre Christmas Card. 2001

All collages were made in collaboration with Jüri Lõun.



the capital city is more suited for work, as it has all the necessary institutions and technology, but Pärnu is a better living environment. The freedom and joys of childhood are more accessible in this little town. Fortunately it takes only a couple of hours to drive to Tallinn.

“The pace is much more normal in Pärnu; it is the right size of environment, with more genuine human relationships,” says Ruth, adding “I enjoy life more there, the cycle



ride to the market or the seaside in the morning.” The summer resort feel reminiscent of the early 20th century is also reflected in Ruth’s eyes. In addition, the antique shops of Pärnu are well known throughout Estonia. At the same time, the design pulse of the world can be felt in every corner of the country through magazines, television and the Internet. Hence there is no sense of isolation.

Life and work simmering in one pot

Normally Ruth doesn’t create on demand; rather, she feels the need to bring her vision to life. Yet, it is not a cry of a wounded soul born out of the desperate need for self-expression, as people would often like to believe. Rather, it is one intermediate form of social, creative and social activity. The backbone of Ruth’s lifestyle is usually the process of preparing some publication (with a burning deadline), during which she has to cope with running two households, raising children, participating in cultural events, going to the market, preparing daily meals, collecting important

things, dogs, friends and acquaintances, seeing the most recent film and so on.

Of course, listening to Ruth one might get the impression that she “hasn’t got anything done”. In fact, she is referring to some of those things which, for a moment, have acquired a disproportionately large significance in comparison to everything else. However, in terms of her life, things are very well measured - being in a constant state of feverish change,



she doesn’t really change that much. The foundations were laid in childhood.

Old things in the mirror of time

As her works demonstrate, Ruth has a high regard for everything historical, beautiful and admirable and also everything which might seem slightly emotionally out of place in the present context. She is like a child in the attic, lifting out wonderful lavender-scented items from grandmother’s trunk and creating compositions out of them. Then she turns to the treasure chest of her childhood and digs out more forgotten things which definitely need to be shown to everyone. Ruth has her own unique, inexplicable and indivisible evaluation criteria. “At the moment, the 1960s in fashion, graphic design, interiors, print techniques, music and illustrations totally rock for me,” she says, revealing her current preferences. Whether others understand her choices in the same way remains unknown. But there is always a reaction.



She senses the fragmentary process by which cultural heritage arrives in the present day as an essential thing, inserting memories from the old days into her collages in a seemingly temporary and unfinished way – taping and throwing them onto surfaces with nonchalant elegance, although she has admired and played around with the positions for a long time.

Also, the teeth marks left on memories are worth exhibiting. From time to time, it feels like those are the most important witnesses of the fact that something is indeed old. And

types of paper, a special binding, and being eccentric about colour or the lack of it. Whereas many others have started to recognise the charms of black and white photos, the various special features and contrasts that Ruth uses create an unexpected ‘wow’ effect.

In those days, things were light years away from reality. Times have truly changed, but a certain distance from reality still characterises Ruth’s work. Whereas earlier this distance expressed the desire to reach beyond the state-formative status and the reality of student life, today it offers



although life has taken many twists and turns in between, a thing still exists and it remains the same. This seems to be the main thing for Ruth – the realisation that, despite everything, the essence remains the same. And time only adds value to things.

Truth is on the borderline of reality and dreams

Ruth designed her first publication model when she was about to graduate in design from the Academy of Arts. Everything she planned was grand, special, multi-layered and demanded the involvement of many people and technical professionals. The result had to be the best possible, given the opportunities of the time: photo performances, graphics, typography, the use of different materials and

other temporal and emotional dimensions.

Ruth’s photos seem to declare something, but they are never to be understood in only one sense. There is no point in looking for declarative slogans in her works but, rather, one should search for secretive and kaleidoscopic hints. The seemingly impulsive solutions in Ruth’s creations go through a painful labour process. Recognising what is “right” takes a lot of time and energy. And work. And all sorts of equipment.

Ruth has developed a great working relationship with paper companies. Here the interests of the customer coincide with those of the designer – to demonstrate the uses of different types of paper. In the case of any other company, the customer might declare it an impractical luxury. But it adds such value to the result! Therefore the books designed by

Ruth are known as treasure chests, where every new page reveals something unexpected and awe-inspiring.

Potential lead conductor

In fact, Ruth could manage a global organisation with a difficult global mission or be a film director. She happens to be a brilliant administrator. She can put together a team with playful ease (without promising any particular guarantees, health- or pension insurance), and make everyone give their maximum for the best result, with additional special rights

co-author of collages is the designer Jüri Lõun who self-denyingly participates in Ruth's works. "Without him those things would simply not exist," she states emphatically. "Jüri is the equivalent of the all-powerful designer. He is able to do everything fast, elegantly and with a feel for nuances. He speaks little and does a lot. He has talented hands and is a 200% perfectionist," comments Ruth.

Rhapsody of hints and emotions

Who cares about those old things, one might ask. "I like to



in case of technical obstacles.

She inspires, motivates and infects with her example and she is not satisfied with anything below the maximum, at the same time being generous with rewards later on. She is also happy to share the applause for the result with all her helpers, carefully listing all the participants in the lists of authors and thank yous. The length of those lists is an achievement in itself, a badge signifying the importance of the achievement, like the final titles of a film running to heroic music.

Ruth promises never to forget her co-author, the photographer Tiit Veermäe. Together, they have playfully created numerous photo performances which Ruth has used in her works. After a while, she started to take photos herself, but whenever she needs expert help, she turns to Tiit. The

save what can be saved – to capture rags, exteriors, interiors on the picture, as the Tooth of Time shows no mercy. Not to mention the modern human being," Ruth says, explaining her activities. In fact, all of it has nothing to do with rationality, as the pictures demonstrate. Rationality is the death of emotion. Nonetheless, the end-product works in a rational sense as well, regardless of the irrationality and the over-dimensional input. Perhaps it is even in a reciprocal relation to it, for the publications designed by Ruth, whether they are Christmas cards or calendars, books or posters, are all valuable collectibles. Because they are special and capture the eye, one has no heart to throw them away. It seems that somehow she has succeeded in capturing at least some of the time and energy which has gone into creating them. This is, after all, the miracle we look for in art.



Hortus Musicus

— the sound is alive in the Garden of Music

Text: Immo Mikhelson, *Postimees*

Photos: Peeter Langovits, *Scanpix*

Tunne Kelam, Lauri Aav,

Harri Rospu, *Eesti Kontsert*

A formal, dull way to introduce Hortus Musicus would be to declare that it is the oldest and most renowned Estonian early music ensemble. But this vibrant group of musicians led by Andres Mustonen, which has been active for over 35 years, is bubbling with ideas and constantly on the go, with activities which stretch beyond contemporary interpretations of sounds from centuries gone by.



Andres Mustonen is the leader, the creative director of Hortus Musicus, and all his thoughts are reflected in the activities of the ensemble.

Hortus Musicus is a phenomenon in Estonia. Its repertoire, which ranges from old Gregorian chants to contemporary music, from baroque to jazz and from Europe to Asia and the Orient, makes the group quite unique in global terms as well.

Thirty-five years in action is a very long time for one ensemble. Andres Mustonen, who created the group as a first-year student at the Tallinn Conservatoire, today says that he sees no reason to stop. He is still in the swing of things, forever curious about everything new and his eyes light up with passion when he talks about music.

Inventing their own wheel

In autumn 1972, when Hortus Musicus came together as a group of students who had just reached the age of 20, early music was seen as a novelty. There were only a hand-

ful of interested people. Such music remained outside the slogans of Soviet socialist realism, in other words outside the enforced mainstream. In the late 1960s, a new wave of young musicians had emerged in the West. They focused on modern interpretations and presentations of early music. But, behind the Iron Curtain, nobody in Estonia knew much about this phenomenon. One of the biggest role models, in fact, was the composer Andrei Volkonski, from Moscow, with his ensemble Madrigal, which looked for links between early music and totally new, even avant-garde, principles of composition. Volkonski's activities formed an underground current in the Soviet culture of that time.

It was perhaps not by chance that the son of Andrei Volkonski, Peeter, who was living in Tallinn and studying to become an actor, was a member of Hortus Musicus for



some years. But the most important role in the birth of the ensemble was played by Andres Mustonen, with his relentless energy and drive. His former teachers recall a child who had to be restrained from storming onto the stage with his violin, while others needed a real push to get up there. Mustonen was only 15 years old when he, through some miraculous circumstances, had the opportunity to attend the legendary Autumn Festival in Warsaw, together with some other Estonian musicians. Impulses received there truly enlivened the local music scene. The young lad had no qualms about going to talk to the star composer Karlheinz Stockhausen himself. This is what he was like, and with the same kind of energy he brought Hortus Musicus into being. The members were young music fans who visited libraries in Moscow and Leningrad and made handwritten copies of early music sheets in order to be able to play those pieces in concerts. They practised with real fervour and recorded those few early music records which they could get their hands on onto a cassette recorder. Truth be told, their entry into the world of early music was like inventing their very own wheel.

Behind the Iron Curtain

It didn't take much time for audiences to discover the concerts, which became very highly regarded. Only a year after the ensemble was created, they released their first long-playing record. The religious and spiritual undertones in their music offered an alternative to the official music scene, which was still dominated by party slogans. "They really didn't have a clue that I was outsmarting the system," says Mustonen, with a grin. "I outsmarted them in a multiple sense. I did things which were against them and they acknowledged me with various official recognitions and awards. The whole ensemble was named the 'honoured ensemble'. And there were always those forces which wanted to ban us and restrict our activity."

Brimming with enthusiasm, Hortus Musicus became a professional, paid ensemble in 1976. Under the guardianship of the state concert organisation, the ensemble often went on long concert tours throughout vast Russia. Mustonen recalls that the concert halls were always packed. Sometimes the reception was merely polite, but occasionally the ensemble was received with ceiling-lifting bursts of enthusiasm, especially in larger cities or places with a higher concentration of the intelligentsia. "They were thirsty for the kind of things we did," says the head of the group, and adds that the thirst for spiritual values in music will never disappear anywhere.





12-member Hortus Musicus in 1997.

This thirst shaped their activities from the very beginning. Andres Mustonen explains that the name of the ensemble, Hortus Musicus, has a double meaning – it can stand for the Garden of Music or for certain musical values. It has been a successful choice of a name, as their aims have always been understood quite well.

The initial years remain the brightest and most light-hearted in Mustonen's memories: the first liturgical performances, concerts with ecclesiastical music and the atmosphere at the time when such things were officially condemned, the premieres of Arvo Pärt's new works, and waves of passion in the most respected concert halls of Moscow and Leningrad. With the help of costumes and dance, they created a much happier world on stage in comparison to reality. On the one hand it was like a fairy-tale; on the other hand, it was an encounter with artistic values which transcend centuries and which, Mustonen says, are the real values.

The new material world

In the 1980s, many concerts and records later, Hortus Musicus was considered to be one of the business cards of the Soviet Estonian music scene. "But there were too

many tensions and bans in those days," recalls Mustonen with a frown. "On the other hand, the fact that we were able to perform at many important early music festivals in the world – in Utrecht, Antwerp and Brugges – was a great inspiration for us..."

Mustonen admits that such direct contacts quickly led to exhaustion. He came into conflict with the academic approach, encapsulation and inflexibility which surrounded early music. This did not suit him; he wanted more freedom. When Estonia got political freedom in the early 1990s, what followed was a disappointment for the leader of the ensemble, at least in relation to high ideals. "There were rapid changes in values and attitudes and in a direction which didn't please me. I did not like this materialism at all. The ensemble took a step back in Estonia and focused more on their own pursuits." The silent period lasted for some years. When Hortus Musicus once again stepped onto the scene, it was in a new way, with sounds of different 'musics' mixing and with a wider geographical grasp. The ensemble had given very many concerts in the preceding decades. Now they became more selective and used their energy in a more sustainable way.



Hortus Musicus with a bigger cast of performers than ever before or after in 1984.



Hortus Musicus as it is also today in 2006 in medieval...



... and in renaissance costumes.



Forever on the go

Andres Mustonen emphasises that, during its 35 years of activity, Hortus Musicus has never had a break or a period when the ensemble did not exist. The surrounding environment has changed, but no change has managed to have a significant impact on the activities of Hortus Musicus.

“I believe it will stay like this in the future,” says Mustonen. “In fact the world itself does not change that much: inside it is still the same as it has been for centuries. Whereas many people tend to focus on more detailed investigations as they get older, it is completely the opposite with me. More and more, I feel the need to expand and melt into the wide world.”

When Andres Mustonen talks about himself, he always has the ensemble in mind. He is the leader, the creative director of Hortus Musicus, and all his thoughts are reflected in the activities of the ensemble. Although Mustonen is also active as an orchestra conductor who constantly travels the world, he claims that the ensemble always comes first with him. It is the source of, and the space for, his feel for music.

Andres Mustonen: “Hortus doesn’t stand still. I think that even the people who visit our concerts do not realise everything we do. Some listen to our splendid court music, while others come to a concert where we perform Arabic or Indian music. We have medieval programmes; we play

contemporary music and cooperate with jazz ensembles.” It is true that this early music ensemble has several musical faces, which are united in their dedication to music. It is an openness to all that music represents in human life...

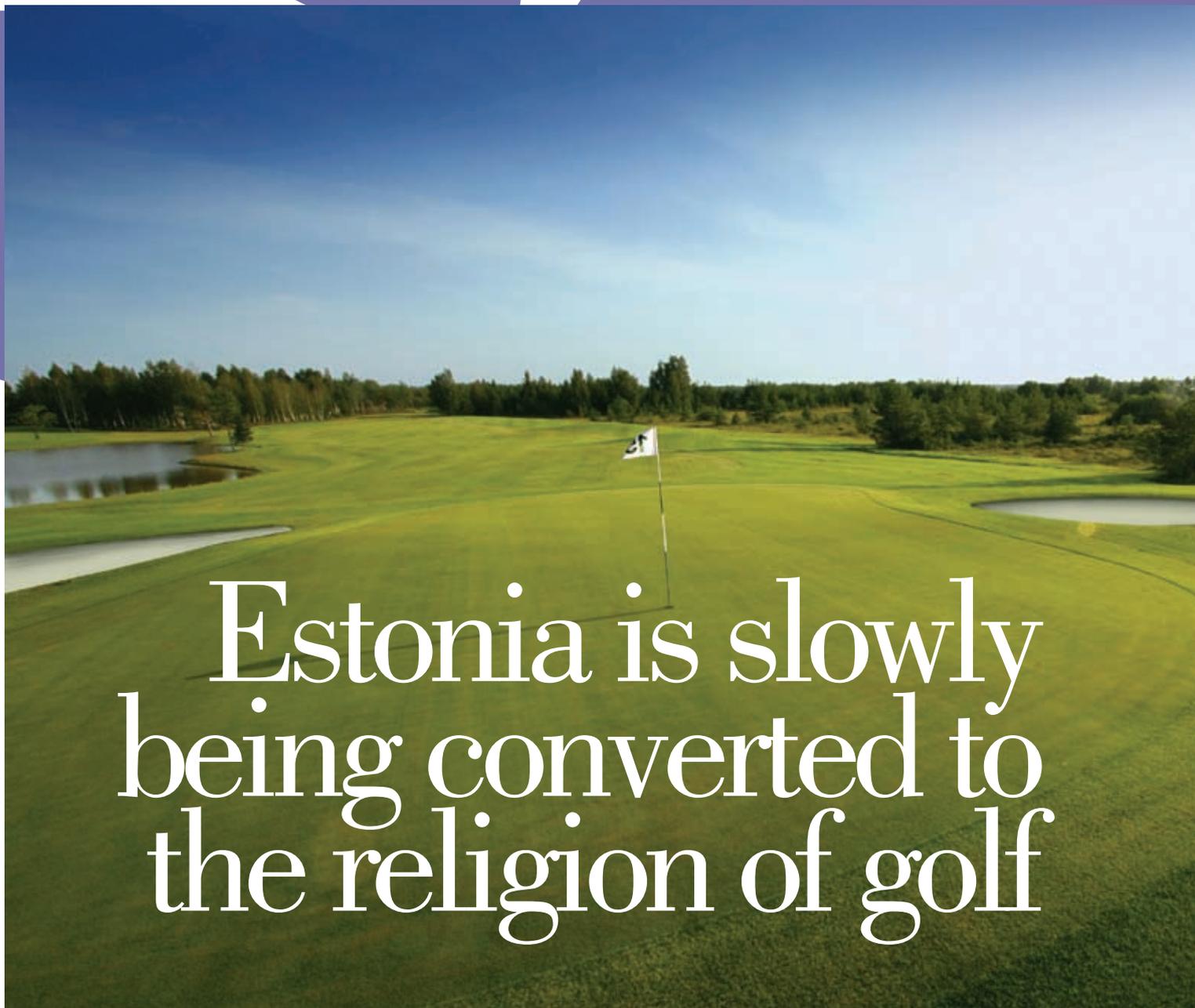
“Hortus Musicus is like a plant which grows by itself, with new shoots springing up all the time. It shows what must come next, where we must go,” explains Mustonen. Their newest record is contemporary music performed with early music instruments. Hortus Musicus plays the works of Galina Grigorjeva and Erkki-Sven Tüür. Estonian Radio, which released the record, is distributing it to the rest of the world through Euroradio.

If you look around, you will see that there are such brotherhood type ensembles, and faithful and friendly musical disciples everywhere. They may differ in terms of sound or style, but there are enough of them to believe that certain ideals are possible even in the ever-more-commercial world. They give a human face to music and preserve values. They also have a sense of professional worth that you cannot often find in large orchestras composed of anonymous musicians.

This summer, the ten musicians who make up Hortus Musicus today will tour in Estonia and visit festivals abroad, in Spain, Italy, Finland, Latvia and Germany. When you see a concert advertised, do go!



Their newest record is contemporary music by Grigorjeva and Tüür performed with early music instruments.



Estonia is slowly being converted to the religion of golf

Text: Jaan Martinson, *SL Õhtuleht*

Photos: Mati Hiis; Tallinn Golf Club Niitvälja; Otepää Golf Club; Saare Golf

In 1988, golf was unknown in Estonia, or to the Soviet Socialist Republic of Estonia, to be precise. Two decades later, golf is the fastest developing sport in Estonia. Every day, new golf courses spring up and new enthusiasts get hooked on the sport. The future of golf in Estonia is bright.

We cannot really claim that golf has conquered Estonia. Nonetheless, such extensive growth is not being experienced by other fields of sport. Eighteen golf courses have been developed in thirteen years and the number of players has grown from zero to two thousand. Introductory golf courses are oversubscribed and, every day, someone submits an application to join a golf club. Golf is certainly not among those sports which need to worry about their future in Estonia. Sociologists, psychologists and economists could study how the ways of thinking and economic well-being of Estonians have changed, on the basis of developments in golf.



Women's football, karate, bridge and golf were banned

At first there was nothing. In the Soviet Union, golf was banned. Women's football was considered inappropriate for our heroic mothers. Karate was seen as a threat to those in power – an ordinary citizen was not supposed to be stronger than the militia. Bridge was damned as gambling. Golf was viewed as the game of capitalists who have sucked the blood of the proletariat. This view was partially strengthened by the fact that the athletes of the apartheid South African Republic participated in the global golf arena.

Estonians did not really take the Soviet sports policy to

heart. Girls used to attend all kinds of sports clubs and also played football in school PE classes. During the short time when karate was allowed, Estonian athletes were the best in the Soviet Union and afterwards karate training moved underground. There were no concerns about playing bridge either. But the situation was different when it came to golf, because there were no golf courses. Information about golf was received via Finnish television and some people made their own golf clubs, dug holes near the woods and used tennis balls to hold social golf tournaments in the fields.

When independence was regained, developing golf courses was not a priority. But after seeing beautiful golf courses in Sweden in 1991, three men decided to create something similar in Niitvälja, near Tallinn. In hindsight, building golf courses in Niitvälja was completely risk-free. In every developed country, at least one per cent of the population plays golf. According to this figure, there should be about 15,000 players and 15-20 golf courses in Estonia. Therefore, we have room for development. The best result predicted by professionals is that about three per cent of the population will catch the golf bug. But 45,000 golfers and 50 courses in Estonia sounds like a pipe-dream.

It's easier to build than change the way we think

Niitvälja was completed in three years, in 1993. It was a troublesome process, due to the lack of know-how and money, but those were good days for construction: tractor drivers used to come to work for a bottle of vodka a day. The course which was first founded on a once overgrown illegal dumping ground does not resemble the Niitvälja which we can today find 35 kilometres from the capital. Over time, the fairways have been renewed and today this course is almost at a championship course level.

It is easy to build a golf course, but not so easy to change the way people think. In 1993, there were about 25 golfers in Estonia and the number was slowly growing. At first, it was believed that golf was not for the strong and healthy, but for old and tired people who no longer had the strength to run. It didn't help that several top athletes, from Estonian football team players to the double Olympic skiing champion Kristina Šmigun, got hooked on golf and praised the sport in the media. "I am fit enough to run, why should I go walk around in nature," many said. The other reason for the lack of people taking up golf was the assumption that golf was for rich people. There were plenty of successful people who could have gone in for golf, but they were too lazy to look into the true cost. Golf is expensive, the slogan ran. At

Niitvälja

Tallinn Golf Club

18 hole course + PAR20 5-hole practice course

Opened: 1993

www.egk-golf.ee

The first full-size golf course in the Baltic states has become synonymous with golf in Estonia. The extension work which began in 2004 has resulted in completion of the 18-hole Park Course. 5 holes built in 1990s were replaced and are used today as a 5-hole practice course. Niitvälja offers sufficient challenge for players. One cannot lose focus for a second, as there are no simple fixed-par holes. Tactics play an important role, as players constantly tackle water hazards, forest and bunkers. At the same time, there is no danger if one is clever enough and, in addition to pure enjoyment, Niitvälja offers great results. Niitvälja's advantage is excellent practice areas, which are some of the largest in Europe.

Kuressaare

Saare Golf

18 holes, par 72

Opened: summer 2008

www.saaregolf.ee

This Championship Course, which will be opened in June 2008, will certainly compete for the title of the prettiest and best golf course in Estonia. The course is made special by the surrounding landscape, which is reminiscent of a painting with an ideal composition. Due to modern golf architecture, the course offers excitement for players of all levels. The soft sea climate of Saaremaa makes the golf season longer. Hence, you can play until November, in an ideal scenario all year round.

Audru

Audru Golf Club

9 Pay-and-Play holes. 18 holes currently planned

Opened: 2003

www.audrugolf.ee

A Pay-and-Play type course on an open landscape, where everyone can play, including those without a greens card. The holes are simple, which makes Audru an ideal place for beginners to take their first steps and acquire the skills of the game. At Audru, golfers can rent real antique golf sets from 1900-1920, which have been restored for play. The hand-made golf clubs, with hickory shafts, are not as stiff as modern clubs and the goal is not to hit long. It is important to hit precisely, to plan every shot and have imagination to get around on the golf course. You can now experience all of that on the Audru golf course.

Haapsalu

Ridala Golf

9 Pay-and-Play holes, 18 holes currently planned

Opened: 2005

www.ridalagolf.ee

Haapsalu Pay-and-Play golf course is meant for beginners to become acquainted with the game. They hope to develop another 18 holes by 2010.

Pärnu

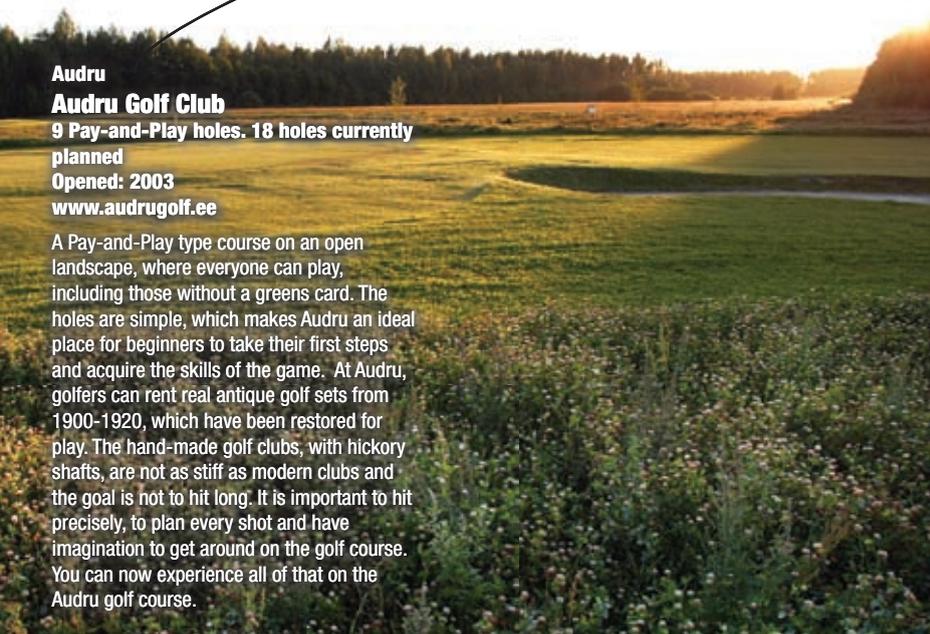
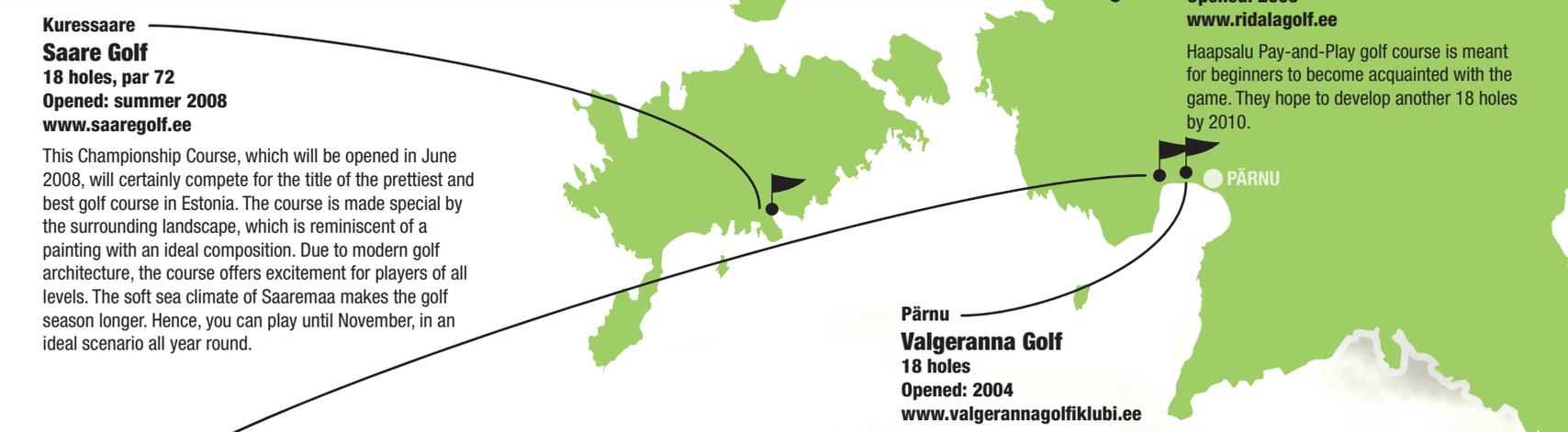
Valgeranna Golf

18 holes

Opened: 2004

www.valgerannagolfiklubi.ee

A course situated between the Audru River and the sea, with sufficiently complex holes and open to the wind. The course is bordered by numerous water obstacles which make the more risk-prone players face some serious problems. The course has the potential to grow into a real pearl with some more work and development.



**Suuresta
Suuresta Golf Club**

9 + 9 holes
**Opened: 9 holes in 2005, 9 holes in
 autumn 2008**
www.golfest.ee

A links-type course open to the wind offers a challenge due to the course length. However, there are not many natural obstacles in Suuresta which would interrupt the game and hence it can be called a peaceful golf course. The course has great potential, but still needs some time to develop. The next 9 holes will be opened in the autumn of 2008, together with the new club house.

TARTU

**Jõelähtme
Estonian Golf and Country Club**

18 + 9 holes
Opened: 2005
www.egcc.ee

The lower course, called the Sea Course, is a true Championship Course. The course is situated in an ancient forest and reaches from the sea to the Jägala River. With its height differential of up to 40 metres, oak alleys, old boulders and natural ponds make this course a real jewel. But Jõelähtme is not just a pretty place. The length and complexity of the course, combined with the sea breeze, force even the most qualified golfers to play at the highest level.

The upper Stone Course stretches across a limestone plain in the midst of junipers, restored stone fences and nationally protected heritage sites. The 9-hole Stone course, which is open to the wind, creates a mood characteristic of traditional British links courses.

**Otepää
Otepää Golf Club**
18 holes
Opened: 2006
www.otepaagolf.ee

The only course in southern Estonia makes good use of the local hilly landscape, ancient forests and tranquillity. Each hole is full of special surprises and the golfer has to be prepared both mentally and physically to achieve a good result. Otepää is guaranteed to offer pleasure for the senses, due to its superb natural environment.



the same time, those who said so spent large sums of money on hobbies such as tennis, motor sports or scuba-diving.

In true Nordic spirit, Estonians also play golf in the winter

The lack of players—most of Niitvälja's

income came from tourists—was the main reason why the golf boom and development of new courses was delayed. It took ten years for the explosion. At last people understood that golf was a worthy game.

The next course to be opened after Niitvälja was in the summer capital Pärnu. First, a public course was opened, followed by the Valgeranna Golf Course in 2004. Work still continues on both of the golf courses in Pärnu and they are not ideal, but golf and the seaside resort are now inseparable.

The winter capital Otepää did not lag far behind. Last year, the most unique golf course in Estonia was opened

in Otepää. The hilly southern Estonian countryside made it possible to spread the course over hills and valleys in a way which, in addition to the mental challenge, is quite physically demanding. As Otepää is Estonia's winter capital, they also play golf in the winter. On snow! For the winter tournament, the fairways are smoothed and the golfers take something warm to drink with them while enjoying the nippy weather. The golf balls are orange so that they can be seen on the snow. The cold is not an obstacle for true northerners: Estonians have sheep, wool and grannies who knit warm jumpers, socks and mittens.

Golf and ancient times combine in Estonia

It is common knowledge that Estonians are tough, strong and stubborn. One must be better than one's neighbour. In other words, golf competition was known here before a golf course came to Estonia. Mait Schmidt, who can be considered the first true Estonian-born golfer, started playing golf before Niitvälja was completed and trained the first generation of local golfers. He decided to create a course according to his own wishes and ideas.

In 2005, the 9-hole Stone Course was opened East of Tallinn, off the St Petersburg Road. A year later, it was followed by the 18-hole Sea Course. Both courses are connected with ancient times and history. The Jõelähtme golf,



Pearl of golf on an ancient landscape





leisure and sports complex is situated in an ancient Estonian cultural setting. The history of the area can be traced back more than five thousand years. Official pre-historic sites on the grounds of the golf course, restored stone walls, old oaks, ancient coins and other findings from the area help to create a truly unique atmosphere. Add to that the numerous ponds, the Baltic seaside, the delta of the Jägala River, more than 40 metres of height differences, and international, top quality construction work, and you have an exceptional experience of what will most probably become the next PGA level course in the 'new' Europe.

Jõelähtme is unique: it has the 15th century Jõelähtme

Church and Jägala Castle hill. Over three hundred ancient sites are located in a relatively small area - all of them also recorded in the national heritage list of Estonia! Fifteen of those ancient sites are situated on the very grounds of the golf course - mostly stone graves and large boulders. In 2003, archaeological excavations on the golf course revealed the location of an ancient village called Ristikangrumäe, a village which for some reason disappeared from maps after the 17th century. Findings from the area - fragments of bones, pottery and coins - will be given a separate "history" room in the upper floor of the club house. Photos with old stone graves and ancient stones can be taken on the golf



AS OTEPÄÄ GOLF, Looritsa, Mäha village, Otepää, 67409 Valgamaa, Estonia
info@otepaagolf.ee, GSM: +372 56 200 115



Exclusice clubhouse:

- ▶ A carte restaurant Swing
- ▶ Seminar and meeting premises
- ▶ Golf simulator
- ▶ Saunas
- ▶ Children`s playing room

Championship golf course in Otepää Nature Park:

- ▶ 18-holes high quality golf course
- ▶ Golf demos, green-card courses & teaching
- ▶ Event management
- ▶ Longest season in Estonia



course: for example, on the 4th hole with the Ellandvahe boulder - a large piece of glacial drift from thousands of years ago.

Many of the ancient sites and findings date back to the 10th century, when Viking ships travelled the waters and one of the biggest stopping places on their way was Rebala, part of Jõelähtme.

Estonia needs its own Tiger Woods now

Estonia's largest island, Saaremaa, is known for its seacoast, strong beer and equally strong islanders, who consider themselves, if not better, certainly different from mainlanders. They have built a beautiful golf course in the middle of Kuressaare, but what truly reflects the island spirit is that they will introduce golf lessons in the schools of Kuressaare, knowing this noble game is not a skill wasted.

Indeed the future of golf in Estonia depends on young people. Estonia needs a top player who can win the hearts of the population. This would bring hundreds and thousands of people to the golf courses. We have several examples to illustrate this. Our decathlete Erki Nool brought children to stadiums, and the gold medals of the skiers Andrus



Veerpalu and Kristina Šmigun increased the number of children taking skiing lessons tenfold. If we only had a golf star who could shine among professionals. In any case, golf clubs are doing their best to find the Nordic Tiger Woods. All conditions have been created for young players. Mostly they can play for free or have to pay only a token sum. Finally, we can say that golf suits Estonians. Estonians are resilient and tough, with a quiet but unyielding character. When we add in nerves of steel and an ancient spirit, we get the ideal golf player. Therefore, there is hope that, while golf today is conquering Estonia, in the future Estonia will conquer golf.

Best moments of golf at Tallinn Golf Club Niitvälja

Combine your visit to Estonia with a round of golf

Tallinn Golf Club Niitvälja is the oldest 18-hole course in the Baltic countries. Celebrating 15th anniversary in 2008 and being the flagship of Estonian golf for more than a decade, the course is highly rated by both local and foreign players.

Green fees starting from **EUR 39.-**

Golf packages including transfer, accommodation and a round of golf starting from **EUR 130.-**

Golf days for beginners and green-card courses are offered for non-golfers.

Additional information at www.egk-golf.ee

For tee times and packages please contact caddiemaster@egk-golf.ee • Ph. +3725018458





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Clazz is open from 11.00-03.00 every day and has truly international menu. Clazz has Six nights a week live music and something special every day and night from blues, jazz, reggae, latin, filmnights and more.



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Estonia in brief



Official name:

Republic of Estonia

State order:

Parliamentary republic

Area:

45,227 sq kilometres (17,500 sq miles)

Population (2000 Census):

1,356,045 inhabitants:

68% Estonians

26% Russians

and 6% others

Population density:

35 people per square kilometre.

Over 70% reside in urban centres

Capital:

Tallinn (400,378 inhabitants)

Other major towns:

Tartu (101,169)

Narva (68,680)

Kohtla-Järve (47,679)

Pärnu (45,500)

Administrative divisions:

15 counties (*maakond*), divided further into

202 rural municipalities (*vald*)

Official language:

Estonian, a member of the Finno-Ugric group.

Russian is widely spoken. Many Estonians speak

English, German, Finnish or Swedish

Alphabet:

Latin

Religion:

Predominantly Protestant (Lutheran)

Currency:

Estonian kroon (EEK),

divided into 100 sents;

1 euro = 15.65 EEK

Driving:

Right hand side of the road. Speed limits in town

50 km/h, out of town 90 km/h.

International driving licence required

Weights and measures:

Metric system

Electricity:

220 volts, 50 Hz

National flag:

Blue-black-and-white

National holiday:

24 February

(Independence Day)

National anthem:

Mu isamaa, mu õnn ja rõõm

(My fatherland, my joy and happiness)

National flower:

Cornflower

(*Centaurea cyanus*)

National bird:

Chimney swallow

(*Hirundo rustica*)

Practical information for visitors



For more travel details, please consult the sources below:

www.visitestonia.com

(Estonian Tourist Board),

www.esto.info,

www.estonica.com,

www.riik.ee/en

Tourist information centres are located in all larger towns.

The Tourist Information in Tallinn is located right in the heart of Old Town - at 4 Kullassepa street no more than 10 steps from the Town Hall Square (telephone: + 372 6457 777, e-mail: turismiinfo@tallinnlv.ee). A wide selection of maps, brochures and publications in several languages (largest selection in English) can be found at local bookstores and tourist information centres.

Visa

Citizens of the EU, the United States, Australia and New Zealand and a number of other countries do not need a visa for Estonia. For detailed information on visa requirements and entry rules, please consult the Ministry of Foreign Affairs website at www.vm.ee/eng and the Estonian Border Guard website at www.pv.ee/eng/index.html.

Arrival

By plane: Recently renovated, the Tallinn airport, just 3 km from the



city centre, is welcoming, modern and user-friendly. Among other amenities, travellers have access to a WiFi area (wireless fidelity) in the transit zone. The airport's 24-hour customer service telephone is +372 6058 888.

The easiest way to get to town is by taxi. A ten-minute ride to the city centre costs approximately 60 Estonian kroons. A hotel transfer minibus meets all incoming flights and takes visitors to downtown hotels for just 25 kroons (€1.60 or \$1.90). City bus #2 connects between the airport, the centre and the harbour. The bus schedule is posted at the bus stops in these places, and tickets can be purchased from the driver (15 kroons, €0.95 or \$1.16 USD per ride).

Regional airports are located in Kuressaare (Island of Saaremaa),



Kärdla (Island of Hiiumaa), Pärnu and Tartu; these provide no regular international connections. A regular helicopter connection is available between Tallinn and Helsinki, with the centre-to-centre "hop" made in 20 minutes.

By ship:

With over 6 million passengers annually, the Port of Tallinn is undoubtedly Estonia's main gateway. Large passenger ferries arrive from and depart for Helsinki and Stockholm regularly. The 85-km Tallinn-

Helsinki line is served by ferries that make the journey in 3.5 hours; hydrofoils and catamarans make the trip on 1.5 hours and operate Between April to November or December, depending on weather conditions. Travellers should note that different ferry lines depart from different terminals and harbours. The City Port with its four terminals is a 10-15 minute walk from Tallinn Old Town; the Paldiski-Kapellskär line uses the Port of Paldiski, about 50 km from Tallinn.

By car:

Border checkpoints greet travellers entering or departing the country by way of the Estonian-Latvian border points at Ikla (the Tallinn-Riga highway) and Valga, as well as on the Estonian-Russian border at Narva (the Tallinn-St. Petersburg highway),

Luhamaa, Koidula and Murati. When travelling to Estonia from Latvia by car, visitors can drive through the Latvian border but must stop for a passport and customs check on the Estonian side. On the Estonian-Russian border, all traffic is subject to border formalities on both sides.



By bus:

Not only is travel by bus the fastest and most convenient mode of international public transportation in the Baltic states, it also offers excellent value for your money: Tickets to Riga and St Petersburg are available for 200 kroons (€12.80, \$15.50) and 350 kroons (€22.30, \$27.13) to Vilnius. The trip from Riga to Tallinn takes approximately five hours and there are four daily departures; Tallinn to Vilnius is ten hours, with two departures daily; to St Petersburg is eight hours with five daily departures. Regular connections also service Germany, Kaliningrad, Moscow and Kiev. A useful tip: Regular passenger buses have priority at the border checkpoints, so travel is smooth. For more information and timetables, please contact Eurolines at tel. +372 6800 909 or visit their website at www.eurolines.ee/eng/index.html.

By train:

There are only two international trains: one to St. Petersburg and one to Moscow. Both are overnight trains.

Customs

We suggest travellers consult with the Estonian Customs Board (tel. +372 6967 435 or www.customs.ee) for details. If you plan to carry currency valued at more than 80,000 Estonian kroons (foreign currency in cash,

Estonian kroons, traveller's cheques), you are required to declare the amount upon entry into and departure from Estonia. The limit on import of alcoholic beverages from outside the EU is one litre for beverages over 22% alcohol content, and two litres for beverages up to 22%, and two litres for wine. Import of tobacco and tobacco products from non-EU countries is limited to 200 cigarettes or 100 cigarrillos or 50 cigars or 250 g of tobacco products. Counterfeit goods, including pirated CDs, video and audio tapes, are prohibited by law. A special export permit is required for specimens of plants and animals of endangered species, protected species and hunting trophies (please contact the Nature Conservation Department, Ministry of the Environment for details). Articles of cultural value produced in Estonia more than 50 years ago also require special permits (please contact the National Heritage Board).

Getting Around Estonia

Inter-city public transportation

Public buses are the easiest, cheapest and most convenient solution for visiting Tartu, Pärnu or any other of the larger towns. Buses from Tallinn to Tartu depart every 15-30 minutes, to Pärnu every hour. On weekdays, seats to these destinations are almost always available even immediately before departure (watch out for special events). For weekend travel or trips to more remote locations with fewer connections, it is advisable to buy tickets in advance. It is possible to travel Estonia border-to border for approximately 100 kroons (€6.40, \$7.75). The Tallinn Bus Terminal is located at Lastekodu 46. The timetable is also available online at www.bussireisid.ee/index.php and ticket information is available at telephone +372 6800 900.

Travelling by car

Travellers hoping to see more of the country and the rural areas it would be best advised to travel by car. The roads are quite good and traffic is light. Crossing Estonia from north to south or west to east by car takes approximately three to four hours. All major car rental agencies have offices in Tallinn. It is also possible to rent the car in Estonia and drop it off at a rental agency in Latvia or Lithuania, or vice versa; however, rental agencies do not permit rented cars to be taken into Russia. The speed limit in rural areas is 90 km/h and in cities 50 km/h. In some areas the highway speed limit is increased during the summer months. Headlights and seatbelts (front and back) must be on at all times. Driving under the influence of alcohol or other intoxicating substances is punishable by law. The Sober Team Leader campaign has been in effect in recent years during major festivities. The service makes it possible to call a volunteer for a safe and sober ride home.

Local transport

Taxis: Taxis must clearly display their fares, driver's taxi service licenses, and a meter. The initial charge for entering a cab ranges from 15 to 25 kroons. Different taxi companies have different rates, but the average charge per kilometre is 7 kroons. In Tallinn, a short ride within the city centre usually costs around 50 kroons. A ride to the suburbs may cost about 100 kroons. There is no additional charge for ordering the taxi by phone, and it usually takes the cab just five to ten minutes to arrive. All taxi drivers must give you a receipt (in Estonian, ask for "Kviitung, palun"). Locals usually give the exact fare and no tip. As in most major cities, some dis-

honest drivers attempt to overcharge unsuspecting passengers. If in doubt, note the taxi company and license plate number.

Public transportation: Tallinn has a public transport network of buses, trams and trolley-buses. Other Estonian towns have buses. Schedules are posted at bus stops. Tickets are available at newsstands (the yellow and blue "R-kiosks") and from the driver. A pre-purchased ticket (10 kroons, €0.64, \$0.76) must be validated upon boarding and is valid for one ride. A pre-purchased one-hour ticket costs 15 kroons and two-hour ticket 18 kroons. Check the time schedule for Tallinn bus lines for any bus stop at www.tallinn.ee/eng

Accommodations

All major hotels in Tallinn have been newly built or completely renovation





in recent years. Despite annual additions to the number of hotels and rooms, it can nonetheless be difficult to find a hotel room on short notice (particularly over the week-end). For the best selection, we urge visitors to Tallinn and the rest of Estonia to book hotel rooms in advance. For more details, see the Tourist Board website at www.estonica.com.

Money

The Estonian kroon is pegged to the euro (1 euro=15.6466 kroons; 1 kroon=100 cents). Currency exchange services are offered at banks and at exchange stands. Neither charge commission, and no major differences should exist in the rates. Banks are open on workdays from 9:00-17:00 or 9:00-18:00. Select branch offices also open on Saturdays from 10:00-15:00. Many large shopping centres include a bank office that is usually open seven days a week. Major credit cards are widely accepted. Large credit card transactions usually prompt the staff to request an ID; the threshold varies by shop but it usually starts around 200 kroons. The sales staff will note your passport or driver's license number on the receipt. Travellers' cheques are not accepted in shops and should be exchanged for cash at a bank. ATMs (automated teller machines or

cash points) are conveniently located around town; instructions are in English, Russian and Estonian.

Telephones

The country code of Estonia is 372. Dial 00 for outbound international calls. Public payphones only accept prepaid phone cards, which can be purchased at newsstands. As with ATMs, phone instructions are offered in English, Russian and Estonian.

Emergencies

112 is the emergency number for ambulance, police and fire department. The police can also be reached directly at 110. Emergency numbers can be dialled free of charge and without a phone card from any public telephone. Select pharmacies are open 24-hours-a-day in many major towns. The one in Tallinn is located at Pärnu mnt 10 (opposite the Estonian Drama Theatre); the one in Tartu is located in the Town Hall building (Town Hall Square).

National Holidays

Estonians celebrate January 1 as New Year's Day, a rather slow and quiet day as people recover from the festivities. Shops open late and banks are closed. February 24, Independence Day, is celebrated with a parade of the Estonian Defence Forces at Vabaduse väljak (Freedom Square). May 1 is a bank holiday, similar to Good Friday and May Day. June 23 is Victory Day in commemoration of the 1919 Battle of Võnnu, and June 24 is St. John's Day (Midsummer). June 23 is the biggest holiday of the year as Estonians celebrate Midsummer Eve: It is said that even grass does not grow in Estonia at that time. August 20 is the Day of Restoration of Independence (1991). December 25 (Christmas Day) and December 26 (Boxing Day) are usually

spent at home with families.

Food

Traditional Estonian cuisine consists of simple peasant food, such as cottage cheese, potatoes and bread, all of which are still important components of the local diet. The Estonian dark bread is the main staple missed by Estonians abroad. Typical Estonian dishes do not feature prominently on restaurant menus, and traditional home cooking is more likely to appear at small eateries in remote areas. Still, a few establishments have made Estonian specialties their niche; to sample Estonian cuisine, try the Kuldse Notsu Kõrts, Vanaema juures (At Grandmother's), Eesti Maja (The Estonian House) and Kolu Tavern (Open Air Museum) in Tallinn, and the highly recommended Lümända söögimaja on the Island of Saaremaa.

Of meat dishes, pork is the favourite and most common in Estonia; Baltic herring is the most common local fish. A typical, heavy Estonian meal is a pork steak with sauerkraut and potatoes. Soups are also a mainstay in the local diet, with tasty samplings ranging from broth with dumplings and meatballs to delectable vegetable purees. At local restaurants, appetizer prices start at approximately 40 kroons (€2.55, \$3.10) and main courses start from about 80 kroons (€5.11, \$6.20). A three-course restaurant meal with coffee will usually cost upwards of 200 kroons (€12.70, \$15.50). A glass of house wine or beer is usually 30-40 kroons (€1.90-2.55, \$2.32-3.10). Cafeterias offer main course for 30-45 kroons (€1.90-2.88, \$2.32-3.40) and 100 kroons (€6.40, \$7.75) will buy a full meal. Pleased customers usually leave a tip of 10% of the bill.

Drinks

The main drinks in Estonia are beer,



wine and vodka. While many young city residents opt for beer or wine, the older generation and rural folk tend to prefer vodka. In the 1930s Estonian vodka made it into the Guinness Book of Records as the strongest vodka in the world (96 °). Local brands of beer enjoy a very strong market position in Estonia. The two main breweries are Saku and A. Le Coq. Saku is Tallinn-based, and its corporate colour is navy blue while, A. Le Coq is brewed in Tartu, and its colour is red. There are also many smaller breweries. A full list of Estonian beers is posted at www.BeerGuide.ee. One glass of beer at bars or restaurants costs 25-30 kroons. A bottle of beer sells at supermarkets for 9-10 kroons.

Spirits also include some traditional liqueurs. The famous Vana Tallinn (Old Tallinn) has a 45 ° alcohol content, and is coincidentally made from 45 ingredients - the recipe is known only to a handful of people. Indeed, the legendary 19th-century kristallküm-mel (caraway liqueur) has made its long-awaited comeback.

Estonian wines, made from currants or other local berries, are rather sweet. Wine lovers usually prefer imported wine, of which there is an ever-increasing selection at stores and vinoteks. A very popular and refreshing non-alcoholic drink is kali, made of bread,

malt, rye or oats flour and yeast; it has a characteristically dark brown colour. It was with this drink that the Estonians forced the Coca-Cola company into submission, or at least into a business deal. Kali was enjoying phenomenal sales, while Coke was not selling up to expectations. It was then that Coca-Cola decided to broaden its horizons by buying one of the local kali trademarks in order to make a profit on the stubborn Estonians

Entertainment

The entertainment scene in Estonia is vibrant year-round, providing visitors and locals alike with a long list to choose from. Concerts, festivals theatre, street raves, DJ competitions – Estonia has it all. It is not by chance that both Tallinn and Tartu have their own opera and ballet theatre. Tickets are an excellent value for the money; concert tickets start around 80 kroons, and best seats at the opera are yours for as little as 200 kroons. For more information on the concert schedule see www.concert.ee; the programme for the national opera is posted at www.opera.ee. Tickets can be bought at the box offices or via ticket agencies located in the larger department stores. A useful site for information on cultural events is www.culturepoint.ee.

Even the most sceptical museum-goer is bound to find something intriguing in Estonia's large selection of museums, which feature everything from history, art, photography to toys, chocolate, musical instruments, even wax figures and many other topics. Most museums are closed on Tuesdays and many on Mondays as well.

It is advisable to have cash on hand as many museums do not accept credit cards.

Tallinn is also bustling well into the night with booming and blooming club scene. Clubs are usually open and packed with energised vibes from Thursday to Sunday, with Friday and Saturday drawing the liveliest of crowds. In addition to local and resident DJs, clubs frequently present guest performers from London, the US and other club hubs. For those looking for a more mellow night on the town, Tallinn's street are brimming with pubs, vinoteks and bar-restaurants, many of which offer live music even on weekdays. Rather take in a movie? Films in cinemas are shown in the original language with subtitles.

Shops

Souvenir shops in Tallinn and most other tourist locations are open seven days a week, 10:00-18:00 or 19:00. Big supermarkets and hypermarkets are open seven days a week from 9:00-21:00 or 10:00-22:00. Department stores close a few hours earlier on Sundays or, in smaller towns, may be closed on Sundays. Smaller food shops may have shorter opening hours. Some 24-hour shops can be found as well. Other shops usually open at 9:00 or 10:00 and close at 18:00 or 19:00; they often close early on Saturdays and are closed on Sundays. The majority of shops accept credit cards, with the exception of smaller stores and stores in rural areas.

Souvenirs

Souvenir and shopping preferences vary hugely but there are certain souvenir gifts that have gladdened many a heart. Estonian handicraft comes in many forms. There are woollen sweaters and mittens with local ethnic patterns, linen sheets and tablecloths,





crocheted shawls and veils, colourful woven rugs, handmade jewellery and glassware, baskets, and an array of wooden spoons and butterknives made from juniper. Fine and applied art for show and purchase is on display at art galleries around the country, featuring graphics, glass, ceramics, hand-painted silk scarves and leatherwork. Various herbal teas from wild plants are available at pharmacies. Local honey – pure or flavoured, e.g. ginger, is another delicious treat. In rural areas, you may find hand-milled flour. And those who keep coming back swear by the Estonian black rye bread. To bring home local spirits, popular choices include Vana Tallinn or kristallkummel liqueur or local beer. And there is no place better than Estonia to buy Estonian music.

Crime

Although common sense is advisable in all destinations, Estonia gives no particular reason to be excessively worried. Do not walk the unlit and abandoned areas alone at night. Do not leave bags or items of value in the car, as not to tempt car thieves or robbers. Pickpockets may operate at crowded tourist destinations in Tallinn, so make sure your wallet and documents are stored safely.

Language

Estonian is not widely spoken in the world, so Estonians do not expect short-term visitors to master the local language. Still, local people are thrilled and pleased to hear a foreigner say “Tere!” (Hi!) or “Aitäh (Thank you) in Estonian. Knowledge of foreign languages is naturally a must for hotel staff and numerous other professions in the service sector. Many people are fluent in English, particularly the younger urban generation, and a great number of people also speak Finnish, due to Finnish TV, Finland’s close proximity to Estonia and the great number of Finnish tourists. German is less widely spoken in Estonia, although previous generations have often studied German, not English, at school. Russian-language use has dropped to a point where older people no longer speak the language well and the younger generation have already chosen other languages to learn at school. Studying French has become more popular over the last few years but the number of people who speak French is still quite small. An English-Estonian dictionary is available online at www.ibs.ee/dict.

Estonians

Estonians are typical Nordic people

– they are reserved, not too talkative and speak rather monotonously, with very little intonation. All this may give one the impression of coldness bordering on rudeness. But rest assured, this is not the case, and the speaker may actually be extremely well-meaning, even excited. There are several well-known Estonian sayings, such as “Think first, then speak”, “Weigh everything carefully nine times before making a move”, and “Talking is silver, silence is gold”. It is, therefore, no wonder that the people are not very good at small-talk, do not waste too much time on grand introductions, and usually come straight to the point. This is why Estonians’ English may sometimes sound shockingly direct. There is, however, often a subtle irony involved in Estonians’ utterances – delivered with a serious face and just the slightest twinkle of the eye.

Estonians are relatively individualistic. There is a saying that five Estonians mean six parties. Even though people agree on the final objective, they insist on reaching it in their own ways. Estonians also value their privacy. In the old days, it was said that the neighbour’s house was close enough if you could see the smoke from the chimney. Modern, tight-packed urbanites flock to remote countryside on the week-

ends to enjoy more space and privacy.

Even though guests at birthday parties and concerts are rather quiet and subdued in the onset, they warm up eventually and turn into a direct opposite of their day-character, as you are likely to see in Tallinn’s clubs.



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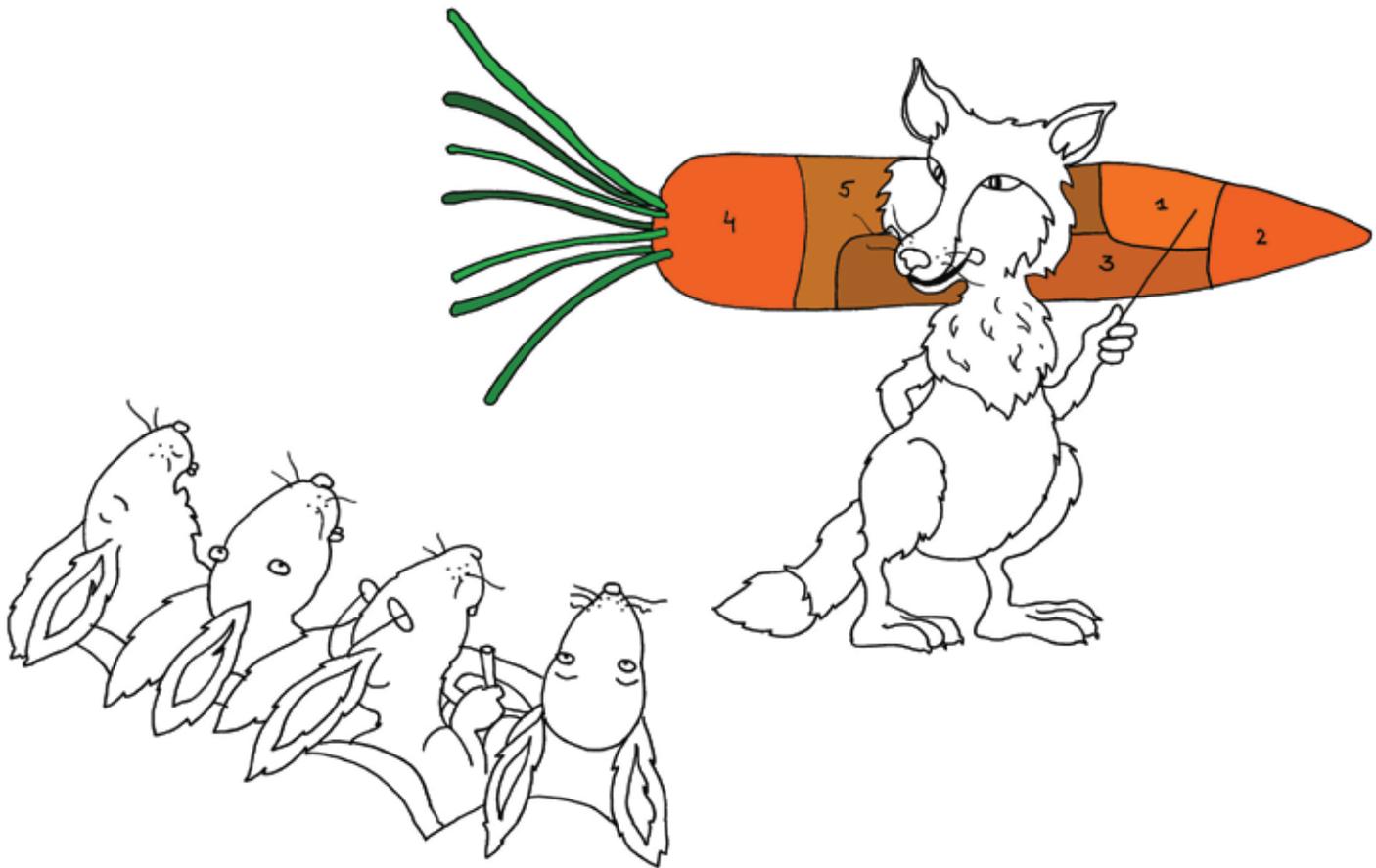


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