

THE FINNISH READING CENTER



The Finnish Reading Centre, founded in 1972, is a well-established literacy NGO. Our mission is to promote literacy, reading as well as reading motivation among children and youth in Finland. We gather information, produce materials and provide services and expertise for schools, libraries, the general public, media and policy makers. We co-operate with international reading organisations and promote the distribution of research results.

One of our key functions is to arrange author visits to schools, nursery schools, libraries and other institutions. Currently, we are the only institution in Finland systematically organising these visits. The aim of the author visits is to promote reading motivation of children and youth. Listening to read-aloud stories, discussing with the author and classmates and learning about the process of writing a book all support the eagerness to read and write stories. The visits also help the authors to gain more income and recognition.

We are funded by the government (Ministry of Education and Culture), together with several Finnish charitable foundations.

The Role of the Reading Centre is to

Promote literacy and support reading for pleasure

Serve as an expert in the fields of reading and literacy

Provide services for other actors working in the field of reading and literacy

Expert services

The Finnish Reading Centre participates in national and international research projects, commissions investigations, gathers research results and produces reports. We provide hands-on and objective information on reading and literacy.

The aim of our research is to boost awareness of the benefits of reading and literacy. We bring together studies and reports that describe different reading habits and their relationship to literacy and wellbeing.

The Finnish Reading Centre is a well-known and trusted research collaborator and provider of information. We cooperate with media and draw policy-makers' attention to investigation-based facts about the literacy related issues in Finland. We also cooperate with various stakeholders and help to bring the target groups together.

Author visits

Listening to read-aloud books and discussing with authors support children's literacy and boosts their imagination. Listening to novellas and sharing the experience can be an empowering experience to all, independent of age. This is why we provide author visits to schools, day care centers and libraries, as well as to private and cultural events. The Reading Centre brings the authors and audiences together, facilitating the visits. We suggest authors to audiences, contact the authors and book the visits. We also make sure the visits run smoothly by taking care of

scheduling, agreements, invoicing and other practicalities. So far, our service is the only one of its kind in Finland.

In total, we have more than 1000 author visits to schools, libraries and events every year, with hundreds of authors.

Campaigns and project

We carry out a number of campaigns and projects the aim of which is to support reading and literacy. The aim of the campaigns is to inspire people from all age groups and backgrounds to read and to further develop the literacy in Finland. We are well-known for being a responsible and proficient associate. The campaigns and projects are based on comprehensive understanding on the field of reading and literature, including timely topics and current research themes.

Magazines

The Finnish Reading Center publishes two online magazines. Lukufiilis is written by young people to young people. We encourage students from secondary schools, high schools and vocational schools (13-19 years old) to participate in writing the contents of the magazine. We also encourage them to make comments and share the contents in social media. The magazine functions also as a discussion platform and helps young people to find interesting books. The aim is to boost reading activities and enthusiasm.

Kiiltomato.net is a literary criticism media. The online magazine introduces and evaluates non-mainstream books, which might otherwise go unnoticed. The media highlights the versatility of national and international literature. It also introduces authors to the general public.

Contact

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