

Seinäjäjoki

VISIT SEINÄJOKI

SUMMER
2023



A LOCAL PERSPECTIVE TO SEINÄJOKI

Tips for Seinäjoki
by Marko Maunuksela

ALVAR AALTO - THE MASTER OF MODERNIST ARCHITECTURE

Timeless architecture
in the middle of the city

SPACE FOR BIG DREAMS

Get inspired by the Capital of Space

What is the capital of the Finnish plains made of? Wide, open landscapes and people with a can-do attitude: if we don't have it, we'll make it, be it a lake or a mountain.

What is the capital of the Finnish plains known for? The biggest summer festivals in Finland, an array of buildings by our internationally best known architect, Alvar Aalto, sports, and the comedy stuntmen Dudesons.

But Seinäjoki is so much more than Aalto architecture and its summer music festivals. Even after the summer season, there is plenty on offer for culture vultures: contemporary art, theatre, music clubs.

Sports fans are spoilt for choice. The town has great facilities to enjoy spectator sports. There are numerous walking trails to entice you to explore the nature, including boardwalk trails over bogs and accessible routes. With shelters where you can take cover from the elements or have a barbecue.

Seinäjoki is also a centre for shopping. Ideapark Shopping Centre has over 100 shops and a dozen or so cafés and restaurants that attract visitors from far and wide. The centre has had a recent facelift, and a varied programme of events in its central square is attracting more and more locals to come to spend time there.

Seinäjoki is a short distance away from some of the best family destinations of the region, including the unique Keskinen Village Shop, Power Park Amusement Park, Ähtäri Zoo and Härmä Spa.

Seinäjoki is a bustling place to visit throughout the year! Welcome to the Capital of the Plains!

Tuula Lahti
Into Seinäjoki /
Visit Seinäjoki



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Culture Centre in a Cowshed

You can spot the patinated green roofs from far away. The streamlined bridge – “Dawn of the Plains” – like a wing of a swan, leads over one of the main highways to the old red-brick building in the middle of a new residential neighbourhood. This 130-year-old cowshed is now the new centre of culture in Seinäjoki, offering exhibitions of contemporary art, arts and crafts workshops and courses, concerts, dance and food.

History

The history of the old cowshed – Kalevan Navetta – located in the Itikanmäki neighbourhood, goes back to the 1890s. Despite its name, it actually never was used as a cowshed as originally planned. It was a baize factory until the 1920s, after which it became property of The Seinäjoki Military District Staffand was used as a warehouse until the 1990s. Over the years, the local



Contemporary art

Seinäjoen taidehalli – Kunsthalle Seinäjoki – is known for its bold contemporary art exhibitions, public art and a versatile supplementary programme. You can book an art workshop or guided tour to your group and also visit the local art rental shop Parsi.



Seasonal, local food

Restaurant Äärellä Kuppi + Kattila offers local and seasonal culinary experiences. During the week, it serves delicious lunch, not forgetting a vegetarian option. Come for the popular brunch on Saturdays.



Arts and crafts

In the Taito Shop, you can find exquisite local arts and crafts products that express the soul of the region. It is a perfect place to find unique souvenirs, such as Seinäjoki-themed products.

Festival Frenzy

From tango to pop, rock and electric – Seinäjoki is home to some of the best music festivals in Finland

Seinäjoki hosts some of the best known and loved music festivals in Finland: Provinssi brings together a varied mix of Finnish and international names of pop and rock in the beautiful Törnävä area, and the new king and queen of tango are selected every year in the tango festival Tangomarkkinat. Solar Sound Festival caters for fans of electronic dance music and Vauhtiajot combines rock and motor racing.

But Seinäjoki is not just about big summer festivals: there is something interesting happening throughout the year and for everyone: sports events, concerts, theatre, courses and guided tours. As an important transport hub in the country, Seinäjoki is also a great place to hold conferences and seminars, offering a wide range of facilities from large conference halls to intimate meeting venues.

Check out all events from the Event Diary at www.epkalenteri.fi



Provinssi

Provinssi is one of the biggest rock and pop music festivals in Finland. It takes place every June by the river in the beautiful Törnävä park. It has a good mix of both local and international artists, well-known and newcomers.

www.provinssi.fi/en



Tango Festival

The Finnish take on tango may be somewhat different from its dramatic Argentinian relative, but it does not lack in its passion whether of its performers or fans. Tangomarkkinat brings together the country's best tango singers and lovers of the music who tango the night away in the streets of central Seinäjoki. Tangomarkkinat takes place in July.

www.tangomarkkinat.fi

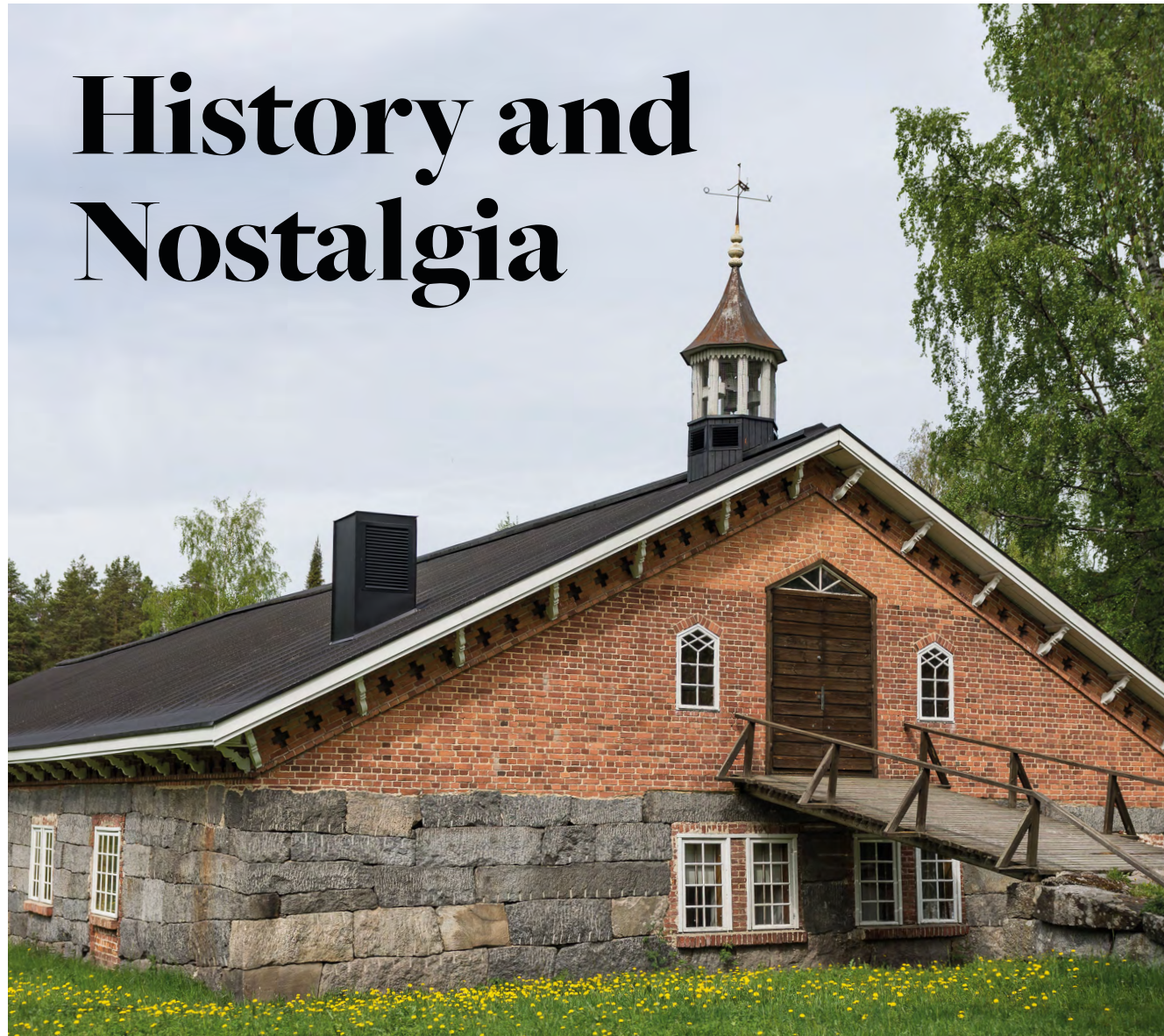


Solar Sound

The Solar Sound Festival brings together fans of urban and electronic dance music. The festival is held in August in the OmaSp Stadion in the centre of Seinäjoki.

www.solarsound.fi

History and Nostalgia



Provincial Museum of South Ostrobothnia and the Liinamaa Cottage

The Provincial Museum of South Ostrobothnia in the Törnävä neighbourhood tells the story of the town from its beginning to the present day. Törnävä area provides a beautiful setting for a number of heritage buildings dating as far back as the 17th century with an imposing windmill as its focal point. The Liinamaa Cottage is a skillfully preserved building that offers a glimpse of how people in the region used to live. The old stone barn houses the permanent exhibition about the history of the region and has changing exhibitions in the upstairs gallery.



The Hospital Museum

The Hospital Museum presents everyday lives and personal experiences of the staff and patients of the old District Psychiatric Hospital that used to be here. Explore stories and objects depicting health care of days gone by. Read more about the development of the historic hospital area called Piiri on page 13.



South Ostrobothnia Civil Guard and Lotta Svärd Museum

The impressive green wooden building in the centre of Seinäjoki is nothing less than one of the earliest designs of the famous Finnish architect Alvar Aalto, representing his early neoclassical style. The museum presents an important and tumultuous period in the history of Finland when the newly independent country was ravaged by a civil war.



The Finnish Emigrant Museum

Just outside Seinäjoki by the Kalajärvi Lake, you will find a collection of buildings from across the world that were originally built by Finnish emigrants. The houses relocated from North America, Australia and Siberia tell stories of these people who left their homes for foreign lands, often in search of a better life.



The Nurmo Heritage Museum

The Nurmo Heritage Museum comprises an original farm house from the 18th century, surrounded by other typical farm buildings relocated from different parts of this village close to Seinäjoki. Learn about the "awakening", a Lutheran movement influential in the region from the 18th century, Karelian refugees relocated here after WWII and the local brass casting tradition.

Hunting for antique treasures

Café Kriikku,
Maijan Wanha Navetta
and Wanha Pokki shop

Venture to the nearby villages outside Seinäjoki in search of nostalgia and antiques. In Ylistaro, by the beautiful Kyrö River, you will find an old mill that now houses a small museum and a cosy café Kriikku. Then move on to the nearby Maijan Wanha Navetta, a second-hand and antique shop housed in an old cowshed, where you could easily spend hours rummaging through its treasures. Great finds can also be made in the Wanha Pokki shop in Peräseinäjoki village.



South Ostrobothnia Tractor Museum

What happens to tractors that have passed their sell-by-date, and left to rust at the back of farms? With luck, they'll end up in the workshop of Matti Jaskari to be renovated back to their former glory and then displayed in the South Ostrobothnia Tractor Museum, the largest private collection of antique tractors in Finland.

ALVAR AALTO

the Master of Modernist Architecture

The Aalto Centre is an impressive example of modernist architecture in the heart of Seinäjoki, featuring clean lines and intriguing details. Born in nearby Kuortane, Alvar Aalto is Finland's internationally best known and most influential architect.

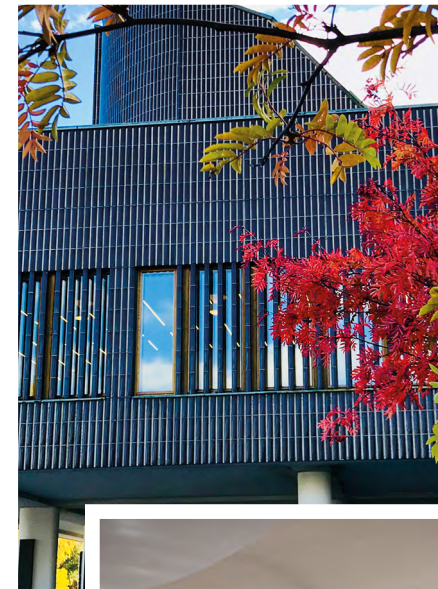
In the 1950s, Aalto won the design competition to create an administrative centre for Seinäjoki, resulting in a unique building complex comprising a number of architectural masterpieces that people come to see from all over the world.

The Cross of the Plains

The imposing Lakeuden Risti Church that translates as "the Cross of the Plains" is the best known landmark of Seinäjoki. Come in and admire the clean white lines and beautiful details of the interior: the light fittings, textiles and the stained glass windows. Then go up the 65-meter-high bell tower to admire the breathtaking views from the top. The fountain at the foot of the tower, surrounded by charming copper birds, is also designed by Aalto.

Aalto Library

The exquisite Aalto Library was completed in 1965. Many think that it is the most beautiful of all of Aalto's libraries. His talent was not only limited to buildings but also extended to interiors, from furniture to light fittings.



Alvar Aalto

City Hall

Seinäjoki City Hall was completed in 1962. The dark blue ceramic tiles of the exterior glimmer in the sun like a flowing river. The eye-catching shape of the building reminds viewers of a grand piano.

City Theatre

Alvar Aalto made the design for Seinäjoki City Theatre already in the 1960s, but for a number of reasons its construction was delayed, and it was only completed 11 years after his death, led by Elissa Aalto, architect and second wife of Alvar Aalto. It has three stages and a restaurant.

Glass collection

By the entrance to the Aalto Library, you are welcomed by an impressive collection of over 200 pieces of glassware and other designs by Alvar and his first wife Aino Aalto. This unique collection by a private collector was gifted to Seinäjoki.

Guided tours

Seinäjoki Guides arrange guided walks for groups around the Aalto Centre. Join a tour to hear interesting stories about the construction of the buildings, their history and Alvar Aalto himself.



Music and Dance

Seinäjoki City Orchestra

Seinäjoki City Orchestra invites you to leave your prejudices behind and reminds us that classical music is for everyone. The Seinäjoki Music Hall provides an excellent setting for music lovers in a relaxed atmosphere. The orchestra has a varied programme ranging from symphonies and chamber music to the Beatles!

Feel the rhythm

The Seinäjoki Live Music Association runs one of the biggest music clubs in Finland on the outskirts of the town: the legendary Rytmikorjaamo that translates as "the rhythm workshop". The varied programme, with Finnish and international artists, caters for fans of all genres of pop and rock music. The Varicko restaurant next door offers a burger buffet and bar during many gig nights.



The Hip Historic HOSPITAL AREA PIIRI

The old regional psychiatric hospital buildings in the beautiful Törnävä neighbourhood, surrounded by wide green spaces, is going through an exciting facelift. The historic white buildings from the 1920s are being turned into cultural and wellness businesses that pay homage to the interesting history of the area. Watch this space!

In one of the buildings, you find the aptly named Theatre Hysteria and Restaurant Verstas with its popu-

lar lunch buffet. A stage on the lawn is looking forward to summer performances. Accommodation is available in Hostel Björkenheim, in an old hospital ward.

Along paths shaded by old trees, you can also find the Hospital Museum and a small chapel. In one corner of the park, three geese stretch their necks by the fountain designed by Kai Noramies.



Discover shops that sell products made from local raw materials: Go-Rento makes natural cosmetics and G-moodi unique jewellery, among other things. Both businesses also invite you to take part in craft workshops to prepare your own jewellery or soap, or to learn about wild herbs.





ATTENTION CHILDREN

It's Adventure Time!

Make sure you'll make time for fun and play because Seinäjoki offers an abundance of activities for children to enjoy. Whether it's meeting and learning about animals, going wild in the Duudsonit Activity Park, cozying up in one of the padded reading pods in the Apila Library, or relaxing by a campfire on the Children's Adventure Trail, you'll find it here!

Apila Library

Lose yourself in engrossing stories in one of the padded reading nooks of the Apila Library. The children's department has a number of cosy hiding places to listen to fairy tales. Music lovers can express themselves in a band room and playing a piano with headphones.

Learn traffic rules and play games

As the summer sun melts the snow and heats the tarmac, the city Traffic Park opens its gates to children, allowing them to learn traffic skills in a safe and fun way, driving pedal cars together with other young drivers. The park is intended for children under 12 years of age. From the nearby Game Park, you can borrow different games and equipment free of charge.

Space travel

The countdown has started! Children love the space-themed playground in the centre of Seinäjoki that opened in 2022. Climb the rocket-shaped climbing frame and let your imagination take you to the stars!

Adventure trails

Nature trails and walks abound in Seinäjoki. Children's Squirrel Trail follows a path in the woods by the Kyrkösjärvi Lake. A short signposted route leads to a charming teepee, passing fun playhouses and museum buildings.



The wonderful world of animals

In the village of Ylistaro, in Wanha Markki, animal lovers can get to meet horses, piglets, rabbits and even exotic alpacas during the summer months. An artist couple opened a retirement home for unwanted animals in a traditional farm house setting, and now offer memorable experiences to children who often have not had a chance to get close to farm animals before. Nearby, the 4H Association of Ylistaro also has a petting zoo, and in addition, an escape room, a giant swing and minigolf. Both places also have a café and a gift shop.

Adventure parks, Hollywood and HopLop

The Ideapark Shopping Centre is also a place for fun and frolic, and challenging yourself! Inspired by the crazy stunts of the Dudesons, the Duudsonit Activity Park is full of fun and exciting activities for thrill-seekers: a giant trampoline, a climbing trail across four levels, a skate park and many other things to release that extra energy! The HopLop indoor playground is the first choice of toddlers. The Hollywood Entertainment Centre offers slightly less adrenaline-inducing activities for the whole family: bowling, minigolf, escape room and a variety of games.



A Local Perspective TO SEINÄJOKI

Marko Maunuksela, who was crowned the King of Tango in the annual Tango Festival in Seinäjoki in 2010, knows Seinäjoki well, having grown in the region and having lived in the town for many years. Still, it continues to surprise him pleasantly as he finds new things to see and do. What would he show visitors to the town?

1 Bold plays

Of the Aalto architecture, it is the City Theatre that has the most significance to Maunuksela:

- The first play that I ever saw was the Rocky Horror Picture Show, which really inspired me.

The interactive performance in which audience was rained on with water and toilet paper had a huge impact on the young man.

- I thought that all theatre was like that. I was somewhat disappointed in that sense after my next visit to the theatre, Maunuksela laughs.

However, he started his career in amateur theatre and as an extra. He admires Seinäjoki Theatre for the bold choices it continues to make.

- I hope I will be able to continue to make my contribution to the theatre. It has a great atmosphere and colleagues. Everybody is welcome there.

2 Welcoming library

Maunuksela does not regard himself as a keen reader but he is very familiar with the new city library Apila, the "clover".

He is proud to show this impressive building to visitors. He also finds it a great place to meet up with people.

- It is a good place to pop in just for a coffee or a snack.



3 Wonderful views from the church bell tower

Alvar Aalto was a familiar name all through Maunuksela's childhood in the village of Alajärvi where the architect spent much time in his youth, too.

- And now I live in the midst of his designs in Seinäjoki!

Maunuksela thinks that we often fail to notice and appreciate the value of Aalto's buildings in our everyday lives.

- However, Aalto Centre is one of the first places we want to show when we get visitors.

The bell tower of Aalto's "Cross of the Plains" church offers amazing views to the surrounding landscape in all directions. Maunuksela believes that there are still many locals who have never been up the 65-meter high tower. And you don't even have to climb the 276 steps up there:

- Just take the lift, he advises.

Text: Hannele Norja
(the original text has been condensed)
Photos: Matti Hautalahti

4 Törnävä neighbourhood

Maunuksela's first experience of the Törnävä neighbourhood goes back to his student days almost three decades ago. Even then he remembers it as a particularly beautiful area.

Maunuksela believes that you can easily spend hours exploring the area, which has a rich cultural history and plenty to see.

- The buildings surrounding the old Törnävä manor house: the stables, the dairy, the cowshed, the church, the monuments, the museums, the gunpowder drying room, Maunuksela lists.

- And, of course, the well tended park and gardens of the manor house are worth seeing.

5 Take a break at the market

To his surprise, Maunuksela found himself enjoying taking a coffee break in the market square after he moved to Seinäjoki, and he recommends taking visitors there.

- The last time I went was yesterday, he says.

- I find that people at the market are easy-going and there is always a great atmosphere.

- The fireweed sculpture is an excellent, colourful focal point, just where it should be. And the entrepreneur statue marks well the other side of the square.

6 Great opportunities for off-road biking

Maunuksela has been surprised by the variety and number of local biking trails around the Kyrkösjärvi Lake. He has been exploring them with his wife after they both got into off-road biking.

- We have not needed to venture any further yet. There is still plenty to explore on local trails.

Maunuksela was also surprised by how hilly it can be around the lake. There is also good variety in the terrain with trails that range from gravel to natural rock and tree root covered ones.

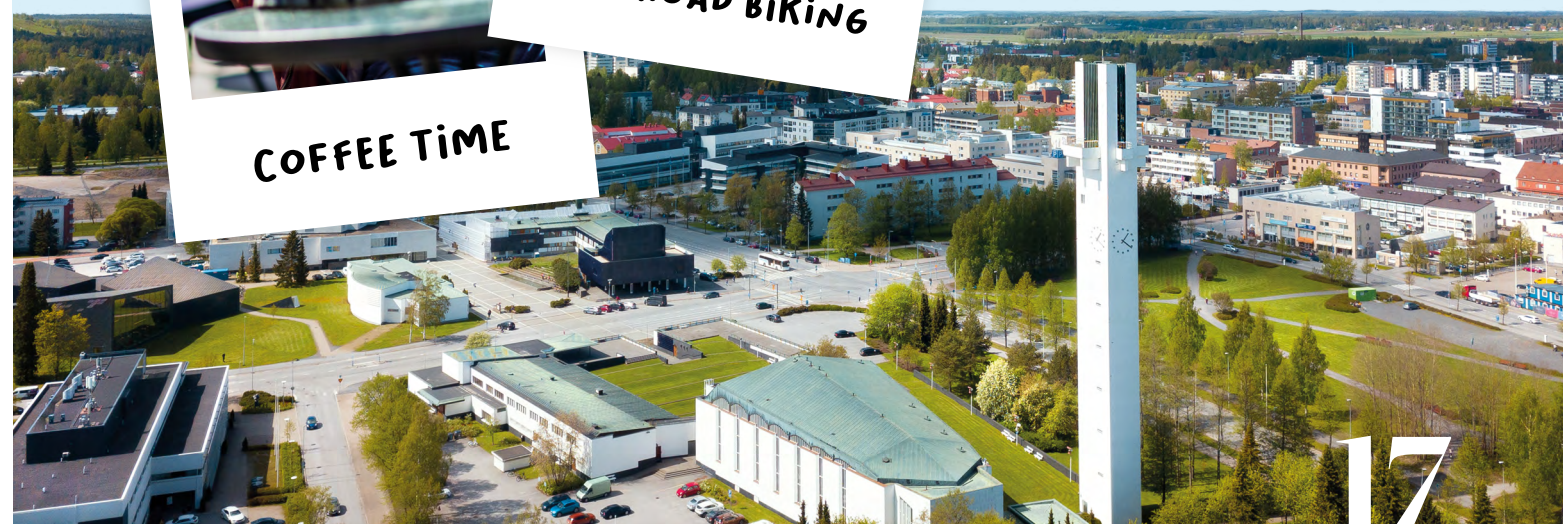
- Now that I have developed in this hobby, I already crave a bit of challenge.

7 And so much more

There are so many opportunities for outdoor activities around the recreation area of Kyrkösjärvi and Jouppilanvuori that Maunuksela just hasn't had the time to enjoy them all.

- Frisbee, nature trails, barbecue shelters, children's adventure parks, beaches, the Periscope viewtower, accessible trails, he lists.

Because of his work commitments, he still hasn't even made it to see a local football match despite his best intentions.



Swim in any season

You might be surprised to learn that Finland is a great destination for swimming! The relatively shallow lakes become invitingly warm during the long summer days. There are many beaches to relax on in Seinäjoki!



Kalajärvi Resort

Kalajärvi Resort, a short distance from Seinäjoki, offers a variety of accommodation options from camping to fully equipped cabins and villas. In the summer, you can enjoy swimming, SUP boarding, nature trails and adventure golf, among other things, and ice skating and cross-country skiing in the winter. Kalajärvi restaurant provides the entertainment in the evenings: concerts, dancing and karaoke.

Kyrkösjärvi Lake

The beaches of the Kyrkösjärvi Lake in Seinäjoki are popular with families. Read more about the area, known locally as "Kyrkkäri" on page 21.



Sahalampi Beach

Just before reaching the town centre, the Seinäjoki river widens up into a small pond called Sahalampi. It is an invigorating place to swim in all through the summer with a small sandy beach and a jetty. You can also play beach volley ball here.



Tanelinranta Beach

Tanelinranta beach is a great place for children with safe, shallow sections that get quickly warm after a few sunny days in the summer. There is plenty of room for sunbathers on the wide grassy areas surrounding this small pond. Get savoury or sweet snacks from the nearby kiosk. SUP boards and wakeboarding is available at the Watersports Centre EPOP-Wake.



Winter swimming

The way to impress Finns and friends back home is to join locals in sauna and iceswimming when temperatures drop down to -20 degrees and below. In Tanelinranta, the local iceswimming club has been offering the experience since 2006. The spacious sauna and a hole in the ice on the lake welcome both newcomers and pros all through the winter. A swim hole in Sahalampi beach is for the most intrepid only, as there is no sauna. Another local iceswimming place with sauna is located in the old quarry in Veneskoski village.



NATURAL Attractions



Put on good walking shoes, pack some sandwiches and hit the trails! Whether you want to walk, run, ski or cycle, you can find interesting trails to entice you in the Jouppilanvuori and Kyrkösjärvi areas. An accessible route to the Aarnikotka shelter with a beautiful location to enjoy the peaceful nature is open all through the year. On the way, you can stop by the Bat Shelter to barbecue some sausages. If you want a longer hike, you can also walk round the whole lake.

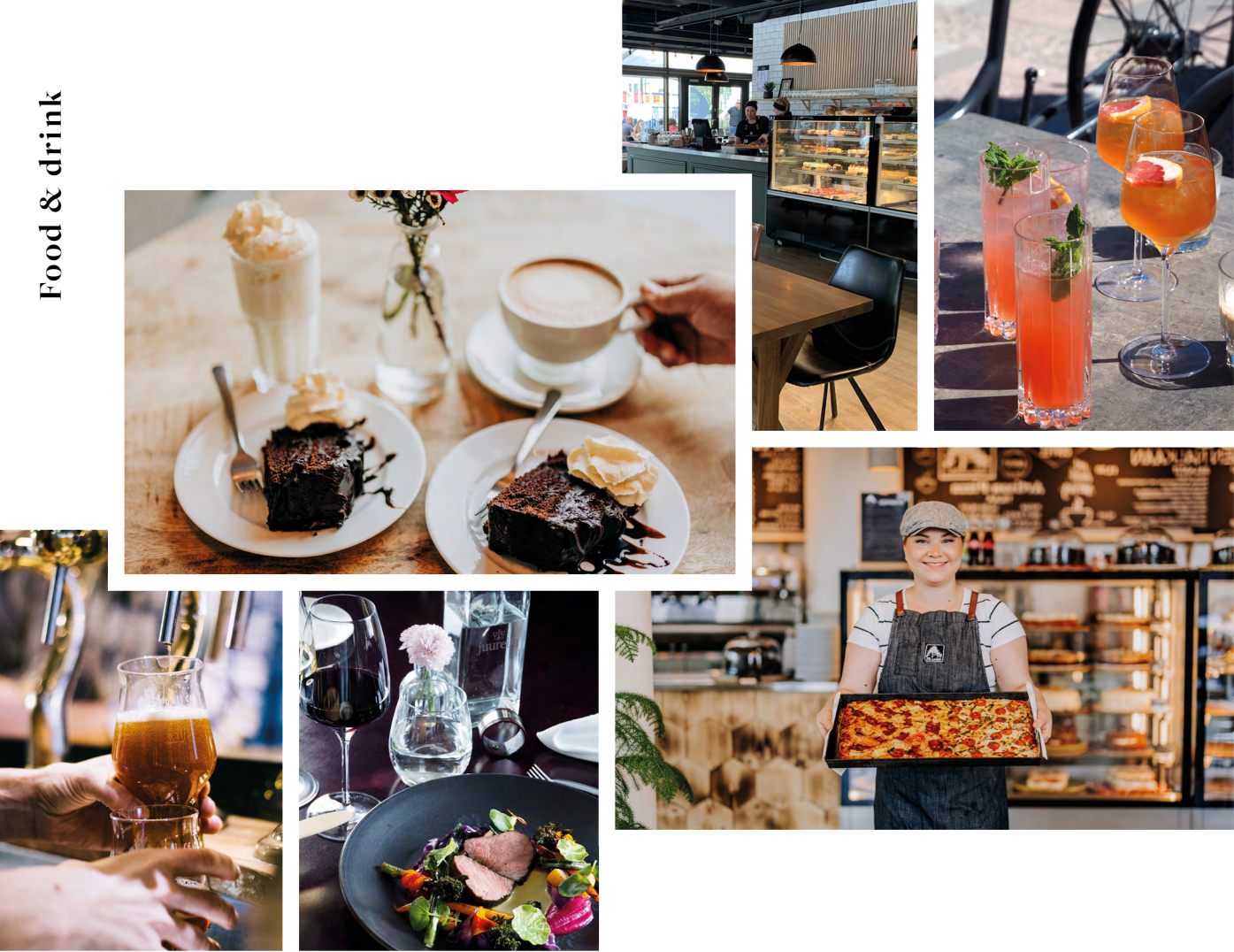
Some kilometres outside Seinäjoki, in the middle of fields and woods, you'll find a large bog, Paukaneva, a European Natura 2000 nature protection area. There you can follow boardwalk trails across the bog leading to a birdwatching tower in the middle. There is also an accessible trail of about 1 kilometre.

Stair climbing and off-road biking

Take the challenge to climb the 278 steps to the highest point of Seinäjoki, on the exercise steps in the Jouppilanvuori recreational area. In the summer, the downhill skiing slope is taken over by off-road bikers. There is also a winter trail for off-road biking. A number of cross-country skiing routes are maintained all through the winter season: the first one opens already in November, as does the first ice-skating rink. In Kalajärvi, you can also find a tour skating track. Kayaks can be rented by Kyrkösjärvi Lake in the summer. Seinäjoki is a paradise for sports and outdoor enthusiasts throughout the year!

Kyrkösjärvi Beach

Apart from swimming, the popular beach by the Kyrkösjärvi Lake is a destination for a number of other activities, too: kayaking, disc golf and beach volleyball among other things. During the summer, you will find a café and changing rooms with showers there. The beautiful Kyrkösjärvi is actually a man-made reservoir.



Treats for TASTEBUDS

South Ostrobothnia is the food province of Finland. Such big brands as Atria for meat, Valio for dairy and Juustoportti for cheese are staples at every Finnish dinner table.

In Seinäjoki, you will find eateries to cater for all tastes and styles, from traditional lunch buffets and cosy cafés with delicious bakes to elegant and unique high-end restaurants. In the centre of town, bakery-cafés Pikku Paussi and Valkoinen Puu serve mouth-watering, freshly baked buns and cakes. Restaurants Juurella, Talriikki and Alma provide first-class dishes with focus on seasonal and local ingredients. Local fans fill the tables of Verstas in the Piiri area and Varicko by the Rytmikorjaamo club during their lunch time buffets.

Finish your day with a refreshing, locally produced drink. You can taste beers brewed in the historic Mallaskoski Brewery on location on a brewery tour or in local bars. Or try the devilishly delicious, award-winning wines and ciders of Pirula in the village of Ylistaro. The roots of this company established in 2017 go back to the 19th century when local temperance supporters started calling the local brewery "the devil's place" – Pirula.

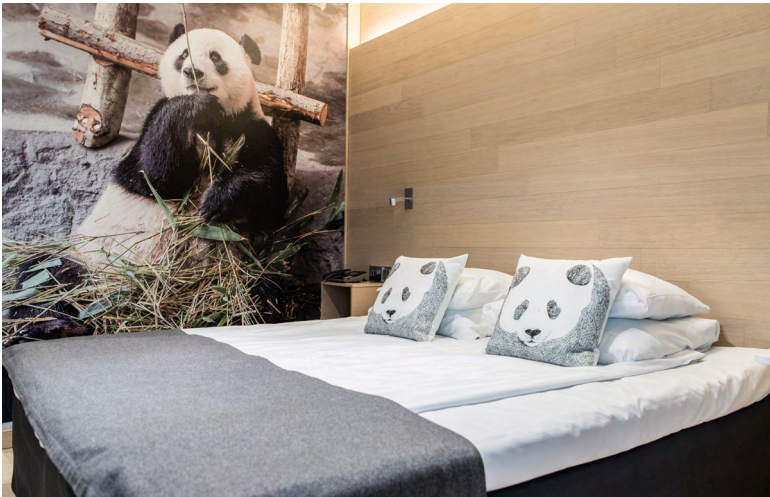
PILLOW TALK Hostel or hotel, tent or a holiday cottage?

The unique boutique Hotel Alma in the centre of Seinäjoki, beautifully renovated in an old railway workers' house, was awarded the title Hotel of the Year in the Finnish Travel Gala in 2022. Other central hotels include Original Sokos Hotel Vaakuna, Original Sokos Hotel Lakeus and Scandic Seinäjoki. Finlandia Hotel Fooninki can be found in Hyllykallio, outside the town centre.

The legendary Hotel Sorsanpesä has a beautiful location by the river in the Törnävä neighbourhood. The adjoining camping site also has cottages and caravan slots.

Kalajärvi Camping is also very popular among caravan owners.

Holiday cottages and rentals can be found across the town, including Airbnb properties. A farm stay in Siirilä farm, only a kilometre from town centre, surrounded by the vast fields, is a unique experience. Hostel Bjorkenheim, set in the oldest building in the redeveloped Piiri neighbourhood attracts those seeking history, culture and nature.



IDEAPARK

Business and Pleasure under One Roof

The lights of Ideapark throw inviting green lights on the night sky, reminiscent of Northern Lights. This shopping and entertainment centre in the outskirts of Seinäjoki comprises over 100 shops, restaurants, cafés and much more. Winter or summer, there is always something interesting going on in Ideapark: exciting rides in an amusement park, helicopter rides over Seinäjoki, hair-raising drifting shows, ice-skating in the summer, and each month a variety of entertainers climb on the stage there. During the summer season, Ideapark also offers caravan slots and holiday cottages to rent.



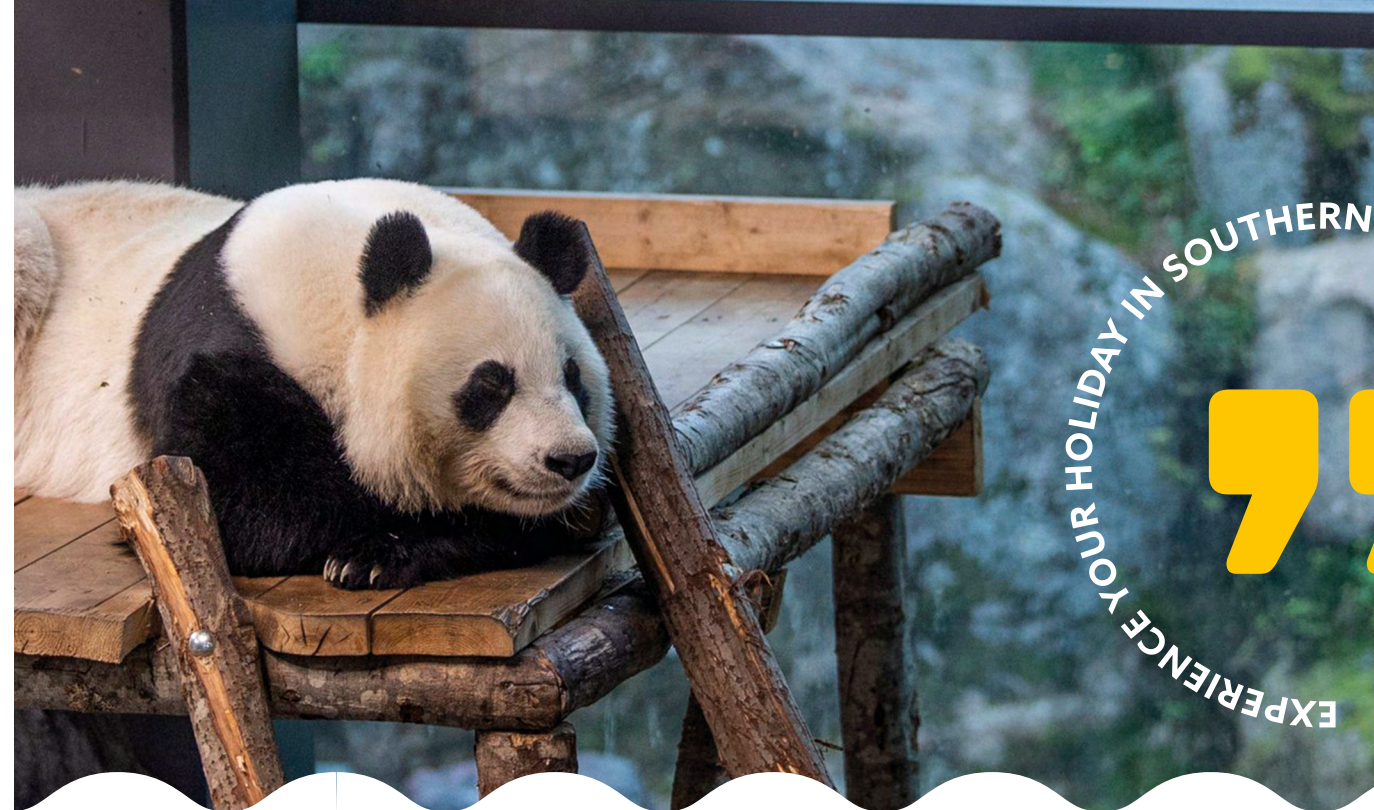
Take part in Ideapark's upcoming events
on your next shopping trip!



SHOPS galore

Seinäjoki is a regional shopping hub with a great number of supermarkets and specialist shops. In addition to the town centre, shopping needs are served in the Ideapark and Prisma shopping centres. Supermarkets can be found in the Päivölä neighbourhood, whereas homeware and furniture shops are concentrated around Rengastie.

Seinäjoki is also an important centre of car dealerships, attracting buyers both locally and from further away. Seinäjoki also brings hunters of antiques and good deals to town with a wide range antique and second-hand shops. The Taito Shop Seinäjoki in the Kalevan Navetta arts and crafts centre is your destination for local design.



Family Fun

FIND THE BEST FAMILY-FRIENDLY DESTINATIONS AT LAKEUDELLA.FI

In Alahärmä, in the middle of the plains, you will find the country's biggest and most unique amusement park: PowerPark - the Realm of Fun. The 40+ rides, including eight thrilling rollercoasters and the biggest number of children's rides in the whole country, ensure that there is something for everyone. In addition to the amusement park, you can go karting, visit a 5D cinema or a troll village. A wide range of accommodation is also available.

Pamper the whole family in Härmä Spa where children have their own Kiddie Jungle with games, slides and climbing frames. Having selected your favourite dish from the restaurant menu that caters for all tastes and ages, it is time to call it a night in the comfortable and spacious family rooms. You need to save some energy for the next day, too. Maybe some disc golf, fatbikes, nature trails or the playground?

Ähtäri Zoo is the oldest naturalistic zoo in Finland. Its best known inhabitants are the two pandas Lumi and Pyry. The zoo has over

50 species that you can admire following the accessible trail through the beautiful park. In the Zoo Farm you can meet farm animals and learn about life in a farm.

The village shop of Keskinen is the largest and most unique department store in Finland with over 6 million visitors every year. There is something for everyone in the shop: to buy, to see and to do. The family highlight is the Miljoona Funfair that takes place every summer and is free of charge for children under 13 years of age.

Kuortane Olympic Training Centre is best known as a centre for elite sports and wellness services, but it is also a great destination for families. Enjoy SUP, swimming and rowing on the lake, play games indoors and outdoors. Delicious food and a wide range of accommodation is available.

”
THE BEST
EVER FAMILY
HOLIDAY!





DEFINITELY South Ostrobothnia

Pack your bags and head out to South Ostrobothnia! The province is the traveler's treasure chest with experiences for everyone.
Plan your trip on our website!



Pedal Power ON THE PLAINS

Seinäjoki region is a haven for cyclists. The landscape is flat with few hills, the roads often have separate well-maintained cycling lanes even outside town centres, and there is little traffic compared to the more populous regions of Europe. Not to mention the long summer days when it is light until late in the night.

There are many interesting routes to choose from around the town, in the surrounding countryside or on off-road trails in the woods. Why don't you try the popular off-road trail round the Kyrkösjärvi Lake or the Bridges of Nurmo River, both about 15 km round trips.

The intrepid cyclists can cycle all through the winter with winter tyres and there are also off-road biking trails available. Fat bikes have taken Finland by storm in recent years and are available to rent.



For cyclists

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SOUTH OSTROBOTHNIA'S TREASURES IN ONE PLACE

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SPORTS FANS Spoilt for Choice

MORE THAN 60 ACTIVE SPORTS CLUBS IN SEINÄJOKI

There cannot be many towns in Finland where keen consumers of spectator sports can enjoy elite sports almost in any field. In Seinäjoki you can. Seinäjoki is a good base for Finland's national sport, our own take on baseball, and the local clubs – Jymy-Jussit for men and Maila-Jussit for women – both play at the top level in the country. Why don't you go and check out this unique form of baseball yourself? You won't see this anywhere else!

Volleyball at national championship level is played in the Nurmo Sports Hall. One of the most impressive sports stadiums in Finland, OmaSp Stadium is the home of local football teams. The two floorball teams of Seinäjoki also play at national level, and boast several top positions in the national league. There is even an American Football team in Seinäjoki: Crocodiles also plays at national level.

Thanks to its good transport connections and facilities, Seinäjoki is a popular place to organise sports camps and tournaments in different sports.

Seinäjoki boasts one of the best golf courses in the country. The Ruuhikoski golf course was designed by the internationally renowned golf course architect Robert Trent Jones Jr. The 18-hole course, that blends beautifully in the surrounding landscape of fields and river, suits players of all levels.

When it comes to horse racing, Finns are fans of harness racing. Seinäjoki race course, close to the centre, is the biggest in the region and regularly hosts major races.



7 tips to enjoy Seinäjoki

I'm Kazue Ikemoto-Mäyry. I've lived in Seinäjoki since 2010. I would like to introduce you the interesting places to visit in Seinäjoki from the point of view of an immigrant and an official local guide. Please enjoy your stay in Seinäjoki!

1 Aalto Centre and Apila Library

As a guide, I highly recommend you visit Aalto Centre and Apila Library. Alvar Aalto who is one of the most famous architects in the world designed several cultural and administration centre but Aalto Centre in Seinäjoki is the only one that actualizes based on his original plan. Alvar Aalto is good at using the natural light. The impression of the brightness differs time to time, day to day, season to season. Please enjoy it. Apila Library was designed by JKMM Architects and is next to Aalto Centre. It is like a big living room. You can enjoy staying there - reading, listening to music, playing the instruments, eating / drinking, making 3-D copies, playing games and so on. The interior is also impressive.

2 Kalevan Navetta

After the renovation, Kalevan Navetta became a cultural spot. The 130-year-old red-brick building was built as a cow barn (=navetta) but it had not been used as a cow barn. If you go up to the 2nd floor of the museum, you can see a big window that fills the whole space with sun light. On the 1st floor you can enjoy authentic delicious lunch or coffee at Äärellä. You may be able to find some nice souvenirs at Taito shop. They have a good selection of local products.

3 Churches

There are several churches in Seinäjoki. Lakeuden Risti in Aalto Centre is very famous and beautiful. Personally, I also like the pathway that takes you to Törnävä Church. The atmosphere is peaceful and holy. Ylistaro Church is quite big - the 3rd largest church in Finland, though Ylistaro is a quite small village. It is said that it was designed using inch but was built using centimeter. You can see the dynamic church.

4 Piiri area

Piiri area used to be a big hospital. It is being developed now. The nostalgic buildings are used as offices, shops and so on. There is also a nice lunch restaurant, a small chapel and a large garden. New residential area is being expanded. It is nice to walk around the idyllic area. Especially, autumn colour season is amazing. You can also enjoy the inside Christmas market before Christmas.

5 Lakes

If you would like to be relaxed or enjoy the nature, I recommend visiting a lake or a pond.

Kyrkösjärvi (lake): When you go up the slope, you can see Kyrkösjärvi. There is a periscope tower near the lake. It is possible to go up the tower and see the lakeview during the summertime. You can also enjoy BBQ near the lake or you can walk in the forest near the lake. There is a walking trail for children. If you are lucky, you can enjoy picking berries.

Tanelilampi (pond): Tanelilampi is in Nurmo. The water comes from natural spring. That makes the water very clear. It is good for small children because the pond is not deep. If you are interested in SUP (Stand Up Paddleboard) or cable water skiing, they are also available during summer. Or if you would like to experience sauna, it is also available. You are brave enough, you can enjoy ice swimming in winter.

Kalajärvi(lake): Kalajärvi is in Peräseinäjoki. It is a summer resort place. For example, you can rent a summer cottage near the lake. If you would like to spend relaxed summer holidays, this would be the place.

6 Central Market

Some old cities/towns have a market in the centre. The cities/towns have been developed from there. The newest Central Market (= keskustori) completed in 2019 applies a modern city planning. Restaurants, apartment houses, offices and shops surround the market and make a new culture.

There is a big flower statue at the entrance of the market. The flower - Chamaenerion angustifolium (= maitohorsma) is the South Ostrobothnia region's symbol flower. You can enjoy eating ice cream or drinking coffee with local people in summer or buying fresh fruits or vegetables there. If you are lucky, you can enjoy an event that is held at Market Pavilion that was completed in 2022.

7 Tango Festival and Provinssi (events)

There are several big events in Seinäjoki in summer. Today may not be the day but if you like Seinäjoki and would like to come again, these 2 events are special.

Tango Festival: Tango music is also popular in Finland. You can enjoy 2 different ways. One of them is seeing. Tango King and Tango Queen are chosen during the festival. Another way is dancing. Many tango singers perform in "Tango" street (usually called church street) or other stages and people enjoy dancing until midnight. You don't know how to dance? You can join the dance lesson. You don't have any partner? You can join Air Tango competition.

Provinssi: Provinssi is one of the biggest music festivals in Finland. It is held in big nature area called Törnävä. There are about 6 stages. You can enjoy the live music - not only Finnish but also famous artists from other countries. Additionally, you can enjoy walking in the rich nature, eating (you can enjoy various food at Food section) and other events, too.

Text: Kazue Ikemoto-Mäyry





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How well do you know SEINÄJOKI?

The city is full of interesting and delicious details. Do you know what these sights and subjects are?



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1. Lambs in the children's Pillomaa in Apila library
2. Window in Kalevan Navetta
3. The "Mustikka" lamb designed by Alvar Aalto in the Aalto library
4. Three Geese statue in Piiri area in Törnävä
5. Citydeer statue by Samuli Alonen in Kalevankatu
6. Window opening to the Apila library in the Aalto centre
7. Periscope tower on the shore of lake Kyrkösjärvi
8. Cranberries from Paukaneva moor

FACTS ABOUT SEINÄJOKI

- Seinäjoki is one of the most successful cities in Finland. We have courage and a strong can-do attitude. Our city is constantly growing together with our residents. Seinäjoki is an energetic city of brave and open people. We have space for big ideas and future makers.
- Seinäjoki has 65,000 inhabitants, and the number is growing by roughly 1 % per year.
- According to studies, Seinäjoki is the best place in Finland for companies.



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SEINÄJOKI IS THE
REGIONAL CENTRE OF
SOUTH OSTROBOTHNIA



Seinäjoki

THE CAPITAL OF SPACE

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Visit Seinäjoki



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Distances by train

The location along the main railway in Finland is excellent.

Oulu 2 h 50 min

Tampere 1 h

Helsinki 2 h 50 min