

Tavara-asema – New Concert and Events Venue Bringing Top Artists and Rising Stars to Tampere

The sleek events venue renovated inside an over-a-century-old building is a new addition to the cultural hub developing right next to the Tampere Railway Station. In addition to fantastic music events, Tavara-asema is a great location for conventions, festivals, and corporate events.

The concert and events venue Tavara-asema has opened its doors to the public in Tampere. Inside a historical art nouveau building, a 1 200-capacity events venue offers a unique setting for Finnish and international artists and other cultural events.

"Our aim is to make Tavara-asema one of the most sought-after venues in Finland", says **Tero Viikari**, the Chair of the Board of Tampereen Kulttuurikamari Ltd.

This new top destination is only an 1,5-hour train ride away from Helsinki and easily accessible from other Finnish cities. The train arrives literally right in the backyard of the new venue.

Many Spring Gigs Already Sold Out

Tavara-asema completes the trifecta of red-bricked cultural venues operated by Tampereen Kulttuurikamari Ltd., with the legendary Tullikamari concert venues, Pakkahuone and Klubi, located practically across the street. The new venue's distinctive feature is a horseshoe-shaped balcony, adding a Central European vibe indoors.

Programming Manager **Janne Laurila** reveals that some of Tavara-asema's <u>spring concerts</u> are already sold out.

"We are attracting top Finnish acts, rising talent and international artists who thrive in a 1 000-capacity venue to Tampere. Judging by our first events, the sound and stage technology work perfectly in this space", Laurila says.

The new venue saw its opening in January 2023. Before that, the original building, designed by the Railway Administration's main architect Bruno Granholm and built in 1907, was transformed in an extensive renovation project. The structural overhaul was planned by Arkkitehtitoimisto Helamaa & Heiskanen and interior refurbishment by Arkkitehdit MY.

"Visually, the space turned out just as fabulous as we hoped. The steel mesh, linoleum and patinated metal create into the space an industrial feel, accentuating the historical brick walls of the building. They are then contrasted with soft velvet curtains and immaculately designed elements like the bar counters, lighting, and paintings by Laura Timantti", Marketing and Sales Manager **Kristiina Paananen** explains.



Historical Building for Corporate Events

Apart from concerts, the venue is a multifunctional space also suited for seminars and other corporate functions. Tavara-asema is a fine addition to Tampere's profile as a top business travel destination – there are plenty of hotels and cultural destinations from Nokia Arena to Tampere Hall within walking distance.

In early 2023, the wooden Puutalo, originally a rail workers' residence, will open its doors across the yard. Puutalo will house services such as a new <u>pasta restaurant</u> and summer terrace.

Before Tavara-asema was transformed into a modern events venue, the over-a-century-old building served as a railway freight depot and later, storage and rehearsal hall of the Tampere Opera. Under threat of demolition, the building was eventually moved 28 metres in a large-scale operation.

"Our efforts prove that protecting historical buildings is worthwhile and it's important to put them back to use, so that future generations can also enjoy our cultural heritage. Arts and culture have their place at the heart of every vibrant city – culture is the core of humanity", Tero Viikari concludes.

More information on Tavara-asema: https://tavara-asema.fi/en/home/

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