

Kaavi Gems

Dark Sky tourism development & branding

Seija Karhu, project coordinator



**Tourism
development
projects**

Branding

**Kaavi
municipality**

YÖTAIVAAN YSTÄVÄT

Ihan Pimee Podcast-sarja

KAABI - TUUSNIEMI - JUUKA

Tourism development projects

Dark sky as a part of developing sustainable tourism 2022-2023 Kaavi – Juuka – Tuusniemi regions

Results:

- A travel guide for night sky lovers (publication)
- Finnish Night Sky Friendly Companies (society)
- New project: Cultural tourism development in the Savo-Karelian "kaski" region

Benefits:

- the area largely meets the criteria for a dark reserve / protection area and this enables additional projects
- networking has been very beneficial and cooperation between municipalities has developed
- cooperation across provincial borders has been seen as fruitful

Tourism development projects

Cultural tourism development in the Savo-Karelian "kaski" region 2023-2024

Kaavi – Juuka – Tuusniemi regions

Results:

- Audio guide (podcast-series) for night sky lovers: dark experience places, local historic stories etc.
- *A series about the starry sky and dark areas in the municipalities of Kaavi, Tuusniemi and Juuka, where you can still see the dark sky almost the same way our ancestors saw and experienced it.*
- Sound Art (e.g. Nocturne: <https://creators.spotify.com/pod/show/kaavin-kunta/episodes/Extraelmys-thtienkatselupaikoille-Nocturne-e2stci2>)
- Treasure map (<https://kaavi.fi/tapahtumat/aarrekartta/>) - gathers together audio guide & sound art

KAAVI BRAND

KAAVI – IHAN PIMEE

launched

12 / 2023

“Ihan Pimee” has different connotations in Finnish:

“Totally Dark”

“Quite Dim”

KAABI - IHAN PIMEE

When you have experienced real darkness, you know what we are talking about.

When Greece has its blue, the color of the night sky in Kaavi is called Kaavi darkness.

*Under the dark sky, you also experience silence, which you may not have experienced before.
That is when real thoughts tend to come to mind.*

Kaavi night is a real and wonderful secret place: you can go hide in the dark to calm down.

Why do we need light pollution and noise? In Kaavi you can enjoy real darkness and peace.

*The secret place that has been in the shadows for a long time comes into the light as real and dark:
as a starry sky, ancient forests, rapids, fishing spots, crooked humor, peace or a reliable conversation partner.*

*Kaavi is like a sparkling secret place, whose gems you find nearby, with every door opening!
whether you step in or out, whether you look up or down.*

All real things are a little dark in their own, good and positive way.

Darkness is a charmingly rare treasure of mystery. You can experience it with a scraper.

KAIVI BRAND / COLOR WORLD & DESIGN LANGUAGE

The main color is dark blue, which comes from the deep darkness of the night.

The additional colors are chosen from nature. There are green from the forest, blue from lakes, red from berries, yellow and orange from autumn, and gray from stone. The logo text and other design language are inspired by both the Kaavi coat of arms and the nature of the company.

The base of the letter K resembles the bay in the coat of arms.

The letters A, on the other hand, represent the forest and nature.

The letter V represents trees and diamonds.

Thank you!

www.kaavi.fi

<https://kaavi.fi/tapahtumat/aarrekartta/>

Podcasts:

[Spotify](#)

[SoundCloud](#)

[YouTube](#)