

"Introduce Estonia" sub-strategy for tourism

# INSTRUCTIONS FOR FOCUS TOPIC OF CULTURAL HOLIDAY





Estonian culture is extensive and deep, and has through the ages reached high levels during its peak moments. It is impossible to visit Estonia without encountering the local culture. Many things that seem regular and daily to us might be very interesting and exciting cultural phenomena for bystanders. It is our task to find these and make them work for all of us.

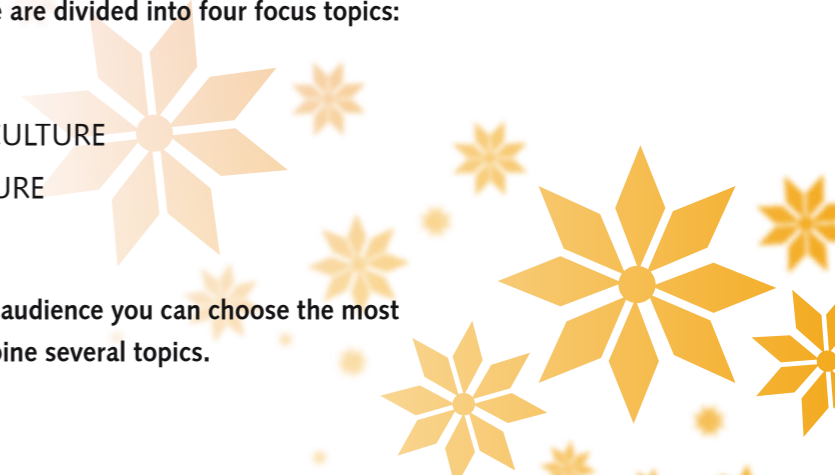
In order to illustrate positive messages we should find vivid and surprising facts and details, using the principle of contrast to accentuate them. For example, contradictions could be the medieval buildings of Tallinn Old Town offering modern culinary and entertainment culture and wireless Internet, or high culture events taking place basically in the middle of nowhere (Leigo, Nargen Opera, Viinistu).

This is a fruitful approach as contradiction and contrast is one of the pervading and essential elements of the so called Estonian thing. On one hand our habits and culture are individualistic, people needing a lot of personal space (e.g. low density areas of farms), on the other hand gaining independence through massive events (Song Festivals, The Singing Revolution, The Baltic Way).

**As Estonian culture is such a broad concept, the suitable symbols for generating a message are divided into four focus topics:**

- A** ARCHITECTURE
- B** TRADITIONAL CULTURE
- C** MODERN CULTURE
- D** CUISINE

**Depending on the target audience you can choose the most suitable of these or combine several topics.**



## Arguments:

- \* **CULTURE CAN BE FOUND BOTH IN CITIES AND RURAL AREAS.** It is impossible to travel in Estonia without encountering the local culture. It is seen in architecture, our language, cuisine and every single person.
- \* **OUR NUMEROUS ARCHITECTURAL MONUMENTS ARE WELL PRESERVED,** yet not overcrowded by tourists, making it comfortable and intimate to visit them.
- \* **SEVERAL MANORS AND CASTLES IN ESTONIA FUNCTION AS EXCLUSIVE HOTELS AND RESTAURANTS,** offering unforgettable options for holidays.
- \* **ESTONIAN CULTURE HAS GREAT VARIATION INCLUDING CULTURAL SPACES THAT SIGNIFICANTLY DIFFER FROM ONE ANOTHER** – Kihnu, Seto, Võro, Coastal Swedes, Old Believers by Lake Peipus, etc. All of them have their own habits and language different from both one another and the mainstream Estonian culture.
- \* **ESTONIA BEING SO COMPACT ALLOWS ONE TO SEE A LOT OF SIGHTS IN A SHORT TIME.** This is a significant advantage – e.g. it is virtually an impossible mission to see all cultural sides of countries as big as Spain or Germany within one trip.
- \* **ESTONIA IS EUROPE** – our history has given us many influences from our neighbours (Russian, German, Scandinavian, etc.), allowing us to manoeuvre on the target markets using the concept of “a different familiarity”.
- \* **IN ESTONIA TRADITIONAL CULTURE ORIGINATING FROM THE NATURAL RELIGION CO-EXISTS WITH EUROPEAN INFLUENCES.** These are organically mixed, thus offering surprising contrasts.
- \* **ESTONIA GIVES AN OPPORTUNITY TO ENJOY THE MOST WIDE-SCALE CULINARY EXPERIENCES** – from simple peasant cuisine to top notch gourmet.
- \* **SONG AND DANCE FESTIVALS ARE UNIQUE IN THE WHOLE WORLD.**





FOCUS TOPIC:

# ARCHITECTURE

Well preserved architectural monuments still leaving a genuine and natural impression (i.e. not over-exploited and over-renovated in a touristic and commercial sense) are the attractions of Estonia that have so far been modestly used.

We have an architectural heritage of multiple forms originating from various eras. Architectural diversity in such a small geographical area is definitely one of the positively surprising values of Estonia.

One of the best preserved Old Towns of Europe, countless churches and strongholds, more than a thousand manors representing different eras, low density areas of farms, the ever rarer wooden architecture in a European context (Kalamaja, Kopli, Kassisaba, Supilinn, Karlova), monumental mass architecture, e.g. Lasnamäe – all of these have a lot of interesting, yet unrealised potential.

It is essential to keep in mind that the character of Estonian architectural heritage is not concentrated in single objects, but in the organic coherence with their surroundings – city environment, romantic atmosphere of life in smaller settlements and villages, good access. Example: You can easily use wireless Internet and enjoy top-notch modern cuisine in a hotel and its restaurant in an old manor house.

# Symbols

- 1 **TALLINN OLD TOWN** – The Old Town included in the UNESCO World Heritage List is unique in Europe for its unchanged network of streets and abundance of genuine medieval architecture.
- 2 **BISHOP CASTLES** – Estonia can be proud of its well preserved castles originating from different eras. The best preserved among them are Kuressaare, Narva, Rakvere and Haapsalu castles.
- 3 **MANORS OF LAHEMAA** – The renovated manor complexes of Palmse, Sagadi and Vihula are ideal for seekers of safe architectural experience. Beautiful integral parks and museum expositions add extra value to them.
- 4 **KOGUVA VILLAGE** – A coastal village on Muhu Island, wholly preserved as vivid and genuine as ever.
- 5 **MUSEUMS OF RURAL ARCHITECTURE** – Open Air Museum in Rocca al Mare, Seto Museum in Värskä, Põlva Peasantry Museum, Mõniste Open Air Museum, Mihkli Farm Museum, Vargamäe.
- 6 **WELL PRESERVED COUNTRY CHURCHES OF DIFFERENT ERAS** – Pühalepa, Vormsi, Ruhnu, Muhu, Põide, Karja, Valjala – each and every one with its own exciting history and remarkable architectural character.
- 7 **CITY DISTRICTS OF WOODEN BUILDINGS** – The wooden districts of Tallinn and Tartu, dating back to the end of the 19<sup>th</sup> and beginning of the 20<sup>th</sup> century – Kalamaja, Kassisaba, Pelgulinn, Supilinn, Karlova – are unique in a European context. Numerous well preserved wooden buildings can also be found in Pärnu, Viljandi, the beach district of Haapsalu and many other small settlements.





## Exciting facts about Estonian architecture

- \* **THE LARGEST COLLECTION OF WHEEL CROSSES IN THE WORLD IN THE CEMETERY OF ST. OLAF'S CHURCH IN VORMSI** has more than 300 crosses. Additional value – it is located on an exciting small island.
- \* **THE UNIQUE MARY MAGDALENES CHURCH ON RUHNU ISLAND** – built in 1643, being the oldest preserved wooden building in Estonia. Additional value – it is located on an exciting small island.
- \* **LASNAMÄE** – a monumental sight reminiscent of Soviet era mass architecture.
- \* **ST. CATHERINE'S CHURCH IN KARJA** is a Gothic church having the biggest number of sculptures in the Baltic States.
- \* **CATHEDRAL OF HAAPSALU** – legend of the White Lady and traditions related to it.
- \* **ESTONIA HAS AN IMPRESSIVE NUMBER OF MANORS** – 1245 in all – dating back to different eras, built in various styles using different materials.
- \* **TARTU JAANI CHURCH IS A GOTHIC SANCTUARY DATING BACK TO THE 14<sup>TH</sup> CENTURY.** About 1000 terracotta sculptures in the church are unique in Europe.





## Photos of architecture

In order to maintain a unified style in photos of architecture introducing Estonia we should concentrate on characteristic details of each building rather than showing a general view. Example: For the House of the Brotherhood of Blackheads there is no need to show the whole facade, instead only the door and decorations above it should be displayed. The old wooden church of Ruhnu has a unique tower, giving a better commercial photo than a general shot of the church. Photos of the Cathedral of Haapsalu should only show the window, where the White Lady appears once every year.



FOCUS TOPIC:

# TRADITIONAL CULTURE

Speaking of Estonian traditional culture in the context of tourism two levels should be distinguished. The first level is tangible and visible – be it a performance of folk dancers in a farm museum or traditional handicraft in a souvenir shop.

The other level has always been the people's mind, its beliefs and customs. Particularly this part of the traditional culture could also be a more important source of inspiration for tourism development. After all, Estonian folklore offers an infinite number of joyful, sad and horrifying stories not at all inferior to those of the Celts, Aztecs, Germans or Russians.

The main focus symbol of all Estonian culture – the Song and Dance Festival – arises from the traditional culture. The festival gathers spiritual and material phenomena of both traditional and modern culture, being a powerful manifestation of Estonian mentality and identity.

Approaching the traditional culture in a resourceful and cliché-free way it offers inexhaustible material to create messages that fascinate the target audience.







## Symbols

- 1 HOLIDAYS OF FOLK CALENDAR AND ITS CUSTOMS** – Customs and traditions having the greatest marketing potential are first and foremost related to the St. John's and Shrove Tuesday. These holidays offer culture driven tourists a nice opportunity to see the Estonian culture in its alive and unadorned way.
- 2 HEROES OF CULTURAL HERITAGE** – Kalevipoeg, Suur Tõll and Leiger are the giants of Estonian mythology, being related to very many tales, thus acting as a source for priceless stories and ideas.
- 3 TRADITIONAL CLOTHING, TRADITIONAL PATTERNS** – Traditional clothing and patterns have once again gained greater recognition, being a strong and literally colourful symbol of Estonian culture. For example, you can easily incorporate stories and beliefs about the patterns of Kihnu skirts into ideas for commercials.
- 4 KIHNU ISLAND** – Oasis of traditional culture included in the UNESCO Oral and Intangible Heritage List, where traditional clothing is being worn and a unique culture practised up until now.
- 5 SETUMAA** – A place in the fringe area of Estonia worth discovering thanks to its archaic customs, unique traditional clothing and way of singing. Setumaa is like a state within a state.

**6 JUNIPER** – Thanks to its unique scent, tough and rugged texture, juniper has always been the craftsmen's favourite.

**7 SAUNA** – Estonians are eager to enjoy a sauna. We don't have a single private house or farm without one. Customs and routines following sauna evenings act as a good source of inspiration when writing stories about Estonia.

**8 BLACKSMITH SHOP** – Estonian and especially Saaremaa blacksmiths are definitely worth emphasising. The blacksmith is one of the most important men in the village, and folk tales always give them a big role to play.

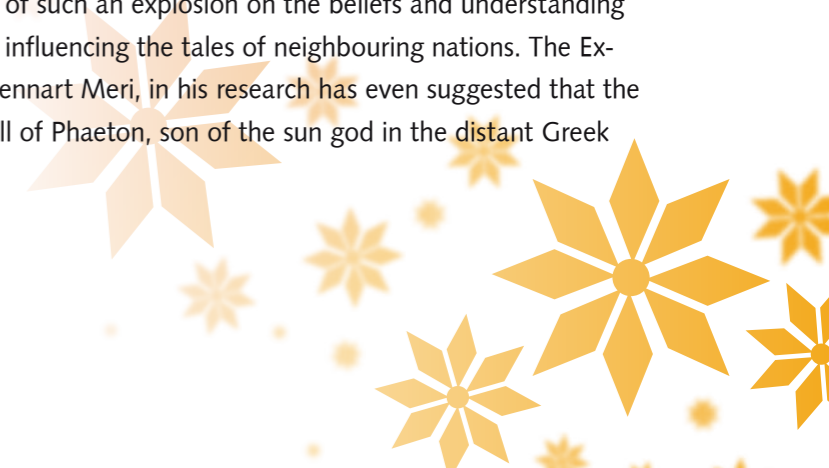
**9 TARTU AS THE CRADLE AND BEARER OF FOLK CULTURE.** In 1632 the first Estonian university was founded in Tartu. In the beginning of the 19<sup>th</sup> century Tartu University with its clinics, world-class observatory, library and botanic garden was the science centre of the whole Russian Empire. The first ever Song Festival was held in Tartu and the predecessor of the first Estonian theatre, The Vanemuine Society, as well as the Agricultural Society, Estonian Students' Society and Estonian Literati were founded here. What we now consider Estonian culture largely originates from that beautiful, calm, bohemian town of Tartu lying on the banks of the River Emajõgi. Until now song festivals, folk art days, exhibitions, concerts and youth festivals have been organised here in the lazy elegance of Tartu, attracting people from all over Estonia and abroad.





## Interesting facts about Estonian traditional culture

- \* **ESTONIANS HAVE ONE OF THE BIGGEST NEEDS FOR PERSONAL SPACE IN THE WORLD** – a good example of that being settlement density that is 4 times less compared to Denmark and 12 times less compared to The Netherlands.
- \* **ESTONIA IS SMALL, BOTH BY AREA AND POPULATION, BUT IT HAS MORE THAN A HUNDRED HISTORICAL PARISHES**, each one with its own traditional clothing.
- \* **THE JOINT CHOIR OF THE GENERAL SONG FESTIVAL HAS THE BIGGEST NUMBER OF SINGERS IN THE WORLD.**
- \* **JUNIPER BERRIES ARE BELIEVED TO HELP CURE 99 DISEASES**, overcome witchcraft and the devil, as it has a cross on top of the berry.
- \* **THE POWER OF THE BLAST OF THE KAALI METEORITE WAS COMPARABLE TO THAT OF A NUCLEAR BOMB.** Clearly the influence of such an explosion on the beliefs and understanding of life of ancient people was enormous, influencing the tales of neighbouring nations. The Ex-president of Estonia, the late historian Lennart Meri, in his research has even suggested that the fall of the "skystone" is related to the fall of Phaeton, son of the sun god in the distant Greek mythology.



## Photos of traditional culture

It is clearly advisable that pictures depicting traditional culture be dynamic showing people in action. Traditional culture is not a thing per se – it is people living it, and thus they should show on the photos. Taking a picture of a juniper spoon does not mean it is lying vapidly on a cloth, but rather in the hands of a craftsman who has just finished carving it. If the desired object is traditional clothing, it should not be photographed on a hanger, but rather on a man wearing it while riding a modern scooter.





FOCUS TOPIC:

# MODERN CULTURE

Estonia's reputation as a very e-friendly society and its specific phenomena create a good starting point to describe the contrasts, for example comparing these to classical indications of high culture or modern developments of traditional culture. The same applies to environment – a symphonic orchestra performing during a summer night amidst wildlife sharpens the mind to notice both components.

The modern culture of Estonia is a unique mixture of European and genuine Estonian culture. This can be perceived in everyday culture both in cafés, clubs and streets, as well as in art, literature and music.

The important thing is that despite our small nation Estonian modern culture is wholesome, strong and functioning, incorporating all relevant areas of culture internationally on a considerable professional level.

This is a sufficient base with a clear distinction that allows you to create surprising messages for tourists looking for modern culture.





## Symbols

- 1 COMPOSERS AND CONDUCTORS** – Pärt, Tüür, Tubin, Tormis, Kaljuste, Klas, the Järvis etc. Estonia is home to a number of world-famous giants of classical music.
- 2 MUSIC FESTIVALS** – More than 50 major music festivals take place in Estonia annually, covering all music styles – from opera and avant-garde to pop and folk music.
- 3 ESTONIAN NATIONAL OPERA** – The song and drama society “Estonia” founded in Tallinn in 1865 is still active, now enjoying the status of a national opera. Its repertoire includes both classical and original operas and ballets. This is also a venue, where all the most important symphonic and choir music concerts take place.
- 4 CULTURE FESTIVAL IN BEAUTIFUL NATURAL ENVIRONMENT** – Leigo Lake Music, Nargen Festival, Viinistu summer plays etc. High culture in a surprising environment is the positively harmonious and sharpens the mind to notice both components.
- 5 FILM FESTIVALS** – PÖFF, HÖFF, TARTUFF or the Pärnu International Documentary and Anthropology Film Festival. High-level cinema can be found for all tastes, and not only in Tallinn. Organising a horror movie festival in one of the most beautiful towns of Estonia, Haapsalu – this fact on its own provides a strong positive contrast.

**6 ESTONIAN ANIMATED MOVIES** – Priit Pärn and his school, Janno Põldma and Heiki Ernits. Estonian animations are renowned in the world for a reason, and thus we can introduce ourselves as a cradle for the newest ideas in animation.

**7 ART MUSEUM OF ESTONIA** – Spectacular for both its building and art collection. A complete overview of Estonian art through the ages, displayed in exciting modern display rooms built into the environment. Its location on the edge of Tallinn's most prestigious park, Kadriorg Park, makes the museum even more attractive as a symbol.

**8 EDUARD WIIRALT** – The unquestionable top classic of Estonian art with his detailed paintings and graphics surely offers loads of inspiration for introducing Estonia as a culturally diverse country.

**9 TARTU AS A TOWN OF STUDENTS**, Where as much as 20% of the population is students. Clearly this can be seen on the streets, when going out at night and at events of any kind.

**10 MAJOR SPORTING EVENTS:** FIS World Cup competitions in cross-country skiing in Otepää, Tartu Ski Marathon, international cycling road races, motocross world cup events, the international military patriotic competition Erna Raid – all of these events are traditionally well organised as always in Estonia, and valued all over the world.





## Interesting facts about Estonian modern culture

- \* **TALLINN 2011** – for a year the Estonian capital city will hold the title of European Capital of Culture.
- \* **ESTONIA RANKS 3RD IN THE WORLD PRESS FREEDOM INDEX**, following Norway and Iceland (Reporters Without Borders, 2007).
- \* **THE FIRST DAILY NEWSPAPER WAS PUBLISHED IN TALLINN AS EARLY AS 1675** (in England – 1702).
- \* **ESTONIA IS EGALITARIAN** – 51% of engineers and scientists are women (European Union average being 29%).
- \* **THE KLAVERIVABRIK PIANOS OF TALLINN ARE AMONG THE MOST VALUED ONES IN THE WORLD** known for their pure sound.
- \* **THE ESTONIAN SENSE OF HUMOUR IS DARK AND VERY SELF-IRONIC** reminiscent of English and Finnish humour. You can clearly see that in Estonian absurd-prone animations.
- \* **THERE WERE MANY LITERATE PEOPLE IN ESTONIA ALREADY IN THE 1850s** – approximately 80%. This figure exceeded almost all of the grand European civilised nations, the only equal ones being French and German.







## Photos of modern culture

As with photos of traditional culture it is advisable to use dynamic compositions and people – be it ecstatic creator or exalted audience. Example: Priit Pärn should be depicted working, with a pencil behind his ear, not as a plain portrait. And collections of the Estonian Art Museum should not be shown as overviews of the galleries. A far better emotion could be conveyed with a photo of a visitor holding an arm of his glasses and bending over to closely study a piece by Wiiralt.





FOCUS TOPIC:

# CUISINE

Probably there is an extremely small number of foreign tourists heading to Estonia with a main motivation to try out our national cuisine. Nevertheless, the culture of cuisine is a very important element of traditional culture, expressing the local character.

Our greatest and clearest advantage is a pure environment that guarantees the high quality of our honey and forest products, as well as field crops, meat and dairy products. In short – the Estonian cuisine uses the world's best and most healthy ingredients.

Depending on the target market the familiarity concept could be used. Since our cuisine is a mixture of German, Russian, Finnish and Scandinavian cuisines it is easy to find dishes known to these people (saverkraut, seljanka etc.). Thanks to the purer ingredients and local preparation methods these taste even better in Estonia.

The black bread, roast mixed grains called kama and Baltic herring unique to Estonia can be commercially communicated as something really exotic. Also the tradition of cooking at home and eating out less is quite an exotic phenomenon, at least in the European context.





## Symbols

- 1 PURE AND NATURAL INGREDIENTS** – the ever more popular eco farming in Europe has for years been the norm of life in rural areas of Estonia.
- 2 FRESH SMOKED FISH** – a simple dainty of coastal villages that can be bought from every second farm-yard during the fishing season. The friendly human touch and unique smoking tricks of each household make it an inexhaustible source of appeal.
- 3 CLASSICAL PARTY TABLE** – home made pork dish, sauerkraut, meat jelly, Russian salad, potato salad, filled eggs, pickles, marinated mushrooms, vodka etc. – this is a menu that lets you feel the genuine simplicity and down-to-earth touch of Estonian food, as well as influences of other cuisines.
- 4 HOMLY CONSERVES** – jams, mushrooms, pickles, compotes, salads, etc. Estonians' strong habit to conserve field and forest products is a remarkable phenomenon in the context of comfy and urban European culture.
- 5 BALTIC HERRING** – the Estonian national fish has through the ages been the most important supplement for bread and an ingredient in countless dishes. It is used smoked, floured, marinated, in salads, as filling for pies, etc.
- 6 KAMA** – a unique mixture of ground grains that is eaten with sour milk, only in Estonia.

**7 ESTONIAN BEER** – the production of Estonian breweries is renowned for its quality both here and abroad. An especially exotic experience for foreigners is drinking home made beer from a juniper tankard. Estonians call beer a “liquid bread”.

**8 ESTONIAN VODKA** – Viru Valge is a brand of vodka known across borders. Its pure taste makes it one of the best in the world.

**9 VANA TALLINN** – a “national liqueur” with a unique taste, in places east of us it is even considered a cult.

**10 CAFÉS** – Estonia is covered with plenty of cosy cafés, both in big towns and in small resorts. A café with the strongest character is Maiasmoka, located in Tallinn. A sweet of Estonian origin – marzipan – is prepared in full view.

**11 SWEETS** – several people being here for the first time have been delighted by Estonian sweets. Our flagships are the Kalev chocolate factory’s chocolate, candies and marzipan, and different cheese curds.

**12 RESTAURANTS IN EXCITING LOCATIONS** – very special and fanciful cuisine can be found in both the Old Town of Tallinn, as well as in manors and hunt houses located in deep forests. An exceptional environment helps you remember the catchy gourmet experience. Places worth introducing are restaurant Alexander in Pädaste Manor, hunt house Trofee on the banks of River Pedja and tens of restaurants in the Old Town of Tallinn.

**13 BLACK BREAD** – it has been Estonians’ staple for centuries. Bread has inspired song writers and poets, and associates with a lot of sayings and proverbs. This is the unquestioned cornerstone of Estonian food culture.





## Interesting facts about Estonian food culture

- \* For Estonians the word "bread" stands for a dark rye bread. The food commonly referred to as bread in the rest of the world has a separate word in Estonian – "sai" (white bread).
- \* The estate owner of Sangaste manor, the so called rye count Friedrich Georg Magnus von Berg (1845–1938) created the rye of Sangaste. This is the first-known rye bread in the world that is grown even today.
- \* Estonians still enjoy drilling birches and maples to drink their sap – a custom considered as unheard-of luxury in the old Europe.



## Photos of food culture

Advice for picking photos of food – avoid cook book style macro photos of dishes. Whether someone should be in the picture depends on the specific topic. For example, when talking about the custom of making preserves it would definitely be good to show a farmer pressing apple juice, or a man closing a jam jar. When talking about a fancy restaurant it is essential to catch the atmosphere – the picture has to attract the tourist to dine there. A few good examples: a table waiting for customers in some Old Town restaurant, the right angled light coming in through a stained glass window, or a luxurious rich table in the Pädaste Manor yard, on the grass.





KEY SYMBOL:

# SONG AND DANCE FESTIVAL

The true parade of traditional clothes and the internationally most well-known symbol of Estonian culture is the massive song and dance festival. This is a public festival that every few years brings together tens of thousands of performers and an even bigger audience from all over the country. The tradition dates back to 1869, when the first general song festival was held in Tartu, giving a strong stimulus to the development of our culture. In 2009, 864 choirs and orchestras gathered to perform at the general song festival, and 534 dance and gymnastic groups with 7,460 performers participated in the dance festival. Among them 41 foreign groups with 1,340 singers, dancers, gymnasts and instrumentalists from the USA, Belgium, Spain, Canada, Norway, Sweden, Germany, Finland, United Kingdom, Denmark, Ukraine, Hungary and Russia took part in the festivities. In three days the song and dance festival of 2009 was visited by 153,900 ticketholders.





Together with the performers this makes close to one-sixth of the whole population of the country.

The biggest joint choir of all time has had as many as 24,500 performers singing as one – a powerful mixture of sounds and cultural experience hard to imagine without being there! In other words – the world's most powerful joint choir is active in Estonia and only in Estonia!

The song and dance festival functions as a bridge between yesterday and today, past and present, traditional and modern culture. The high-level artistic interpretation draws a picture of the character, joys and aspirations of Estonia and its people.

This unique grand event cannot leave any tourist who is interested in culture unexcited. For that reason the song and dance festival is the most important symbol of our history and culture.







## Cultural family holiday in Estonia

Thanks to the compactness, good road network and decent accommodation availability all over Estonia most cultural holidays are also suitable for families. First and foremost, this depends on the preferences of each family – some might find it difficult to spend a day with children in the Estonian Art Museum or on a tour of manor houses, but a weekend on Kihnu Island or a day at the child friendly Viljandi Folk Music Festival should be suitable for every family. In addition diverse culinary culture – modern restaurants in old manors and hunt houses, or honest peasant food in private housing – creates good opportunities for a family holiday.





## Cultural business tourism in Estonia

Business tourists value the same things as all other tourists: accessibility, compactness, good road network, comfortable and affordable accommodation and decent food. This infrastructure is impeccable in Estonia creating good opportunities for company trips here. Only lack of imagination can limit organising thrilling travel packages: make it a bonus trip to some Estonian manor when coming for training or a conference, organise a business seminar on Lake Leigo accompanied by a late open air string quartet concert, go for a team-building trip to some Southern Estonian tourism farm followed by a guided tour to villages and an onion restaurant on the coast of Lake Peipus. An added value to business tourists as the ones with higher than average requirements is the fact that our people speak foreign languages, and Estonia is well covered with mobile and Internet networks. This allows them to deal with business matters easily while enjoying a cultural holiday.

## Ideas for souvenirs related to Estonian culture

- \* A set of hand-made chocolate truffles and marzipan candies complemented with Vana Tallinn liqueur
- \* A set – Tallinn sprats and black bread
- \* A selection of Estonian beers (a special 6-pack: product range of either one brewery, or ideally the best beers from different producers, etc.)
- \* Põltsamaa wine – prize-winning Põltsamaa Kuldne or a dry blueberry wine in a beautiful gift box
- \* Cell phone sacks, laces, fabric purses etc. with traditional patterns
- \* CDs of different well-known composers (Pärt, Järvi) and folk music (Kihnu Virve, the Setos)
- \* A juniper runic calendar





## Experts, organisations and sources of information on the area

National Heritage Board [www.muinas.ee](http://www.muinas.ee)  
and national programme "Preserving and  
developing temples" [www.muinas.ee/3339](http://www.muinas.ee/3339)

Estonian Architects' Association [www.arhliit.ee/](http://www.arhliit.ee/)

Estonian manor portal [www.mois.ee](http://www.mois.ee)

Association of Estonian Manor Schools  
[www.hot.ee/emky/](http://www.hot.ee/emky/)

Estonian History Museum

Estonian Evangelical Lutheran Church

Information server Estonian Cuisine  
[www.eestitoit.ee](http://www.eestitoit.ee)

Flavours of Estonia [www.eestimaitсед.com](http://www.eestimaitсед.com)

Estonian Chefs Association [www.chef.ee](http://www.chef.ee)

Estonian Hotel and Restaurant Association  
[www.ehrl.ee/](http://www.ehrl.ee/)

Association of Estonian Food Industry  
[www.toiduliit.ee/](http://www.toiduliit.ee/)

Estonian Chamber of Agriculture and Commerce  
[www.epkk.ee/](http://www.epkk.ee/)

Estonian Horticultural Association  
[www.aiandusliit.ee/](http://www.aiandusliit.ee/)

Estonian Fishery Association  
[www.kalateebhead.ee](http://www.kalateebhead.ee)

Estonian Association of Bakeries  
[www.leivaliit.ee/](http://www.leivaliit.ee/)

Estonian Dairy Association [www.piimaliit.ee/](http://www.piimaliit.ee/)

Institute of Food Technology of TTU  
[www2.ti.ttu.ee/](http://www2.ti.ttu.ee/)

Estonian Ecotourism Association  
[www.ecotourism.ee/](http://www.ecotourism.ee/)

Estonian National Museum [www.erm.ee/](http://www.erm.ee/)

Estonian Agricultural Museum [www.epm.ee](http://www.epm.ee)

Estonian Open Air Museum [www.evm.ee/](http://www.evm.ee/)  
[www.maaturism.ee](http://www.maaturism.ee)

Development plan "Estonian Cuisine"



[www.visitestonia.com](http://www.visitestonia.com)