

SOIRÉE OF SERENDIPITY BY **VIVIAN WHITE**



KUNSTHALLE HELSINKI · 10.6.2026

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An encounter, a moment
to pause. The space to see
what might emerge.

THE EVENING UNFOLDS

16.55

Soul of Tomorrow

Prologue: The future arrives in the space

17.00

Opening words – Welcome to the Soirée

Virpi Vaittinen, futures studio Vivian White Oy

17.15

A reflection – The elements of a good life

Mikko Salasuo, Docent of Economic and Social History, University of Helsinki & Icehearts

17.25

Meet the future

Talk, wander freely, and be inspired

17.45

Icehearts, 30 years

A talk on the future of caring

18.00

Meet the future

Keep exploring and talking

18.45

Return to your favourite work

Discuss the work and the thoughts it stirred

19.30

The Soirée ends

Thank you for the evening

This year, the theme of *Soirée of Serendipity* is *Soul of Tomorrow*. It invites us to consider what makes up a *good life in the future*.

What is held valuable in a world where almost everything can be automated and simulated.

The future doesn't begin when everyone can see it. It begins much earlier, as small shifts in how we see and experience the world. As things that cannot yet be measured or named.

Technology accelerates, information flows without pause, and decisions are



made in the gaps between constant interruptions. At the same time, the capacity to pause, to listen, to sense and to interpret begins to create new value in how people and organisations build the future.

Speed and scalability are no longer enough on their own. Embodiment moves to the centre. The body senses before we can find the words, knows before we understand. The ability to listen to oneself, to recognise one's own rhythms and to trust one's inner voice begins to appear as a strength.

When content, stories and even voices can be produced and imitated endlessly, authenticity begins to stand out. It is precisely what cannot be imitated that now carries the most weight. Trust creates the conditions, story carries meaning, voice builds recognisability. They grow stronger at their own pace, in the space between people. They aren't always visible in data or analyses, but they can be sensed.

The future begins with what we attend to.

Optimising yields more of the same, but rarely anything new. The new comes into being differently. At first it is unfinished, and it doesn't always behave as expected. It needs protection and patience so that it has time to grow and strengthen. It cannot be rushed or automated, and it disappears if you leave it too soon. Someone is present even when there is nothing yet to show for it.

What we strengthen begins to grow. What we pass over begins to fade. Everyone in this space is already part of building the future, simply through their presence and their attention.

Soul of Tomorrow brings briefly into view what is hard to prove. It invites us to pause and listen to what is already here. To linger a moment with the questions, without needing to resolve them at once.

SEVEN QUESTIONS

1.

Who really makes your decisions?

The Biological Advantage

2.

Who owns reality?

The Origin Economy

3.

What does your story build?

The Narrative Capital

4.

What does movement tell us?

The Presence Economy

5.

Whose rhythm do you live by?

The Embodied Intelligence

6.

When does slowness work faster?

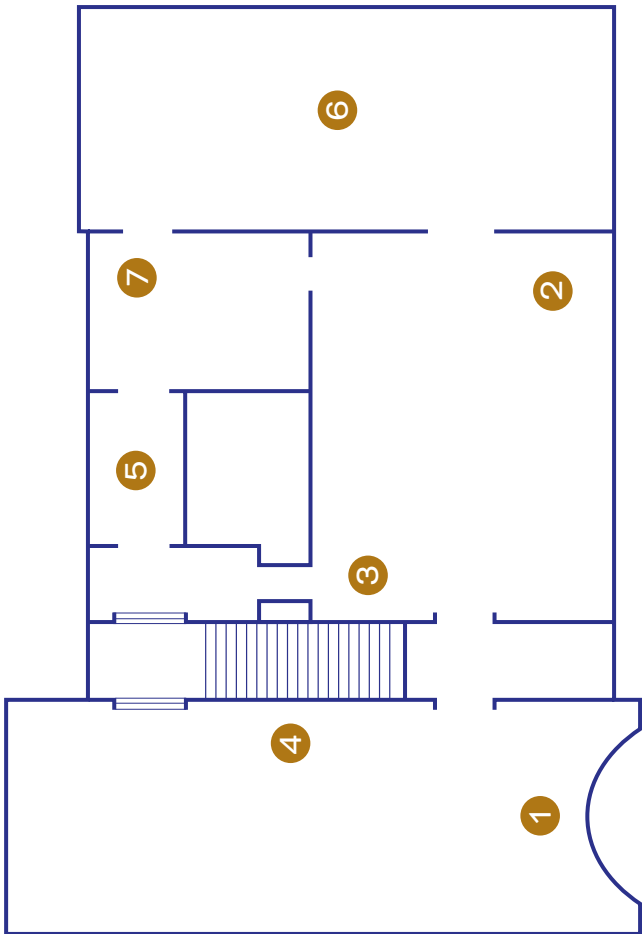
The Continuity Infrastructure

7.

How does your environment sound?

The Sonic Architecture

Each of the seven themes is represented by one organisation whose work touches on that very question. The companies are not answers to the themes but doors into them, examples of what change might look like in practice. The questions come first. The companies are their concrete reflections.



Who really makes *your decisions?*

Technology has changed the rhythm of work faster than human biology can adapt. Decisions are made more often and more quickly than ever. But how many of today's decisions are already made before we have time to think?

As work turns into a constant stream of interruptions, messages and reactions, the human system tries to keep up. The information never quiets. The working day has no clear end, and attention splinters into ever smaller fragments.

To the body, hurry feels the same as danger, and it responds as if to a constant threat. The accelerating pace makes human limits visible. As the load grows, the first

capacities to disappear are often the very ones that building the future would most require. The ability to see more broadly. To think far ahead. To tolerate uncertainty. To listen to others genuinely. In their place comes reaction, and the urge to find a solution quickly — often one that has been used before.

Biological capacity is rising to the heart of leadership and business in a new way. The quality of decision-making, creativity and strategic thinking do not arise apart from physiology. Tomorrow's competitive edge comes from the ability to build conditions in which people's thinking, learning and collaboration can flourish.

Clear thinking begins with the conditions around us.

Do we recognise when we are at our best? Do we know what clarity feels like? And what if the most important decisions aren't made in the moment we think they are, but in a bodily state no one has designed for?

In what kind of conditions do you build the future?



SYSTEMIC

Systemic helps leaders and organisations build the conditions for clear thinking, good collaboration and sustainable performance under pressure. At the core of its work is the idea that biological capacity is not a side topic of working life, but an essential part of lasting competitive advantage.

1

Learn what your biology may already know, before you can put it into words.

Who owns *reality?*

The more the world can be simulated, the more valuable that which feels genuinely original becomes.

Reality is becoming ever harder to verify. The boundaries between the authentic, the manipulated and the synthetic are blurring. Content, sound, images and views emerge faster than we can assess them.

Authenticity is beginning to behave like a vanishing natural resource. The more everything can be imitated, the rarer that which is original, continuous and verifiable becomes. Ownership, identity, art and data can all be copied. Reality may not disappear, but it becomes the object of constant verification.

Registers, contracts and institutions have long upheld a shared understanding of ownership, value and continuity. In a world where the visible alone no longer suffices as proof, their significance begins to stand out in a new way.



When almost anything can be generated synthetically, origin too begins to matter more and more. Who made this? Where did it come from? Can it be trusted? What really happened, and what was merely simulated? The need for verification begins to reach ever deeper — into identity, authorship, cultural origin, and the experience of what is real.

Systems can verify origin. Yet trust is ultimately built between people, as a slowly forming experience of continuity, credibility and shared understanding. Technology can confirm authenticity. Belief in it still arises within people.

On what basis do you decide what is real?

2

Take an envelope. Open it only with someone you don't yet know. What do you find?

Reality has always needed a witness.

EUROCLEAR

Euroclear builds the invisible infrastructure of the markets — systems that ensure the reliability of ownership, transactions and value, including in the digital world. Permanence and stability don't arise on their own, but from carefully built structures. The kind whose continuity, transparency and verifiability can be relied upon even when everything around them is changing. Euroclear is the foundation of this trust and its quiet enabler, keeping the markets moving and ownership secure.

What does your story build?

Anyone can produce content. Few are remembered.

When AI produces text, images and views endlessly, most of it begins to sound the same. Content emerges faster than we can take it in, and organisations, people and institutions blur ever more into one another. It is easy to drown in that noise.

Stories don't merely describe the world. They build our sense of what feels possible, credible and meaningful. In the form of a story, a message travels differently than in a list or an argument. A story takes less mental effort, lodges in memory more easily, and carries an emotion with it — sometimes even a physical sensation.

A story shapes how people make decisions, what they trust and who they want to belong with. It also gives form to that which does not yet exist.

The sheer volume of content no longer decides on its own who is remembered. What stays harder to copy is a recognisable voice and the feeling it creates. In a world where almost anyone can appear credible for a moment, a consistent and distinctive voice begins to stand out. The competition may no longer be for visibility, but for whose story people want to belong to.

What in your story makes another person stop?

Your story
is waiting.



TARINA PARTNERS

Tarina Partners helps expert firms whose expertise deserves to be found. With a clear and recognisable story, clients come to you of their own accord. A story frees up time for what a company does best.

3

Meet the story wizard, tell them what you dream of, and find your own hero's tale.

What does *movement tell us?*

What if, in the future, people remember above all how a moment felt in their bodies? Does physical, embodied presence become more valuable the more life moves into digital streams?

Not everything is communicated in words. Much is conveyed in the rhythm, the direction and the way people move together. Atmosphere passes from one person to another instantly. Distance disappears, and one another's movements and gestures begin to shape how the whole situation is experienced.

The most powerful message is often movement and presence — something words and images cannot reach. Movement and gesture have always conveyed more than

words, even before spoken language. They tell us how people live and experience their world right now. Sometimes, through them, you can also sense what is only just arriving.

Organisations have long considered what they say and how they look. Less often how they move and what they communicate through the body. Choreography, presence and the way one meets a person in a space are beginning to become part of the language of a brand.

People don't always remember what they were told, but they remember a moment that felt different.

In what body language does your brand move?



An immaterial world
calls for an embodied
counterpart

4

*Follow the movement in
the space. Notice how
the future passes for a
moment through the room.*

DANCEWORKS HELSINKI

DanceWorks Helsinki brings movement to new environments and new audiences. At the core of its work is the idea that dance belongs not only on the stage but everywhere people meet. Movement changes the energy of a space, directs attention and creates connection in a way words cannot reach.

Whose *rhythm* do you live by?

What happens when the world accelerates past you? What if vitality is really a question of timing?

Many live in constant conflict with their own rhythm. Wellbeing has long been built on the logic of optimisation. More data, more metrics, more performance. Yet many do everything right and something still feels wrong. The tiredness doesn't lift, focus slips, and recovery is left unfinished.

Perhaps the question is the wrong one. The body is a rhythmic system that seeks to synchronise. Temperature, energy, hormones and recovery move in continuous

cycles, following the day and the seasons. What matters is not only what happens in the body, but when it happens.

Vitality begins to appear as a question of how well a person lives within their own biological rhythm. The future of wellbeing rests more and more on listening, timing and synchronisation – on the ability to recognise when the body is working most naturally.

Vitality may be less about performing and more about living at the right time.

When did you last pause to check your body's own time?



Vitality is
keeping time.

5

*Come and hear what your
body's rhythm sounds like.*

The sound work *Feel/Good*, produced by BAD Agency for Vire Health. Created by sound artist Tero Taxell. The soundscape is inspired by health, wellbeing, the sea, the sun and rhythm. Duration approximately 20 minutes.

VIRE HEALTH

Vire Health develops health technology based on continuous temperature measurement, making the body's biological rhythms visible and understandable over the long term. At the core of its work is the idea that wellbeing is not a single measurement but a continuously changing biological whole. The Vire Clip launches in late 2026.

When does *slowness* work faster?

What if the most effective system is the one built not on performance, but on staying?

There are more people, services, content and contacts than ever. Every problem has a solution, a service or an app. Goods, relationships and services are designed to be temporary, and something newer is always on the way. Switching has been made easy, staying made unnecessary.

Point solutions are often good. They are fast, efficient and easily measured. Problem, solution, done. Systems learn to recognise and respond ever faster. Every encounter is optimised to produce a result in a short time. But not everything of value can be checked off as done.

Continuity, commitment and presence work by a different logic. They don't solve a single problem. They build something valuable that comes into being only with time. The outcome matters, but so does what is learned along the way and how we grow alongside one another. A sense of belonging and trust don't grow from the number of contacts, but from the time someone is willing to give.

Permanence is infrastructure. Invisible structure on which everything else is built. It comes into being over time, slowly — and that is exactly why it holds when quick solutions are no longer enough.

*Is long-lasting presence the new product of the future?
Who walks beside you long enough?*

Love can't be measured —
but surely even that has some
worth.



ICEHEARTS

Icehearts is a nationwide preventive child-welfare organisation that walks alongside children in need of early support, from childhood to the threshold of adulthood. One mentor, one team, twelve years. This year Icehearts celebrates thirty years of its journey alongside children and for their good.

6

*Pause to ask what twelve
years of presence feels like.*

How does your *environment sound?*

What if the most important spaces are the ones we hear? What if the environment begins to be built according to how it sounds? What if the audible is as important as the visible?

You can close your eyes, but not your ears.

The crunch of snow. The grind of sand. The rustle of leaves in the trees. Birdsong in the morning before the city wakes. Reality has always been built with sound, consciously or not. The sounds of nature have shaped our experience of the world for thousands of years. Cities have filled with sounds of their own. Now we are beginning to listen to it differently.

Sound is not just background. It is memory, returning

experiences to us before we have time to think. It is a way of experiencing space and atmosphere. It is identity, telling us who we are and where we belong. Everything has its sound, whether we want it to or not. In the future the question is not whether something can be heard, but what kind of world it creates with its sound.

Sound no longer comes from just one direction. It begins to surround a person — personally, spatially and continuously. Sound environments are increasingly built around focus, atmosphere, recovery and experience.

In what key does your work resonate?

Sound is an invisible space.



7

Step inside and listen to the kind of space that sound builds.

BAD Agency presents the sound work *Urban/Human/Future*. The piece reflects on the soundscape of the city in the future and our role within it. What do we carry with us from the present, and what is different?

BAD Agency has also produced the sound work *Feel/Good for Vire Health at station 5*. Go and experience what a brand sounds like.

Both works were created by sound artist Tero Taxell. Each lasts approximately 20 minutes.

BAUER MEDIA & BAD AGENCY

BAD Agency is a creative audio agency that helps brands find and build their own voice. At the core of its work is the idea that sound is a competitive advantage that is felt before it can be explained. BAD Agency is part of Bauer Media, one of Europe's largest players in the audio and radio industry.

What can we *learn* *from the future?*

Often, change first shows up in aesthetics, in materials and in ways of handling the world. Art works as a heightened system of perception, one that recognises a cultural shift before there is a shared language for it.

Young artists see what is only just arriving for others. Their materials, their gaze and their ways of handling reality are like early signs of what is to come. This exhibition leaves us with questions worth pausing over.

In many of the works you can hear a need to pause and slow down. Time does

its work. Sunlight, recycled material, found fabrics and images from archives carry traces of what has already been lived. The materials are explored in depth, their ecological dimensions considered too. The body recurs, as do memory and that which stays invisible yet perceptible. The everyday is made strange, and the familiar begins to look foreign.

You don't need to understand art in order to meet it. You don't need to know what a work means, nor to find the right interpretation. It is enough to pause and notice what draws you in, what



*Explore the exhibition.
At 18.45 we return to
a favourite work and
discuss it together.*

puzzles you, what stays with you. Let the work make its impression before you search for words for it.

As the world can increasingly be produced and imitated, the question of what feels authentic, who is seen and what is remembered becomes ever more important. These artists address exactly that, each in their own language.

What does the world of the young tell you about the future?

*Onni Alanko
Tomas Aphalo
Noora El Harouny
Ronya Hirsma
Erkki Huilla
Hermannin Härmälä
Elias Langi
Katya Lesiv
Yufan Lu
Sara Manninen
Frans Nybacka
Oskar Partanen
Tõmmi Pasanen
Iiri Poteri
Lyy Raitala
Kristo Saarikoski
Johanna Saikkonen
Mirella Salo
Inari Sandell
Emma Sarpaniemi
Irene Suosalo
Onur Tayranoglu
Armi Teva
Christine Valtonen
Xiao Zhiyu
Yujie Zhou*

The future is rarely built on a single perspective. It comes into being where different *people, ideas* and *experiences* meet.

Soirée of Serendipity by Vivian White is a curated futures salon that brings together people from business, the cultural field and the public sector to examine the future through art, experiences and encounters.

The Soirée is based on the idea that the changes shaping the future can be sensed before we are able to name

them. Change is felt in the way people experience and relate to the world around them, long before it shows up in markets or organisations.

Many organisations live between two realities. They have to sustain their current business and at the same time build something not yet fully known. The Soirée creates a space for futures thinking while it is



still unfinished — a space where art, conversation and unexpected connections become the means for new ideas to emerge.

It combines strategic foresight with cultural sensitivity and brings together people who don't usually meet. It is in precisely these moments that there is a chance to see both the present and the future

differently. Sometimes the most important thing is to pause and wonder together, even when there is no answer yet.

Soirée of Serendipity is an invitation to meet the future as something living and unfinished. As something built from what we choose, together, to pay attention to.



Vivian White helps organisations *make strategic sense* of emerging futures

There is more data, more signals and more insight than ever. Yet many organisations find that decision-making grows harder, focus scatters and a shared direction blurs. Change is recognised, but its meaning for one's own business is hard to make sense of.

When several weak signals begin to point in the same direction, they foreshadow a new market and a competitive edge. It is in these very shifts that the next significant opportunities arise.

Vivian White helps shape scattered observations into a clearer view of what is forming and why it matters. The work brings together strategic foresight, cultural

understanding and business-driven futures thinking.

With Vivian White, the future becomes a journey taken together. It widens understanding, connects scattered signals and gives rise to insight. From these, your own direction comes into focus — one tied to decisions and action.

When the direction is clear, it becomes easier to navigate the world's changes and to build a future of your own making. This is how the future becomes a concrete competitive advantage.

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The future is built from what *we choose to pay attention to*. What we *hold important*, and what we *want to strengthen*.

Soul of Tomorrow is an invitation to reflect together. What kind of future do we want to be part of building? What do we not want to lose? What more should come into being?

We hope you take away insights and inspiration that carry you forward — a thought, a connection or a question that stays with you.

The future needs people who dare to see possibilities in the midst of uncertainty. People who want to build a world with more trust, more meaning and more connection.

Thank you for being part of it.

Attention is the
smallest possible act
on behalf of the future.



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A warm thank you to everyone who helped bring the evening to life.



Hope is born where
we dare to look at
the future together.

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BY VIVIAN WHITE

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