



SUOMI  
FINLAND

Emoji



Colouring Book

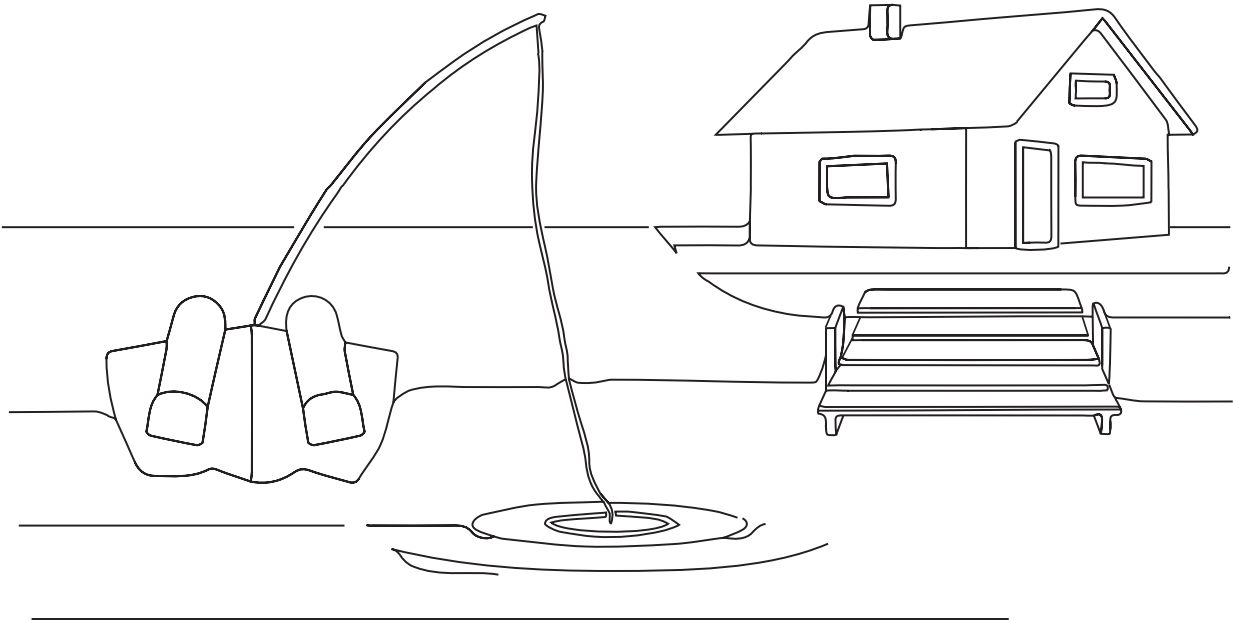
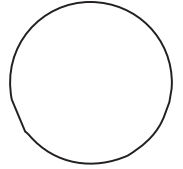
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# Out of office

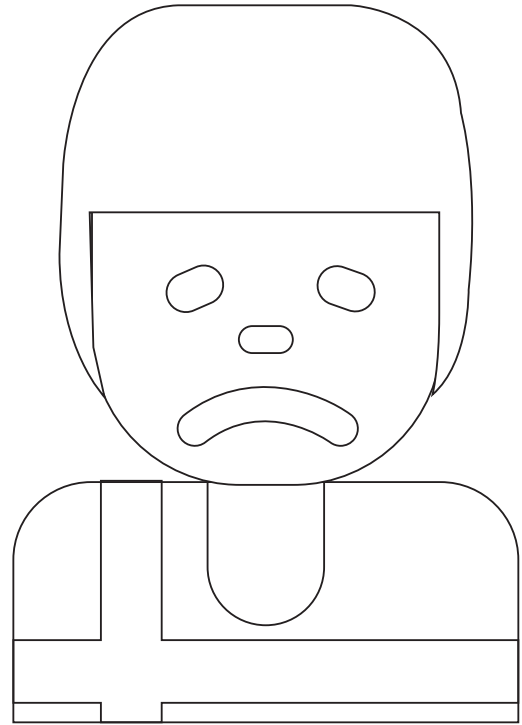
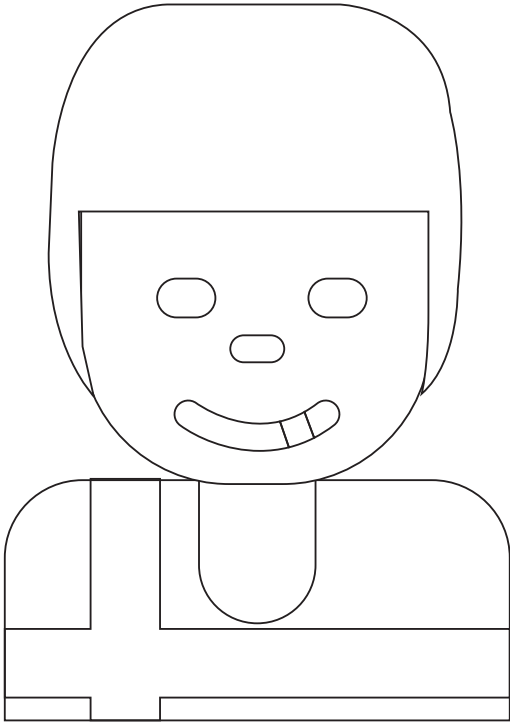
Back to the basics. In Finland we have this saying 'to put your brain in the cloakroom'. And that's what we do in the summertime every Friday after work and in July, when the whole of Finland is out of office. If you try to reach a Finnish person in July, prepare for a voice mail message saying "the person you are calling, has gone fishing". Almost every tenth Finn has their own summer cottage as there are over 500 000 summer cottages in Finland.



**#OutOfOffice**



#swan

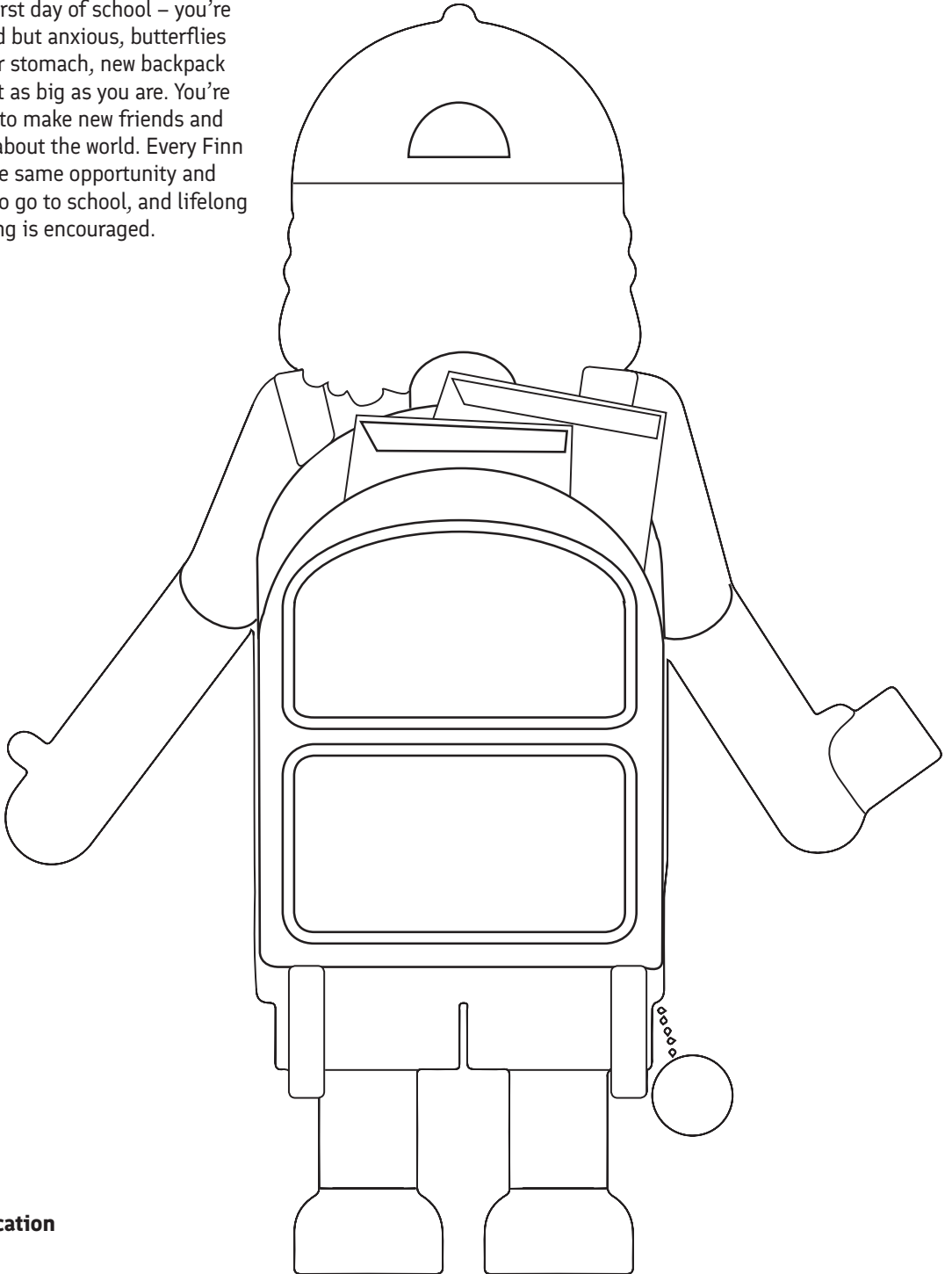


**#happiness**

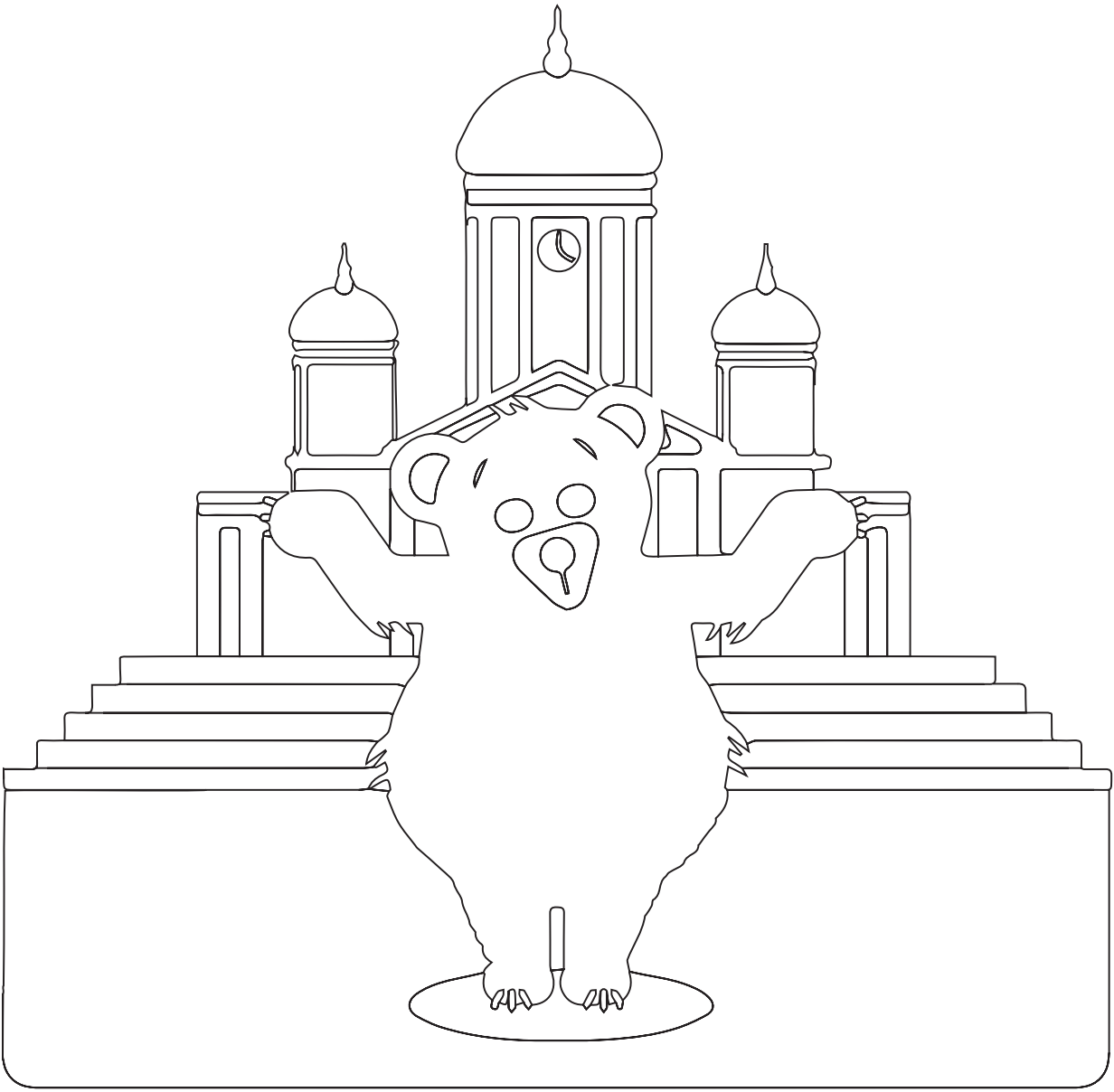
# Education

## That first-day-of-school feeling

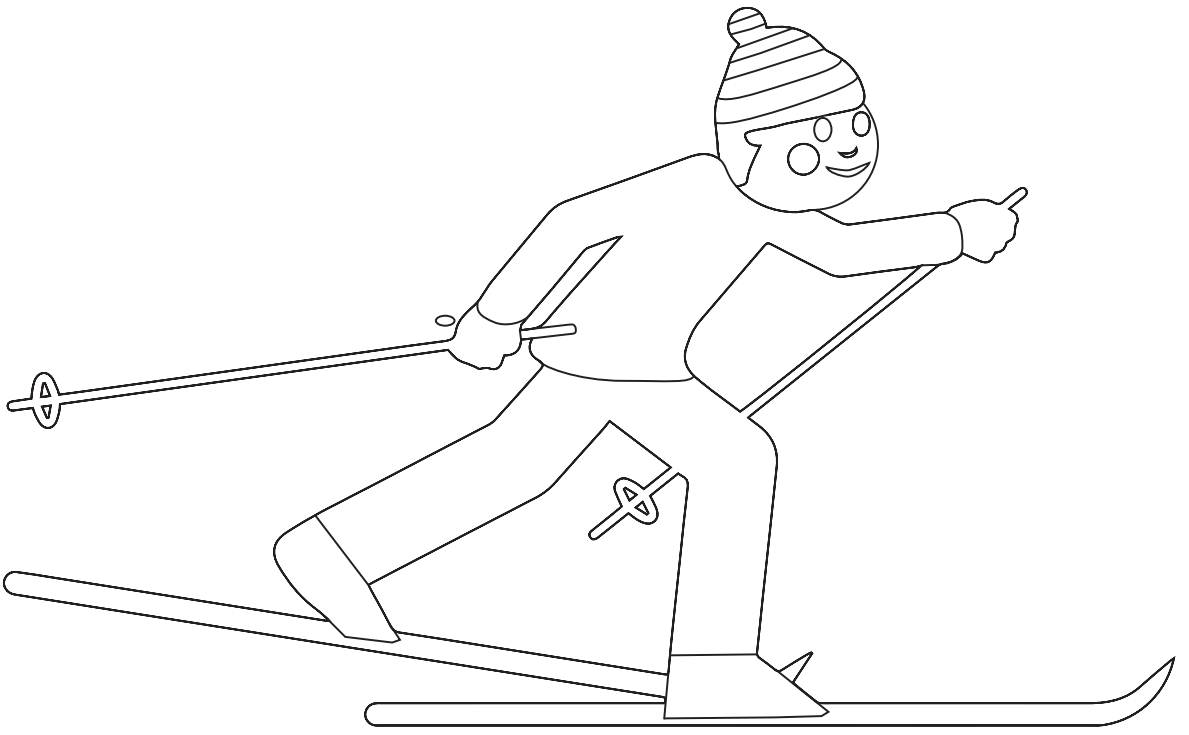
Approaching the schoolyard on your first day of school – you’re excited but anxious, butterflies in your stomach, new backpack almost as big as you are. You’re about to make new friends and learn about the world. Every Finn has the same opportunity and right to go to school, and lifelong learning is encouraged.



#education

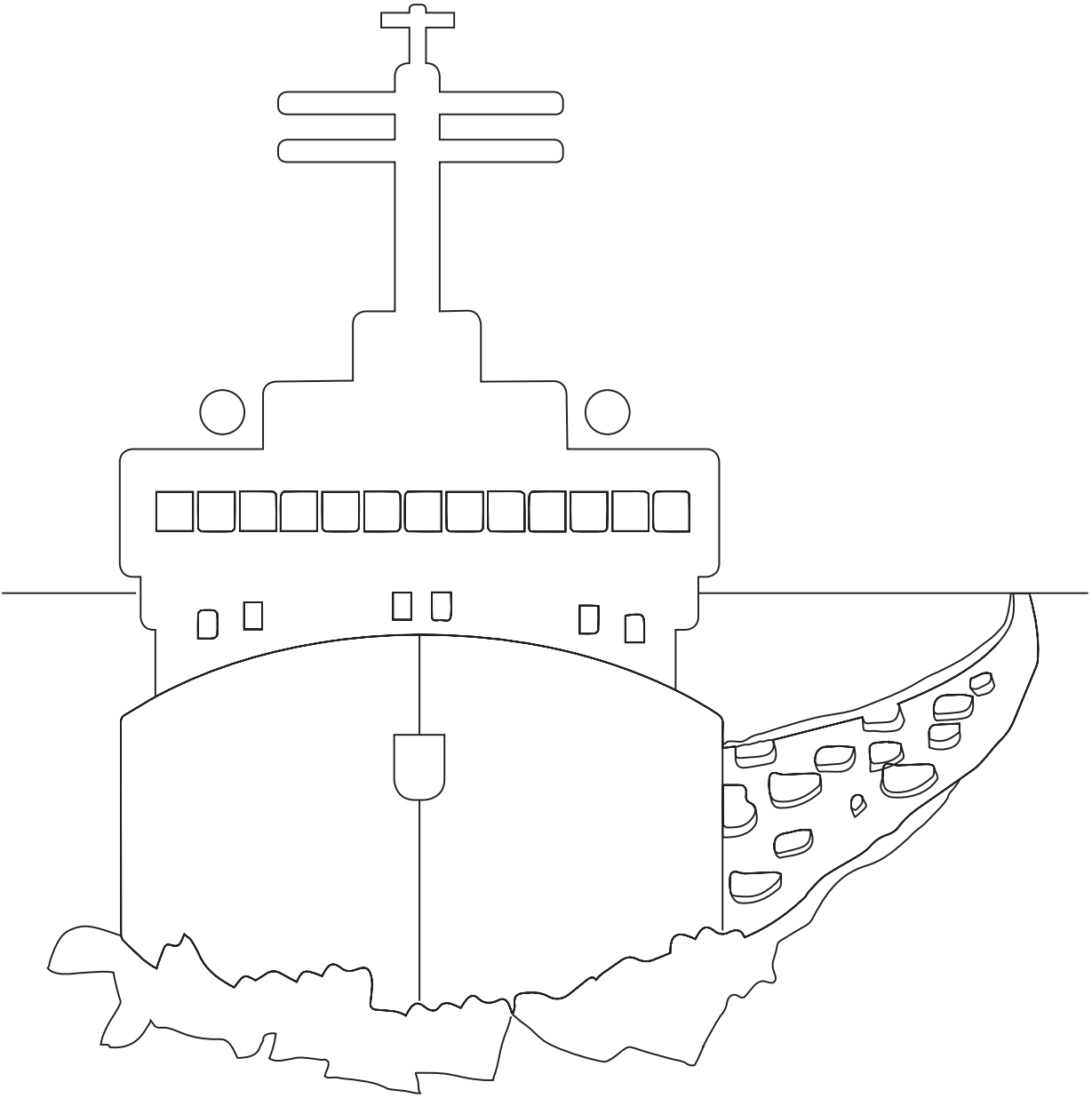


**#TheLostPolarBear**

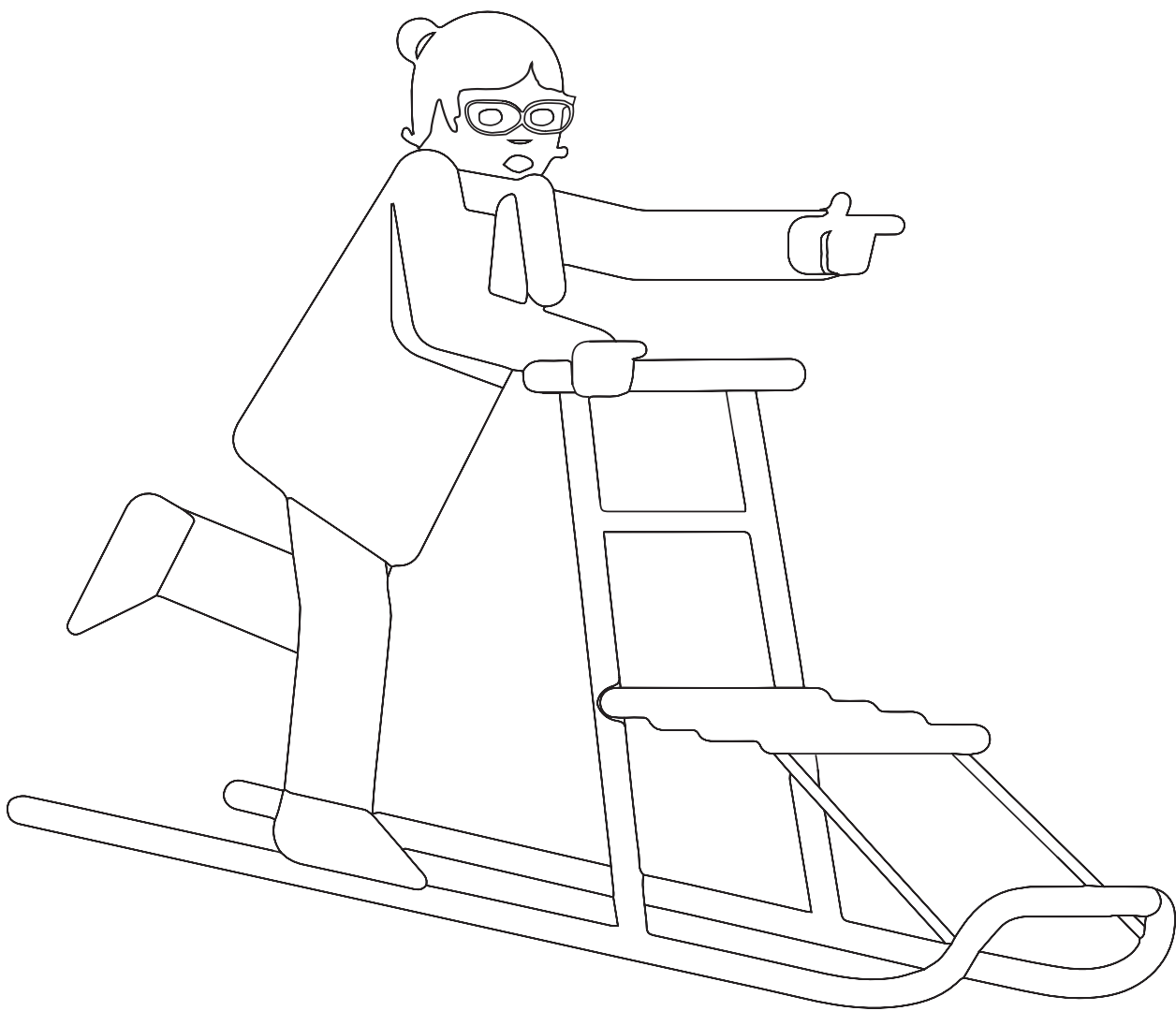


**#CrossCountrySkiing**





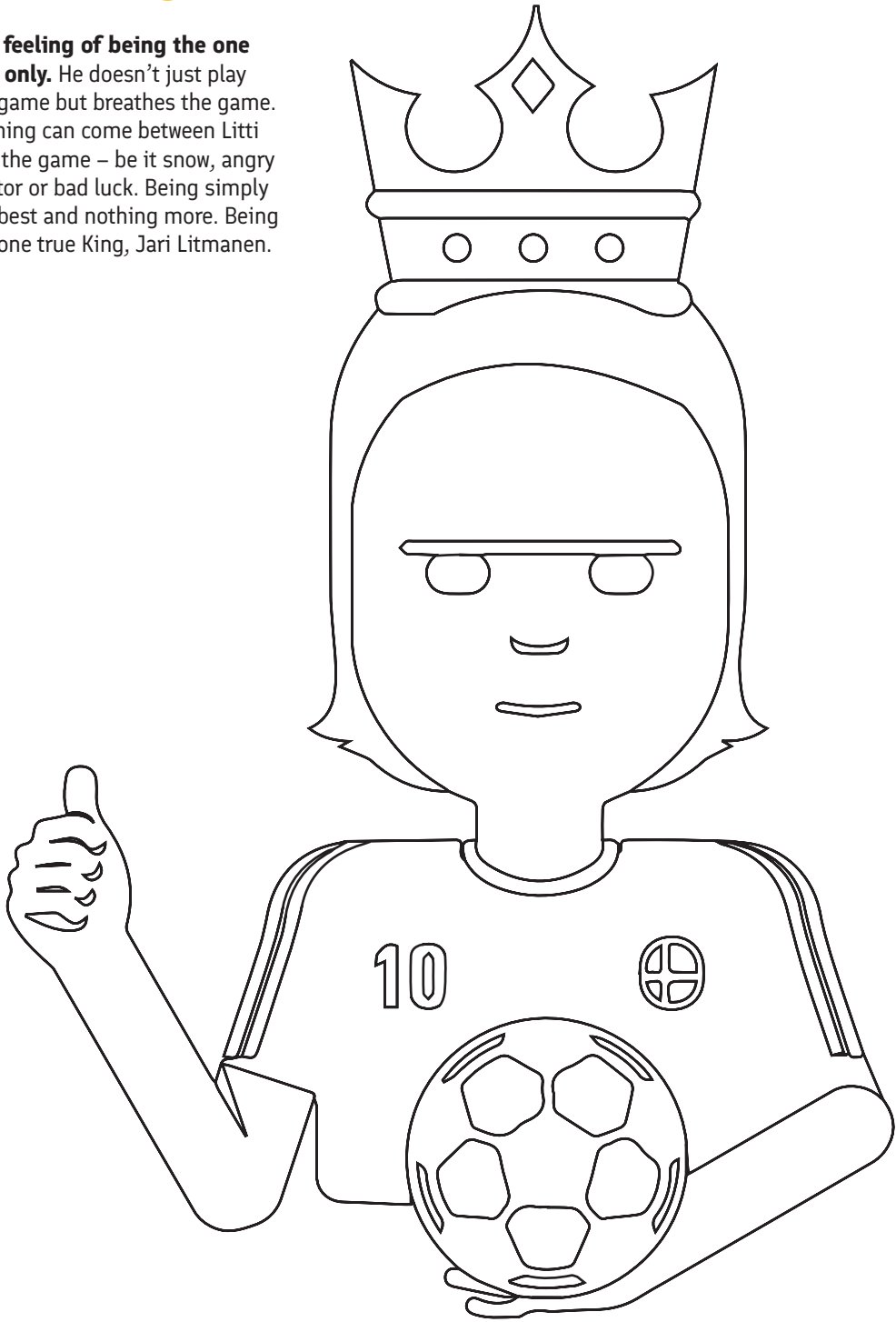
#icebreaker



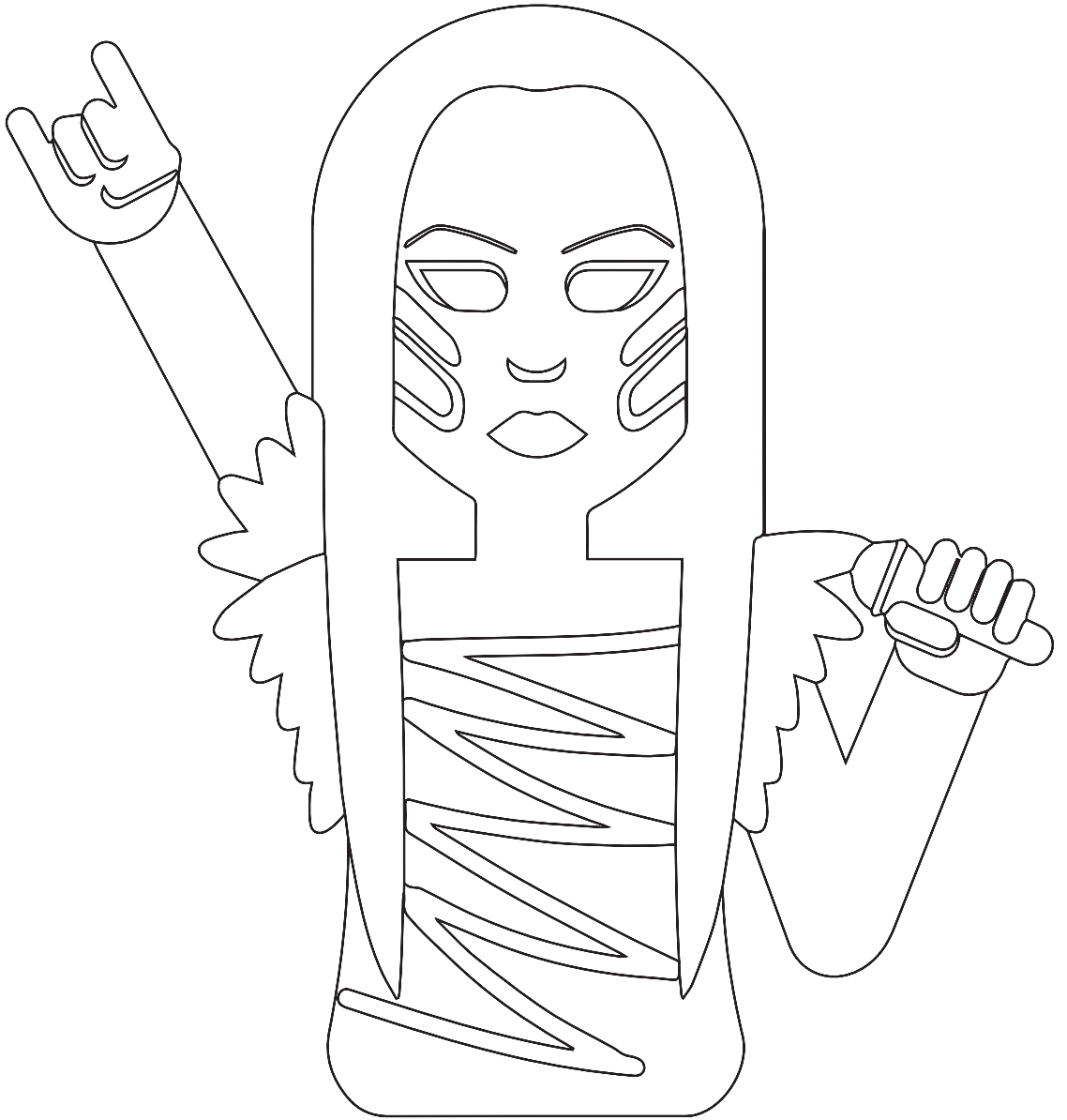
#kicksled

# The King

**The feeling of being the one and only.** He doesn't just play the game but breathes the game. Nothing can come between Litti and the game – be it snow, angry janitor or bad luck. Being simply the best and nothing more. Being the one true King, Jari Litmanen.



#TheKing



#TheVoice

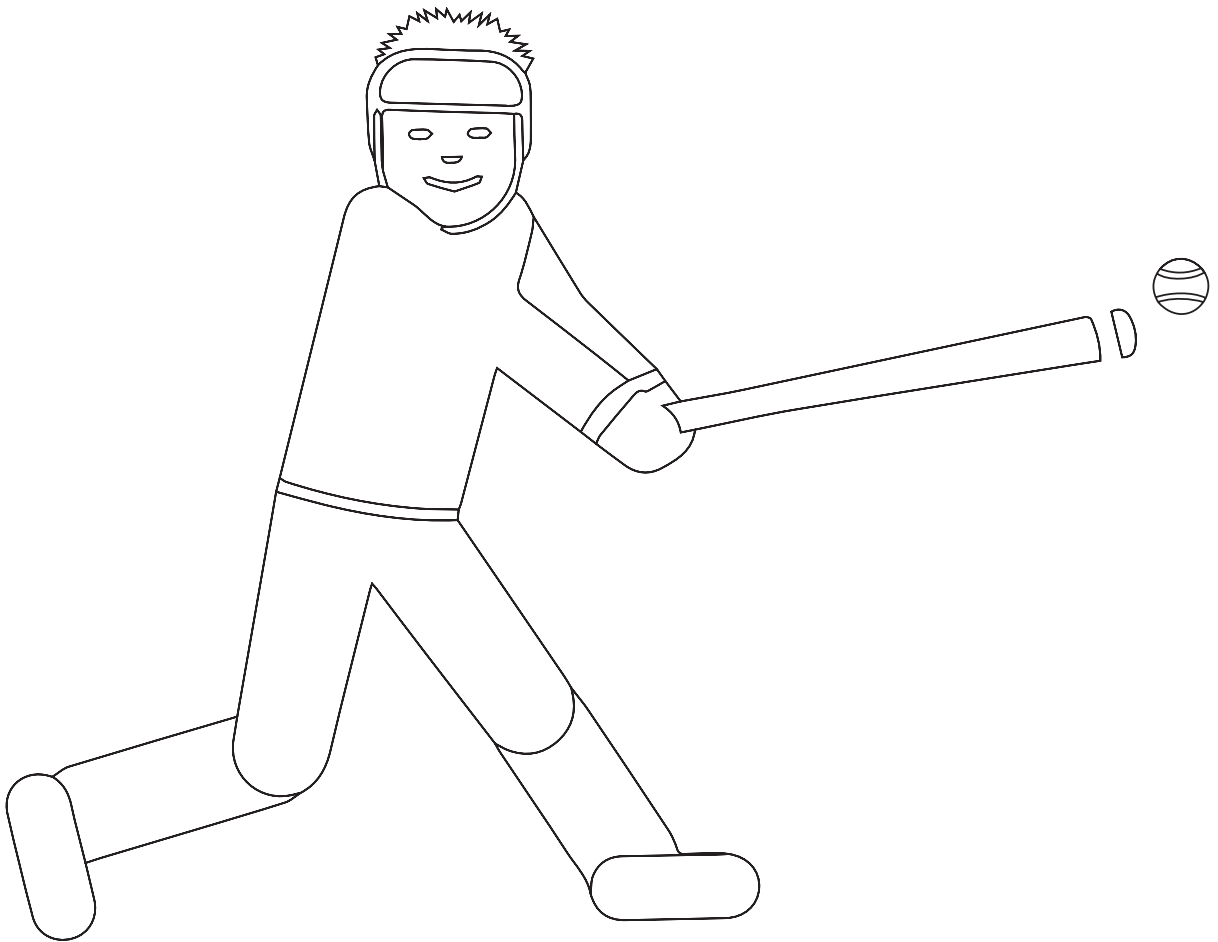


**#ATrustedFriend**

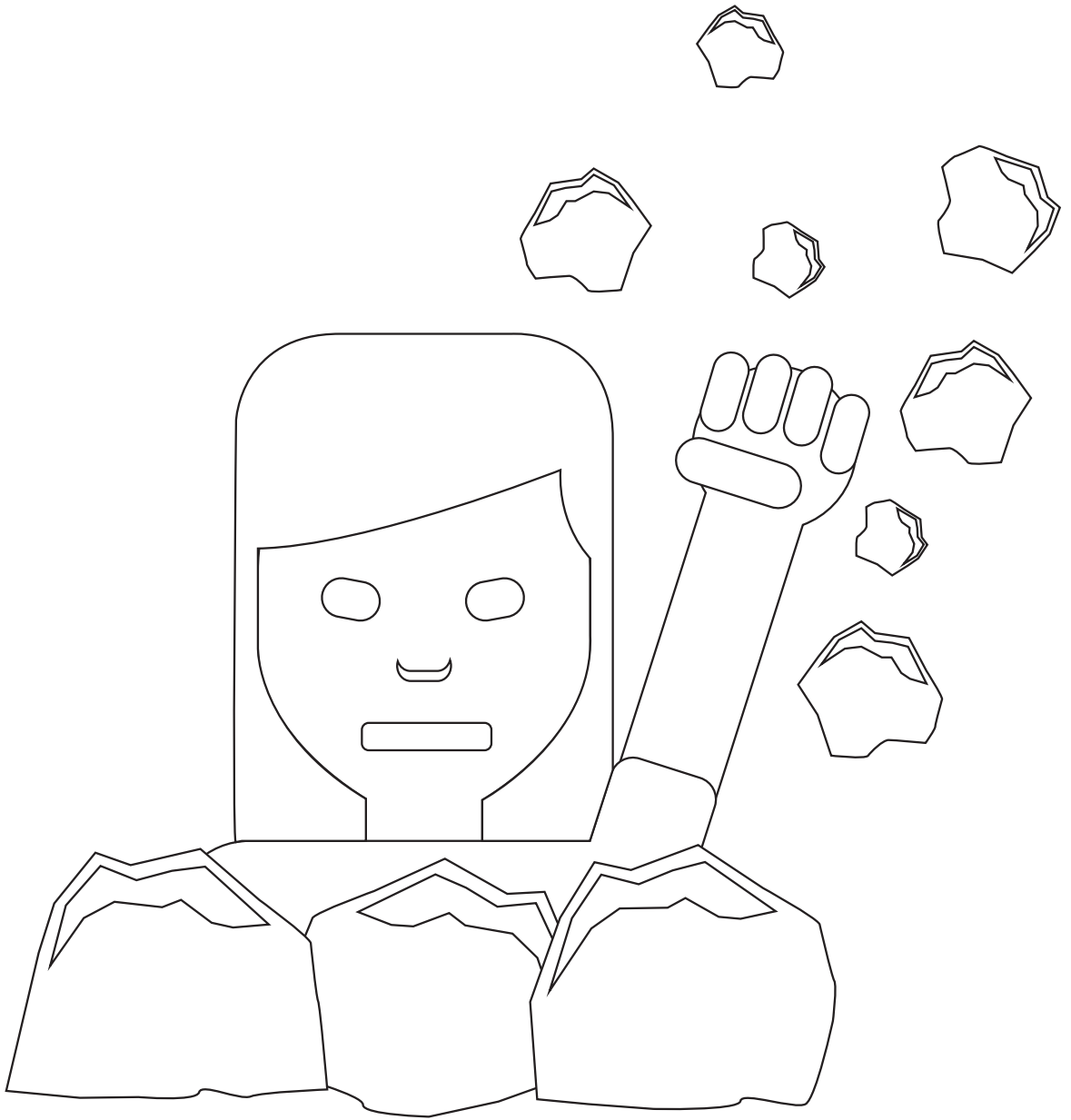
# Pesäpallo

## The feeling of love and hate

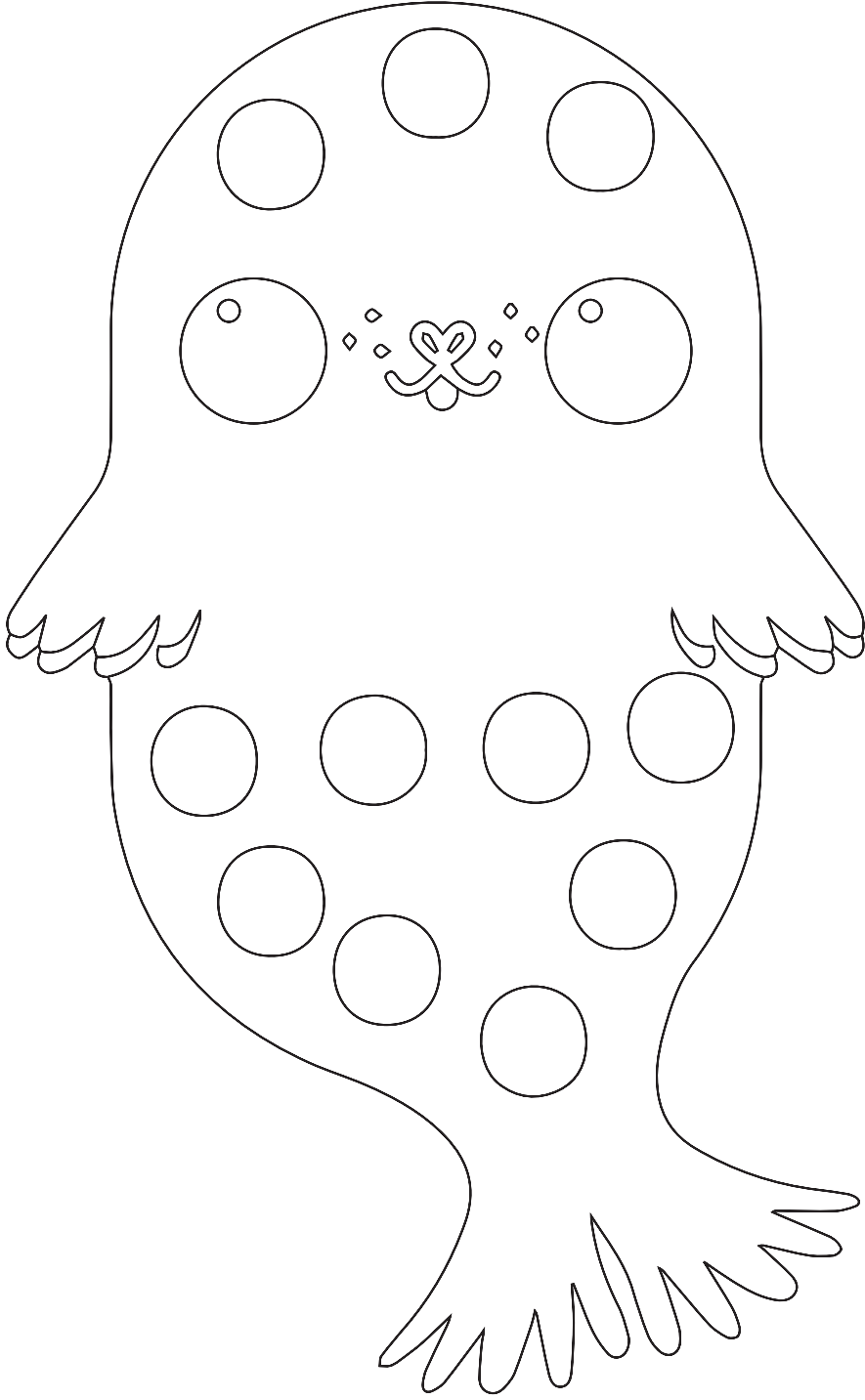
You either love or hate it, the Finnish baseball. At schools, kids were divided into two teams by the captains, usually the best players. Those who were chosen first, love our national sport, those who were chosen last, hate it. In the end, the finesse of the game conquers the hate and we play pesäpallo all summer long in backyards, school grounds and with work teams and friends. One thing we all love about the game: we are the World Champions in one sport every single year.



#pesäpallo

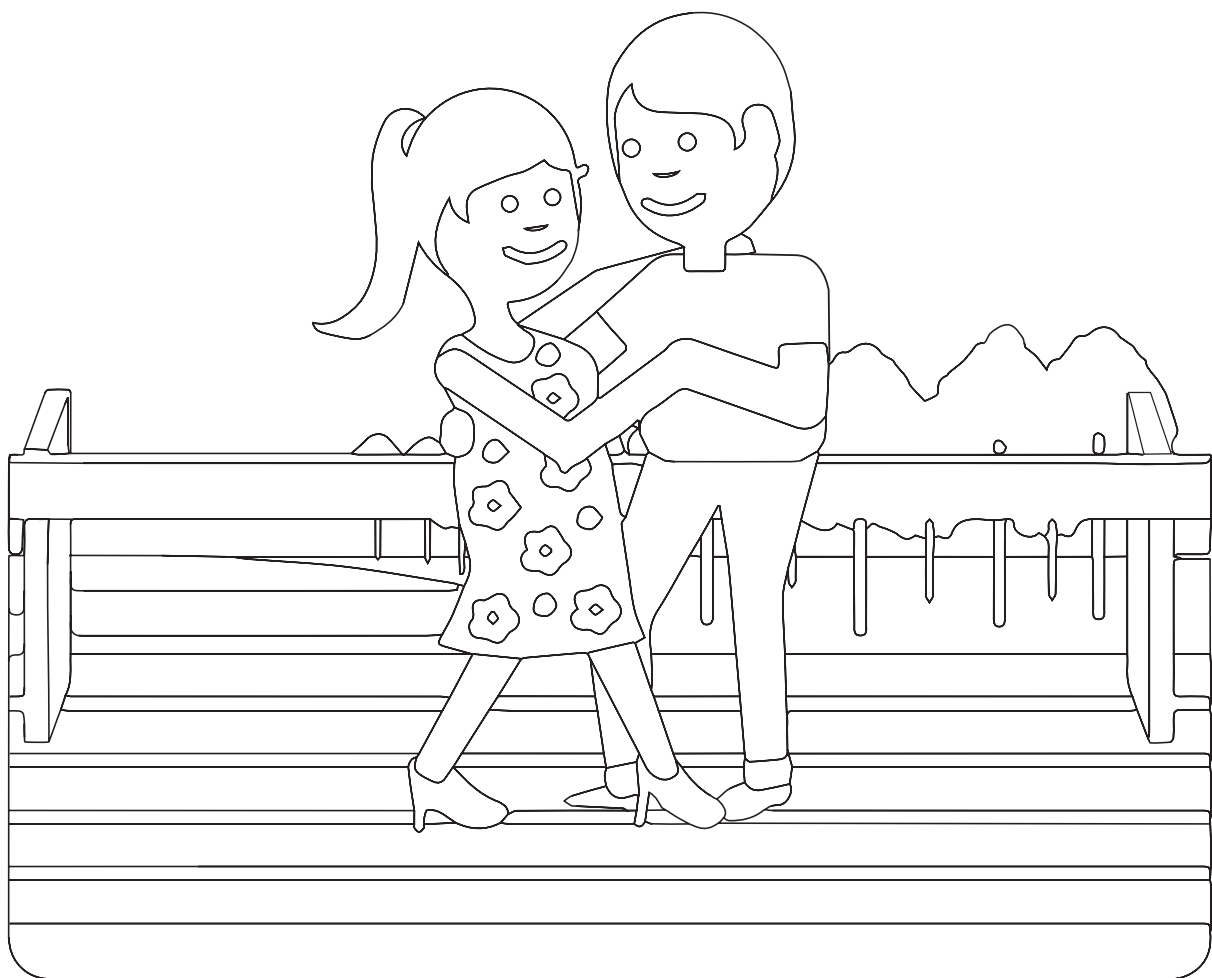


#sisu

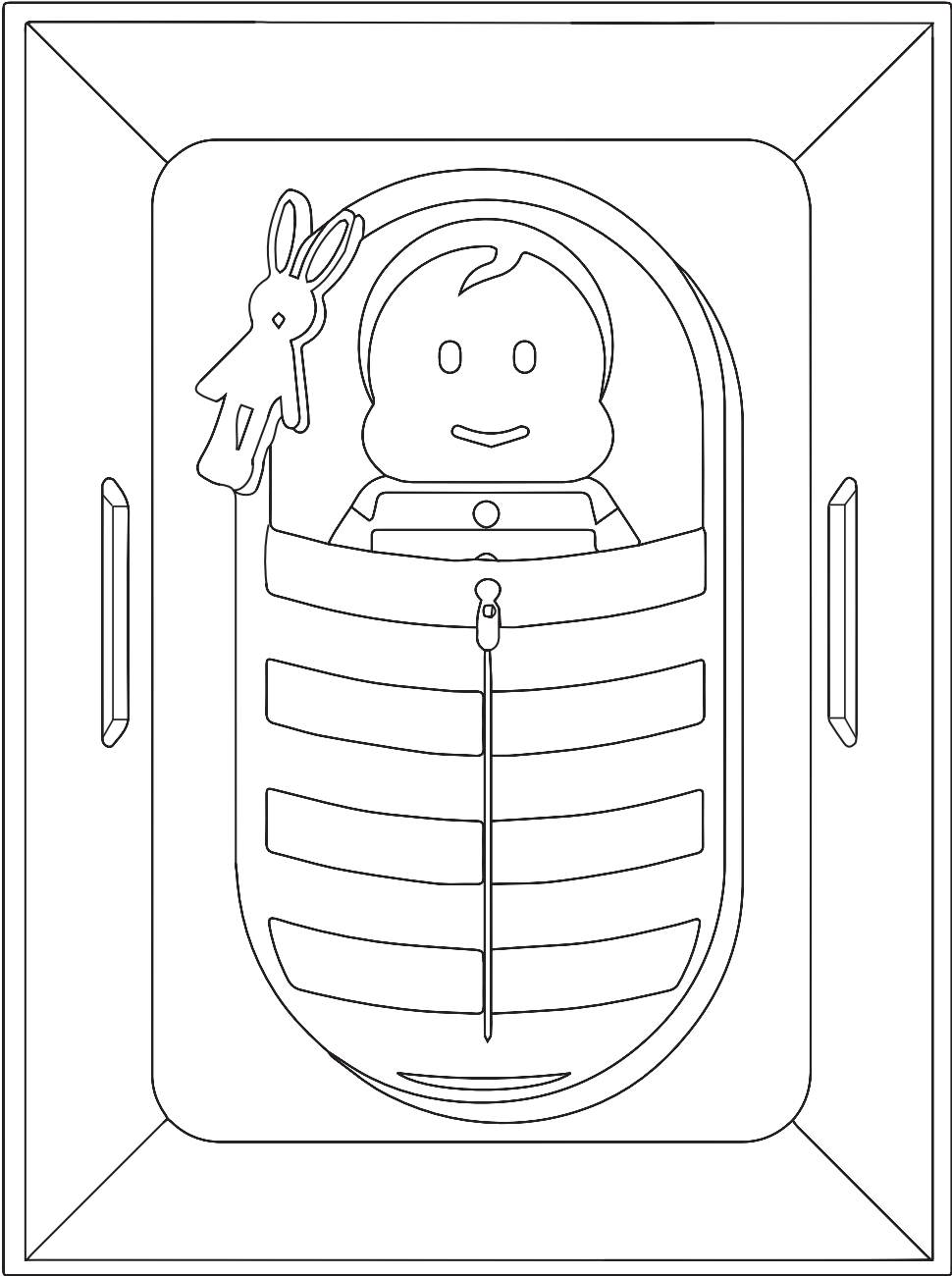


**#PusaHispidaSaimensis**

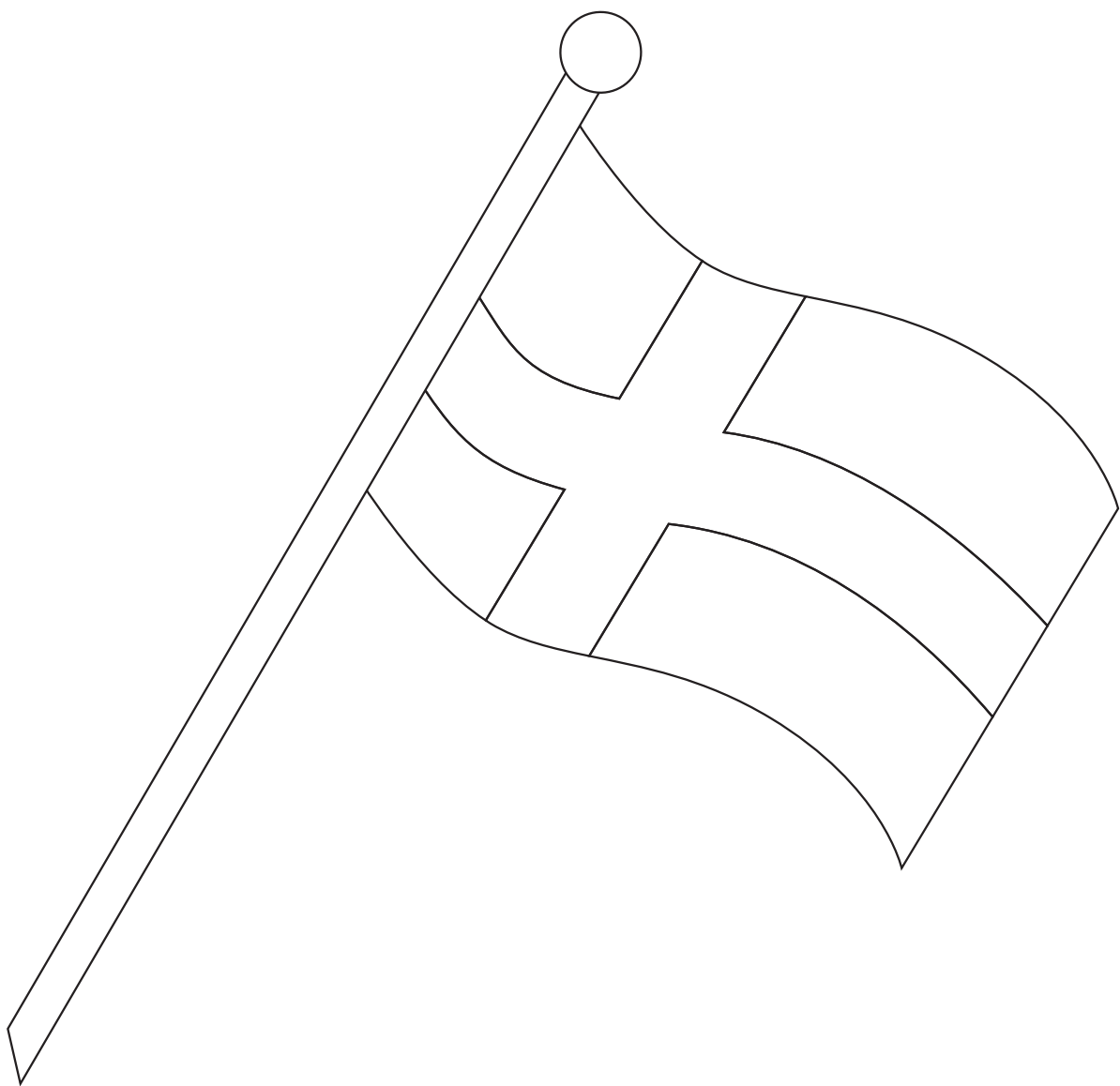




#lavatanssit



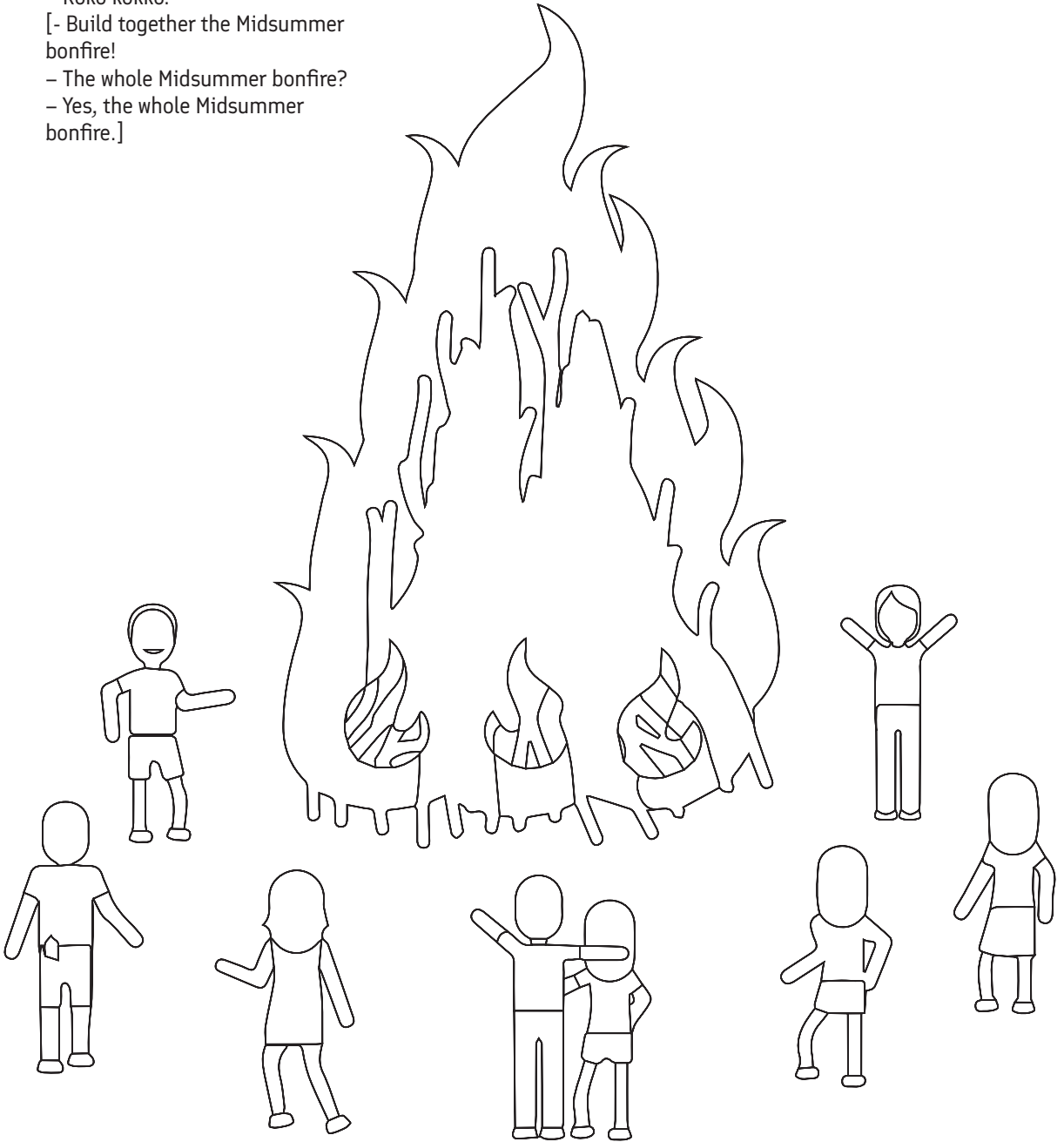
#BabyInABox



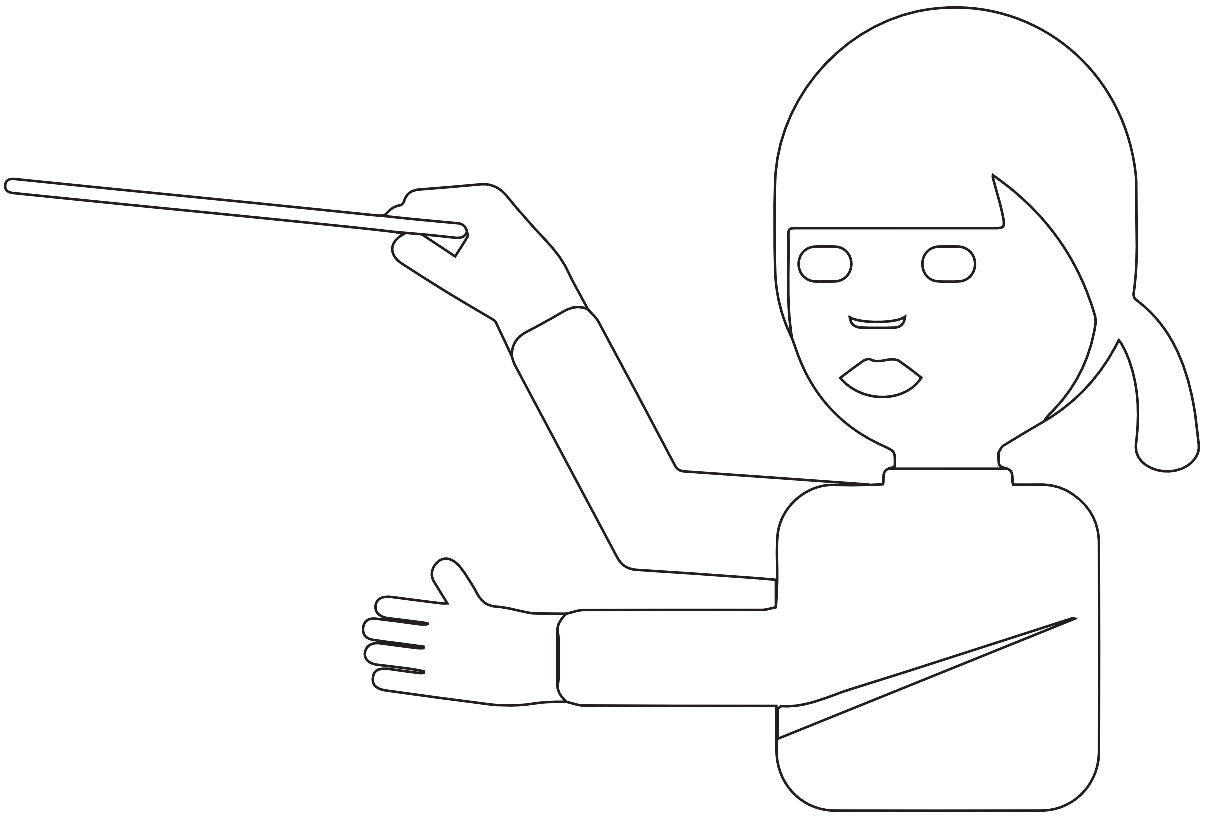
**#TheFlag**

## The feeling of being on fire

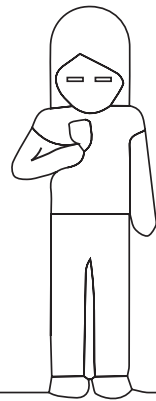
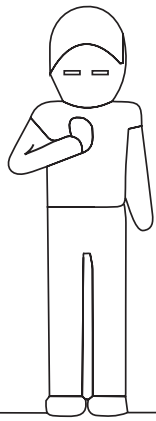
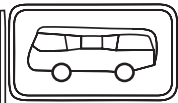
- Kokoo koko kokko kokoon!
- Koko kokkoko?
- Koko kokko.
- [- Build together the Midsummer bonfire!
- The whole Midsummer bonfire?
- Yes, the whole Midsummer bonfire.]



#kokko



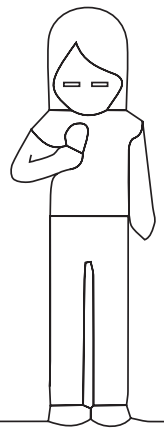
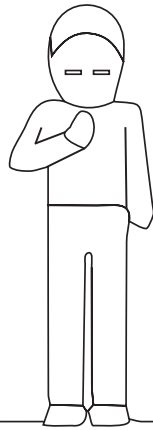
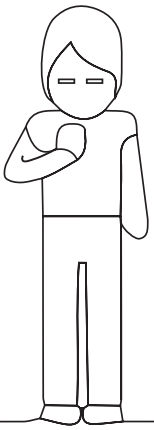
**#TheConductor**

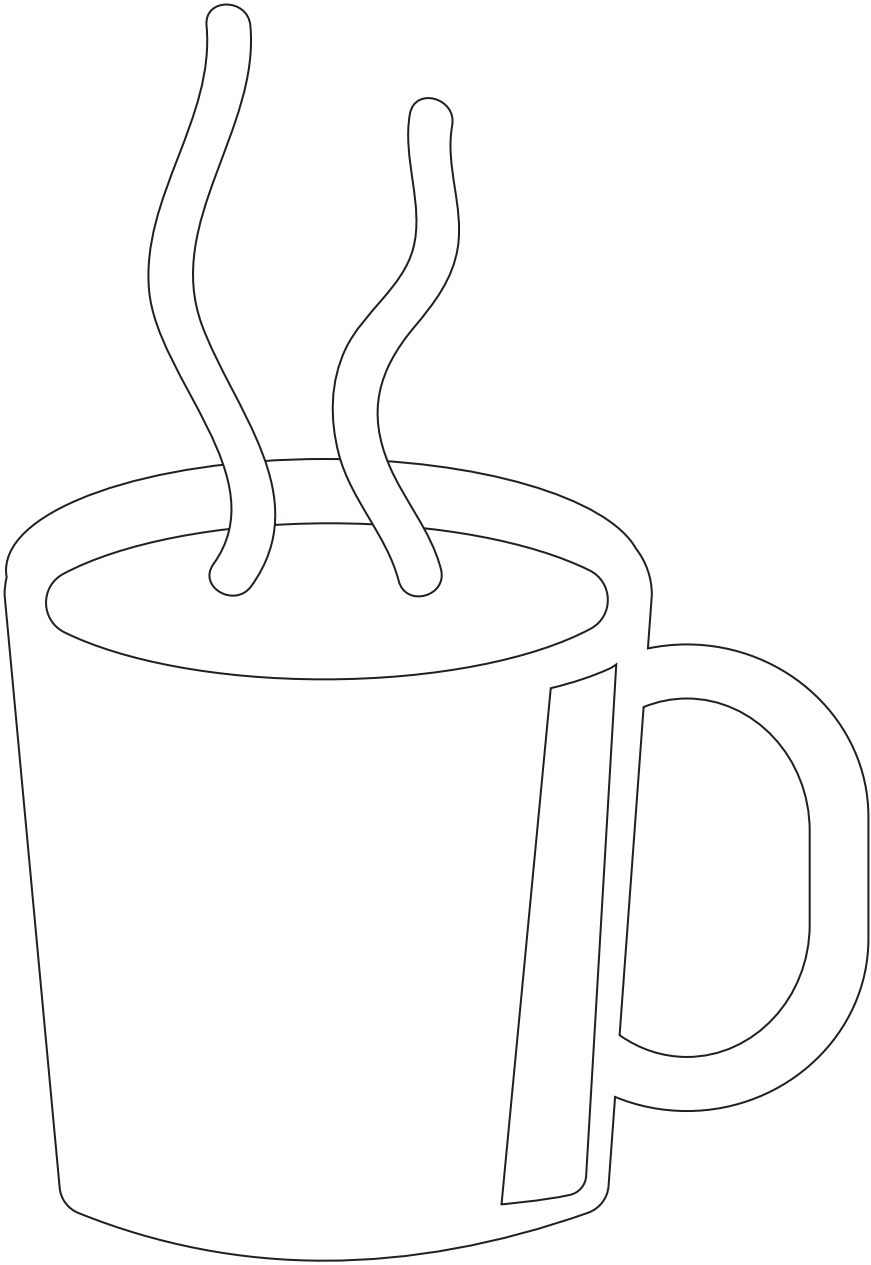


# Bus stop

Finns respect the privacy and personal space of others, and expect the same in return.

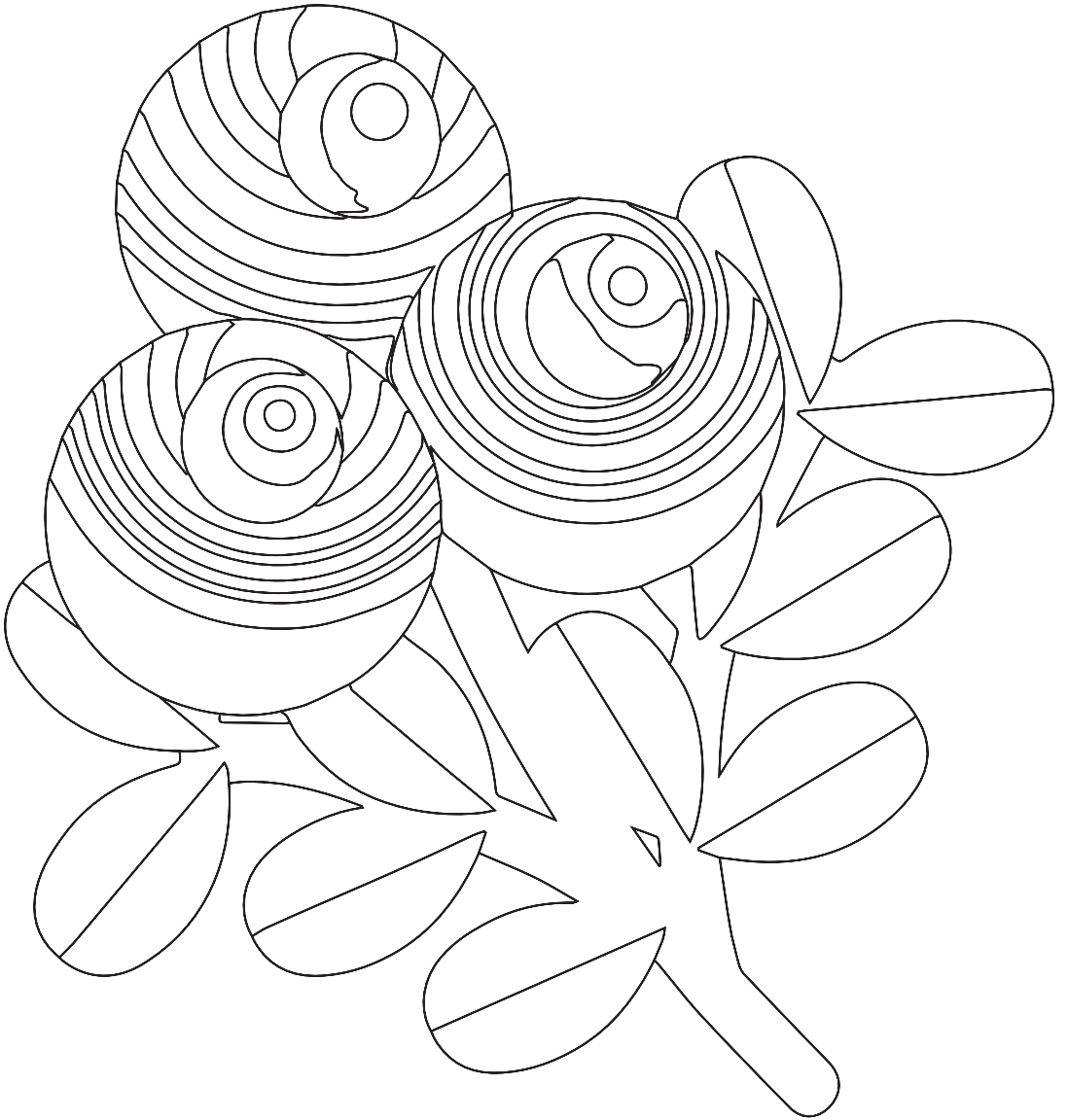
We tend not to sit down next to anyone if another seat is available. When talking to a Finn, don't stand too close – unless you want to see a Finn slowly edging backwards.





**#CupOfCoffee**





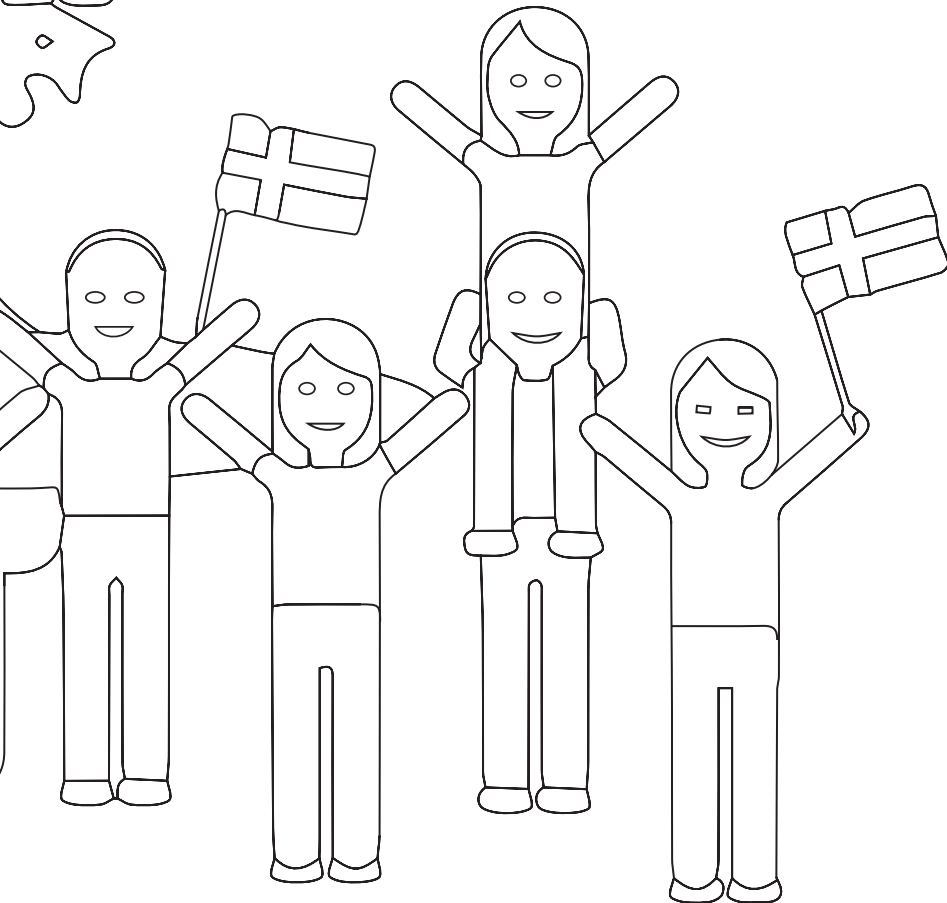
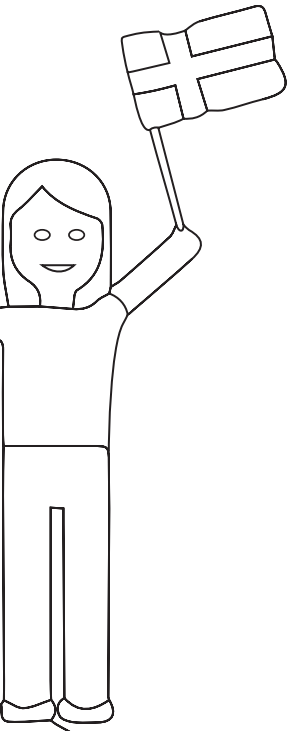
**#superfood**



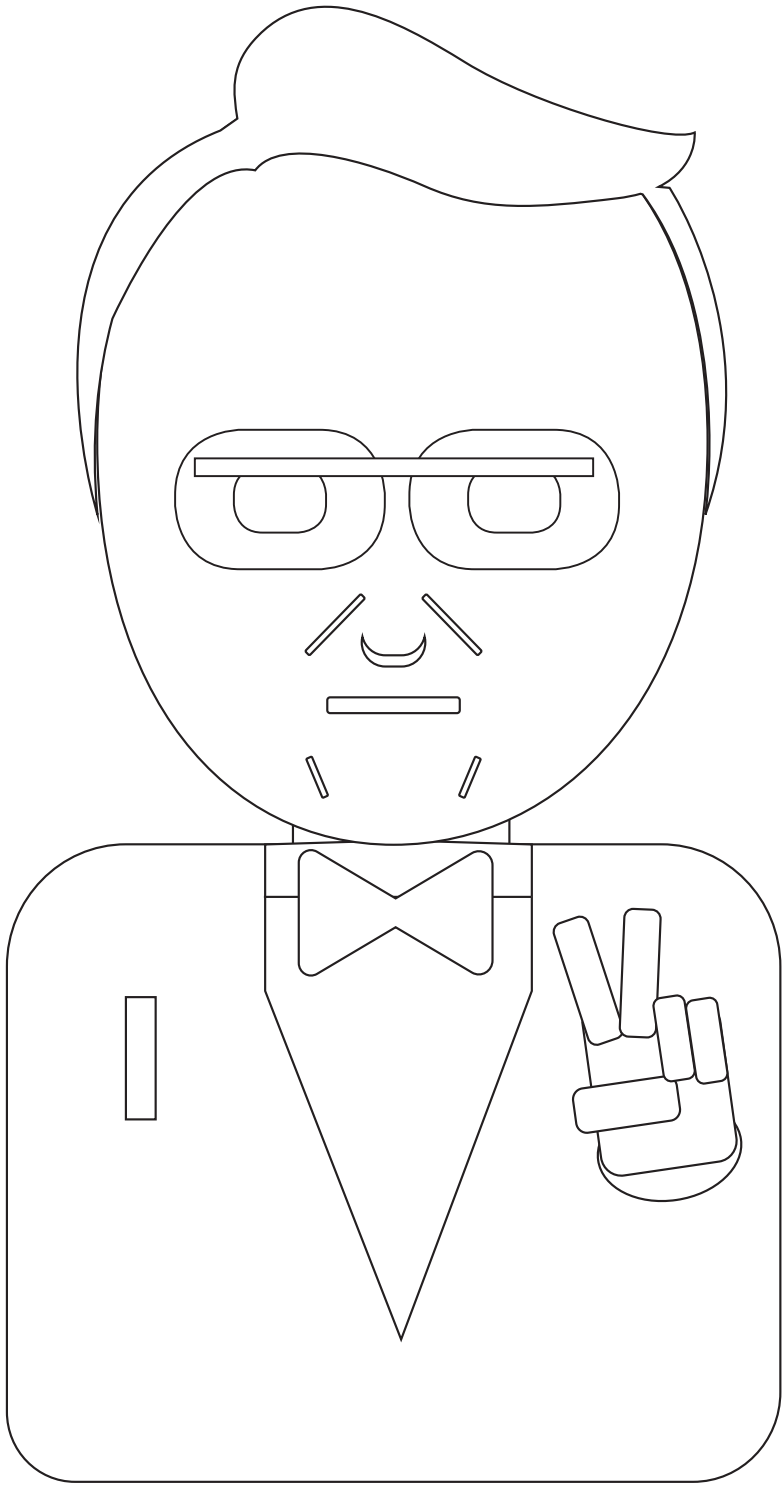
# Torilla tavataan

**The feeling when something so great happens you just have to share it with somebody.**

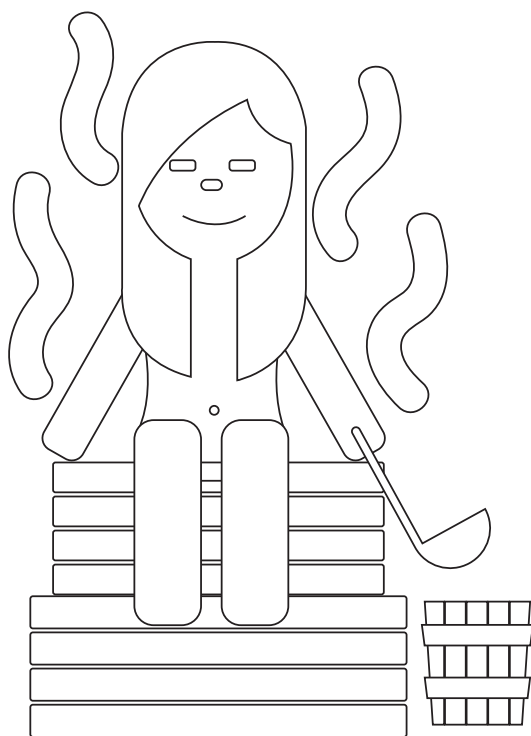
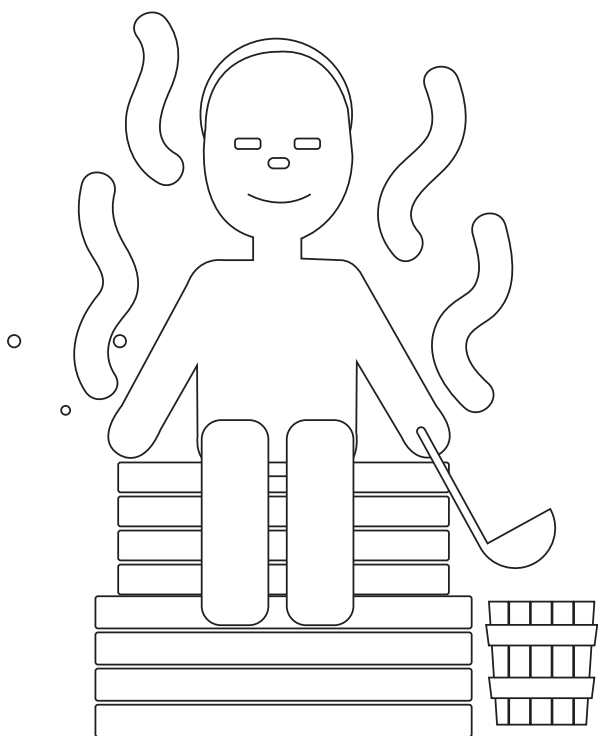
Although Finns are not crowd-loving ‘samba people’ by nature, when something great happens, we Finns head for the market square. There’s one in every city. If Finns win an ice-hockey tournament, a singing contest or pretty much anything, the market square is the place to go.



**#TorillaTavataan**



#peacemaker

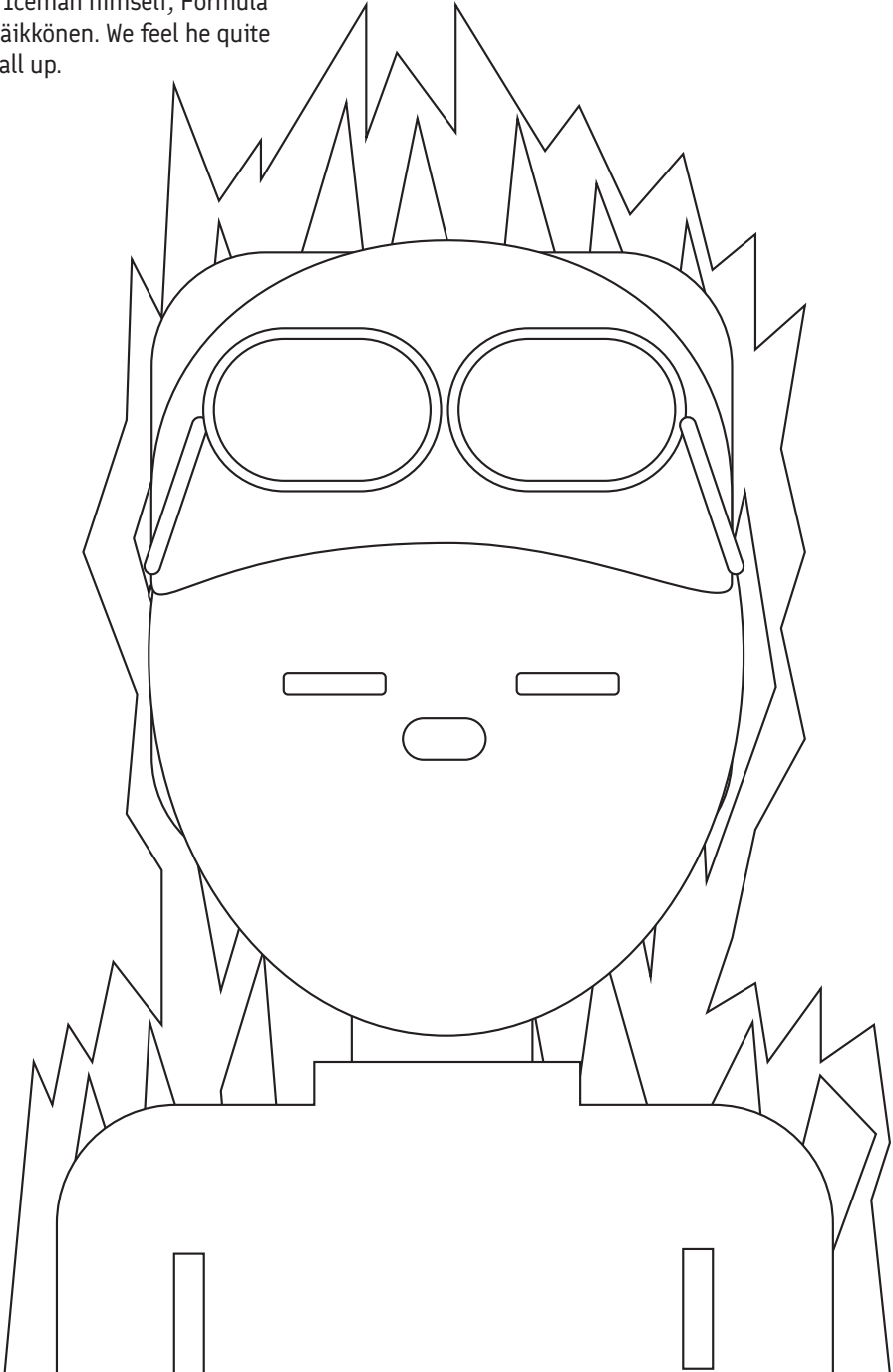


#sauna

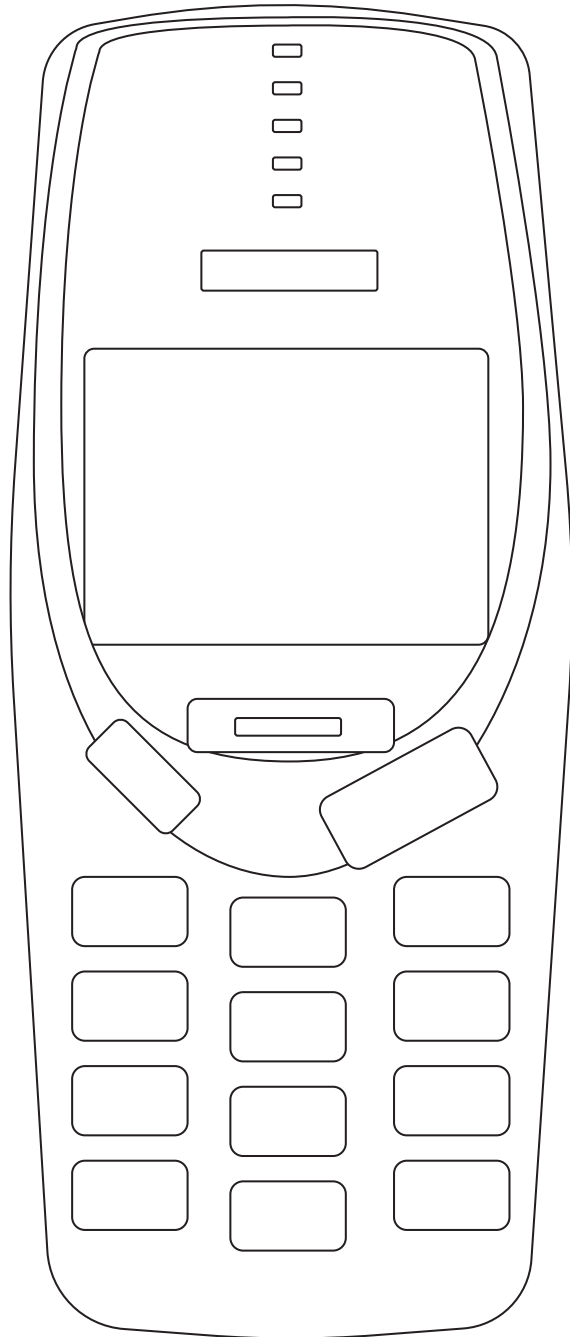
# Iceman

**The feeling of "Leave me alone.  
I know what I'm doing."**

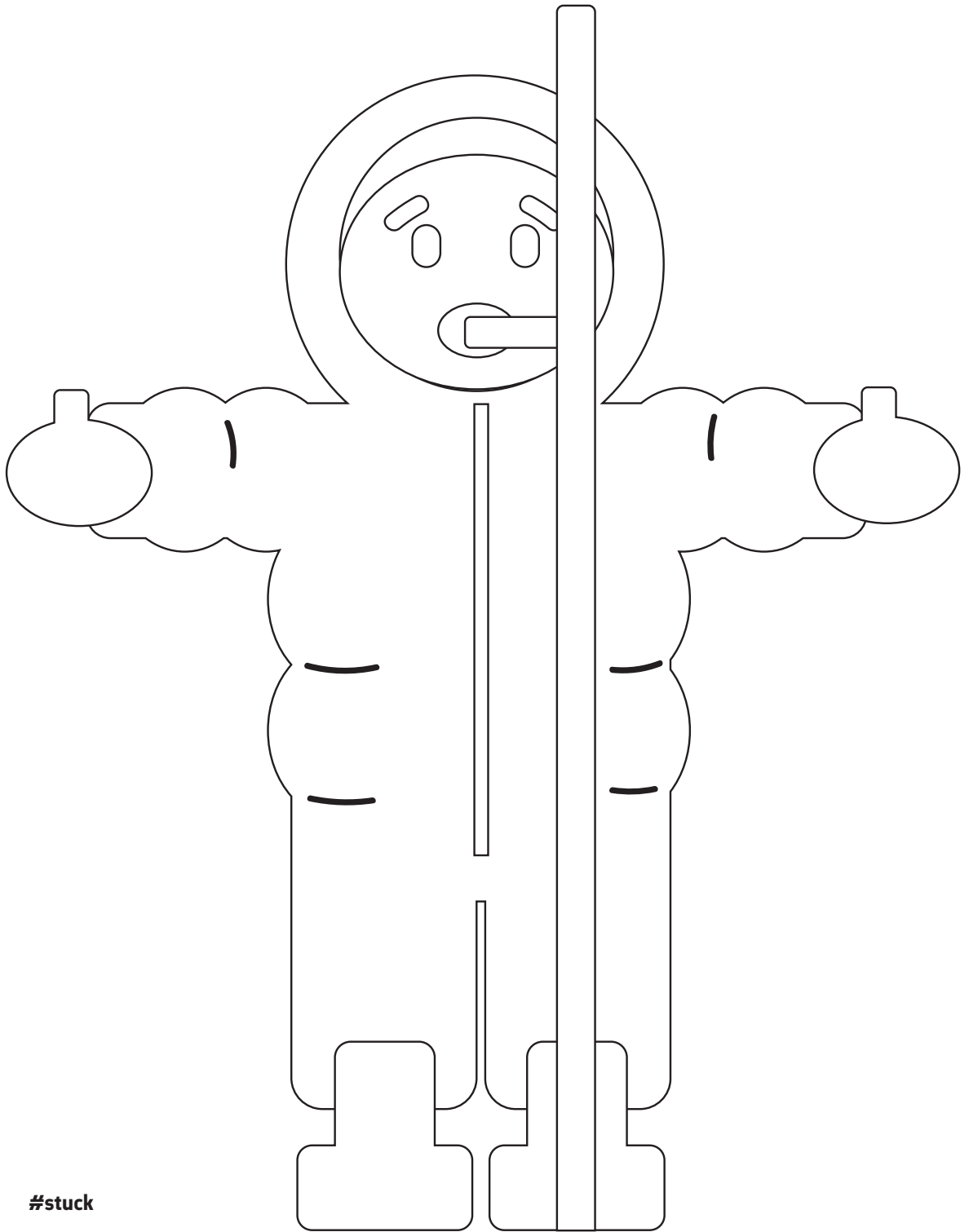
This typically Finnish attitude was made famous by the Iceman himself, Formula 1 driver Kimi Räikkönen. We feel he quite nicely sums it all up.



#iceman

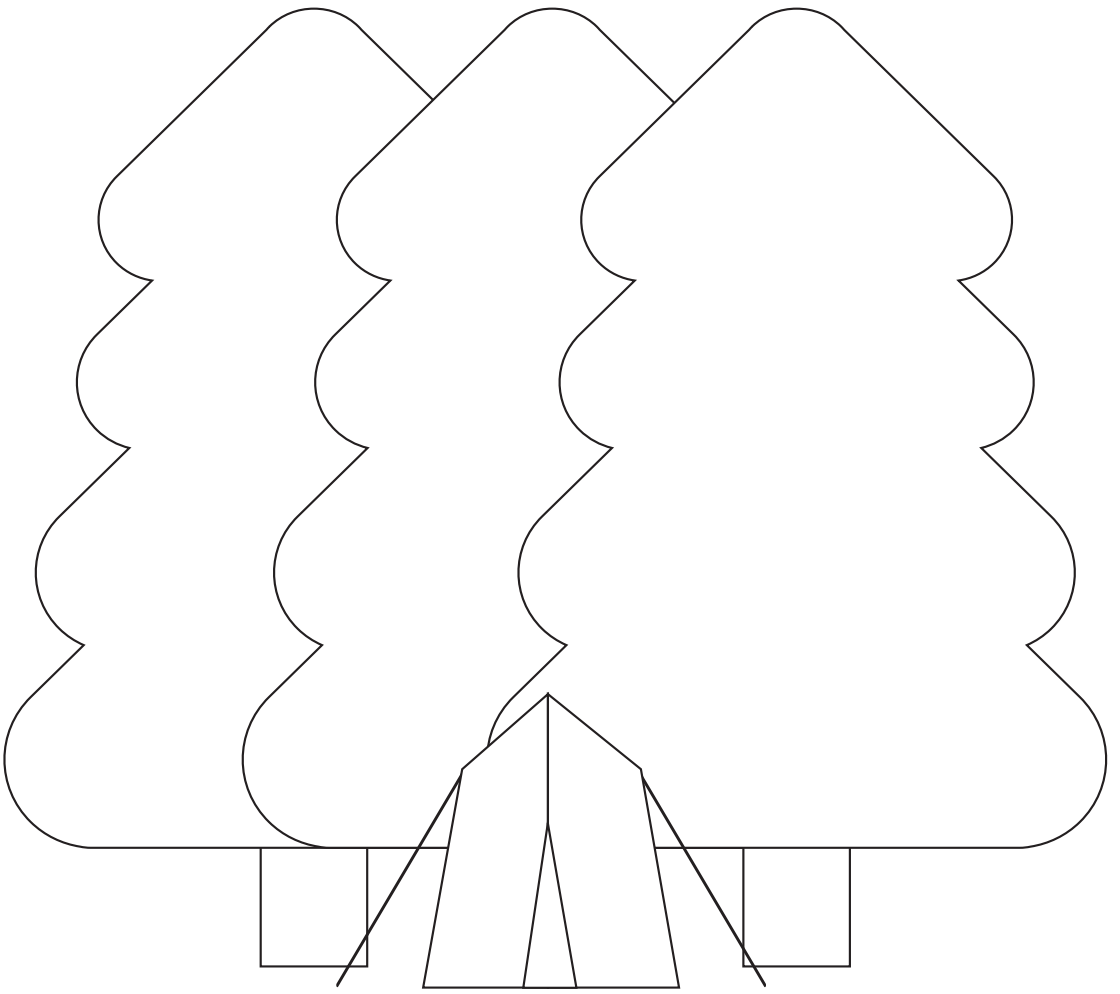


**#unbreakable**



#stuck



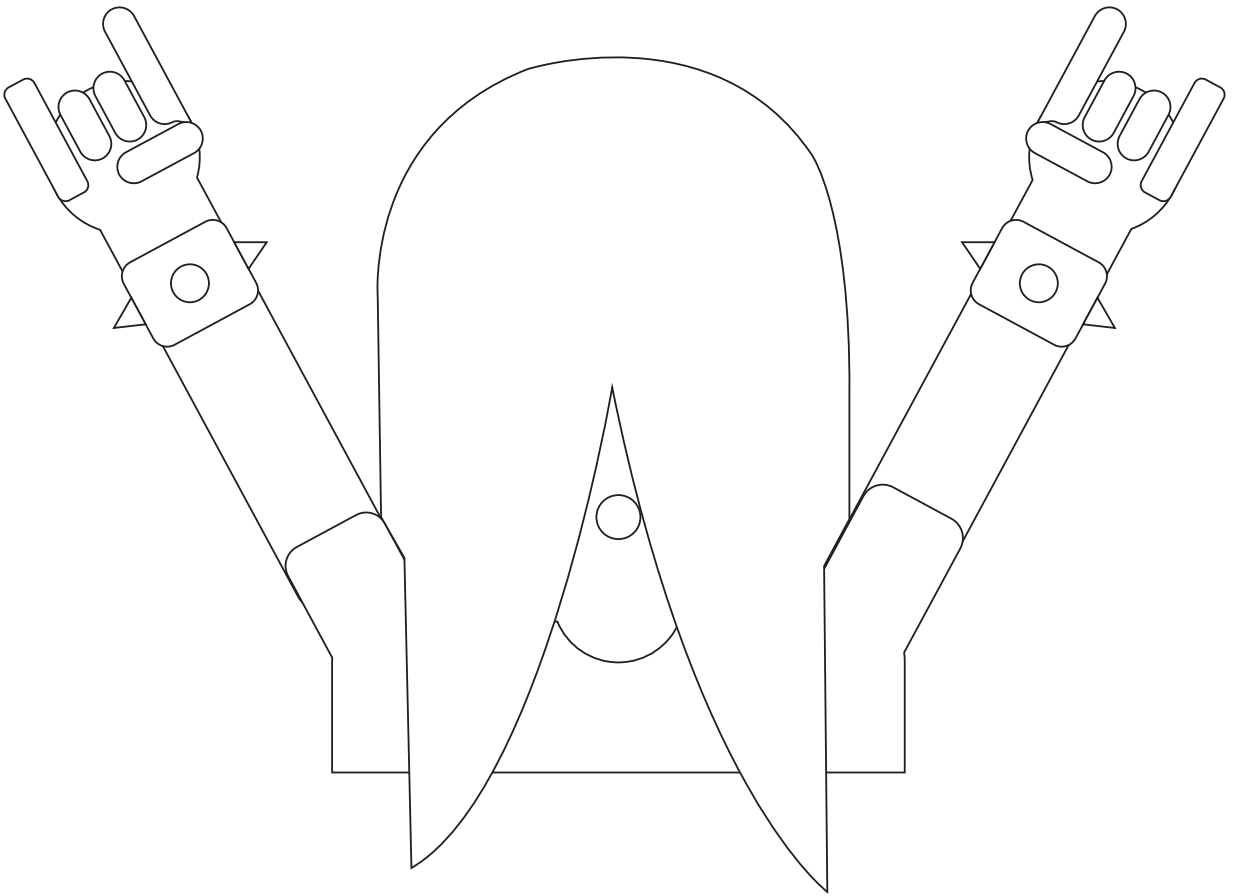


#forest

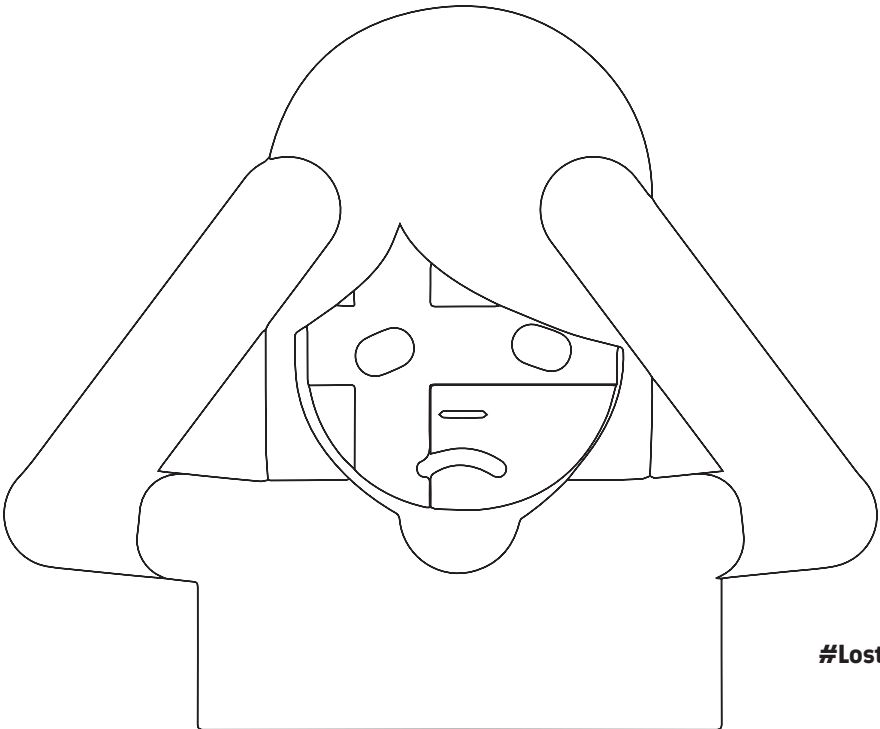
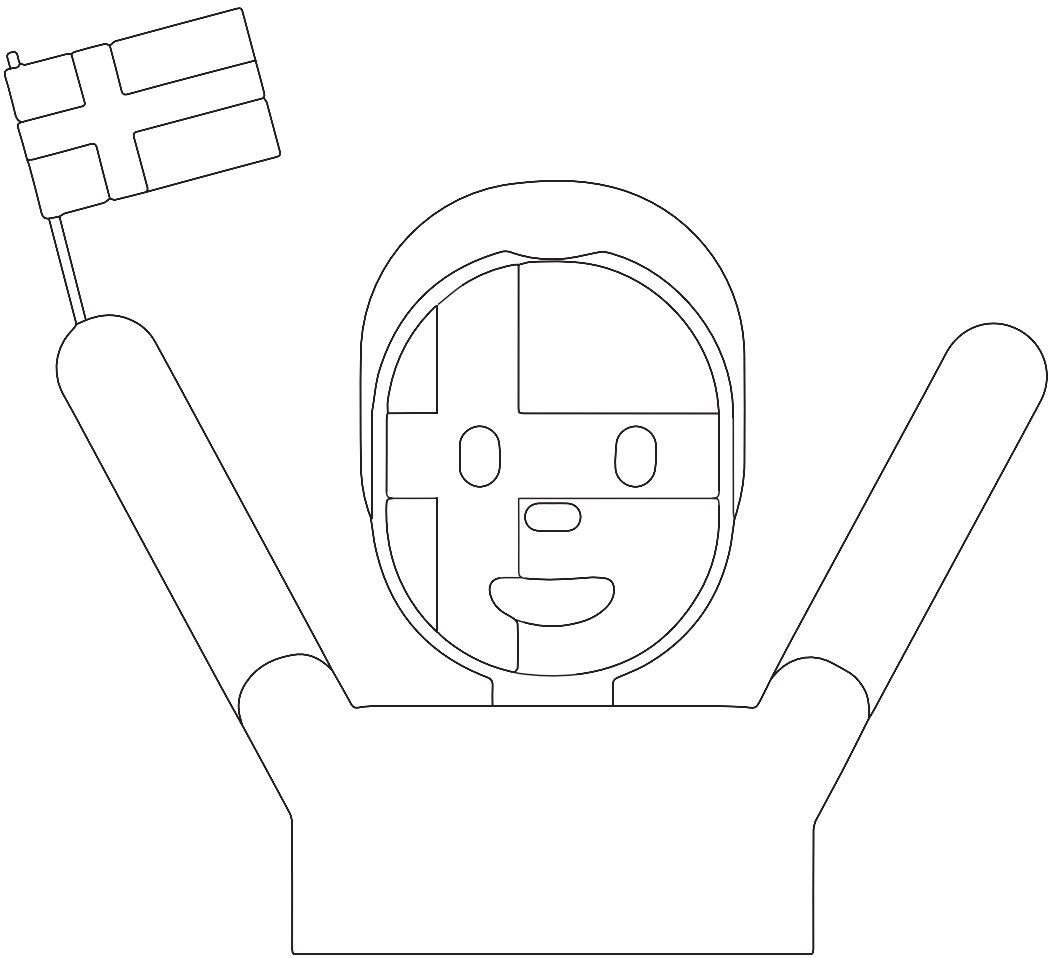
# Headbanger

## The feeling of banging your head.

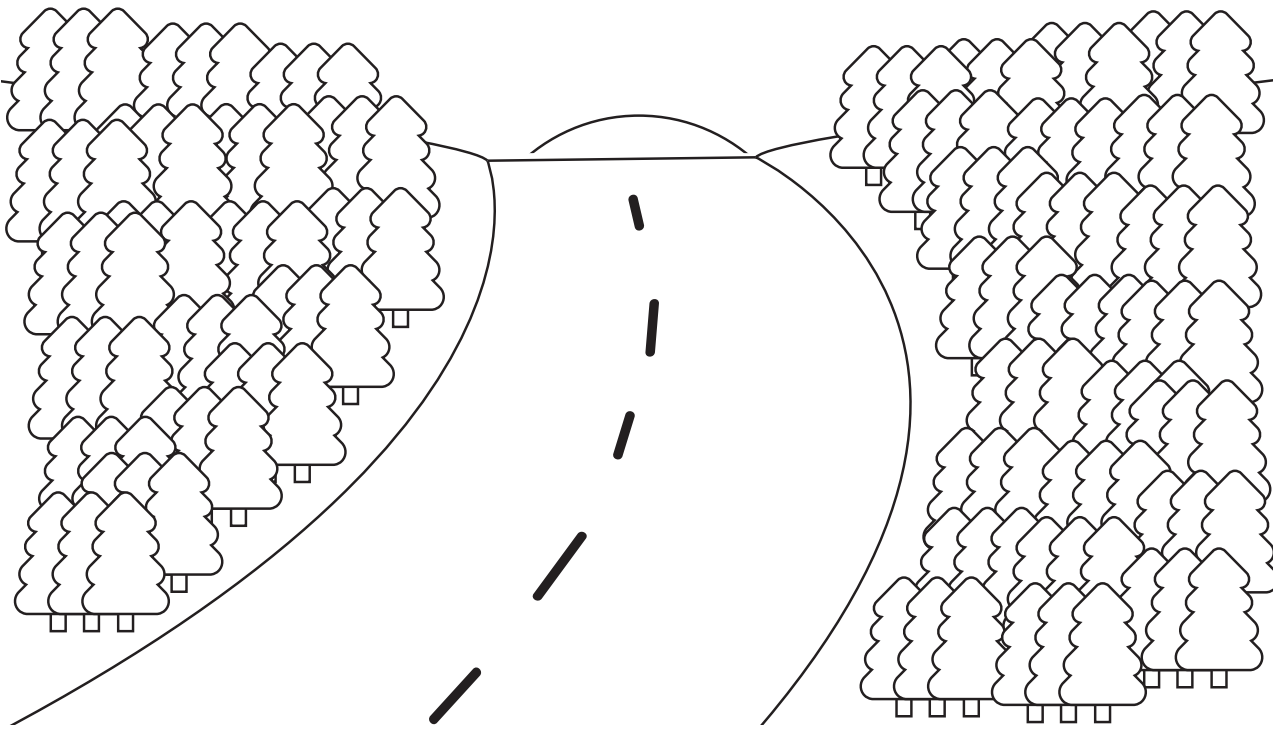
In Finland, heavy metal is mainstream.  
There are more heavy metal bands in  
Finland per capita than anywhere else.



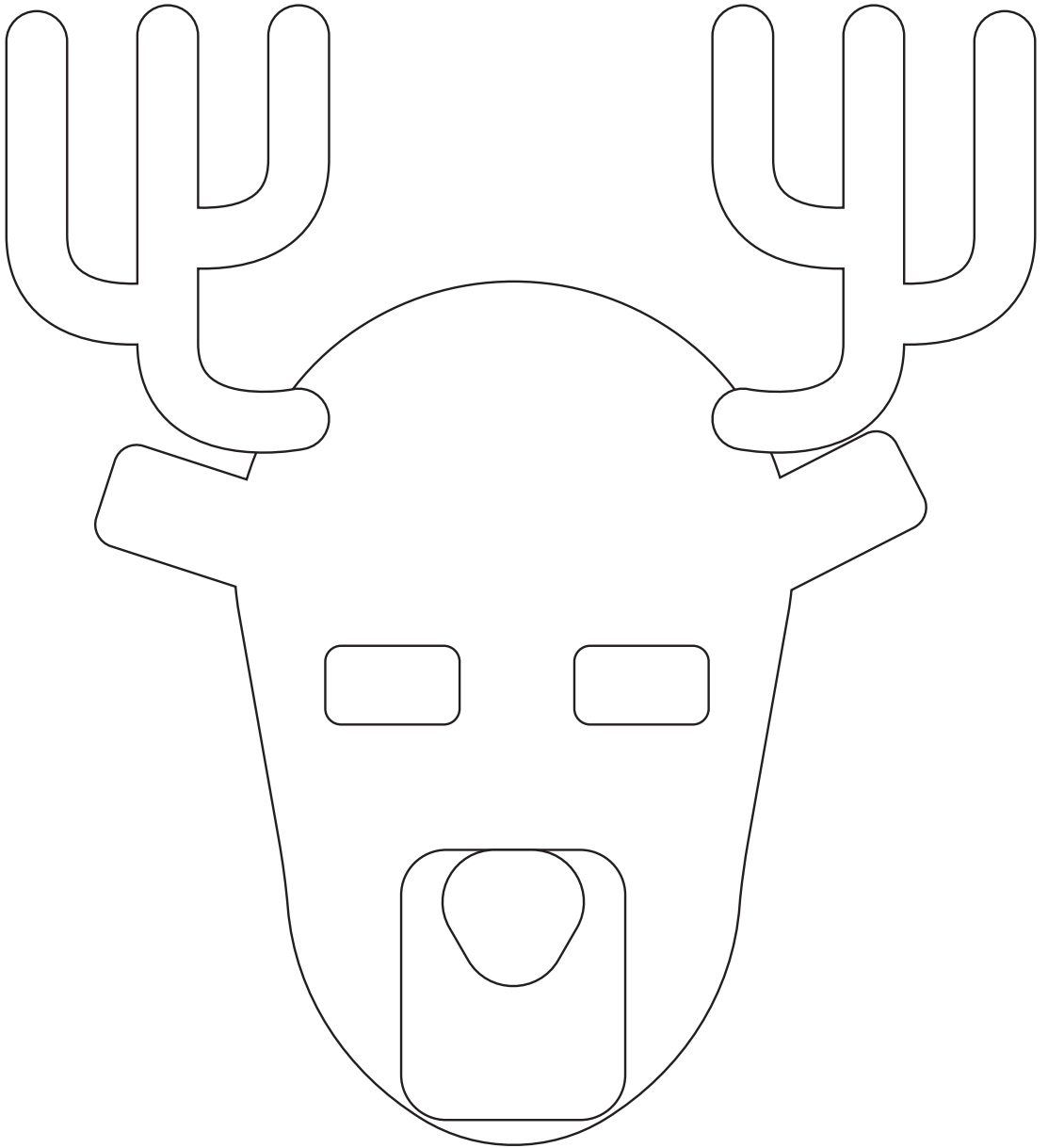
#headbanger



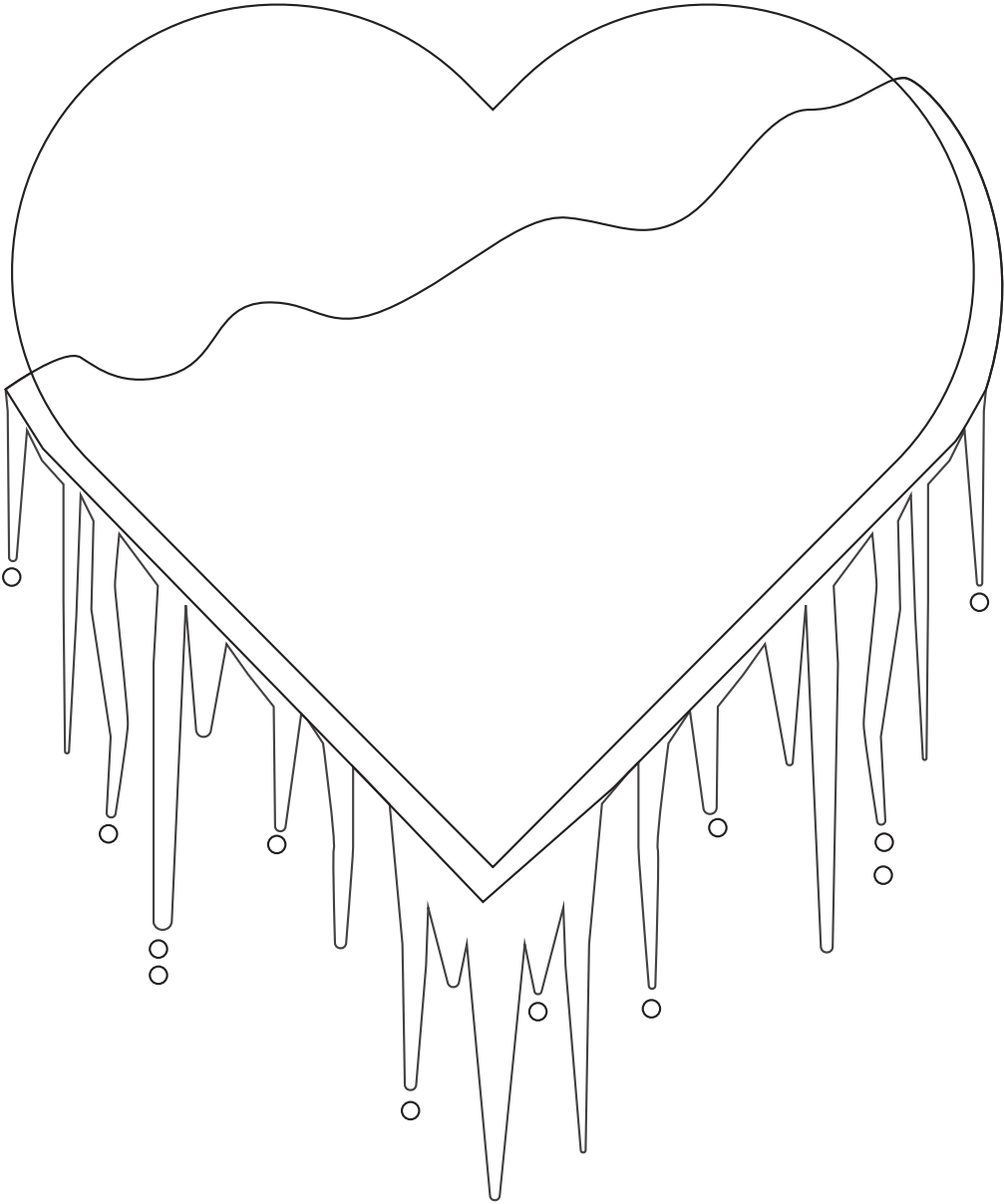
**#LostHopes**



#kaamos



#reindeer



#FinnishLove

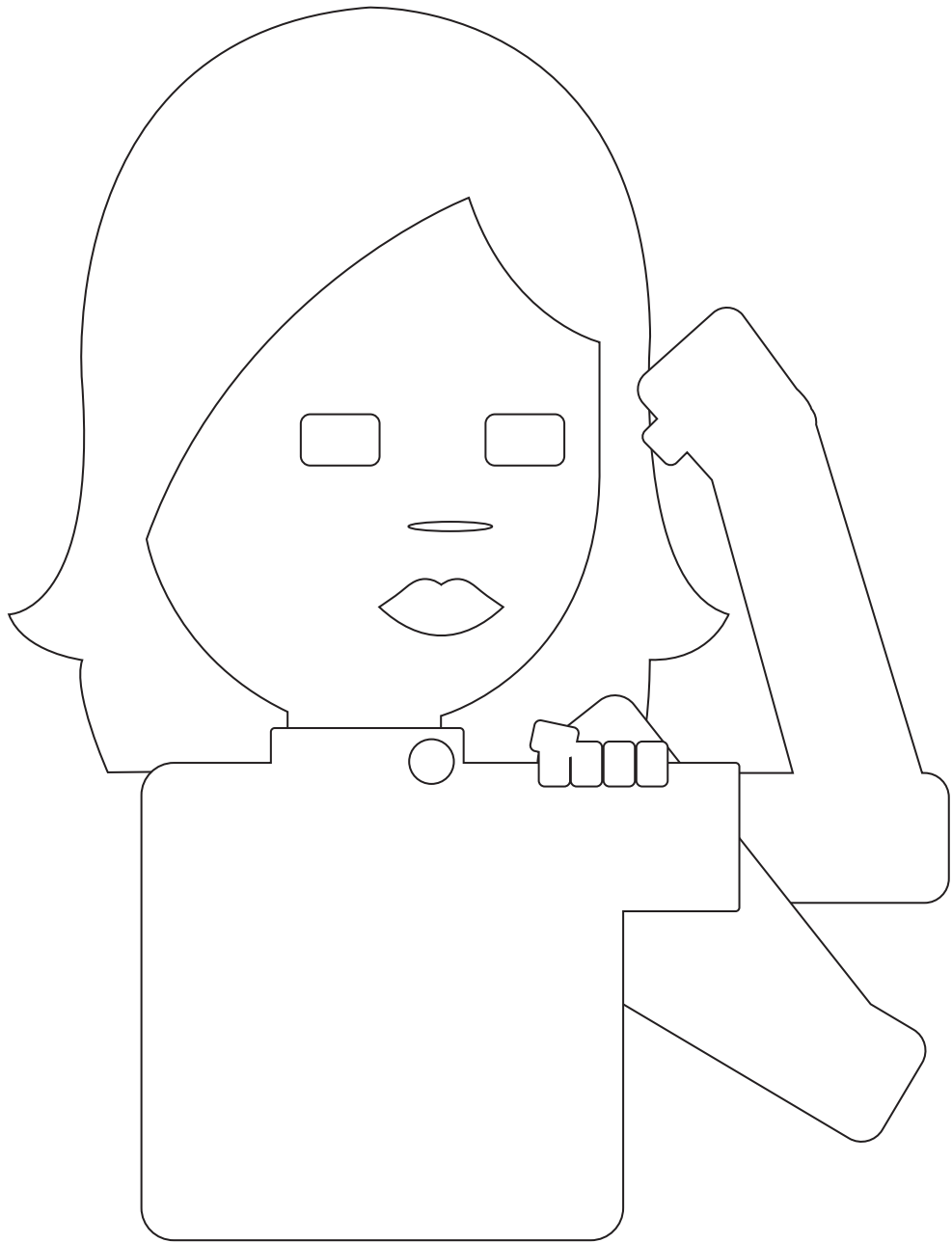
# Bear

**The feeling when you just want to sleep all winter.**

Sometimes, when the long dark winter seems to stretch endlessly ahead, you just feel the bears have a point in hibernating.

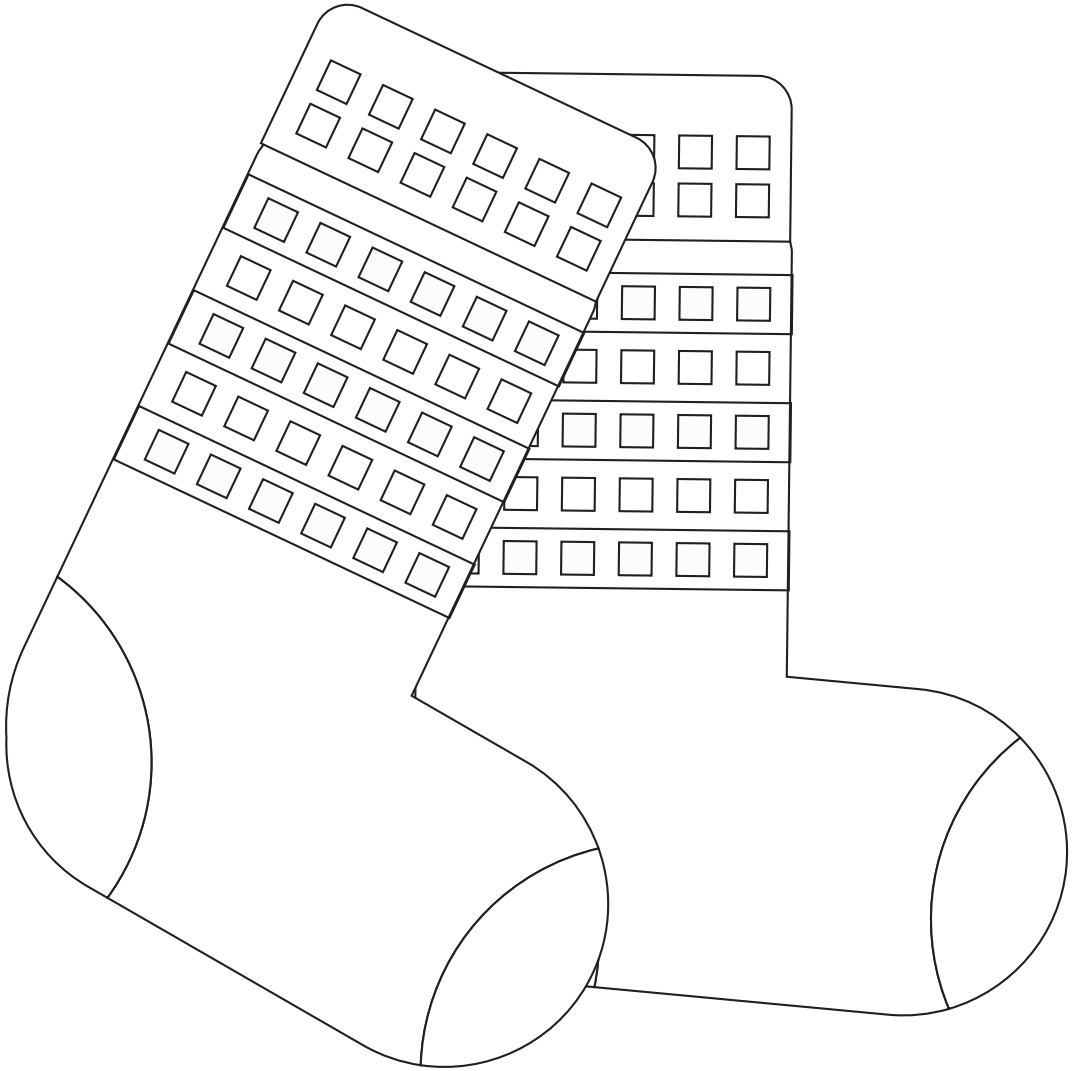


**#bear**



**#GirlPower**



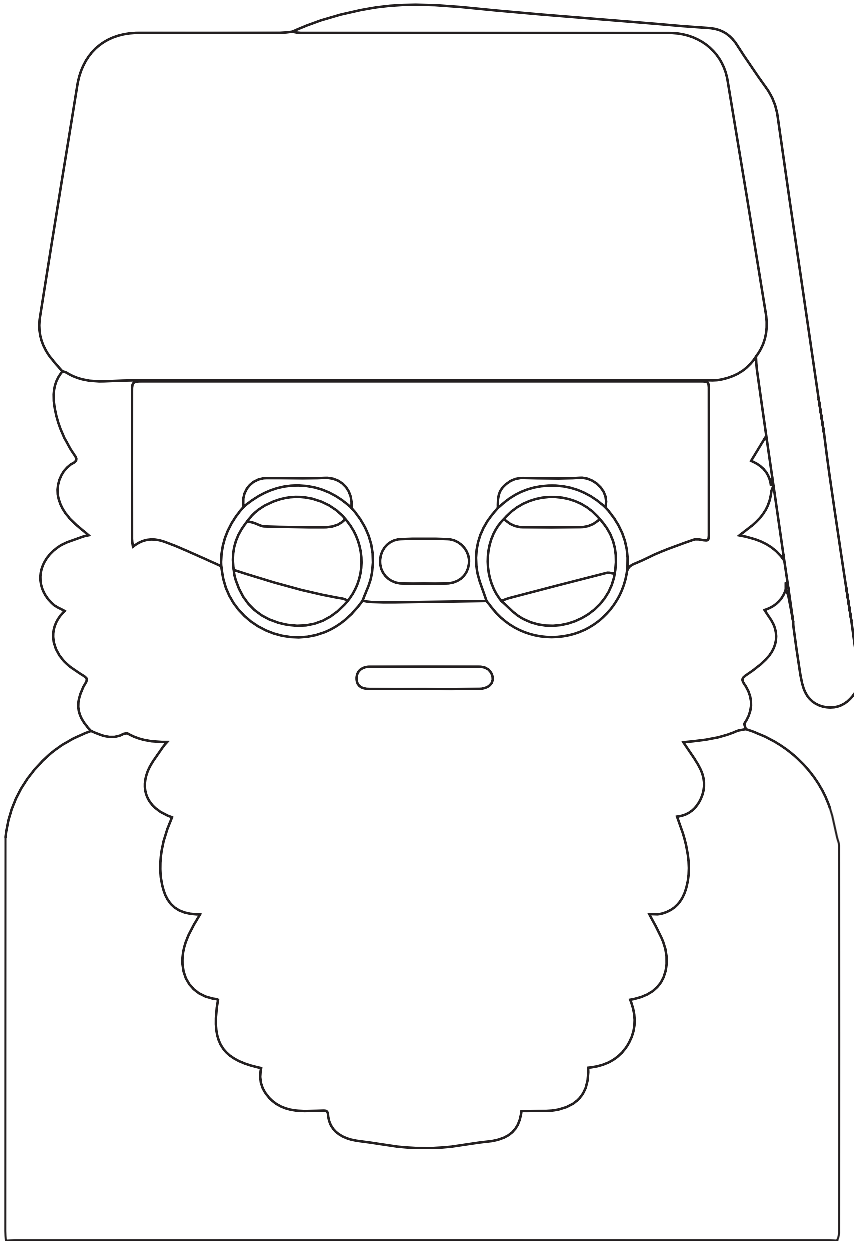


**#WoollySocks**

# The original Santa

## The feeling of the never-ending wait for Santa Claus.

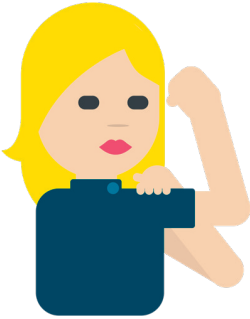
The real Santa comes from Finland. He has always lived in Korvatunturi, Lapland. Not the North Pole!



#TheOriginalSanta

# Emoji

# Colouring Book

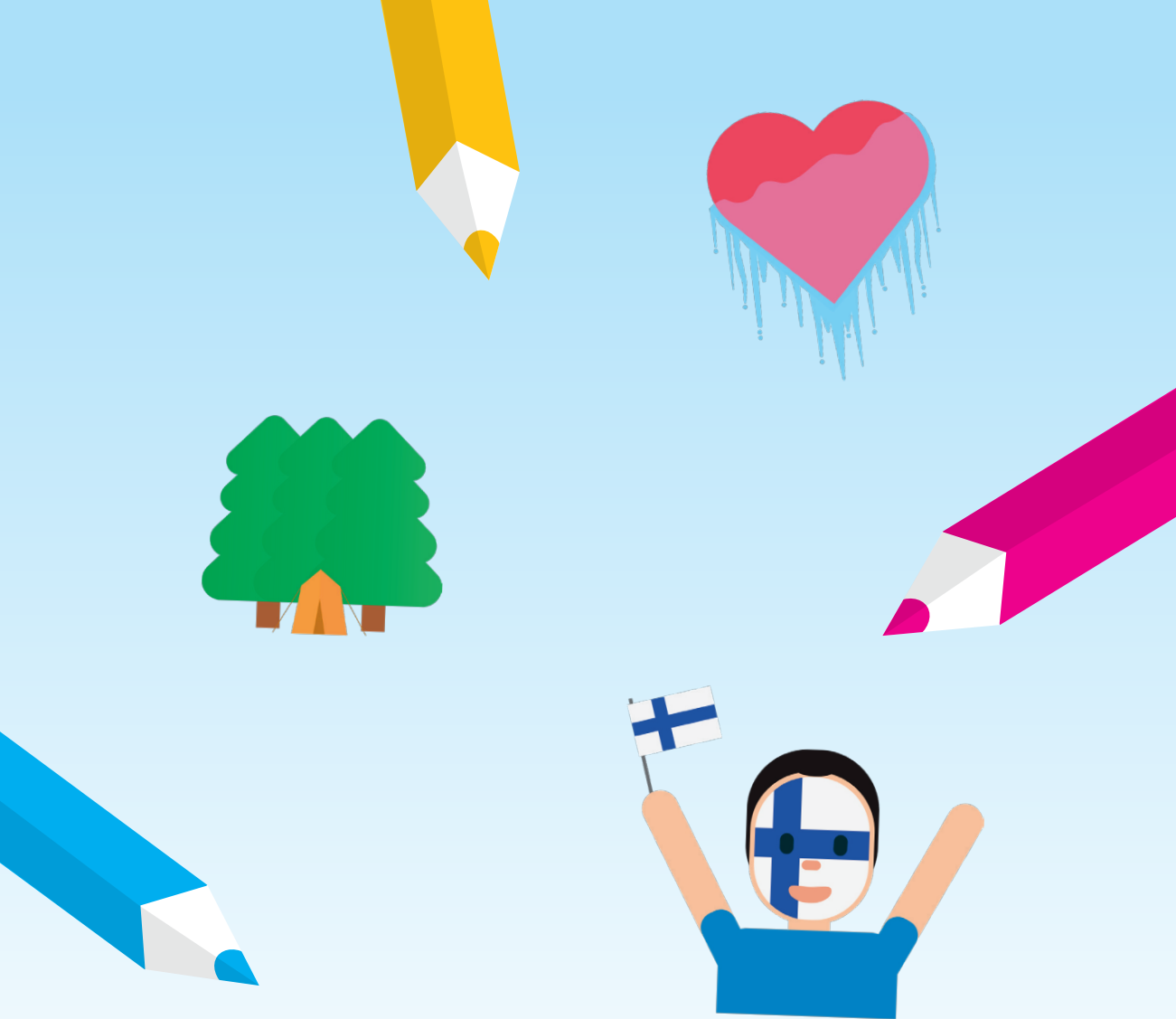


Finland is the first country in the world to publish its own set of country themed emojis. The Finland emoji collection contains 56 tongue-in-cheek emotions, which were created to explain some hard-to-describe Finnish emotions, Finnish words and customs.



Find and download all the emojis and read the explanations:  
[finland.fi/emoji](http://finland.fi/emoji)





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