

Press Release, 9 May, 2018

新闻稿，2018年5月9日

Capital of Metal campaign sets out to find the world capital of heavy metal music in Finland

“重金属之都”活动拉开帷幕：在芬兰寻找世界重金属音乐之都

The Capital of Metal campaign sets out to determine which Finnish city deserves to be known internationally as the Capital of Metal. It also spotlights Finland's position at the centre of the global heavy metal community: Finland has more metal bands per capita than any other country.

芬兰发起了“重金属之都”（Capital of Metal）活动，以确定哪一座芬兰城市最配得上国际重金属音乐之都的称号。这项活动同时也凸显了芬兰作为全球重金属音乐界中心的地位：芬兰人均拥有的重金属乐队数量高于其他任何国家。

The Ministry for Foreign Affairs of Finland, Tuska Open Air Metal Festival, Sony Music Finland and ten Finnish cities are teaming up to figure out which city is the Capital of Metal. The campaign gets under way today at www.capitalofmetal.fi, where Finnish metal bands can add their info to a map of Finland and help their hometowns compete for the title. The winner will be the city with the most metal bands per capita. The deadline for the entries is 20 June, and the winner will be announced on 21 June. The winning city will also be showcased at Helsinki's Tuska Festival, organised 29 June to 1 July.

芬兰外交部、Tuska 露天重金属音乐节、索尼音乐芬兰公司以及十座芬兰城市联合发起了这项活动，以确定究竟哪一座城市才是重金属音乐的都城。活动于今日在 www.capitalofmetal.fi 正式启动，芬兰重金属组合可以登录该网站，将自己的信息标注在芬兰地图上，帮助自己所在的城市竞选“重金属之都”的称号。人均拥有重金属组合数量最多的城市将最终当选。信息标注截止日期为6月20日，6月21日将宣布当选城市。当选的城市还将在6月29日至7月1日在赫尔辛基举行的Tuska音乐节上获得特别展示的机会。

Fans of Finnish heavy metal around the world can participate by “liking” their favourite bands on the Capital of Metal website. The site also offers a chance to buy T-shirts with city names printed as metal-style logos. Participating bands and fans can enter a draw for record shop gift certificates, and two lucky fans will win trips for two to Tuska Festival, including travel, lodging and VIP access.

全世界芬兰重金属音乐的粉丝们也都可以参与活动，在“重金属之都”官网上为自己最爱的组合点“赞”。官网上还出售印有各城市名称 logo 的 T 恤，logo 的绘制采用重金属风格。参与活动的组合和粉丝都将有机会抽奖，奖品是唱片店的礼物卡。两名幸运粉丝还将分别获得两份 Tuska 音乐节之旅的奖励，包括旅行与住宿费用和 VIP 入场待遇。

The idea for Capital of Metal got started when Tuska Festival director **Eeka Mäkynen** met with **Tomi Saarinen** and **Tuomo Saikkonen** of Sony Music Finland to discuss the progress of Finnish metal music. Finland rose to international acclaim as a metal stronghold in the late 1990s with the popularity of HIM, Nightwish and Children of Bodom, and the country's reputation continues to stand out as we approach 2020.

“重金属之都”这个点子，是 Tuska 音乐节总监艾卡·麦居宁（**Eeka Mäkynen**）、索尼音乐芬兰公司的托米·沙里宁（**Tomi Saarinen**）和托莫·赛科宁（**Tuomo Saikkonen**）一起探讨芬兰重金属音乐的发展

时酝酿出来的。芬兰在九十年代末一跃成为国际重金属音乐强国，HIM、夜愿（Nightwish）、博多之子（Children of Bodom）等组合大红大紫。在即将跨入到 2020 年代之际，芬兰的声望依然一路走高。

“Finnish bands are constantly touring the world, their recordings regularly reach Gold status, and metal festivals are filled with music-loving fans,” says Saikkonen, who is also known as the guitarist of the band Mokoma and the managing director of Sakara Records. “We decided that it was time for Finnish metal culture to sing its own praises, and to be loud about it.”

“芬兰组合不断在世界各地巡回演出，他们的专辑销量常常突破金唱片标准，重金属音乐节也总是人头攒动，乐迷如痴如醉。”身为 Mokoma 组合的吉他手、同时身兼 Sakara Records 唱片公司总经理的赛科宁说道，“我们决定是时候为芬兰重金属文化高唱一曲赞歌了。”

“In addition to Finland having more than 50 metal bands for every 100,000 people, metal music enjoys a unique position as part of popular culture in Finland. It’s worth mentioning the prevalent community spirit that exists among metal fans here. For example, last summer at Tuska Festival, the police didn’t have to deal with a single disturbance.”

“芬兰不但每十万人拥有重金属组合超过 50 支，而且重金属音乐作为流行文化的组成部分，在芬兰享有特殊的地位。值得一提的是，这里重金属粉丝的团体气氛非常浓厚。例如，在去年夏天的 Tuska 音乐节上，未发生一起需要警方处理的事端。”

Capital of Metal is backed by numerous Finnish businesses and organisations involved in the heavy music scene: Radio Rock, Record Shop X, Musamaailma instrument and gear shop, and *Inferno* magazine. Finnish metal personalities make appearances in Capital of Metal videos about the competing cities. In eight minidocumentaries, guitarist and singer **Antti Hyrynen** of the band Stam1na travels around Finland talking with local metal celebrities in order to get to the heart of each town’s metal scene. The city videos and other Capital of Metal videos are available on the Capital of Metal website.

“重金属之都”活动得到了芬兰许多涉及重金属音乐的公司和组织的支持，其中包括 Radio Rock、Record Shop X、Musamaailma 音乐器材商店、Inferno 杂志等。芬兰重金属乐界的大腕纷纷出现在“重金属之都”活动各参选城市的视频里。在八部纪录短片中，吉他手兼歌手安蒂·叙里宁（**Antti Hyrynen**）和他的组合 Stam1na 走遍芬兰，采访各地的重金属名人，探访每座城市各自的重金属风景线。参选城市视频和其他活动视频都可在“重金属之都”官网上观看。

The Unit for Public Diplomacy at the Ministry for Foreign Affairs of Finland sees Capital of Metal as a way to support and show respect for the work that Finnish metal bands do. “Metal bands are very significant ambassadors for Finland,” says **Petra Theman**, director of the Unit for Public Diplomacy. “We know of numerous examples of people who have become fascinated with Finland or come to Finland to study because of an interest that began with metal music.”

芬兰外交部公共外交司将“重金属之都”活动视为对芬兰重金属组合音乐事业的支持和致敬。公共外交司司长佩特拉·泰曼（**Petra Theman**）表示：“重金属组合是芬兰重要的形象大使。我们了解到，有许多人因为重金属音乐而对芬兰着迷，甚至前来芬兰学习，这样的例子不胜枚举。”

“First impressions of a country usually come from culture or sports, and for a long time Finland’s most significant conduit has been heavy metal music.”

“对一个国家的第一印象往往来自文化或体育。而很长一段时间以来，芬兰最重要的文化输出媒介就是重金属音乐。”

Capital of Metal campaign website: www.capitalofmetal.fi

More info, including photo and video material: www.capitalofmetal.fi/press

Capital of Metal on Facebook: www.facebook.com/capitalofmetal

Capital of Metal on Instagram: www.instagram.com/capital_of_metal

Hashtag: #capitalofmetal

“重金属之都”活动官网: www.capitalofmetal.fi
包括照片和视频资料在内的更多信息: www.capitalofmetal.fi/press
“重金属之都” Facebook 页面: www.facebook.com/capitalofmetal
“重金属之都” Instagram 页面: www.instagram.com/capital_of_metal
话题标签: #capitalofmetal

For further info and interview requests (in English):

更多信息及采访洽询（英语）：

Tuomo Saikkonen
Project manager, Capital of Metal
+358 400 252 756
info@capitalofmetal.fi

托莫·赛科宁（Tuomo Saikkonen）
“重金属之都”项目经理
+358 400 252 756
info@capitalofmetal.fi

Meira Pappi
Specialist, Country Branding, Ministry for Foreign Affairs of Finland
+358 40 140 8940
meira.pappi@formin.fi

梅依拉·巴比（Meira Pappi）
芬兰外交部国家品牌建设专员
+358 40 140 8940
meira.pappi@formin.fi

Eeka Mäkynen
Managing director, Finnish Metal Events Ltd
+358 50 344 4780
eeka@fme.fi

艾卡·麦居宁（Eeka Mäkynen）
芬兰重金属活动有限公司（Finnish Metal Events Ltd）总经理
+358 50 344 4780
eeka@fme.fi