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Press Release

Helmi Korhonen and Sanna Ritvanen Join Baltic Circle International Theatre Festival

Baltic Circle is pleased to welcome two new members to its core team ahead of the festival's next edition in November 2025. **Helmi Korhonen** joins the festival as Marketing and Communications Lead, stepping into the role in August. **Sanna Ritvanen** continues in their recent position as Producer and Assistant Curator for the festival.

Helmi Korhonen is a designer and creative whose work spans communications, visual storytelling, and cultural production across Finland and New York. She has held roles in both institutional and independent contexts; namely the Finnish Cultural and Academic Institute network, Nordic-focused contemporary design gallery Hostler Burrows, and organizations like Helsinki Design Week, Slush, and Aalto University. Helmi is especially interested in how culture can mediate relationships between people, environments, and collective imaginaries.

"It's a joy to join the stellar Baltic Circle team! I'm excited to explore how resonant communication and storytelling can support the kind of meaningful, forward-facing cultural work Baltic Circle is known and celebrated for", Korhonen shares.

Sanna Ritvanen is a producer and curator working at the intersection of visual art, design, and performance. They have contributed to a range of artistic and cultural initiatives, including ecological art non-profit Mustarinda, multidisciplinary curatorial collective Porin Kulttuurisäättö, as well as numerous Finnish visual and performance projects. Most recently, they worked as project coordinator for Kulkue, a three-year collaboration between ANTI, Baltic Circle and Hangö Teaterträff. Sanna's practice centers collaboration and approaches curiosity as a method for both artistic and everyday work.

"I am excited about the coming festival and the strong curatorial foundations and program Hanna has built for me to continue from. We'll make a great team with Tiff and Helmi!", says Ritvanen.

Helmi and Sanna's arrival marks a new chapter at Baltic Circle. The festival warmly thanks **Emmi Linnankivi**, who served as Marketing and Communications Lead since 2021, and sends best wishes to Artistic Director **Hanna Parry**, who recently transitioned into parental leave.

"Welcoming Sanna and Helmi into the core team feels both energizing and grounding. They each bring a strong artistic sensibility and deep commitment to collaboration - qualities that resonate with Baltic Circle's values. I am really looking forward to working closely with them as we shape the next edition of the festival ", shares **Tiff Tian Zhang**, Managing Director of the festival.

The next Baltic Circle International Theatre Festival will take place in Helsinki from November 21 – December 6, 2026. The programme will be published in October – stay tuned!



Helmi Korhonen (left) photographed by Arash DeMaxi
Sanna Ritvanen (right) photographed by Emma Suominen

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Baltic Circle is an international theatre festival that creates intensities in the city, takes stands on current questions and ignites dialogue. The festival offers its artists space to imagine and explore what theatre and performing arts could be, and to its audience, it offers an opportunity to experience the newest trends in performing arts. #BalticCircle @balticcircle