

This is the brand narrative,

It's not an overstatement to say that culture has been one of the pillars of Tartu's survival throughout its history, and it's also what will carry the city into its future. There's no Tartu without its cultural scene, just as there's no Tartu without art – not just figuratively, but literally.

Yet, what is art? What is culture? What is language? And... what is Siuru? The magical wonderbird from Estonian mythology, or was she a maiden after all?

Siuru – the Tartu Cultural Centre – is an art museum, and it's not an art museum. It is a library. It's not a library. It is a movie theatre. It is not a movie theatre. It is a café. It's not a café. It is a cultural centre. And it's not. Siuru is a centre of gravity, and it's culture in the centre. In the heart of the city, and back in the centre of our lives.

It is not the building, not a logo, nor its name; the word is not the thing, and the map is not the territory. They are merely representations.

This treachery of images and words is an idea that has fuelled philosophers and artists throughout history, and still does – from the early European surrealist movement all the way to the streets of Tartu, and beyond. “Ceci n'est pas une pipe.” “See ei ole diip.”

This applies to Siuru too. It lies in the heart of Tartu, in the heart of its cultural life – but ultimately, it's the people who are the heart of Siuru. They make Siuru what it is. It is the people who pass through its pillars that give Siuru its true meaning.

Siuru is simply a platform and structure, but at the same time, it is the antithesis of a cage. It's not meant to lock culture up, but to set it free, standing for freedom of interpretation and action.

Therefore: consider yourself invited. Regardless of who you are, or where you come from.

and this text explains the logo in more detail.

Siuru's logotype is inspired by the future building of it: its pillars, modularity, and the rhythm of the wooden structures on the facade. This visual interpretation is epitomised by the use of the modular typeface Newfound Type, which is based on a study of the wooden letter collection at the Tartu Printing Museum.

The logotype exists as a versatile and rich platform for culture and content, both in physical and digital spaces – much like Siuru itself. In addition to its vertical form and rhythm, both the wordmark and the forthcoming cultural centre share multi-functionality. Through creative use of resources, shapes, and ideas – combining them in new ways – endless opportunities emerge. The wordmark can even transform into Siuru itself, the magical wonderbird from Estonian mythology!

"When developing the Siuru Cultural Centre, it is essential to have a shared understanding of what Siuru is and who it represents. The process is rich in detail, involves many people, and requires the big idea to be presented consistently. That's why I'm thrilled that the branding agency thought the same way as the Siuru team – when creating something new and significant, the first step is to craft a vision and a story of what this new entity, Siuru, will be. We now have the tools and means to communicate this, and we're already doing it with great success."

Aavo Kokk,
Director of the Cultural Centre