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Artrepreneurs at the interfaces between freedom, creativity, and livelihood

In this article, we examine the nature and motivation factors of work, as well as the incomes of artist freelancers and entrepreneurs under 35 years of age. We refer to them as ‘artrepreneurs’. Our data is composed of artrepreneurs’ responses (n=209) to a survey collected from young artists (n=565) by the Center for Cultural Policy Research (Cupore) and the Arts Promotion Centre Finland (Taike) in 2017. By examining the frequency distributions and cross tabulations with chi-square tests and correlation coefficient tests, we study the impact of different factors on experienced work satisfaction. Our study draws on previous research and theory on artistic and cultural work. The central concepts in our analysis are ‘hybridity’ and ‘precarity’. The most important results are that artrepreneurs’ work is more multidisciplinary and they have more sources of income compared to other young artists. They also handle the uncertainties of precarious working life better than other young artists.