

It's Heavy

The Finnish Central Association for Mental Health's cultural theme for 2023 is Heavy Metal music. Guitarist and producer Erkka Korhonen, who has spent much of his career in heavy music, will be the cultural guardian for the year.

Music can help you deal with mental health issues, channel your emotions, and express yourself. Heavy genre is not afraid to tackle topics from the dark side of human life. During 2023, heavy music and guitar playing will be explored with musician Erkka Korhonen in guitar workshops, riff making and a videopodcast series "Metalliliiteri".

Take part in the It's Heavy - Guitar riffs of hope showdown!

It's Heavy - Guitar Riffs of Hope

Take part in the guitar riff showdown – open to all! Submit your guitar riff to the showdown and get feedback from top professionals and experts. What kind of riff would you make about hope? One that would lift your mind from its heaviness and create a glimmer of light in your life? Make your own riff!

Entry deadline: the entry deadline is 10.8.2023. The riffs will be compiled into a video, which will be released on 10.9.2023.

How to participate:

- Make your own guitar riff of hope. You can enter with one guitar riff that you've created yourself.
- Arrange your riff using the It's Heavy backing track <https://www.mtkl.fi/toimintamme/kulttuurista-voimavaroja-elamaan/its-heavy-raskasmusiikki-vuoden-2023-kulttuuriteemana/>
- Submit a video or audio file of your riff. Clearly name the file: own-name_itsheavy. Files will be sent via WeTransfer here: <https://its-heavy.wetransfer.com/> . Please enter your name or nickname in the message field.
- You will receive a confirmation email when we have downloaded your riff from WeTransfer. We will contact all those who submitted a riff after the deadline.
- Riffs must be received by Thursday 10.8.2023.
- A collab video of the riffs entered in the showdown will be compiled and released on 10 September 2023. The names of the authors will not be published.
- The Finnish Central Association for Mental Health has the right to use the submitted material in its own publications and channels.

Guitarist and producer Erkka Korhonen, who has spent much of his career in heavy music, is the cultural guardian for the year. Take part in the It's Heavy - Guitar Riffs of Hope showdown!

'I think the hardest part of making a riff is getting started. Accepting the first idea is the highest threshold, and once you get over that, it gets a lot easier. If you're going to take on this challenge, keep this in mind!

A good riff is also one you can sing or hum. Iron Man, Paranoid, Smoke On The Water... there are so many examples. You can even try singing over the base first and then try to transfer your idea to the instrument. Remember that no idea is inherently too bad to try!

-Erkka Korhonen, guitarist of Northern Kings and founder of the Heavy Christmas tour named Raskasta Joulua

The Finnish Central Association for Mental Health is a non-profit organisation for anyone who has experienced mental health problems.

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