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Artification and Its Impact on Art is a four year (2009–2012) research project funded by the Academy of Finland.

The project deals with the phenomenon that can be called artification. The neologism refers to situations and processes in which something that is not regarded as art in the traditional sense of the word is changed into art or into something art-like.

The possibilities of spreading artistic ways of thinking and acting outside art *per se* have repeatedly been mentioned by various writers during the last decades. However, often even the central points of departure remain unclear. What is meant by the word art? What kinds of aspect of art can be used and where?

Many writers ponder what happens to areas that become artified. But what is hardly ever touched upon is what happens to art in such processes, even if art is one of the central fields of culture, being a part of elementary education and a constituent of personal and national identities.

The main question of this project is how art itself – both applied and traditional art – may change through artification processes?

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