

AmCham Finland
Proudly Presents
the Vision

Maria Lehtman 

MARIA LEHTMAN 

The Story Behind

Words from the Artist:

*Everything in life evolves in cycles –
and every season provides us with new opportunities to grow.*

The AmCham Finland has in a short period of time achieved many things that in normally might have been impossible. The organisation of excellent and dedicated people inspired me to create works of art, which contribute to goals and visions of the whole organisation – images that would inspire variety of viewers, as I have been inspired.

I hope the art will work as an encouragement for the future networks of people learning the AmCham story behind and spreading the positive message.

Nature is a great inspirer of art – and so it has been for these pictures as well. These images will walk you through AmCham values with reflections of nature and colors combining the two cultures - Red, Blue and White: the flag colors of the United States and Finland. Colors of passion, harmony and pureness.

Sincerely,



Maria Lehtman

*Member of Board of Directors, AmCham Finland
Representative for AT&T (Founding Member)*

Encouraging Initiative

The AmCham Finland Visions

The Image for *Encouraging Initiative* is an expression for AmCham Finland's remarkable willingness to grow and encourage people to be creative; bringing new ideas on the table and adapting to the environment.

Taking action and finding ways to enlarge and improve the network.

The image celebrates already achieved goals and successes, and yet shows there are still other targets to set and challenges to overcome, however, the work is positive and rewarding.

Color and Nature: *Green flora and fauna is very specific to the nature in Finland and in the United States. Both countries have green resources to admire and to use to improve the economy. Green is a positive color supporting growth and harmony – it also works as a bridge between the warm (red, yellow, orange) and cold colors (blue, indigo, violet).*



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Initiative
Encouraging Initiative

Creating Opportunities

The AmCham Finland Visions

The Image for *Creating Opportunities* expresses how fast the network around AmCham Finland has grown; the expanding power and influence, and numerous opportunities waiting along the road. Image encourages in finding every opportunity to grow and spread the message of AmCham's capabilities – it also celebrates the passion and imagination of the key people driving the organization.

Color and Nature: *Cress is a very adaptive flower and grateful to the gardener – with little care it will spread and prosper bringing the owner, not only beauty, but also healthy addition to the food. The color red also found in the United States flag brings imagery of passion, activeness and positive strive. Color red is used here to encourage physical and fast energy with attachment to the earth.*



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Opportunity
Creating Opportunities

Developing Partnership

The AmCham Finland Visions

The Image for *Developing Partnership* stems from AmCham's core vision to develop social, cultural, commercial and political partnerships between companies, organizations and countries. AmCham Finland brings an important message for the fast evolving economies: to realize the importance of creating successful partnerships and work towards common goals.

The partnerships today and tomorrow, will form the foundation of AmCham Finland

Color and Nature: *The Finnish foundation stone is characteristic to our country and culture: long lasting relations we value highly, stubbornness even to see things through; the sea - a well of opportunities – history of connection and the ability to see far ahead. Color brown is a combination of red, yellow and blue. It is a color reflecting security, base for green growth and prosperity.*

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Partnership
Developing Partnership

Defining the Future

The AmCham Finland Visions

Defining the Future entails the importance of AmCham Finland's influence in building towards a better future, making political alignments and working with policies and issues affecting how business and commerce is conducted. Like sailing requires clear vision of goals, calculated routes, up-to-date maps and a good crew – so does AmCham need the long-term planning, goals waiting along the road and team of talented people leading the organization.

Color and Nature: *Sailing is usually considered a passion or a life-style rather than a hobby for people with patience and willingness to invest long hours in preparation. The very image of sailing boats creates a sense of great destinies lying ahead, and yet to a sailor, sea represents responsibility to others and respect to the nature. The sea and water has a very unique meaning to us. Color blue represents intelligence, strength, inner harmony and ability to organize. Color white entails all other colors – it is pure, like an open page to write a new story on.*



Future
Defining The Future

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Portrait of the Artist

Maria Lehtman , Born 25 May 1972 in Helsinki

Current Profession and Position:

*Sales & Account Director employed by AT&T,
Member of Board of Directors, AmCham Finland
Independent Artist; Writer and Photographer*

Maria, already at her early age, showed an abundance of creativity; passion for reading, writing and drawing. To her Mother's surprise she also had an equal passion for video & PC gaming and visuals. She loved to travel and joined her family and friends often in trips whether it be in Finland or across Europe - eventually spending an exchange student year in the US West Coast.

In later years, faced with a choice between studies for fine-arts or business, she chose one desire over anything else – working in cross-border business relations, learning from other cultures: the travel and airline industry.

She quickly adapted to the various positions the travel industry had to offer for a marketing and sales professional.

However, the interest for IT world never subsided, and finally, during the year of 2001, Maria accepted an opportunity to join one of the world's largest Internet providers in the industry: AT&T. With keen interest to expand awareness of AT&T and to be involved in the business networking she encouraged AT&T to join AmCham Finland as one of the Founding Members.

The past five years having further grown Maria's vision of integrating traditional art and modern IT – she created a concept of imagery easily adapted to people and organizations in any culture - digital images and poems inspired by Nature.

Her goal in artwork:

bringing joy and harmony to the ever increasing intensity of the business world.