

Day 1 | Tuesday, 9 June, 2026

9:00 AM –
4:30 PM

Keynotes & Presentations at Paviljonki

The Sauna Knows: New Conversations on Happiness

5:00 PM –
11:00 PM

Opening Evening at Sataman Viilu*

Pop-up saunas and casual networking

Day 2 | Wednesday, 10 June, 2026

9:00 AM –
4:30 PM

Sauna Experiences & Workshops at Sataman Viilu

Morning: Ingredients to Happiness

Afternoon: Workshops & Experiences

Until
11:00 PM

Saunas are hot!

Day 3 | Thursday, 11 June, 2026

9:00 AM –
1:00 PM

Talks & Workshops at Sataman Viilu

Morning: Global Culture Sharing

3:30 PM –
11:00 PM

Evening at Savutuvan Apaja**

A summer evening in a stunning natural setting, featuring dinner with fresh Finnish flavors. Boat to Savutuvan Apaja leaves 3:30 PM outside from Sataman Viilu.

Full programme:



Organized by:



DAY 1

Tuesday, 9 June, 2026

Day 1 consists of two parts: the opening keynotes “The Sauna Knows: New Conversations on Happiness” at Paviljonki, and the opening evening at Sataman Viilu*.

9:00 AM–4:30 PM at Paviljonki

The Sauna Knows: New Conversations on Happiness

Finland has been named the Happiest Country in the World for the ninth year in a row—and sauna is deeply woven into that story.

9:00 AM

Arrival & Registration

Settle in, collect your materials, and ease into the day.

SaunaChannel Film Morning

A curated selection of short films exploring Finnish sauna culture and its global expressions.

City of Jyväskylä Showcase

Discover why Jyväskylä is emerging as an international hub for sauna culture, wellbeing, and innovation.

Happiness in Practice

Casual networking and light, self-guided interactions with selected materials and reflections on the theme of happiness.

10:00 AM

Industry–Academia Collaboration in Sauna Research, Innovation and Education

Introducing a new cooperation initiative, University of Jyväskylä, JAMK University of Applied Sciences, Gradia

10:45 AM

Welcome & Introductions

Varpu Rusila

Opening Words

Welcome to Finland—sauna as a living cultural heritage

Dalva Lamminmäki

Theme Introduction: Happiness

The Language of Happiness

Varpu Rusila

Sauna from Finland Welcome

Carita Hanju

Forum Orientation

Becky Pelkonen

* Evening programme is for 3-Day ticket holders only

11:15 AM	A Conversation on the Simple Happiness of Sauna Jasper Pääkkönen, Aito Sauna
11:40 AM	Beyond Temperature: Why Löyly May Matter More Than We Think Timo Harvia, Harvia
12:00 PM	Evidence-based Benefits of Sauna and the Foundations of Wellbeing Dr. Jari Laukkanen
12:30 PM	Lunch Break Enjoy a light lunch of classic Finnish salmon soup or smoked celery soup with anchipelago bread and butter (13 Euros) at Paviljonki or feel free to explore nearby restaurants for lunch at your own convenience.
1:45 PM	Re-Gathering Varpu Rusila
2:00 PM	Inside the Heat: The Biology of Wellbeing and Happiness Dr. Hans Hägglund
2:30 PM	Happiness, Built from Within Karita Tykkä, risewithkarita.com Sponsored by Tulikivi
2:55 PM	Break
3:10 PM	The Future of Sauna: Designing for Happiness, Belonging, and Real Human Experience Justyna Turek, Saunthropology
3:35 PM	On SaunaChannel: Stories of Lived Practice Samuel Aarnio, SaunaChannel
3:45 PM	Fireside Chat: The Enduring Nature of Sauna Mikkel Aaland
4:20 PM	Close and transition

5:00 PM–11:00 PM | Evening at Sataman Viilu

The evening continues at Sataman Viilu with pop-up saunas, casual networking, and dinner from 5 PM to 11 PM. Enjoy hot saunas, learn how to make a traditional saunavihta, and discover the world of rye at the Kyrö Cocktail Bar through expertly crafted cocktails.

8:00 PM – 9:00 PM	Kyrö Sauna Whisky Experience A unique tasting experience held in the sauna — right where it all began. Discover the flavors through both the glass and the steam in an experience that is truly Born in Sauna.
Until 11:00 PM	Saunas are hot

DAY 2

Wednesday, 10 June, 2026

- Talks & Workshops
- Sauna Experiences
- Matchmaking
- Sauna & Wellness Market
- Pop-Up Sauna Village

During the day, Matchmaking sessions are running, the Sauna & Wellness Market is open, and the saunas are hot. Sauna healers continue to be available for personal and group experiences and “learning to make saunavihta” - 20 Euros.

9:00 AM–11:00 PM at Sataman Viilu

Morning: Ingredients to Happiness

The morning explores the conditions that shape wellbeing through sauna - across cultures, design, experience, and systems. From the spaces we build, to the ways we regulate and relate, to the structures that sustain it all, these sessions offer practical and cultural perspectives on how happiness is created through living sauna culture.

9:00 AM	Interbad
9:05 AM	TTNE Japan Dai Matsuo & Daisuke Akiyama
9:30 AM	The Living Smoke Sauna Tradition of Old Võromaa, Estonia Eda Veeroja, Mooska Smoke Sauna Farm Sponsored by Andres Glass Solutions
9:55 AM	The Origins of Sauna Wellness: 1544 and Beyond Dalva Lamminmäki
10:25 AM	AQUANALE
10:30 AM	From Social Prescribing to Practice: What Community Sauna Can Teach Us About Access, Health, and Inclusion Polly Wilson, Community Sauna Baths, UK
10:55 AM	Designing Happiness: How Small Moments Shape Lasting Emotions Ling Choi
11:20 AM	Shaping Sauna: Material Choices and the Architecture of Experience Matias Laaksonen, Lunawood
11:40 AM	Sauna stones are not forever: why stones need service, and which stones are safe to use Lassi A. Liikkanen, Saunologia
12:15 PM	Break Lunch available for purchase between 11:00 AM & 2:00 PM

Afternoon: Workshops & Experiences

An invitation to move from concept to experience. Through guided workshops and sauna sessions, participants engage with the practices, rhythms, and social dynamics that shape sauna culture.

Indoor Workshop Room	Rento Lounge	Large Sauna
<p>1:00 PM–2:30 PM</p> <p>“Sauna for Society: Global Action for Community Sauna” led by Becky Pelkonen, with: Polly Wilson, Charlie Duckworth, Freddie Mehigan, Jason Wong and Ian Whelan.</p>	<p>2:00 PM–3:00 PM</p> <p>The Connected Sauna: Data, Wellness & the Future of Heat</p> <p>Perttu Rönkkö, Harvia</p>	<p>12:00 PM–1:00 PM</p> <p>Sauna scents & Aufguss</p> <p>Workshop with Robert Heinevetter</p>
<p>2:30 PM–4:00 PM</p> <p>Designing the Sauna Journey: a practical service design for better sauna experiences</p> <p>Workshop by Justyna Turek</p>		<p>1:15 PM–2:00 PM</p> <p>“Finding Happiness and Stillness”</p> <p>A Guided Mindfulness Experience with Ling Choi</p>
<p>4:00 PM–5:00 PM</p> <p>Reimagining Sauna: Driven by Users, Not Rules</p> <p>Marten Mendikes, CEO Auroom Wellness</p>	<p>5:00 PM–6:00 PM</p> <p>Fireside chat with Alan Jalasjaa and Traditional Finnish Sausage tasting at the RentoSauna Lounge sponsored by Narvi</p>	<p>3:00 PM–3:45 PM</p> <p>Eda Veeroja</p>
<p>6:00 PM – 7:00 PM</p> <p>Until 11:00 PM</p>	<p>Kyrö Sauna Whisky Experience</p> <p>A unique tasting held in the sauna, right where it all began. Kyrö Cocktail bar is open all evening!</p> <p>Saunas are hot</p> <p>Karaoke is also available at the terrace from 7:00 PM</p>	<p>7:00 PM–9:00 PM</p> <p>Aufguss Experiences with Robert Heinevetter</p> <p>2 sessions 7:00 PM and 8:00 PM</p>

DAY 3

Thursday, 11 June, 2026

Day 3 consists of two parts: Talks & Workshops themed "Global Culture Sharing" at Sataman Viilu in the morning and unforgettable Sauna Evening at Savutuvan Apaja*.

9:00 AM–1:00 PM at Sataman Viilu

Morning: Global Culture Sharing

Sharing sauna traditions, perspectives, and practices from around the world.

Matchmaking sessions are running, the Sauna & Wellness Market is open, and the saunas are hot. Sauna healers continue to be available for personal and group experiences and "learning to make saunavihta" - 20 Euros. Ojosa Sauna Skincare Rituals available, performed by Anna Vahevaara.

9:00 AM

Sauna, UNESCO, and Cultural Stewardship:

What Safeguarding Really Means

Finland – Dalva Lamminmäki

9:20 AM

British Bathing Culture and the Growth of the UK Sauna Market

UK – Jake Newport, Finnmark Sauna

9:40 AM

Grassroots Sauna Unity

UK – Freddie Mehigan, Community Sauna Network

10:00 AM

SaWatch and the Work of the Japanese Sauna Alliance

Japan – Yasutaka Kato, Japanese Sauna Alliance

10:20 AM

Growing Sauna in New Contexts

Australia – Tony Vosu & Helena Victoria Kirss, Harmone Saunas

10:40 AM

Sauna in North America: Growth, Grit, and What's Emerging

North America – Courtney Wittich, S.P.A. & Niamh Murphy, Kamu

11:00 AM

Stewardship of Authentic Sauna Culture:

Bringing Sauna Diplomacy to Mexico and Beyond

Mexico – Azar Eskandarpour, Humans Who Bathe

Lunch Available

Lunch available from downstairs restaurant from 11:00 AM to 2:00 PM

*Tickets are sold separately

11:30 AM	<p>Sauna Across Cultures: Voices From The Field Voices from across the globe sharing real-time perspectives on the growth and evolution of sauna culture.</p> <p>New books on the scene Discover new books from Ireland, Finland and beyond</p> <p>Singapore – Joey Lee and Daniel Kaw with SteamSauna share emerging trends on the ground in Singapore</p> <p>US – MacKenzie Boling, Esq. on “Risk Architecture” and the Conditions for Trust and Happiness</p>
12:00 PM	<p>Morning programme ends and Sauna From Finland raffle</p>
1:00 PM	<p>Sataman Viilu close Evening continues at 3:30 PM at Savutuvan Apaja for the Evening ticket holders.</p>

3:30 PM–11:00 PM | Evening at Savutuvan Apaja

A summer evening in a stunning natural setting, featuring dinner with fresh Finnish flavors, will be held at Savutuvan Apaja. Tickets for the evening are sold separately.

Saunas and Sauna Experiences throughout the evening!

3:30 PM	<p>Boat to Savutuvan Apaja Boat leaves 3:30 PM outside from Sataman Viilu (Jyväskylän Harbour) operated by Päijänne-Risteyt Hilden Oy.</p>
4:15 PM	<p>Arrival at Savutuvan Apaja A refreshing summer mocktail served upon arrival</p>
5:30 PM	<p>Dinner From 5:30 PM until 8:00 PM.</p>
From 8:00 PM	<p>Return by bus every hour from 8:00 PM–11:00 PM</p>

What to bring with you

Please bring a swimsuit, towel, and sauna sandals. Disposable seat covers are available, but you're also welcome to bring your own washable seat cover for extra comfort. Towels are available to rent on-site for 5 Euros.

Main sponsors



Key sponsors

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Sauna Transcends Borders. So Do We.

Sauna from Finland was born from a simple but burning passion to carry the authentic Finnish sauna experience to every corner of the world, helping people discover the deep relaxation, the health benefits, and the warmth that has brought people together for centuries.

In 2026, World Sauna Forum is back as the world's leading sauna gathering, greater than ever. We're here to champion the sauna businesses and people shaping our future, spotlight bold innovations, and gather every sauna lover on the planet together. Because some of the best things in life happen when you step inside and close the door.



How was your experience?

We'd love to hear your thoughts — scan the code and share your feedback.



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