

PYSTYMETSÄ OY PRODUCTION COMPANY

producer O U T I R O U S U
owner, executive producer, script editor, mentor
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company link: www.pystymetsa.fi

personal links:
Internet Movie Database
Linkedin

ALBERT Trained, 2023 Sustainable Production

ALBERT Trained, 2023 Editorial

Established in 2001, the Oscar- and EMMY nominated film production company Pystymetsä focuses on documentary films. The owner, producer Outi Rousu is an EAVE graduate and TAIK film academy graduate. She has extensive experience as a film producer, financier, initiator and through positions of trust. She has produced 55 films, including co-productions with all 5 Nordic countries, with several European countries, Japan and the US. The two co-production docs were nominated Oscar & EMMY (2025,2026). She participates annually in international film forums, such as Nordic Panorama, CPH DOX, IDFA and Mbrane. Her focus is on impact and outreach potential and films for younger audience.

Outi's co-production '*Instruments of a Beating Heart'* was an Oscar nominee in 2025 in short documentary category. *'The Making of a Japanese'* was an EMMY nominee in 2026. Her films have been awarded several national film award 'Jussi', Icelandic national film award EDDAN and several other international prizes. She has been a jury member of domestic and international competitions, such as Japan Prize in 2025, which highlights films with educational and outreach potential. In 2024 Outi was in the selection committee by the European Film Academy, pre-selecting the 'Young Audience Award' prize. Jury awarded the documentary 'The Remarkable Life of Ibelin' by Benjamin Ree (Norway).

Outi is a member of The Council of Arts and Culture in 2026-2029 (the expert body of the Ministry of Culture and Education), a member of the Finnish School Cinema Association, ECFA - European Children's Film Association and APFI – Audiovisual Producers in Finland. In 2020-2023 Outi was the chair of DocPoint Documentary Festival association which conducts also DOKKINO, the nationwide documentary film event for children and youth. In 2014-2019 Outi was a film commissioner of documentaries and short films of the Finnish film fund AVEK.

Relevant links:
Outi's production company Pystymetsä Oy www.pystymetsa.fi
The Council of Arts and Culture / member of the board (expert body of the Ministry of Culture and Education) About Us – Finnish Arts and Culture Agency
DocPoint Documentary Film Festival https://docpoint.fi/en/
School Cinema Association ('Koulukino') https://www.koulukino.fi/en/
AVEK fund https://kopiosto.fi/en/avek-frontpage/
European Children's Film Association ECFA https://www.ecfaweb.org/
APFI Audiovisual Producers in Finland, https://apfi.fi/en/
Japan Prize, https://www.nhk.or.jp/jp-prize/english/index.html
European Film Academy / European Film Awards https://www.europeanfilmacademy.org/