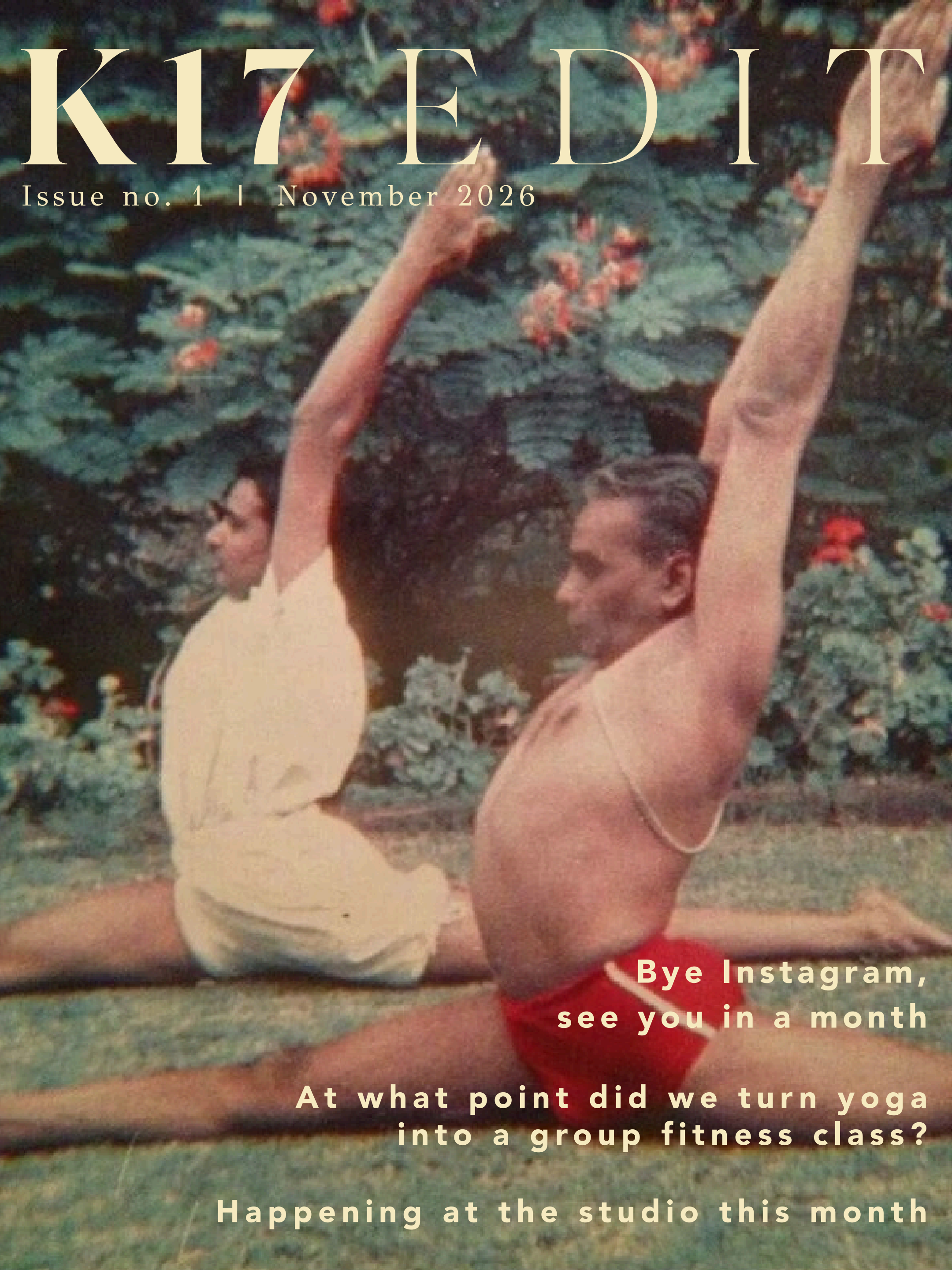
K17 EDIT

Issue no. 1 | November 2026



Bye Instagram,
see you in a month

At what point did we turn yoga
into a group fitness class?

Happening at the studio this month

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Aren't we all done with the overwhelming amount of content?

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At what point did we turn yoga into a group fitness class? The value of the practice lies in the moments of everyday life, and the teachings of this ancient practice are perhaps more needed in our modern lives than ever before.

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Aren't we all done with the overwhelming amount of content?

Feels illegal to say this as a small brand, but this will be our only post in November. There are a few reasons behind this. Let's be honest, one of them is that we do have better things to do - as every entrepreneur can probably relate to.

But at least as important is the fact that constant posting goes pretty much against what we teach at our yoga studio. Talking about *saucha*, the purity of the body, environment, and mind. If you want to advance in your yoga practice, opening this app isn't going to help.

What happened to those days when you had to consciously open a magazine and sit down to read it? Or at least type in a web address and take the time to read a new post from your favourite blogger?

Let this be something more like that. Save this post and come back to it later, when you have the time and space to read it with intention.

Human nature wasn't made for scrolling hours every day, spreading our social energy yet not experiencing any real human connection.

Unconsciously opening an app to find dozens of new posts, taking in all that information without really focusing on any of it. Feeding our dopamine addiction and finding something new "we need to buy" or improve about ourselves.

Come to the studio. And sign up for Korkkari Love Letters to your inbox. The classes, instructors and studio are still the same. Just better, now that we have more focus on what's happening in there.

VISITING KORKKARI FOR THE FIRST TIME?

We have a new offer for the first-timers at the studio. Intro Week is for you to get to know with Korkkari and our different kind of yoga and Pilates classes and Sunday Church sessions. Valid for 7 days, join as many weekly classes as you like.
40€, buy at the studio or www.k17yoga.com.

What's new?



PAY WHAT YOU CAN IN NOVEMBER

In case you haven't noticed, every **weekday class before 4 pm is marked as *"Your Price"* class for November**. This is something we are really excited about. We hope it gives as many people as possible the chance to join our studio and try out new types of classes. *The classes are exactly the same as any other yoga or Pilates class at the studio - the only difference is that you choose your price.*

NEW WEEKLY "CLASS"

Drop in for 15 minutes to do your sun salutations or morning meditation in peace, enjoy a cup of tea and read your book for an hour, put on your online class, or ask about your practice or anything about yoga from our instructor.

Your Practice on Mondays and Thursdays at 7:45-11. Works just like any other weekly class, Mon to Fri before 4 pm in November. Book your spot at www.k17yoga.com and either use your membership or class pack when booking, or pay what you can at the studio.

November specials

See the weekly yoga and Pilates classes on our schedule at www.k17yoga.com.

Sat 7.11. at 11:15-13
EVENT
Yoga & Bring Your Own Book
Instructor: Veronika

Sun 8.11. at 11-13
SUNDAY CHURCH
InTune | Father's Day Special
Album: Wish you Were Here - Pink Floyd
Instructor: Veronika & Ahti

Sun 15.11. at 11-13
SUNDAY CHURCH
Meeting your shadow
Instructor: Emina House

Fri 20.11. at 18:30-20:30
EVENT
InTune | Curated Album Experience
Album: 22, A Million - Bon Iver
Instructor: Veronika & Ahti

Sun 22.11. at 11-13
SUNDAY CHURCH
Yin & Nidra
Instructor: Alisa

Fri 27.11. at 17:30-18:30
EVENT
Sound Bath and Yin Yoga
Instructor: Olivia & Juli

Sat 28.11. at 12:15-14
EVENT
Yoga & Bring Your Own Book
Instructor: Veronika

Starting on Wed 28.11. at 16-17:15
COURSE
4 x Modified Ashtanga Course
On November 8 and December 4, 11, 12
Instructor: Olivia

Sun 29.11. at 11-13
SUNDAY CHURCH
Somatic Dance
Instructor: Christal

Events, courses, workshops and retreats are not included on class packs or memberships. Pricing varies.

You can join Sunday Church with your class pack or membership, just like any weekly class. Or book a one-time drop-in if you prefer.

Sunday Church

Is a weekly two-hour gathering designed to peel away the layers to uncover the deepest part of yourself. Just to make it clear, it's not tied to any religion. Often we go deeper into the roots and traditions of yoga, sometimes less so - as the sessions in this month, yet still always grounded into the yogic philosophy.

On 8.11., Father's Day, InTune will take over Sunday Church. The beginner-friendly yoga class with Veronika is designed especially for anyone who might be 60+ and hasn't done much stretching in years. The album for this session will be *Wish You Were Here by Pink Floyd*. So, if you've ever wondered whether you should bring your dad to a yoga class, this is the time.

Meeting Your Shadow on 15.11. welcomes our familiar guest stars Emina House to host a workshop on shadow work. Expect journaling, movement, meditation and an insightful talk by Emmi on exploring the hidden parts of ourselves and the relationship between our conscious and unconscious selves.

Yin & Nidra, Alisa's session on 22.11, doesn't need much explaining. Think of an extra-long Yin class followed by savasana on a late Sunday morning in November.

Somatic Dance with Christal on 29.11., as every last Sunday of the month. The theme of November will be *Inner Tides*. A two-hour journey into your body, your senses and your wild expression. A space to move beyond the thinking mind and into the intelligence of the body. To listen, feel, explore and let movement become a way of expressing what is alive in you.



Happening at the studio (2.3)

At what point did we turn yoga into a group fitness class?

For quite some time now, yoga teachers have been wondering why it's so difficult to offer traditional yoga, the teachings beyond asana.

Can we finally admit it? We, yoga teachers and studios, sold yoga as a workout, and now we are thinking why it's difficult to explain the value of the whole, disciplined practice.

Yes, you can absolutely build the body of a god or goddess through asana practice and healthy eating. But if that's your goal, I'd recommend Pilates, strength training, and running instead. They'd be far more effective at achieving that goal.

At what point did we decide to squeeze yoga, a 5000-year-old Indian philosophy, into this box? And how can we expect people to understand what yoga is really about if we keep reinforcing the idea that it's just another sport?

Why do we talk more about abs and glutes than the illusion of separation?

On which part of the Yoga Sutras did Patanjali talk about boutique fitness studios, Instagram Reels or matching sets?

Yoga teaches you to understand yourself on a deeper level and to live less under the control of your ego. A practice you return to, again and again. Even when it's boring or difficult. Especially then.

Yoga is about learning to live to your fullest potential, with contentment. It's about being able to live life with peace as an inner state, not dependent on the world outside of you.

Perhaps it's about the time we stop seeing yoga as just another form of sport. Yes, the physical practice has its benefits, but there's so much more to yoga than that. We step onto the mat to practise for the life we live beyond it.

The real value of yoga lies in everyday life moments. In becoming more capable of coping if (when) life doesn't go according to plan. In being more present and aware of how you treat the people you love. In being able to focus instead of being distracted with the next hit of cheap dopamine. In developing more understanding and compassion for others - and for yourself.

Meet Veronika, the Person Behind the Practice

“I think this text would
be too long if I were to say all
the ways in which yogic philosophies
show in my life, but to summarize
I think it all comes down to trying
to be kind to myself and to others.
In class you’ll often hear me
reminding you to laugh it off
if you stumble, and to take
your asana practice as play.”

For me, the main thing whether it's a more challenging or a softer class, is to focus on teaching kindness in your thinking. Our minds can easily go to very judgmental places, wondering why we're not stronger, more flexible, or like the person next to us.

With practice we can learn to reduce this noise in our minds, and that's what my classes focus on.

People at Korkkari (4)

K17 Yoga

What connects the yoga teacher, the psychologist, and the person behind both?

Kindness, softness, and a non-judgmental nature are the main traits that show up in each role. The Veronika outside of work can be very chaotic and energetic, which are rarely seen in yoga or psychology.

"If I should name something I love about myself it's that I'm very brave and confident, and always go after my dreams without letting fears or unfamiliarities stop me. I've moved into countries I'd never visited before, done lots of solo travel, and taken many scary leaps in terms of my career.

I'm always coming up with new ideas, and that's one of the things I also love about Korkkari. Korkkari enables us teachers to bring our ideas to life. Without Korkkari I'm not sure if *InTune* and *YBYOB* would've been able to come out of my head."



What do you spend your time doing when no one needs anything from you?

"I genuinely love to just lay on the floor in silence and let my mind wonder freely. I'm a very creative and idea rich person, and I often notice I get a little restless with everything that's happening in my head. My favorite way to manage this is by allowing my mind to wonder without anyone needing anything from me. I also love to play the guitar without any expectations to be good at it."

“One of the benefits of a yoga practice is how it prepares our minds to focus on one thing. Which is not an easy task in the modern world.”

“The idea for ***InTune*** came suddenly when Ahti and I were on a run. He had previously organized an album listening event, and we had both experienced the meditative state of savasana many times. We’re both big lovers of music, so we were thrilled by the idea of creating a space where people come together to appreciate and experience music to its fullest.

InTune starts with a simple yoga practice to prepare our minds, followed by a savasana that seamlessly transitions into a listening of a full album. The feedback after the first four events has been amazing. We’ve loved to hear about the journeys people have gone on during the listening.

The idea for ***Yoga & Bring Your Own Book***, *or* ***YBYOB***, came about when I was talking with a friend about InTune. She asked if I could organise an event for books as well. I loved the idea and it only took 2 hours to finalize the concept. Now, after three almost fully booked YBYOB events, we can see how much people are craving to just read with others, without being distracted by what's happening around us.”

Veronika’s weekly classes on ***Mondays at 19:15-20:15 (Soft Flow)*** *and on* ***Tuesdays at 11-11:45 (Vinyasa)****. Check the upcoming InTune and YBYOB sessions and book your spot www.k17yoga.com.*

K17 Yoga

Korkeavuorenkatu 17, Helsinki
www.k17yoga.com

We are here to support your practice on and off the mat, to help you come back to yourself.

Daily yoga and Pilates classes for all levels, from first-timers to seasoned practitioners. Workshops, events, courses, retreats, and other special offerings. Private sessions for bigger groups or just for you.