

Press release, 17 April 2009
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Pro Arte Foundation Finland announces

IHME PRODUCTIONS SPARKED DISCUSSION ABOUT WHAT IS ART AND WHO MAKES ART

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Thousands of people came to see the result of the IHME Project: the transformation of the clay

The first **IHME Project** by **Pro Arte Foundation Finland**, conceived by the British sculptor **Antony Gormley** and entitled *Clay and the Collective Body*, attracted active participation from the public. **Over 1300 people** participated in transforming the core of the artwork, a huge clay cube, during the ten-day working period at Kaisaniemi Sports Field in Helsinki between March 22nd and April 7th, 2009. As many as 100 people came back several times to continue their work with the clay.

For nearly every participant – some of whom had no previous experience of working with clay – the project proved to be an entirely positive experience. A contrast to the everyday life, the inflatable dome, an environment free of external stimuli, offered the participants a unique place for concentrated, creative work.

As a result of the transformation of the clay, its own world consisting of thousands of different-sized clay sculptures was born inside the warm and humid inflatable dome. The result of this clay work was seen by **almost 4000 people** during the four-day exhibition period.

Art work such as *Clay and the Collective Body* is based on the idea of art as active participation, calling into question the established notions of what art

can be and who can make art. The artwork piqued the interest of the media and Helsinki residents, stimulating a great deal of discussion.

Admission to all parts of the IHME Productions was free.

Photographs of *Clay and the Collective Body*, documenting the entire process, can be seen on the IHME Productions website, click IHME Project and Photo Diary: <http://www.ihmeproductions.fi>.

A selection of articles about the IHME Project in the media (in Finnish and Swedish):

Suomen Kuvalehti, 7 April 2009

Antony Gormley saviprojektin lopputuloksesta: Häikäisevää (Antony Gormley on the final result of the clay project: Stunning)

<http://suomenkuvalehti.fi/jutut/kulttuuri/antony-gormley-saviprojektin-lopputuloksesta-haikaisevaa>

Hufvudstadsbladet, 27 March 2009

Leran omvandlas på nytt i Kajsaniemi (Clay morphes in Kaisaniemi)

<http://www.hbl.fi/text/helsingfors/2009/3/27/w25374.php>

Helsingin Sanomat, 26 March 2009

Jokainen osaa muovata maailman (Everyone can mould a world)

<http://www.hs.fi/kulttuuri/artikkeli/Jokainen+osaa+muovata+maailman/1135244622064>

Hufvudstadsbladet, 18 March 2009

Lera från Kimito blir konst i Kajsaniemi (Clay from Kemiö becomes art in Kaisaniemi)

<http://www.hbl.fi/text/helsingfors/2009/3/18/d24901.php>

A selection of IHME Days lectures and discussions available on Youtube

The questions sparked by Antony Gormley's *Clay and the Collective Body* were also examined at the IHME Days, at the **Old Student House in Helsinki** from 3 to 5 April, 2009. In addition to the lectures and discussions, the Old Student House was hosting exhibitions and a bookstore. A number of Finnish and international experts – e.g. from Rio de Janeiro, London, Stockholm and Saint-Denis – were invited to speak at the event.

A selection of IHME Days lectures and discussions can be viewed on Youtube: <http://www.youtube.com/ihmeproductions>.

More than 1300 people visited IHME Days' lectures, exhibitions and the IHME club.

IHME Edition 2009 will be published in autumn

Pro Arte Foundation Finland's annual **IHME Productions** include the IHME Project and IHME days, as well as the **IHME Edition**. The artist of the IHME Project for the year 2010 is the Scottish Susan Philipsz, who has realised several sound artworks in public spaces since 1995. The IHME Edition, designed by Susan Philipsz, will be realised in conjunction with YLE Teema TV channel.

Join the mailing list and take part in the discussion

If you want to receive information about upcoming IHME productions, join the mailing list through the website at <http://www.ihmeproductions.fi/en.php?k=16250>.

Welcome to take part in the discussion at www.ihmeproductions.fi, in the **Comments** section – share your experiences with the clay cube and the IHME Days, discuss issues around contemporary art or give us feedback!

Media material

Material for the media can be found here:

Press releases: www.proartefoundation.fi or www.ihmeproductions.fi

Press images: www.proartefoundation.fi/press or www.ihmeproductions.fi ->

Media

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