

Press release, 20 January 2009

**Pro Arte Foundation Finland announces**

## **Sign-up for Antony Gormley's IHME Project 2009 begins**

**IHME Productions website opens: [www.ihmeproductions.fi](http://www.ihmeproductions.fi)**

The website for Pro Arte Foundation Finland's IHME Productions is launched on Thursday, 22 January 2009, at 12 noon at [www.ihmeproductions.fi](http://www.ihmeproductions.fi). The new site presents an opportunity to get familiar with each three parts of the **IHME Productions** – the **IHME Project**, the **IHME Days**, and the **IHME Edition**. The launch of the site also signals the start of the sign-up for the first IHME Project, the clay work period of sculptor Antony Gormley's work of art *Clay and the Collective Body*. Furthermore, the programme and guests are announced for the first IHME Days for Art at the Old Student House in Helsinki from 3 to 5 April 2009. The new website is designed by Kokoro & Moi.

### **Antony Gormley's IHME Project *Clay and the Collective Body* materializes 21 March - 7 April 2009**

*"Antony Gormley invites you to participate in the making of a new artwork, Clay and the Collective Body. Come alone, with a friend or family member - anyone between the ages of 8 to 100 is welcome! You are asked to commit at least four continuous hours of your time to transforming a huge four-meter-tall cube of clay using your body as the only tool. The cube awaits you in a warm and humid space."*

The core of the artwork, rising to Kaisaniemi Sports Field, is a huge clay cube size of a small house (4 x 4 x 4 m) and weighing 160,000 kilograms. We welcome you to participate and see how the work progresses:

Come see the clay cube: **21 - 24 March 2009**

Come work with clay: **25 March - 3 April 2009**

Come see how it all turns out: **4 - 7 April 2009**

NOTE! The dates of the event have changed since the announcement in November.

Sign-up for the clay work period of sculptor Antony Gormley's **IHME Project** *Clay and the Collective Body* is possible **beforehand from Thursday, 22 January 2009 to 6 March 2009**. Approximately 2000 participants have this opportunity to work with clay and participation is free of charge. Sign-up is possible through [www.ihmeproductions.fi](http://www.ihmeproductions.fi), click where it says "Sign-up for clay work". **Sign-up is also possible on site, at the Kaisaniemi Sports Field, during the event, 21 March - 3 April 2009.**

The IHME Project is sponsored by **Kone Foundation** and the **British Council**.

## **The first IHME Days for Art**

Aimed at the general public, the IHME Days are held 3-5 April 2009 at the Old Student House in Helsinki. The lectures and discussions of the first ever **IHME Days** deal with the questions and other current issues surrounding Antony Gormley's **IHME Project**. Entrance for the IHME Days is free.

The IHME Days open on Friday, 3 April, when the audience gets a chance to visit the exhibitions and the bookshop set up for the weekend. The IHME Days present **Hila Peleg's** film *A Crime Against Art* (2007), a video collage related to the themes of the IHME Project compiled by **Av-arkki** as well as documentary material of the IHME Project in photographs and video image.

On Saturday morning, 4 April, the lectures and discussions focus on the questions *Who makes art? Who is art made for?* Answering these questions are art historian **Paulo Herkenhoff** from Brasil; the director of Artangel **James Lingwood** from Great Britain; the director of the forthcoming museum *Maison des civilisations et de l'unité réunionnaise* (MCUR) **Françoise Vergès** and ceramist and doctor of fine arts **Elina Sorainen**, who participates in the IHME Project as a mentor-monitor. In the afternoon, Finnish experts on art and science ponder over the question *How does a community emerge?* Offering insight are art historian **Elina Räsänen**, drama instructor **Lotta Ora**, role playing game designer **Mike Pohjola**, head physician and adjunct professor **Markku T. Hyypä** as well as author **Hannu Raittila**.

On Sunday morning, 5 April, experts give their view on the following subject: *What is good art? What is expertise?* Presenting the theme are art historian and critic **Olle Granath** from Sweden; the director of the Museum of Contemporary Art in Barcelona (MACBA) **Bartomeu Marí** from Spain; aesthetician and contemporary art critic **Max Rynnänen**; the director of Ateneum Art Museum **Maija Tanninen-Mattila** and critic **Otso Kantokorpi**. Later in the afternoon the creator of the IHME Project **Antony Gormley** and art

historian **Paulo Herkenhoff** discuss Gormley's *Clay and the Collective Body*, realised in Helsinki.

Finishing off the day is the three-hour IHME Marathon, which introduces 16 Finnish artists: **Silja Rantanen, Janne Räisänen, Markus Kähre, Heikki Marila, Marika Mäkelä, Mikko Paakkola, Anna Retulainen, Tanja Koponen, Nina Rantala, Sanna Sarva, Jaakko Rustanius, Lauri Astala, Terike Haapoja, Tuula Närhinen** and **Markus Rissanen**. Tina Cavén, Hanna Johansson, Anna-Kaisa Rastenberger and Timo Valjakka conduct the interviews.

At the beginning of April the international creator of the 2010 IHME Project is announced. This person will also design the IHME Edition for 2009.

The partners of the IHME Days include **AV-arkki – the Distribution Centre for Finnish Media Art** and **Korjaamo Shop**. The event is sponsored by **HYY Group** and **The Finnish Institute in London**.

**Programme changes are possible.**

#### **Media material**

Material intended for the media can be found here:

Press releases: [www.proartefoundation.fi](http://www.proartefoundation.fi) / [www.ihmeproductions.fi](http://www.ihmeproductions.fi)

Press images: [www.proartefoundation.fi/press](http://www.proartefoundation.fi/press)

- please request a username and password from this number: +358 (0) 40 717 8185

#### **For more information on IHME Productions and interviews**

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#### **Sign-up for the IHME Project and audience services**

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