

Press release, 20 March 2009

Pro Arte Foundation Finland announces

IHME Project starts and IHME Days are getting closer

***Clay and the collective body* opens to the public on 22 March**

The artist behind the first **IHME Project** – open to the public on Sunday, 22 March – is British sculptor **Antony Gormley**. Gormley (b. 1950) will create a work in the sports field of Kaisaniemi park in Helsinki, bringing together clay and Helsinki locals in a specially erected pneumatic building. *Clay and the Collective Body* will feature a huge clay cube that will be both a challenge and a shared bodily experience. Designed specifically for Helsinki and realised for the first time here, Gormley's work brings together Mass, Space and Energy in a response to the aims of Pro Arte Foundation Finland: to ask questions about who make art, how art can be made and who it can be for.

The key element in Gormley's work is transformation – in this case of a universal material. In the course of the project, the clay will be transformed from a natural product into a constructed one; from an ordered, monolithic, integrated mass into a multiplicity of forms shaped by the collective mindscape and touch of the inhabitants of Helsinki.

The core of the artwork, a huge clay cube the size of a small house, is ready to be molded. The artist welcomes everyone between the ages of 8 to 100 to participate and follow the different phases of the project:

Come and see the clay cube: **22 - 24 March 2009** at 12:00-7:00 p.m.

Come and work with clay: **25 March - 3 April 2009** at 8:30 a.m.-9:00 p.m.

Come and see how it all turned out: **4 - 7 April 2009** at 12:00-7:00 p.m.

The work will take place in 4-hour sessions, with a maximum of about 2,000 participants. Over 700 participants have registered for the event in advance.

YLE Teema is the partner of IHME Project. IHME Project is supported by **Kone Foundation, British Council, Tiileri Keramia** and **Pro Av Saarikko Oy**.

The first ever IHME Days for visual art will bring the questions of contemporary art close to the general public

Helsinki's Old Student House (Mannerheimintie street 3) will be host to discussions about contemporary art, lectures, exhibitions and video installations on the weekend 3-5 April. The fresh experiences from the IHME Project *Clay and the Collective Body* and also its creator Antony Gormley will be represented in various ways. The objective of the IHME Days is to bring art close to the general public.

The IHME Days will open with exhibitions on Friday, 3 April. On Saturday, 4 April, Finnish and international lecturers will be given on the questions, *Who makes art? Who is art made for?* The speakers will include the art historian **Paulo Herkenhoff** from Rio de Janeiro; the director of Artangel **James Lingwood** from London; the director of the forthcoming museum *Maison des civilisations et de l'unité réunionnaise* (MCUR) **Françoise Vergès** from Saint-Denis and the ceramist and doctor of fine arts **Elina Sorainen** from Pernaja, who participates in the IHME Project as a mentor-monitor. Later on Saturday Finnish professionals from the fields of art and science will ponder the question *How does a community emerge?* The head physician and adjunct professor **Markku T. Hyypä**, the art historian **Elina Räsänen**, the drama instructor **Lotta Ora**, the role playing game designer **Mike Pohjola**, the author **Hannu Raittila** as well as the composer **Eero Hämeenniemi** will offer their views on the subject.

The themes of Sunday, 5 April are *What is Good Art? What is expertise?* Giving lectures on these themes are the art historian and critic **Olle Granath** from Stockholm, and the Director of the Museum of Contemporary Art in Barcelona (MACBA) **Bartomeu Marí**. After the break, the discussion is picked up by the director of Ateneum Art Museum **Maija Tanninen-Mattila**; the aesthetician and contemporary art critic **Max Ryytänen** from Pori and the critic **Otso Kantokorpi** from Helsinki. Later in the afternoon, the artist behind the IHME Project, **Antony Gormley**, and the art historian **Paulo Herkenhoff** will discuss Gormley's *Clay and the Collective Body*, realised in Helsinki.

The three-hour *IHME Marathon* will finish off the IHME Days and introduce 16 Finnish artists: **Silja Rantanen**, **Janne Räisänen**, **Markus Kähre**, **Vesa-Pekka Rannikko**, **Tanja Koponen**, **Nina Rantala**, **Sanna Sarva**, **Jaakko Rustanius**, **Heikki Marila**, **Marika Mäkelä**, **Mikko Paakkola**, **Anna Retulainen**, **Lauri Astala**, **Terike Haapaja**, **Tuula Närhinen** and **Markus Rissanen**.

The partners of 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**.

You can find the full IHME Days schedule and other information at www.ihmeproductions.fi.

A documentary about Antony Gormley on television on 25 and 29 March - Reportage on clay work on 5 and 7 April on television (YLE Teema)

YLE Teema will show a documentary about Antony Gormley called ***Making Space*** on 25 March at 9:05 p.m., the day the clay work begins, and a repeat will be shown on 29 March at 9:55 p.m. The documentary follows the preparation for Gormley's exhibition in London's Hayward Gallery in summer 2007 and sheds light on the artist's work methods. The programme also deals with Gormley's artwork *Blind Light* for which he collaborated with several experts in order to create a cloud in an empty, white box. This intimate portrait examines Gormley's artistic thinking and gives valuable insight into the creative process behind the artist's works. The 2007 documentary is directed by **Beeban Kidron**.

YLE Teema will also show the journalist **Tina Cavén's** reportage *Antony Gormley ja suomalaiset savessa* ('Antony Gormley and Finns in clay') on **Sunday, 5 April at 8:10 p.m.** and on **Tuesday, 7 April at 11:20 p.m.** This reportage by Tina Cavén follows what happens to the clay cube in a period of ten days. More important than the transformed clay cube in this piece of community art is, however, what the project reveals about us Finns: how we act in interactive situations, how we approach communication and teamwork, and how we influence one other. Man as a collective being plays the lead role in this reportage.

At the IHME Club on Saturday, 4 April: Op:l Bastards, Villa Nah, Association of experimental electronics, and DJ Esko Routamaa

An integral part of the IHME Days programme is the IHME Club held between 9 p.m. and 4 a.m. on Saturday night, 4 April. The club takes place in the Bar of the Old Student House and features a rare performance from the pioneer of Finnish electronic music, **Op:l Bastards** – who made an impressive return at

the 2007 Flow Festival – as well as the retro-tinged, warm synth electro of the duo **Villa Nah**. **DJ Esko Routamaa** will be spinning records during the night.

In addition to the live music and the DJ, the IHME Club programme includes a visual dimension in the form of a cross-artistic performance executed by the **Association of experimental electronics**, who create musical machines from electronic junk and walk the tightrope between chaos and order. The IHME Club programme is designed by the artist **Tommi Grönlund**, the founder of the record label Sähkö Recordings.

Admission to the IHME Club is free. **Tickets are limited - ensure your admission to the club by picking up your tickets beforehand between 30 March and 3 April at the venue of Antony Gormley's *Clay and the Collective Body*; the Kaisaniemi field, Kaisaniementie street 1-3.** Once the IHME Days are underway on Friday, 3 April, tickets can be collected at the information desk of the Old Student House. Two tickets per person.

Op:l Bastards: www.myspace.com/opelbastards

Villa Nah: <http://www.myspace.com/villanah>

Association of experimental electronics: <http://www.koelse.org>

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Media material

Material for the media can be found here:

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

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

Media

- 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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