

For the media, 13 November 2008

**IHME PRODUCTIONS BRING PARTICIPATORY ART
PROMINENTLY TO HELSINKI**

20 March – 13 April 2009

IHME Project 2009: Clay and the Collective Body

The first cluster of **IHME productions** by the Pro Arte Foundation Finland will bring ground-breaking art prominently into the midst of everyday life in Helsinki. The event centres on *Clay and the Collective Body*, an **IHME Project** by Antony Gormley in the Kaisaniemi sports field and continues with the **IHME Days** for Art at the Old Student House, as well as **IHME Edition**, to be published the same week. Participatory visual art has never before been seen in such prominence in public spaces in Helsinki.

IHME Project Will Set a Collective Challenge to the Public

Sculptor Antony Gormley (b. 1950) will create a work in the sports field in 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 the Pro Arte Foundation Finland: to ask questions about who make art, how art can be made and who it can be for.

The *Clay and the Collective Body* project will start with a huge clay cube the size of a small house (4 x 4 x 4 m) and weighing 160,000 kilograms, housed in a well-lit, humidified pneumatic building. In the first phase of the project (from 20 to 24 March), the public will be able to view the constructed cube. In the second phase (from 25 March to 3 April), the public will have an opportunity to work on and with the clay and to use it to make objects of any kind, big or small, alone or with others.

People wanting to work with the clay can sign up for the project from January 2009 at the Foundation website, or on site during the project. The work will

take place in four-hour sessions, with a maximum of about 2,000 participants. Services will be provided on site to ensure uninterrupted work on the project.

Clay and the Collective Body will be open to all ages, sexes and ethnicities. Here is the artist's invitation:

"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 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.

Working with clay offers an opportunity for meditative, concentrated activity with an emphasis on non-verbal, bodily communication.

The public will be able to view the final result of the project from 4 to 13 April 2009. The schedule is still subject to change.

IHME Days for Art from 3 to 5 April 2009 at the Old Student House

The first public IHME Days for Art of the Pro Arte Foundation Finland will be held at the Old Student House in Helsinki from 3 to 5 April 2009.

The IHME Days will be launched on Friday, 3 April, when the public will have a chance to visit exhibitions and a bookstore put up for the weekend. Lectures and discussions on Saturday will explore Antony Gormley's IHME Project. The themes in the morning will be: *Who are making art?* and *Who is art made for?*; in the afternoon Finnish representatives of art and science will discuss the question: *How does a community emerge?* On Sunday, the morning will be dedicated to expert views on the question: *What is good art?* The afternoon will feature a four-hour IHME marathon panel discussion with Finnish artists.

The speakers during the IHME Days will be invited Finnish and international experts, and also participants of the Gormley project. In the week preceding the IHME Days, the international artist of the 2010 IHME Project will be announced. The same artist will also design the IHME Edition for 2009, which

will be released and – depending on the form it takes – also distributed during the IHME Days or the preceding week.

The programme of the IHME Days will also include a Saturday-night IHME Club at the Old Student House.

Pro Arte Foundation Finland will collaborate on the IHME Days with AV-arkki – The Distribution Centre for Finnish Media Art and Korjaamo Shop. IHME Days is supported by HYY Group.

The detailed programme and schedule of the IHME Days will be published at the Foundation website in January 2009.

IHME Project Technical Management

Innotehdas Oy, Managing Director Karel Åkerlund

IHME Project Clay Cube

Tiileri Keramia, Production Manager Yrjö Ahonen

IHME Productions Graphic Design

Kokoro & Moi

IHME Productions Press and Marketing

Pink Eminence, Managing Director Outi Raatikainen

Media Material

Media material will be available from 13 November 2008 at the following addresses:

Media releases: www.proartefoundation.fi

Press images: www.proartefoundation.fi/press

* for username and password, please call this number: +358-(0) 40 717 8185

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Annexes

Presentation of Antony Gormley, 13 November 2008

Presentation of Antony Gormley, 27 March 2008

Pro Arte Foundation Finland brochure/poster

Invitation to the media, 27 October 2008