

## Night of Ideas #2

### *Power to imagination: the process of artistic creation*

Artists from different horizons and fields tell of their creative process. From the beginning of their reflexion to the completed work, they go through each step of artistic creation. This discussion aims at studying how imagination works in the context of artistic creation. This panel discussion will come with the screening of "Eero Nelimarkka – per aspera ad astra", a documentary about the Finnish painter directed by his grand-daughter Riitta Nelimarkka. After 17:30, a guided tour of the exhibition dedicated to Eero Nelimarkka will be offered in Finnish by HAM.

**Where:** Helsinki Art Museum (HAM), Eteläinen Rautatiekatu 8

**When:** January 25<sup>th</sup> 2018, 16:30-17:45

**Language:** English

**Registration:** free of charge, at <http://ndi2018-2.eventbrite.fr>

This event will be streamed live thanks to the support of Metropolia University. You can follow it online at [www.france.fi/ndi](http://www.france.fi/ndi) and share ideas on Twitter with #NDIHelsinki18.

### Speakers:

**Prof. Riitta NELIMARKKA**, artist, chairman of the Nelimarkka Foundation



Riitta Nelimarkka studied painting in Paris, animation film in Stockholm, and music and piano performance at the Sibelius Academy in Helsinki. Chairman of the Nelimarkka Foundation since 1987, she has a doctorate degree in art. In 2008, she received the honorary title of professor by the president of Finland, and in 2016, she was awarded the distinction of Officier des Arts et des Lettres de la République française (Officer of Arts and Letters of the French Republic). She held important responsibilities in the cultural and artistic field, including in the Commission of Production of the Finnish Film Foundation, in the Finnish department of Europa Nostra and at the head of the National committee for cinematic art and design. Riitta Nelimarkka has had major exhibitions in Helsinki, Stockholm, Lima, Moscow, Hannover, Los Angeles and Paris. She also holds a permanent exhibition of some 200 works in the Bonga Castle in Loviisa, a property of the family since 1998 that she and her husband Jaakko Seeck renovated.

**Jérôme AUZERAY**, photographer



Jerome Auzeray was born and raised in France. After graduating from Paris University with BS and MS degrees in computer science, Information science and new media communication, he taught at several Universities, private Institutes and Schools of Art. Also a musician, lyricist and writer, he was an active participant in the buzzing new Parisian multimedia creative scene in the mid 1990s before focusing on design and manufacturing of hybrid electric guitars. Jerome moved to Finland in 2009 and started using a DSLR camera to photograph Sunila and its citizens on June 2012. Since he moved to Finland, he has photographically captured Finnish landscapes, people and city streets before discovering that what truly drives him is to document the vestiges of human activities, evidence of human presence more than the human presence itself. Parallel to this he has recently launched a short-movie project about social disappearance.

## Jani LEINONEN, artist and activist



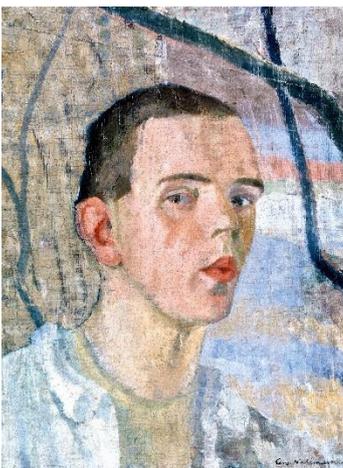
Jani Leinonen (b. 1978 lives and works in Helsinki) plays with the systems of commodity exchange, celebrity and the marketing strategies through which they operate. Leinonen attacks symbols and marketing tactics, turning them into objects of ridicule, clichéing our agreed marketing society and economical everyday. Leinonen's installations are shops, bars, slot machines but also plain painting exhibitions. Leinonen's latest projects include releasing a series of commercial-like videos of Kellogg's character Tony the Tiger navigating a grown-up world of prostitution, police violence and suicide bombers (2015), opening a hoax fast food restaurant called Hunger King in Budapest (2014) to fight against the anti-homeless acts of the Hungarian government, and founding a fake terrorist organization called Food Liberation Army that kidnapped and executed Ronald McDonald, the mascot of the McDonald fast food chain in 2011. Leinonen graduated from Academy of Fine Arts in Helsinki in 2002.

## Moderator : **Maija TANNINEN-MATTILA**, Director of the Helsinki Art Museum (HAM)



Director Maija Tanninen-Mattila has a long and diverse background in the visual arts, museums and audience engagement. She has led a variety of visual arts institutions: Ateneum Art Museum, the Finnish National Gallery (2006-2013) and the Helsinki Kunsthalle (2001-2006). Currently she is Director of HAM the Helsinki Art Museum (2013-). HAM is one of the largest art museums in the Nordic countries and is situated. In addition to an extensive international exhibition program and collection, HAM is responsible for public art in Helsinki.

## The documentary:



### **EERO NELIMARKKA – per aspera ad astra** (directed by Riitta Nelimarkka)

Duration: 18 minutes

Language: Finnish

Subtitles: English

EERO NELIMARKKA – per aspera ad astra is an intimate short film that accentuates the view of the artist as an urban cosmopolitan and a radical conservative. The film is a compact still animation constructed out of paintings and documentation. It is a musical vision of a brave, humble, ambitious artist, who right from his youth knew what he wanted. The film is shown at the Helsinki Art Museum, along the Eero Nelimarkka exhibition, until the 4.2.2018.

