

2.6.2021

## **Art Fair Suomi launches the summer of visual art in Helsinki with themed tours, hybrid events, contemporary art sales and art beer**

*Taking place in the second week of June, the contemporary art festival highlights galleries as a key element of urban culture – visual art is for everyone.*



Risto Puurunen & Mikko Ensio Lehtonen: "Rice & Mice, 3D-Tripteekki". Art Fair Suomi 2019. Picture: Timo Soppela.

From 8 to 13 June, Art Fair Suomi Goes Galleries brings art galleries close to the public, highlighting their role as an integral part of urban culture. There are any number of ways to enjoy the diverse festival: you can tour exhibitions at your leisure, take a guided tour or three, meet artists, immerse yourself in performances, indulge in art events or explore the festival themes in discussion with others while enjoying a glass of art beer.

Since many of the events are also streamed online, you can enjoy them wherever you are – even at the summer cottage.

The Art Fair Suomi ambassador is Maimu Brushwood née Huolirinta, the drag persona of visual artist Timo Tähkänen. In a newly released video, Maimu invites new audiences to the art gallery and gives tips on how to conduct a gallery visit. (link to the video: <https://www.youtube.com/watch?v=JvWPK977cuc> )

“Maimu once overheard a discussion where someone complained there should be more urban space where everyone is welcome. An avid gallery-goer, Maimu realised that the thing exists already – galleries!” Timo Tähkänen explains.

Maimu encourages everyone to take a tour of exhibitions with an open mind. On Helsinki Day, 12 June, you can take Maimu's art marathon that tours 11 galleries in three hours. "You get to enjoy art and exercise at the same time. Such fun!" Maimu says.

Art Fair Suomi has published an art buyer's guide that seeks to dispel the myth that buying art is difficult, expensive or reserved only for certain people. The price range is wide, and there are many ways to pay: you can pay a work in instalments, or even borrow it for a limited period of time. (link to the buyer's guide: <https://artfairsuomi.fi/en/guide-for-purchasing-art/>)

"Contrary to what people think, buying art can be a relaxed and enjoyable experience. You can always ask gallery staff for assistance, and there are also online art shops that make it even easier to find true gems. As long as you trust in own taste and intuition, you can't go wrong," says Henna Harri, director of the Association of Photographic Artists.

The buyer's guide also includes an introduction to the specific characteristics of different forms of art.

"People don't always realise that you can also buy a performance or a piece of sound art or a video. We encourage people to explore different types of art with an open mind, whether to enjoy it or to make a purchase," says Timo Soppela, director of MUU.

Art Fair Suomi is a joint effort by 23 Helsinki-based galleries and one online gallery physically located in Tampere. The exhibitions and events feature nearly 100 artists, and the festival provides some 80 events or guided tours.

The maximum number of participants at festival events is 10 people, to ensure safety and compliance with Covid restrictions. Pre-registration is required for events, but exhibitions can be visited whenever the gallery is open.

**Art Fair Suomi Goes Galleries 8.-13.6.2021**

[www.artfairsuomi.fi](http://www.artfairsuomi.fi) | [Facebook](#) | [Instagram](#)

*The Art Fair Suomi contemporary art festival has been organised since 2005 by Artists' Association MUU and Union of Artist Photographers in Finland. Other national artist membership organisations that joined the festival in 2020 are: Association of Finnish Sculptors, Association of Finnish Printmakers, Finnish Painters' Union, and the Union of Finnish Art Associations.*

**Participating galleries:** Forum Box, Galleria A2, Galleria Art Kaarisilta, Galleria Duetto, Galleria G, Galleria Halmetoja, Galleria Huuto, Galleria Kuvitus, Galleria Pirkko-Liisa Topelius, Galleria Sculptor, Galleria SEINÄ, HAA Galleria, Kirjagalleria Laterna Magica, Malmitalon Galleria, MUU Helsinki, Myymälä 2, OHO Galleria, Sinne, Third Space, tm-galleria, Valokuvagalleria Hippolyte & Hippolyte Korjaamo, Vargas Print Studio, Videokanava Online Gallery

Further information and interview requests:

Jenni Pekkarinen  
Festival coordinator  
044 974 7449 | [info@artfairsuomi.fi](mailto:info@artfairsuomi.fi)

Henna Harri  
Director  
Union of Artist Photographers  
040 591 0770 | [henna.harri@hippolyte.fi](mailto:henna.harri@hippolyte.fi)

Timo Soppela  
Director  
Artists' Association MUU  
050 551 789 | [director@muu.fi](mailto:director@muu.fi)