

Press Release,
January 2015

LAURA LAINE THE WET COLLECTION 30 January – 15 March 2015



Design Museum Gallery presents an exhibition of glass art by Laura Laine, one of the most widely known Finnish illustrators abroad. Laine's surrealist illustrations of female characters have most recently been seen in an advertising campaign in the subway tunnels at Grand Central Station in New York. Instead of pen and pencil, the artist has now taken to glass, drawing with her material a multifaceted tale of life in the depths of the sea – *The Wet Collection*.

"The idea of working in glass came about when I was invited in the spring of 2013 to participate in a group exhibition at the National Glass Museum of Holland in Leerdam. I had been invited along with a group of other artists to interpret with new perspectives scientific illustrations by the German zoologist Ernst Haeckel. In addition to myself, a few other participating artists had no previous experience of working in glass," says artist Laura Laine.

Laine says that it was a unique experience. The glassblowers of the Leerdam glass workshop interpreted her drawings together with her and she became immersed in the intensive process. Laura Laine wanted to continue her exploration of glass after the exhibition. *The Wet Collection* is a series of works presenting life in the depths as simultaneously delicate, refined, grotesque and similar to a comic strip.

Laura Laine (born 1983) is a Finnish commercial and magazine illustrator and visual

artist with her own forceful and recognizable style. In her illustration work, she is particularly known for her extended, girl-like figures based on the drawn line with their thin bodies, and full, billowing hair. Laine's CV lists a great deal of work for international magazines and companies such as Vogue, Sephora, Elle, Zara, H&M, The New York Times, The New Yorker, The Guardian, GAP and The Telegraph. She has exhibited her work in the Netherlands, New York, London, Los Angeles and Helsinki, among other locations.

Laura Laine studied fashion design at the University of Art and Design Helsinki and she received the Young Designer of the Year prize in 2011.

For more information, please contact:

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Design Museum, opening hours:

1 September – 31 May: Tue. 11 a.m. to 8 p.m., Wed. – Sun. 11 a.m. to 6 p.m.; closed Mondays.

Address:

Korkeavuorenkatu 23, 00130 Helsinki

Guided visits:

In Finnish: 5 p.m. Tuesdays and 4 p.m. Saturdays.

In Swedish: 2 p.m. on Saturdays once a month

In Russian: 2 p.m. on Sundays once a month

Coming events:

Design Evening with a special programme from 5 to 8 p.m. on the last Tuesday of the month, free entrance.

Design Workshop for Families from 2 to 4 p.m. on Saturdays around the middle of the month.

Series of lectures and talks on postmodernism in March.

More information on events at Design Museum on our webpages: www.designmuseum.fi

In co-operation with:

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Photo: Laura Laine, The Wet Collection, photo credits: Paavo Lehtonen.