

Press release 23 March 2017

100 OBJECTS REVEAL WHAT IT MEANS TO BE FINNISH

100 OBJECTS FROM FINLAND
24 March – 28 May 2017
Gallery, Design Museum

What objects best describe the story of Finland and Finnish identity during the century of national independence? One object from each year of independence was chosen for the exhibition *100 Objects from Finland*, and their stories tell about Finnish identity with everyday, industrial, innovative and humorous examples, from bark-mixed bread to crispbread and from the Jopo bicycle to the Gorba mobile phone. This project created by the Finnish Institute in Estonia will be on tour in five countries. The web exhibition, in thirteen languages, will open at the address www.objects.fi.

The selected exhibits are *made in Finland* and *designed in Finland*, but above all *life in Finland*. The narratives of the exhibition reflect climate, work, overcoming adversity, perseverance, insights and joy. The exhibits are from all parts of Finland, from Inari in Lapland to Helsinki and from Pietarsaari in the west to Punkaharju in East Finland, on loan from museums, businesses and private individuals.

The curators of the exhibition are art historian and author **Anna Kortelainen** and designer **Pekka Toivanen**. The exhibition has been produced by the Finnish Institute in Estonia.

‘The curators have created a serious yet amusing cross-section of practical and innovative Finnish attitudes, in other words the Finnish national character,’ says **Anu Laitila**, director of the Finnish Institute in Estonia. ‘This major undertaking by us will be on show in five countries during the centenary year of Finnish independence. The centenary’s *Together* theme inspired us to offer the web exhibition to Finnish embassies around the world.’

‘The exhibition also aims at inspiring viewers of different age in Finland and the countries where it is displayed to think of what the object of their own year of birth would be. An object rich with memories, a story of you and at the same time a look at the northern way of life,’ notes curator **Anna Kortelainen**.

Owing to the network of Finnish institutes, the exhibition will go on tour from Helsinki to Tallinn and from Oslo via Madrid to Riga.

The web version of the exhibition will also open on the 23rd of March at the address 100objects.fi. It presents the illustrated stories of the objects. The web exhibition will be presented by Finnish Cultural and Academic Institutes around the world, and will be available in thirteen languages, including Japanese and Arabic.

More information:

- Press photos: bit.ly/100objectsPRESS
- Exhibition on [Facebook: 100 Objects from Finland](#)

#100objectsfromFinland

100 Objects from Finland is part of the programme of the centenary of Finnish independence.

Tour programme:

Design Museum, Helsinki 23 March – 28 May 2017

Maarjamäe Castle, Estonian History Museum, Tallinn, 10 June – 20 August 2017

Norwegian Museum of Technology, Oslo, 7 September – 30 October 2017

The National Museum of Decorative Arts, Madrid, 16 November – 14 January 2018

Museum of Decorative Arts and Design, Riga 7 February – 15 April 2018

Produced by the Finnish Institute in Estonia

Visual design by Muotohiomo

Exhibition architecture by Valge Kuup

Web exhibition: Haam Ventures

With support from the Centenary Foundation of the Finnish Society of Crafts and Design, the Alfred Kordelin Foundation, the Finnish Ministry of Education and Culture, and Suomi Finland 100.

In association with the Finnish-Norwegian Cultural Institute and the Finnish Institute in Madrid.

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