

TIEDOTE 10.3.2015

Meet a national treasure at the shops – The IHME Project begins!

“The National Museum of Finland fell for the *Do Touch* project in an instant! In our work at the Museum we get to handle old objects and interrogate their amazing stories. Now, anyone can have that same opportunity, right there on their daily rounds. An object can bring you strangely close to the people in whose hands it was made and used.” – Elina Anttila, Director General of the National Museum of Finland

The British artist Jeremy Deller’s commissioned work, *Do Touch*, brings the objects he has selected out of the collections of historical museums and into the hands of the people of the Helsinki metropolitan region. The selection includes objects ranging from meteorites to a fake pack of Viagra – every encounter is a surprise. The work will be staged on March 16–22, 2015, at the Itis Shopping Centre, Shopping Centre Kaari, Kamppi Shopping Center, Töölö Sports Hall and Helsinki Central Railway Station Compass level in Helsinki; at Leppävaara Health Centre in Espoo; and at Myyrmanni Shopping Centre in Vantaa. The Project has been made possible by: Design Museum, Helsinki City Museum, National Museum of Finland, Natural History Museum of Helsinki, Military Museum, Customs Museum, and Museum of Technology. [More about the IHME Project >](#)

The IHME Project will be discussed on the IHME Days at the Old Student House on March 27–29, 2015. The public is welcome to ask questions and talk about their own experiences of the work on Sunday March 29, when **Jeremy Deller** and the Director of London’s Hayward Gallery, **Ralph Rugoff**, will talk about *Do Touch*. You can also investigate the objects in the IHME Project one last time at the Old Student House on that same day.

Another topic of conversation on the IHME Days is: What solutions have art and cultural magazines found to survive the media upheaval engendered by the Internet age and exacerbated by the current economic crisis. Those taking part in the discussion include Editors in Chief: **Jaakko Belt, niin&näin; Antti Majava, Mustarinda; Hannamari Shakiya, Raw View; and Heikki Valkama, Image**. The debate will be hosted by journalist **Maria Pettersson**. The IHME Days will culminate in the popular, multivocal IHME Marathon, with speakers including writer **Johanna Sinisalo**, scenographer **Tarja Väättänen**, artist **Maaria Wirkkala** and cultural journalist **Minna Joenniemi**. [More about the talks >](#)

Entry to all IHME events is free. [Complete Festival programme >](#)

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IHME

Each year, IHME produces a work in public space by an international artist. The public is able to witness the initial stages of this unique creation. The artwork and the interpretations it evokes encourage independent thought and discussion. Art and science, past and present, meet in a multi-faceted programme of events. IHME is open to everyone who is interested in life and contemporary art.