



PRESS RELEASE

North in progress ***Art and creativity in the North Europe***

Festival della Creatività

Date: October 25th Thursday 15.00 – 24.00
October 26th – 28th From Friday to Sunday 10.00 -24.00

Location: Festival della Creatività
Florence, Fortezza da Basso
Palazzina Lorenese, ground floor.

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Organizer: Fondazione Sistema Toscana
In collaboration with: the Embassy of Finland, Denmark, Sweden and Norway.

The first edition of the Festival of Creativity, which took place in the last year was one of the leading events of the Florence exhibition season, with over 170.000 visitors.

The second Florence Festival of Creativity will have a new special section dedicated for the creativity of northern European countries.

Four days of art exhibition, workshops, photography, films and meetings will present the creativity and innovativeness of Nordic countries through play and participation. Discussion will focus on the art and design, fashion, architecture and film of Finland, Sweden, Norway and Denmark.

The project that the Festival develops is an invitation to communicate in the heart of Tuscany, telling about and exhibiting the creativity that emerges and develops in the north, using this window to meet 200,000 visitors during the Festival and many more through the communication planned for the event.

The Embassies of Finland and Sweden have given the patronages for the project.

The Festival della Creatività, will be set up in Italy in one the main congress and exhibition centre of Florence called Fortezza da Basso from the 25th of October until the 28th of October, 2007.

One of the highlights of the Festival will be "North in progress" event and exhibition that will be situated in a very centre area in the building called *Palazzina Lorenese* with totally 550 m2 dedicated for the Northern creativity, art and design.

The exhibition itinerary:

"ON AIR – from North to South"

In the beginning there will be presented the project of Lorella Scacco and Mette Perregaard called "ON AIR – from South to North" video screening including the video works of the following artists: J. Tobias Anderson (Sweden), Lauri Astala (Finland), Elina Brotherus (Finland), Jesper Fabricius (Denmark), Marit Følstad (Norway), Crispin Gurholt (Norway), Petra Lindholm (Finland/Sweden), The Icelandic Love Corporation (Iceland), Milja Viita (Finland).

The serial of video-works titled "ON AIR" refers to the concept of transmission as well as through the surroundings atmosphere, circling around themes of landscape as well as media and communication. The contemporary images are streaming constantly through the channels of transmission as well as through the surroundings atmosphere.

"Nokia è una città" Tour

This section is an itinerary that takes visitors on a "tour" from one town to the next, surrounded by the atmosphere of the north, to meet artists, designers, craftsmen who were born or who work in these places, also about landscapes and different happenings and events. The section features photographs and film footage.

For instance Rovaniemi, Tampere, Helsinki, Nokia, Fiskars and Goteborg will be presented.

"Video space"

About 52 m² space furnished by Nordic design and shown films of Northern registers like Susanna Bier, Torill Koven ja Aki Kaurismaki.

Nordic design & art exhibition

This exhibition will consist of Nordic contemporary art and design. Different themes will be photography, interactive art, animation & illustration, design, fashion, textile art, visual art and architecture. Will be presented works and art objects of 14 different artists and of two architects.

Photography

Helen Ersbacken, (Sweden)

Interactive space "Art as play – Play as Art" (simulation)

Designer **Satu Musakka**, (Finland)

<http://open.ornamo.fi/> <http://satumusakka.wordpress.com/about/>

This work has been in the museo of Alvar Aalto, spring 2007.

There will be a workshop called "art karaoke" hold by the designer inviting the visitors to participate.

Animation and illustration

Raevestregger, Jar Egerberg (Denmark)

www.raevestregger.dk

Textile Design & Fashion

IVANAhelsinki fashion brand (Finland)

www.ivanahelsinki.com

Designer **Elena Kihlman** (Finland)

www.elenakihlman.com

Textile artist **Raija Jokinen** (Finland)

www.saunalahti.fi/raijoki

Textile artist **Aino Kajaniemi** (Finland)

www.elisanet.fi/aino.kajaniemi/

Visual art

Artist **Kaj Stenvall**, (Finland)

www.kajstenvall.com

Artist **Katja Tukiainen**, 1969 (Finland)

www.katjat.net

"For Mumme"

Artist **Line Danielsen** (Norway)
www.arte-lida.com

Artist **Lena Gustafsson** (Sweden)

Artist **Carledvin Gustafsson** (Sweden)

Artist **Anniina Vainionpaa** (Finland)
Paper mashe dolls

Architecture

There will be exposed by images and photos works of two architects:

Olavi Koponen (Finland)

Sami Rintala (Finland, Norway)
www.samirintala.com