

12–21 September 2008 ART FAIR SUOMI 08 – Finland's Largest Sales Exhibition of Contemporary Art: 200 Artists, 800 Artworks.

Cable Factory: Puristamo & Valssaamo
Tallberginkatu 1 B & C, 00180 Helsinki, Finland
Open: Mo-Fr 11-18, Sa-Su 12-17 (Fr 12 September: 12-18)
Free Entrance

Opening with Program Th 11.9. 7-9 PM
Opening Club Th 11.9., from 10 PM at LUX Nightclub: featuring HK119 (London)
Welcome!

Highlights of Finnish Contemporary Art on Sale from €20 to over €10,000

Finns spend an average of 16 euro a year on art (source: Statistics Finland, Household Budget Survey 2006). Art Fair Suomi, AFS, is dedicated to encouraging them to purchase contemporary art and to use their intuition in selecting the works. At the fair, you can buy a CD-ROM piece or an artist's book for 20 euro, whereas a massive installation can cost up to several thousand euro. The general price level is around 700–3,000 euro. Prices for commissioned works are subject to negotiation.

Art interpreters and shopping assistants will be on hand at the fair to provide personal assistance to novice and experienced art buyers alike. Free guidebooks will also be available with advice on how to purchase video, photographic or performance art.

A Fair Art Fair

The purpose of AFS 08 is to promote the visibility of contemporary artists across the board. Participation is open to all members of the Finnish Artists' Associations, MUU, and the Union of Artist Photographers. An art acquisition is a direct contribution to a practicing artist. In return, visitors get to review works by 200 Finnish contemporary artists, dozens of which will be on display for the first time in the Puristamo and Valssaamo venues at the Cable Factory.

Art Fair Suomi, organized for the fourth time, is the first Finnish sales exhibition of art that aims to achieve international visibility. Under the theme "The Art of Being Fair", AFS wants to bring together collectors, artists and the public, and to generate discussion on the possibility of artists being able to live on the income from their work. Other themes include the art market and fair practices in art.

In-Depth Look into the World of Contemporary Art, with Hints for Home Decoration

The ancillary programme of the fair includes presentations by acclaimed artists on the theme "Five works I would buy". The presentations are on 14, 17 and 21 September. "Art and Home Decoration" is a show home illustrating how a modern digital home can be furnished using not only art photographs but also a video work.

Opening night on 11 September at 10 pm in LUX Night club, featuring HK119.

HK119 is a Finnish performance artist who plays electro music and who has carved an international career for herself in London. Admission is free until midnight. www.luxnightclub.fi

Collaboration Partners

Lahtinen & Mantere Saatchi & Saatchi, Sanoma Magazines, Volt, Skanno, Pro AV Art Oy, Genelec Oy, Cloetta Fazer

Organizers

Artist Association MUU is an artist run, Finnish interdisciplinary artist association that represents and promote new and experimental forms of art. These include media, video, light and sound art, as well as performance, conceptual and environmental art. The association has over 500 members and runs the MUU Gallery in Helsinki. www.muu.fi

The Union of Artist Photographers in Finland is a nonprofit artist-run association with 313 member artists. The Union promotes and supports photo-based art, and the professional, economic and social interests of its members. It also runs Photographic Gallery Hippolyte in Helsinki. www.hippolyte.fi

Program and information: www.artfairsuomi.fi

Press images: www.artfairsuomi.fi/press.html

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