

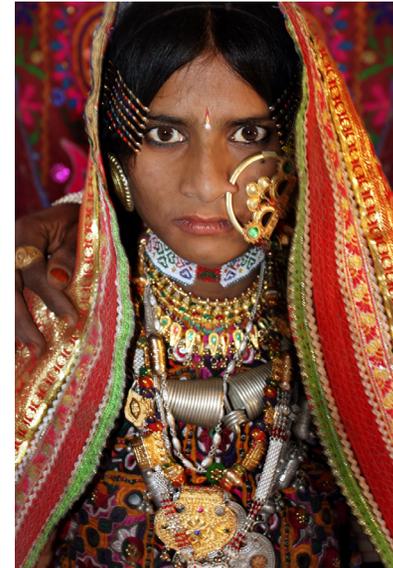
# RAM·RAM

PRESS RELEASE  
17 February 2009  
Free for publication



MUSEUM OF CULTURES  
10 YEARS

Anniversary exhibition  
of Magi Viljanen's photographic works  
opens in February 2009



Dear representative of the media,

The new life of the Tennispalatsi as a museum and film centre celebrates its first decade in early 2009. Tennispalatsi has developed into a place where the residents of Helsinki can spend their free time and enjoy culture, and the fact that cinemas and restaurants are housed under the same roof has made it easier for them to frequent the museums as well.

For its 10th anniversary, the Museum of Cultures is proud to present an exhibition of works by the photographer Magi Viljanen: RAM RAM LUDIA – FAREWELL TO MY VILLAGE. The Museum of Cultures presents not only lost peoples and mysterious treasures. but also everyday life with which the past is intertwined in a fascinating way.

**You are invited to attend the press conference for the RAM RAM LUDIA exhibition at the Museum of Cultures in Tennispalatsi on Thursday, 26 February 2009 at 2 pm.**

The exhibition will open to the public on Friday, 27 Feb 2009, and run through 3 Jan 2010.

## **Ludia, India**

The anniversary exhibition, RAM RAM LUDIA, tells of the Indian desert village Ludia, the life of which the photographer Magi Viljanen has followed for almost twenty years. During this time, the village, which is located near the border of Pakistan, has experienced great turmoil. In the early 1990s, people in Ludia led simple lives in the peace of the border area. That is, until in 2001, when the area was ravaged by an earthquake. After the earthquake, the village got a road, electricity and mobile phones.

RAM RAM LUDIA expresses the feelings and experiences Magi Viljanen has encountered while in Ludia. Exotic locations are frequently photographed but it is unique that one photographer has followed the life of one village for such a long time. Magi Viljanen's close relationship with the village and the long-term perspective make the exhibition unique and extremely interesting.



Even though the village and people living in it are astonishingly beautiful, aesthetics, artefacts or the exotic locations do not take the main role. The exhibition comprises photographs, installations and video works. A documentary by Magi Viljanen and Timo Elomaa will also be screened. The exhibition conveys the spirit of the village of Ludia, the passing of time and the great change the villagers have had to experience. What we witness in the story of Ludia speaks also of a transition in our own recent past.

### **Magi Viljanen**

Magi Viljanen (b. 1962) is a renowned photographer who is known for her original exhibitions and independent working method. Even though her works are often installations, which powerfully convey the mood and the experiences of the photographer, she sees herself primarily as a documentary photographer. Magi Viljanen has also been called a world citizen of the visual arts; she has not shied away from difficult subjects. Among other sensitive subjects, she has photographed psychiatric hospitals all over the world, children in prison in Nepal, and women in African villages. In her socially conscious works, she always approaches her subject matter through people. Magi Viljanen has a rare ability to see as well as portray her subjects with both bold honesty and human respect.

Magi Viljanen's earlier works can be seen at <http://magiviljanen.com>

### **Welcome to the Museum of Cultures!**

Additional information,

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#### THE MUSEUM OF CULTURES

Tennispalatsi, 2nd floor, Eteläinen Rautatiekatu 8 / Salomonkatu 15, Helsinki

Opening hours Tue-Thu 11 am – 8 pm, Fri-Sun 11 am – 6 pm

Admission € 6/4, under 18-year-olds free of charge

Free admission Tue 5–8 pm

[www.kulttuurienmuseo.fi](http://www.kulttuurienmuseo.fi)

