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**Fotografiska is coming to Finland for the first time and will start a unique collaboration with Stockmann**

*The popular Fotografiska museum is coming to Finland for the first time this summer. On 9 June 2023, Fotografiska Tallinn will open a unique art installation at the Stockmann department store in the centre of Helsinki. The installation will consist of a fascinating AI installation exploring the love between humans and their inanimate objects. The project will be curated by multimedia artist Alyona Movko-Mägi through a process that will encourage Finns to participate. Stockmann wants to invite its customers and city residents to meet one another, enjoy experiences and be inspired.*   
   
Fotografiska’s unique art installation at Stockmann in the centre of Helsinki is a great opportunity for Stockmann, its customers and local residents.

*“*Our unique partnership with Fotografiska supports our goal to develop our department stores into inspiring and multifunctional spaces that offer our customers not only shopping opportunities, but also a range of services and experiences and a sense of community. We also believe that both the people of Helsinki and tourists visiting the city will be delighted about the project. We warmly welcome Fotografiska from Tallinn to Finland for the first time, and especially to Stockmann,” says *Mariela Nortama,* Director, Helsinki Flagship Department Store.

“We are delighted about this unique collaboration, as the Finns have received Tallinn Fotografiska very warmly since the opening ceremony, and we hope that this considerable interest in Fotografiska will continue to grow with this project now also in the Finnish capital city of Helsinki. Stockmann, which has grown to be a major department store icon in the Baltics, is a natural partner to initiate this collaboration with. We want to warmly welcome everyone to the Fotografiska installation,” says *Margit Aasmäe*, Director of Fotografiska in Tallinn.   
   
Fotografiska Tallinn’s art project at Stockmann in Helsinki will be an AI installation called *Live, Love, Stuff!*, which portrays human love for objects. The works will be based on Finns’ stories about their favourite objects – items that they could not live without. 

For the installation, which will open in the summer, Fotografiska wants to invite all Finns to participate in the creation of the story of *Live, Love, Stuff!* by logging on to www.fotografiska.ee/helsinki and answering a few questions about objects they love. The answers will be brought to life by artificial intelligence, and the result will be a series of love stories for objects. Each participant will play an important role in the creation of this large-scale collective installation. Participation in the process is completely anonymous, and no personal data will be collected.

Fotografiska’s Live, Love, Stuff! will open at the Stockmann department store in the centre of Helsinki on Friday 9 June 2023 at 10 am. The installation will be on display on the 8th floor of the department store until the end of August.    
   
**Objects are often our friends, our partners and sometimes even our therapists**   
   
Fotografiska’s AI installation has been created by Alyona Movko-Mägi, a prominent Estonian multimedia and installation artist, whose work explores the intersection of art, technology and human experience:    
   
*“There is a curious phenomenon of our love affair with our possessions, whether it's the sentimental value of a tattered teddy bear, the aesthetic appeal of a jaw-dropping piece of art, or the functional value  of a trusty kitchen appliance. We humans have a knack for forming strong attachments to the objects in our lives and it's fascinating to see the lengths to which we'll go to acquire, treasure, and sometimes even obsess over inanimate things.* 

*We’ve all probably heard stories as "Oh, my car hates the cold weather," or "My toaster has a mind of its own” and people saying that they can’t imagine living without their laptop or camera. Objects are often our friends, companions, and sometimes our therapists, sometimes we’re more passionate about our stuff than we are about each other — just try to take a beloved possession out of someone's hands and you'll see what can happen.”*

**Further information:**

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*Stockmann offers a varied and high-quality selection of fashion, beauty and home products for those seeking enrichment of their daily lives and special occasions. We inspire our customers to make sustainable and responsible choices. Stockmann has a total of eight department stores in Finland and the Baltic countries, in addition to its online store at stockmann.com. For more information, please visit stockmanngroup.com.*