



Press release 10 August 2022

## **Serlachius Museums opens virtual exhibition *Oneself As Another***

Serlachius Museums has gained a new virtual exhibition space, where visitors can view works of the Gösta Serlachius Fine Arts Foundation's collection from their own computer or mobile device. The exhibition *Oneself As Another* has been realised by the internationally renowned Arilyn XR design studio and curated by Aura Seikkula.

The exhibition is part of Arilyn's Virtual Art Gallery activities. It is free of charge and can be viewed on a computer, mobile device and with a VR glasses browser. The exhibition can be accessed on the Serlachius Museums' website and directly from the address: <https://visit.virtualartgallery.com/serlachius>

*Oneself As Another* presents classics and contemporary art from the Serlachius art collection. The virtual exhibition space has been influenced by the architecture of the Art Museum Gösta's Pavilion, but does not aim to perfectly replicate the building.

"In designing and constructing the space, we took into account the form language and spatiality of Gösta's timber-frame Pavilion. A rewarding aspect about building these spaces and curating exhibitions within them is the opportunity to avoid all physical limitations," says Aura Seikkula, the curator of the exhibition.

The curator has also utilised the opportunities offered by the virtual environment. "For example, we have altered the dimensions and size of the works in dialogue with the space. The sizes of some works do not correspond to their actual dimensions, and therefore they take on a completely new essence."

Seikkula says that *Oneself As Another* creates space for another's longing. "The coronavirus pandemic meant that encounters with others were rare. Sociality and opportunities to socialise changed. Separation became seclusion, unpredictability was out of reach. The exhibition also ponders what we long for, what we return to, who is with us."

## Collections virtually accessible to everyone

According to Pauli Sivonen, Director of Serlachius Museums, the aim of the virtual exhibition is to increase the digital accessibility of the Fine Arts Foundation's collection. At the same time, the virtual exhibition enhances the online presence that the collection already has. <https://taide.art/serlachius-kokoelmat>

"We want to make the virtual exhibitions as enriching and interesting as the physically displayed exhibitions in the museums, but on the terms of the virtual world. That's why we requested the creation a virtual space where we can take liberties that are not possible in a physical space," says Sivonen.

### Artists of the exhibition:

Wäinö Aaltonen (1894–1966)

Aarne Aho (1904–1978)

Roger Ballen (\*1950)

Pirjetta Brander (\*1970)

Elina Brotherus (\*1972)

Magnus Enckell (1870–1925)

Akseli Gallen-Kallela (1865–1931)

Paul Gauguin (1848–1903)

Anselm Kiefer (\*1945)

Helene Schjerfbeck (1862–1946)

Hugo Simberg (1873–1917)

Wilho Sjöström (1873–1944)

Michael Sweerts (1618–1664)

Ellen Thesleff (1869–1954)

Victor Westerholm (1860–1919)

Maria Wiik (1853–1928)

Edith Wiklund (1905–1969)

Anders Zorn (1860–1920)

Press releases and photographs: <https://serlachius.fi/en/for-media/>

### For further information and image requests, please contact:

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### The Serlachius Museums are open:

in the summer season, 1 June–31 August, every day 10 am–6 pm

in the winter season, 1 September–31 May, from Tuesday to Sunday, 11 am–6 pm.

### Visiting addresses:

Serlachius Museum Gösta, Joenniementie 47, Mänttä

Serlachius Museum Gustaf, R. Erik Serlachiuksen katu 2, Mänttä

### Serlachius Museums in the social media:

<https://facebook.com/serlachius>

<https://twitter.com/serlachius>

<https://instagram.com/serlachiusmuseums>

<https://youtube.com/serlachiusmuseot>