

Jani Leinonen & Aurora Reinhard
Promises 14.9 - 3.11. 2013



Jani Leinonen - Promises

Over 90 % of all manufactured goods have been produced within the last 90 years, during the lifetime of just one generation!

Never before have the home entertainment, commercial electronics, clothing, tools and toys been as cheap as now. In other words, even the less affluent in the west can afford them. "Democratization" of the abundance of goods and western sense of well-being oversaturated with consumption, all at the cost of the Asian sweat shop workers. Jani Leinonen has outsourced his line of works "Made in China" to a Chinese art factory, and this line of works carries a whole cavalcade of various meanings.

Leinonen shows how the world economy works, and how Chinese mass production resources can turn any wishes into reality, even art. The production costs are minimal compared to the normal European or Finnish labour costs and taxation. At the same time Leinonen proves that lowering the production costs does not lower the price of a piece. Contrary, the crystallized, innovative materialistic idea has a tendency to higher the value of artist's works.

Jani Leinonen is not interested in the inner world of an artist, but he deems that the artist's task is to show the world in its real clothing. "Made in China"- series and its production process are an indication of the economics laws around us, and the artist himself has taken on the role of predatory capitalist. In addition, the works overflow us with popular characters from the world of marketing and advertising that are turned into mass produced cheap merchandise that some could even call trash. It is strange, that the Angry Birds-frenzy has not yet faced any criticism of all the unnecessary production wasting our natural resources.

The second line of works in the exhibition shows sculptures of slogans. These sculptures are a direct derivative from Leinonen's paintings, in which words are being typographed and coloured like famous international brands. The latest word sculptures politicize the famous LOVE-sculptures by Robert Indiana. This is no coincidence, for both Leinonen and Indiana share a space in Gmyrzynska Gallery in Zurich. Leinonen's slogans echoes both the Occupy-movement and another Finnish artist, Riiko Sakkinen's slogan generator.

Text: Eeropekka Rislakki