

Press release
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Artist Salla Tykkä wins the AVEK Award for media art

The winner of this year's AVEK Award is artist **Salla Tykkä** (born 1973). The award for media arts, worth €15,000, was presented today at the season opening of AVEK, the Promotion Centre for Audiovisual Culture, in the Media Centre Lume. The AVEK Award is the most significant accolade in the field of media arts in Finland.

"The AVEK Award is an important accolade for me since it is awarded by a jury consisting of experts from the field of audiovisual arts," Tykkä commented. "I have been working hard in recent years, in new ways and in search of something new, which is another reason why this award feels especially gratifying. The monetary award is also a concrete form of support and recognition, with the help of which I can continue working on my current projects until they are ready for their openings and premieres."

Tykkä graduated from the Finnish Academy of Fine Arts in 2003, and participated in the Venice Biennale in 2001. In 2006 her short film *Zoo* won the Arte Award at the Hamburg International Short Film Festival, and in 2014 she won the Tiger Awards Competition for Short Films at the International Film Festival Rotterdam (IFFR) with her short film *Giant*. In recent years, Tykkä's works have been seen at the Biennale of Sydney, the Istanbul Museum of Modern Art, the Metropolitan Art Centre in Belfast as well as the BALTIC Centre for Contemporary Art in Newcastle.

The AVEK award jury appreciated Tykkä's patience and her ability to boldly reinvent herself, both in terms of the development of her means and language of expression as well as the content of her works. Her works are strongly political, but instead of simply pointing fingers, they exude meaning on multiple levels. "The artist's work explores repeating power structures via varying conventions related to images, othering the corporeal subject into an object of gaze and thus making it controllable," the jury describe in their statement. "Her works also display an overarching theme of the concepts of gender and race intertwining with the depiction of nature and narrative, making them particularly topical in our modern times."

The AVEK award jury consisted of Director of HIAP – Helsinki International Artist Programme **Juha Huuskonen** (Chairman), Art Historian/Producer **Nina Toppila**, Curator/Researcher **Taru Elfving** and Media Artist **Elena Näsänen**, who was AVEK's Commissioner for Media Art at the time. The recipient of the award was decided by the AVEK board of directors, based on a statement from the jury. The AVEK Award was awarded for the thirteenth time.

RECIPIENTS OF THE AVEK AWARD 2004–2015

Media Artist Heidi Tikka (8 September 2004)
Media Artist Hanna Haaslahti (6 September 2005)
Media Artist Pekka Sassi (7 September 2006)
Artist Adel Abidin (6 September 2007)
Artist Pia Lindman (11 September 2008)
Artist-curator Juha Huuskonen (10 September 2009)
Artist Jani Ruscica (9 September 2010)
Artists Lea and Pekka Kantonen (8 September 2011)

Artists Tellervo Kalleinen and Oliver Kochta-Kalleinen (6 September 2012)
Media Artist Erkka Nissinen (5 September 2013)
Artist Annette Arlander (4 September 2014)
Artist Anna Estarriola (10 September 2015)

Preview video clips of Salla Tykkä's work:

<https://vimeopro.com/avarkkifi/sallatykka/video/181479898>

Stills and video clips for press use:

<http://bit.ly/sallatykka2016> (Dropbox)

Salla Tykkä's CV:

http://www.sallatykka.com/web/files/tykka_salla_cv_2016730.pdf

Interviews:

Requests for interviews via the Communications Manager of AVEK:
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AVEK

The Promotion Centre for Audiovisual Culture (AVEK) operates within the copyright organisation Kopiosto and uses copyright remuneration to promote audiovisual culture. Its assets are mostly based on copyright remunerations. AVEK grants funds for the cultural exportation and development of different kinds of film genres, the advanced training and further education of employees and organisations in the audiovisual industry as well as the organisation of festivals and events. AVEK also supports the production of short films and documentaries, animations and media art.

AVEK grants funds for the development of cultural content and cultural entrepreneurship through the Ministry of Education and Culture's DigiDemo and CreaDemo grants.