

04	PROJECT NAME	Way From the Past. Aleksanteri Ahola-Valo's Journey Towards Light and Order 1900-1997.	EXHIBITION HISTORY	2001.....Hämeenlinna, Finland
	LOCATION	Aleksanteri Ahola-Valo Museum Valola, Hämeenlinna, Finland	DATE	2001
	MEDIA	Cultural Historical Exhibition	DIMENSIONS	-
	ADDITIONAL INFO			

In 2000 the foundation protecting the life's work of Aleksanteri Ahola-Valo asked Iconoclast to develop a museum concept, to design a temporary exhibition space and to make a basic exhibition of Ahola-Valo's life and work. Iconoclast began by envisioning a museum concept in which the museum expanded to become a crossroads for actors from different disciplines to meet and act together. This idea derived from Aleksanteri Ahola-Valo's plan for a Science Centre that would advance creativity in all its forms. In the heart of the museum would be an electronic database which would mediate between the exhibition space, the workshop space and the Ahola-Valo Foundation's archive. The idea was to create a museum as a process, a museum in progress.

The exhibition told a many sided story of Ahola-Valo's life from the point of view of rationalism. Iconoclast collected a multifaceted whole from the foundation's archives and other diverse sources. Ahola-Valo's diary entries and works of art, text fragments and quotations, photos and scientific diagrams were put together to tell a polyvocal story about the relationship between the individual and society in the modern 20th Century. The exhibition was hung in a multi-layered fashion using the walls as a field for historical cross-references. The multitude and mass of the material, and the way it was organised enabled many different readings of one story the idea was to oppose the classical exhibition model reserved for the "history of great men", which often relies on the discourse of one, official and absolute truth. Part of the material was hung so low, that also children could get something out of the exhibition on their own. The whole created a panorama, in which a chronological biography of a man was connected to the multitude of different levels of time and history.

01. INTERIOR VIEW OF THE EXHIBITION



02. EXHIBITION POSTER



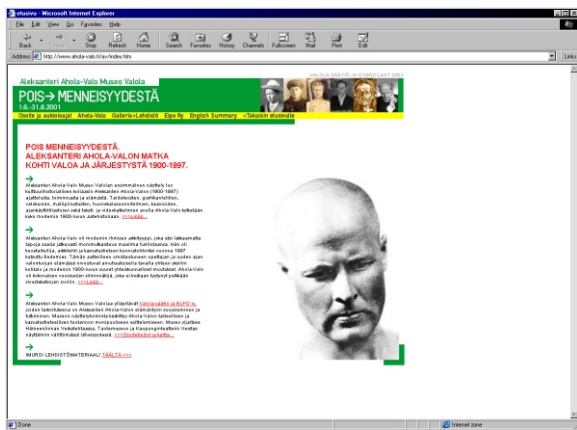
03. INTERIOR VIEW OF THE EXHIBITION: "BUILDING THE NEW SOCIETY"



04. INTERIOR VIEW OF THE EXHIBITION: DEVELOPING THE AE-EVOLUTION



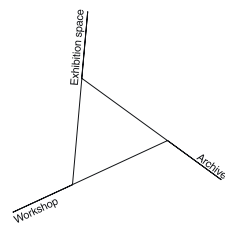
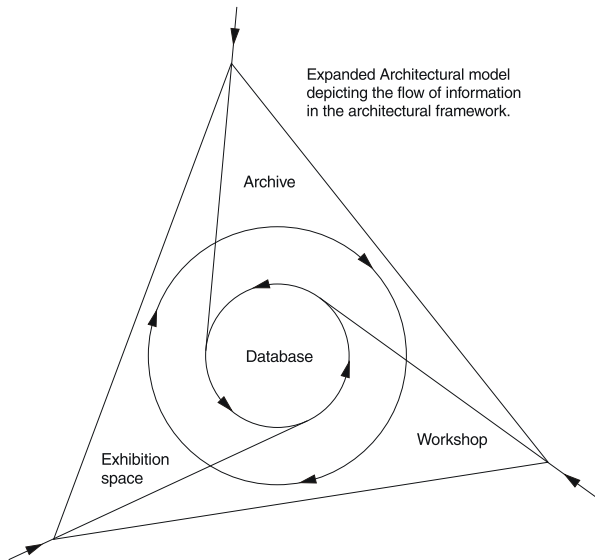
05. THE EXHIBITION WEB-SITE: WWW.AHOLA-VALO.FI



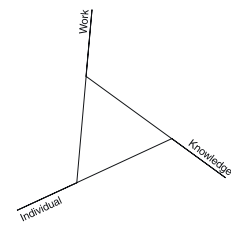
06. LOGOTYPE: ALEKSANTERI AHOLA-VALO



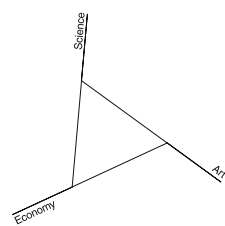
07. THE MUSEUM CONCEPT: MODELS



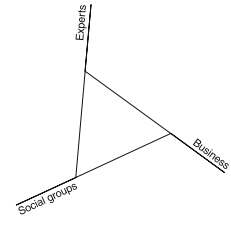
1. Architectural model



2. Life-political model



3. Theoretical model



4. Psychosocial model