

Press release, Amsterdam, 8 May 2018

## **Outsider Art Museum exhibits art from the backwoods of Finland**

Max Ammann's unique private collection comes to the Netherlands

*The Outsider Art Museum presents 'ITE Art | Finnish collection Ammann'. This unique exhibition displays the private collection of Max Ammann, a leading collector of Outsider Art. It is the first time the collection is shown in the Netherlands. ITE stands for Itse Tehty Elämä, 'self-made life' in Finnish. Keeping off the beaten track, and using materials from the Finnish forests, the ITE artists speak their own mysterious language.*

With this exhibition the Outsider Art Museum takes visitors into the world of artists who live solitary lives in the backwoods of Finland. Typical features of their work include fantasy, curiosity, creativity, places of interest and visions. Visitors can get to know the talented world of Finnish Outsider Art: artists outside the established artistic order, whose work is seldom on public display.

Max Ammann and his wife Korine first became interested in ITE Art during a visit to Finland. They have made numerous journeys to meet various artists and purchase their work, and their personal encounters with the artists have been an essential part of the process. "We collect works that never cease to fascinate," says Max Ammann.

The exhibition provides a unique glimpse of this world as seen through the collector's eyes. What motivates collectors, and what is their role in this field of art?

At the age of fourteen, Ilmari ('Imppu') Salminen (1929-2008) moved from Helsinki to the countryside and helped out on his uncle's farm. When he retired, he moved to a cabin in the forest outside the small town of Petäjävesi in central Finland, and turned it into a museum he called *Imppulandia*. The rooms are filled with army uniforms, mobile phones, coins, banknotes and other items. The walls are also covered with photographs of politicians, members of royal families, animals and buildings, framed by geometrical, ornamental and rhythmic designs.

Jorma Pihl (born in 1944) used a chainsaw to decorate his farm with wooden tulips and other flowers that were over two metres tall. He later produced smaller sculptures, mainly of birds and horses, always drawing inspiration from nature. He has made over a thousand sculptures of his favourite bird, the crane.

The exhibition provides a cross-section of the Finnish ITE Art movement, and introduces the Dutch public to these formerly unknown Finnish Outsider artists. Who are they? What are their motives? And how do they work?

### **MAX AMMANN**

Max Ammann was born in Switzerland in 1938. He and his wife Korine, who is Dutch, have collected over 5,000 Outsider Art works produced by more than 500 different artists. The collection includes works by specialist groups such as ITE Art.

## OUTSIDER ART MUSEUM

The Outsider Art Museum (OAM) is the only Dutch museum of work by Outsider Artists from the Netherlands and elsewhere. Opened by Queen Máxima in March 2016, it is the result of a special partnership between the health-care organisation Cordaan, Hermitage Amsterdam and the Dolhuys I museum of the mind in Haarlem. in Haarlem. It was designed by Benthem Crouwel Architects, with graphic design by Kees Peerdeman.

The exhibition 'ITE Art | Finnish collection Ammann' is shown at the Outsider Art Museum from June 14<sup>th</sup> 2018 until January 13<sup>th</sup> 2019. The Outsider Art Museum is located at the Hermitage Amsterdam.

### **Notes for publishers:**

Max Ammann is available for interviews. For further information, please contact:

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**OUTSIDER ART  
MUSEUM**

