



Rita Jokiranta mainly works with moving image, photography and installations, but also with light and sound. Multi-channel experimental video installations are typical presentation forms for her and she also may include photographs, color filters or items in them and create soundscapes to the installations.

Her art frequently explores the dynamic between image, event and interpretation. The viewer's own interpretation has always been an essential aspect of her work, whether in video or photography. Images always contain a narrative. And yet we all tell this story in our own way, and she challenges us to reflect and to find new interpretations.

Also the unreliability and fragmentation of memories, the narrativity of images and its changes, and how images represent the real world and how our world is interpreted through images are subjects which interest her. The videos may carry a story but sometimes it can only be seen as episodic fragments of simultaneously shown different events. The images are often transient reflections and momentary observations from the world in which we are traveling.

Since 1989, Rita Jokiranta's works have been shown in numerous solo and group shows in Finland, Scandinavia, and elsewhere in Europe. She has also made several public artworks, and is represented in a number of important collections. She lives and works in Mariehamn, the Åland Islands, Finland, and in Stockholm, Sweden.

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## | Souvenirs for Travelers

Souvenirs for Travelers is based on the films for the media installation Life as It Flees, but concentrates more on the themes of time, journey and memories. It shows urban landscape sceneries which are changing, maybe in our dreams, memories or for real. Landscapes are also connected to traveling. We always dream of seeing iconic views – the tops of Himalaya, the pyramids of Egypt, the skyscrapers of New York – but we have to live surrounded by pretty ordinary views in our everyday life – streets, backyards, stations. They are for us just transient places, a kind landscapes but we don't recognize them as landscapes.



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Souvenirs for Travelers, 2017

2-channel media installation  
FHD video 16:9, sound, loop  
19:32 min





Rita Jokiranta | Souvenirs for Travelers 2017 | A two-channel video installation, dimensions variable, FHD 16:9, 19:45 min, loop | Installation views from Mäntinranta Art Centre, Tampere, Finland

## | Life as It Flees

Life as It Flees is a video art work comprising a site-specific multi-screen installation that explores the dynamic between image, event and interpretation. The short story *The Adventure of a Photographer* (*L'avventura di un fotografo*, 1970) by the Italian writer Italo Calvino has also been used for inspiration. The title of the work is a quotation from the short story and refers to the difficulty to catch the real life in images.

*...he too was one of those who pursue life as it flees, a hunter of the unattainable, like the takers of snapshots...*

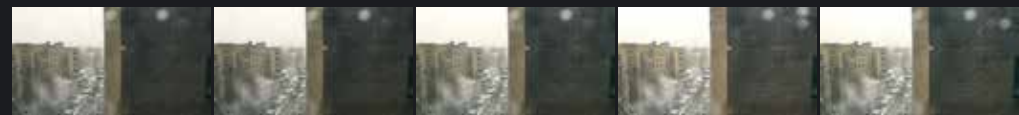
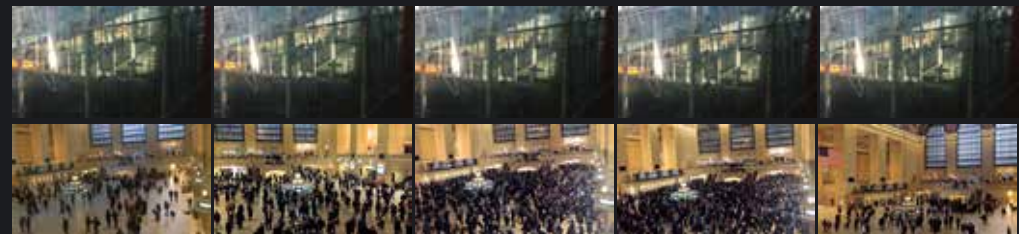
*...Perhaps true, total photography, he thought, is a pile of fragments of private images...*  
(Italo Calvino © Giulio Einaudi editore s.p.a. Translation William Weaver © Martin Secker & Warburg Ltd 1983)

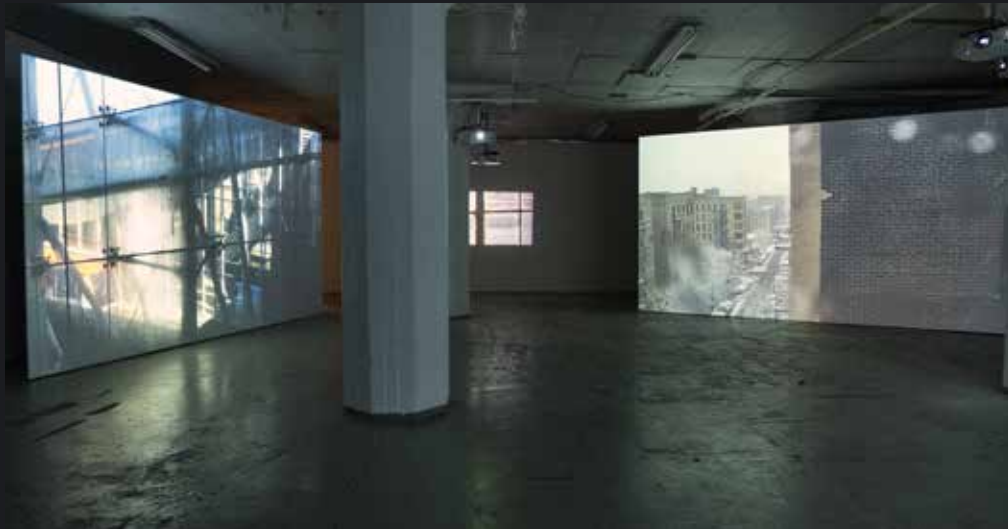
The work was built like a puzzle. The video may carry a story but it can only be seen as episodic fragments of simultaneously shown different events. The images are transient reflections and momentary observations from the world in which we are traveling, but they may also represent a state of mind.

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Life as It Flees, 2017

5-channel media installation  
FHD video 16:9, sound, loop  
7:00 min/28:00 min  
thanks for the music:  
Henri Salvador: Syracuse; Andreas Nyberg, violin











## | Between Strength and Weakness

At first glance, Rita Jokiranta's video installation *Between Strength and Weakness* evokes a nostalgic longing for past times when we felt happy. But it also asks: What lasts? What is strong? What is fragile? And finally: What do we really see – or want to see?

The installation also deals with the shifting, distortion and fragmenting of reality, and with memory's attempts to hold on to the good things and to forget the bad. At the same time, the work carries on the themes of seeing and looking that Jokiranta has also explored previously. Forming a visual impression of what is seen is an individual process, and we can never interpret what we see in the same way as others do. Even though some things in the world look permanent and stable, they, too, have their weak points. Images blur and fade like memories, until they totally disintegrate.

The installation consists of video projections, lights, blue colour-effect filters and mirror foil. Another central element is the nine steps from an old, cast-iron spiral staircase, its ornamental shapes repeated in its shadows and mixed into the video images. The afternoon sunlight through the gallery windows adds an unpredictable layer to the installation.

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Between Strength and Weakness, 2013

3-channel video installation, projections on a hanging screen and two walls, colour-effect filters, mirror foil, nine steps from an old cast-iron staircase

| A Scent of Nostalgia 2013  
FHD video 16:9, 6:03 min, sound, loop.  
Music: Palinosis (2009) by Egidija Medekšaitė,  
performed by Irmantas Andriunas (birbynė) and  
Daniel Rozov (accordion).

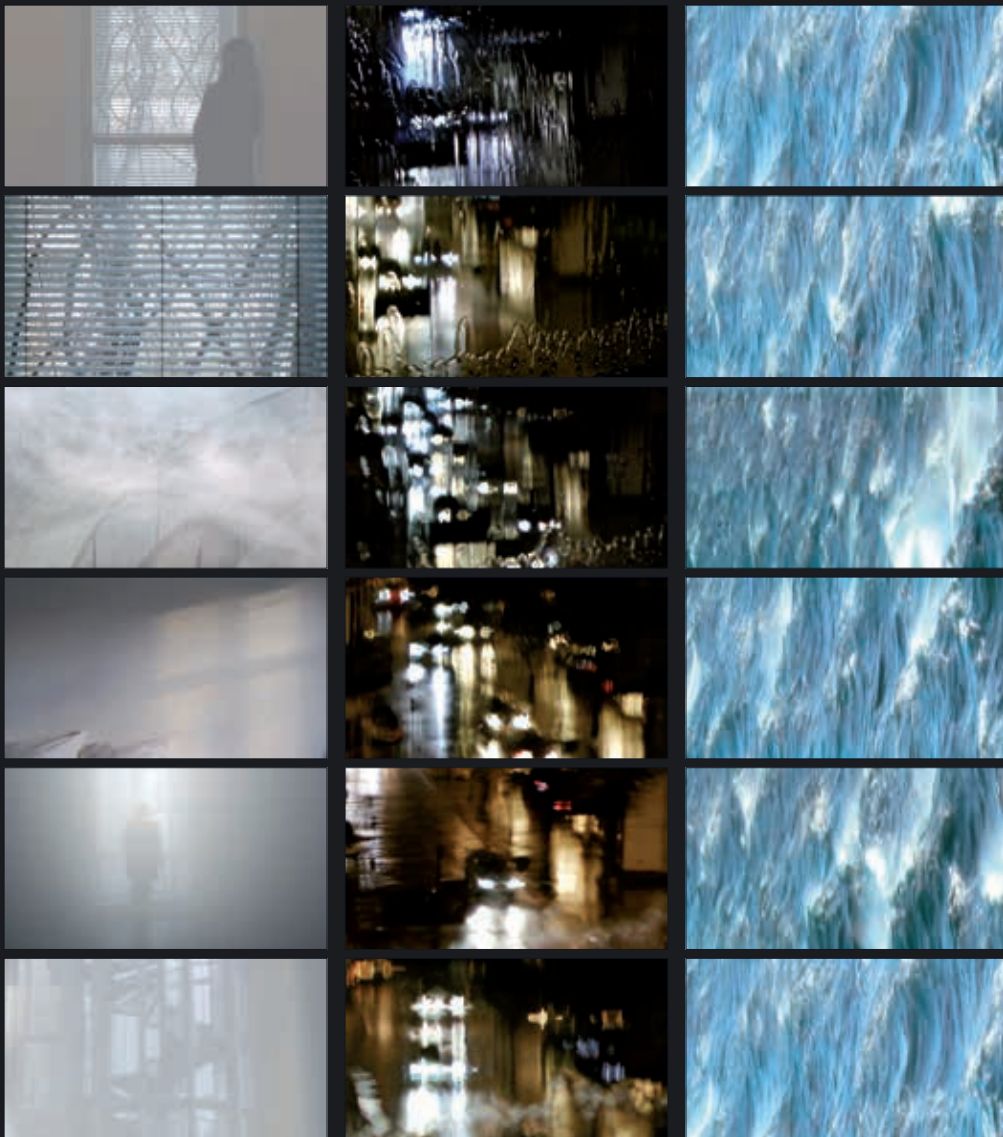
| Not Anymore 2013  
FHD video 16:9, 6:46 min, sound, loop.

| Untitled (In the Mirror) 2013  
FHD video 16:9, 6:04 min, silent, loop.





Rita Jokiranta | Between Strength and Weakness, 3-channel video installation 2013 | Installation view, Cable Gallery, Helsinki 2013



Between Strength and Weakness, 3-channel video installation 2013 | Still images from the videos  
A Scent of Nostalgia, 2013 | I Do Not Remember You Anymore, 2013 | Untitled (In the Mirror), 2013

| And All the World a Longing

An afternoon by the ocean once when winter turns to spring. The eternal breaking of the waves. Sea foam predicting something unwelcome. Migratory birds passing quickly. The image losing details like memories that slowly fade.

As a continuation to Rita Jokiranta's video installation *Between Strength and Weakness*, this installation comprises elements from it and adds a new video. They build together *Blue Windows* series.

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All the World a Longing, 2014  
2-channel media installation  
FHD video 16:9, sound, loop  
color filters, cast-iron staircase  
6:26 min  
or a single channel video







Rita Jokiranta | All the World a Longing, 2014 | Still images and Installation views from the exhibition 9 artists, 9 works, Eckerö 2014

## | Horizons

The point of departure in the project was the fate of Finnish emigrants who went to America in the early 20th century and the possibility of comparing them with that of those who did not emigrate. Through album photos, archive material and new video footage and photographs, the video installation traces the life of two brothers who about a hundred years ago lived on different sides of the Atlantic, and also their relatives and landscapes.

I set out to find traces of their life in mines, ports, forests and agriculture, and to see the landscape; what kind of places they settled in. For comparison, I also travelled to see what their native regions in Finland are like today. Many things had disappeared, and social and economic circumstances had changed. A hundred years is sufficiently long for people and their work to be forgotten. And landscapes – a century had changed them, too.

Thus the project became an attempt to remember. To remember that which had already been forgotten. To ask, even though it was no longer possible to get answers.

People's hopes for the future are nevertheless similar regardless of place or time. People are always looking to the horizon, dreaming of a better life. The history of Finnish emigrants should help us to remember similarities with the migrants of our time.

The work was shot on locations around Lake Superior in Wisconsin, Michigan and Minnesota in the United States, and in Ontario in Canada. Footage in Finland was mainly shot in Pirkanmaa, Southern Ostrobothnia and Hanko.

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Horizons, 2013

3-channel video installation, FHD video, sound

| Part 1: Finland, FHD video, 10:33 min, loop

| Part 2: Journey, FHD video, 4:32 min, loop

| Part 3: America, FHD video, 12:10 min, loop







Rita Jokiranta | Horizons, 3-channel video installation 2013 | Still image from the video





## | Every Image Is a Beginning

Every image can be the start of a story.

The video installation *Every Image Is a Beginning* by Rita Jokiranta comprises three screens and a wall projection, in which we see several small events simultaneously, in the same way as things in real life occur randomly and contemporaneously. In the videos, natural phenomena and the urban environment, silence and noise, abstract and documentary sequences are juxtaposed. The aim is to record an ephemeral occurrence and to present it so that we, the viewers, are challenged to make comparisons with our own experiences and feelings when interpreting the images.

Connections with the history and structure of film provide models that help our interpretation, but in the installation traditional linear narrative is deconstructed, and viewers are given only beginnings or fragments from which to continue the story. The moving images and sounds are randomly combined, momentarily creating a fleeting visual narrative, which can be preserved only in the viewer's memory. How the story will be told is left to the viewer.

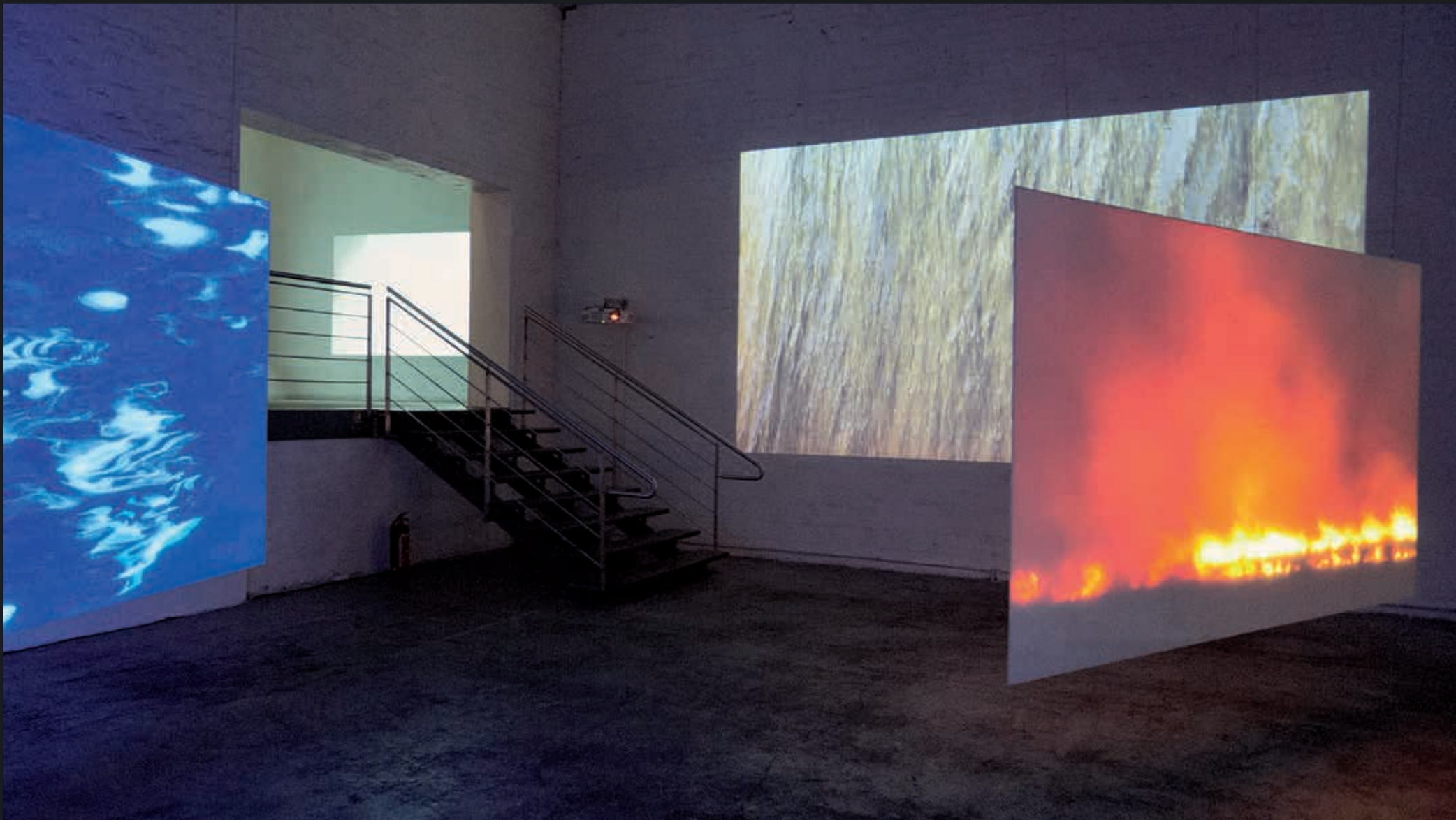
Beside making interpretations, the work also prompts us to think about the terms of seeing. A tension arises between the parallel images. A threat or fear hides beneath the surface, which eludes the gaze, but a vague sense of it still enters our minds. Apart from narrativity, the installation deals with our mental visualizations, and can in a way be compared to the torrent of information to which we are exposed every day – the images roll over us, stay in our minds, and will not leave us in peace.

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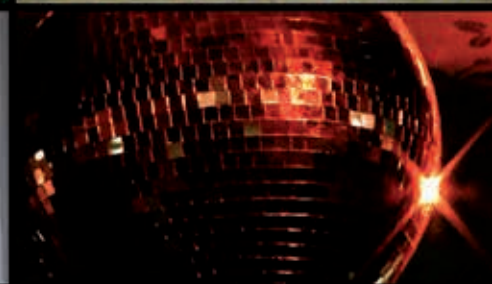
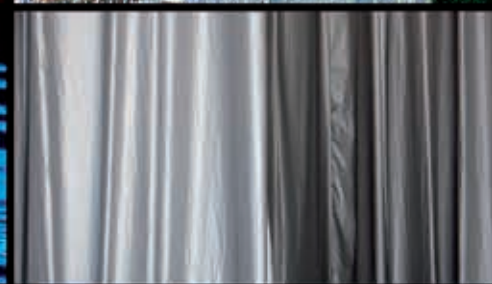
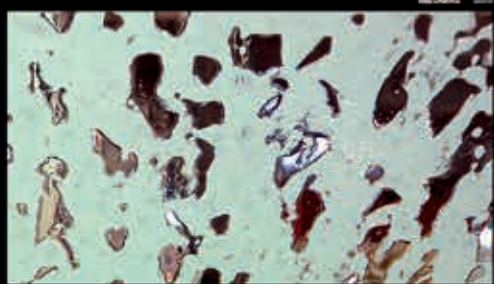
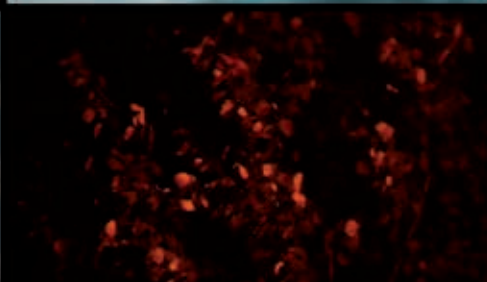
*Every Image Is a Beginning*, 2011

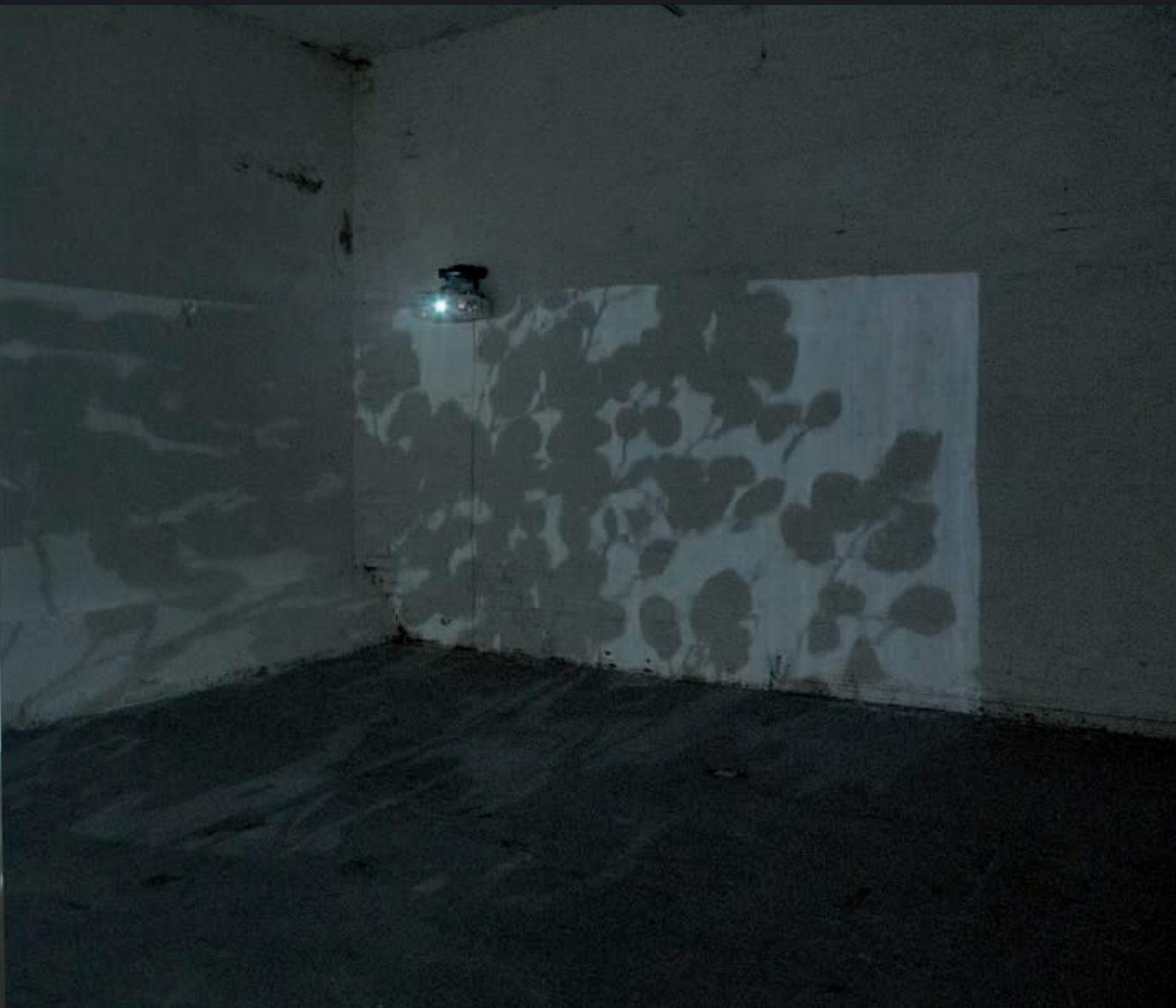
4-channel video installation,  
projections on hanging screens and a wall.  
FHD video 16:9, sound.  
Duration approx. 9:10 min, loop.



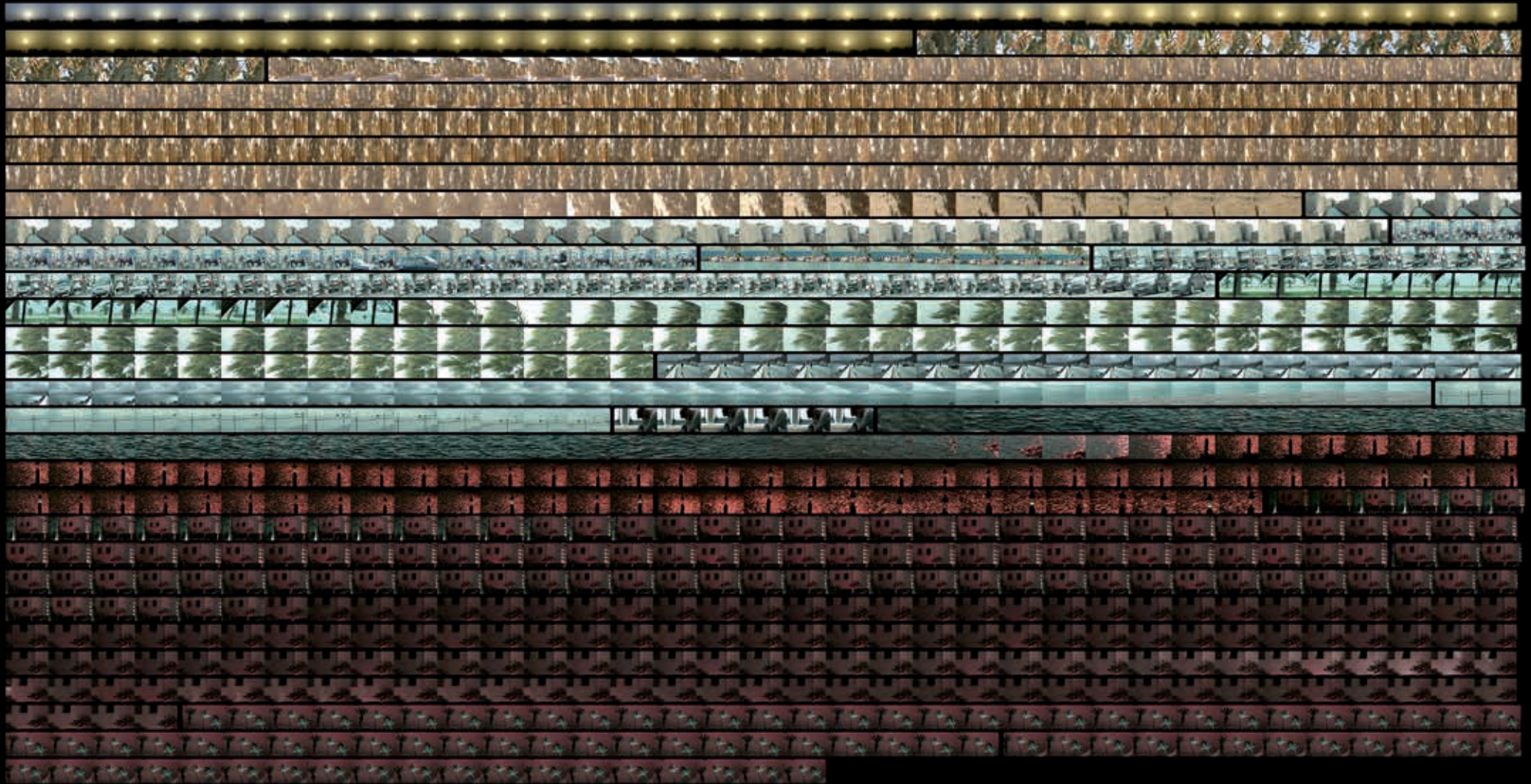


Rita Jokiranta | Every Image Is a Beginning, 4-channel video installation 2011 | Installation view, Forum Box, Helsinki 2011





Rita Jokiranta | Every Image Is a Beginning, 4-channel video installation 2011 | Installation view, Forum Box, Helsinki 2011





## | Here, and Beyond

The sea stands in direct focus in Rita Jokiranta's three-channel video installation, created for *ARS 11* and *Water and Waste* at the Åland Islands Art Museum. Jokiranta takes as her subject the water that bounds the African continent, providing sea lanes and setting-off points, and asks if the waves can carry a message or if the sea can give comfort.

Starting from the coasts of Morocco and Senegal she formulates a poetic statement about migration that extends from the tragic forced transportations of history to today's situation, in which many people see themselves as compelled to set off across the sea in perilous pursuit of a better life. For those, usually women and children, who are left behind, the sea becomes a barrier that serves as a memorial to those who are missing. The sea can be hope, promise, uncertainty, despair and a grave. The waves carry with them a tale for every human being who has been forced, or has chosen, to set out to sea. We encounter the three projections, plus the soundscape filled with voices and the lapping of the waves, in the centrally positioned basin, in which the images are merged into a reflection that frees them from the specific site and gives them a universality like that of the sea itself. It can be impossible to span even the shortest distance. Sometimes, the horizon really is the end of the world. (Sebastian Johans)

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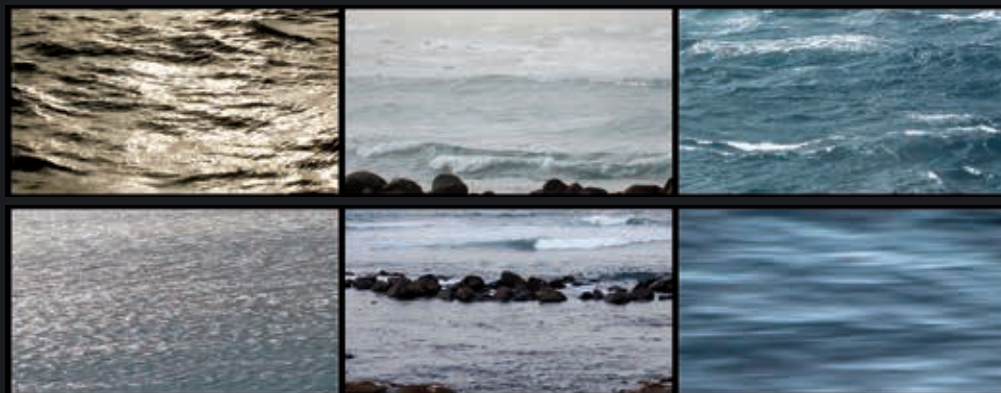
Here, and Beyond, 2011

3-channel video installation, FHD video, sound, water basin

| Part 1: 12 Million, FHD video, 10 min, loop

| Part 2: Yayi's son, FHD video, 20 min, loop

| Part 3: 35 Minutes, FHD video, 10 min, loop



Here, and Beyond, 3-channel video installation 2011  
| Still images from the videos 12 Million, Yayi's Son and 35 Minutes

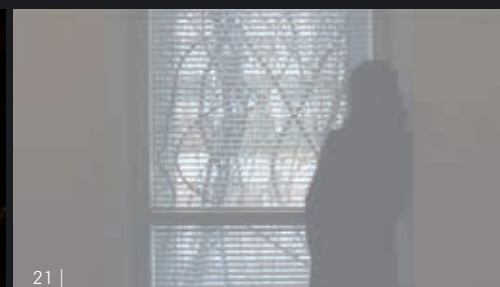
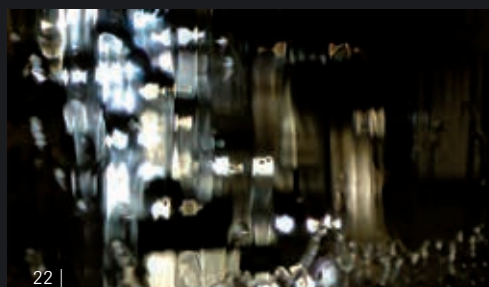
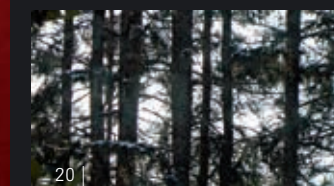
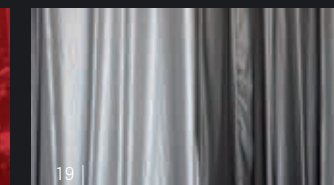
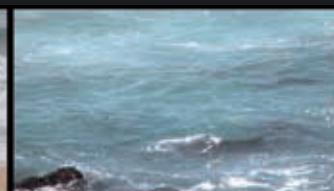
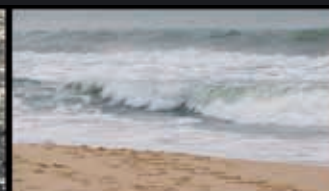
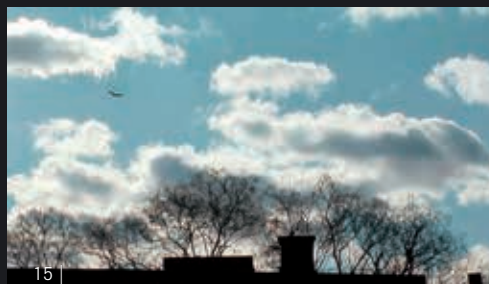


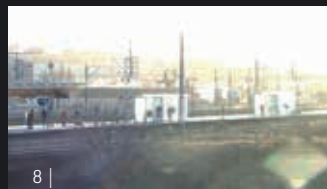
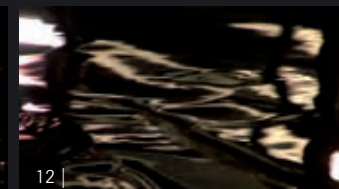
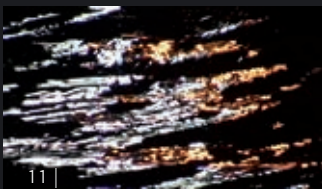
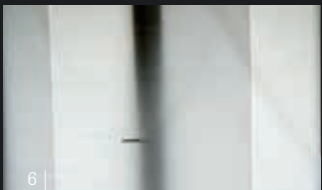
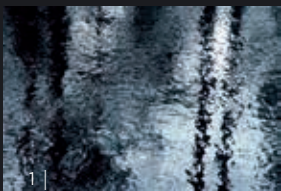
Rita Jokiranta | Here, and Beyond, 2011 | Installation view, ARS 11 satellite exhibition Water & Waste, Åland Islands Art Museum, 2011



## Selected Filmography 2005–2017

- 28 | Souvenirs for Travelers, 2017  
2-channel video installation, projections on a screen and a wall,  
FHD video 16:9, 19:32 min, sound, loop | [vimeo.com/226954139](https://vimeo.com/226954139)
- 27 | Life as It Flees, 2017  
5-channel video installation, rotating projections on four screens and a wall,  
FHD video 16:9, 7:00/28:00 min, sound, loop | [vimeo.com/201644215](https://vimeo.com/201644215), [vimeo.com/225762606](https://vimeo.com/225762606)
- 26 | nonstop, 2017  
FHD video 16:9, 4:09 min, sound, loop | [vimeo.com/190443872](https://vimeo.com/190443872)
- 25 | All the World a Longing, 2014  
FHD video 16:9, 6:26 min, sound, loop | [vimeo.com/123466241](https://vimeo.com/123466241)
- 24 | Horizons, 2013–2017  
3-channel video installation, FHD video, sound  
Part 1: Finland, FHD video, 10:33 min, loop  
Part 2: Journey, FHD video, 4:32 min, loop  
Part 3: America, FHD video, 12:10 min, loop
- 23 | Untitled (In the Mirror), 2013  
FHD video 16:9, 6:04 min, silent, loop
- 22 | Not Anymore (I Do Not Remember You Anymore), 2013  
FHD video 16:9, 6:46 min, sound, loop | [vimeo.com/68494342](https://vimeo.com/68494342)
- 21 | A Scent of Nostalgia, 2013  
FHD video 16:9, 6:03 min, sound, loop | [vimeo.com/61839488](https://vimeo.com/61839488)
- 20 | Tales for the Darkest Days, 2012  
single-channel video installation, FHD video, 16:9, 6:49 min, silent, loop
- 19 | Every Image Is a Beginning, 2012  
single-channel version, FHD video, 16:9, 12:52 min, sound, loop | [vimeo.com/73760574](https://vimeo.com/73760574)
- 18 | Every Image Is a Beginning, 2011  
4-channel video installation, projections on hanging screens and a wall,  
four videos, FHD, 16:9, 9:10 min, sound, loop | [vimeo.com/45888674](https://vimeo.com/45888674)
- 17 | Thinking of Yayi's Son, 2011–12  
Video, FHD, 16:9, 10:15 min; single-channel version of the videos  
in the installation Here, and Beyond | [vimeo.com/45884930](https://vimeo.com/45884930)
- 16 | Here, and Beyond, 2011  
3-channel video installation, FHD video, sound, water basin  
Part 1: 12 Million, 10 min, loop  
Part 2: Yayi's son, 20 min, loop  
Part 3: 35 Minutes, 10 min, loop  
| [vimeo.com/45875491](https://vimeo.com/45875491)





- 15 | Like Unconsciousness, 2010  
2-channel video installation, FHD videos 16:9, 13:57 min, sound, loop  
single-channel version 6:34 min, sound, loop | [vimeo.com/45864991](https://vimeo.com/45864991)
- 14 | In the Sky, 2010  
Video, mini-dv/pal 16:9, 12:42 min, silent, loop
- 13 | Just Another Evening, 2010  
Video, mini-dv/pal 16:9, 17:39 min, silent, loop | [vimeo.com/45806067](https://vimeo.com/45806067)
- 12 | Venetian Wallpapers (High Water), 2010  
Video, mini-dv/pal, 6:17 min, silent, loop | [vimeo.com/45804823](https://vimeo.com/45804823)
- 11 | Venetian Wallpapers (Darker Is the Night), 2010  
Video, mini-dv/pal, 5:09 min, silent, loop | [vimeo.com/45803851](https://vimeo.com/45803851)
- 10 | Watch Your Step, 2009  
Video, mini-dv/pal, 3:44 min, silent, loop
- 9 | Each Time, Trying to Escape, 2008  
Video, mini-dv/pal, 14:53 min, silent, loop | [vimeo.com/45768278](https://vimeo.com/45768278)
- 8 | Just Another Afternoon, 2008  
Video, mini-dv/pal, 1:41 min, silent, loop
- 7 | All My Tears, 2008  
Video, mini-dv/pal, 2:15 min, silent, loop | [vimeo.com/45609856](https://vimeo.com/45609856)
- 6 | Power of Seeing, 2007  
Video 16:9, dv/pal, 16:56 min, silent, loop | [vimeo.com/45802497](https://vimeo.com/45802497)
- 5 | Chasing Yesterday, 2007  
Video, mini-dv/pal, 3:24 min, silent, loop | [vimeo.com/45608951](https://vimeo.com/45608951)
- 4 | Time Floats (Leaving New York City), 2007  
Video, mini-dv/pal, 7:57 min, silent, loop | [vimeo.com/45605836](https://vimeo.com/45605836)
- 3 | Fighting the Evil, 2007  
Video, mini-dv/pal, 2:25 min, silent, loop | [vimeo.com/45605158](https://vimeo.com/45605158)
- 2 | Red Matter, 2006  
Video, mini-dv/pal, 4:54 min, silent, loop | [vimeo.com/45584268](https://vimeo.com/45584268)
- 1 | Water Sketches, 2005/2008  
Video 4:3/16:9, dv/pal, 7:54/4:00 min, silent, loop | [vimeo.com/45607862](https://vimeo.com/45607862)

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