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– FOR IMMEDIATE RELEASE –

Step inside the vibrant and radical world of Marimekko at ASHM!

Radically Marimekko **March 30, 2023 – September 24, 2023**



Philadelphia, PA- This spring, The American Swedish Historical Museum (ASHM) brings the first- ever exhibition about Finnish fashion and textile brand, Marimekko, to Philadelphia. For over 70 years, Marimekko has infused art into the clothes and interiors of our everyday lives. Rising from the ashes of WWII, Marimekko’s colorful fabrics and openness to experimentation brought together the textile traditions of Finland with innovative and bold designs based on the changing tastes and aesthetics of the contemporary art world. What made Marimekko radical? First and foremost, Marimekko founder, Armi Ratia. Ratia

was a utopian dreamer. She believed in treating her artists and employees with respect and dignity. Even more radical were the women who wore Marimekko, such as Jane Jacobs and Georgia O’Keeffe.

The exhibition *Radically Marimekko* will trace the brand’s path from industrial art house to its present-day status as a fashion icon. Visitors are invited to step into Marimekko’s vibrant and bold world of patterns and colors through the fabrics, vintage clothing, and household objects on view. *Radically Marimekko* will be at ASHM from March 30 through September 24, 2023. Admission is included in ASHM general tickets. ASHM is open Tuesday through Friday 10:00 am – 4:00 pm and weekends 12:00 - 4:00 pm.

The Radically Marimekko exhibition is supported by grants from the ASHM Auxiliary, Barbro Osher Pro Suecia Foundation, Finnish-American Society of the Delaware Valley (fasdv.org), Midsommarklubben, and an anonymous foundation. Funding for the American Swedish Historical Museum is supported by grants from the Pennsylvania Historical and Museum Commission, a state agency funded by the Commonwealth of Pennsylvania, and the Philadelphia Cultural Fund.

Exhibition Events:

***Radically Marimekko* Exhibition Opening**

Wednesday, March 29th

5 – 8 pm

The American Swedish Historical Museum is proud to present the much-anticipated exhibition *Radically Marimekko*! Join us for the exhibit opening reception including remarks by ASHM Curator, Christopher Malone, and a screen print craft with Fabric Workshop. This is a free event with light refreshments included. RSVP online is appreciated.

***Radically Marimekko* Press Day**

Thursday, March 30

9 – 11 am

The American Swedish Historical Museum invites members of the press to view, take photos, and interview the curator about the much-anticipated exhibition *Radically Marimekko*! This event is free for members of the press.

Family Craft Workshop: Paper Dolls

Saturday, May 3rd

10:30am - 12pm

This workshop for kids 8-18 will introduce families to fun Scandinavian-inspired crafts. Participants will make their own paper dolls with clothing inspired by Marimekko patterns. Space is limited. Tickets are \$5 for member children and \$10 for non-member children.

Virtual Talk with Alexandra Lange

“Sisterhood of the Varjo Dress”

Thursday, May 25th

6:30 pm

ASHM hosts design critic, Alexandra Lange, for the talk “*Sisterhood of the Varjo Dress: Women who wore Marimekko and what it meant to them,*” to discuss how radicals wore Marimekko. This talk will dive deeper past the fashion element of Marimekko clothing and explore the meaning designs had for feminist icons. Register on our website.

Marimekko & Fabric Workshop and Museum

Lecture + Workshop: The History of Printing for Progress

Friday, September 15, 2023

6 - 8:30 pm

Learn how pattern, color, and form inspired free expression and radical progress at Fabric Workshop and Museum (FWM) and Marimekko with the American Swedish Historical Museum Curator, Christopher Malone, and FWM Director of Education, Christina Roberts. Extend your experience with an optional workshop directly following the lecture. Participants will have the opportunity to collaboratively screen-print a large-scale prepared pattern inspired by Marimekko and FWM designs, then customize their own half-yard of screen-printed fabric, through various surface

design techniques guided by FWM master printers. Learn more at fabricworkshopandmuseum.org

Images:



Dress, 1965-1970. Annika Rimala (1936-2014). *Keidas* pattern, 1967, Cotton. Collection of Dr. Kirsten M. Jensen and Freja A. Jensen. Photo courtesy of American Swedish Historical Museum



Piilo Dress, 1966. Annika Rimala (1936-2014). *Linssi* pattern by Kaarina Kellomäki (b. 1943), 1966. Cotton. Collection of Dr. Kirsten M. Jensen and Freja A. Jensen. Photo courtesy of American Swedish Historical Museum.



Logo image courtesy of American Swedish Historical Museum



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The American Swedish Historical Museum is located in scenic FDR Park at 1900 Pattison Avenue in South Philadelphia near the Sports Complex. Plenty of free parking is available. For those taking public transportation, the Broad Street Subway's NRG/Pattison Avenue stop is within walking distance or SEPTA's Route 17 (to Pattison) can bring you right to the Museum.

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About ASHM:

Visit the American Swedish Historical Museum to learn the forgotten history of Swedes in Philadelphia. Built in 1926 during the sesquicentennial, the museum's unique interior is divided into a dozen galleries designed to highlight Scandinavian influences in America. The galleries explore a range of topics including the New Sweden Colony, women's history, scientific innovations, and Swedish craft arts such as glass making and woodworking. ASHM hosts a variety of programs from Swedish holiday celebrations like Midsommarfest and Lucia, to history lectures, an ABBA Dance Party, virtual tours, and family programs like Toddler Time.

The mission of the ASHM is to welcome all people to explore cultural identity through the story of Swedes and Scandinavians in America. ASHM is a community dedicated to preserving and interpreting material culture, and is alive with celebrations, exhibitions, and learning experiences. No matter your age or interests, ASHM has something for you! Visit our website www.americanswedish.org to learn more.