



Leaflet production **Friendly propaganda** on Lasipalatsi Square at "To The Square 2", Helsinki, August 2014

Non-Googleheim

Drawings on banners and leaflets on Lasipalatsi Square, Helsinki.

Googleheim is a museum that collects artistic practices which have emerged during popular revolutionary waves and protests over the last decade. The collections show stuff artists and activists have disseminated through online social networks as acts of resistance against, and provocations directed at various political regimes.

The museum acquires its collection from companies that trade in statistics and information collected from online social networks. Information packages are on offer for any taste and use, yet are mainly designed for political purposes and marketing campaigns. For example, an election candidate can acquire localized information packages in order to enrich and elaborate a political speech or election campaign – so as best to respond

The work consists of:

Drawings on banners and leaflets

Contribution for TO THE SQUARE Newspaper:

[http://issuu.com/vladanrena/docs/just do it_rena vladan](http://issuu.com/vladanrena/docs/just_do_it_rena_vladan)

TO THE SQUARE 2 re-invigorates the question of public space as the crucial locus for the articulation of the political and the art of protest. Curated by Ivor Stodolsky and Marita Muukkonen, commissioned by Checkpoint Helsinki as part of Helsinki Festival.



Drawings on banners on Lasipalatsi Square.

to the most popular issues being discussed on social networks in that particular area. The *Googleheim Museum* selects the most thrilling and “dangerous” data packages for display.

In the world of the *Googleheim Museum*, exposed in galleries publicly visible from all over the world, previously politically-relevant acts and demands lose their politicality... There is no easier way to absorb critical and antagonistic practices.

What are the counter-strategies that open up ways to avoid the totalizing enormity of the digital archives of the *Googleheim Museum*? Can the neutralizing power of *Googleheim* be confronted with forms of organizing and communicating beyond digital networks? Networks that can’t be traced and spied on over satellite, radio-waves or from drones? How can one produce a revolutionary artistic practice that is resistant to becoming ice-cream from the *Googleheim Museum*’s deep-freeze?

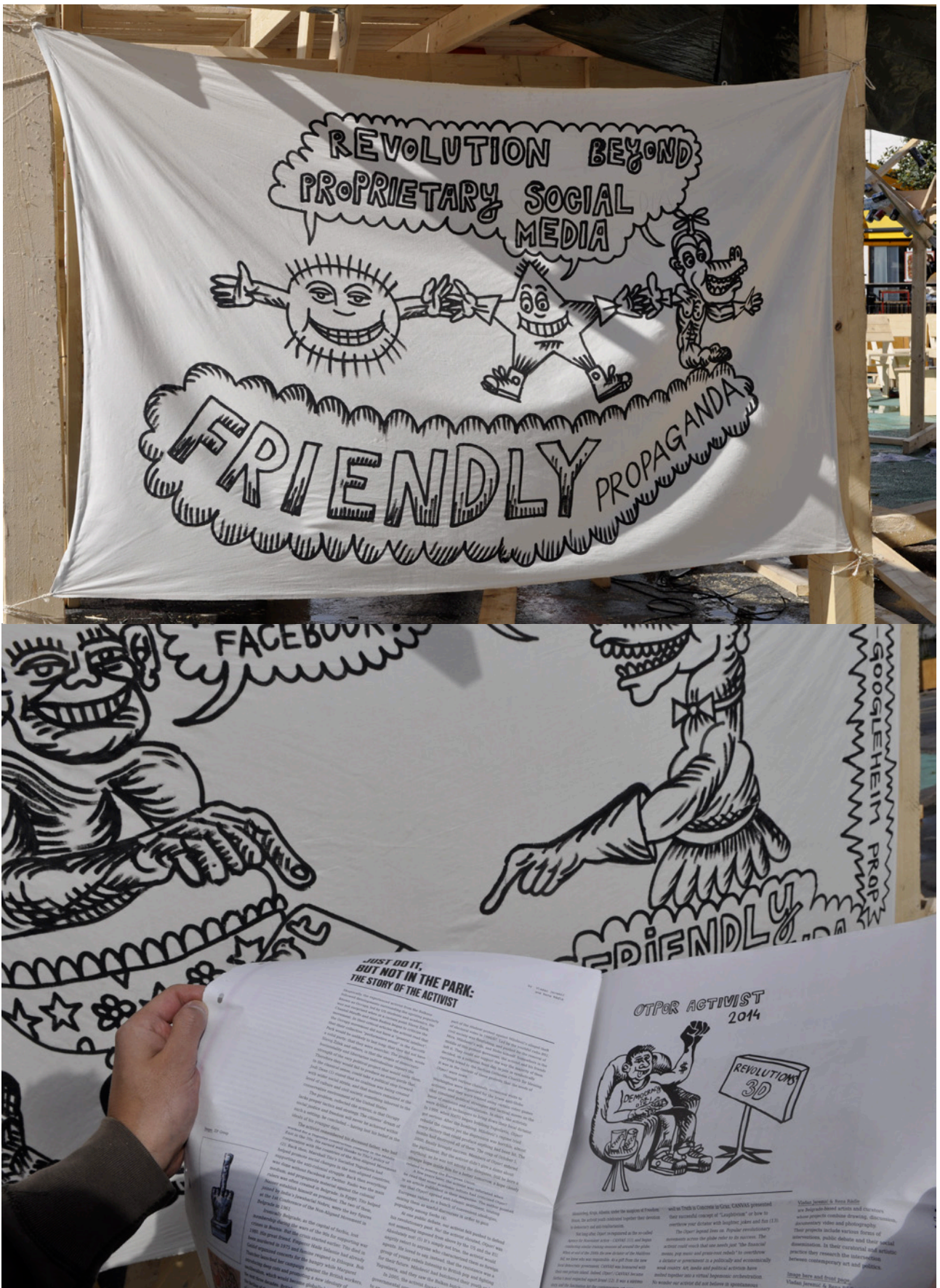
Starting with the *Googleheim* museum allegory, Jeremić & Rädle are mapping the set of issues around digital archives, proprietary social spaces, the co-option of social practices, museology and current conflicts in (Finnish) society. Their primary media are drawings, textile banners and leaflets mounted and distributed on Lasipalatsi Square.



View of the Square with wooden construction by The Zip Group and the Radio Pravda bus by Nikolay Oleynikov



Banner Friendly propaganda: Please, don't use facebook!



Banner Revolution beyond proprietary social media and contribution for To the Square Newspaper: Just Do It, but not in the Park: The Story of the Activist



Leaflet production *Friendly propaganda*.



Talk about the Non-Googleheim project with Jussi Koitela (artist, curator), Thomas Wallgren (philosopher, activist and politician) and others.

