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From the text "Artists from Helsinki by Mika Hannula" / ART GUIDE EASTERN EUROPE-
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Pilvi Takala

Helsinki in 5 words: Nice and easy but boring

Pilvi Takala is an artist who works with a socially engaged practice. In her case this, means working with a group of cheerleaders in Helsinki, for example, to whom she designed clothes, worked on the choreography and organised their performances during one cold November evening in the city. Sometimes Takala's ideas do sound dangerously close to acts we recognise from the tacky "candid camera" scoops on television. Like the idea of staging an act in a tram in Amsterdam (called Easy Rider, 2006) where two seeming strangers get into a conversation, while a third man ends up helping the one in trouble by giving advice and even lending him his jacket. For The Switch shown in the 2005 Istanbul biennial - she located two typical Turkish men's cafés in two different districts of the city and then found two card players who were willing to swap places for one afternoon. Against quite a lot of odds, Takala not only managed to convince these passionate card players to go to a "foreign" café and game table while orchestrating and filming the events of that afternoon, she even managed to lure and tease out of both men something unique and very sympathetic. What we see in the work is a convincing social study of a habit, of reasons and ways how these two guys structure their lives and how they find meaning and happiness in them. An achievement that shows a very accurate sensibility for both the way of telling stories and also of getting ever closer to people you do not know and with whom you do not have very much at all in common.
*1981 in Helsinki. Lives and works in Helsinki.

