

# Finnexia®

Lisa Erdman  
Aalto University, Finland

## Abstract

**I propose a presentation of Finnexia® , a performance art intervention.**

**Finnexia® consists of an multimedia advertisement campaign for a (fictitious) medication that helps people learn the Finnish language. The project aims to promote public dialogue about the experience of the foreigner in Finland and the role that language acquisition plays in the process of cultural integration. The project proposes an alternate reality, where open dialogue might occur in public space.**

**On a secondary level, Finnexia® presents a satirical commentary on the notion of over-medicalization in society, and the reliance on ‘quick-fix’ approaches towards treatment of human conditions. In September of 2012, Finnexia® was presented as a live performance intervention in the Helsinki Railway Station in Finland. This artwork constitutes the primary artistic production of my doctoral research at Aalto University, entitled, “Performative art interventions facilitating public dialogue.”**

**Finnexia® may be presented in two different forms: 1) Small-scale ‘sales’ booth installation, including: a lecturn-style Finnexia® sales podium, medical animation, product website, brochure and pill bottle. 3) Large-scale, live**

**performance, including: a live sales pitch of Finnexia®), with a large- scale, pop-up sales booth, medical animation, web site, pill package, and interaction with audience members.**