

Anna Salmi

Watermelon

✦ Sugar ✦

14 May 2021 – 19 June 2021



As a child, illustrator **Anna Salmi** believed that if you ate a watermelon seed, it would grow into a fruit inside your stomach – or perhaps even a whole tree. The world of Salmi's new artwork draws its inspiration from her childhood nightmare and the strange fascination with the watermelon in all its forms, including the industrial essence-like flavour of watermelon, which has followed her ever since.

The solo exhibition that marks the start of summer has been named after "Watermelon Sugar", one of the biggest solo hits of **Harry Styles**, famous from the British boy band One Direction. "Watermelon Sugar is an unknown object that Harry Styles cannot go without. He says that it tastes like strawberries, but only on a summer evening," Salmi describes.

In Salmi's exhibition, the name of the song becomes a mysterious, playful theme, enabling the use of various illustration techniques to solve the mystery that emerges from pop culture.

Some of the new artworks include details embroidered on textile. Making art by hand reopens the possibility of chance, which is something that perfected digital painting has eliminated. The resonance created from the

bond between digital and handmade is entwined with the thought of eternal summer, sensuality and the sweetness of fruit in the song by Harry Styles. It is ultimately irrelevant whether or not the sweetness is artificial.

You can browse the exhibition online through our virtual gallery, AR app (Augmented Reality) and a podcast. You can also experience the pieces on the spot when Galleria Kuvitus reopens its doors after a long time during the Art Goes Galleries festival, held from 8–13 June.



Specializing in animated and editorial illustrations, Anna Salmi (b. 1992) combines digital and traditional painting techniques in her work. Her illustrations often feature references to pop culture mixed with an imaginary world dominated by pastel colours, glitter and powerful women. Anti-war sentiment and gender equality are recurring themes in Salmi's work.

Selected clients: Adidas, Adidas by Stella McCartney, Apple, Benefit Cosmetics, BuzzFeed, Forlaget M, Helsingin Sanomat, International Solidarity Foundation, Kosmos, Lunette Cup, TED, Tulva magazine, Ylioppilaslehti.

Words: Veera Pekkinen
Layout: Sanni Tervo

**Galleria
Kuvitus**

