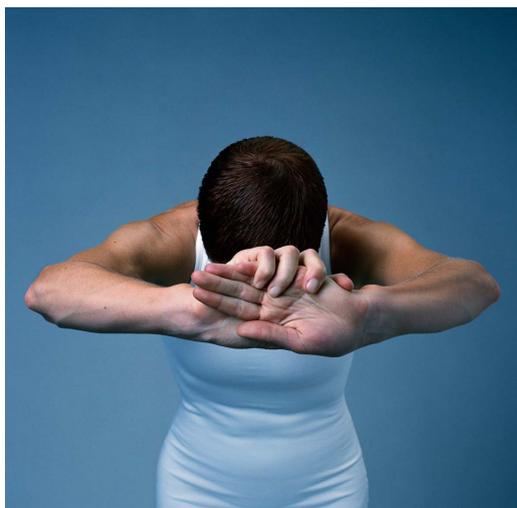


PRESSRELEASE

Welcome to the opening of Pernilla Zetterman's photographic installation *Ground Rules* for entrance and foyer at KTH, Stockholm

Time: Friday 27 October at 15.00. Place: KTH, Lindstedtsvägen 26, Stockholm
Pernilla Zetterman introduces her work *Ground Rules* in dialogue with Joa Ljungberg, Project Manager, National Public Art Council.
Mikael Adsenius, Director, National Public Art Council, will inaugurate the installation.



From the series *Ground Rules: Conduct #2*, 180x180cm

“Control and focus, with the motivation to attain a decided goal. Secluded in a system, in your body. Going around in circles, sometimes in the same footprints as others, without your own guidelines.”
(Quote from the sketch description)

Artist, Pernilla Zetterman, has installed a photographic exhibition in the newly established entry and foyer to the Royal Institute of Technology in Stockholm, Sweden. The work of art takes a distinct grasp of the entire space but can also be viewed from the outside, through the glass facade towards the courtyard. It is a blue clad, headless figure that leads us into the art work. The body is reserved, solid and focused. It's ready to move. The character wears a vest equipped with weights to raise the physical performance. The vest looks both like a heavy yoke and appears as protection from outside threats – a coat of armour to shut out the surroundings.

The other parts of the art work unite photographs from Stockholm Stadium's red clay running tracks. The typical white painted boundary lines form paths to follow and to move within. They suggest the spirit of competition, but also the boundaries and rules that clearly measure the performance.

The photo series ends with a strong physical mark. The white clad character does not seem to be on the path to anywhere, but has returned and stopped. She stretches her arms out towards the observer in something that can be read as a defensive gesture – here but no further – but also as an attempt to regain the body's softness and flexibility. Integrity and calmness characterize this picture.

Here the perspective is drawn inwards; there is time for perception, afterthought and reflection.

Pernilla Zetterman has, in her work for The Royal Institute of Technology, allowed herself to be inspired by the students' daily struggles, attempts and their being constantly judged. The artist works with issues surrounding performance, control, motivation and discipline, both in a physical and mental sense.

“Is the road worth the toil, or is the toil where the value lies?”

Joa Ljungberg

Pernilla Zetterman was born in 1970. She lives and works in Stockholm.

For more information contact Joa Ljungberg, Project Manager, National Public Art Council, 073–9654843