



**The exhibition ELÄMÄN JUHLA (“the celebration of life”) at the Cultural Centre Poleeni in Pieksämäki, 26 May – 14 August 2022**

**ELÄMÄN JUHLA – Fashion Artist Jukka Rintala and Visualist Matti Vaskelainen**

***Jukka Rintala celebrates his 70th birthday with this retrospective exhibition at Poleeni.***

Jukka Rintala, fashion artist, had his 70<sup>th</sup> birthday on 9 April 2022. To mark the occasion, his biography *Elämänviiva* (“the stroke of life”) written by Ulla-Maija Paavilainen was published by Otava.

Above all, Jukka Rintala is an industrial designer of fashion and interior design. However, he is first and foremost known for his exquisite and unique evening dresses that the public has seen and admired at the Independence Day reception at the Presidential Palace.

Born in Pori, Rintala’s never-ending source of inspiration has been nature: the countryside, garden and the coastline of Yyteri. It was in Reposaari in Pori that he began painting with oil colours.

After receiving an honourable mention in the *Euromuoti* (“Eurofashion”) competition organized by *Anna Magazine* in 1971, Rintala decided to apply for a place at the University of Art and Design in Helsinki. Rintala graduated in 1976. His career includes *Friitala*, known for its leather clothing, and various clothing and interior design companies such as *Karhu-Titan*, *Nanso*, *Aarikka*, *Joutsen Finland*, *Jokipiin Pellava*, *VM Carpet* and *Marimekko*.

Rintala’s career as a fashion artist reached new heights when Kirsti Paakkanen bought *Marimekko* in 1991. His first collection for *Marimekko* was the legendary and colourful *Karjalan Marjat* (“the Berries of Karelia”). Later he was the sole designer of *Marimekko*’s showstoppers i.e. evening dresses. He was also classed as Kirsti Paakkanen’s trusted personal designer. Rintala’s unique dresses are sculptural, generous, and dramatic, and combine materials effortlessly.

In 1985 Rintala and his life partner Matti Vaskelainen founded a company, Jukka Rintala Ltd. Ever since Vaskelainen has been responsible for the visual image of the exhibitions and shows both in Finland and abroad. Rintala's unique dresses have been the flagship of their production.

Rintala's work is characterized by the calligraphic "*rintalanviiva*" ("Rintala stroke") created by one single stroke.

Rintala has had several private and joint exhibitions both in Finland and abroad. Two recent retrospective exhibitions at Didrichsen Art Museum in Helsinki in 2017 and Korundi House of Culture in Rovaniemi in 2019-2020 displayed his life's work extensively.

In the summer 2022 Rintala has the retrospective exhibition ELÄMÄN JUHLA at the Cultural Centre Poleeni in Pieksämäki (26 May – 14 August), which is also Vaskelainen's home town, and at Fashion and Gallery in Savonlinna (15 June – 15 August). In addition, the exhibition Unelmien matkassa ("the way of dreams") takes place in Hamina (1 July - 13 August).

Theatre has also been part of Rintala's career. Rintala designed the costumes for the musical My Fair Lady in Svenska Teatern in 2003-2004, and Rintala and Matti Vaskelainen together designed the costumes and staging for the operetta Lepakko (die Fledermaus) in Kokkola and Helsinki in 2007-2008 and the play Piukat paikat (Some Like It Hot) in Tampere in 2009, to name just a few.

Rintala has received recognition for his work several times. For instance, the President of the Republic awarded him the Pro Finlandia Medal in 2006.