



Press release

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Jani Leinonen

GOODBYE REALITY

Art exhibition shows you the future of art – and it is not necessarily pretty

Jani Leinonen's Goodbye Reality at Zetterberg Gallery 12.3.–5.6.2022

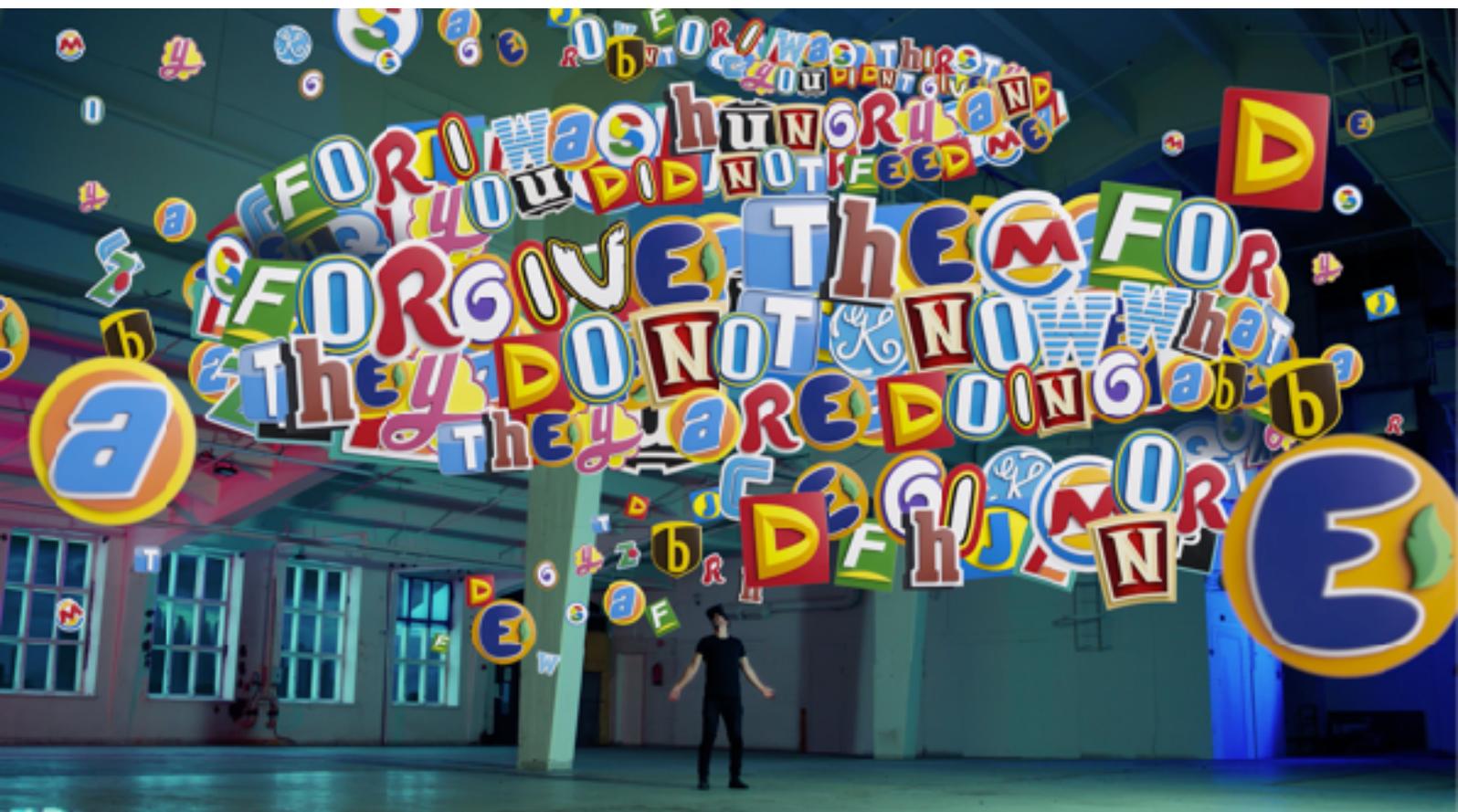
Zetterberg Gallery is proud to present project ***Goodbye Reality*** that is a pioneering collaboration between artist Jani Leinonen and VR/XR tech company Varjo. Goodbye Reality introduces the *next generation of NFTs* that are breathtaking virtual sculptures created in Metaverse, and they can be experienced in real physical space. They are photo-realistically sharp and you can interact with them with your bare hands.

We all have heard the hyped promises of Metaverse and web3 – freedom, democratisation and decentralisation of Internet powered by blockchain. However, you don't even need to scratch the surface to see how nightmarish the first baby steps to Metaverse have been. Sexual harassment in virtual spaces, hi-tech AI learning the racist language of Internet, massive consumption of electricity, and next level commodification of art driven by our obsession of ownership and finding new ways to sell things – all still depending on centralised corporations to maintain the servers, wallets and websites.

The technological innovations of ***Goodbye Reality*** are impressive but for the artist Jani Leinonen it is more a social project.

“Any tech that is advanced enough can seem like magic, but magic is enchanting – deceptive. We have to see past the magic to see what is really going on. Metaverse could be a possibility to do something really incredible socially. It’s a human made concept and we’re the ones who created it, so we have the possibility to rethink about the spaces where we interact totally differently and make them safer. And get rid of all these age-old problems like racism, harassment, bullying, and all that stuff. But it’s not going to happen automatically because the world is full of it, so it’ll follow us unless we stop it”, Leinonen emphasises.

Leinonen’s virtual sculptures that consists of alphabets, and are open for alteration by anyone. Leinonen created the alphabets to get back to the basics of Metaverse – to those promises of a more equal and just world – and the values we are building it upon. Ultimately, the artist wants people to see past the magic of new technology and participate actively in the design of Metaverse. In the exhibition people are free to create their version of the exhibition, by altering his sculptures and their messages, or by creating a totally new exhibition.



What is XR?

Varjo XR-3 technology delivers the most immersive mixed reality experience ever constructed, featuring photorealistic visual fidelity across the widest field of view of any XR headset. The key innovation of this headset is that it allows for depth awareness, thereby blending real and virtual elements together seamlessly. Therefore, with the Varjo XR-3 headset you can experience Jani Leinonen's virtual sculptures in any physical space you are in, allowing you to interact with it with your bare hands.

- **[Watch Jani Leinonen and Varjo's Chief Brand Officer Jussi Mäkinen introducing GOODBYE REALITY](#)**
- **[Watch the GOODBYE REALITY film](#)**

When and Where?

GOODBYE REALITY opens to public at Zetterberg Gallery at 12.3.2022 and closes 5.6.2022

Who is Jani Leinonen?

Jani Leinonen (b. 1978 lives and works in Helsinki) is known for his provocative, yet playful works criticising capitalism and our self-centred consumerist society of today. He is most known for his political artworks that have gotten in the middle of some strange global scandals. McDonald's sued the artist after he kidnapped a Ronald McDonald statue from a restaurant in Helsinki and sent the company a ransom video that demanded better and safer foods. He got in trouble with Kellogg's Company by making Tony is Back! parody films of the company's old commercials with Tony the Tiger. His artwork McJesus that attempted to defend religion from the greedy capitalists sparked violent riots in Haifa, Israel, and ended up censored from the exhibition.

In his practice, the artist often pinpoints timely issues and dares the viewer to think outside of one's comfort zone by taking the most saturated aspects of our modern world and re-presenting them in constantly thought-provoking ways. Inspired by popular culture, corporate brands, and marketing strategies, Leinonen shamelessly adapts the same tactics, turning his objects into articles of ridicule, clichéing our agreed marketing society and economical every day.

WEBSITE:

<https://janileinonen.com/goodbyereality/>

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