

## Enni-Kukka Tuomala launches the Campaign for Empathy to foster community and connection as the new Kettle's Yard Open House Artist in Residence 2020



*Campaign for Empathy, London, 2019. Photo: Rachel Cherry*

Open House is a long-term creative programme, a partnership between Kettle's Yard and communities in North Cambridge. Each year an 'Artist in Residence' is selected by people who live and work in North Cambridge to deliver a programme of arts activities.

Following a series of workshops with local community groups, members of the Open House community panel have selected artist Enni-Kukka Tuomala as the next Open House Artist in Residence for North Cambridge. Enni-Kukka Tuomala will be working with communities in North Cambridge to respond creatively to the local area from now until March 2021, bringing her ongoing live project, Campaign for Empathy, to the community.

Tuomala is an empathy artist and designer. Her practice focuses on transforming empathy from an individual feeling into a collective and radical power, to create positive social change through public artworks, experiments, interventions and communications. She has previously been commissioned to explore empathy by a broad range of organisations from the BBC and the Finnish Parliament, to Bath University, the Greater London Authority, Bow Arts and LIFT.

Tuomala's work breaks taboos and challenges social, cultural and behavioural norms in order to increase connection and collaboration between people of different cultures, generations, genders, races and values. She recently installed her first permanent public artwork in London and her work has been exhibited across the globe including most recently at the Philadelphia Museum of Art.

For the next 12 months, as a part of the Open House residency, Tuomala will be running the Campaign for Empathy – the world's first community-centred campaign to promote empathy as a way to foster a sense of community and connection in a time of physical distancing and social isolation. Working with individuals and community groups who are based in the area, she aims to make North Cambridge the most empathetic community

in the UK. Kettle's Yard and Open House are delighted to welcome her to North Cambridge to work locally over the next year.

Enni-Kukka Tuomala has said:

*"I am thrilled to be the next Open House Artist in Residence at Kettle's Yard. We are experiencing an unprecedented moment of fear and social isolation when it's more important than ever that we not only look after ourselves, but each other. We need to create new ways to connect, come together and feel a sense of community and hope. I am excited to bring the Campaign for Empathy to Cambridge and look forward to working closely with the team at Kettle's Yard and the local North Cambridge community to use empathy as a powerful tool to bring us together at a time when we need it more than ever."*

Four artists were shortlisted from an open call. Each of the shortlisted artists was invited to develop a workshop for a local community group, an activity for a primary school, to discuss their art practice with the Open House community panel and to tell us why they would like to work with people in North Cambridge. After careful deliberation, Tuomala was selected by the panel for the 2020 residency.

Alan Soer, Manager of Arbury Community Centre has said:

*"I am very excited that Enni-Kukka will be working with us all in North Cambridge. At challenging times, like the one we are currently experiencing, empathy in our community is more important than ever."*

Open House will be running free workshops and activities with Tuomala and our team of Artist Facilitators in North Cambridge throughout the year. During the launch of the Campaign and for the foreseeable future, all activities will take place remotely via online tools, the phone and the post. Please follow #campaignforempathy on Twitter and Instagram, as well as [www.kettlesyard.co.uk/campaignforempathy](http://www.kettlesyard.co.uk/campaignforempathy) for updates.

## Notes to Editors

For all PRESS and PHOTO enquiries please contact Susie Biller or Helen Dickman at [press@kettlesyard.cam.ac.uk](mailto:press@kettlesyard.cam.ac.uk) or Maya Cardwell at [maya@reesandco.com](mailto:maya@reesandco.com)

## About Enni-Kukka Tuomala

Enni-Kukka Tuomala is a Finnish Empathy Artist and Designer based in London. Her vision is to transform empathy from an individual feeling to a collective power across age, gender, race and culture to tackle some of the biggest global challenges facing us today. To do this she launched a series of artworks, experiments, communications, games and tools to channel the radical impact of issue-based empathy to create positive social change.

Having created empathy work in London, Tokyo, New York and Helsinki, Tuomala's collaborative and research-based practice builds on understanding and investigating the delicate relationships between empathy, culture, space and systems. Her work aims to break taboos and challenge social, cultural and behavioural norms in order to remove barriers to difficult conversations and bridge the growing divides in our communities. She has worked with the Finnish Parliament since 2018 to bring empathy into politics, collaborating with six Members of Parliament to create Empatia Ele; a collection of empathy tools for politics. Tuomala has also created empathy commissions for the likes of the BBC, Greater London Authority, Bath University, LIFT, Bow Arts and Virgin, including challenging 50 global Virgin CEOs to a series of empathy exercises as a part of the Embodying Empathy installation. She launched the first iteration of the Campaign for Empathy in the London borough of Newham in March 2019 as part of a residency at Bow Arts' RAW Labs. A graduate of the Royal College of Art, London, Tuomala recently installed her first permanent public artwork in London and her work is currently exhibited at the Philadelphia Museum of Art.

[www.ennikukka.com](http://www.ennikukka.com)  
Twitter: @ennikukka  
Instagram: @akin.kollektiv

## About Open House

Open House is a long-term creative programme in partnership with communities in North Cambridge and Kettle's Yard. Each year we work with an 'Artist in Residence' who is selected by people who live and work in North Cambridge to deliver an exciting and innovative programme of arts activities. Open House is funded by Esmée Fairbairn Foundation and Cambridge City Council.

[www.kettlesyard.co.uk/learn/open-house-artist-residency/](http://www.kettlesyard.co.uk/learn/open-house-artist-residency/)  
Facebook: [facebook.com/openhousecambridge/](https://www.facebook.com/openhousecambridge/)  
Twitter: @OpenHouseCam  
Instagram: @OpenHouseCambridge

## About Kettle's Yard

Kettle's Yard is one of Britain's best galleries - a beautiful and unique house with a distinctive modern art collection, and a gallery exhibiting modern and contemporary art. Supporting this is an established learning and community engagement programme, archive, and programme of chamber concerts. In February 2018, Kettle's Yard reopened after a two year development by architect Jamie Fobert. The new Kettle's Yard includes state of the art new exhibition galleries, generous education spaces, a café and new welcome areas. Kettle's Yard's mission is to contribute to society by inspiring and engaging audiences through art, learning and research of the highest quality. We believe that great art should not be the privilege of the few, but for everyone. Our values reflect Kettle's Yard's creator Jim Ede's support for artists and belief in art's power to make us look again and change how we act in the world.

Open House forms a key part of Kettle's Yard commitment to build a dynamic and creative long-term relationship with its neighbouring communities of North Cambridge.

[www.kettlesyard.co.uk](http://www.kettlesyard.co.uk)

## About Esmée Fairbairn

Esmée Fairbairn Foundation aims to improve the quality of life for people and communities throughout the UK both now and in the future. They do this by funding the charitable work of organisations that are building an inclusive, creative and sustainable society.

The Foundation is one of the largest independent grant-makers in the UK. In 2017 they made grants of £40.5 million towards a wide range of work within the arts, children and young people, the environment and social change. They also have a £45 million allocation to social investments for organisations with the aim of creating social impact.

[www.esmeefairbairn.org.uk](http://www.esmeefairbairn.org.uk)



Enni-Kukka Tuomala. Photo: Jonathan Chan