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## A CENTURY OF BANK ADVERTISING –BANK OF FINLAND MUSEUM SEASONAL EXHIBITION

The most recent seasonal exhibition at the Bank of Finland Museum, entitled *A century of bank advertising* opened on Tuesday 9 January 2007 and will run until the end of September 2007.

The adverts in the exhibition are examined within a larger social perspective, as symbols of the prevailing economic thinking. Decades of advertising serve to emphasise the Finnish values of frugality and non-consumerism. These dated adverts tell of their times, both informatively and entertainingly.

‘The exhibition brings to light the shift in Finnish society from traditional agrarian to modern consumerism. Well-functioning loan markets require healthy competition and thereby advertising; although the current consumer loan market has also brought out some phenomena, about which we ought to be concerned’, commented Sinikka Salo, Member of the Board at the Bank of Finland, in her inaugural speech.

The Museum's seasonal exhibition has been designed by history researcher Antti Kuusterä, researcher Vappu Ikonen and the Museums' curator Jaakko Koskentola, all from the Bank of Finland. The visual design has been created by architect Teemu Taskinen.

The Bank of Finland's Museum is situated in the Kruununuhaka district of central Helsinki, at Snellmaninkatu 2. The Museum's permanent displays present money and the history of money in Finland and abroad as well as the role of the Bank of Finland in the Eurosystem, various features of the monetary economy. The Museum also houses a display of Finnish banknotes and coins from the last two hundred years. The Museum's range of multimedia presentations allows the visitor an interactive look into the world of money.

Admission to the Bank of Finland Museum is free of charge and bookings can also be made for free guided tours for groups.

For more information and press photographs of the Museum and the seasonal exhibition, please see: [www.rahamuseo.fi](http://www.rahamuseo.fi) or contact the curator, Jaakko Koskentola, tel. +358 10 831 2981.

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