



**IT IS
ALWAYS
LIKE THIS**

IT IS ALWAYS LIKE THIS



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PIT

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AINOA
HTOEHTO

WE ARE
ON VO

IT IS ALWAYS LIKE THIS

Temporary Services & IC-98



The material presented in this publication is the result of a collaboration between Temporary Services (Brett Bloom, Salem Collo-Julin & Marc Fischer) and IC-98 (Patrik Söderlund & Visa Suonpää) during Temporary Services' residency at Sumu, Turku, Finland, in August–September 2008. | All photos by IC-98, except p.18 by Reino Koivula | (c) 2009 IC-98 & Temporary Services | Iconoclast Publications 13 | Aivojen yhteistyön muistivihkot 06 | Half Letter Press | ISBN 978-952-67122-5-3 (PBK) ISBN 978-952-67122-6-0 (PDF) | Printed by Aldus Oy, Lahti, in December 2009 | Supported by Artists' Association Arte, Åbo Akademi, Arts Academy at Turku University of Applied Sciences, and the Arts Council of Varsinais-Suomi | Edition of 300 | IC-98: www.socialtoolbox.com | Temporary Services: www.temporaryservices.org | Aivojen yhteistyö: www.mollecular.org

1—Announcement for the project
with a statement from IC-98 and
Temporary Services.

IT IS ALWAYS LIKE THIS

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Everything in Turku, Finland, as in most cities, is in its predictable and expected place. Bikes lean against walls, signs hang on stores, advertisements are pasted on poles, and every fixture has an obvious function. The public art is predictable too. It's made from durable materials; it looks like it has been around forever and will stay around forever.

As a small but visible challenge to this tedious routine, the groups IC-98 (Turku) and Temporary Services (Chicago) have teamed up to build and circulate a series of 24 wooden sandwich board signs which carry phrases that advertise nothing and aren't always terribly positive. Many of the texts, written collaboratively by the two groups, point to our frustration with the monotony of city spaces and the high degree of political control that is exerted over them.

Not wanting to make something as fixed or permanent as the situations we are critical of, we have made the signs lightweight and given them handles. Passersby are free to move the signs as they wish. Our placements of them can be viewed as suggestions. We've created a situation that we can't control, just as we don't wish to be controlled by others.

About IC-98 and Temporary Services

Both groups formed in 1998. IC-98 is Patrik Söderlund and Visa Suonpää. Temporary Services is Brett Bloom, Salem Collo-Julin and Marc Fischer. Members of the two groups first met in Puerto Rico in 2004. Among their common features is a shared concern with self-publishing and designing free publications. This is their first collaboration. A small booklet on this project will follow. Examples of Temporary Services' and IC-98's past booklets and books will remain on view at Titanik during their project.

Temporary Services: www.temporaryservices.org
IC-98: www.socialtoolbox.com

2—The Finnish and English phrases were generated collectively. New texts were discussed while earlier ones were painted on the boards.



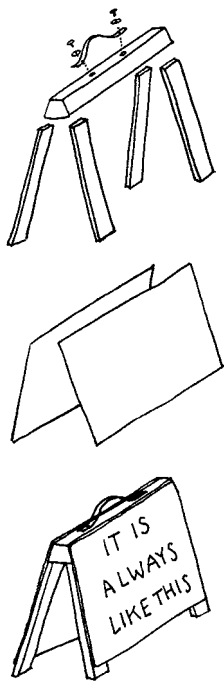
		BACKGROUND	TEXT	OTHER INFO
1.	IT IS ONLY TEMPORARY	YELLOW	GREEN	13.
2.	IT IS ALWAYS LIKE THIS (IT IS ALWAYS LIKE THIS)	GREEN	PURPLE	14.
3.	NO AGREEMENT TODAY	PURPLE	GREEN	4.
4.	NO AGREEMENT TOMORROW	YELLOW	PURPLE	3.
5.	ANNETT LAINAKSI	GREEN	PURPLE	6.
6.	EI KETÄ	PURPLE	GREEN	5
7.	WE CAN TAKE IT AWAY	YELLOW	PURPLE	11.
8.	YOU PAID FOR IT	GREEN	PURPLE	15
9.	JÄTTÄ AINOA VAHTTOMETS	PURPLE	YELLOW	12.
10.	VARATTU	YELLOW	PURPLE	16.
11.	JÄTTÄ ASIA	GREEN	PURPLE	7
12.	ONLY OPTIONS	GREEN	PURPLE	9.
13.	WE'RE SORRY	PURPLE	GREEN	1.
14.	IT'S YOUR FAULT	PURPLE	GREEN	2.
15.	MITÄ NYT	PURPLE	YELLOW	8.
16.	THIS SPACE IS OPEN PALA TAKSIN	GREEN	YELLOW	10.
	EN: 7 FIN: 7	4 YELLOW 1 GREEN 6 PURPLE		

17.	OMUSOMA PITAKHUKA MUREN	YELLOW	PURPLE	21. ^{yellow 11} yellow 11 yellow 11
18.	YOU RETURNED TO THIS	YELLOW	GREEN	19.
19.	WE SOLD YOUR STUFF	GREEN	PURPLE	18. ^{6 yellow} ^{7 green} ^{3 purple}
20.	WE WERE TAKEN CARE OF THIS SPACE IS OPEN	GREEN	PURPLE	22. ^{10 yellow} ^{13 green} ^{9 purple}
21.	JOIT MENNA	GREEN	PURPLE	17. ^{11 FIN} ^{21 EN}
22.	YOU CAN'T REFUSE	PURPLE	GREEN	20.
23.	WE FORGOT ABOUT YOU	YELLOW	GREEN	30.
24.	OMAWHE KATUVUN	PURPLE	GREEN	29. ^{yellow 10} ^{10 purple}
25.	AI OLET VIELA SINNA	YELLOW	GREEN	27
26.	IT'S BEEN TAKEN CARE OF	YELLOW	GREEN	32.
27.	WE ARE ON YOUR SIDE	GREEN	PURPLE	25.
28.	NOTHING FOR YOU MORE	YELLOW	PURPLE	31.
29. 30.	DON'T EMBARRASS US	GREEN	PURPLE	24.
30.	KNOW YOUR PLACE ^{DETA} ^{PAKUSI}	PURPLE	GREEN	23.
31.	NO RETURN	GREEN	YELLOW	28.
32.	SET IT ON FIRE	GREEN	YELLOW	20. ^{yellow 12} ^{12 EN}

33.	WE CAN REPLACE YOU	GREEN	PURPLE	34.
34.	STAY WHERE YOU ARE	PURPLE	GREEN	38.
35.	YOU HAVE TO EAT IT	GREEN	PURPLE	36.
36.	IN A BAD PLACE	PURPLE	GREEN	35.
37.	KATOITUS KUNNOSSA	GREEN	PURPLE	38.
38.	KAIKKI PAIKALLAAN	YELLOW	GREEN	37.
39.	SINUT ON HUUMIOITU	YELLOW	PURPLE	42.
40.	YOU HAD YOUR CHANCE	YELLOW	PURPLE	41.
41.	NO LONGER YOUR CHOICE	PURPLE	GREEN	40.
42.	SUURETUV	PURPLE	GREEN	39.
43.	LUAKIT JO KANDISI	YELLOW	GREEN	48.
44.	DON'T TOUCH ANYTHING	PURPLE	GREEN	46.
45.	FEEL FREE	YELLOW	GREEN	47.
46.	YOU COULD HAVE STOPPED IT	YELLOW	PURPLE	44.
47.	ET VOI KIELTÄMÄ	PURPLE	GREEN	45.
48.	WE CAN'T CHANGE IT NOW	PURPLE	GREEN	43.

17 FIN
38 EN

3—The process resulted in 24 hand-painted sandwich boards, built from wood and hardboard with nylon strap handles.













4—Some of the sandwich boards were displayed inside and directly outside the gallery; others were taken away by passersby and the artists and spread around the city.



























ICONOCLAST PUBLICATIONS

"The Administration Building": An Introduction, 1998
Psychogeographical Exercises, 2001
A Monument for Moments of the Living Present, 2002
Truth/In/Formation, 2003
Run and Die, 2004
Forays, 2005
Auri Sacra Fames, 2005
Foucault's Sleep, 2005/2006
The Place of Mutation (by Akseli Virtanen), 2007
Escape from Tokyo, 2008
Shadows in the Sea of Dee/Evidence of the Descent
(by Harri Kerko, Marko Laine & IC-98), 2008
Theses on the Body Politic (In the Labyrinth), 2008
It Is Always Like This (by Temporary Services & IC-98), 2009

Forthcoming:

Escapes, 2010

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AIVOJEN YHTEISTYÖN MUISTIVIIHKOT

Harri Kerko, Marko Laine & 1C-98:

Shadows in the Sea of Dee/Evidence of the Descent

Beverley Skeggs: *Arvostus ja vastarinta*

Akseli Virtanen (ed.): *Johdanto Bracha L. Ettingerin yhdessätuotantoon*

Judith Butler: *Brachan työstä – On Bracha's Work* 2009

Tero Nauha & Akseli Virtanen (eds.): *Fragilization and Resistance*

Temporary Services & 1C-98: *It Is Always Like This*

Forthcoming:

Sakari Hänninen, Mikko Jakonen, Akseli Virtanen (eds.):

Johdanto Félix Guattarin molekulaariseen vallankumoukseen

Bracha Ettinger, Luca Guzzetti, Akseli Virtanen (eds.): *Jump*

Akseli Virtanen & Peter Pál Pelbart (eds.), *Finnegan's Ueinzz*

POLEMOS | WWW.TUTKIJALIITTO.FI

Christian Marazzi: *Pääoma ja kieli*, 2006

Akseli Virtanen: *Biopoliittisen talouden kritiikki*, 2006

Maurizio Lazzarato: *Kapitalismin vallankumoukset*, 2006

Mikko Jakonen, Jukka Peltokoski, Akseli Virtanen (toim.):

Uuden työn sanakirja, 2006

Paolo Virno: *Väen kielioppi*, 2006

Jean Baudrillard: *Terrorismin henki*, 2006

Franco 'Bifo' Berardi: *Tietotyö ja prekaari mielen tila*, 2006

Félix Guattari: *Kolme ekologiaa*, 2008

Bracha Ettinger: *Yhdessätuotanto*, 2009

Forthcoming:

Félix Guattari: *Kaaosmoosi*, 2009

Pekka Piironen: *Kyvyn tuotanto*, 2010

Sakari Hänninen: *Viisi luentoa taloudellisesta teologiasta*, 2010

RECENT TEMPORARY SERVICES PUBLICATIONS

Personal Plastic, 2008

Public Phenomena, 2008

Temporary Conversations: Kawabata Makoto, 2008

Temporary Conversations: Tim Kerr, 2008

Temporary Conversations: The Dicks, 2008

Temporary Conversations: Jean Toche / Guerrilla Art Action Group, 2008

Temporary Conversations: Suzann Gage, 2009

Art Work: A National Conversation About Art, Labor, and Economics, 2009

These titles and others by Temporary Services are available through the group's publishing imprint and web store –

Half Letter Press: www.halfletterpress.org. PDFs of many

Temporary Services publications can be downloaded from www.temporaryservices.org.



**IT'S YOUR
FAULT**