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**‘And above all, watch with
glittering eyes the whole
world around you because the
greatest secrets are always
hidden in the most unlikely
places. Those who don’t
believe in magic will never
find it.’**

— Roald Dahl

Unseen in Every Way

The world of photography is developing at lightning speed. Contemporary photography offers unexpected perspectives, stems from different backgrounds, and reflects a different mentality and ambition. We see photographers and visual artists making use of the medium in unexpected, innovative, intelligent and provocative ways. And when photographers from the newest generation fail to gain access to the known platforms, we see them simply building one of their own, gathering their audience via social media.



The contemporary world of photography is full of talent and inspiration, but the step from alternative platforms to the international art market is a big one. So far, very little of this new photography can be seen at photography fairs. There doesn't seem to be much room for pioneering works alongside works by well-known names with a proven market value.

And that is why we have taken the initiative for a new photography fair that brings the hidden treasures of the photography world into the



limelight. We are pleased to present: Unseen.

Unseen is an effort to give new photography the platform it deserves: a meeting place for young photographic talent, for known photographers with new works to show, for galleries that focus on new developments, and for an audience interested in discovering unknown and groundbreaking work. Unseen is at the centre of the Zeitgeist. We focus attention on everything that is 'emerging' in the world of photography: vulnerable work, the pioneers and the



adventurers, and the enthusiasts who are hoping to find what they love most. Unseen connects 'the new' with 'the established' and 'the established' with 'the new', which means it serves as a springboard for talented photographers who are looking for a larger audience, and as a source of inspiration for international collectors and photography enthusiasts.

With Unseen, we want to bridge the gap between the 'emerging' world of photography and the art market, and present unknown work



by known photographers. At Unseen, contemporary photography has a full-fledged place in that market. Our most important partners in this regard are the galleries. We are inviting 50 galleries from around the globe: an eclectic mix of large and small, known and new, all of which are the best in their particular field. We challenge them to show work from the coming season. In exchange, we offer them a broad, varied and interested audience. Because in showing new work, Unseen not only inspires the seasoned collector but also



nurtures the passion of an entirely new audience.

After all, the world of photography is changing not only in what it has to offer, but also in what people expect it to be. Today's visitors – and tomorrow's collectors – have a different profile. They are interested in contemporary art, in lifestyle, in what is happening now. They are apt to look for something that reflects the time in which they live. Unseen creates an atmosphere in which this new audience will feel at home. It is a place full of excitement,



passion, hustle and bustle, allure, innovation, fun and wonder. At Unseen, we enable potential collectors to take the first step to buying work. With a special programme, we guide 'first-time buyers' in the world of photography and coach them in collecting. We ask the participating galleries to include in their selection one or more works at prices that are interesting for the newcomers.

To achieve our ambitions, Unseen challenges the conventional ideas about photography fairs. That means



that we don't work with predictable, cookie-cutter stands, but rather show photography in a way that matches the needs of the individual works. The fair has to be just as exciting and varied as the work it presents; it has to have the vibrancy of a real market. At Unseen, we want you to be able to take in all you see and be amazed at all that is on offer. The excitement of doing business makes you alert and hungry for more photography. And each year we will be putting the senses on edge once again with a different offering and a corresponding



approach. Over the coming years we will be expanding our lively programme with more portfolio reviews and more debates, lectures and other activities and festivities. Unseen: a photo fair with a festival flair.

Unseen's natural home is Amsterdam: a forward-thinking city with the core values of creativity, innovation and a mercantile spirit – a city with a strongly international orientation that puts a high value on practicality. Amsterdam offers room for experimenting. Conceptual thinking is second



nature here. It's not without reason that nearly half the students at the city's art academies, like the Gerrit Rietveld Academie and the Rijksakademie, come from abroad.

Amsterdam is a perfect place for international creative talent to develop itself.

Unseen is located at the Westergasfabriek, a former gasworks dating back to 1885. This truly atmospheric place, with its mix of 19th-century industrial buildings surrounded by parks, forms the ideal setting for Unseen's ambitious plans. The DNA of Amsterdam matches with that of Unseen,

which is why we also involve venues throughout the whole city. Visitors to Unseen can attend exclusive parties, dinners and exhibitions presented by top-of-the-line Amsterdam institutions.

Unseen has developed out of a sincere enthusiasm for photography – an enthusiasm that we want to share with every visitor. Unseen puts everyone in the limelight. Whether you are a gallery, a photographer, a new collector or a seasoned art enthusiast, everyone will be sitting front row. We want Unseen to be a



feast for the eyes as well as the
mind – a fair of our time, with
the best that contemporary
photography has to offer.

See you at Unseen!

Marloes Krijnen
Director of Foam

Pjotr de Jong
Creative Director
of Vandejong

Roderick van der Lee
Founding Partner
of Platform A

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**First edition
Unseen**

**September 2012
Westergasfabriek
Amsterdam**

Initiators

Unseen is a joint venture between:

Foam

Foam enables people all over the world to experience and enjoy photography, whether it's at our museum in Amsterdam, on the website, via the internationally distributed Foam Magazine or in the print sales room Foam Editions. Foam focuses especially on exhibitions, publications, discussions and specific projects relevant to contemporary themes in this field, with an emphasis on nurturing upcoming artists.

www.foam.org

Vandejong

Vandejong is an enterprising, strategic and creative branding agency. Vandejong builds optimistic brands that connect people and combines strategy and creativity to speed up change and innovation. This often results in new products or projects. Together with Foam, Vandejong publishes Foam Magazine.

www.vandejong.com

Platform A

Platform A is an office for alchemy in art and cultural business development. Other Platform A projects include: Bright Young

Things, an exhibition platform and gallery for emerging talent, and Paraplu Art Associates, an agency that provides content, expertise and management for acquisition, collections, exhibitions, publications, public spaces, campaigns and anything else you can imagine.

www.onplatforma.wordpress.com

For more information or to tell us about your ideas and initiatives, contact us!

info@unseenamsterdam.com

www.unseenamsterdam.com

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