

# unseen

## Unseen Brings World Photography to Amsterdam

Amsterdam, 22 September 2011 – The Netherlands is getting its first international photo fair. A year from now, Unseen, centred around the Westergasfabriek in Amsterdam, will serve as photography's world stage for four days. A project of Foam, Platform A and Vandejong, the new fair will provide a showcase for young talent, galleries exhibiting new photography, and photographers showing unknown work.

### A different kind of photo fair

The Netherlands has never seen an international photography fair on this scale. Unseen not only offers space to established photographers but also to young talent and unknown work. The new generation of photographers is inspiring, innovative and unafraid to take risks. At Unseen, they'll get the chance to introduce themselves.

### First-time buyers

Unseen is designed both to allow collectors to acquaint themselves with emerging talent and new work and to make photography more accessible to a wider audience. The organisers will make a special effort to assist first-time buyers. "At various times we'll point out the many crucial elements of collecting," says Marloes Krijnen, director of Foam and co-organiser of Unseen. "This will help people to understand the world of photography. We're also asking each gallery to bring one or more affordably priced works. These will make up the Unseen Collection."

More than fifty galleries from around the world will exhibit at the fair. Unseen

will serve as a meeting place for collectors, photographers, galleries and viewers. It will feature raw, adventurous, surprising work with a focus on quality.

### The Westergasfabriek

Unseen will take place on the Westergasfabriek industrial site, built in 1885. Its nineteenth-century architecture surrounded by parkland makes it the ideal setting for a photography fair. Galleries will set up their stands in the various buildings on the site, while the park will host an outdoor exhibition. The Westergasfabriek is an official partner of Unseen.

### About Unseen

The first edition of the fair, Unseen 2012/2013, will take place from 19 through 23 September 2012.

Unseen is a joint project of the Foam Amsterdam photography museum; Platform A, an agency for innovative cultural entrepreneurship; and the Vandejong branding agency.

For more information, see [www.unseenamsterdam.com](http://www.unseenamsterdam.com).

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