

launch

september 2011

# un seen

unseen

photo fair

# Unseen Photography 2012–2013

- × Amsterdam
- × 19–23 September 2012
- × Westergasfabriek: Gashouder, Transformatorhuis  
and surrounding parc



# Unseen Concept

- × Talent (and other unseen work)
- × Launch of the Gallery Season
- × A Photo Fair with a Festival Flair

# Unseen = All about Talent

New, experimental, undiscovered, young and adventurous.

Unseen shows:

- × Unseen talents
- × Unseen work of established photographers

Unseen creates a platform and a new market for talent. We invest in established collectors and create a market of first-time buyers.

# Unseen = Launch of the Gallery Season

40-50 galleries present their most talented artists/photographers of the coming season

- × 65% international and 35% national galleries
- × Maximum of 4 artists per gallery
- × Unseen Photography 2012-2013
- × Every year in the third week of September

# Unseen = A Photo Fair with a Festival Flair

Unseen =

- × About people: a meetingpoint for gallerists, collectors, photographers and public
- × New, raw, adventurous and surprising
- × Amsterdam, open-minded, informal, creative and inspiring

Fair



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Festival



# Target Groups

- × (International) collectors
- × First-time buyers
- × Talented photographers
- × General (Foam) public

# Unseen Program

- × Fair Ground
- × Fair
- × Unseen Collection
- × Foam Magazine Talent Exhibition
- × Print Fair
- × Collectors Program
- × Portfolio Viewings
- × Amsterdam Unseen City Guide  
+ Passepartout

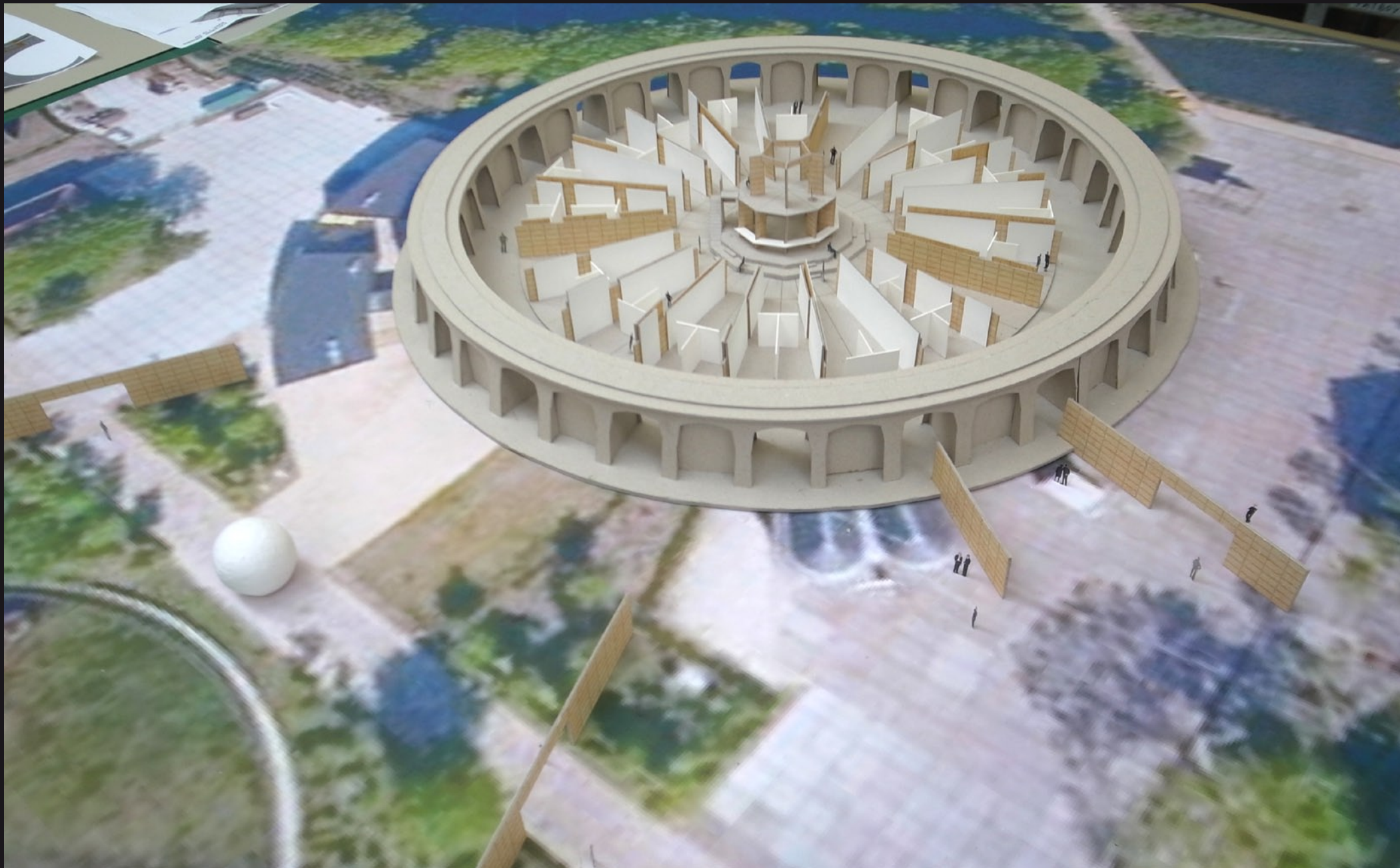


# Fair Ground





# Fair



# Unseen Collection



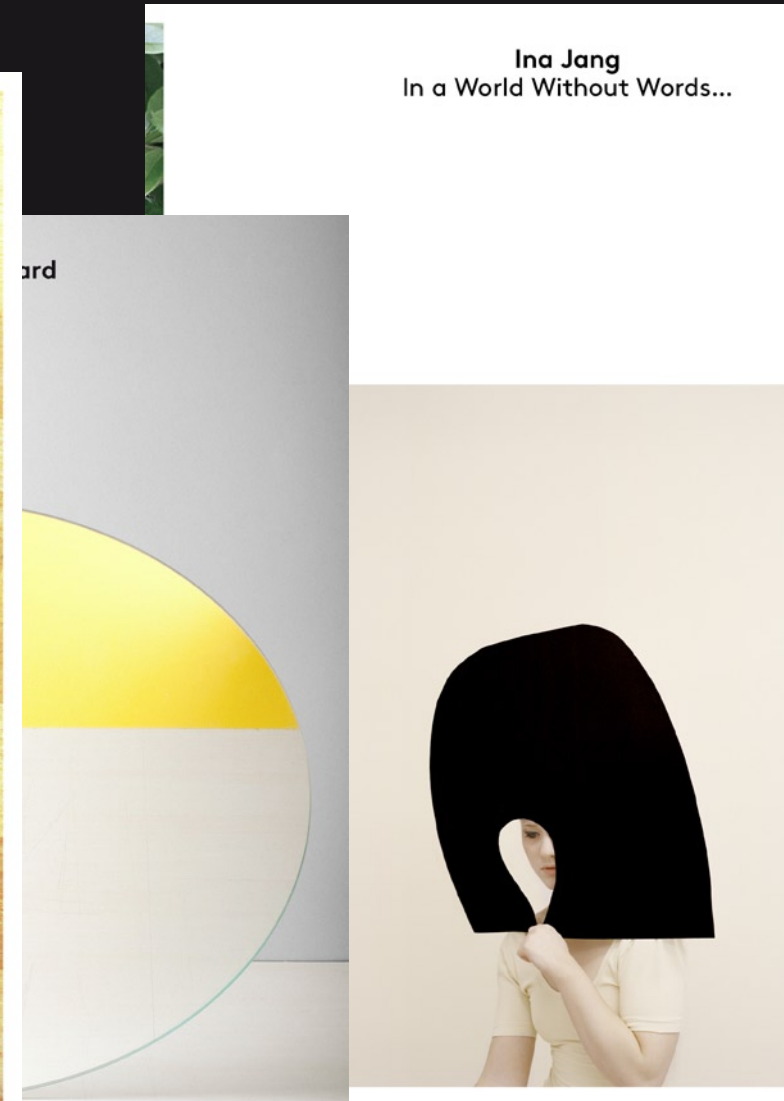
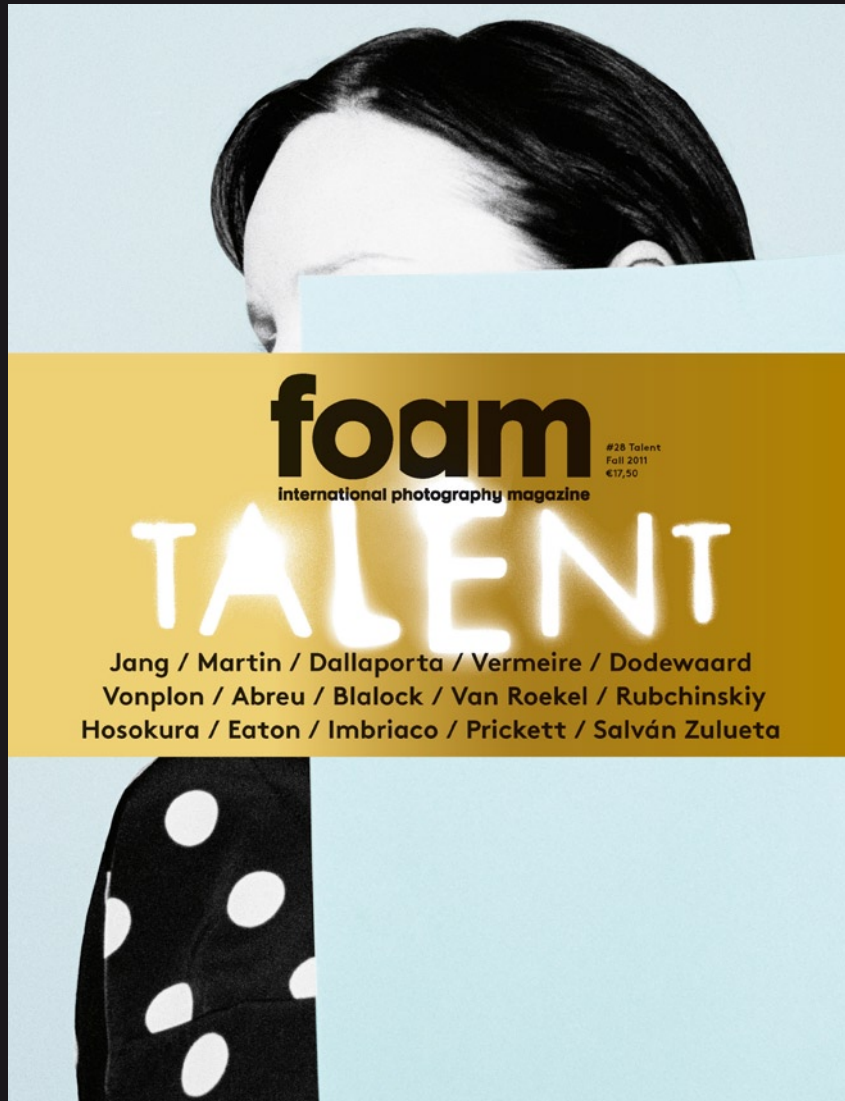
The Incident of Self, Fig. 2, 2000  
Mixed media, installation

# Collectors Program





# Foam Magazine Talent





# Print Fair





# Portfolio Viewings





# Amsterdam Unseen City Guide + Passepartout



# We are Unseen

Unseen is initiated by:

- × Foam
- × Platform A
- × Vandejong

Official partner:

- × Westergasfabriek