

Press Release: April 18, 2012

Blockbusterfonds supports Unseen

Unseen chosen by new fund

Unseen is pleased to announce the financial support of a new private fund, the Blockbusterfonds, for the inaugural 2012 edition. Unseen, a joint venture between Foam, Platform A and Vandejong, is a new international fair for 'unseen' contemporary photography. Unseen provides a platform for galleries focusing on new developments, young photographic talent and new work by known photographers. The Blockbusterfonds is a new private fund that will financially support large cultural events and exhibitions.

Unseen, 'a fair with festival flair,' will take place in Amsterdam's Westergasfabriek from 19-23 September. In addition to the fair, Unseen is developing a unique accompanying programme for a diverse national and international public. With the help of the new fund and a further collaboration with the Westergasfabriek, Unseen can now realize its international ambitions. Unseen will extend the programme from the Gashouder building and the Transformatorhuis to the Zuiveringshal West, Openbare Verlichting and Machinegebouw. As a result, the fair and its accompanying programme will spread over the entirety of the Westergasfabriek grounds. This dynamic accompanying programme will appeal not only to (professional) collectors and first-time buyers, but also to the general public.

Unseen

Unseen, the new international photography fair, will give new contemporary photography the platform it deserves. It brings together galleries focusing on new developments, young photographic talent and known photographers presenting new work. Unseen is 'a fair with festival flair' and has developed a unique accompanying program for a diverse public of international collectors and photography lovers, nationally and internationally. The 'festival flair' on the Westergasterrain grounds contributes to the appeal of Unseen: the visitor will be inspired by contemporary photography, additional photography exhibitions and a host of documentaries and films. In addition, a fair for independent photography book and magazine publishers, Offprint, will take place at Unseen.

The special collaboration with the Blockbusterfonds provides Unseen the unique opportunity to realize its international ambitions. The fund has chosen to support Unseen due to its innovative character and potential to attract large audiences on regional, national and international levels.

01 / 02

Marloes Krijnen, co-director of Unseen and director of Foam: "It is fantastic that the Blockbusterfonds has chosen to support Unseen. The confidence of various parties, united in the new fund, will allow us to strengthen Unseen as a strong cultural brand from the inaugural 2012 edition. With the contribution of the fund, Unseen can enrich the programme and become more visible internationally, providing a strong home base and attracting a larger international public."

Unseen is a joint venture of Foam (Fotografiemuseum Amsterdam), Platform A (office for cultural development) and Vandejong (branding agency).

For more information, visit www.unseenamsterdam.com.

Unseen has partnered with the Westergasfabriek and the City of Amsterdam.

Dutch press contact
Noni May Betcke
noni@foam.org
Tel: +31 (0) 551 6500