



PRESS RELEASE | Amsterdam, 12 April 2016

5th edition Unseen Photo Fair

Amsterdam will be centre of contemporary photography again in September 2016

Unseen is the international photography fair and festival focused on new photography. The fifth edition will yet again showcase a top list of over 50 galleries and the latest work of more than 150 artists, plus a full onsite programme. Last year's fair welcomed over 20.000 international visitors.

Festival

A week before the opening of the central fair at the Westergasfabriek, the second edition of Unseen Festival will start. This festival is located in an area of Amsterdam called the Spaarndammerbuurt. For ten days this neighbourhood bordering the fair site will be buzzing with an engaging programme including exhibitions and various activities.

Photo Fair

Unseen Photo Fair will take place at Amsterdam's Westergasfabriek from the 23rd to the 25th of September. With 53 international galleries, Unseen Photo Fair highlights the most recent developments in contemporary photography by presenting emerging talent and unseen work by established artists (such as for example Isaac Julien, Anton Corbijn, Antoine d'Agata and Zanele Muholi). The on-site fair is a place for the exchange of dialogue, artistic expression and ideas, and includes a full programme with lectures, debates and a book market, where professionals and photography enthusiasts can meet.

Campaign Artists: Christto & Andrew

Over the past years, Unseen has established a tradition of inviting talented artists to create the annual Unseen campaign images. Unseen is pleased to announce that the Unseen 2016 campaign artist will be the artist-duo Christto & Andrew. Christto Sanz & Andrew Weir (b.1985, Puerto Rico, b. 1987, South Africa) have been commissioned to create the Unseen campaign which will be launched in the coming months. Together they create highly-stylised, colourful, staged images that explore the construction of identity in contemporary society. Past Unseen campaign artists have been Viviane Sassen (2013) and Lorenzo Vitturi (2014).

Unseen Festival 16 - 25 Sept - Spaarndammerbuurt, Amsterdam

Unseen Photo Fair 23 - 25 Sept - Westergasfabriek, Amsterdam

www.unseenamsterdam.com

Founding Partners

Unseen was founded by Foam Fotografiemuseum Amsterdam, office for cultural business development Platform A, and Vandejong Creative Agency.

Editor's Note: For more information and imagery please check <http://unseenamsterdam.com/press-releases> or contact the Unseen Press Office: Merel Kappelhoff +31(0)20 5516500 / pressoffice@unseenamsterdam.com

Participating Galleries 2016 (confirmed so far) include:

A.I (UK)	Martin van Zomeren (NL)
Ag Galerie (IR)	METRONOM (IT)
Alex Daniëls - Reflex Amsterdam (NL)	Mirko Mayer Galerie (DE)
Anita Beckers (DE)	Nicola von Senger (CH)
Catherine Clark Gallery (USA)	Parrotta Contemporary Art (DE)
Christophe Guye Galerie (CH)	Ravestijn Gallery (NL)
CINNNAMON (NL)	Ron Mandos (NL)
Dürst Britt & Mayhew (NL)	Seelevel (NL)
East Wing (UAE)	Seen Fifteen (UK)
Flatland Gallery (NL)	South Kiosk (UK)
Flowers Gallery (UK)	Stevenson (SA)
Francis Boeske Projects (NL)	Stieglitz19 (BE)
G/P Gallery in association with Rin Art (JP)	Stigter Van Doesburg (NL)
Galerie Bart (NL)	tegenboschvanvreden (NL)
Galerie Fons Welters (NL)	The Photographers' Gallery (UK)
Galerie Juliette Jongma (NL)	TORCH (NL)
Galerie Les Filles du Calvaire (FR)	Webber Gallery Space (UK)
Galerie van der Mieden (BE)	
Galerie Wouter van Leeuwen (NL)	Partners
Grundemark Nilsson Gallery (DE/SW)	Blockbusterfonds
Ibasho (BE)	Prins Bernhard Cultuurfonds
Kahmann Gallery (NL)	VSF Fonds
Kana Kawanishi (JP)	VandenEnde Foundation
Kehrer Gallery (DE)	BankGiro Loterij
Kopeikin Gallery (USA)	ING
Kristof De Clercq Gallery (BE)	Westergasfabriek
LhGWR (NL)	Gemeente Amsterdam
	And many more