

PRESS RELEASE | Amsterdam, 2 June 2016

Unseen launches campaign image

Introducing the 2016 campaign image by photographic duo
Christto & Andrew

Unseen is proud to present the first campaign image for the fifth edition of Unseen, created by the artistic duo Christto & Andrew. The campaign is the result of an exciting collaboration between Christto Sanz (Puerto Rico, 1985), Andrew Weir (South Africa, 1987) and Unseen, a fair and festival embracing new photography.

The duo is no stranger to Unseen. At Unseen Photo Fair 2015, Christto & Andrew had a solo presentation of their work "Glory of the Artifice", presented by East Wing Gallery.

Christto & Andrew live and work in Qatar. While they both hail from different places in the world, they have an unconventional approach towards the country and its customs. The duo is enormously fascinated by the rapid changes Qatar is experiencing. Shimmering skyscrapers are mushrooming, the focus lies on innovation and technical development and the Qatari are seemingly obsessed by the future. This forms the basis of Christto & Andrew's campaign for Unseen. In their work, the artists amusingly play with the sensational fictions that the West projects on Qatar. Bright colours and intriguing characters put in overly staged scenes immediately draw the viewer's attention. Simultaneously, symbolism is deeply embedded within their images. These symbols, such as the falcon and the crystal ball, are subtle nods towards life in Qatar and refer to the tension between tradition and modernity that can be found there. These ingredients all come together in the eye-catching campaign created by the duo for Unseen.

Christto & Andrew: *"Our images use objects and characters to change certain fictions, inviting viewers to reflect upon stereotypes and the commercialisation of culture, as well as the ways in which photography can represent those things, in a humorous way."*

Impressive list of participants

For its fifth edition, Unseen once again presents an impressive list of galleries and artists, with 53 galleries from all over the world presenting new work. Returning galleries include Gallery Kopeikin (US) with **Kevin Cooley**; Stevenson (SA) with **Zanele Muholi** (SA) and **Viviane Sassen** (NL); and Christophe Guy Gallery (CH) with **Rinko Kawauchi** (JPN) and **Stephen Gill** (UK). Present Dutch galleries are amongst others: Martin van Zomeren with **Katja Mater** (NL); Ron Mandos with **Isaac Julien** (UK); and Stigter van Doesburg with **Elsbeth Diederix** (NL). Unseen also welcomes several new galleries, such as Catharine Clark Gallery (US), Seen Fifteen (UK), RocioSantaCruz (ES) and tegenboschvanvreden (NL).

Unseen Premieres

As in previous years, Unseen's visitors can eagerly anticipate the exclusive Unseen Premieres, which are presented during the fair. Premieres are photographic works that have never been seen before at any gallery, institute or fair. For its fifth edition, Unseen will present Premieres by **Roger Ballen** (US), **Christiane Feser** (DE), **Antoine d'Agata** (FR) and many others.

The on-site programme

Complementing the fair, Unseen organises a diverse on-site programme which includes debates, presentations and conversations about current themes that feature leading speakers from the international photography scene. Additionally, it comprises round-table discussions on themes such as photography platforms in Africa, the future of the photographic portrait, and craftsmanship in photography. Speakers include **Simon Baker** (Senior Curator Photography Tate Modern, UK), **Azu Nwagbogu** (Director Lagos Photo Festival, NG), **Jan Hoek** (artist, NL) and **David Campany** (author and curator, UK), amongst others. The Unseen Book Market also returns this year with more than 60 international publishers presenting their newest photo books and numerous artists organising book signings. Exciting artistic projects will also be included on-site involving an array of international artists.

UNSEEN PHOTO FAIR 23 – 25 SEPTEMBER

UNSEEN PHOTO FESTIVAL 16 – 25 SEPTEMBER

www.unseenamsterdam.com

Founding partners

Unseen was founded by partners Foam Fotografiemuseum Amsterdam, Office for Cultural Business Development Platform A, and Vandejong Creative Agency.

Editor's Notes

Bio Christto & Andrew

Christto and Andrew's practice evolves as a symbiotic process strengthened by a cross-pollination of their differing backgrounds. Christto Sanz (1985) received a BA from the School of Fine Arts, Puerto Rico, before completing his Master's in Visual Communication & Photography at Elisava in Spain. Andrew Weir (1987) holds a BBA from Universtitat Ramon Llull in Spain, and is currently completing an MA in Museum & Gallery Practice at University College London's branch in Qatar. Together, the two produce photography, mixed media objects and videos that explore social identities, the media and reinterpretations of history.

Unseen makes documentary

Unseen is currently making a documentary about Christto & Andrew's work in Qatar, which will be presented in September during Unseen Photo Festival, as well as on the Unseen website.

New website and early bird tickets

This month Unseen launches its new website. A special offer for discounted tickets is available now until the 30th of June. For more info, please visit:

www.unseenamsterdam.com/practical-information/tickets

Press info

Press accreditation will open on the 1st of July 2016 at

www.unseenamsterdam.com/press

For more information and imagery, please visit

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