

Press release | Amsterdam, 10 August 2016

## UNSEEN PUBLISHES ITS THIRD MAGAZINE

[Unseen](#) is proud to present the third issue of Unseen Magazine. Published once a year in conjunction with Amsterdam's Unseen Photo Fair & Festival (which takes place in September), the magazine expands on the critical dialogue surrounding the fair. Unseen Magazine is an international publication, which explores new developments in contemporary photography. With a particular focus on young and emerging artists, Unseen offers a broad and experimental approach to the medium of photography. In 250 colourful pages, Unseen Magazine features a rich and discursive compendium of essays, articles and conversations, including over 50 interviews with artists participating in the fair this year.

**Aaron Schuman** (writer and artist, UK) explores the blossoming language of photography, **Oliver Whitehead** (Curator at The Photographer's Gallery, London, UK) and **Elizabeth Cotton** (writer and educator in the field of mental health, UK) work towards a dialogue between photography and psychoanalysis, and two online curatorial platforms present examples from the project *The Association Game*: a new series of image-based conversations, where artists respond to each other's work with images. Additionally, **Bruno Ceschel** (Founder Self Publish Be Happy, UK) introduces his project on photography and Augmented Reality, **Fred and Laura Bidwell** (owners of the Transformation Station, US) talk about their role as both collectors and curators, **Ashleigh Kane** (Arts & Culture Editor at Dazed, UK) investigates different portrayals of the self in the modern age of the selfie, and much more.

**Emilia van Lynden, Editor-in-Chief of Unseen Magazine:** *"We are extremely proud of the third issue of Unseen Magazine. It's become a strong publication, reflecting on the different approaches emerging artists have to the medium. The magazine alone really is a must-have for the photography lover, but it's also a key addition to this year's Unseen Photo Fair & Festival, giving different insights into this ever changing art form. After a night of flicking through the pages you'll be even more prepared for your visit to Unseen in September. I hope many visitors will do just that!"*

### Where & When

Unseen Magazine is available from the end of August in selected shops around the world, distributed by Idea Books and will be for sale at Unseen Photo Fair for 10€. The magazine can also be bought online.

**UNSEEN PHOTO FAIR 23 – 25 SEPTEMBER**

**UNSEEN PHOTO FESTIVAL 16 – 25 SEPTEMBER**

[www.unseenamsterdam.com](http://www.unseenamsterdam.com)

### *Founding partners*

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

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### **Editor's note**

#### **Unseen Magazine Launch Party Issue #3**

The festive launch of the third edition of Unseen Magazine will be held on August 18th at 18h00 in The Hoxton, Amsterdam. Please RSVP to [magazine@unseenamsterdam.com](mailto:magazine@unseenamsterdam.com) by Monday 15th of August if you would like to attend what promises to be an eventful evening in the company of artists, art professionals and general art lovers.

#### **Unseen Photo Fair**

Unseen Photo Fair is the annual international photography fair focused on new photography, which takes place from 23-25 September at the Westergas area in Amsterdam. 53 international galleries present the latest work of more than 150 artists. Additionally, the on-site fair is a place for the exchange of dialogue, artistic expression and ideas, and includes a full programme with a lot of interaction, debates and a book market.

#### **Unseen Photo Festival**

Unseen Photo Festival is a 10-day celebration of photography throughout the whole city of Amsterdam. From 16-25 September, Unseen collaborates with many of the city's cultural institutions, artists, and initiatives using photography in innovative and unconventional ways. This year, the heart of the festival lies in the Spaarndammerbuurt, with as its main location Museum Het Schip.

For more information & images please visit [www.unseenamsterdam.com](http://www.unseenamsterdam.com) or contact the Unseen Press Office:

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To apply for **press accreditation**, complete the form on Unseen's [website](#).

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