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GROLSCH UNSEEN RESIDENCY: A new partnership that encourages photographic talent to challenge and inspire

Unseen and Grolsch are delighted to announce their new multiannual partnership. A key element of this partnership is the launch of the [Grolsch Unseen Residency](#). An international jury will – together with the public – choose one creative leader from Unseen’s exhibiting premiere artists of 2016. The winner will receive a two-month scholarship for the first *Grolsch Unseen Residency*, which will start in London. The resulting artwork will be shown in a special exhibition during Unseen Photo Fair & Festival 2017.

Unconventional approach

Grolsch and Unseen have formed a partnership to encourage emerging artists to look at the urban environment with fresh eyes. Both partners share a common perspective – that you have to challenge conventions if you want to create something new and surprising.

For [Grolsch](#), the habit of doing things differently has been part of its beer and brand DNA for 400 years. Its tradition of thinking unconventionally to make life – and beer – a bit better is revealed in the distinctive double-hop beer and iconic swing-top bottle.

For [Unseen](#), it’s in encouraging established and emerging artists to explore, see and capture the world in unexpected ways through using the photographic medium.

Grolsch Unseen Residency

Launching at the 2016 Unseen Photo Fair & Festival, the Grolsch Unseen Residency will award one artist a two-month scholarship over the winter/spring period. The 2017 residency will be held in London, where the artist will be working closely with professional photographers and other leaders of the local creative industry on a new body of work with an unconventional approach to the urban creative landscape. The project will be documented online, giving an insight into the process and a glimpse of the end result, which will be unveiled at the Unseen Photo Fair & Festival in 2017.

Ronald van Amerongen, Grolsch Global Brand Director, says about the collaboration: *“We are delighted to partner with Unseen Photo Fair in setting up this residency. Grolsch has always supported creative culture and has a legacy of collaborating with creative leaders in the world of art, film and photography. This*

new partnership perfectly highlights our mission to encourage unconventional thinking and to celebrate the progress creativity brings.”

Rixt Hulshoff Pol, Director of Unseen: *“Setting up this residency with Grolsch is really phenomenal. Especially since we both want to support artists by offering them time, tools, training and international visibility for the longer term.”*

International jury

The international jury that selects the nominees consists of **Jenny Nordquist** (Artistic Director, Landskrona Foto Festival, SE), **Karin Andreasson** (Picture Editor, *The Guardian*, SE) and **Alison Nordström** (curator, US).

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 note

Press accreditation for Unseen Photo Fair & Festival is now open and is mandatory. Please apply before the 12th of September via the form available on the [website](#).

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 Spaarndammer neighbourhood, with as its main location Museum Het Schip.

Grolsch

[Grolsch](#) is a premium beer brand from the Netherlands. Established in 1615 in the east of the Netherlands, it is now enjoyed in more than 70 countries around the globe. Grolsch is well known for its iconic swing-top bottle and its recipe, invented in 1658, that uses not one, but two types of hop for a vibrant taste and crisp finish.

For more information & images please visit www.unseenamsterdam.com or contact the Unseen Press Office:

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