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UNSEEN ANNOUNCES FESTIVAL PROGRAMME

Renowned artist Anton Corbijn guest curates special festival exhibition

Unseen is proud to announce the new edition of Unseen Photo Festival. From 16 to 25 September, Amsterdam is the place to be for every photography lover in the Netherlands and further afield. Unseen collaborates with cultural institutions, academies, photographers and artists, as well as local neighbourhood initiatives that take place throughout the city, in order to present photography in a distinct and unconventional way. In addition, unique programmes will be presented at several locations in the Spaarndammerbuurt; such as an exhibition curated by Anton Corbijn; a spectacular presentation in an outdoor pool by campaign artists Christto & Andrew; an exhibition with contemporary Japanese photography in collaboration with Panasonic/LUMIX; and much more.

The Heart of the Festival

This year, the heart of Unseen Photo Festival lies in the Spaarndammerbuurt. Not only is this neighbourhood located next to the Westergasfabriek-area, where Unseen Photo Fair takes place, it's also one of the most beautiful old districts of Europe, where the factory workers of Amsterdam used to live. Now, the neighbourhood is known for its world famous Amsterdam School architecture, which celebrates its 100th anniversary in 2016.

Het Schip

The main location and base for Unseen Photo Festival is Museum Het Schip. In July 2016, a new wing opened in the museum: the school. The main exhibition of The Schip presents the artisanal side of the Amsterdam School. Unseen will build on a theme that touches upon this special location and also follows a current trend in contemporary photography: craftsmanship. In addition to the special exhibition that will be presented here, there will be a Collecting Course, in cooperation with Foam, and visitors can enjoy a lovely festival lunch at the festival cafe.

Anton Corbijn: Guest Curator Exhibition on Craftsmanship in Photography

From 16 to 25 September Unseen presents the exhibition *TOUCHED – Craftsmanship in Contemporary Photography*, curated by internationally renowned Dutch photographer and film director Anton Corbijn. The exhibition shows the work of twelve international photographers to provide an exclusive insight in the way contemporary artists employ artisanal photographic processes or use photographic prints to create unique objects. In contemporary photography, one sees a growing tendency for craftsmanship and unicity as a response to the present-day digitalization and mass production of images.

TOUCHED reflects on this important development and brings together exclusive work by mostly young artists who are increasingly making a name for themselves. Simultaneously, the exhibition demonstrates the richness and variety of contemporary photography. *TOUCHED – Craftsmanship in Contemporary Photography* is part of the Unseen Photo Festival and will be on display in Museum Het Schip in the Spaarndammerbuurt. *TOUCHED* will present the work of **Dirk Braeckman, Antony Cairns, Gerard Fieret, Adam Jeppesen, Paul Kooiker, Susanna Kraus, Thomas Mailaender, Nerhol, Taiyo Onorato & Nico Krebs, Miroslav Tichý** and **Daisuke Yokota**.

Exhibition Christto & Andrew: The Politics of Sport

The outdoor pool, the Brediusbad in Amsterdam, features Unseen's campaign artists Christto & Andrew, who present a special exhibition called *The Politics of Sport*. Sport touches the lives of millions all over the globe, uniting local communities, cities and nations. However, as with any colossal business, rules are often tampered with or broken. When we watch sports, is what we see what we get, or is there a background story that is intentionally hidden from the viewer to create a false impression? Christto & Andrew have researched this phenomenon within their country of residence, Qatar: a country known to host major sports events, but with a significantly smaller cultural sports tradition than the West. Christto & Andrew explore the role politics plays within the world of sport.

The Spaarndammerbuurt: Japanese Photography, Artists' Recipes and Selfies

As well as the festival base at Het Schip and the Brediusbad, which will be occupied by Unseen's campaign artists, other special exhibitions and events have been organised at numerous unique locations in the Spaarndammerbuurt. Josilda da Conceição Gallery presents an exhibition of young contemporary Japanese photographers, in cooperation with Panasonic/LUMIX. These innovative artists, who include **Fumi Ishino, Harumi Shimizu** and **Hideyuki Ishibashi**, are completely free of history or hierarchy, mixing analogue technology with digital and moving freely between globalism and localism, to create a refreshingly new photographic narrative of their own. Other events feature presentations and workshops around the so-called Do-It-Yourself-Photo-Zines, in collaboration with Foundation Rekult in the OBA library Spaarndammerbuurt; Artists' Recipes in the neighbourhood restaurant Hembrug & Zaandammer from 22 to 25 September; a selfie project collaboration led by a professional photographer with residents of the De Bogt retirement home and teens from De Pit; and much more.

The City: Cultural Institutions in Amsterdam Present Photography

The Unseen Photo Festival takes place throughout the whole of Amsterdam. In addition to a programme of activities at the heart of the festival in the Spaarndammerbuurt, a festival ticket gives free access or a discount for many cultural institutions that collaborate with Unseen. All of these institutions are presenting special exhibitions showing contemporary photography, including the exhibition *Celluloid* in **Eye Filmmuseum**, with work from Tacita Dean, João Maria Gusmão & Pedro Paiva, Rosa Barba and Luis Recoder & Sandra Gibson; the exhibition *Horseday* by Mohamed Bourouissa in the **Stedelijk Museum**; and the exhibition *The Ultimate Sailor* by Koen Hauser, Jan Hoek, Marie-José Jongerius and Aisha Zeijpveld in **The Scheepvaartmuseum**.

Additionally, it's often possible to take part in lectures, guided tours or other special events, such as music performances or film screenings related to the different exhibitions. A boat ride from The Scheepvaartmuseum to the Spaarndammerbuurt is one of these special activities. During the first weekend of the festival, visitors can have their portrait taken at **Felix Meritis** by master photographer Koos Breukel (NL) in *Studio Aleppo*. A photo studio and exhibition that acts as an homage to people who have seen their own living environment destroyed by violence and fled to Amsterdam, *Studio Aleppo* brings old and new inhabitants of Amsterdam together.

Participating institutions include: **de Appel, de Brakke Grond, Castrum Peregrini, Eye Film Museum, Felix Meritis, Foam, Framer Framed, Huize Frankendael, Huis Marseille, Jewish Historical Museum, Melkweg, Scheepvaartmuseum, Stedelijk Museum, Pakhuis de Zwijger** and **World Press Photo Foundation**.

An overview of all participating institutions and their exhibitions can be found at www.unseenamsterdam.com/photo-festival/cultural-institutions

UNSEEN PHOTO FESTIVAL 16 – 25 SEPTEMBER

UNSEEN PHOTO FAIR 23 – 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

The complete programme of Unseen Photo Festival will be available from mid-August at www.unseenamsterdam.com/unseen-photo-festival. For more details, contact the Unseen Press Office:

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