

Foam to become content partner of Unseen

Foam Talent exhibition and Unseen Talks presented by Foam



Photo: Gashouder, Westergas Amsterdam

The Unseen photography festival to be held from 18-20 September at the Gashouder in Amsterdam has entered into an intensive partnership with the Foam Photography Museum in Amsterdam. As content partner, Foam will make sure that Unseen remains in the spotlight as the leading showcase for the latest developments in photography. In line with this, the museum will be holding a seat in Unseen's international advisory committee, presenting the *Foam Talent* exhibition at the Transformatorhuis, located adjacent to the Gashouder, and organising the *Unseen Talks*.

Foam was involved in the creation of Unseen nine years ago. As one of the founders, the museum was affiliated with Unseen until 2016. After the 2016 edition, Foam withdrew from the partnership. Unseen went bankrupt last February and Art Rotterdam, the contemporary art fair that had just finished its 21st edition, took over management of Unseen.

Nynke de Haan, Managing Director of Foam: *"We very much look forward to our renewed partnership with Unseen and are activating our international network of artists, curators and collectors to once again make Unseen an unparalleled showcase for new photography."*

Foam Talent exhibition

During Unseen, the 700 m²-large Transformatorhuis on the grounds of the Westergasfabriek will be the stage for the annual *Foam Talent* exhibition. This exhibition presents the work of twenty young artists from around the world that were scouted by Foam during the annual Talent Call organised by the international Foam Magazine.

Marcel Feil, Artistic Director at Foam: *"Unseen is the result of the ambition to give young photographers and their representing galleries a voice and create a platform where both collectors and a large audience can get acquainted with unique and innovative photography. We continue to pursue these goals in the museum in Amsterdam through our talent development programmes and international exhibitions. The new management of Unseen supports these objectives, as a result of which a partnership is both natural and logical."*

Unseen Talks

Foam is organising the lecture programme *Unseen Talks*, which will also be held in the Transformatorhuis. During this programme, various exhibition makers and artists will talk about the latest developments in photography. Foam is putting together the programme and inviting a number of museums to collaborate in the dialogue. Like the *Foam Talent* exhibition, *Unseen Talks* has an open format and no admission fee.

Coronavirus

The management team of Unseen is monitoring the Coronavirus situation closely. Priority is given to the health of visitors, artists and gallery owners at all times. At present, the management of Unseen is assuming that the talks will still be held in September. Any changes will be announced immediately.

About Unseen

Unseen is the leading international platform dedicated to contemporary photography. By focusing exclusively on new developments in the world of photography, Unseen strengthens the careers of pioneering artists. Unseen offers a platform to both up-and-coming and established photographers and shares the stories of the world's most interesting artists, the 'change makers' of tomorrow. Since January 2020, the Unseen photography fair has been under the management of Art Rotterdam and GalleryViewer.com. The next edition will be held from 18-20 September 2020 at the Gashouder at the Westergasfabriek in Amsterdam. Fons Hof, director of Art Rotterdam, the most important Dutch fair for contemporary art, will be serving as the director of the upcoming edition of Unseen.

Not for publication: for more information, requests for interviews and images free of rights, contact Coebergh Communicatie & PR, Arabella Coebergh, Leidsegracht 38-40, 1016 CM Amsterdam, T (020) 470 87 87 and E arabella@coebergh.nl

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