



Roderick van der Lee appointed new director of rejuvenated Unseen

Roderick van der Lee is appointed as new director of Unseen Amsterdam. In 2012, Roderick was one of the three original directors of Unseen and is now returning for the ninth edition, to be held from Friday, 17 September through Sunday, 19 September 2021 at Westergas. "After having headed international photography projects in Paris and London in recent years, the value and importance of Unseen has only become clearer: this event is a leading global platform for the discovery and collection of innovative photography. As both initiator and co-founder of Unseen, it's fantastic to be back. I look forward to working with the highly experienced team of Art Rotterdam and GalleryViewer.com and, together with Foam as content partner, to offer a platform for the best galleries showcasing developments in contemporary photography. As far as I am concerned, this is the dream team that is guaranteed to make Unseen a successful powerhouse."



Vision for the future

In light of recent developments, Van der Lee emphasizes the importance of the galleries and high quality: "The platform will once again be the most important focus and the participating galleries the cornerstone of the event. What will remain the same, partly thanks to a strong new selection committee, will be the high level and international diversity of the presentations. In terms of visitors, we're aiming for more significant presence of international collectors and curators."

Brett Rogers, Director of The Photographers Gallery in London: "As loyal participants of Unseen, we have always had great admiration for the original, innovative and accessible manner in which Roderick van der Lee highlighted the photography and collection aspect when still in charge. In the meantime, we've worked with Roderick in both London and Amsterdam and our appreciation of his future-oriented and creative vision has only increased. We're curious to see the heights to which he will take the 2021 edition!"

Unseen Amsterdam
Unseenamsterdam.com



Westergas | Klönneplein | 1014 DB | Amsterdam
Friday, 17 September through Sunday, 19 September 2021

Note for the editor: For further information, interview requests and copyright-free images, please 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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