

Unseen Amsterdam 2021: Boundary breaking photography

Ninth edition with full focus on fair



(c) Thorsten Brinkmann / Hopstreet Gallery



(c) Marco Maria Zanin / Spazio Nuovo



(c) Lisandro Surriel / Chrysalid Gallery

From 17th through 19th September 2021, Unseen Photo Fair will take place in the industrial surroundings of Westergas culture park again. After several years of experimentation in form - an extended festival, a magazine and an online platform - Unseen will return to its original form again, the fair. The enthusiasm and energy among participating galleries is palpable, as Unseen will be the first international presentation in a long time for many, who have reserved significant presentation especially for the fair.

Two new sections added to the fair

To replace the festival exhibitions of the past, Unseen 2021 will add two brand new sections to the fair: Past/Present and Unbound. These sections will look towards the origins of photography, and beyond its horizon. The new elements will also underline the strong curatorial agenda of the fair and the committed relationship towards exhibiting galleries.



(c) Michael Somoroff / Galerie Julian Sander



(c) August Sander / Die Photographische Sammlung/SK-Stiftung Kultur - August Sander Archiv, Keulen - Courtesy of Galerie Julian Sander

Past/Present

For the first time in its existence, Unseen will allow vintage work from before the year 2000 on to the fair. A small selection of highly curated presentations is designed to show a clear and direct, themed dialogue between historic or vintage photographs and the work of contemporary artists. For instance, German gallery Julian Sander will show historic work from one of the most important bodies of work in photographic history, 'People of the 20th Century' by German master photographer August Sander, alongside a contemporary photographic vision on the works by New York artist Michael Somoroff.



(c) Maarten Baas / Galerie Ron Mandos

Unbound

With Unbound, Unseen commits further to breaking the boundaries of conventional photography and exploring beyond the traditional two-dimensional photographic print through large scale installations that cross over into installation art, video art, digital art, sculpture and other art forms. The new section will show a curated selection of freestanding monumental projects in the 700m² Transformatorhuis hall of the fair.

Online Catalogue [GalleryViewer.com](https://www.galleryviewer.com)

The online catalogue for the fair will be launched on Unseen and [Art Rotterdam](https://www.artrotterdam.com)'s own online gallery platform. Alongside all the exhibited artworks with pricing, the online catalogue will also include extensive background articles and features on the artwork, artists and exhibiting galleries. An informative online catalogue has become an important addition to physical fairs, and essential tool in the acquisition process for many buyers. [Galleryviewer.com](https://www.galleryviewer.com) is the largest online contemporary art and photography platform in the Netherlands and Belgium, and as such provides unparalleled digital access to the region.



Gashouder, Westergas Amsterdam

About Unseen Amsterdam

Unseen is the premiere international art fair dedicated to developments in contemporary photography. The fair is known for its intimacy and strong curatorial agenda, and draws exhibitors, collectors and professionals from all over the world. Since 2020 Unseen has been under the new ownership of contemporary art fair Art Rotterdam and [GalleryViewer.com](https://www.galleryviewer.com), and sees the return of co-founder Roderick van der Lee as it's Executive Director after having worked in Paris and London. The upcoming edition of Unseen will take place from Friday 17th September to Sunday 19th September, with a private preview on Thursday 16th.

Participating Galleries

See: [Unseenamsterdam.com/en/participants/](https://www.unseenamsterdam.com/en/participants/)

The exhibiting galleries for Unseen 2021 will be announced June 2021

Selection Committee

Azu Nwagbogu, Founder/Director of African Artists' Foundation and Lagos Photo
Brett Rogers, Director of The Photographers Gallery
Claartje van Dijk, Head of Exhibitions at FOAM
Joachim Naudts, Artistic Coordinator at Kunsthal Extra City
Kathlene Fox-Davies, Black Box Projects
Ron Mandos, Galerie Ron Mandos
Narda van 't Veer, The Ravestijn Gallery

Unseen Amsterdam

[Unseenamsterdam.com](https://unseenamsterdam.com)

More details about the full 2021 program can be found here from June 2021

Westergas | Klönneplein | 1014 DB | Amsterdam

Friday, 17 September	11.00 - 21.00
Saturday, 18 September	11.00 - 19.00
Sunday, 19 September	11.00 - 19.00

[Tickets](#)

Online day ticket: € 22,50 p.p.

A time slot applies for a visit to Unseen Amsterdam

Tickets & time slots can only be booked online in advance

Available from mid-July via: [Unseenamsterdam.com/#tickets](https://unseenamsterdam.com/#tickets)

Starttime per half hour

Press

Press accreditation can only be booked online in advance via Arabella Coebergh

arabella@coebergh.nl



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Not for publication: for information, interview requests and 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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