

FUTURES

Futures and Melkweg Expo announce photography festival in Amsterdam

Futures and Melkweg Expo proudly announce the photography festival *HYBRIDS: Forging New Realities as Counter-Narrative*. After a fully digital event in 2020, this edition will take place both offline and online from 10 September to 17 October 2021. The physical programme is organised at Melkweg Expo, in Amsterdam (NL), and combines exhibitions, talks, meetings, workshops and curatorial tours.

Co-funded by the Creative Europe programme of the European Union, the festival brings together the work of over 70 artists and the expertise of the 13 European photography institutions that are part of the platform. This year's programme unfolds the main theme *HYBRIDS: Forging New Realities as Counter-Narrative* by investigating how our reality is challenged by artistic experimentation and counter-narratives. More details about the festival will be announced soon.

MAIN THEME

After a year of reckoning come and gone, in 2021 reality is anything but in balance. Waves of counter-narratives continue to bloom and subvert our knowledge base, flooding the frameworks that once navigated our senses of being and belonging. Driven by the fusion of the physical and virtual realms – Europe now watches as a young generation of makers attempt to foster a new cultural literacy; searching, breaking, and reworking their mediums and conceptual moulds.

But can we define a direction in all this disorder? Within this climate of hybrid experimentation, we are witnessing the forging of new realities each day. What new forms of making, narrating and reading are here to stay, and what can we just make out on the horizon ahead?

EXHIBITION

Around 10 artists will explore the main theme in a hybrid exhibition, showcasing their work at Melkweg Expo and in an online environment. The projects were selected through an open call for all the talents who have joined the platform in the past four years. The show is curated by Marina Paulenka (Artistic Director of Organ Vida and former Artistic Director of Unseen). The artists will be announced in July.

TALK PROGRAMME

Together with Futures' 13 member institutions, curator Marina Paulenka will also organise a full programme of panels and artist talks, inspired by the festival theme. Speakers include relevant voices in contemporary photography as well as other significant fields of interest. The talk programme takes place on 16 and 17 September, and will subsequently become available on Futures' website. The full programme will be announced soon.

PUBLICATION

The main theme will also be explored through a publication released after the festival. Edited by the visual artist and educator Salvatore Vitale, the book brings artists, writers and other collaborators together to discuss these significant developments in the field of culture through critical essays, in-depth interviews, artist projects and one commissioned visual essay chosen from among the open-call participants.

HYBRIDS: Forging New Realities as Counter-Narrative

10 September - 17 October 2021

Offline:

Melkweg Expo
Marnixstraat 409
1017 PJ Amsterdam

Online:

futures-photography.com

ABOUT FUTURES

Futures is a Europe-based photography platform bringing together the global photography community to support and nurture the professional development of emerging artists across the world. Since 2017, it aims to add long term value in empowering early and mid-career photographers – launching initiatives to promote their work and granting them access to an unprecedented network of professionals, markets and audiences.

Futures seeks to encourage new and adventurous ways of enhancing the vital relationship between artists and the industry by creating an ecosystem that allows and stimulates cross-pollination, whilst simultaneously becoming the go-to source for emerging photography worldwide. Futures works as a growing international network of influential organisations operating in the field of photography, bringing together a wealth of resources, expertise and talent programmes to pool from. Each year, they nominate a group of rising photography talents to join the platform and co-host a series of events to increase their capacity, mobility and visibility. Synchronously, the platform aims to reveal new and exciting photographic approaches, by celebrating a diversity of stories, encouraging upcoming artists to present their most challenging work, and providing insights into their world and most recent projects.

MEMBERS

Co-funded by the Creative Europe Programme of the European Union, Futures has thus far drawn from and collaborated with a consortium of the following 14 art institutions across Europe to amplify emerging talents in photography: British Journal of Photography (UK), The Calvert Journal (UK), CAMERA - Centro Italiano per la Fotografia (IT), Copenhagen Photo Festival (DK), Void (GR), Tbilisi Photo Festival (GE), FOMU (BE), Fotofestival Lodz (PL), PHotoESPAÑA (ES), PhotoIreland (IR), Photo Romania Festival (RO), Robert Capa Contemporary Photography Center (HU), Eurokleis (IT), Triennial of Photography Hamburg (DE).

ABOUT MELKWEG EXPO

Melkweg Expo is an exhibition space for contemporary photography and a platform for young artists, located in the heart of Amsterdam. With a focus on photography that explores identity, society and pop culture, the exhibition space is also known to occasionally place other forms of visual art alongside photography with conviction. Characterized by a distinctly playful and accessible approach, Melkweg Expo seeks to unveil high quality art – art that is innovative, engaging and inclusive.

Melkweg Expo's main goal is to nurture and promote emerging talent and present them to a broad audience – from admirers of art and photography addicts, to the casual passers-by of the venue's central location and music lovers surfacing from the crowd of a Melkweg concert. Melkweg Expo is open later than most exhibition spaces – until 7 PM – to make spontaneous encounters and confrontations with art possible.

www.melkweg.nl/expo

PRESS

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