

FUTURES

Futures and Melkweg Expo organise photography festival in Amsterdam

Futures and Melkweg Expo proudly present details on the programme for their upcoming festival, which will take place both in Amsterdam (NL) and online. From 10 September to 17 October 2021, *HYBRIDS: Forging New Realities as Counter-Narrative* celebrates the new names of contemporary photography with talks, exhibitions and other activities.

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 Futures 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.

Find out more about the programme below:

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 attempts 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 every day. What new forms of making, narrating and

reading are here to stay, and what can we just make out on the horizon ahead?

MAIN EXHIBITION

Eleven artists will explore the festival's main theme in a hybrid exhibition, showcasing their work at Melkweg Expo and in an online environment, activated by QRcodes. The artists were selected through an open call for all the talents who have joined the platform in the past four years.

Making use of different mediums in dialogue with photography, the projects investigate the impact of technology and knowledge production on humankind and the natural world.

The show is curated by Marina Paulenka (Founder and former Artistic Director of Organ Vida and former Artistic Director of Unseen). Here are the selected artists to the show:

1. Maija Savolainen
2. Hien Hoang
3. Emily Graham
4. Carlos Alba
5. Eva Kreuger
6. Marta Bogdanska
7. Alexey Shlyk
8. Valeria Cherchi
9. Io Sivertsen
10. Lena Dobrowolska & Teo Ormond-Skeaping

At MILK CAFE in Melkweg, the artist Jean-Vincent Simonet will also present a live performance in the opening week of the show. The project 'Mechanical Paintings' will then be featured in an upcoming publication by Futures, to be released this winter.

TALENTS SHOWCASE

Every year, Futures members nominate emerging artists to join the project. As in previous years, these new names in contemporary photography will be introduced in *Futures Talents 2021*. Curated by the platform, this showcase presents 68 talents by exploring themes and inspirations common to their work.

TALK PROGRAMME

Together with Futures' 13 member institutions, curator Marina Paulenka will also organise a 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 be live streamed and subsequently available on Futures' website. For more information, follow up on our social media channels and website.

OTHER ACTIVITIES

The festival is also an opportunity for Futures artists and institutions to meet and share experiences. As in previous years, the programme includes a series of private side events exclusively dedicated to the platform's members.

For example, in 2021, the 68 Futures artists are invited to join the workshop 'Art in Action-Climate and Social Responsibility' by the Co-founder of the Fotofestival Lodz and curator, Krzysztof Candrowicz.

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 connects artists, writers and other collaborators 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. Established in 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

For more information and imagery, please contact:

Celso Filho
press@futures-photography.com
celso@futures-photography.com

Olga Overbeek Victorie
olga@melkweg.nl

Saba Askary
saba@futures-photography.com