



2018-11-30

## Memory and interaction: Unseen Amsterdam 2018

Unseen Amsterdam returned for its seventh edition, from 21 to 23 September 2018 at the Westergasfabriek.

Unseen is the leading platform for contemporary photography. Exclusively focusing on what's new in the photography world, Unseen provides a channel for up-and-coming talent to showcase their work.

### The Fujifilm Faculty

With the aim of opening up new opportunities for emerging artists, and in line with Fujifilm's investigative spirit, Fujifilm and Unseen collaborated to create the Fujifilm Faculty. For its first edition, the Italian collective The Cool Couple – Niccolò Benetton and Simone Santilli – were commissioned to research the nature of Fujifilm through an exploration of processes and people. The collective generated work with a focus on Fujifilm original photo paper and the processes involved, from taking a photo to making the final print.



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## 'A collectivity with a story to tell'

As a sponsor, we gave Unseen a catalogue of questions to be answered by way of video to create an exhibition. Together with Mals Media, a media company located in Amsterdam, they produced a beautiful, emotional video that was shown within the Fujifilm Faculty. The Cool Couple also gave daily workshops to visitors which focused on the emotion of taking a picture: We live in a digital world with thousands of images on our mobile phones – what is the value of a picture and what are your memories of that moment?

During the workshops, several instax moments were captured and collected in a time capsule, which will be placed somewhere on Fujifilm's premises, to be opened in 10 years' time. The aim is to relive the emotion of the very moment the picture was taken.

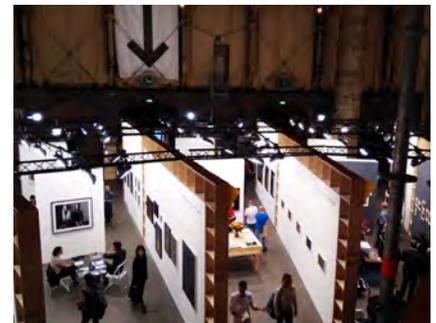
The American collective Coramu was also present, holding daily workshops. We created their GO book on Album Paper XS to showcase photo paper's possibilities.



## Launch of our new photo paper Maxima

Another highlight: On Friday night, we presented our new, ultimate photo paper – Fujicolor Crystal Archive Professional Paper Maxima – within the Fujifilm Faculty. Several professional labs, photographers and the product development team were present at this event.

To sum up: Unseen was a big success for Fujifilm Imaging. We have talked to photographers, students, consumers, international photo labs and curators, all of whom have provided us with inspiring feedback. This is a great way to put photographic paper in the spotlight for all generations.



"You are Your Memories" video: <https://youtu.be/4k5hLTgG9Mg>



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