



2017-11-03

Fujifilm as sponsor for “Unseen Amsterdam”

“Unseen Amsterdam” is a creative event where photographers and galleries show their work. Over 50.00 people visited the fair and more than 50 galleries were showcasing their artwork.

This event attracts artists, semi-pro photographers, amateurs, professional labs, students, galleries and museums interested in art and photography.

Fujifilm Europe sponsored the event to gain more awareness within this market. We were sponsors of the open gallery night and created the 10x15 program booklets printed on our paper Album XS.

We also provided the campaign images that were displayed within the fair. The images are sold in a limited edition produced on the professional DPII matte paper. Our goal was to (re-)educate the artists regarding our photographic paper, providing options and demonstrate that we are an innovative, forward-thinking company when it comes to inventing new paper types.



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“Unseen” was set up in multiple area's; the Fair where gallery's show their most renowned work, the book market where publishers show their art & photo books, onsite projects and many more.

A stand to talk, exchange, learn

Besides being sponsor, Fujifilm also had a booth at the book market where we get in touch with and had an interesting one-on-one exchange with artists, consumer and students from photographic schools. The stand was a perfect occasion to present our beautiful lay-flat albums on Velvet type S / Album HD & Premium HDX. People were impressed by the panoramic images and were very interested in purchasing or creating a book with photographic paper.

The event was a big success. We get a lot of enthusiastic responses from the artists at the fair, everyone truly appreciated us being there to show the great potential of original Fujifilm colour paper.



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