



Press Release

ViennaPhotoBookFestival

Date: Saturday, 8th of June 2013, 10 am – 8 pm followed by a party
Sunday, 9th of June 2013, 10 am – 6 pm

Location: AnzenbergerGallery and OstLicht. Galerie für Fotografie on the grounds of the former Anker bread factory, Absberggasse 27, 1100 Vienna

Festival direction: Regina Maria Anzenberger and Michael Kollmann

With the **ViennaPhotoBookFestival** on the 8th and 9th of June 2013, photo books are being dedicated a wide platform for the first time in Austria. Founded by AnzenbergerGallery and OstLicht. Galerie für Fotografie, the festival aims to contribute to establish the photo book as a form of art and to create an opportunity for discussion, exchange and the market. The **ViennaPhotoBookFestival** is a trend-setting event with an open structure that aims to encourage exchange, discovery and networking among participants and visitors.

In a time of increased digitalization and virtualization of our culture, in a time, in which things increasingly volatilize themselves to become data, in a time, in which the palpable is being gradually lost, the photo book is experiencing a surprising renaissance.

Hans-Michael Koetzle

The photo book as an artistic form of expression is gaining significance within the art market. Photo books are a democratic form of art – they are affordable objects within contemporary photography. Furthermore the photo book has become known to have a high return as an investment as most books are being printed in limited editions only, some are produced by independent publishers and others are even self-published. This creates the opportunity for artists and photographers to show their presence and gain attention beyond the spheres of the classic art market.

Since the festival of this kind was founded in Kassel in 2008, a network of photo book festivals has been established throughout Europe. The *Offprint Paris* has become an important part of the *Paris Photo*, but also other festivals such as *The Library Project* in the context of *PhotoIreland*, the *BookDays* in Berlin and *Unseen* in Amsterdam have become events of great significance. These festivals manifest the obvious signs of a changing distribution channel of artist books. In the time of digitalization, the closing of more and more bookstores and the end of a market system as we know it calls for new ways of distribution.

ViennaPhotoBookFestival- Focus on Eastern Europe

The **ViennaPhotoBookFestival** extends the European network for photo books and photo art and takes advantage of Vienna's geographical proximity to Eastern Europe. The interface between Eastern and Western Europe forms the main emphasis of the festival. Photo book diploma theses from students of the Rodchenko School of Photography and Multimedia in Moscow will be shown outside of Russia for the first time. Renowned artists and experts from the Eastern European region are invited to host talks, such as Anastasia Khoroshilova, Michaela Bosáková, and Agnieszka Rayss from Sputnik Photos. Furthermore, publishers from Lithuania, Ukraine, Poland, Hungary, Slovenia and Slovakia will be represented with photo book stalls.

ViennaPhotoBookFestival – photo book market, general program and lecturers

The **ViennaPhotoBookFestival** offers a market place on 600^{m2} with 40 publishers, dealers and antiquarians who sell books from more than 100 different publishers and over 300 different artists. The majority of books that will be presented are not available on the internet or on the market, therefore they can usually only be purchased at such festivals. With the presence of important art universities at the **ViennaPhotoBookFestival**, an insight into the works of the next generation of aspiring photo artists is offered, which will allow for quite some discoveries. In addition to the Rodchenko School of Photography and Multimedia, the Zurich University of the Arts, the Academy of Fine Arts Vienna, the

University of Applied Arts Vienna and the Friedl Kubelka School for Artistic Photography in Vienna will present themselves.

Besides the photo book market, there will also be a two-day program with lectures, discussions, artist talks and book signings. As a prelude to the festival program, Christoph Schaden will host a talk on the photo book within its tensions between knowledge and fetish. Furthermore, Martin Parr and Gerry Badger, the publishers of *The Photobook: A History*, will present the third part of their anthology for the first time at the festival. Markus Schaden was invited by *departure – The Creative Agency of the City of Vienna* to talk about the changing distribution structures of the last century and suggest possible future scenarios. Furthermore artists such as Andrew Phelps and Christina de Middel will present their book projects. With her book *The Afnauts*, Cristina de Middel has been nominated for the Deutsche Börse Prize, one of the most prestigious photography prizes in Europe. A panel discussion on the topic “The photo book – a democratic form of art” will be initiated and discussed between lecturers and the audience.

The event will be catered throughout and a party with music and barbecue on Saturday evening will enhance the festival character and contribute to a jovial atmosphere.

Contact

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www.ostlicht.at

Brief biographies of the lecturers

Gerry Badger

lives in London and is an art critic specialized in photography, curator, photographer and an exceptional photo book specialist. He writes and lectures about photography and produced the documentary series *The Genius of Photography* for the BBC. He became internationally renowned for his collaboration with Martin Parr on their multi-volume *The Photobook: A History Volume I and II* (2004, 2006).

Michaela Bosáková

is an art historian, curator for contemporary art and co-producer of the Month of Photography in Bratislava. She directs the cultural venue Hopkirk in Bratislava and is the main curator of the CEHP. She edited the first volume of *The History of European Photography of the 20th Century* and is now working on the second and third volume.

Cristina de Middel

is a Spanish photographer who lives in London. Over the past years she worked as a documentary photographer and photojournalist for various important magazines and NGO's worldwide. Her self-published book *The Afronauts* (2011, edition of 1000) was highly praised and sold out within a few months. She is one of the four finalists of the Deutsche Börse Photography Prize 2013.

Anastasia Khoroshilovais

is a photographer and artist. She studied photography under Prof. Jörg Sasse at the University Duisburg-Essen. She has a lectureship for artistic photography at the Rodchenko School of Photography and Multimedia in Moscow, her hometown.

Martin Parr

is a long-time photographer of the Magnum agency and has published numerous photo books with his works. He is a passionate collector of photo books and part of his distinguished collection has been published in 2004 and 2006 in collaboration with Gerry Badger in their multi-volume work *The Photobook: A History*. Martin Parr is from Epsom in Surrey, UK.

Andrew Phelps

is an American photographer, but lives in Europe since 1990. His works have been influenced by the intercultural life between the Austrian Alps and the desert of Arizona. Andrew Phelps works as a curator and board member of the Fotohof Salzburg. Besides his photographic work he writes about photo books on his weblog *Buffet*. He is also a member of the art project Piece of Cake.

Agnieszka Rayss

is a freelance photojournalist living in Warsaw. She is co-founder of Sputnik Photos, an international collective of photojournalists from post-communist countries. Her particular interests lie within the post-communist community and their attempt to follow Western models, pop cultural aspects of this transformation and female and gender questions. In 2010 she published her photo book *American Dream* about women and pop culture in Eastern Europe.

Christoph Schaden

is co-founder and co-owner of the Schaden Publishing House. He worked as a curator for exhibition projects such as *Urbane Gewächse* at Alfred Ehrhardt Stiftung, Berlin, and *Der Rote Bulli - Stephen Shore und die Neue*

Düsseldorfer Fotografie at NRW Forum, Düsseldorf. Since December 2010, he is professor of the new department Visual Studies at the design faculty of the Georg-Simon-Ohm University of Applied Sciences in Nuremberg. Furthermore Christoph Schaden is appointed member of DGPh, DFA and ESHP.

Markus Schaden

is a publisher and curator. Between 1998 and 2012, he managed the photography-specialised bookstore Schaden.com in Cologne and the Schaden Publishing House. Since 2002, he is jointly responsible for the Arles Photography Book Prize. He is a visiting lecturer and works as a freelance curator. Markus Schaden conceived and curates the *Photo Book Studies*, such as *The La Brea Matrix* or *Ed van der Elsken.. Love on the Left Bank*.

Hannes Wanderer

is founder of the photo book publishing house Peperoni Books and of the photography-specialised bookstore 25books with its own showroom, webshop and blog. Since 2012, Hannes Wandere has published a great number of books from artists such as Michael Wolf and Thomas Hoepker. He hosts lectures and workshops for Ostkreuz and the Neue Schule für Fotografie in Berlin, HAW-Hamburg, Hartford Art School, Rodchenko School of Photography and Multimedia in Moscow as well as at various other photo book festivals.

Short biographies of the festival directors

Regina Maria Anzenberger

is an artist, agent and gallery owner and lives in Vienna. She worked as a photographer, illustrator and journalist before founding the AnzenbergerAgency in 1989 that she has been directing since then. In 2002, the AnzenbergerGallery was founded and the AnzenbergerGallery bookshop followed in 2011. She is a member of the nominating committee for the Joop Swart Masterclass of the World Press Photo and of the Prix Pictet. Furthermore she the curator of various international exhibitions and publisher of photo books.

Michael Kollmann

is a photo book curator of the OstLicht Gallery as well as of the photography museum WestLicht. He is responsible for the program of the OstLicht Gallery library and designed photo book exhibitions such as Allan Porter und sein Museum ohne Wände (2012) and Industriefotografie im Fotobuch (2013). He is an expert for photo books of the WestLicht Photographica Auction.

Program and talks

Saturday, 8th June 2013

- 12:00** "How we look at them. The photo book within the tensions between knowledge and fetish 1984 - 2013", an elaboration by Christoph Schaden
- 14:30** "The photo book in Eastern Europe between 1989 and after", Michaela Bosáková
- 15:30** "Learning and teaching photography in Moscow", teachers and students share their experiences of the Rodchenko School of Photography and Multimedia, Hannes Wanderer and Anastasia Khoroshilova
- 16:30** "Looking forward to volume III", Gerry Badger and Martin Parr present some of their most precious treasures from the third edition of their anthology about photo books The Photobook: A History (Phaidon Publishers)
- 18:00** Panel discussion "The photo book. A democratic form of art" presented by Regina Maria Anzenberger and Michael Kollmann
- 19:30** Party – Drinks & Food & Music

Sunday, 9th June 2013

- 11:00** "Self-publishing on the moon", Cristina de Middel
- 12:00** "Sputnik - photos and books" on the Eastern European photographers collective Sputnik Photos and on self-publishing by Agnieszka Rayss
- 14:00** "The autobiography, the document and the truth in between", Andrew Phelps
- 15:00** "How to sell artist books", distribution models for the photo book of the future, Markus Schaden, invited by departure – The Creative Agency of the City of Vienna

Participating Publishers, Traders, Antiquarians and Universities

- > 1/2, Germany / France / The Netherlands/ Austria
- > 5uhr30.com – Rare Photobooks, Germany
- > Academy of Fine Arts, Art and Photography, course with Prof. Guttmann, Austria
- > Antiquariat für Fotobücher Hermann Lohss, Germany
- > AnzenbergerGallery bookshop, Austria
- > Brandstätter Verlag, Austria
- > Bookshop Walther König, Germany
- > Cyberlab Fotobuch, Austria
- > Denis Sennefelder, Germany
- > Der Greif, Germany
- > dienacht, Germany
- > EIKON, Austria
- > Fotogalerie Vienna, Austria
- > FOTOHOF edition, Austria
- > fotoK, Austria
- > Foundation for Visual Arts, Poland
- > Galerie OstLicht, Austria
- > Hatje Cantz, Germany
- > Igor Gaidai, Ukraine
- > Journal, Sweden
- > Kehrer Heidelberg, Germany
- > Lena Grass, Germany
- > Lia Wolf, Austria
- > Lithuanian Photographers Association, Lithuania
- > Löcker Antiquariat und Verlag, Austria
- > Mörel Books, United Kingdom
- > Moser Verlag, Germany
- > Nessim Gallery, Hungary
- > only photography, Germany
- > Peperoni Books, 25 books, Germany
- > Photon Association Gallery, Slovenia
- > Photoport, Slovakia
- > Rhein-Verlag, Germany
- > Rodchenko School for Photography and Multimedia Moscow, Russia
- > salopp magazine, Germany
- > SCHLEBRÜGGE.EDITOR, Austria
- > Friedl Kubelka School for Artistic Photography Vienna, Austria
- > The Angry Bat, Slovenia
- > Thomas Sandberg – Ostkreuz, Germany
- > University of Applied Arts Vienna, Photography course with Prof. Rothemann, Austria
- > Verlag für moderne Kunst, Germany
- > Vice Versa, Germany
- > WestLicht Bookshop, Austria
- > white-press.com, Germany

> Zurich University of the Arts, Switzerland