



# gute aussichten

## junge deutsche fotografie

### 2009/2010

#### THE PROJECT

*gute aussichten – new german photography* is a project set up in 2004 by Josefine Raab and Stefan Becht as a private initiative in support of talented young photographers. The core element of the project is an annual competition for final portfolios submitted to all German universities, universities of applied sciences and academies offering a course of study in photography. A maximum of five projects per institution are eligible for entry in the competition. For the 2009/2010 competition we have received over 90 entries. The winners, who are selected by a jury of well-known experts, can look forward to a public launch in various exhibitions, promotional campaigns and media.

#### THE JURY

The jury is made up of a panel of invited experts. Each year jury members include a famous artist and a number of different representatives from the art and culture scene in Germany. Andreas Gursky joined us for the first two years and was followed by photographers and artists Juergen Teller and Thomas Demand, the painter Norbert Bisky and, in 2009, the video and photo artist Annelies Strba. Our cooperation partners from the exhibition and media sector have permanent, and also partly alternating, jury membership.

#### THE PHILOSOPHY

*gute aussichten* is first and foremost an idea. Our philosophy is to create a bridge linking young, largely unknown artists with everyone who is inspired by photography. Our appeal is to collectors or exhibitors of photography works, or anybody who uses or simply enjoys viewing photographic art. We see our role as communicators – in the widest sense – and that is why we set up diverse promotional campaigns and media ideally suited to the chosen aim.

#### THE DEVELOPMENT

During the six years or more since our launch, we have constantly expanded our activities. According to SPIEGEL magazine, *gute aussichten* is “Germany’s most renowned competition for young photographers”, which is increasingly evolving as a “permanent representative of young photography”. Our participation in the exhibition “*Vertrautes Terrain – Kunst in und über Deutschland*” (“Familiar Terrain – Art in and About Germany”) at the Center for Art and Media (ZKM) in Karlsruhe (2008), the show collection of young German photography with contemporary Moroccan art at the Goethe Institute in Rabat (2008) and the invitation to the Hanse-Office in Brussels (2009) finally proved that we are now more than just an organization supporting competitions. For the fifth consecutive time, we were invited to introduce young artists at the Frankfurt Book Fair, therefore creating a direct link with an audience of booklovers and the publishing world. In summer 2009, in association with the *House of Photography* in Burghausen, we organized the first *gute aussichten*\_platform summer academy, a meeting platform for German and Austrian students that will be continued with platform2 in summer 2010. In February 2009, *gute aussichten*\_damenwahl!, the first theme exhibition, was held at Schafhof – European Artists’ Residence in Freising showing new projects from the first four years by *gute aussichten* (female) prizewinners. In just four weeks, over 1,200 people visited the exhibition.

#### EXHIBITIONS

Since the start of *gute aussichten*, the House of Photography in the historical “Deichtorhallen” in Hamburg – one of the premier international exhibition venues (top 3 in the international ranking) – has been among our regular cooperation partners. *gute aussichten* has already been represented at the *Martin-Gropius-Bau* and Museum of Photography in Berlin, at the Forum for Photography in Cologne, the *vhs-photogalerie* in Stuttgart, the *Mousonturm* cultural centre and Commerzbank and Art Foyer DZ Bank in Frankfurt/Main, at the *House of Photography* in Burghausen, the MARTa Museum in Herford,

the whiteBox Kunsthalle in Munich and the *Künstlerhaus* artists' organization in Dortmund. Internationally, *gute aussichten* has already been a guest in Washington DC, London, Madrid, Brussels, Rabat and Cyprus, in six Romanian and three Ukrainian cities, including Bucharest and Timișoara, Odessa and Kiev.

## **MEDIA**

CATALOGUE\_BOOK // SPECIAL\_JOURNAL // INTERNET // MEDIA-COOP

A catalogue\_book – produced in collaboration with BoD – features each competition year with detailed profiles of winners and their work. In cooperation with our media partners, the annual *gute aussichten*\_Special Journal will be issued with over 150,000 copies. This publication is our basic communication medium and is distributed free of charge at all exhibitions and promotional campaigns as well as in circulation to the press and universities and is available as a special insert with the magazines of our media partners. These already include the magazine for pop culture, “Spex”, the business magazine “brand eins” and “Dummy Magazin”, “Profifoto” and “Medium Magazin”.

The mainstay of our communication is our website which is updated daily. Please visit <http://www.guteaussichten.org> for detailed information about all the artists and works, updated news and planned exhibitions as well as full details of the entire project. Of course, we are also represented on the social media networks – “facebook” and “Myspace”. Standard features for our local exhibitions are posters, invitation cards, flyers and postcards.

## **NETWORK**

Our independence and the continual expansion of the *gute aussichten* network (*gute aussichten* catches on quickly!) give us rapid and uncomplicated access to necessary resources. Thus even at short notice we can turn unconventional ideas, promotions and presentations into reality, or collaborate with new cooperation partners.

## **CONTACT**

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