



gute aussichten

junge deutsche fotografie

2014/2015

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 annual competition is the core activity of the project to showcase the final portfolios submitted to all German universities, universities of applied sciences and academies offering a photography degree course. A maximum of five projects per institution are eligible for entry to the competition. The winners, who are selected by a jury of well-known experts, can look forward to a public launch in a wide range of exhibitions, promotional campaigns and media.

THE JURY

The jury convenes as a panel of invited experts. Each year the jury members include a renowned artist and a number of changing representatives from the art and culture scene in Germany. Andreas Gursky joined us for the first two years and was followed by the photographers and artists Juergen Teller, Thomas Demand, the painter Norbert Bisky, and in 2009, the video and photo artist Annelies Strba. In 2010, we welcomed photographer Thomas Ruff, in 2011 the artist Jürgen Klauke, in 2012 the photographer Thomas Struth, in 2013 the photographer Hans-Christian Schink and last year the british artist Paul Graham. Our cooperation partners from the exhibition and media sectors 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 all those inspired by photography. Our appeal is to collectors and exhibitors of photography works, or anyone 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 nine years 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 more than just an organization supporting competitions. Since 2009, in cooperation with the Frankfurt Book Fair, the *gute aussichten–photostudio* is held at the fair, where exhibitors and trade visitors display their favourite word on a portrait taken for the BOOK FACES campaign.

Since summer 2009, in association with our alternating partners, over several days we host the *gute aussichten*_platform, a meeting and communication forum for young photography students. In 2012 we established a German-French Partnership and platform4 & 5 were held in collaboration with La Chambre in Strasbourg, France & Offenburg, Germany. The special mix of expert contributions and speakers as well as an almost family atmosphere is what distinguishes this event. 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

January and February 2010, *damenwahl!* played host to the *Künstlerhaus* Dortmund. Since 2011, solo and group presentations by *gute aussichten* prizewinners have been curated and showcased in selected galleries, museums and artspaces around Germany and abroad.

EXHIBITIONS & CAMPAIGNS

Since the start of *gute aussichten*, the historical Deichtorhallen in the House of Photography in Hamburg – one of the premier international exhibition venues (top 3 in the international ranking) – has been among our regular cooperation partners. Furthermore, *gute aussichten* has also been showcased at the *Martin-Gropius-Bau* and Museum of Photography in Berlin, at the Forum for Photography and the MAKK in Cologne, the *vhs-photogalerie* in Stuttgart, the *Mousonturm* cultural centre, Commerzbank and the Art Foyer DZ Bank in Frankfurt/Main, at the *House of Photography* in Burghausen, the MARTa Museum in Herford, the Museum Villa Stuck in Munich and the *Künstlerhaus* artists' organization in Dortmund. Internationally, *gute aussichten* is a regular guest in Washington DC, London, Madrid (as the official entry for the PHotoEspaña PHEO festival), Brussels, Amsterdam / GRID 2010 – 4th International Photography Biennale), Rabat and Cyprus, in six Romanian and three Ukrainian cities, including Bucharest and Timișoara, Odessa and Kiev, recently also in Chicago, Los Angeles, Strasbourg and Mexico City.

MEDIA

CATALOGUE_BOOK // SPECIAL_JOURNAL // WEBSITE // MEDIA COOPs

A catalogue_book (G/E) is published each competition year featuring detailed profiles of the winners and their work. From this year we have produced the catalogue as well as other publications with Düsseldorf publisher richter/fey. In cooperation with our media partners, at least 100,000 copies of the annual *gute aussichten_Special_Journal* (G/E) are being issued. This publication is our basic communication medium and is distributed free of charge at all exhibitions and promotional events. In addition to being circulated to the press and universities, it is also available as a special insert with the magazines of our media partners. These have previously included the magazine for pop culture, *SPEX*, the business magazine *brand eins* and the magazines *Dummy Magazin*, *ProfiFoto*, *Medium Magazin* as well as *sleek magazine*, *Monopol*, *Revue Magazine*, *Separée*, *novum*, *Madame* and *enorm*.

The mainstay of our communication is our website which is updated daily. Please visit <http://www.guteaussichten.org> for detailed information about all of the artists and works, updated news and planned exhibitions as well as full details about the entire project. Of course, we are also represented on the social media networks Facebook, Twitter and LinkedIn.

At <http://www.guteaussichten.org/blog> you can also access our own blog. For our local exhibitions we produce posters, invitation cards, flyers and postcards as standard.

NETWORK

Our independence and the continual expansion of the *gute aussichten* network (*gute aussichten* catches on quickly!) give us rapid and non-bureaucratic 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.

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