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AFTER NYNE

Leading the Field

Photo Basel

After Nyne meets Sven Eisenhut
Founding Director, Photo Basel

INTERVIEW - CLAIRE MEADOWS

96

PHOTO BASEL

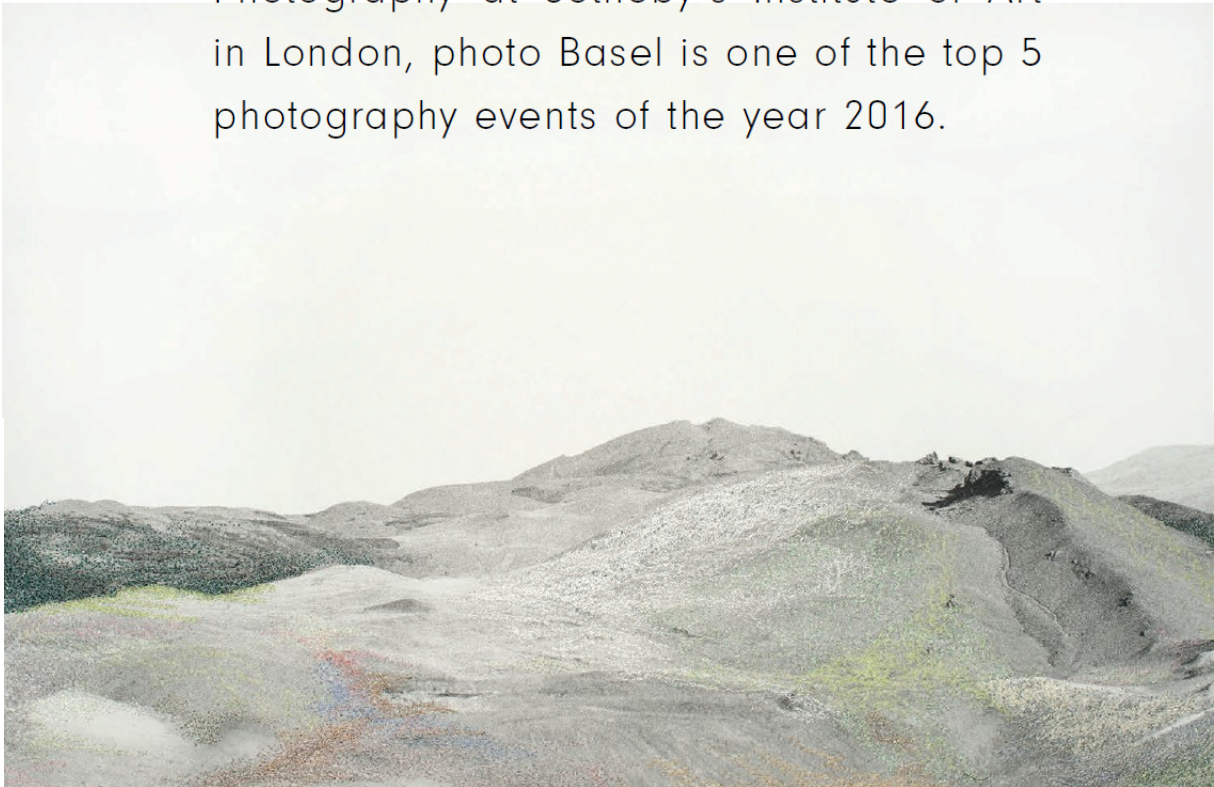
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IRIS HUTEGGER, LS-NR 1506-206, 2015, 36,5 x 55 cm,
Analog photography, silver gelatin print, cotton thread,
courtesy the artist and Galerie Esther Woerdehoff

— **Photo** Basel is Switzerland's first and only international art fair dedicated to photography based art.

The event brings together galleries from around the world in a unique, authentic setting and fosters the dialog between all actors of the photography community.

According to Juliet Hacking, Unit Leader Photography at Sotheby's Institute of Art in London, photo Basel is one of the top 5 photography events of the year 2016.



7 11, Reine Parada, 2017, courtesy the artist
and Catharine and André Hug Gallery





In an exclusive interview for After Nyne,
Sven Eisenhut, the Founding Director of photo Basel,
tells us about the event and what makes it different
from other international photography fairs.

Sven, can you tell us why you decided to establish Photo Basel?

The fair grew out of a deep love for photography. Naturally Switzerland has the highly respected Art Basel however we thought there was a strong need for photography to be shown and exhibited in a dedicated, devoted space.

What makes Photo Basel unique amongst international art fairs?

Its boutique size with around 40 exhibitors, means the visitors, collectors and aficionados get to spend some time with the galleries more intimately. photo basel is also very international, exhibiting 16 different nations from 5 continents.

How do you source the galleries you work with?

Our entire team is constantly travelling a lot to other art fairs but moreover, we thrive on the approach of scouting artists first, and then approach the galleries that represent them. It is a bit of a curated approach. We are also blessed with great applications simply coming in because they're convinced about the fair and about how hard we work.

Tell us about the setting of the fair.

We have a classic setting of white booths with the galleries each having around the same sizes. - They are treated very much equal and have the equal opportunities to shine.

This year we're excited to launch the new Tape/Basel section. It gives a platform for another

lens-based medium, giving an opportunity for the exhibiting artists to show their works. We will feature a number of screens in the main hall and on the fairgrounds balcony - again, giving time based art its own space.

Have you always had a passion for photography?

Yes, you have to have that - all of us truly care about photography and we're thrilled give the medium this wonderful platform.

What, to your mind, is special about photography as a medium?

It captures moments in time - no other medium does that the way photography does. It's very pure but leaves a lot of room for interpretation. It's also a great starting point if one wants to start collecting art as it's so accessible.

What events do you have planned at the 2017 edition of the fair?

We will have several guided tours around various themes, for example about the uniqueness of photography but also some more political art. This fair will also feature the first talent issue of the tribe - a Dubai based association that showcases UAE photography talents for the first time.

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PHOTO BASEL 2017, VOLKSHAUS BASEL,
14 - 18 JUNE 2017, PHOTO-BASEL.COM
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THIS PAGE:
THE GRAND BOUQUET SERIES, Alfred Drago Reis, 2014-2015,
Made with the Zigurat Technique, Framed 3D paper works,
courtesy the artist and Galleria L'Affiche

