



# gute aussichten

## junge deutsche fotografie

### 2008/2009

#### THE PROJECT

*gute aussichten – junge deutsche fotografie* 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 current 2008/2009 event we received a record number of over 100 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. This year Norbert Bisky is on the jury. 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 four years or more since our launch, we have constantly expanded our activities and are increasingly developing our role as a “permanent representative” of young German photography. Our participation in the current 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, and the show collection of young German photography with contemporary Moroccan art at the Goethe Institute in Rabat, mean we have now finally become more than just an organization supporting competitions. For the fourth 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 *Haus der Fotografie* in Burghausen, we will organize the first *gute aussichten*\_Summer Academy, a meeting platform for German and Austrian students that is scheduled to take place over several days. From February 2009, the *gute aussichten*\_Ladies’ Choice is provisionally planned as our first themed exhibition cycle that will be prepared from the network of all previous winners.

#### 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 in Frankfurt/Main, at the *Haus der Fotografie* in Burghausen and the *Künstlerhaus* artists’ organization in Dortmund. Internationally, *gute aussichten* has already been a guest in Washington DC, London, Madrid and Cypress, in six Romanian and three Ukrainian cities, including Bucharest and Timi\_oara, Odessa and Kiev.

## MEDIA

### CATALOGUE\_BOOK // SPECIAL\_JOURNAL // INTERNET

A catalogue\_book features each competition year with detailed profiles of winners and their work. In cooperation with our media partners – from this year, the “brand eins” monthly magazine (business news, profiles of people in business, features and general articles) – over 200,000 copies of the *gute aussichten*\_Special issue will be published. This is our basic communication medium and will be included in the December issue of “brand eins” for circulation at all exhibitions and promotional campaigns as well as for release to the press and at universities. Our website, which is updated every day, is the mainstay of our communication. 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. 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 form new cooperations.

## CONTACT

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