

GUTE AUSSICHTEN – NEW GERMAN PHOTOGRAPHY

Algier, Amsterdam, Berlin, Brüssel, Bukarest, Burghausen, Chicago, Dortmund, Duesseldorf, Frankfurt/Main, Freising, Hamburg, Herford, Hermannstadt, Innsbruck, Kiew, Klausenburg, Koblenz, Köln, Kronstadt, London, Los Angeles, Madrid, Mexiko City, München, Neustadt/Weinstraße, Nicosia, Odessa, Straßburg, Stuttgart, Tallinn, Timisoara, Washington DC, Wiesbaden



Opening of gute aussichten at “Haus der Photographie”, Deichtorhallen, Hamburg, March 9, 2017

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 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 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, in 2014 the British artist Paul Graham, in 2015 the Austrian filmmaker, photographer and writer Ulrich Seidel and in 2016 the German photographer Herlinde Koelbl. Our cooperation partners from the exhibition and media sectors have permanent, and also partly alternating, jury membership.

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*, *enorm* and *NEON*.

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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