



Comunicato Stampa

At MIA Photo Fair 2024 the Under 35 Award curated by Erik Kessels makes its debut

The competition is open to artists working with analogue or digital photography

The fifteen finalist artists will exhibit their works for free at MIA Photo Fair

*Applications must be sent to welcometomyunknownaward@gmail.com no later than 25
February 2024*

The call for participation is available at this [link](#).

*(Milan, 11 December 2023) - "Welcome to my Unknown". MIA Photo Fair launches a new call for artists and collectives designed specifically by **Erik Kessels**, a Dutch artist, curator and visual communication expert, with a great interest in art and photography. An award to explore pure creativity, aimed at contemporary artists under 35 who work with photography - analogue or digital - as an artistic language based on the theme "Welcome to my Unknown".*

*"We live in an era - explains **Erik Kessels** - in which lens-based technology is fully developed and anything is possible in the creation of images. With the rise of artificial intelligence, many images could become statistical hallucinations. The 'how' becomes less important, the 'why' is at the center of the scene. That is precisely why new ideas and the creation of original narratives in photography become essential. Unknown territories are ready to be explored and celebrated."*

The winning artists (up to a maximum of 15) will have the opportunity to exhibit for free in an event, which will take place during the thirteenth edition of MIA Photo Fair, scheduled from 11 to 14 April 2024, with VIP Preview on 10 April, at the MiCo Allianz headquarter in Milan.

The winners will also have the opportunity to be selected for the collateral award promoted by **Gente di Fotografiamagazine**.

The magazine directed by Franco Carlisi will guarantee the winner the publication of their portfolio in the magazine that will be published in conjunction with the thirteenth edition of MIA Photo Fair.

Applications must be submitted **by 25 February 2024**.

Organised by Fiere di Parma

MIA Photo Fair

Milano ALLIANZ MiCo (via Gattamelata13 - MM Portello)

11-14 April 2024

Inauguration by invitation 10 April

Information:

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ERIK KESSELS

Erik Kessels is a Dutch artist, curator and communication designer, with great interest in art and photography. Erik Kessels is since 1996 Creative Partner of communications agency Kessels Kramer.

As an artist and curator Kessels has published over 100 books of his 're-appropriated' images and has written the international bestseller Failed It! and Complete Amateur.

He has taught at several Art Academies (Amsterdam, Milan, Toronto, Lausanne, Düsseldorf). Kessels made and curated exhibitions such as Loving Your Pictures, Mother Nature, 24HRS in Photos, Album Beauty and Unfinished Father. Currently he's working on a long-term European art project called Europe Archive.

In 2010 Kessels was awarded with the Amsterdam Prize of the Arts, in 2016 nominated for the Deutsche Börse Photography Prize. Until 2022 his mid-career retrospective is shown in Turin, Düsseldorf and Budapest and he exhibited recently in the SFMOMA. He was called "a visual sorcerer" by Time Magazine and a "Modern Anthropologist" by Vogue (Italia).