

## **Call for applications from photographers for the 2020 BMW Residency at the GOBELINS School of Visual Arts in Paris.**

**BMW Art & Culture is launching its tenth call for applications for the BMW Residency at the GOBELINS School of Visual Arts: a carte blanche for photographic innovation and transmission offered to contemporary talent.**

### **RULES.**

**Download the call for applications from:**

<https://www.bmw.fr/fr/topics/univers/bmw-art-et-culture/candidatures-residence-2020.html>  
[www.gobelins.fr/residencebmw2020](http://www.gobelins.fr/residencebmw2020)

**Applications should be completed** in French or English on the platform by the deadline of 23:59 (CET) on March 31, 2020:

[residencebmw.plateformecandidature.com/](http://residencebmw.plateformecandidature.com/)

Follow BMW and GOBELINS on social media:

BMW France.

Instagram: BMWFrance

Twitter: BMWFrance

Facebook: @BMWFrance and #BMWArtetculture

GOBELINS School of Visual Arts.

Twitter: @gobelins\_paris

Facebook: @gobelins.ecole

Instagram: gobelins\_ecole

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## **Introduction.**

BMW France, a patron committed to contemporary photography.

Daring to create and innovate has always been hard-wired into the BMW DNA. In both car design and photography, technique and aesthetics play equally vital roles in achieving the ultimate goal of innovation, which involves an endless search for perfection and relentless efforts to perfectly interpret feelings, specific moments in life, or ideas.

For almost 50 years, the BMW Group has supported over 100 contemporary artistic projects throughout the world, thus contributing to the dissemination of knowledge and the arts. Since 2003, BMW France has supported photography, consistent with its core business of innovation, aesthetics and driving pleasure. This commitment first came to fruition in the form of the BMW Paris Photo Award for the Paris Photo fair. Awarded for 8 years, until 2011, this prize became an international benchmark taking pride in the work of artists presented by galleries and contributing to the renewal of photographic language. BMW has been a partner of the Paris Photo fair since then and has now become an official partner. It continued with the Rencontres d'Arles, of which BMW has been a partner for nine years.

### **This commitment was reinforced in 2011 with the set-up of the BMW Residency.**

This residency based on experimentation and a search for new means of expression and photographic pathways offers long-term support and creates a lasting bond between the winners and BMW Art & Culture. It is a truly human venture focused on shared values, with a carte blanche given each year to a winner selected by a jury of key figures from the world of photography.

For 6 years, the residency was held at the Nicéphore Niépce Museum in Chalon-sur-Saône, enabling the selected photographers to surround themselves with the historic collections of a building steeped in photographic history, supported by former head curator, François Cheval, and the museum staff. In 2017, BMW reoriented the Residency to give subsequent winners access to an environment with a total emphasis on innovation, experimentation, transmission, and new technologies, through a new partnership with the Gobelins School of Visual Arts in Paris. François Cheval is its artistic director.

The BMW Residency is dedicated to emerging photographers, meaning photographers who have not yet benefited of a solo show, or have not yet been regularly supported by a gallery.

### **GOBELINS School of Visual Arts.**

GOBELINS plays a central role in the creative industries, having established itself for over 50 years as the benchmark school for creative visual disciplines, covering the whole process from image design to production. As a member body of the Paris Region Chamber of Commerce and Industry, GOBELINS offers training in photography, print and multimedia communication, graphic design, interactive design, animation, and video game design. The school trains over 1,000 students every year, including 495 apprentices and 2,000 trainees in continuing education. It has gained national and international recognition. GOBELINS is ranked as the world's top school for animation (Animation career review 2016 and 2017), top school for graphic design and top apprenticeship training center in France in the graphical industries. GOBELINS is a pioneering provider of training in digital and interactive communication. It trains creative technology students with a comprehensive knowledge of design and user experience.

### **GOBELINS: “genuine experiences”.**

GOBELINS teaches students to “develop their own unique visual identity!” For over 50 years, its photography department has been passionately teaching students who go on to lead successful careers in creative photography. With its finger on the pulse of conceptual and technological developments in contemporary photography, GOBELINS trains photographers as ‘project managers’ through its 3-year program (a bachelor's degree at Level 6 under the European Qualifications

Framework). It transforms them into professionals capable of shooting, printing, touching up photos, creating 3D images, and shooting and editing videos (short format). GOBELINS encourages knowledge transfer by offering its students workshops led by professional photographers such as Jean-François Bauret, Christophe Huet, Dominique Issermann, Payram, Paolo Roversi, and Cyrille Weiner. Graduates of the school include the following famous photographers and rising stars: Raphaël Dallaporta whose work features in prestigious collections in France and worldwide - Sacha Goldberger, an advertising executive, artistic director, and photographer – Mathilde Fanet, winner of the 2018 Industrial Photography Award - Margaux Senlis, winner of the 2017 Marc Grosset Award - Pascale Arnaud, winner of the 2017 Picto Fashion Award - Laura Bonnefous, winner of the 2015 Picto Fashion Award with a talent grant - Charlotte Abramow, winner of the 2014 Picto Fashion Award and special distinction at the Photo Folio Awards at the Rencontres d'Arles for her book Maurice, tristesse et rigolade [Maurice, sadness and fun], - Fanny Viguier, winner of the 2012 SFR Young Talent Award, - Maia Flore, winner of the 2015 HSBC Photography Award, etc.

### **A ground-breaking research policy.**

In recent years, the school has taken part in various collaborative R&D projects through calls for proposals. Moreover, in line with its goal of learning to teach differently, GOBELINS supports active training methods that have the greatest impact on students' performance. For instance, the school launched its first, hugely popular MOOC in November 2015 for which almost 17,000 participants signed up. It is now offering its 4th MOOC on "Making videos with your smartphone", for which 10,000 participants have already signed up. GOBELINS has proved its credentials as an innovator in the field of animation with the opening of the first free online 3D animation school christened ANIMA PODI and its first MOOC entitled "in search of the perfect bounce".

### **The 2020 BMW Residency.**

This unique, ambitious cultural partnership set up in 2011 offers an artist's residency program. BMW Art & Culture supports artists throughout the entire process from creation to production, culminating in the unveiling of the finished works at the Rencontres d'Arles and the Paris Photo fair, and the publication of a book included in the BMW Art & Culture collection.

### **Coordination of the BMW Residency.**

As a patron, BMW Art & Culture funds, supports and promotes the production and exhibition of work created during the Residency. As Manager of Corporate Communications, Maryse Bataillard manages and coordinates the project assisted by Chantal Nedjib as adviser and Maud Prangey, who handles press relations.

GOBELINS hosts the winner and is responsible for scientific and logistical coordination of the BMW Residency, project coordination, and technical support. GOBELINS provides the equipment and staff required for production.

As artistic director of the Residency, François Cheval provides the winner with guidance on their research and their artistic project, curates exhibitions, and writes presentation texts regarding the winner's work.

**Financial, material and technical conditions.**

- An **€ 8,000 grant**.
- Access to **support from experts**.
- **Production of two exhibitions** at prestigious venues for the Rencontres d'Arles\* and Paris Photo\*.
- **Publication of a book** included in the BMW Art & Culture collection.
- A **set of exhibited works**.
- **The support of artistic director, François Cheval**.
- **And support with communications**.

\*The events mentioned are not contractual and are subject to change.

**Resources provided by GOBELINS for the BMW Residency.**

- **An assistant photographer in his/her** third year of the degree program will support the artist with his/her work.
- **The assistant will also contribute to PR on the BMW Residency** in consultation with the GOBELINS Community Manager and encourage interaction with other students in conjunction with BMW, the winner, and GOBELINS (social media, making-of photos, arranging meetings).
- **Provision of a work space**.
- **Use of areas within the school, in particular shooting studios** (including those offering a cyclorama wall, natural lighting, and complete darkness).
- **Use of the school's equipment:** cameras (large-format cameras, analog cameras, medium-format cameras, 24x36), flash or continuous lighting, film development lab, ink jet printer, flatbed plotter.
- **The winner can draw on GOBELINS' expertise in its fields of excellence: video, motion design, 3D, VR, etc.**

**Production of works.**

The artist's residency will result in the production of works created with the support of François Cheval and GOBELINS staff.

The works produced during the BMW Residency, signed and serially numbered, will be divided into three batches:

- The first batch will be exhibited and then returned to the artist based on a schedule set by BMW.
- The second batch will consist of a digital version of a work for GOBELINS in exchange for its support.
- The third batch will go to BMW France in exchange for its patronage. It will comprise a selection of works chosen jointly by the artist and BMW France. This selection must include all works that are representative of the experimentation and work performed during the Residency (including photographic images/objects used for publicizing the exhibition).
- All costs for producing these works shall be covered up to a limit set at the start of the residency.

## **Exhibiting works.**

A selection of works produced during the Residency will be exhibited at two photography events – the 2021 Rencontres d'Arles (between the opening week and the end of August) and 2021 Paris Photo fair (in the area dedicated to BMW as official partner of the fair). The dates and venues of the above-mentioned exhibitions are subject to change.

Works produced during the BMW Residency will be presented in a book included in the BMW Art & Culture collection.

## **Selecting applicants.**

Applications must be completed in English or French by the deadline of 23:59 (CET) on March 31, 2020 on: <https://residence-bmw.plateformecandidature.com/>

Projects submitted for the BMW Residency must be meaningful with a focus on innovation and experimentation offering a fresh vision of our world in motion using technical, narrative, documentary, and comic techniques as required, and drawing on GOBELINS resources and François Cheval's expertise.

Projects must be original and exclusive to the BMW Residency and must not have been presented, even partially, at the time of application. Moreover, they must not be exhibited prior to the 2021 Rencontres d'Arles\* or Paris Photo fair\*.

Please note that:

Any applications that do not meet these criteria will not be selected.

The jury of the BMW Residency will not consider requests for assistance for the production of projects that already exist or are in progress (report, exhibition, series).

The call for applications for the BMW Residency will be available to download from the BMW France and GOBELINS websites from January 15th, 2020: [www.bmw.fr/fr/topics/univers/bmw-art-et-culture/candidatures-residence-2020.html](http://www.bmw.fr/fr/topics/univers/bmw-art-et-culture/candidatures-residence-2020.html)  
[www.gobelins.fr/residencebmw2020](http://www.gobelins.fr/residencebmw2020).

Applications should be completed in French or English on the platform by the deadline of 23:59 (CET) on March 31, 2020 [residencebmw.plateformecandidature.com/](https://residencebmw.plateformecandidature.com/)

Please email the following address with any questions regarding applications: [candidatures.residencebmw@GOBELINS.fr](mailto:candidatures.residencebmw@GOBELINS.fr)

## **Selection method.**

A selection of applicants will be preselected by a committee of representatives from the photography industry, BMW Art & Culture, and the GOBELINS School of Visual Art based on the following selection criteria:

- The quality of previous work.
- The value of the proposed artistic project and its feasibility within a 3-month residency.
- The candidate's acceptance of the BMW brand's values: striving for technical and aesthetic innovation, responsibility, and sustainability.
- The preselected photographers will be notified by email.

The applicants shortlisted will be asked to ensure that they are available for half a day for an interview with the jury, the interview can be done on site, in GOBELINS or by videoconference and to send in advance or to bring a dozen printed prints to enable the jury to better understand the artist's work and universe.

### **Selection of the winner by the jury.**

The shortlisted applications will be reviewed by a jury comprising:  
Maryse Bataillard, Manager of Corporate Communications at BMW France,  
Nathalie Berriat, Director of GOBELINS,  
François Cheval, Artistic Director of the Residency,  
Hervé Digne, Collector,  
Chantal Nedjib, l'image par l'image, Consultant for the BMW Residency  
Sam Stourdézé, Director of Rencontres d'Arles,  
Christophe Wiesner, Artistic Director of the Paris Photo fair

### **Schedule.**

Deadline for submitting applications: March 29th, 2020  
Shortlist announced and jury meeting: May 2020.  
Official announcement of the prize winner: May 2020.  
Residency: from September to December 2020.  
Production of works: Before March 2021.

### **A look back at the BMW Residency.**

#### **The first nine winners.**

The BMW Residency has enabled work produced by past prize winners to be showcased to photography professionals and the wider public.

**In 2011, Alexandra Catiere** was the winner of the first edition. This young Belarusian artist is renowned for the delicacy and intelligence of her work, which successfully combines traditional and avant-garde techniques. Book co-produced by BMW Art & Culture and éditions Trocadéro. BMW Residency Collection, Alexandra Catiere 2012.

**In 2012**, BMW supported French photographer **Marion Gronier** as she tackled a personal project on the human face. Her photos capture the moment when the human mask breaks down and the disembodied face empties itself of all expression. Book co-produced by BMW Art & Culture and éditions Trocadéro. BMW Residency Collection, Marion Gronier 2013.

**In 2013, the duo Mazaccio & Drowilal** attracted a very wide audience with the "Wild Style" project, questioning the imagery of wildness in mass culture. Book co-produced by BMW Art & Culture and éditions Trocadéro. BMW Residency Collection, Mazaccio & Drowilal 2014.

**In 2014, Natasha Caruana**, a young British artist, devoted her time in the Residency to seeking the truth of "love at first sight". Over a three-month period, she took her inspiration from her own life and drew on popular myths and scientific surveys to get closer, through photography, to the truth of this eternally inexplicable phenomenon. Book co-produced by BMW Art & Culture and éditions Trocadéro. BMW Residency Collection, Natasha Caruana 2015.

**In 2015, Alinka Echeverría**, with her "Fieldnotes for Nicephora" project, examined the historic, technical and philosophical links between photography and ceramics. Her project took us into the

museum's archives. Book co-produced by BMW Art & Culture and éditions Trocadéro. BMW Residency Collection, Alinka Echeverria 2016.

**In 2016, Dune Varela**, in her "Always the sun" project for the BMW Residency questioned the different forms of photographic representation through various temporalities. She reflects on the deterioration and fragility of photography as a medium, and the incorporation of the process of disappearance into produced images. Book co-produced by BMW Art & Culture and éditions Trocadéro. BMW Residency Collection, Dune Varela 2017

**In 2017, In the city, by Baptiste Rabichon** examined experimentation. He built his message around the use of complex tools and manufacturing protocols combining new and traditional techniques. While wandering Paris, he took photographs of eight balconies, the only internal part of Parisians' apartments that they expose to the outside world. These key features of the work are completely transformed by the photographer, who has altered the images using various traditional and modern techniques. Book co-produced by BMW Art & Culture and éditions Trocadéro. BMW Residency Collection, Baptiste Rabichon 2018

**In 2018, Emeric Lhuisset** worked on "The Other Shore", a project exploring migration, its humanist vision, and symbolic dimension. He attempted to smash the taboo of immediacy and urgency, replacing this with a life-spanning photographic narrative. At Rencontres d'Arles, he exhibited "When the Clouds Speak", which considers how to depict what cannot be seen and the limits of images. At Paris Photo, he exhibited "The Other Shore" with his "Theaters of War" series featuring Kurdish fighters subsequently pictured as refugees in his series of cyanotypes. Book co-produced by BMW Art & Culture and éditions Trocadéro. BMW Residency Collection, Emeric Lhuisset 2019.

**In 2019, Lewis Bush** was selected for his project "Ways of Seeing Algorithmically", exploring the way in which machines view and understand the world. He uses augmented reality technology, itself a form of computer-aided vision. Bush is updating John Berger's legendary book "Ways of Seeing", which examines ways in which art can be seen and understood, with a virtual book enabling the original work to be read through the eyes of a computer. This virtual book will be available as a free download, which anyone with access to a copy of the original "Ways of Seeing" can use to give the book a virtual update.

## **Commitments and responsibilities.**

By taking part in the BMW Residency call for applications, applicants agree to be bound by these rules. Projects submitted to the jury must be original and exclusive to the BMW Residency and must not be exhibited, either fully or partially, before the 2021 Rencontres d'Arles \*and Paris Photo fair\*.

The winner agrees to surrender the rights to reproduce, exploit, and use a certain number of visuals, with a view to promoting work produced during the residency, by any means whatsoever including publication and social media.

S/he must vouch to the organizers that the works submitted do not infringe the rights of third parties and that s/he has, where appropriate, obtained from these third parties the necessary permissions for any reproduction or exhibition.

As specified in these rules, after the winner's work has been presented, a selection of signed works chosen jointly by the artist and BMW France will be added to the company's collection. The image used for communication will be given to the Gobelins School of Visual Arts.

\*The events mentioned are not contractual and are subject to change.

Last name :

First name :

Full address :

Telephone number :

Email :

Photographer's website if one exists :

Date of birth :

I have read the rules and undertake to comply with them.

Signed in

Date

Signature preceded by the words "Read and approved"