

# BMW Residency 2017

## GOBELINS, the school of the image

### Call for applications

The BMW Residency at GOBELINS, the School of Visual Arts.  
A carte blanche for photographic innovation and sharing knowledge,  
open to contemporary talents.



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This call for applications can be downloaded from the BMW Art & Culture website ([www.bmw.fr/artetculture](http://www.bmw.fr/artetculture)), or the Gobelins website ([www.gobelins.fr](http://www.gobelins.fr).)

## **Introduction**

### **BMW, a sponsor committed to contemporary creative photography**

Daring to create and daring to innovate have always been part of BMW's DNA.

In the world of cars, just as in the world of photography, technique and aesthetics merge in a single commitment to innovation: an unquenchable thirst for perfection, an endless quest for the perfect interpretation of a sensation, a fleeting experience, or a thought.

For over 50 years, the BMW Group has given support to over 100 contemporary creative projects worldwide, to help contribute to the spread of knowledge and the arts.

Since 2003, BMW France has been supporting photography, which is in keeping with its core business based on innovation, aesthetics and the driving pleasure.

This commitment first took shape alongside the Paris Photo exhibition with the BMW-Paris Photo Prize. This prize has been awarded for the last 8 years, winning international acclaim, giving recognition to the work of artists put forward by the galleries, and contributing to the renewal of the language of photography. BMW has been a partner to the Paris Photo exhibition since that time, and is now the official partner. This was taken further with the Rencontres d'Arles exhibition, to which BMW has been a partner for eight years.

This commitment was redoubled in 2011, with the introduction of the BMW Residency.

Based on experimentation as well as the quest for new modes of expression and new ways forward for photography, this residency provides long-lasting support and forges an enduring link between the winners and BMW Art & Culture.

This residency is a creative journey based on shared values: every year, a selection panel of prominent people from the world of photography gives carte blanche to an artist.

For the first six years, it took place at the Nicéphore Niépce Museum in Chalon-sur-Saône, bringing together a photographer and a location permeated with the history of photography, amongst historic collections, with the support of François Cheval, the head curator along with the museum staff.

In 2017, BMW steered the Residency in a new direction so as to give future winners the benefit of an environment entirely focused on innovation, experimentation, transmission of knowledge and new technologies by forming a new partnership with GOBELINS, the School of Visual Art, in Paris. François Cheval will be its artistic director.

BMW Art & Culture and GOBELINS, the school of the image, are now making the seventh call for applications for the BMW Residency, with the winner being announced in spring 2017.

### **GOBELINS, the School of Visual Arts**

At the heart of the creative industries, GOBELINS has been one of the leading schools in the disciplines of visual creativity for 50 years, from image conception through to image production.

As a member body of the Paris Region Chamber of Commerce and Industry, GOBELINS provides training in photography, print and multimedia communication, graphic design, interactive design, animation and video game design. The school trains 800 students every year, 400 of them on apprenticeship contracts.

The school has gained national and international recognition through the years. For the second year in a row, GOBELINS was ranked as the world's top school for animation (Animation career review, January 2017), top school for graphic design and top apprenticeship training centre in France in the Graphic 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.

### **50 years of photography training**

At GOBELINS, students learn to develop their own style! For 50 years, its photography department has been teaching that passionately to its students, who have then successfully embarked upon all aspects of creative photography. GOBELINS is at the centre of developments in design and technology in contemporary photography, and its three-year training courses turn photographers into "master craftsmen" (Bachelors degree at RNCP Level II vocational training level). They become masters in image composition, printing, photographic retouching, creating 3D images and also video editing.

GOBELINS promotes the transmission of know-how by providing its students with workshops run by professional photographers such as Jean-François Bauret, Christophe Huet, Dominica Issermann, Payram, Paolo Roversi, and Cyrille Weiner. They share their working methods, their know-how and their experience with the students.

The school has produced some well-known photographers: Raphaël Dalla Porta, whose work is included in prestigious collections in France and abroad - Sacha Goldberger, creative advertising expert, artistic director and photographer - Laura Bonnefous, Prix Picto fashion award 2015, 'bourse du talent' talent exchange, Charlotte Abramow, Prix Picto fashion award 2014, Alain Delorme - Prix Arcimboldo award 2007, Fanny Viguier, Prix SFR young talent award 2012, Maia Flore, Prix HSBC photography award 2015...

### **A research policy that pushes back the boundaries of the possible**

For the last few years, research and innovation at GOBELINS has expanded greatly, giving the school a very stimulating dynamic, both internally for students and teachers, and externally, by developing new, highly productive partnerships.

The school is also involved in collaborative research and development projects through the medium of calls for tenders.

Moreover, GOBELINS puts the emphasis on active training methods which, more than all the others, have an impact on student performance, with the ambition of learning to learn differently.

With this in mind, the school launched in November 2015 its first MOOC "Making professional videos with your smartphone". It was a tremendous success, with 17,000 people registering. In February 2017, the school will introduce its new MOOC "Arduino or how to make creative connected objects".

### **The BMW Residency 2017**

Set up in 2011, this ambitious cultural partnership aims to promote creativity. BMW Art & Culture committed to providing continuous support, from the creation and production of works through to exhibiting them in the Rencontres d'Arles and Paris Photo exhibitions or publishing them in an Éditions Trocadéro book.

### **How the BMW Residency works**

BMW Art & Culture, as sponsor, funds, supports and promotes the work done during the Residency, as well as producing and exhibiting it.

GOBELINS hosts the winner, and undertakes the scientific and logistical coordination of the Residency, the project coordination and the provision of technical support. GOBELINS provides the equipment and staff needed for production.

François Cheval is the artistic director of the Residency. He supports the winner in his or her researches and artistic project, looks after the arrangements for the exhibition and the production of the critiques on the winner's work.

### **The financial terms, equipment and technical arrangements**

BMW provides to the winner in residence at GOBELINS:

- a bursary of €6,000 and accommodation, if necessary, for up to six weeks to make it possible for the work and production to be done (based in a studio or one bedroomed apartment),
- the publication of a book by éditions Trocadéro,
- the production of an exhibition at the Rencontres d'Arles and Paris Photo exhibitions (within the allocated budget depending on the exhibition venue),
- a set of prints of the photographs exhibited.

The resources made available for the BMW Residency by GOBELINS:

- An assistant photographer, who will be a third-year student, will support the artist in his or her work throughout the Residency
- A team of 5 to 6 photography students will help publicise the residency (social networks, organising gatherings, making photos and videos) and will foster interactions with the other students in conjunction with BMW, the winner and GOBELINS
- Provision of a working area
- Use of the school's premises, particularly the shooting studios (with a cyclo wall, with full daylight or complete darkness)
- Use of the school's equipment: equipment for taking pictures (chamber, analogue facilities, medium format, 24x36), flash lighting or continuous light, film processing laboratory, inkjet printer, and flatbed printer (large format)

### **The production of works**

The artist's residency will result in the production of works produced with the support of François Cheval and the School's team.

Once produced, the signed and serially numbered works will be divided into three batches:

- The first batch will be exhibited and then returned to the artist to a timetable decided by BMW
- The second batch will be made up of two images for GOBELINS, including one chosen for communication purposes

- The third batch will go to BMW France in exchange for its sponsorship. It is to be made up of a selection of works chosen jointly by the artist and BMW France. This selection must contain all the works representative of the experimentation and work carried out during the Residency, including the photographic images/objects use for publicising the exhibition. All expenses of producing these works will be covered up to a maximum cost to be decided at the beginning of the residency.

### **Exhibition of the works**

A selection of works produced during the Residency will be exhibited at two photographic events: at the Rencontres d'Arles exhibition, from the opening week to the end of August 2018 and in the Paris Photo 2018 exhibition, in the BMW area. BMW is an official partner to the exhibitions. The dates and locations of the above exhibitions may change.

### **Publication of a book**

A selection of works produced during the Residency will be reproduced in an éditions Trocadéro book forming part of the BMW Art & Culture collection.

### **Candidate selection**

The candidate's application must be drawn up in French or English, on paper, in not larger than A3 format.

It must include:

- a biography,
- a presentation on the artist's general approach
- one or two sets of finished photographic prints,
- an outline of the intended artistic project to be undertaken during the residency,

The project should include innovative research or experimentation in new ways forward for photography using the resources of GOBELINS and the expertise of François Cheval.

Please note:

- no application will be considered unless it contains all of these features,
- recommendations from prominent people in the world of photography would be welcome. They should contain contact details for the person signing them
- the application will be returned only if accompanied by a stamped addressed return envelope

**Any questions on the applications** must be sent to the following email address: David Loignon: [dloignon@gobelins.fr](mailto:dloignon@gobelins.fr)

The application pack must be sent by mail before Friday, 15 May 2017, which is the last date for posting, with the franking stamp being evidence of this, for attention of:

GOBELINS  
David Loignon  
73 boulevard Saint Marcel  
75013 Paris  
France

## **Selection method**

A pre-selection of 10 applications will be performed by a committee made up of the artistic director, representatives of BMW Art and Culture and of GOBELINS, the school of the image, using the following selection criteria:

- the quality of work already undertaken
- the merits of the proposed artistic project and its feasibility within the three month residency
- the applicant's engagement with the values expressed by the BMW brand: commitment to technical and aesthetic innovation, responsibility and sustainability.

The 10 photographers picked for this preselection will be notified by mail. They will be asked to make themselves available for a half day interview if the selection panel needs to see them.

## **The selection of the winner by the panel**

The selected applications will be evaluated by a panel made up of:

- François Cheval, the artistic director of the Residency
- Sam Stourdzé, Director of Rencontres d'Arles,
- Christophe Wiesner, Artistic director of Paris Photo,
- Hervé Digne, collector and independent notable from the world of photography,
- Chantal Nedjib, President of 'L'image par l'image' agency, adviser to the BMW Residency,
- Maryse Bataillard, BMW France cultural engagement.
- Nathalie Berriat, Director of GOBELINS

## **Timetable**

Deadline for submission of applications: 15 May 2017.

Selection panel: May 2017

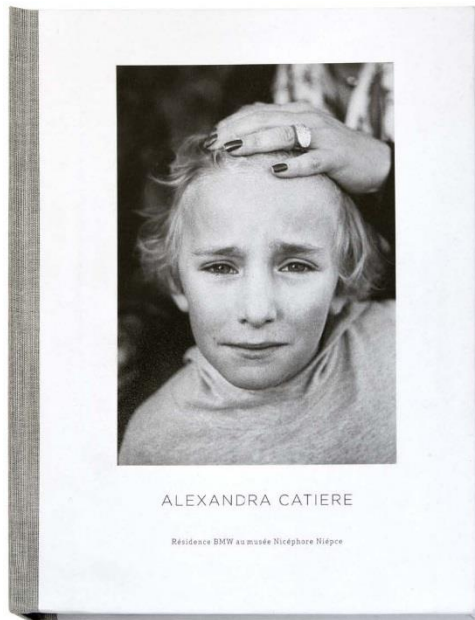
The winner will be officially announced in June 2017.

Residency 2017: photo shoots before December 2017, production and finishing before 1st March 2018.

## **History of the BMW Residency**

## The first six winners

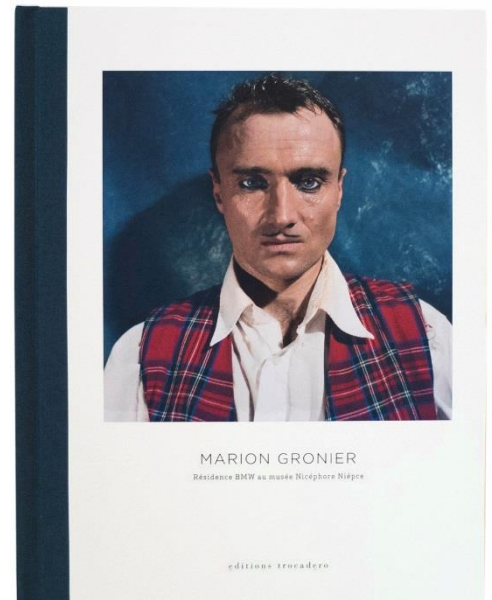
The BMW Residency has drawn the work of the first winners to the attention of photography professionals as well as making it known to the wider public.



**In 2011, Alexandra Catière** was the first year's winner. This young artist from Belarus stood out for her sensitivity, for her intelligence, and for her works blending together both classical and avant-garde techniques.

*Book co-produced by BMW Art & Culture and éditions Trocadéro. BMW Residency Collection, Alexandra Catiere 2011.*

**In 2012**, BMW supported **Marion Gronier**, a young French photographer, in her personal endeavours on the human figure and its various masks. Her photography captures the moment when the form of the mask breaks down, or when the face, disembodied, empties.



*Book co-produced by BMW Art & Culture and éditions Trocadéro. BMW Residency Collection, Marion Gronier 2012.*

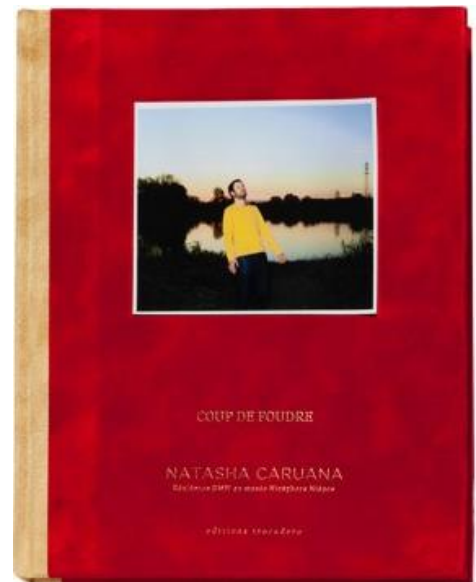




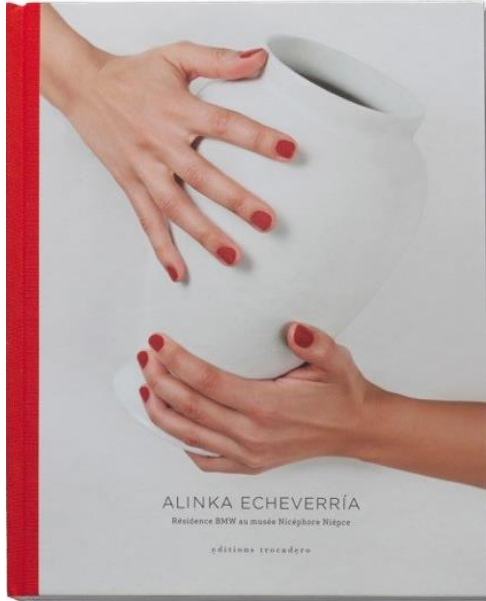
In 2013, the duo **Mazaccio & Drowilal**, attracted a very wide audience with the "Wild Style" project, questioning the imagery of wildness in mass culture.

*Book co-produced by BMW Art & Culture and éditions Trocadéro. BMW Residency Collection, Mazaccio & Drowilal 2013.*

In 2014, **Natasha Caruana**, a young British artist, devoted her time in the Residency in seeking the truth of "love at first sight". 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 phenomenon that will always be inexplicable.



*Book co-produced by BMW Art & Culture and éditions Trocadéro. BMW Residency Collection, Natasha Caruana 2014.*



In 2015, **Alinka Echeverría**, with her "Fieldnotes for Nicephora" project, examined the historic, technical and philosophic 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 Echeverría 2015.*

In 2016, **Dune Varela** explored graphical representation through landscape photography, together with the medium.



*Book co-produced by BMW Art & Culture and éditions Trocadéro, will be published by June 2017.*

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