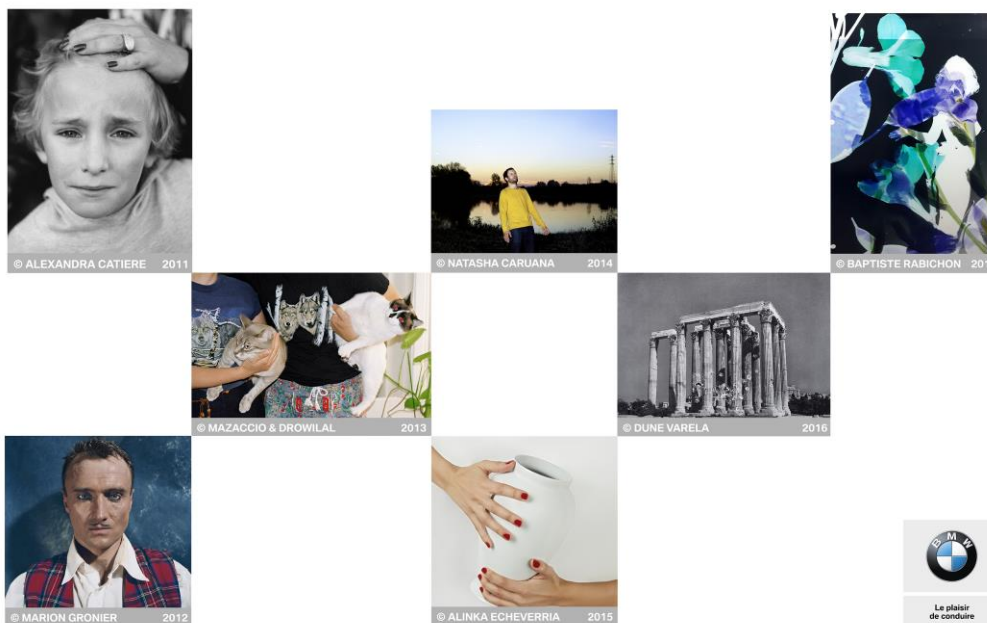


## RULES

### Call for photographer applications BMW Residency 2018 at GOBELINS, the school of Visual Arts.

BMW Art and Culture is launching the eighth call for applications for the BMW Residency with GOBELINS, the school of Visual Arts: A carte blanche for photographic innovation and sharing knowledge, open to contemporary talents.



## **Contents:**

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### **Contacts**

**This call for applications can be downloaded from:**

BMW: [bmw.fr/ResidenceBMW](http://bmw.fr/ResidenceBMW)

GOBELINS: [www.gobelins.fr](http://www.gobelins.fr)

## Introduction

### **BMW, a patronage 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 almost 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 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 nine 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, then 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 Arts, in Paris. François Cheval is its artistic director.

## **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 980 students every year, 400 of them on apprenticeship contracts, and 2000 trainees.

The school has gained national and international recognition. 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 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.

## **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 as well as video shooting and editing (short format).

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.

The school has produced some well-known photographers: Raphaël Dallaporta, 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, the school has been involved in collaborative research and development projects through the medium of calls for tenders.

Moreover, GOBELINS puts great emphasis on in-work training, which has a greater effect than anything else on student performance, with the ambition of learning to learn differently. With this in mind, in November 2015 the school launched its first MOOC. It was a tremendous success, with 17,000 people registering. The school is currently running its third MOOC "Making videos with your smartphone". Nearly 12,000 participants have already signed up to it.

## **The BMW Residency 2018**

This trailbreaking and ambitious cultural partnership started in 2011 in the form of an artist's residency.

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 BMW 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 in Paris, if necessary, for up to six weeks to make it possible for the work and production to be done (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, supports the artist in his or her work
- A team of 5 to 6 photography students helps publicise the residency (social networks, organising gatherings, making photos and videos) and fosters 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 publicity purposes
- The third batch will go to BMW France in exchange for its patronage. 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 2019 and in the Paris Photo 2019 exhibition, in the BMW area. BMW is an official partner to the exhibition. The dates and locations of the above exhibitions may change.

### **Publication of a book:**

Works produced during the BMW Residency will be reproduced in an Editions Trocadéro book forming part of the BMW Art & Culture collection.

### **Candidate selection**

The candidate's application must be drawn up in French or English and 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 submitted for the BMW Residency must be deeply meaningful and have a focus on innovation and experimentation. All of its technical, narrative, documentary and humorous elements should cast a fresh light on our changing world, and it should utilise 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 call for applications can be downloaded** from the websites of:

BMW Group France: [bmw.fr/ResidenceBMW](http://bmw.fr/ResidenceBMW)

GOBELINS, the school of Visual Arts: [www.gobelins.fr/bmw-residence2018](http://www.gobelins.fr/bmw-residence2018)

Any questions on the applications must be sent to the following email address:

Sylvie Mollet: [candidatures.residencebmw@gobelins.fr](mailto:candidatures.residencebmw@gobelins.fr)

**Applications must be submitted electronically** by 4 April 2018, the despatch deadline, to the following address: [candidatures.residencebmw@gobelins.fr](mailto:candidatures.residencebmw@gobelins.fr)

### **Selection method**

10 candidate applications will be pre-selected by a committee made up of representatives from the world of photography, from BMW Art & Culture and from GOBELINS, the school of Visual Arts 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 with the selection panel.

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

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

Maryse Bataillard, BMW France cultural Patronage officer

Nathalie Berriat, Director of GOBELINS

François Cheval, artistic director of the Residency

Chantal Nedjib, President of 'L'image par l'image' agency, adviser to the BMW Residency

Sam Stourdzé, Director of Rencontres d'Arles

Christophe Wiesner, Artistic director of Paris Photo

And prominent people from the world of photography.

### **Timetable:**

Deadline for submission of applications: 4 April 2018.

Selection panel: May 2018

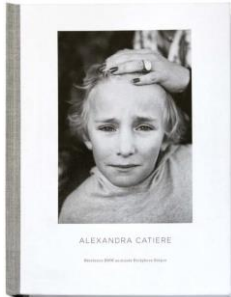
The winner will be officially announced in June 2018.

Residency 2018: photo shoots before December 2018,  
production and finishing before 1st March 2019.

## History of the BMW Residency

### The first seven winners

The BMW Residency shed light on the work of the first winners, not only for professionals in photography but also for the general 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.*



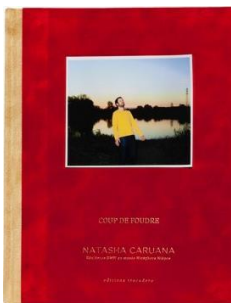
**In 2012**, BMW supported **Marion Gronier**, a young French photographer, in her personal endeavours on the human figure and its various masks. Her photography captures the moment when the form of the mask breaks down, or when the face, disembodied, empties.

*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.

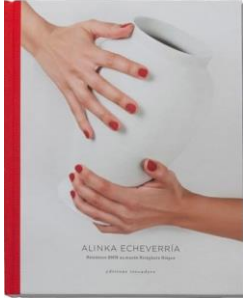
*Book co-produced by BMW Art & Culture and éditions Trocadéro. BMW Residency Collection, Mazaccio & Drowilal 2013.*



**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.

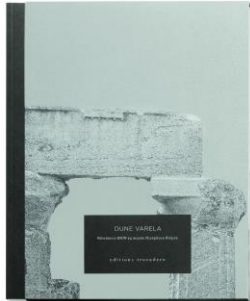
*Book co-produced by BMW Art & Culture and éditions Trocadéro. BMW Residency Collection, Natasha Caruana 2014.*





**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**, in "Always the sun" project for the BMW Residence questioned the different forms of photographic representation through various temporalities. She reflects on the alteration and fragility of photography as a medium, and the integration into the image produced by the process of disappearance.

*Book co-published by BMW Art & Culture and Trocadéro editions. BMW Residency Collection, Dune Varela 2017.*



**In 2017, Baptiste Rabichon** currently in residency at Gobelins, School of Visual Arts

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