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Fotografiska
New York

Fotografiska Announces Plan for International Location to Open in New York City

Stockholm-based, renowned meeting place for the world's best photography will open doors to Fotografiska New York in September 2019

NEW YORK (February 6, 2019) - Fotografiska, the Stockholm-based, internationally renowned meeting place for the world's best photography, announced today details on the upcoming New York City location set to open in September 2019. Fotografiska New York bring an exciting mix of photography, culture, dining and entertainment to the Flatiron District of Manhattan.

Fotografiska first opened on the waterfront in Stockholm, Sweden in 2010, and has since showcased many of the best photographers in the world — including David LaChapelle, Annie Leibovitz, Martin Schoeller and Albert Watson — alongside an incredible roster of emerging talents such as Cooper & Gorfer, Ren Hang, and Christian Tagliavini. Fotografiska continues to provide an unparalleled and dynamic mix of photography exhibitions, an award-winning restaurant, academy, retail experience and activities including lectures, workshops, events, and artist talks, which attract over half a million guests per year.

“We’re thrilled to expand globally, and continue to inspire conscious minds through beautiful and thought-provoking photography,” says Jan Broman, co-founder of Fotografiska, “Because of its diverse and vibrant cultural landscape, we believe New York City will be the perfect home for the next Fotografiska. It is now time to further develop Fotografiska into an organization with true international reach, as great photography communicates across borders, boundaries and languages.”

“We have been looking for the right New York location for quite a while, and the Park Avenue South space is a great opportunity for us to finally start to change the world in the spirit of Fotografiska,” says Geoffrey Newman, General Partner of Fotografiska New York.

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Located at 281 Park Ave. South in the Flatiron District, the six-floor, 45,000 sq ft. Fotografiska New York will be home to a multi-concept venue, featuring three floors of galleries, an esteemed hospitality partner, a highly curated retail offering, and a versatile event space. The building was constructed in the 1890s, and is also known as the Church Missions House, a historic building and registered landmark in an area once known as “Charity Row.”

As guests enter the building, past a detailed facade, they will be greeted by a best in class store presenting an extensive and acclaimed selection of photography books and posters, amongst other branded items. Guests are then invited to continue on to one of the various floors, each one offering a unique experience.

The second floor will be home to a globally recognized food & beverage partner, with a menu focused on the Fotografiska philosophy of “Sustainable Pleasure.” Award-winning chef Paul Svensson will consult on the concept, carrying through Fotografiska Stockholm’s ideals of zero-waste, sustainable and ingredient-driven cooking. Svensson’s restaurant at Fotografiska Stockholm won the 2017 Leading Culture Destinations Award for Best Museum Restaurant of the Year. The restaurant partner for Fotografiska New York will be announced in the coming months.

Floors three through five will serve as exhibition space, showcasing inspiring and thought-provoking images by both iconic and up-and-coming photographers. Fotografiska New York will host a wide range of exhibitions on display simultaneously - from both local and international photographers - and will continue to rotate the work throughout the year.

The exterior of the building will serve as a platform to present work and engage with the public at all hours of the day. Starting in 2018, the street-level windows have been activated with images from past Fotografiska exhibits, and feature a new visual theme every month.

The Team

Fotografiska was founded by brothers Jan and Per Broman, lifelong fans of photography that inspires, provokes, raises questions and invites all people to experience it. They are also the driving force behind global expansion. Fotografiska New York was made possible by Geoffrey Newman, who after catching inspiration from visiting Fotografiska Stockholm years ago, is now serving as a General Partner. The Director of Exhibitions for Fotografiska New York will

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be Amanda Hajjar, who was formerly Artist Liaison at Gagosian Gallery.

The Vision

Fotografiska is on a mission to inspire a more conscious world. Their values of inspiration, innovation, sustainability and inclusion will be manifested at all future Fotografiska locations. At the core of their ethos is a program called Fotografiska For Life, an initiative to highlight global issues through photography. The purpose is to leverage the power of photography to unite, spread awareness and create change in the world, and exhibits feature an array of mediums and approaches, including photography, videography, and virtual reality.

The concept and execution of Fotografiska is truly unique, and they look forward to meeting New York in the coming months.

For more information about Fotografiska, please visit www.fotografiska.com, or follow Fotografiska New York on Facebook and Instagram.

To order a copy of *The Eye*, Fotografiska's first photography book documenting eight years of exhibition history, please visit <https://teneues-books.us/the-photography-review-by-fotografiska>

About Fotografiska

Fotografiska is one of the world's largest venues for photography in a 6,500-square meter century-old building in Stockholm next to the Baltic Sea. Originally designed as a customs house, it also houses an internationally awarded restaurant, inspiring event spaces, an acclaimed academy, and a shop featuring an extensive selection of photographic books.

With a great network of world-class photographers at the core, Fotografiska Stockholm has hosted more than 170 exhibitions since the opening in 2010, including the work of iconic masters such as David LaChapelle, Helmut Newton, Sarah Moon, Nick Brandt, and Andres Serrano, as well as up-and-coming young photographers. By taking a stand in controversial issues and stretching their responsibility far beyond the realm of traditional art institutions, Fotografiska has a history of acting as an influencer, playing an active role in Swedish society.