

Call for application

BMW Young photographer-in-residence Musée Nicéphore Niépce 2015

*Call for application available
on the website www.museeniepce.com
and www.bmw.fr/artetculture*



Love at first sight © Natasha Caruana

musée Nicéphore Niépce
BMW ART & CULTURE.



Contents

BMW : Sponsoring photography

Introduction	p 3
The Nicéphore Niépce Museum	p 4
Stimulating creativity at the museum	p 6
The contribution of BMW Art & Culture	

The BMW residency program at the Nicéphore Niépce Museum

Coordination of the residency	p 9
Financial terms and conditions	
The museum's photography laboratory	p 10
Dedicated technical resources	
Production and exhibition of works	p 11
Applications	p 12
Selecting the winner	p 13
Calendar	p 14
Contacts	p 15

Introduction

The BMW Group has been strongly committed to culture for more than 40 years. It supports more than 100 projects across the world, helping to bring knowledge and the arts to a wider audience.

BMW France decided to offer its support to the universal language of Photography in 2003. Its initial involvement in Paris Photo and the Rencontres d'Arles led to the idea of setting up a BMW residency at Nicéphore Niépce museum in 2011.

BMW's activities are rooted in innovation, aesthetics and driving pleasure. Given its commitment to contemporary creation, BMW naturally turned its attention to contemporary photography. The Group offers artists a space where they can express themselves freely, supporting production and promoting new talent by providing prize winners with tremendous visibility among professionals and the wider public.

The artists selected for the BMW residency have complete freedom with regard to their work. The aim of the residency is to offer ongoing support and to foster a close link with the artists based on shared values, accompanying them as they set out on their creative journey.

What makes the BMW residency so special and so rewarding is the incredible diversity of different artists and projects.

This residency would not be possible without the remarkable Nicéphore Niépce Museum in Chalon-sur-Saône, internationally recognized for its outstanding collections and innovative museology. The museum offers both artistic and technical expertise and the support and advice of its entire team.

For the fifth year running, the BMW residency is launching its call for applications, a process which will result in the selection of a winner who will be announced at the 2015 edition of the Rencontres d'Arles.

The Nicéphore Niépce Museum

The Nicéphore Niépce Museum opened in 1974 in Chalon-sur-Saône, birthplace of the inventor of photography. Over the past 40 years it has assembled one of the most original photography collections in Europe. The Nicéphore Niépce Museum is one of the only institutions in Europe that can use original material – from the first heliographs produced by Nicéphore Niépce to the latest developments in digital imaging – to chronicle the history of photography, a medium that has changed the world.

Interactive displays and explanatory films are used to bring the story to life. Virtual technology allows visitors to play with different cameras, find out more about the experimental photography of Nicéphore Niépce, and explore the contrasting personal, professional and corporate worlds of photography.

The museum is not only recognized on a national scale. Its reputation goes well beyond national boundaries. Over the last few years, its position has been confirmed by several international exhibitions in China, Brasil, Russia, Italy, etc.

In 2014, the museum's curator François Cheval was appointed honorary director of the future museum of photography Lianzhou (China). He was curator of the photography exhibitions for the Museum of Civilisations from Europe and the Mediterranean (MUCEM), in connection with the events of "Marseille-Provence 2013 European Capital of Culture". More recently he has also curated exhibitions like "The Manhattan Darkroom, Henri Dauman" at Palais d'Iéna in Paris, "Patrick Tosani, Changements d'état » at the Pavillon Populaire in Montpellier, or "André Steiner Photographs" at the Multimedia Art Museum in Moscow.



Stimulating creativity at the Nicéphore Niépce Museum

The collection of photos and cameras, the wealth of reference material (a library stocked with 25,000 publications) and the expertise of the museum's photography laboratory are available to artists to help stimulate the creation of new works.

It was during their residencies at the Nicéphore Niépce Museum that Elina Brotherus, JH Engström, Laurent Millet and Tomiko Jones, to name but a few, found a new direction for their work. And works by leading photographers including Peter Knapp, Mac Adams, Charles Fréger and Antoine d'Agata are produced at the museum.

The contribution of BMW Art & Culture

BMW values the importance of aesthetics and technological innovation, and supports photography as an original, distinct art form. The Group is strongly rooted in France, including in Chalon-sur-Saône, so the partnership with the Nicéphore Niépce Museum was a logical choice.

This unique, ambitious cultural partnership, set up in 2011, offers an artist's residency program. Over the past years, the work of the first three prize winners has been 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.
- In 2012, BMW supported young French photographer Marion Gronier as she tackled a personal project on the human figure and its masks. Her photos capture the moment when the human mask breaks down and the disembodied face empties itself of all expression.

- In 2013, Elise Mazac and Robert Drowilal, the duo Mazaccio & Drowilal has achieved a massive audience through the project « Wild Style » by which explores the imagery of the notion of “wild” in mass culture.
- In 2014, Natasha Caruana, a young english artist, project for the BMW Residency searches for the truth behind Love at First Sight or Coup de Foudre - The Lightning Bolt.

BMW is supporting the entire process from creation to production, culminating in the unveiling of the finished works at the Rencontres d'Arles and Paris Photo, and the publication of a book and and a video illustrating the creative process and the universe of the winning photographer.



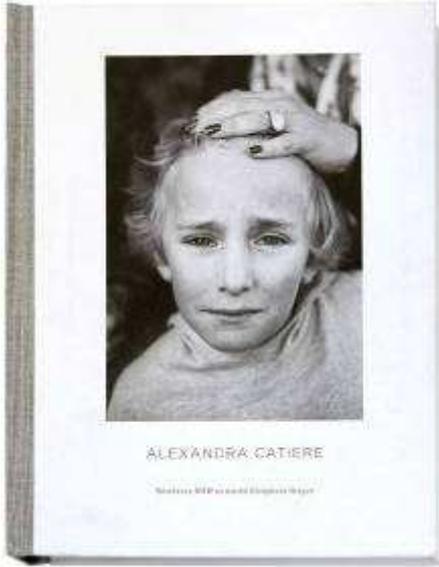
Exposition d'Alexandra Catiere
Lauréate 2011
aux Rencontres d'Arles 2012



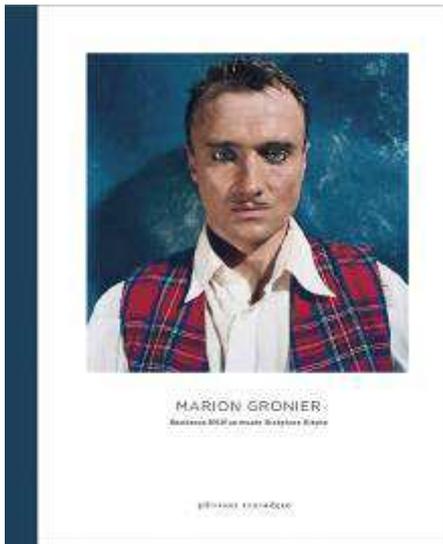
Exposition de Marion Gronier
Lauréate 2012
à Paris Photo 2013



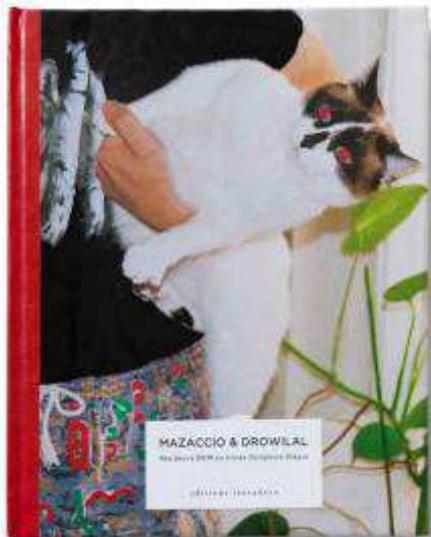
Exposition de Mazaccio & Drowilal
Lauréats 2013
à Paris Photo 2014



Alexandra Catière
Published by
BMW Art & Culture
and Editions Trocadéro
2012



Marion Gronier
Published by
BMW Art & Culture
and Editions Trocadéro
2013



Mazaccio & Drowil
Published by
BMW Art & Culture
and Editions Trocadéro
2014

Coordination of the residency

BMW France sponsors, funds, oversees and promotes the work of the artist during the residency and for the year following the residency.

The Nicéphore Niépce museum team is responsible for the scientific and logistical arrangements for the residency and exhibitions.

The Friends of the Nicéphore Niépce Museum Society is the financial backer of the project.

Financial and material terms and conditions

Grant /

The prize winner is given a grant of €6,000 towards his or her project.

Accommodation /

Accommodation (a small furnished studio flat) is provided for the artist in Chalon-sur-Saône during the three-month residency.

Travel /

The selected artist must be in a position to make his or her own travel arrangements. Travel costs are not covered by the residency.

Visit to the museum /

The artist should arrange to visit the museum before starting the residency (a contribution may be made to transport costs, depending on the distance between the artist's home and the museum).

The museum's photography laboratory

Since 1996, the museum has had its own in-house digital photography laboratory, which it uses to reproduce its permanent collections on digital media and to offer technical expertise for projects produced in cooperation with contemporary artists.

Dedicated technical resources

The winner of the BMW residency will be given their own photo production workspace with a computer for digital editing and a large-format printer.

The museum's spacious laboratories (photo and digital image editing studios) are spread over 200m².

Digitization:

- 1 Hasselblad Flextight scanner
- 1 Nikon Coolscan 9000 ED scanner
- 1 Nikon Coolscan 5000 ED scanner
- 1 Epson A3 scanner

Printing:

- 1 Epson 9890 printer
 - 1 Epson 9880 printer
 - 1 Epson 7880 printer
- Screen calibration program and Eye One Pro paper Profiler



Production and exhibition of works

The artist's residency will result in the production of works developed with the support of the entire Nicéphore Niépce Museum team, and in particular with technical help from the laboratory and the expertise of François Cheval, the museum's Chief Curator.

The costs of any consumables used for works produced with the support of the museum laboratory will be covered.

Publication of a book

A selection of works produced during the residency will be presented in a 96-page book as part of the BMW Art & Culture collection published by Editions Trocadéro (1,000 copies will be printed).

Exhibitions

A selection of the works produced during the residency will be exhibited at two major photography events:

- the Rencontres d'Arles, from the opening week to the end of August 2016,
- Paris Photo 2016, in the exhibition area for BMW, official partner of Paris Photo.

BMW and the Nicéphore Niépce Museum will cover the production and setup costs for the exhibitions.

The works will be divided into three sets:

- one set will be given to the artist,
- a second identical set will be donated to the museum as a valuable addition to its contemporary collections,
- a third set of works, selected by the artist and the museum directors, will be given to BMW France in return for its sponsorship.

Applications

In French or English.

Hard copy not exceeding A3 size.

Applications will not be returned.

It should include :

- a biography of the artist
- a portfolio presenting the Artist's overall approach
- a series of printed images of finished work
- a statement of the aims or a rough draft of the artistic work envisaged at Chalon-sur-Saône.

It should be noted that recommendations from people in the photography are encouraged.

Applications to be sent to :

Monsieur François CHEVAL
Conservateur en Chef du Musée Nicéphore Niépce
28, quai des Messageries
71 100 Chalon-sur-Saône
FRANCE

Deadline for receipt of applications

(Postmarked no later than the closing date) :

Wednesday 15th April 2015

Selecting the winner

Pre-selection / shortlist :

Ten candidates will be shortlisted by the management of the Nicéphore Niépce Museum using the following criteria :

- the quality of previous work
- the worth of the proposed artistic project
- the candidate's acceptance of the BMW's brand's values of aesthetics, dynamism and responsibility.

Jury selection :

The shortlisted applications will be reviewed by a jury comprising :

- François Cheval, Curator of the Nicéphore Niépce museum,
- Sam Stourdzé, Director of Rencontres d'Arles,
- The Director of Paris Photo,
- Damien Bachelot, Collector
- Chantal Nedjib, Director of l'Image par l'Image
- Maryse Bataillard, Manager of Corporate Communications and Culturel Sponsorship at BMW France

The winner will be selected following jury deliberation.

Official announcement of the winner during the first week of the Rencontres d'Arles 2015

Calendar

Submission of applications :

- Wednesday 15th April 2015 : Deadline for receipt of applications

Official announcement of the prize winner :

- The winner of the BMW residency will be announced during the opening week of the 2015 Rencontres d'Arles festival

Pre-residency visit :

- A day is set aside before the beginning of the residency so that the artist can visit the museum and meet curator François Cheval and his team

Residency 2015 :
from Monday 7th September
to Friday 27th November 2015

Contacts

Musée Nicéphore Niépce

28, quai des Messageries
71 100 Chalon sur Saône
www.museeniepce.com

François CHEVAL
Curator of the Nicéphore Niépce Museum
francois.cheval@chalonsursaone.fr
+33 [0]3 85 48 41 98

Emmanuelle VIEILLARD
Communication
communication.niepce@chalonsursaone.fr
+33 [0]3 85 48 10 16

BMW France

3, avenue Ampère
78 180 Montigny-le-Bretonneux

Maryse BATAILLARD
Responsable du mécénat culturel
maryse.bataillard@bmw.fr
+33 [0]1 30 43 93 23

Chantal NEDJIB
L'image par l'image
+33 [0]6 40 23 65 10