

EXCLUSIVE INTERVIEWS

WITH PHOTOGRAPHERS: KLAUS KAMPERT - MIKA CERON
MISS ANIELA, AND WITH: DENNIS ZILLOTTO
GISELLA BORIOLI, SUPERSTUDIO GROUP
GIULIO LIMONGELLI - LORENZA CASTELLI, MIA PHOTO FAIR
SARAH HASTED, EDELMANARTS - S. EISENHUT, PHOTOBASEL
EXCLUSIVE TEXTS BY

OUR INSIDER AT AUCTIONS: ANONYMOUS COLLECTOR
PHOTOGRAPHERS: KATRIN REINECKE - JOS TONTLINGER
MARCÓ TENAGLIA - MARIA ERIKSSON - SALVO BOMBARA
SIMONE ARRIGONI - STYLIST: DARIJA BIEDRZYCKA - MUA & HAIR
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by Emanuele Cocuzza

Find your own "language"

Interview with **Sven Eisenhut**, co-founder with Samuel Riggerbach of **PhotoBasel 2016**, which reached its new record of 10,000 visitors, including many international collectors and institutions...

How come the idea of PhotoBasel?

"When you grow up in a city like Basel, that is so rich in art and culture, and you since you are a little kid, you visit each edition of Art Basel you might start thinking about fairs and the like. So one fine day, Samuel and myself visited a photography art fair in Paris and realized that there was not only one fair but several art fairs dedicated to photography taking place at the same time. So we soon after realized that there must be a market."

What are the results so far?

"We just closed the second edition of PhotoBasel two weeks ago and the demand was super strong, so there is hardly any day off at the office. PhotoBasel has its "raison d'être" since the very beginning, but now we have proven it twice. We attracted a little less than 10'000 visitors to the fair (a new record!) and among them there were international collectors and institutions: Davidoff Art Initiative, Centre de la photographie Genève, Musée d'Orsay, Swiss Art Market Association (SAMA), Herzog & de Meuron, Sotheby's Institute of Art, Vitra, The Museum of Modern Art (MoMA) New York, Palazzo Grassi - Francois Pinault Foundation... and many more.

PhotoBasel's new location "Volkshaus" was widely perceived as an ultimate advantage - being in walking distance of Art Basel. Strong sales were reported and over 74% of the participating galleries sold at PhotoBasel 2016, many of them grossing several ten thousand Swiss Francs... There is a special market for photography art lovers - and since the entire art

world is in Basel during Art Basel, chances are high that they are paying us a visit like they did this summer."

Considering your experience, probably you have developed your own views of what are the most common mistakes or the most effective ways in choosing right photos for a fair. Do you have any advice for photographers who want to join the next editions of PhotoBasel?

"PhotoBasel is a gallery only fair, meaning we and the curatorial board is not specifically looking at individual photographers but more on the gallery. As for photographers my advice is to find one's own "language", be authentic, hungry and persevering. Find a gallery that believes in what you do and is interested not only in short term profits but more in long term, sustainable success."

Where did you get this passion for photography?

"Photography is everywhere, I remember lively when my dad used to take black and white photos with his analog Minox camera from the 80's and I was deeply impressed by the amount of time it took for one shot. Now we sort of all carry our own million pixel camera with us with our smartphones. Photos are part of our core identity and therefore accompany us everywhere."

PhotoBasel comes back again at Volkshaus for its third edition on June 14th - 18th 2017 with a new curatorial board and with Image in Progress among the Media-Partners.

www.photo-basel.com



Boen July, 1982, **Sven Eisenhut** grew up in Basel, Switzerland. His father was an art historian and his mother came from a hospitality family. Sven chose to go the world's oldest hospitality management school to pursue his degree as a hotelier - the acclaimed Ecole hôtelière de Lausanne 1893. When he was 26 years old, he co-founded a restaurant and by the age of 32 he co-founded PhotoBasel art fair together with his partner Samuel Riggerbach. He lives and works in Basel.