Call for applications

BMW Young Photographer in Residence
Nicéphore Niépce Museum 2014

Call for applications available for download on the museum website (www.musenepce.com) and BMW Art & Culture website (www.bmw.fr/artetculture).

musee Nicéphore Niépce

BMW ART & CULTURE.
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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.

BMW’s activities are rooted in innovation, aesthetics and (driving) pleasure. Innovation – which involves developing towards the future and striving to offer the very best – is only possible with a clear vision of freedom shaped by the sense of belonging to a specific era.

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 fourth 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 2014 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, including at the Metropolitan Museum in New York, Beijing Capital Museum, Macau Museum and Luis Ángel Arango de Bogotá Library.

In 2012, the museum’s curator François Cheval was General Commissioner for the 8th edition of the Lianzhou International Photo Festival in China. In 2013, he was also General Commissioner 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".
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 July 2013, the duo Mazaccio & Drowilal was chosen as the new winner of the residency. The selection committee was unanimous in its decision to select the project by Elise Mazac and Robert Drowilal which explores the imagery of the notion of “wild” in mass culture and its use in consumer society.

BMW is supporting this duo throughout 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.
The BMW residency program at the Nicéphore Niépce 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
**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).
Book published during Marion Gronier’s 2012 residency
BMW Art & Culture
and Editions du Trocadéro

Book published during Alexandra Catière’s 2011 residency
BMW Art & Culture
and Editions du Trocadéro
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,
- 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 2015,
- Paris Photo 2015, in the exhibition area for BMW, official partner of Paris Photo.

BMW and the Nicéphore Niépce Museum will cover the production and set-up 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** no larger than A3 size.

Applications will not be returned.

They should include:

- a biography of the artist
- a portfolio presenting the artist's overall approach
- 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 industry 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):
Monday 17 March 2014
Selecting the winner

Pre-selection/shortlist:

Ten candidates will be shortlisted by the management of the Nicéphore Niépce Museum using the following criteria:
Les critères de sélection sont :
• the quality of previous work
• the worth of the proposed artistic project
• the candidate’s acceptance of the BMW 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,
• François Hebel, Director of Rencontres d’Arles,
• Julien Frydman, Director of Paris Photo,
• Patrick de Carolis, Member of the Institut and Chairman of the Ecole Nationale Supérieure de la Photographie d’Arles
• Chantal Nedjib, Director of l’Image par l’Image,
• Jordane de Tyssandier, Manager of Corporate Communications and Cultural 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 2014
Calendar

Submission of applications

- Monday 17 March 2014: 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 2014 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 from Monday 8 September to Friday 28 November 2014
Contacts

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