



PHOTOPOPUPFAIR

The countdown is on - from June 26 to July 04, 2021, the seventh edition of the PHOTO POPUP FAIR will take place at stilwerk Düsseldorf!

Düsseldorf, June 9, 2021

Eight months of waiting are over, **PHOTO POPUP FAIR No 7** will finally open on June 26, 2021, at 12h, at **stilwerk** on Düsseldorf's Königsallee.

"We are very pleased to be able to present the more than 40 outstanding national and international Photograph:innen and Künstler:innen to our visitors after this long dry spell. Of course, using an up-to-date hygiene concept and taking into account all then necessary hygiene and health measures," is a first statement by **Founder and Creative Director Wolfgang Sohn**.

Again the PHOTO POPUP FAIR presents many young as well as established stars from the national and international photo art world. **Jens Koch** and **Robert Schlesinger** were counted among the 10 best photographers in Germany by Stern magazine last year.

The Berlin photographer Robert Schlesinger began his career as a photo journalist for the German Press Agency (dpa), then established himself under his own name as an automotive & lifestyle photographer and is now a much-booked photo artist for products, brands and personalities in various industries.

Jens Koch has had celebrities such as Udo Lindenberg, Johnny Depp, Gerard Butler and Lady Gaga in front of his lens. With his portrait photographs, Koch inspires the viewer to wonder and reflect: The portraits seem cheeky, liberating and surprisingly familiar. Jens Koch understands his works as a kind of worldview, as pop and spectacle - always in motion and full of surprises.

Flóra Borsi from Budapest is a globally acclaimed young artist. Borsi uses exquisite photo manipulation to produce surreal images that thematically explore identity, relationships, emotions and dreams. Her works often deal with the female body, and are often surreal-looking, photo-manipulated self-portraits.

Simone Mack, the daughter of Zero artist **Heinz Mack**, is also present, as are star photographer **Frank Dursthoff**, **Hartmut Ahlers** from Düsseldorf and **Fabio Borquez** from Argentina.

Lorenz Holder is known as a renowned action sports photographer and has established himself on an international level in recent years. His work is characterized by a high conceptual effort and unusual shooting techniques. Holder uses, among other things, infrared cameras as well as large-format view cameras to visualize his ideas in impressive works.

A special exhibition on CCSStyle LED walls in the new BlackRoom also features **Stefan Rappo** (Rappo worked closely with **Peter Lindbergh** for 13 years) from Paris and CANON Ambassador **Sascha Hüttenhain**, among others.

Also on display will be extraordinary works by **Sarp Kerem Yavuz** from NY with his life-size neon works, the 'Guards'.

The internationally renowned **ProfiFoto New Talent Award** - powered by Canon - (NTA) will present images from 15 current winning projects in an exhibition at PHOTO POPUP FAIR No 7.

For 14 years, the NTA has been a competition organized twice a year by Canon and ProfiFoto magazine in cooperation with the Laif photo agency and the WhiteWall photo lab, offering aspiring photographers the chance to find support in realizing their "pictures in the head".

The increasing internationality of the competition was demonstrated by submissions from Mongolia, Australia, Ukraine, Finland and Peru, among others. The spectrum of award-winning projects ranges from hard-hitting reportage, computer-constructed subjects and elaborate stagings to very personal insights into the lives and thoughts of the photo professionals. What they all have in common is the distinctive visual language of the participants.

Wolfgang Sohn supplements; 'To make art now again experiencable and under consideration of all important hygiene measures to give to humans again normality and the possibility of the diversion and to represent and promote at the same time the presence of art and culture, is also a substantially important factor of these special times!'

Opening hours: 26.6. until 4.7.2021

Daily: 12h - 19h

Admission (hygiene fee): 5 €

Children up to 12 years free

Press contact:

Wolfgang Sohn

ws@xawo.de

www.photopopupfair.de

Tel. 0151 400 16 591