

IMAGE IN PROGRESS

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Art in... dust!

03 EXCLUSIVE INTERVIEWS

WITH PHOTOGRAPHERS: GUIDO ARGENTINI - NICK BRANDT - TOBY BURROWS
PAVLOVE DER VISIONAER - JAN FRANCIS - PAOLA GUIGOU
JEAN FRANÇOIS LEPAGE - DANIELLE LEVITT - RICHARD MACHADO

EXCLUSIVE TEXTS BY

ART DIRECTOR: WARRENT SATT - DESIGNER: SHANNON SHIANG - GALLERIST: CELINE MOINE
HAIR STYLISTS: GIANDONATO BEATO - EROS LIU - PHOTOGRAPHERS: CHIARA CECI
LILYA CORNELI - MARC EVANS - FLOTOGRAPHY - JULIA KRAHN - VERONICA LOUNGE
ROBERT NORBURY - MARCIN OWCZAREK - ALFONSO PAPA - NENAD SALJIC
OLIVIER VALSECCHI - BETSY VANLANGEN - POSTPRODUCER: FEDERICO DE LUCA
PUBLISHER: ANDREA MINEO @ UNPUBLISHED - MAKE UP ARTISTS: ELOSE ARTIST
NICOLETTA CONTEDEUA - OZ ZANDIYEH - MAKE UP ARTIST AND HAIR STYLIST:
RORY RICE - SPECIAL ADVISORS: GIRGENTA - GRIGIO18% - STYLISTS:
YVADNEY DAVIS - JACLYN IAVARONE - MANUELA MEZZETTI - WRITER: ANITA ZECHENDER

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t: Andrea Mineo*

Collecting Unpublished...

Project's overview.

As I was browsing through old pictures by photographer friends of mine, I realised what a wealth of fabulous material is running the risk to be forgotten, often because of trivial editorial constraints or art dealers' shortsightedness. I immediately wondered how many more drawers filled with amazing works might exist around the world; and thus I decided to get a more precise sense of that by creating *Unpublished*. The feedback was immediate: just by sending out an e-mail that presented the project, I received more than 1200 pictures for the first issue.

The project is quite simple: every semester we collect the best unpublished pictures by 20 photographers that are considered interesting both for their practical work and for their artistic experience. We publish them; and then the original prints are exhibited within an actual collective show. The prints - signed and numbered - are donated to the project by the artists who also establish the sale price of their works. The revenues from the sales of pictures allow us to develop the project as well as to grant the free distribution of 500 hand numbered copies.

The photographers who have joined the project so far showed a deep appreciation and understanding of it, and decided to put their works on sale at almost symbolic prices (the average price of a print is about 300€). This immediately encouraged a less demanding but nonetheless serious and often profitable form of collecting, that arouse great curiosity and interest among contemporary photography lovers.

Magazine structure and managing.

Unpublished started off as a personal editorial experiment but, with the second issue, I was lucky enough to be joined by two crucial collaboratore, Serena Za-

cheo and Gabriele Naia, with whom I share all decisions regarding the magazine and the shows.

The origin of our choices.

Unpublished is the result of continuous research and scouting; because the true interest and desire behind it is to discover young talent whose works in the near future will be in the most important venues of the world and contextually offer anyone the possibility to buy some of their works.

Submissions.

Although most selected photographers come out of long research, we decided to accept unfiltered, spontaneous submissions as well. They can be done right through our website.

What kind of images we are looking for.

All pictures contained in *Unpublished* must have a strong impact and bear the same importance; that is why it was decided to show the logo on every page. I did not want it to be a magazine, perhaps best considered a 'cover-zine'.

What a publisher and galleries can do for us.

It's now time for us to grow: we would like to print more copies and reach larger markets because we are convinced that unpublished can have a brilliant future as long as it has the possibility to travel not only in Italy but beyond.

To do so we need a publisher who believes in our work and who is willing to help economically; but also we are looking for galleries and/or museums abroad that are ready to host us. Do you know someone?

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ph: Elisabetta Claudio

Andrea Mineo was born in Rome in 1978 but soon afterwards moved to Milan where he has been working as an art director for 10 years. After a long working experience at various prestigious Italian agencies, he founded Apart Collective (along with Davide Mosconi, Alessandra Mangini and Micol Talso), a freelance professionals' network based in Milan and Florence with a focus on unconventional advertising, fashion and art projects. He is also the art director of Toilet Paper magazine website - web version of the most recent art project by Maurizio Cattelan and Pierpaolo Ferrari - along with Micol Talso, and of some works by videoartist Yuri Ancarani. In his (unfortunately) limited spare time, he teaches art direction at NABA in Milan.