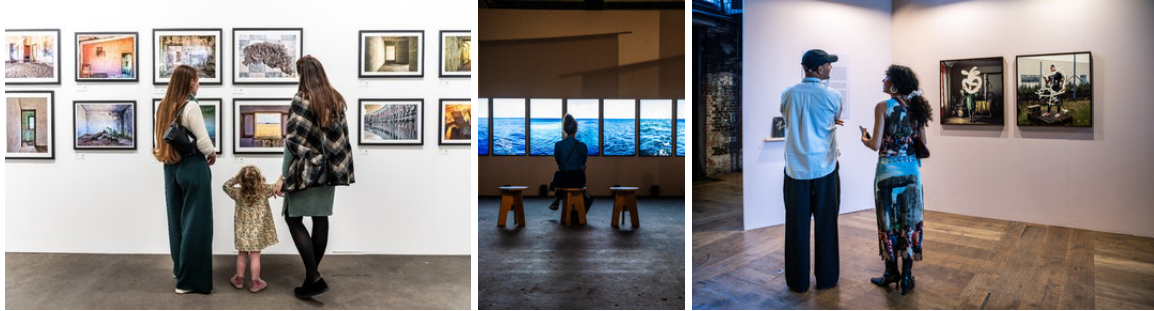


# Unseen

## Unseen and Art Rotterdam join forces starting in March 2026

### Photography fair will be featured as part of Art Rotterdam



Photographer: Jitke Nap

The thirteenth edition of Unseen, as part of Art Rotterdam, will take place at the end of March 2026 — and not, as previously announced, this coming September at Amsterdam's NDSM Loods. Unseen and Art Rotterdam are joining forces and are currently preparing for their first joint edition, scheduled to take place from March 26 to 29, 2026, at Rotterdam Ahoy. Like Art Rotterdam 2025, this combined edition will cover an area of 14,000 m<sup>2</sup>.

#### Strategic Alliance

In recent years, Unseen has been confronted with a diminishing role of photography within gallery programs and a declining number of galleries exclusively focused on photography. The strategic alliance with Art Rotterdam opens new doors for Unseen: a compact, carefully curated and sharply focused selection of photography within a broader contemporary art context.

Art Rotterdam, widely praised as an experiential fair with a variety of sections under one roof — including video art, sculptures, and large-scale installations — will become even more diverse and appealing to a young and international audience through the addition of a strong photography section.

#### A stronger platform for photography

Fons Hof, director of Art Rotterdam and Unseen Amsterdam:

*"Especially in a time when the photography market is facing challenges, the integration of Unseen into Art Rotterdam offers a unique opportunity for renewal. This creates a more powerful platform that strengthens photography as an essential voice within contemporary art."*

#### Benefits of the new joint setup

In addition to benefiting from Art Rotterdam's visitor flows and promotional efforts, Unseen will maintain its focus on international collectors, curators, and photography professionals. In collaboration with the fair's curators, Unseen is developing several special programs. The reopening of the Dutch Photo Museum in the iconic Santos warehouse in Rotterdam will play a prominent role in this context.

Moreover, Unseen's social media channels (92,000 Instagram followers) will remain exclusively focused on photography presentations. This ensures additional exposure for the selected Unseen works during Art Rotterdam. The strategic merger offers photographic talent a broader platform.

Unseen's unique identity and mission — to discover and support emerging photographic talent — will remain central and will be further sharpened within the multidisciplinary framework of Art Rotterdam.

#### Unseen Book Market

At present, the organization is exploring in what form the much-loved Book Market component can also relocate to Rotterdam. Discussions are ongoing with various partners about a suitable venue in the city.

#### About [Unseen](#)

Unseen, the art fair fully dedicated to the latest developments in contemporary photography, is internationally renowned for its high curatorial standards and intimate atmosphere. It attracts galleries and collectors from around the world.

The thirteenth edition of Unseen, now in combination with Art Rotterdam, will take place at Rotterdam Ahoy from March 27 to 29, 2026, and not, as previously announced, in September at the NDSM Loods in Amsterdam.

#### About [Art Rotterdam](#)

Art Rotterdam is the most renowned fair for contemporary art in the Netherlands. Each year, it provides a platform for the latest developments in the visual arts. Its sharp focus on young art, the diversity of its various sections, its strong connection with the city of Rotterdam, and its distinctive location give the fair a unique character. For a growing number of art lovers, Art Rotterdam has become an appealing alternative within the international art fair landscape.

Part of Art Rotterdam is GalleryViewer.com, an online platform that supports potential art buyers with future purchases. The 90+ participating galleries from the Netherlands and Belgium are selected based on the quality of their offerings. GalleryViewer.com maintains an extensive database of artworks, exhibitions, and artist profiles. The site aims to promote transparency and education for a broad audience, offering online information while encouraging authentic art experiences within galleries.



Not for publication: for more information, free of rights images and interview requests, please contact Coebergh Communicatie & PR, Arabella Coebergh, Leidsegracht 38-40, 1016 CM Amsterdam, T T [+31 624276460](tel:+31624276460) and E [arabella@coebergh.nl](mailto:arabella@coebergh.nl)

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