



## **SAVE THE DATE**

**You are invited to our What's Next  
Expert Meeting on March 19, 2011  
at Foam Amsterdam.**

**A one-day symposium with Thomas Ruff,  
Adam Broomberg & Oliver Chanarin,  
Fred Ritchin, Tony Chambers, Charlotte  
Cotton, Jörg Colberg and many others.**

**This invitation is exclusive to you.  
Please reply to this email before  
February 11, 2011 and you will receive  
the official invitation shortly.**

**Hope to see you in Foam on the 19th!**

**More information →**

**foam**

**Keizersgracht 609  
1017 DS Amsterdam  
The Netherlands  
[www.foam.nl](http://www.foam.nl)**

# WHAT'S NEXT?

## What's Next? Further information

This year Foam celebrates its 10th anniversary. For us it's a time to reflect, not on the past, but on the future of photography. So we have asked ourselves the question, What's Next? and invited various experts to think with us.

What's Next? is founded in our conviction that photography has fundamentally changed during the last twenty years. And this process of change and transition is not finished yet. The digitalization of the medium has altered every aspect of photography, whether it is the photograph as an object, the position of the professional photographer, the function of the photo lab, the news agency or the photography museum.

But, What's Next? is about even more than the future of photography. It is about the future of a society dictated by visual media in which people primarily communicate with technological tools that are developed into consumer products with incredible speed. It is about a society in which everyone is a photographer, sharing their experiences with online communities, a society in which the experience of time and space have drastically changed.

In short, What's Next? is about the future of a medium and of a society in transition.

Foam will organize a variety of activities in which the question What's Next? will be addressed by a wide range of experts. These experts will vary from artists, critics, writers, scientists to researchers, curators and media specialists. These leading people from artistic, technological and sociological fields are all asked to formulate an idea, a dream or a vision about What's Next? based on the knowledge of their own specific field.

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# WHAT'S NEXT?

## What's Next? The expert meeting

The What's Next? expert meeting will take place during the weekend of March 19, 2011 at Foam in Amsterdam. The one-day symposium brings together international professionals from the area of photography and many related fields to continue and intensify the dialogue on the future of photography. The day will be divided into three parts:

- **9.30 am – 12.00 pm**  
The morning programme contains five short presentations/statements of each 15-20 minutes.
- **1.00 pm – 3.30 pm**  
After a lunch break several smaller groups of two experts with approximately 20 guests will discuss certain topics in different locations throughout the Foam building. These discussions, each of 40 minutes, should change three times.
- **4.00 pm – 5.30 pm**  
After a coffee break the symposium will finish with a round-table discussion with all the experts and guest.

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