



TBILISI PHOTO FESTIVAL

EXPERT'S MASTERCLASS

with

CHRISTINE OLLIER

IN TBILISI, GEORGIA

During the opening week of Tbilisi Photo Festival 2017

**FROM CONCEPT TO THE PRODUCTION OF A
PHOTOGRAPHIC WORK**

From Wednesday 13th September to Saturday 16th 2017

For its 8th edition, Tbilisi Photo Festival partners with air company AtlasGlobal to hold the series of original Masterclasses in Georgia. During the opening week of upcoming edition of Tbilisi Photo Festival on September 13-20, 2017, internationally acclaimed French photo curator, art historian and independent expert of photography Christine Ollier will organize a masterclass focusing on development of a photographic project from a first idea until the production of a set of images to be exhibited or to be publish as a book.

The objective of the original Masterclass conceived by Christine Ollier aims to allow the participants - professional photographers, professionals of visual arts, affirmed amateurs and students of photography - to finalize a work in progress in connection with the approach of theoretical and practical knowledge and the artistic follow-up of Christine Ollier: from artistic concept to the elaboration of the corpus, from the formal design to the production of the work, to the final selection for publication and exhibition.

Christine Ollier is an art historian and a curator. Specializing in contemporary art, she is especially known for her expertise in contemporary photography. At the same time, she is a specialist in cultural strategy, communication and territorial policies. She is a co-founder and director of a contemporary art gallery Turbulences in New York from 1990 to 1993. From 1989 to 2004 she was as well president of ACT, Art Communication Théâtres, an association with which she has carried out several international networking artistic events.

Christine Ollier was the artistic director of the gallery Les filles du calvaire from 1996 to 2016, in Paris and Brussels. She has assumed the selection and distribution of about thirty artists (annual average) around three main axes: painting, photography and installation. In the last ten years, Christine Ollier and her team have co-produced about sixty external exhibitions per year, and published over 80 books, of which C. Ollier assumed the artistic direction in complicity with the publishers.

Christine Ollier has curated a large number of monographic and thematic exhibitions, both in the field of photography and contemporary art. Since the beginning of 2017, she pursues her career as an independent curator and expert, devoted to the design of cultural events, the curatorial of institutional exhibitions and the publication of critical texts. Beginning 2017 she created a new compagny, assumed artistic consulting activities with artists and collectors, participated in juries, portfolio reviews and settle an international workshops platform in complicity with photo experts and photographers .

She is graduated from the University Institute of Technology of Paris V (communication and cultural strategies) and from the Ecole du Louvre - Cycle I in Art History, contemporary art specialization (1987) and Cycle II in Museology (1988). She also obtained a DESS in Territorial Policies in 1994.

Christine Ollier was nominated by the French Minister of Culture to the rank of Chevallier des Arts et des Lettres in 2011 and to the rank of Chevallier de l'Ordre du Mérite in 2014.



Christine Ollier

MASTERCLASS IN TBILISI WITH CHRISTINE OLLIER

During the 4 days intensive workshop, Christine Ollier will collaborate closely with each participant in order to share her professional expertise on developing a photographic project from a first idea until the production of a set of images to be exhibited or to be published as a book. The Masterclass will provide a better understanding of the various artistic approaches, know-how and related production techniques. The elements addressed are directly applied in the Masterclass and in the work of each participant.

Christine Ollier will held theoretical and practical sessions on the project of each participant making this workshop a fascinating learning experience.



Noia by Antoine d'Agata- show curated by Chritine Ollier at gallery les filles du calvaire. 2013

WHO CAN JOIN THIS WORKSHOP?

Workshop is open to Anglophone and Francophone professional photographers, artists, confirmed amateurs of image and photography students – all those who have a work in progress and wishes to learn how to finalize it or has a finished project and wants to transform it in an exhibition or a book.

Workshop for 12 participants maximum

FINAL PRESENTATION

Each participant of the Masterclass under the direction of Christine Ollier and with the help of an assistant will have the choice to finalize:

- The Editing for the design of a book with the development of a railway and discussion around the format of the publication, graphic style and printing specifics and the use of an introduction text.
or
- The selection for an exhibition with production advices for the formats and the definitive formal presentation format frame within visualization in 3D.

WHAT TO BRING

- A portfolio of images (paper proofs) of a photographic work in progress or finished work (printing on standard printer is sufficient)
- personal computer with the storage of all the images even those that are not in the selection *
- Documents on other works already done
- A text presenting the work
- biography of author

** Important note: all images that participants have taken for this work are stored on his/her computer and printed on paper, even if they were not selected for this first presentation of the work. Indeed, it is quite possible that some of these images find use in the end.*

SPOKEN LANGUAGES

English and French

MORE INFORMATION

Contact Elina Valaité, Masterclass coordinator (she speaks English, Russian and Georgian).

email: masterclass@tbilisiphotofestival.com

MASTERCLASS SPACE

WHERE TO STAY IN TBILISI

The Masterclass will be held in one of the **Fabrika's** conference halls. **Fabrika** is an old Soviet sewing factory that has been repurposed into a fabulously modern hostel and cool urban space in an old Tbilisi neighbourhood.

<http://fabrikatbilisi.com/hostel/>

In Tbilisi, participants can stay at this modern, comfortable and secure hostel conveniently located in the centre of the city to be just near to the masterclass place.

As Tbilisi Photo Festival is partnering with **Fabrika**, we can get for all participants very corporate rates for staying in the hostel during the Masterclass and for festival opening week too. There are also some very nice small restaurants in the courtyard of **Fabrika** and it's neighbourhood where meals are attractive not only because for their taste but for the prices as well.

Participants can try other nice hotels or hostels in Tbilisi near by **Fabrika** as well as Airbnb suggestions in the same area.

[IMAGE DELA FABRKA !!!](#)

PRICE

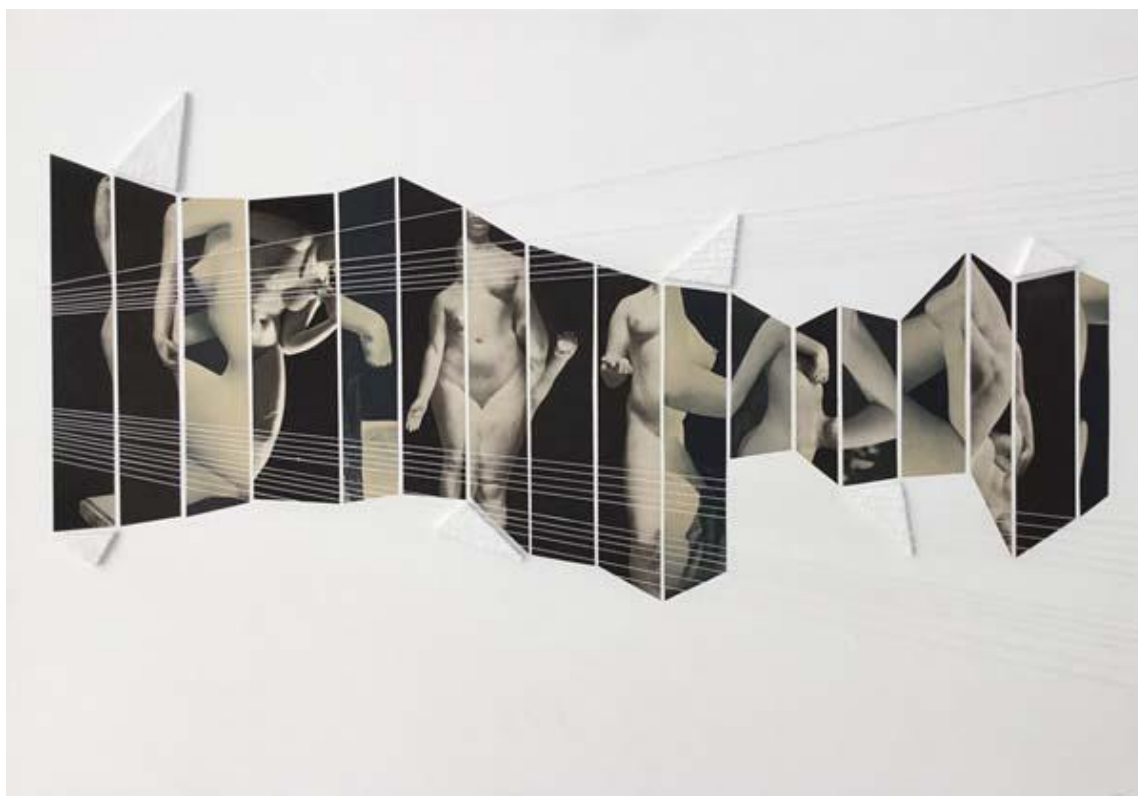
The cost of the 4 days of workshop is 1150 euros.

Apart from the workshop itself, it does include also:

- Transfers from and to Airport in Tbilisi
- Materials for workshop
- Technical assistance
- Free access to all events of the opening week of Tbilisi Photo Festival 2017 including the special soirées with invited guests of the festival

Important note: in case the participant would like to stay longer in Tbilisi, in order to attend the events of the whole program of opening week of the festival till September 20th, Tbilisi Photo Festival Masterclass team can negotiate with Fabrika the corporate rates for prolonged stay in the hotel (beyond the days of Masterclass).

The participants that will register before August 5th , will get the special 10% discount on the price of the masterclass.



© Claudia Huidobro Collage 21. From the group show **Fragments** by Katrien De Blauwer, Noémie Goudal, Claudia Huidobro, Anni Leppälä, Benjamin Mouly, Pablo Jomaron & Quentin Leroy, Catherine Poncin, Esther Teichman .Curated by Chritisne Ollier

CONTENT OF THE 4 DAYS WORKSHOP

Phase I: Cycle of 3 conferences in the morning

A little theory and many examples: It is to study through certain artistic achievements (illustrated by power points, films and books), how to develop a photographic project from a first idea until the production of a set of images. These conferences provide a better understanding of the various artistic approaches, know-how and related production techniques. The elements addressed are directly applied in the workshops and in the work of each candidate.

Phase II: Practice and artistic advice in 4 workshops of 3 afternoons and 1 day

The workshop provides a personalized approach to the work of each trainee by providing artistic development advice for each stage of production editing for a book or exhibition.

First day –Wednesday 13th September

1st Morning Session: 9:30 am - 1 pm

9.30 am: Welcoming all participants of the Masterclass

10 am -13 pm: Conference on Development of the photographic project

Several creative sources:

- The original artistic concept
- The possibilities of developing a personal project on the basis of external demands

Implementation of the project:

- Elaboration of the project from the thought to the writing
- The indispensable file: from the notebook to the file
- Targeted research of grants and subsidies

Lunch break: 1 pm - 2:30 pm

1st Afternoon Session: 2.30 - 6.30 pm

Presentation session by each trainee in front of all the participants of their photographic project - 20/30 m each - via power point and / or paper proofs + text.

Open discussion around the projects.

Coffee-break : 4:30 pm

Second day- Thursday 14th September

2^d Morning session: 10 am - 1 pm

Conference: Execution of work

2.1. Implementation of a serial work: The place (s), the time, the lights, the people

- The different approaches of a territory
- The measurement of a population and the serial social portrait
- Contemporary examples

2.2. Implementing a one image by one image work

- Setting up an in-door or out-door shoot,
- Technical recommendations and know-how
- Narrative writing: the difference between process and writing
- The most of Photoshop and the lack of its overuse
- Contemporary examples

Lunch break: 1 pm - 2:30 pm

2^d Afternoon 2:30 - 6:30 pm

Personalized coaching

At an individual appointment, each proposal is criticized by the coach for its meaning, form and destination (and possibly its quality - only to the extent that the work presents

unreliable defects) according to the conception put forward by the candidate and what is already being done on the international stage.

After a direct and sincere discussion with the trainee, he / she will have to reflect and reformulate his selection alone in 24H

- Half of the trainees have free afternoon to work on their personal project, taking in account first recommendations from the day before -

Third day- Friday 15th September

3^d Morning Session: 10 am-1 pm

Conference: Finalization: production and formal design

3.1 The development of the corpus

- Serial work and stages of editing
- Fictional work and staging: the elaboration of the narrative corpus
- The different selections for the book, the series, the exhibition

3.2 The manufacture of the work and its presentation

- The choice of format (s) to exhibit, hanging and sell
- Different forms of presentation and hanging
- The realistic choice according to production costs, the lifetime of the images, etc.
- Principles of reality and short stories
- Possibilities and seeks for financing production costs

Lunch break: 1 pm - 2:30 pm

3^d Afternoon Session: 2.30 - 6.30

Individual coaching

At an individual appointment, each proposal is criticized by the coach for its meaning, form and destination (and possibly its quality - only to the extent that the work presents unreliable defects) according to the concept elaborate by the candidate and what is already being done on the international stage.

After a direct and sincere discussion with the trainee, the trainee will have to think and reformulate his selection only in 24h.

- Half of the trainees have free afternoon to work on their personal project, taking in account their individual coaching from the day before –

Fourth day- Saturday 16th September

Second Session of coaching and artistic finalization

4th Morning Session: 10am - 1pm

Lunch break: 1 pm - 2:30 pm

4th Afternoon Session : 2.30 - 6.30 pm

Coffee Break: 4:30 pm

Second session of individual presentations: each trainee presented to the group two new selections: a relatively large one for a book and a limited one for an exhibition and for the finalization of a set either for a gallery or for an agency. He will have to argue on his choices by himself.

A New critical approach will be provided by the artistic director as well as advices for finalization.

Then each participant under the direction of Christine Ollier and with the help of an assistant will have the choice to finalize :

- The Editing for the design of a book with the development of a railway and discussion around the format of the publication, graphic style and printing specifics and text necessity.
- The selection for an exhibition with production advices for the formats and the definitive formal presentation format frame within visualization in 3D.



*Samuel Grataca's Empire series, focus at the Stand of gallery les filles du calvaire. Paris Photo, Paris, 2016.
Curated by Christine Ollier*



THE TBILISI PHOTO FESTIVAL

The Tbilisi Photo Festival was launched in 2010, in partnership with Les Rencontres d'Arles. It is the first annual international photography festival in the Caucasus and has proven to be not only the most respected festival of photography in the region but one of the most highly esteemed cultural events in the Caucasus.

The festival is significant for being a central meeting point for photography from the west, along with Asia, Iran, Turkey, Russia and the Arab world. Each year, the Tbilisi Photo Festival attracts internationally renowned photographers, curators, photo editors and leaders of other major photo festivals to the Georgian capital, along with thousands of photography fans. Tbilisi is fast becoming a hub for new ideas in photography.

Artistic Director Nestan Nijaradze co-founded the festival with Lionel Charrier – French photographer and currently Photo Editor at *Liberation* in 2010.

www.tbilisiphotofestival.com

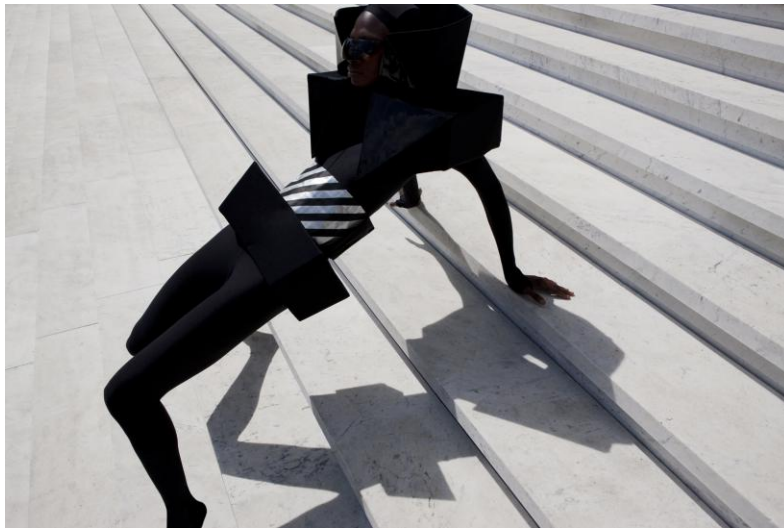
<https://www.facebook.com/tbilisiphotofestival/>

TBILISI PHOTO FESTIVAL 2017

The 8th edition of Tbilisi Photo Festival with the opening week on September 13-20 will emphasise the connections between the fashion, traditions of representation of identity, ideology and photographic image.

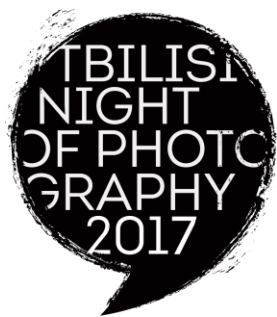
Returning for the 8th year, Tbilisi Photo Festival will once again firmly establish this city on the Silk Road as a global hub for international photography.

Among the guests of honor of TPF 2017 will be Viviane Sassen's *In and Out Fashion* will be hosted by Tbilisi Literature Museum; the work of Guy Bourdin will be shown in Georgia for the first time; the special commemorative event as well as the show of unseen images Stanley Greene etc...



Viviane Sassen. In and Out Fashion

Another highlight of the 8th edition of TPF will be the rarest collections of very specific soviet fashion photography from 60ies or the best of traditions in photographing fashion in early 70ies in the period of stasis' in East Germany; the Iranian fashion magazines of the period of before the Islamic revolution and series of portraits from Kajar period, the portraits of Talibans from the collection of Magnum photographer Thomas Dworzak that reveal the very specific traditions of identity representation through the series made in photo studio in Kandakhar, etc., will be revealed in the program of Tbilisi Photo Festival 2017.



The Night of Photography - open air night screenings in Old Tbilisi has become the highlight of the Tbilisi Photo Festival, with at least 10,000 people coming each year to see some of the best images from across the globe on the screens set up in the streets of Old Tbilisi. It was launched in 2010 as a Caucasian version of the Arles Photo Festival's event "La Nuit de l'Année". In 2017, the central event of the festival, and one of the highlights of Tbilisi's cultural calendar, the Night of Photography enters in its eighth year with the work of almost 300 photographers hitting the streets of Old Tbilisi. Leading international and regional photo and fashion magazines, collectives, agencies and independent photographers are invited to

feature their selections in the program of Night of Photography. Night will be held on Saturday 16th of September. From 8pm to 2am eight giant screens will light up the winding streets of Old Tbilisi with the work.

With 8th Edition to be held on September 2017, Tbilisi Photo Festival will establish Tbilisi as the capital of photography of the Caucasus.



**PARTNERSHIP WITH ATLASGLOBAL
– 30% ON AIR TICKETS for Masterclass participants**

TBILISI PHOTO FESTIVAL Masterclasses takes pride in ensuring that participants are completely taken care of from the moment of their arrival until the time of departure. This year, Tbilisi Photo Festival has partnered with AtlasGlobal Airlines, who will provide all participants a 30 percent discount on flights from every European city to Tbilisi.

To benefit from this offer, participants must email to:

georgia@atlasglb.com

with please do include “Tbilisi Photo Festival/Masterclass with Christine Ollier ” in the subject heading.

Office tel: + 995 599 32 2 25 03 30 - from 10 am to 7 pm Tbilisi time.

The philosophy of these Masterclasses is to combine a friendly atmosphere in a country where people are famous for their hospitality with hard-working sessions of the masterclass and festivities of the opening week of Tbilisi Photo Festival 2017.

Tbilisi Festival team is welcoming you with great pleasure!