Unseen Amsterdam Photo Festival & Fair

The UNSEEN Photo Festival & Fair (https://unseenamsterdam.com) is the leading platform for contemporary photography. Exclusively focusing on what's new in the photography world, Unseen provides a channel for up-and-coming talent to showcase their work. Unseen brings together the international photography community to discuss and debate the directions in which the photographic medium is evolving. Unseen is an all year round platform with physical events throughout the year with the main event Unseen Amsterdam. Unseen Amsterdam aspires to provide novel and diverse approaches to engage with photography.

Problem and Task: The festival grounds of Unseen Amsterdam are very large and visitors remain mostly in the main hall. This leads to the risk of disappointing new sponsors that exhibit in other smaller halls. Thus it was necessary to find a solution for better managing the flow of people and making better known the program elements, especially the activities organised by sponsors.
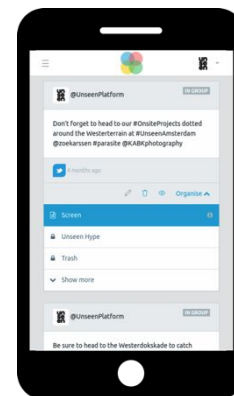
Solution: Tellit was used in order to inform and entertain the event participants. A massive 4m x 2m LED screen was set-up in the main public square of the festival grounds. The content displayed on the screen was managed in real-time through the Tellit tool by the social media and communication manager of Unseen. While going around the fairgrounds he used the tool to push on the screen information from social media feeds, the photographic content of the event and time-specific information about particular events that were about to start. This information was dynamically uploaded in real-time. The visitors were excited to see interesting photos and good suggestions of what to do next whenever they came to the main square while the exhibitors located in smaller halls were happy with the visiting crowds.