

ALBERTO ANAUT

founded Madrid's contemporary cultural-management collective, La Fábrica, when he was still deputy editor of *El País*. The launch of *Matador*, the now legendary magazine, proclaimed its mission: to progress contemporary culture in Spain. At its launch, the enterprise was something of a nomad, hosting exhibitions in rented spaces. In 2003, La Fábrica made its permanent home in Madrid, where it has two spaces, including a bookstore. In 2009, it launched another base in Barcelona, specializing in photography. La Fábrica now has a thriving publishing arm, with an extensive list of titles and a healthy contract publishing division; a film and documentary arm, NoToDo; runs theatre and performance nights, and is the engine behind PhotoEspaña, one of the most important photography festivals in the world.

PIERRE GONNORD is a French photographer who lives and works in Spain. Gonnord is inspired by classical fine-art portraiture. Embodying the aesthetic of a modern-day Caravaggio, he concentrates on shooting the kinds of people considered outsiders, from the blind to the homeless, spiky-haired punks and sullen gypsies.

YANN GROSS is a Swiss photographer, born in the coastal town of Vevey, who studied at Lausanne's University of Art and Design. He was awarded the Lucky Strike Junior Designer Award; the Vevey Grand Prix International de Photographie; the Swiss Press Photo Award and an art grant from the State of Valais, Switzerland. He was nominated as one of the 13 emerging artists of the year by *American Photo* magazine.

EUNICE ADORNO is a Mexican photographer whose work has been published in *El Universal*, *Reforma* and *La Jornada*. Her project *Fraum Bloom* (The Flower Women) which deals with Mennonite women in Mexico, won the Fernando Benítez National Cultural Journalism Award.

CIA DE FOTO is a photography collective with a uniquely democratic working style, founded in 2003 by Rafael Jacinto, Pio Figueroa, João Kehl and Carol Lopes. They are based in São Paulo.

AITOR LARA started as a philosopher with photography as a hobby. The Spaniard turned professional after winning the Premio de Fotografía from the Juana de Aizpuru gallery in 1999. Since then he has published five books of his work as well as extensive photojournalism.

PIERRE
GONNORD

“No one knows how to portray what is in a person’s soul like Pierre Gonnord. He has an iron determination – clear to us from the very launch of PhotoEspaña, to now, as he prepares a great book of portraits for publication next autumn. He looks for the prince inside every human being, and is able to transform rags into noble attire, or a sad look into an image of greatness. Each of his portraits dignifies its subject.”

Clockwise from right:
Iris, 2011; *Adriano*, 2010;
Julia, 2011.



YANN GROSS

“Yann Gross was born in Switzerland, but he creates his own world wherever he is. When he showed his work, *Horizonville*, at Photo-España, the jury was stunned by his photographic essay about a little village in Switzerland that lives like the American Wild West. Funny, ironic, colorful, surprising, iconoclastic, this photographer – not yet in his 30s – speaks with a certain central-European detachment, and of the irony of this modern world.”

Clockwise from right:
Avalanche 4 from the series *Lavina*; *Tatiana & Belene* from the series *Venus & Furs*; *Ours* from the series *Horizonville*.



EUNICE
ADORNO

“Make a note of this name: Eunice Adorno. She will be one of the greatest photographers in the next ten years. Mexican, cosmopolitan, cult, enterprising, brave and patient, her first book, *Las Mujeres Flores* (Flower Women), is an exercise in sensibility and talent. She made a trip to photograph the silent community of Mennonite women. In doing so, she revealed the best of herself.”

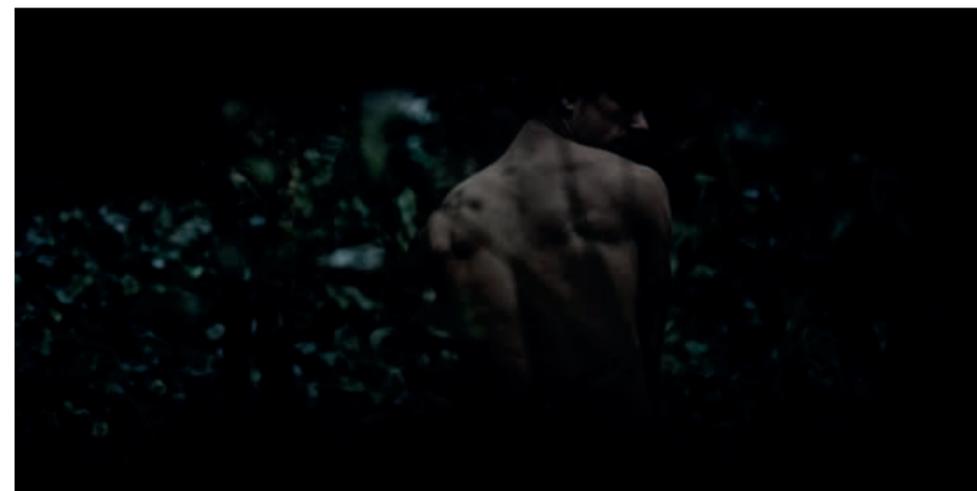
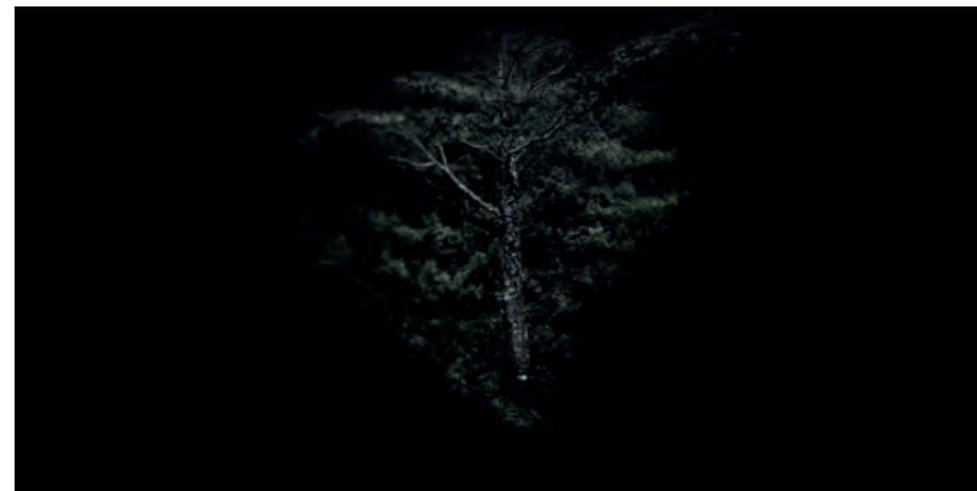
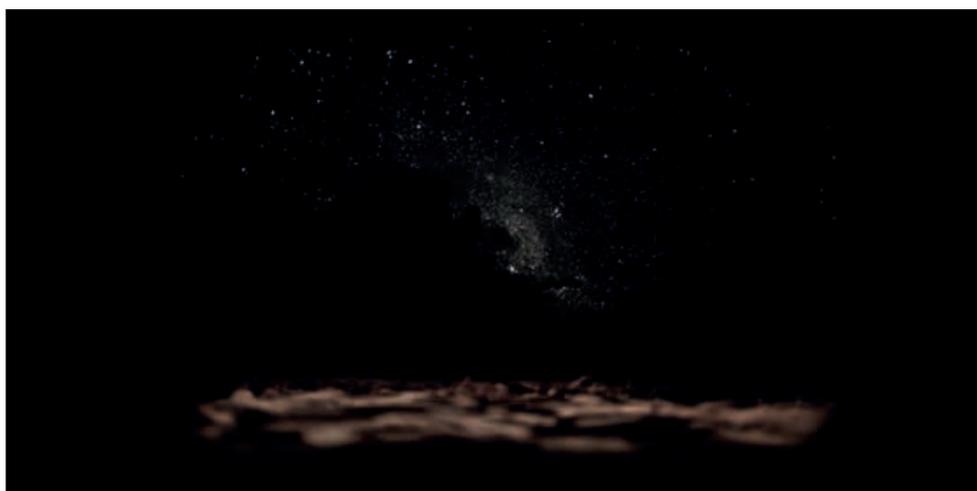
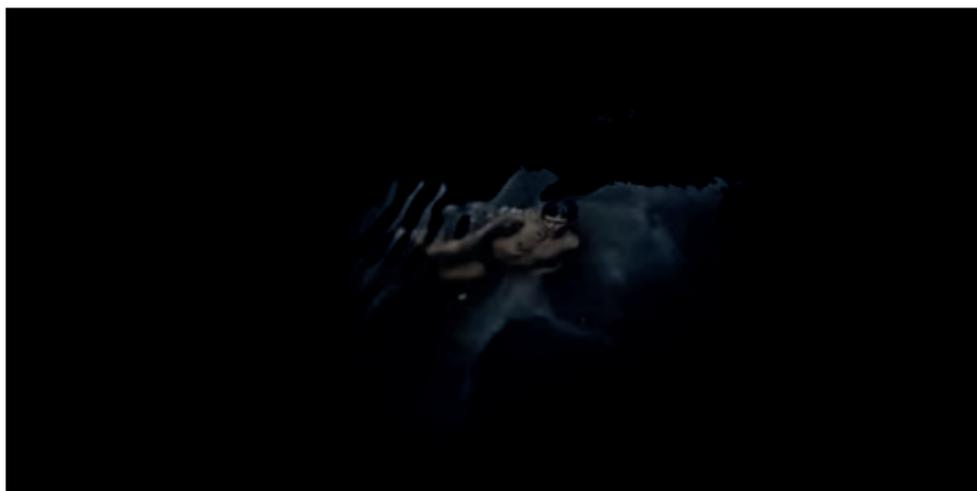
All images from the series
Las Mujeres Flores
(Flower Women), 2011.



CIA DE FOTO

“The future is in Brazil and this is where the new ways to work are coming from. Cia de Foto members work on the borders of the contemporary, between documentary and art. They evolve in tandem, share ideas and responsibility, and then take action together. They work in both black and white and color, and clichés don’t seem to apply to them. Their book, *Caixa de Sapato*, is a good example of their trajectory. But it is just the beginning.”

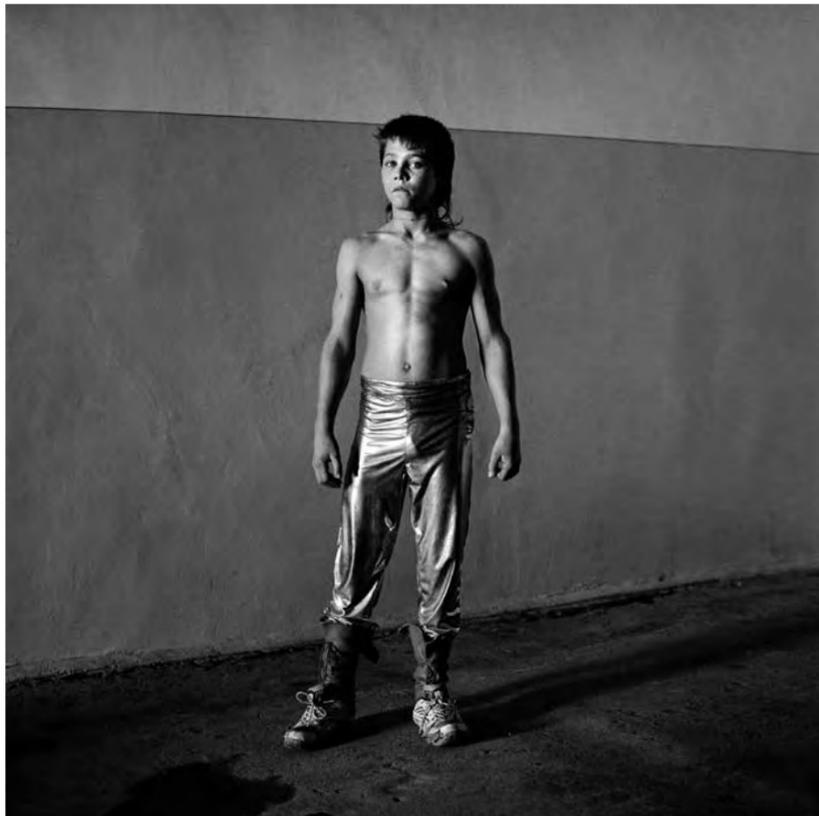
All images from the Cia de Foto Flickr photostream.



AITOR
LARA

“Aitor can photograph commonplace events and make us see them anew or shed light on strange horizons – like his work in Uzbekistan; *Tower Of Silence*. His very personal approach goes beyond documentary photography and into the artistic field in the widest sense.”

Clockwise from right:
Circo de Tashkent, 2005,
from the series *Tower of
Silence*; *Representación de
Obatalá*, Casa Africa, 2010,
from the series *Efori Hava*;
Koovagam, India, 2010, from
the series *377 Inverted Mirror*.





President of PhotoEspaña, Madrid's famous international festival of photography and visual art, and founder of cultural-management collective La Fábrica.

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"They're huge. They harness grace and a soft austerity... I think they fulfill the essential talent of all great portraiture."
Daily Telegraph

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TREND: OUTSIDE EDGERS



"Yann Gross's stark yet humorous series explores the unattainable American Dream with wit and beauty."
*Wallpaper**

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"Adorno's work demonstrates sweeping progress on the road toward professional maturity in terms of both theory and practice."
British Journal of Photography

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TREND: PAST PARTICIPANTS



"Carnaval is a photo series capturing the raucous Brazilian festival characterized by chaos and spontaneity. Each photo comes with 'binary look-alike' digital songs, in which the bytes of the photos are mapped into sound. The photographs are of a celebration, but facial expressions, contorted with intensity, pop out against pure black, creating a surreal and post-apocalyptic scene."
Frieze

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TREND: CROWD TRANSFORMERS



"His eye and his incredible ability to tell stories through images and characters make him one of the up-and-coming talents of his generation and one of the most renowned documentary photographers of our time."
Clone Magazine

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