



Ali Taptik awarded the first 'Elliott Erwitt Havana Club 7 Fellowship'



Turkish photographer Ali Taptik has been awarded the first **'Elliott Erwitt Havana Club 7 Fellowship'**. Born in Istanbul in 1983, Ali's work deals with the representation of urban landscape and architecture, and the relationship between the individual and the city.

Ali was selected from 40 proposals and portfolios of work by the Fellowship selection committee, consisting of Elliott Erwitt, Stuart Smith (*designer and long term creative partner of Elliott Erwitt*), Mark Lubell (*executive director of the International Centre of Photography in New York*), Nelson Ramirez de Arrelano Conde (*director of Fototeca de Cuba*) and Roderick van der Lee (*founder of Unseen Photo Fair*).

The Selection committee commented that "*Ali Taptik became a natural unanimous choice - his images require a second look as things are not what they seem at first glance. We think he will look at Cuba in a way that most photographers fail to do so by going beyond the intoxicating colour and decay to photograph something far more revealing and intelligent.*"

The **'Elliott Erwitt Havana Club 7 Fellowship'** was announced in 2015 and is awarded annually to an exceptional photographer to travel to Cuba to create their own unique body of work that documents the soul of Cuba.

Ali travelled to Havana in July to continue the photographic legacy of Cuba started by Elliott Erwitt and commented:

"In the globally heated month of July 2016, it was an amazing experience to be in Havana as the first Elliott Erwitt Havana Club 7 Fellow to think about the urban condition, architecture and its relationship with people. To construct my story and reveal my position of an outsider I engaged with Havana by drifting its streets on foot for hours looking for what repeats and what remains extraordinary. I hope to realize an installation of photographs that is supported by vernacular elements of architecture and a fictional short story."

Ten editions of a selection of seven images captured by Ali during his trip to Cuba are to be sold in support of the Fellowship to fund the next photographer being awarded, alongside a yearly contribution of €25,000 from Havana Club.

The 'Elliott Erwitt Havana Club 7 Fellowship' is run in conjunction with **Havana Club**, the world's leading Cuban rum brand, which embodies the heritage the Cuban rum-making tradition and Cuban culture.

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Notes to Editors



All images © Ali Taptik

About Ali Taptik

Ali Taptik was born in Istanbul in 1983, he studied Architecture and graduated from Istanbul Technical University followed by a master's degree on documentary photography in Nordens Fotoskola, Sweden. His first project, combining dairy pictures with Istanbul's urban landscapes to recreate a personal history "remembering me", was shown in many cities around Europe, Asia and Turkey. His second series "Kaza ve Kader" (Accident and Fate) was about interconnected frames of the experience of accumulated urban realities. It is about the relationships, places, people, emotions and coincidences. "Kaza ve Kader" was shown in Istanbul, Ghent, Ljubljana, Malmö and Marseille. His latest project "Familiar Stranger" was about the urban structure and the relationship of the subjects of the city with their environment. He has had many solo exhibitions and participated in lots of group exhibitions in Turkey and European countries. He shot three films: "uman(ma)ma" (2001), "Sifir-Sifir" (2007) and "Naz" (2008). He won the best experimental film prize in the Istanbul Short Film Festival in 2002. Currently Taptik lives and works in Istanbul and is represented by galleries such as X-ist (Istanbul) and Atelier de Visu (Marseille).

About Elliott Erwitt

Elliott Erwitt is one of the world's most popular and admired photographers. A visual poet and humorist of everyday life, he has created some of the most memorable images of our time, from his observations of daily life at street level, to portraits of the iconic personalities including Marilyn Monroe on the set of the film *The Misfits* and Truman Capote's epic 1966 *Black and White Ball* in New York City. He has photographed Khrushchev and Nixon arguing in Moscow, Fidel Castro and Che Guevara in Havana and President JFK in the Oval office.

Born in Paris in 1928 to Russian parents, Erwitt moved to the US with his family in 1939 and it was there that he met Edward Steichen and Roy Stryker. Recruited to Magnum Photos by Robert Capa in 1953, Erwitt has been a member of the prestigious agency ever since and has served several terms as its president. To date, Erwitt has produced more than 25 photography books including *Eastern Europe* (1965), *The Private Experience* (1974), *Personal Exposures* (1988), *To the Dogs* (1992), and *Personal Best* (2010). His photographs have been featured in solo shows all over the world, including at the ICP and The Museum of Modern Art, New York; The Art Institute of Chicago; The Barbican, London, and The Reina Sofia Museum, Madrid. Erwitt lives and works in New York City and likes children and dogs.

About Havana Club

Havana Club is the number three international rum brand in the world outside the US and the worldwide leader in super premium and above rums, made to be enjoyed neat.

Thanks to the unique know-how of its Maestros del Ron Cubano (Masters of Cuban Rum), Havana Club has kept alive the Cuban art of distilling, ageing and blending premium rums. Havana Club is closely intertwined with the Cuban culture and the Cuban people are very proud of what has become a true national icon and one of the best ambassadors of Cuba worldwide. For the past decade Havana Club has promoted and sponsored contemporary Cuban culture notably through its 'Havana Cultura' programme.

About the Elliott Erwitt Havana Club 7 Foundation

The selection committee for each new Fellow to join the Fellowship will be:

- Elliott Erwitt – founding Fellow
- Mark Lubell – Director of the international center for photography
- Roderick van der Lee – Director of Unseen Photo Fair Amsterdam
- Stuart Smith – Director of GOST, Elliott's long-time publisher
- Nelson Ramírez de Arrellano Conde – Director of Fototeca de Cuba
- Previous Fellow

During the selection process, 20 industry insiders are asked to nominate 5 photographers who are then invited to submit up to 20 images from the past 7 years reflecting the selection criteria (see below). The selection committee will review and score the submissions before nominating a winner(s).

The selection criteria states that a photographic body of work reflecting a strong talent for documenting life and capturing real moments that evoke emotions must be submitted. The fellowship celebrates personal style but encourage natural and unfiltered photos that speak strongly without digital aid.

The winning Fellow will receive a €25000 grant of which at least €15000 must be used to create the work.

The Fellow will send a proposal of project incl. travel and production and budget in order to produce at least 30 images on the brief: *Explore the human condition in Cuba through documentary photography*

7 of the 30 would be selected for PR purposes and as well being sold with 50% of the proceeds going to the fellowship and 50% to the photographer. Each image will be priced at €900 at a minimum Size of 30x40 cm.

The rights of all submitted photos will be transferred in order to be shown on website and in press material announcing the Fellow's selection.

The rights of all photographs taken except what is specified in deliverables below. The photographer is entitled to 50% income of the sales of the 7 images in an edition of 10 and then 100% income of any other publication of the work

Deliverables:

- Presence at the launch of project (travel paid by Fellowship)
- Submitted images to be used on the website of the fellowship
- Of these: 7 signed images in an edition of 10 to be sold
- The right for the fellowship to make 5 exhibitions of the work including launch event (Fellowship covers associated cost)
- Donation of 1 signed edition of each of the 7 images for the foundation collection
- Participation in selection of next fellow