

Postcards from New Zealand

Auckland Festival of Photography series strengthens national visual identity



A YouTube channel promoting photography and cultural identity is being presented by the Auckland Festival of Photography (AFP). Launching this Thursday 1 July, *Postcards from New Zealand* includes work, artist talks and webinars by New Zealand photographers.

Postcards from New Zealand features new material and selected elements of AFP's June festival. The channel provides national and international audiences access to digital content promoting identity and connection in a Covid-19 environment.

Postcards from New Zealand offers a pathway for New Zealand based photographers to participate remotely from around the country, including, this year, contributing photographers based in Northland, Auckland, Waikato, Nelson, Wanaka, Hawkes Bay and Christchurch.

The Auckland Festival of Photography serves as a hybrid hub for the New Zealand photography scene each June. 2021 is the second time AFP has delivered a national programme on a YouTube channel.

"We launched the channel in 2020 as an innovative solution to Covid-19 impacting on the staging of a conventional festival," says AFP director Julia Durkin. "Its success demonstrated the value of adding the channel to our annual programme". "AFP sees this second national online programme as a counter to alienation and disconnection, part of the recovery from Covid 19 impacts. The series is part of our strategic outcomes to develop Covid 19 resilience, contribute to the nation's cultural recovery, and is proof that we are investing in New Zealand photography at a critical time as we move into the recovery phase of COVID-19."

*Above image by [Josie Gritten](#) (out 1 July) & below image by [Becki Moss](#) (out 8 July)

Postcards from New Zealand comes out every Thursday 1 July - 12 August

Producer Leesa Tilley and editor, composer and musician Adrian Stuckey from [AgentX](#) have collaborated to deliver this year's series of work.

"We are enjoying working with such talented photographers and blending their stunning visual art with Adrian's versatile music composition skills for the 2021 programme," says Leesa Tilley "I'm pleased to be working on producing this show for the second year, outside some of the lockdown limitations of 2020."

In tandem with this, from July 2021 the Festival Trust will start a new climate change ethic for every participating artist's 'Postcard' profile (all made without paper based artworks) the Festival Trust will gift one native tree to be planted in the country, dovetailing our 'Postcards' series to help environmental sustainability and nurture the landscape that so many photographers have found inspiring and to encourage new ethically motivated cultural audiences.

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What significance does a single image have in visual culture?

The postcard, that old redoubt of tourists in need of a memento to send back home, doesn't play an active role in contemporary aesthetics any more. In this post Covid lockdown world, few of us travel far. Most images are viewed on a screen, with Instagram, Tumblr, Twitter, Facebook and Snapchat home to countless images. AFP's Postcards from New Zealand online programme engages audiences in ways that recognise how much of today's visual image culture is expressed. It aims to strengthen national visual identity, improve opportunities for artists and creative sector employment, and support visual literacy online.

2017

(21 years old)



For images, programme and biographical information about contributing photographers see
https://www.dropbox.com/sh/e7p5x8u6ajlsbi3/AADsPblunfWwJ4_1QyJv_RpJa?dl=0

Thanks to Creative New Zealand



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