

## London's Saatchi Gallery to Celebrate the Art of the #Selfie

BY NICHOLAS FORREST | JANUARY 23, 2017



Clockwise from top left: Rembrandt Harmenszoon van Rijn Self-Portrait with Two Circles, Rafael Lozano-Hemmer This Year's Midnight (Courtesy bitforms gallery, New York), Actor Benedict Cumberbatch jumps behind U2 at the 86th Academy Awards in Hollywood, California (Reuters: Mike Blake), Cindy Sherman Untitled Film Still #21 (Courtesy of the artist and Metro Pictures, New York).

London's Saatchi Gallery is partnering with smartphone brand Huawei to present an exhibition celebrating the phenomenon of the Selfie. "From Selfie to Self-Expression" will open on March 31, 2017 as the first exhibition to explore the history of the selfie and the first ever Saatchi show to include self-portraits of the public with the #SaatchiSelfie Competition.

Nigel Hurst, CEO Saatchi Gallery, said "In many ways, the selfie represents the epitome of contemporary culture's transition into a highly digitalised and technologically advanced age as mobile phone technology has caught up with the camera. We are thrilled to be collaborating with Huawei on From Selfie to Self-Expression.

"The exhibition will present a compelling insight into the history and creative potential of the selfie, while the #SaatchiSelfie competition provides a global platform for Self-Expression. Our commissioning of work by ten young British Photographers completes the narrative and highlights the exciting potential of the very latest technology to encourage creativity."

"From Selfie to Self-Expression" will include works by artists such as Kutluğ Ataman, Christopher Baker, Juno Calypso, Tracey Emin, Van Gogh, Mohau Modisakeng, Rembrandt, [Cindy Sherman](#) (/artists/cindy-sherman-3646), Gavin Turk and Velazquez, showing alongside iconic selfies of the digital age by the likes of celebrities such as Kim Kardashian and Donald Trump

The emerging role of the smartphone as an artistic medium for self-expression will also be highlighted through the work of ten exciting Young British Photographers who will be commissioned to create new works using Huawei's newest dual lens smartphones. The works will be showcased in a gallery dedicated to world-class smartphone photography.

The #SaatchiSelfie Competition challenges artists, photographers, and enthusiasts from around the world to take the selfie in new directions with innovative and experimental photographic selfies. The prize will be judged by a panel of artists and forward-thinkers, with the 10 shortlisted artists to receive Huawei's newest smartphone and the winner to receive a "priceless photographic experience"