

The Do It Yourselfie Guide

New Window × Willem Popelier

New Window is an online platform and design label that gives an insight into the making process of art and design. We commission series of artistic objects and share the story of the realization of objects with the audience. Every collaboration has its own window. Works are displayed and sold at <http://shop.newwindow.nl>, at events and through selected retailers. The Do It Yourselfie Guide made by photographer Willem Popelier is now for sale.

Offering a platform for objects whose background stories deserve more attention is New Window's main goal. Whether we focus on existing work or commission a completely new collection, every taken step is consistently documented and exposed. Materials, shapes, colours and uses become apparent as the journey evolves.

The Do It Yourselfie Guide is the result of the commission from New Window towards photographer Willem Popelier.

Notes for the editor

- Our interview with Willem Popelier:
<http://newwindow.nl/willem-popelier/the-do-it-yourselfie-guide>
- The Do It Yourselfie Guide is available at <http://shop.newwindow.nl>
- For hi-res images and other press resources:
<http://newwindow.nl/press/willem-popelier/the-do-it-yourselfie-guide>
- For further inquiries:
Woes van Haften: woes@newwindow.nl or +31 6 24 23 20 50
- New Window: <http://newwindow.nl>
- Willem Popelier: <http://www.willempopelier.nl>

About The Do It Yourselfie Guide

Willem Popelier analysed thousands of selfies, tips and research articles on selfies and made The Do It Yourselfie Guide - the ultimate guide with 66 rules and 66 identity pictures on how to capture the best version of yourself.

"I'm fascinated—without criticising—by the fact that people are taking a seemingly endless amount of pictures of themselves. The phenomenon has become a widely accepted form of a self-portrait", Willem explains. "The unofficial rules I present with The Do It Yourselfie Guide say something about how we as a society look at this habitual form of the self-portrait. These do's and don'ts are probably also connected to how we look at ourselves at this moment in time."

The Do It Yourselfie Guide

- 149 inkjet prints (66 with ID photos, 83 with text), 35x45mm each
- In paper box, 83x83x42 mm
- Handmade by the artist
- Signed and numbered on the inside
- Edition of 66
- € 140

About New Window

Call it a platform, call it an online gallery, call it a blog. New Window was started by cultural initiator Woes van Haften (Amsterdam/NL, 1979) in 2013. Trained as a designer at the Design Academy Eindhoven and the Gerrit Rietveld Academie in Amsterdam, he quickly found that his strength did not lie in making in the traditional sense but in establishing connections. He knows how to create support and produce opportunities for creative people. New Window originated from his personal interest in the stories behind objects, which are often invisible to the general public. Its aim is to disclose these stories, visualise the making process of art and design objects and to act as a label. New Window provides insight to the worlds of industry and craftsmanship, while also revealing specialist knowledge. By sharing these points of expertise, it tells the story of how art and design can lead to

innovation, aiming to inform and inspire a broad public.

Every new window begins with Woes van Haaften inviting an artist or designer to embark on a journey of exploration. Together they initiate a new design process, or highlight an existing object whose background story deserves more attention. Blog posts on the website <http://newwindow.nl> show every step of the development. Along the path of creation there is room for surprise, failure and new ideas. The end result of a collaboration is a collection of products that you can eventually buy.

Learning about materials, techniques, what steps are made and how problems are cleverly solved all add to the emotional value of the product. Knowing how an object is made and why it is made this particular way creates a personal connection between owner, maker and the object. In this way, New Window is very much in tune with current interests in the origin and stories of products.

About Willem Popelier

Willem Popelier (Eindhoven, 1982) is a Dutch visual artist who uses photography. His focus is on the politics of representation. He researches - often with a conceptual approach - the generally accepted ways in which portraits are used and how identity is represented and perceived through photography.

His work has been exhibited worldwide, and has been published in magazines including C Photo, Foam Magazine and Mister Motley. His book ___ and Willem received several awards including an award for Best Book Design from the Netherlands 2010, a bronze medal for Best Book Design from all over the World (Leipzig) and a special mention for the Dutch Doc Award 2011. It was also voted one of the most influential photography books of the Netherlands since 1945.

His work received a special mention at Plat(t)form11 at the Winterthur Museum of Photography in Switzerland. In 2012, Popelier won the C/O Talents Program (Berlin) and was nominated for an ICP Infinity Award (New York), the Albert Renger-Patsch Award (Essen) and the Prix Pictet (London). In 2013 he was nominated for the ING New Talent Photography Award.