



Namsa LEUBA  
ARTIST DOSSIER

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## NAMSA LEUBA

## ABOUT

Namsa Leuba's diverse photographic practice examines the representation of African identity through the Western imagination. Spanning documentary, fashion and performance, Namsa Leuba creates a visual imaginary that explores the signs and symbols of her cultural heritage, from rituals and ceremonies to statuettes and masquerades. Whether executed on location in the artist's ancestral hometown of Guinea or in the constructed studio environment, Leuba's projects combine an anthropological interest in traditional customs with an aesthetic that is informed by fashion and design sensibilities. Adopting a theatrical approach with careful attention to props, colors and gestures, Namsa Leuba questions the relationship between fact and fiction, action and representation, and the sacred and the profane.

Namsa Leuba (Switzerland, b. 1982) studied photography at ECAL, University of Art and Design Lausanne, and obtained a Masters in Art Direction at ECAL. Her work has been published in numerous magazines, including I-D, Numéro, KALEIDOSCOPE, Foam, Interview, Vice Magazine, New York Magazine, Wallpaper, Libération, British Journal of Photography, and European Photography. In 2010, Leuba won First Prize at the Planches Contact Festival in Deauville, France. In 2012, Leuba was awarded the PhotoGlobal Prize at the Photography Festival in Hyères. She was the winner of the Magenta Foundation Flash Forward Festival in 2013. Namsa Leuba has participated in recent exhibitions including Photoquai in Paris, France; *Making Africa: A Continent of Contemporary Design* at the Guggenheim Bilbao, Spain; *Nataal: New African Photography* at Redhook Labs, Brooklyn; *Africa Reframed* in Copenhagen, Denmark; Daegu Photo Biennale in Daegu, Korea; the Athens Photo Festival in Athens, Greece, and a performance in *Off Print* at the Tate Modern, London. Her work is included in prestigious private collections including the Swiss Foundation for Photography and the Tang Museum (New York). Leuba's first large scale solo exhibition, *Ethnomodern*, was held at Art Twenty One in Lagos in 2016. Leuba lives and works between Africa and Europe.

## EDUCATION

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2013-2015	ECAL / University of Art and Design Lausanne, Master in art direction with mention
2012-2013	School of Visual Arts in New York, PhotoGlobal Program, Postgrad in photography, ECAL / University of Art and Design Lausanne
2008-2011	Bachelor of arts with mention excellent in visual communication, major in photography, ECAL / University of Art and Design Lausanne
2004-2008	EAA cifom, school of art, La chaux-de-fonds, CFC with honors, Design of information
1999-2002	Lycée Jean-Piaget, Diploma socio - educative bilingual in Italian

## SOLO EXHIBITIONS

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2016	<i>Ethnomodern</i> , Art Twenty One, Lagos, Nigeria
2016	<i>Mmabatho</i> , University of Fribourg (CH)
2016	The Armory Show, Art Twenty One, New York (US)
2015	START Art Fair, Art Twenty One, Saatchi Gallery, London (UK)
2015	<i>Ethnomodern</i> , THAT ART FAIR, Cape Town (ZA)

## GROUP EXHIBITIONS

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2018	<i>1:54 Contemporary African Art Fair</i> , Marrakech, (MO)
2017	Art Paris, Art Fair, Paris, (FR)
2017	<i>Beautiful Africa</i> , la Galerie du 5ème, Marseille (FR)
2017	Le Mois de la Photo, Incamera, Paris (FR)

- 2016 Photo Vogue Festival - Milano (IT)
- 2016 Paris Photo, Incamera, Ya Kala Ben & Kingdom of Mountain (FR)
- 2016 FIF Festival Internacional de Fotografia de Belo Horizonte (BR)
- 2016 *Modern Africa Rainbow Nation*, No Lab, Istanbul (TR)
- 2016 MPBL, Palais, Neuchâtel (CH)
- 2016 1:54 Contemporary African Art Fair, Art Twenty One, London (UK)
- 2016 Daegu Photo Biennale, Daegu (KR)
- 2016 *New Flesh*, RUBBER FACTORY, New York (US)
- 2016 *Mossless 4*, Public, Private, Portrait, ICP Museum, New York (US)
- 2016 *Africa Pop*, Les Rencontres de la photographie, Arles (FR)
- 2016 *Africa Reframed*, Øksnehallen, Copenhagen (DK)
- 2016 APHF:16 Athens Photo Festival, Benaki Museum, Athens (GR)
- 2016 *Lumière d'Afrique*, Fondation Donwahi Abidjan (CI)
- 2016 *New African Photography*, Redhook Lab, New York (US)
- 2016 The Armory Show Art Fair, Art Twenty One, New York (US)
- 2016 Cape Town Art Fair, COMMUNE.1 (ZA)
- 2016 *But he doesn't have anything on!*, COMMUNE.1 , Cape Town (ZA)
  
- 2015 *Incarnation*, Mosso, Brussel (BE)
- 2015 *Lumière d'Afrique*, Théâtre National de Chaillot, Paris (FR)
- 2015 1:54 Contemporary African Art Fair, Art Twenty One, London (UK)
- 2015 *Making Africa. A Continent of Contemporary Design* - Vitra, the Guggenheim Museum Bilbao (SP)
- 2015 LagosPhoto Festival, Lagos (NG)
- 2015 Tokyo international photography festival (JP)
- 2015 Photo Quai - Quai Branly Museum Paris (FR)
- 2015 JUST ANOTHER PHOTO FESTIVAL, Dehli (In)
- 2015 *Haut les masques*, QG, La Chaux de Fonds (CH)
- 2015 *Elsewhere*, Art Twenty One, Lagos (NG)
- 2015 *The African Renaissance*, London (UK)
- 2015 *700kg*, Maad ecal & TONK - Taiyo Onorato & Nico Krebs, Lausanne (CH)

- 2015 Nicolas Hayek center Swatch group, Tokyo (JP)
- 2014 LagosPhoto Festival, Lagos (NG)
- 2014 *AFRO-POLIS*, London (UK)
- 2014 Daegu photo biennale, Daegu (KR)
- 2014 Joburg Art Fair, Cocktail, Johannesburg (ZA)
- 2014 L'Oreal's Headquarters, Cocktail, Paris (FR)
- 2014 Scotiabank CONTACT Photography Festival, Toronto (CA)
- 2014 *Haute Africa*, Fotofestival, Knokke Heist (BE)
- 2014 *Fashioning Africa*, The African queens, MOAD Museum of African Design, Johannesburg (ZA)
- 2014 ECAL Photography, Galleria Corso Como, Milan (IT)
- 2014 ECAL Photography, Galerie Azzedine Alaïa, Paris (FR)
- 2014 LagosPhoto Festival , Ya Kala Ben, Lagos (NG)
- 2013 *FETICHISM IN FASHION*, M°BA Mode biennale Arnhem (NL)
- 2013 The Magenta Foundation, Flash Forward Festival - Emerging Photographers, Boston (US)
- 2013 *Hors-champs*, MEN musée d'ethnographie de Neuchâtel (CH)
- 2013 APhF:12 Athens Photo Festival, Athens (GR)
- 2012 C&D Book Show, selection of Ya Kala Ben edition, Brighton (UK) - Helsinki (FI)
- 2012 One of the 5 finalists presented during Art Basel 43, POPCAP'12, (CH)
- 2012 *LAST AND FIRST MEN*, London (UK)
- 2012 MIA/ Milan Image Art Fair, selection of Ya Kala Ben edition, Dummy award further exhibitions, (IT)
- 2012 Selected to be part of the 27th Festival International de Mode et de Photographie à Hyères (FR)
- 2012 Dummy award, Foto book festival, selection of Ya Kala Ben edition, Paris (FR)
- 2012 Salone internazionale del mobile, selection of work bachelor and master of ECAL, Milano (IT)
- 2012 *Planche(s) contact*, Deauville (FR)

- 2011 L'elac, espace lausannois d'art contemporain, selection of work  
 bachelor and master of ECAL, Lausanne (CH)
- 2010 Planche(s) contact, Deauville (FR)
- 2009 *New works old carpet*, Lausanne (CH)

## AWARDS

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- 2013 PDN's 2013 Photo Annual Award Winners - PDN Photo Annual (US)
- 2013 Flash Forward - Emerging Photographers (US)
- 2012 1st prize emotion series, Photo Annual Awards (CZ)
- 2012 Hyères PhotoGlobal Prize, received a scholarship to study one year  
 in the PhotoGlobal Program at the School of Visual Arts in New  
 York (US)
- 2012 Prix Elinchrom, awarded to a graduate student unit photography  
 has done an excellent dissertation
- 2011 Prix ECAL, awarded to a graduate student unit photography has  
 done an excellent dissertation
- 2011 Prix BCV, to reward a student of the unity of photography who has  
 made the overall quality of his work
- 2010 1st prize Planche(s) contact festival de photographie de Deauville,  
 France
- 2007 3rd prize video clip of Hotel Beau-Rivage
- 2007 3rd prize web site for CIFOM
- 2006 Mention for the poster project «Sapin» on l'art nouveau

## NOMINATIONS

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- 2015 Prix Pictet Disorder Foam
- 2015 Foam Paul Huf Award

## ARTIST RESIDENCIES

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2015	Art Twenty One, Lagos (NG)
2014	Pro Helvetia Swiss art council in Johannesburg (SA)
2012-2013	Residency and academic program at the School of Visual Arts New York (US)
2012	l'Atelier vaudois du 700e de la Cité International des Arts in Paris (FR)
2011	Planche(s) Contact of Deauville (FR)

## CONFERENCES

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2015	Le masque, l'artiste et l'ethnologue. Questions (de) sauvages ! 2015 Art Twenty One, Lagos (NG)
2015	That Art Fair, Cape Town (SA)
2014	Talk, Market Photo Workshop, Johannesburg (ZA)
2013	Inspirations, Danièle Bott, Claude Lelouch, Namsa Leuba, Massimo Vitali,... Deauville (FR)
2013	EAA / school of art, La Chaux-de-Fonds (CH)
2013	GBS / Gewerbliches Berufs- und Weiterbildungszentrum St.Gallen (CH)
2013	ECAL / University of Art and Design Lausanne (CH)
2012	LAST AND FIRST MEN. TOWARDS A NEW ANTHROPOLOGY, Christiane Monarchi, Armsden, London (UK)

SELECTED PRESS

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- 2018 The New Yorker Magazine, Beat Generation (The Nigerian musicians who are changing the sound of global pop, Sept 24, issue.
- 2016 Foam magazine, *Ordinary Life*, Dec., p. 91-110
- 2016 TATLER, *Thumbs-up from the series 'Zulu Kids'*, October
- 2016 Next Level, *Fixed gaze through a western lens*, October, p. 1, 54-59
- 2016 Palace Costes 64, *La nouvelle photographie africaine*, Sep 26, p. 96, 100, 106-109
- 2016 Géo - Numéro Spécial, *Magni que Afrique, Namsa Leuba, étoile montante de la photographie africainen*, Sep.
- 2016 Africa Reframed, *Visual storytelling from contemporary Africa*, p.1, 5
- 2016 Vice magazine, *A travel diary cross South*, Mars ,p.8-19
- 2016 Daegu photo biennial South Korea, *We are from somewhere, but where are we going?*, Septembre, p. 310-311
- 2016 New York OBSERVER, *Spring arts preview*, p.17
- 2016 La Liberté, *j'explore l'Afrique et l'Occident*, samedi 26 mars, p. 28
- 2016 L'Hebdo, *Namsa Leuba D'un continent à l'autre*, 17 mars, p. 60-61
- 2016 ELLE US magazine, New York, *The Armory Show*, March, p.227
- 2016 Baku magazine, *Movers and Shakers*, January, p. 172
- 2015 L'Express, *Rétrospective - Les Neuchâtelois qui ont fait l'actu en 2015*, jeudi 31 décembre p.5
- 2015 M Le magazine du Monde, *Enfants totems*, le 12 décembre, p. 94-101
- 2015 DIVAS, *Que la lumière soit!*, novembre/décembre, n° 80, p.67



- 2015 BOLERO, Statues Vivantes, November, n° 11, p. 44
- 2015 L'HEBDO, Famille format mondial, 29 octobre, p.69
- 2015 étape magazine, écoles et diplômés, n°228, p.118-121
- 2015 Fisheye, 10 photographes internationaux, n°13 juillet - août, p. 42-43
- 2015 The Times, Big art show steroids ,Tuesday FEBRUARY 24, p.14
- 2015 Art South Africa, snapped Presenting fresh photography from Africa, Volume 13 issue 03 March, p. 24, p.97
- 2015 Snapped Magazine March 2015, cover - p.87
- 2015 The Times, Big art show steroids ,Tuesday FEBRUARY 24, p.14
- 2015 Snapped Magazine January 2015, p.92
- 2014 ROOMS magazine, Beauty is in the lens of the photographer, No. 16, p. 163-171
- 2014 Sandu Publishing & Design 360 Magazine, No.53, i-D Bauhda, p. 228-229,
- 2014 Mail&Guardian, The space race Afroturism is the new black, dec. 12-18, p.1, 4-5
- 2014 Art South Africa, Volume 15 issue 03 November, cover - p.11-17
- 2014 City Press Johannesburg, Africa's grand selfie, p.8-9
- 2014 Pagina 99, Fotografe a sud del Sahara contro i cliché sul continent, p. 34-35
- 2014 Art South Africa, Volume 13 issue 01 September, cover
- 2014 SUNDAY STAR, For Contact, now is time to take risks, May 4, Toronto star, E3
- 2014 Chimurenga chronic, Swiss art council Pro Helvetita Johannesburg, Feb., p. 18

- 2013 M le magazine du Monde fr, La communauté Saint-Martin, un commando en sou-tane, February 8th, p.43-47
- 2013 GUP International Photography Magazine, Utopia, Issue 39, p. 42-55
- 2013 Dear Dave magazine, Namsa Leuba portfolio, issue 14, p.14-23
- 2013 PDN's 2013 Photo Annual Award Winners - PDN Photo Annual, p. 78
- 2013 PIG Quarterly Issue 02: GIRLS, p.182, 198-200, 372
- 2013 Animan, L'imprimeur des jeunes photographes, n°173 juin-juillet, p.80-81
- 2013 New York magazine, May 6, FRESH PRINTS, p.86-87
- 2013 Afrikadaa, janvier n°4 IDENTITY, L'oeil phantom-matic de Namsa Leuba, p.52-53
- 2013 British journal of PHOTOGRAPHY, January 2013, ONES TO WATCH THE TALENT ISSUE n°7808, p.44-45
- 2012 LIBÉRATION «Regarder le patrimoine culturel immatériel avec de nouvelles lunettes», 5-6 janvier 2013, p.12-13
- 2012 British journal of PHOTOGRAPHY, Dec., ANNUAL REVIEW ISSUE n°7807, p.56
- 2012 Nido, Gesellschaft, november, p.18
- 2012 24heures, mercredi 26 septembre 2012, Namsa Leuba croise les regards, p.31
- 2012 Foam magazine, Fall 2012, Issue #32 / Talent p.20-24
- 2012 Interview magazine, september 2012, Medialuna p.181
- 2012 New York magazine, August 20, 2012 Fall Fashion, Out of the box/ Il p.96-97
- 2012 L'Hebdo n°36 semaine du 5 septembre 2012, De part et d'autre de l'objectif p.31

- 2012 Vice magazine, "Les Nyamous" septembre 2012  
 2012 KALEIDOSCOPE magazine «A» is for Africa, issue 15 - sommer
- 2012 WAD magazine Cocktail n° 53, juin 2012  
 2012 CreativeReview, June 2012, I've taken too many photos p.61  
 2012 BLINK magazine issue 12, May  
 2012 L'EST RÉPUBLICAIN, dimanche 29 avril, Les statuettes de chair de Namsa Leuba
- 2011 L'Hebdo n°17 semaine du 25 avril 2012, Photos fétiches p.72  
 2011 Wallpaper\* magazine, Directory graduate  
 2011 Gup International Photography Magazine, online  
 2011 Le greffon, 22 novembre 2011, <http://legreffon.tumblr.com>  
 2010 Le Pays d'Auges bi-hebdomadaire n°3916, L'argentique fait réfléchir sur 2010 la composition p.9
- 2010 L'EXPRESS journal n°177, La jeune photographe de l'ECAL distinguée p. 3
- 2010 Numéro magazine n°119, Secret, Le prix de Deauville p. 46-47

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- 2016 Catalogue, Athens photo festival, Life Tracks, August, p. 98-99  
 2016 Stories of Johannesburg's Highrises, Fourthwall Books, Hatje Cantz, p.137-142  
 2016 Mossless 4: Public/Private/Portrait, Romke Hoogwaerts, Mosslee & ICP Museum, p. 44, 119  
 2016 Colour, Christine Davis & Scott Lyall, Public 51, p. 196-197

- 2015 Sceno Graphics, Sandu, Wang Shaoqiang, p.228 -229
- 2014 700kg, Maad ecal and TONK - Taiyo Onorato & Nico Krebs, Ecal
- 2014 The Art of Fashion Photography, Prestel, p. 28-33
- 2014 Haute Africa, People photography fashion, Lannoo, p. 40- 45
- 2014 Scotiabank Contact Photography Festival, p. 6, 32, 34
- 2013 Ecal photography, by Hatje Cantz, p.248-249
- 2013 FETICHISM IN FASHION, by Lidewij Edelkoort, M°BA 2013  
exhibition's book featuring namsa leuba's work, p.68-71
- 2012 It's Nice That Annual, December 2012, p.200
- 2012 Planche(s) contact Festival de photographie de Deauville, édition  
2010-2011, p.48-51, 64-65
- 2012 Hors-Champs, Eclats du patrimoine culturel immatériel, MEN, p.  
98-101