

# A NEW LENS ON AFRICA'S IMAGE-MAKING FUTURE

## *Roger Ballen Centre for Photography Opens in Johannesburg*

Johannesburg has just added a landmark to its cultural skyline. The Roger Ballen Centre for Photography – the city's first institution dedicated exclusively to the photographic arts – opens its doors this September with a bold exhibition that asks what role AI will play in the future of images.

Situated in Forest Town, the new Centre was founded by world-renowned photographer Roger Ballen and designed by award-winning architect Joe van Rooyen. It is one of the few spaces on the continent wholly devoted to photography, offering three exhibition halls and a specialist bookstore. The Centre's vision is clear: to serve as a platform for reflection, experimentation, and dialogue across the photographic spectrum – from historical archives to avant-garde innovation.

"For nearly 20 years, I've supported South African photographers through the Roger Ballen Foundation," says Ballen. "But the missing piece was always a venue. This Centre finally

creates a home where photography can thrive and challenge."

Fittingly, the launch exhibition is anything but conventional. *PSYCHOPOMPI*, curated by Berlin-based artist and theorist Boris Eldagsen, interrogates AI-generated imagery as a mirror to the unconscious. Eldagsen, who made headlines by rejecting the 2023 Sony World Photography Award for an AI-generated work, has built an international reputation for pushing boundaries between art and technology.

With its arrival, the Centre signals Johannesburg's growing role on the global art map – and a future where African photography claims its place at the cutting edge.

For more information, follow @rogerballencentre. 

*Unseen (By Infrarouge aka Anthony Tournadre)*







*BLIND LOOKING FOR A MIRROR | Me Me Me  
(By Boris Eldagsen)*







*No Title (By Crudguts)*





