

THE ARTS+ -

All you need to
know about the
future of the
creative industries

Fall in love with
digital pioneers
from around
the world

Why it totally
makes sense to
break down
innovation
barriers

JiaJia Fei, Director of Digital
The Jewish Museum, NYC

#theartsplus19

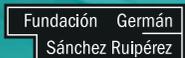


THE ARTS+ Innovation Summit Partners

THE ARTS+ is a truly international project, firmly rooted in Frankfurter Buchmesse. THE ARTS+ is organised in part by ALDUS, the network of European book fairs, and is co-funded by the Creative Europe Programme of the European Union.



Co-funded by the
Creative Europe Programme
of the European Union



“Can’t we just get along and do things for a real better future?”

What a simple, but brilliant question, asked by Galit Ariel in her keynote held at THE ARTS+ 2018. Galit is an AR expert and believes that AR creates a new generation of immersive narratives that will advance not only the way we tell stories, but also have impact on culture and society in the near future.

The vision of a future, where culture and technology co-exist in harmony, is what drives us at THE ARTS+. Since 2016, we have been showcasing the future of culture, of society, of the creative and cultural industries and focusing on two of the most crucial questions of our times: How is digital technology influencing culture and creativity? And what does culture do with technology? Frankfurter Buchmesse introduced THE ARTS+ as part of the ALDUS* project, which is co-funded by the Creative Europe Programme of the European Union.

For that reason, we bring together the creative minds and pioneers of the digital ecosystem and give these innovators, creators and visionaries a platform to array their best and most actionable ideas for the future of culture.

In 2018, our third festival year, all partners worked hard and drew up The European Manifesto on Supporting Innovation for Culture and Creative Sectors, an outcome of THE ARTS+ Innovation Summit. Experts from all over Europe defined innovation barriers for creative institutions and finalised the Manifesto, which will now be used in 2019 to improve funding and visibility for the cultural sector. Have a look at our new magazine to learn more about this and many other topics.

We hope to see you next October at THE ARTS+ Future of Culture Festival in Hall 4.1 at Frankfurter Buchmesse (16–20 October 2019).

Yours

Holger Volland

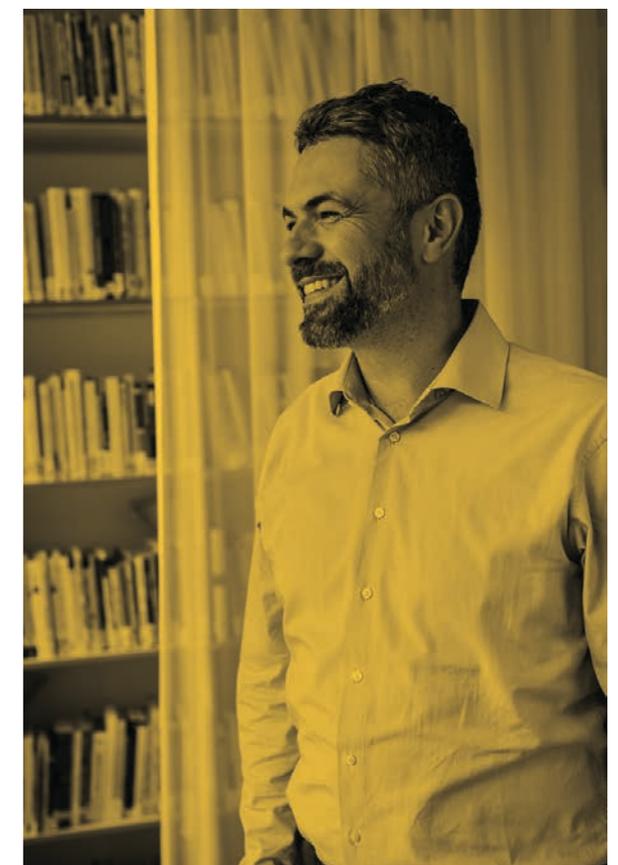
volland@buchmesse.de

theartsplus.com

* Network of European Book Fairs, www.aldusnet.eu

Holger Volland

Vice President of Frankfurter Buchmesse and founder of THE ARTS+



Mind the gap: Technological innovation and culture are growing apart

Culture is struggling to catch up with the exponential speed of technological innovation

In 2015, when we started to think about establishing a festival that would focus on the future of culture, we took a closer look at how the four pillars of the creative sectors CULTURE, BUSINESS, TECHNOLOGY and POLITICS have evolved over time.

It came as no surprise that technology was and still is skyrocketing while the other pillars are struggling to keep up. New technologies such as artificial intelligence, virtual and augmented reality, blockchain, 3D printing and big data are outdistancing the creative and cultural sectors (CCS). Culture and society are both struggling to catch up with the exponential speed of technological innovation. The gap between culture and technology, as seen in the graphic, is growing.

This is the reason why we launched THE ARTS+ and integrated the festival into the framework of Frankfurter Buchmesse, which is the biggest trade fair in the world for creative content. And we joined forces with ALDUS, the network of European book fairs, to use their synergies for THE ARTS+. Because one thing is for sure: The publishing industry has always been at the crossroads of culture, business, technology and politics. And at THE ARTS+ there are no contradictions between those four

sectors anymore. THE ARTS+ unites politicians, creatives, designers and pioneers from technology and economics, as well as representatives from museums, cultural institutions, media companies and many, many more.

That means with this festival we are actually closing the Technology/Culture Innovation Gap.

We're convinced that the only way to solve the challenges of the future is by working together. We've built a strong and united voice at THE ARTS+ Innovation Summit 2018, where we gathered important players in the creative sectors and boosted the potential of these sectors in the digital age.

Learn all about the Summit and the resulting European Manifesto on Supporting Innovation for Cultural and Creative Sectors on the following pages.



Shaping the future: THE ARTS+ Innovation Summit

How players from the European creative sector are breaking down the barriers to innovation

In 2017, we launched THE ARTS+ Innovation Summit to bring together people who are passionate about international innovation support for the creative sectors. It gathered a small, yet influential international network of more than 80 diverse individuals and institutions, ranging from policymakers, researchers, creative entrepreneurs, creators, sector players and intermediaries, such as cluster organisations, associations and institutions like OECD and the German Commission for UNESCO.

The event laid the groundwork for our even bigger THE ARTS+ Innovation Summit 2018, which focused on the topic "The bigger picture: How can the cultural and creative sectors bridge the innovation gap?". This time, more than 100 international representatives from the economy, culture, technology and politics not only discussed the future of the cultural and creative sectors, but also reshaped it and established a new framework for it.

As a result, 14 European partners presented their new European Manifesto on Supporting Innovation for Cultural and Creative Sectors at a press conference. Together, we identified the six most relevant structural obstacles to innovation, and formulated the six most relevant innovation support needs for the cultural and creative sectors, at regional, national and European levels. For the first time, Europe's creative sectors were making a strong and united call for large-scale support for innovation in culture.

We are continuing this in 2019. Even though the Manifesto addresses EU policies which will start at the earliest in 2021, each partner is currently working on developing new strategies for cultural creative

innovation. As part of THE ARTS+, all 14 partners will come together again to develop a common message on the requirements that politics must fulfil for the future of the creative industries. The aim is to break down the barriers to innovation.

At THE ARTS+ you find the inspiration to cross boundaries in the creative sector.



Cigdem Aker
Head of Strategy & Innovation
Börsenverein des Deutschen
Buchhandels

THEARTS+
Innovation
Summit
2018

14 Partners, one mission: A united call to close the Technology/Culture Innovation Gap

Takeaways from the European Manifesto on Supporting Innovation for Cultural and Creative Sectors

On 10 October 2018 we tried to square the circle at THE ARTS+: Together with the European Creative Business Network (ECBN) / european centre for creative economy (ecce) and the Fitzcarraldo Foundation / ArtLab in the lead, we gathered 100 movers and shakers from the creative and cultural sectors in Europe to change the future of culture.

The Summit, organised as part of ALDUS (the network of European Book Fairs, www.aldusnet.eu) and co-funded by the Creative Europe Programme of the European Union, was the perfect setting to agree on a common approach. Together, we worked out the main structural problems for innovation in the cultural and creative sectors and defined solutions that would support innovation for culture at European and national levels. In the end, the 14 partners drew up THE EUROPEAN MANIFESTO ON SUPPORTING INNOVATION FOR CULTURAL AND CREATIVE SECTORS – a truly incredible success.



THE ARTS+ tells stories of desirable futures.

Harald Neidhardt
CEO & Curator of futur/io Institute

Where do we see a problem?

Culture is one of Europe's biggest assets. However, the growing gap between technology and culture makes it almost impossible for the creative and cultural sectors to have an innovative impact on society or the market.

We – as a society – need these sectors to thrive in the digital age, but we must ensure that technology serves human beings, not the other way round. To empower culture in that function as a moral compass, and to empower citizens to make the most of culture, massive public support is needed for innovation in culture:

We need to maintain the function of books as vital and diverse sources of entertainment and knowledge for our societies and democracies; we must also integrate reading and writing as meaningful cultural techniques within the digital ecosystem.

We need to sustain a diverse, high-quality and independent press, through sustainable business models

“ We – as the cultural and creative sectors – must leave our own sector silos and offer new forms of dialogue with the tech industries.



Bernd Fesel
European Creative Business Network (ECBN) / european centre for creative economy (ecce)

and constant innovation, thereby providing an alternative to social media and search engines as our main sources of information.

We need to strengthen museums in their valuable function as places that foster dialogue in a democratic society and stimulate creativity and learning.

This Manifesto is an important, strong and united voice for the cultural sectors – from the perspective of journalism and broadcasting, book publishing and cultural heritage. Other cultural and creative sectors are encouraged to join this initiative.

The creative industries function as a key European sector. Taken together, the 11 sub-sectors of the creative industries provide “more than 12 million full-time jobs, which amounts to 7.5% of the EU's workforce, creating approximately EUR 509 billion in value added to gross domestic product (5.3% of the EU's total gross value added)”. http://www.europarl.europa.eu/doceo/document/A-8-2016-0357_EN.html

This Manifesto highlights the six main structural problems for innovation in the cultural and creative sectors, and recommends solutions that would support innovation for culture at European and national levels.

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The six main structural problems for innovation in the cultural and creative sectors at the European, national and regional levels:

- 1.** High fragmentation
- 2.** Lack of investment, funding and financing
- 3.** Specific characteristics of the cultural and creative sectors
- 4.** Lack of integration of technical and entrepreneurial skills; potential loss of “traditional” values and know-how
- 5.** Value chains are changing, bringing a need for new value/business models
- 6.** Culture and creativity exist in an increasingly global context and require an international approach

// If Frankfurter Buchmesse exists to celebrate the written word, the ARTS+ is a celebration of how technology can enable visual literacy.



JiaJia Fei
Director of Digital
The Jewish Museum, NYC

How can we overcome these structural barriers?

- 1.** Acknowledge the converging and “hybrid” structures of the cultural and creative sectors, which operate at the intersection of culture, business, technology and politics.
- 2.** Raise public investment in the cultural and creative sectors to a level which benefits their relevance as a key sector, and tailor funding programmes to their needs.
- 3.** Make it easier and more attractive to invest in innovation for the cultural and creative sectors.
- 4.** Strengthen the dialogue between policy, culture, technology and business/industry stakeholders, as well as intermediaries, research actors and civil society, with respect to innovation in the cultural and creative sectors.
- 5.** Promote a broader definition of innovation that goes beyond just “hard” technological innovation.
- 6.** Increase the international character of the cultural and creative sectors.

THE ARTS+ is...

125,000

visitors in THE ARTS+ area



60

thrilling events

285,024

visitors throughout the fair*



50

innovative partners

3,000

conference and workshop participants in THE ARTS+ area



100

participants from European politics and the creative economy at the Innovation Summit



67

extraordinary exhibitors



1

virtual pop star



71

inspiring speakers



1

ecstatic drum dress



1

seismographic cyborg



*incl. other parts of Frankfurter Buchmesse

Contact

THE ARTS+

Beatrice Stauffer

Business Development & Sales
+49 (0) 69 2102-284
stauffer@buchmesse.de

Tina Pfeifer

Public Relations
+49 (0) 69 2102-271
pfeifer@buchmesse.de

Markus Gogolin

Director Marketing Strategy
+49 (0) 69 21 02-187
gogolin@buchmesse.de

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Project Manager

Tina Pfeifer

Creative Director

Marcus Sternberg

Text

Nina Klein

Tina Pfeifer

Graphic Design

Erdem Yilmaz

Photo Credits

Börsenverein

Bernd Fesel

Timo Frank

Niklas Görke

Bernd Hartung

Alexander Heimann

Harald Neidhardt

Anett Weirauch

Erdem Yilmaz

THE ARTS+ is the best place to go if you are working at the intersection of art & tech. It brings so much awareness, media coverage and exposure of your brand to high-level professionals.

-Artrendex, USA

THE ARTS+ is the festival for the future of culture.

MEET decision-makers from politics, creative industries, technology and cultural institutions.

EXPLORE the possibilities of using technological innovations to transform any cultural content into new business opportunities.

BE INSPIRED by best practices presented by key market players.

BUILD a stable network of new business partners and co-producers.

BOOST your career with in-depth innovation knowledge and valuable new contacts.