

2018

THEARTS



THEARTS

WE CONNECT YOU TO THE BUSINESS OF CULTURE.

ABOUT

THE ARTS

THE ARTS+ is the international business festival for the creative and cultural sector.

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

EXPLORE the possibilities of transforming any cultural content with technological innovations into new business opportunities.

BE INSPIRED by best practices - presented by market key players.

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

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

FACTS & FIGURES

THE ARTS+ are...

- 22.000+ daily visitors in THE ARTS+ area
- 250 politicians, ministers and high-ranking administrative officials from all over the world*
- 286.000 visitors all over the fair*
- 10.000 accredited journalists, bloggers and 250 news agencies. Annual outreach: 452.800.000*
- >70 global media partners*
- 7.300 media and publishing houses, technology companies, service providers*
- 26.000 registered creatives, media and publishing professionals, designers, authors and scientists from our database*



THE ARTS

*Incl. Frankfurter Buchmesse



PROGRAMME



Be part of our cultural heritage of tomorrow.

Cultural Heritage is not something from the past. It constantly evolves and grows. It is created and produced at all times. Even today. From creative minds and probably soon from smart machines.

THE ARTS+ festival program 2018 is dedicated to our cultural and creative heritage of tomorrow.

Together with the entire worlds of culture and creativity, we will explore how

our cultural legacy of the future will be developed, produced, cultivated, selected, preserved and valorized... – and by whom.

In short, we will analyze, how the cultural and creative ecosystem is changing.

Experience the future of the creative and cultural industries and lay the

groundwork for the cultural heritage of tomorrow at this year's THE ARTS+!

MOTTO 2018

THEARTS

**BE BOLD!
CULTIVATE OUR
CULTURAL HERITAGE OF
TOMMORROW.
NOW.**

DAY 1 / 10 October 2018

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THE NEW TEMPLES OF LEGACY – OR: WHO will be the actors in the creative and cultural secosystem of the future?

The way cultural heritage is generated, cultivated and spread is increasingly changing these times. That's also true for its creators and owners:

What will a museum or a media enterprise be in the future?

Who will develop and curate our cultural legacy of tomorrow? – and how?

Who will be the universal mastermind(s) in the emerging cultural ecosystem? Together with you, we will nothing less than rewrite the DNA of cultural

On the first day THE ARTS+ will provide exclusive insights and sustainable institutions and creative enterprises.

concepts on the current change and innovation management process of

cultural and creative spaces. International experts will share their visions on how cultural spaces have to reinvent themselves to stay relevant. Using case studies, we will explain how to master (and finance) the strategic, cultural and structural transformation – while keeping the daily-business running.

DAY 2 / 11 October 2018

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HYBRID GOODS – OR:

WHAT

will be the cultural heritage of the future?

Art, music, books, films, photos: creative goods are not longer what they used to be. New technologies like AR, VR, 3D, AI let the boundaries blur and generate new forms and formats on the intersection of virtuality and reality, between “high” and “pop” culture, creator and user, human and machine.

So-called “hybrid goods” are on the rise and probably have – thanks to a new generation of storytellers – what it takes to become part of the cultural

heritage of the future.

On the second day, THE ARTS+ will focus on creative projects and visual story concepts, which open up a whole new world of immersion. We will dive deep into what happens when technology and storytelling intertwine and discuss why audio might have the power to kill the video star...

Become part of a new generation of storytellers, which knows how to use new technologies to create a better kind of magic.

DAY 3 / 12 October 2018

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EXPERIENCE IS EVERYTHING – OR: HOW

**cultural heritage will be consumed in
the future?**

An increasingly sophisticated user is looking for interactive, tailor-made experience. Anytime, anywhere, especially in the vastness of the virtual sphere. That's also true when it comes to the world of creative content and cultural heritage: data is the new oil, personalization the new normal and experience everything.

On Friday, THE ARTS+ festival is dedicated to new forms of distribution, presentation and valorization of creative and cultural goods:

Experts will provide insights in how to deal with an increasing fragmented audience and how to match the needs of the new generation of “prosumers”.

We will present new technologies, which help to drive cultural consumption to the next level and will find out, why there could be a renaissance of the brick-and-mortar business...

Keep in mind: Access is not enough any longer and create new ways of cultural experience.

AT A GLANCE

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DAY ONE

DAY TWO

DAY THREE

WHO

...will be the actors in the cultural heritage ecosystem of the future?

WHAT

...will be the cultural heritage of the future?

HOW

... will cultural heritage be consumed in the future?

The new temples
of legacy

– rewriting the DNA of cultural spaces.

Hybrid goods on the rise
– immersive (visual and audio)
story concepts.

Access is not enough
– new ways
of cultural experience.

CULTIVATE OUR CULTURAL HERITAGE OF TOMORROW.

The programme provides keynotes and case studies and is accompanied by matchmaking services and guided tours.



THE DAVID HOCKNEY SUMO

WEEKEND PROGRAMME



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DAY THREE / 13 OCTOBER

TOP OF THE HOT: Showcasing the
creative power of cultural
destinations

DAY FOUR / 14 OCTOBER

FIRST ROW:
Fashion as (historical) indicator of
(cultural) change

CULTIVATE OUR CULTURAL HERITAGE OF TOMORROW.

A high profiled programme showcasing that the future is driven by creativity and culture.

THE ARTS+ COMMUNITY 2017



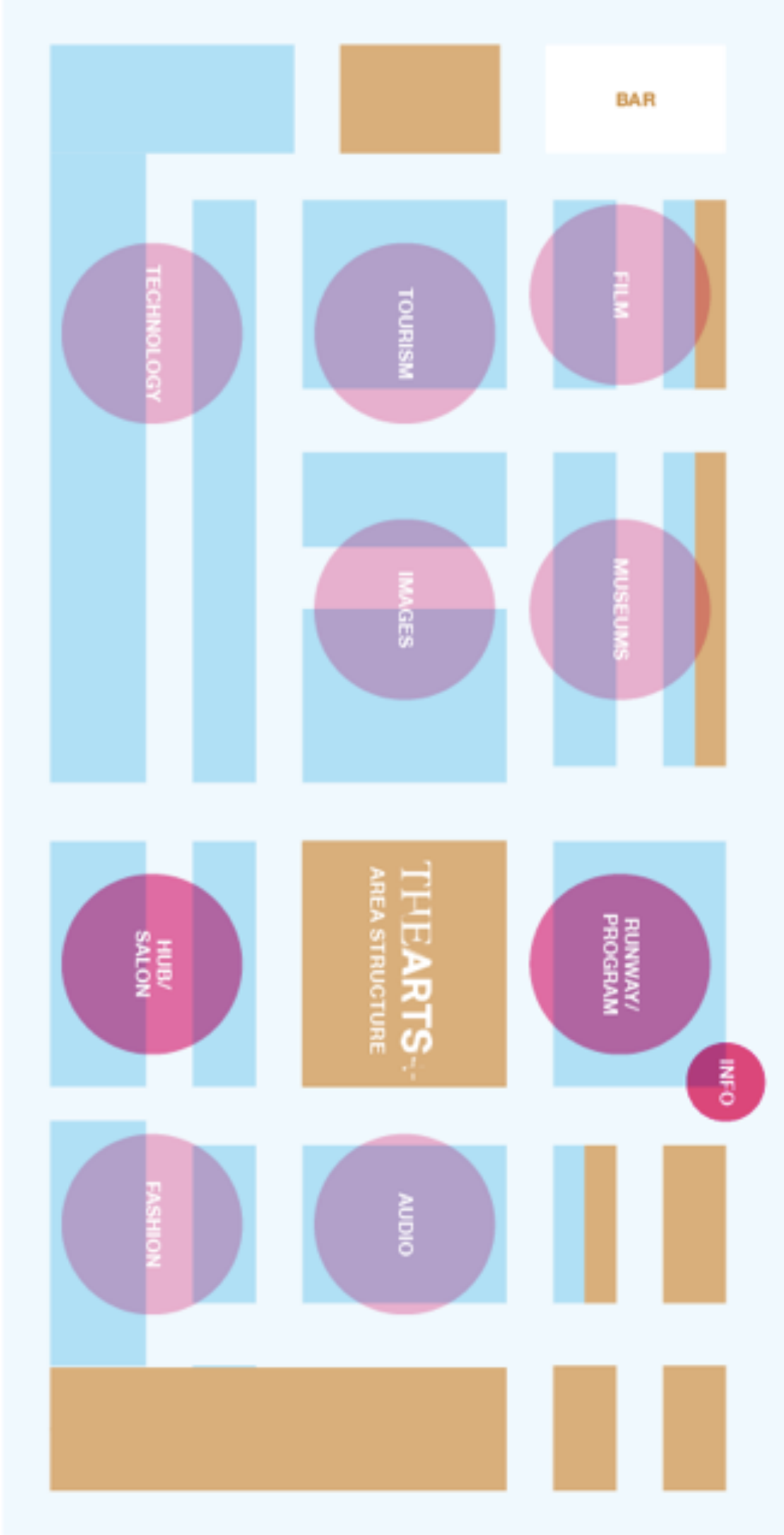
THE ARTS



TAKE PART



THE FESTIVAL LAYOUT

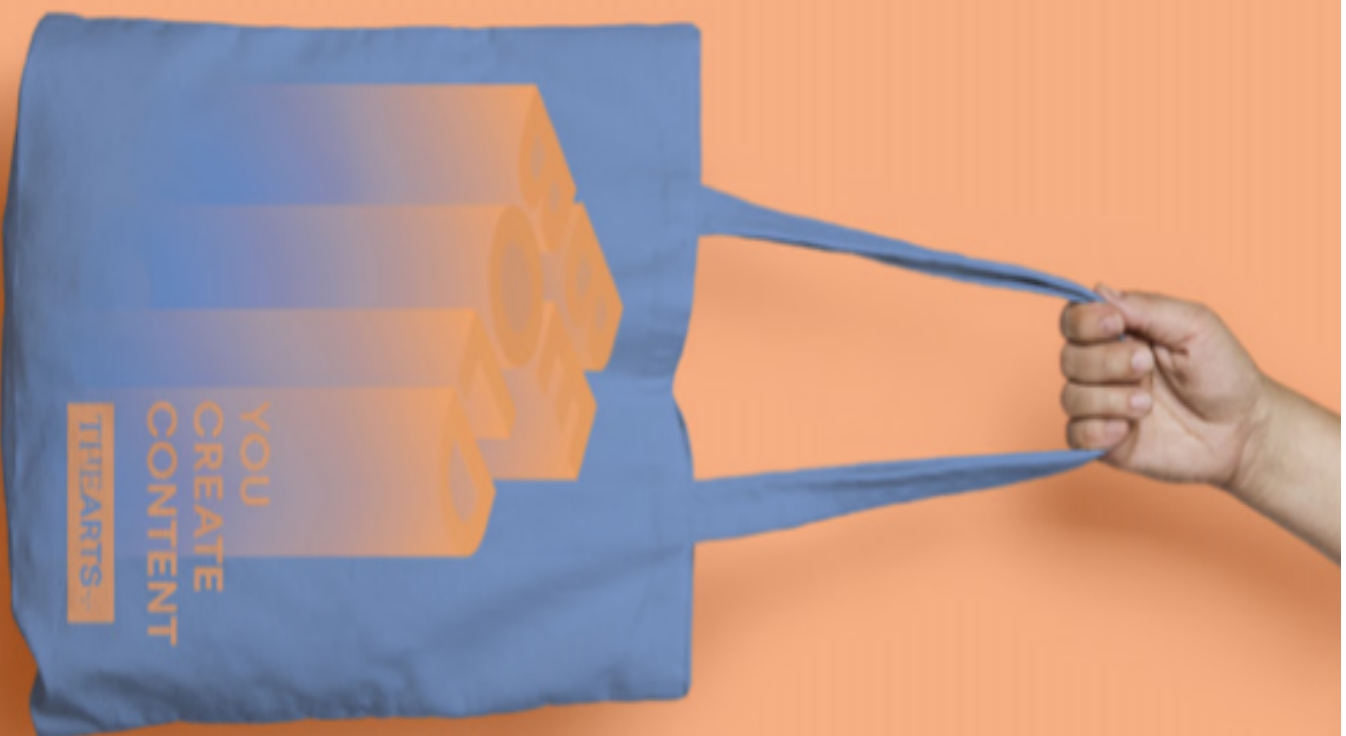


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See you in Frankfurt!

THEARTS+

Creative Business Festival

10-14 October 2018

theartsplus.com