

THE ARTS+

Cultural Heritage
of Tomorrow

INNOVATION
INSPIRATION
INTERACTION
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INTERACTION

“With a new platform called Arts+... the industry is indeed turning a page”

-The Economist

It's always about timing



Holger Volland,
Vice President of the Frankfurt Book Fair
and founder of THE ARTS+.

We agree entirely with Anna Wintour. And yes, we think we've got our timing just right! After its successful launch in 2016, subsequent editions of our business festival for the cultural and creative sectors have grown to cover some 3,000 square metres. We are proud to have established a network platform of creative pioneers, with exhibitors and partners who present innovative projects and services. In a five-day programme packed with networking opportunities, knowledge exchange and game-changing insights, more than 120 speakers shared their visions for the future of the creative sector. Amongst the innovative speakers have been Chris Dercon, cultural pioneer; Peter Weibel, Director of the Center for Art and Media

(ZKM) Karlsruhe; Astrid Welter of Fondazione Prada; Dr Ahmed Elgammal, artificial intelligence expert; Google's Caroline Atkinson, economic expert and former advisor to the Obama administration, as well as artists such as John Craig Freeman and Jeremy Bailey.

So why do we host a business festival for the cultural and creative sectors? What kinds of forward-thinking pioneers are most likely to benefit from it? And how can you become a part of THE ARTS+?

The following pages will explain the **WHY, WHAT** and **HOW** of THE ARTS+. We hope that you will get in touch and be part of THE ARTS+ now!

Yours,
Holger Volland
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Read more here



“It's always about timing. If it's too soon, no one understands. If it's too late, everyone's forgotten.”*

Anna Wintour
editor-in-chief, Vogue

*Source: Business of Fashion, 5 October 2011

A person's silhouette is seen from behind, looking at a large wall display of various artworks and illustrations. The display is a collage of many small, diverse images, including figures, landscapes, and abstract designs. The scene is dimly lit, with the wall display being the primary light source. The overall atmosphere is one of artistic exploration and discovery.

“Amazing work you are doing in building a bridge across cultural and creative industries. One of the best experiences of my working life!”

-Fabio Viola, Game Designer, TuoMuseo

THE ARTS+ Manifesto:

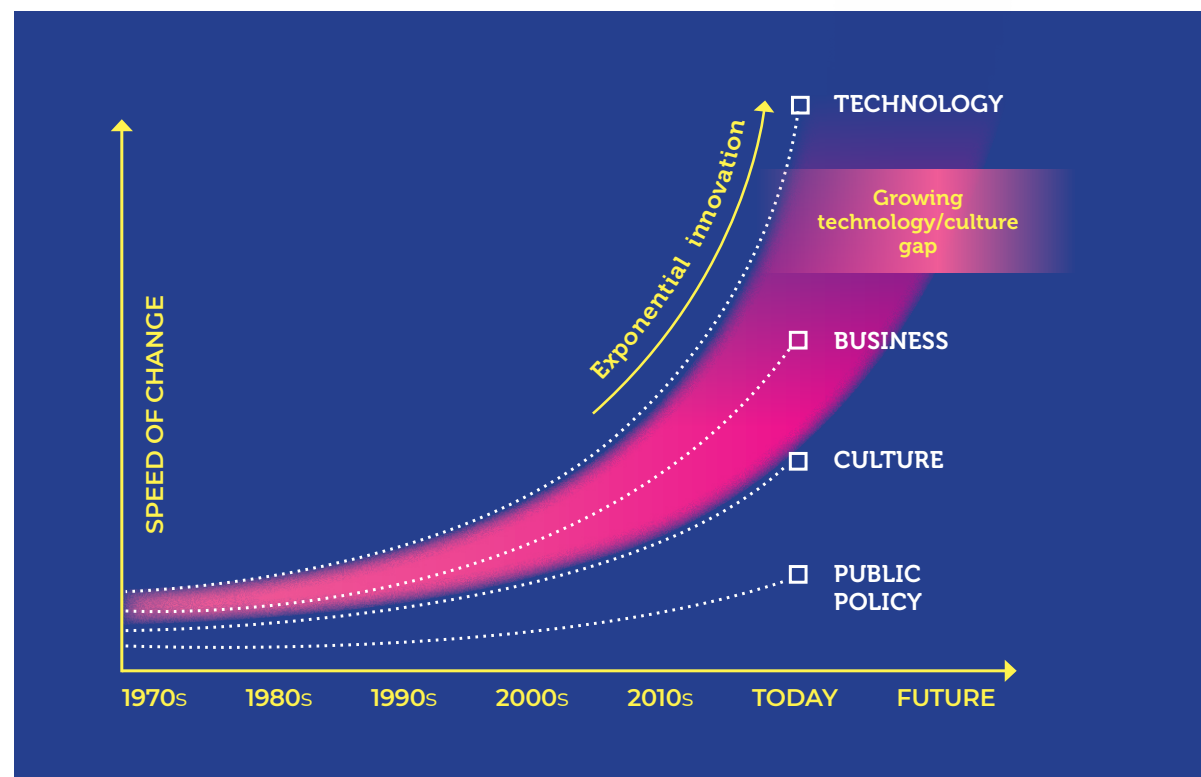
Closing the Technology/Culture Innovation Gap

Why do we think it is time for THE ARTS+? Because we have identified **four challenges facing the creative and cultural sectors (CCS)**. These challenges, described below, affect the **four pillars of the creative sectors – CULTURE, BUSINESS, TECHNOLOGY AND POLITICS** – in equal measure.

Underlying these challenges is one basic problem: the growing gap between technology and culture. Culture, and with it society, is struggling to catch up with the exponential speed of technological innovation.

The Technology/Culture Innovation Gap in the Cultural and Creative Sectors (CCS)

THE ARTS+ helps to close this innovation gap. Until recently, players in the creative sectors have been trying to cope with the challenges on their own. We believe **there are now good reasons to unite and build a new international creative ecosystem, and to turn shared challenges into shared opportunities!**



The four pillars
of the creative
sectors:
**CULTURE,
BUSINESS,
TECHNOLOGY
AND POLITICS**

The Ecosystem of THE ARTS+

1 TECHNOLOGY

MAIN CHALLENGES

Digitalisation and new technologies, such as artificial intelligence, the Internet of Things and big data, are bringing innovation at an exponential rate. **The creative sectors are struggling to keep pace with this technological innovation.**

MAIN OPPORTUNITIES

Digitalisation creates new intersections between the creative sectors. **THE ARTS+ provides a creative ecosystem and a sounding board for the cultural aspects of innovation.**

2 CULTURE

MAIN CHALLENGES

High or low, publicly funded or commercial: the familiar polarities of culture are blurring in the face of digitalisation. **How can we integrate culture and the arts into today's mainstream public discourse?**

MAIN OPPORTUNITIES

Culture is whatever we make of it. How we make sense of the new technologies is itself a cultural question. **THE ARTS+ brings together widely differing viewpoints that cut across sectors and disciplines.**

Four good reasons why the cultural and creative sectors should unite

BUSINESS 3

MAIN CHALLENGES

Business models from the analogue world are not easily transferable to the digital world: **Culture offered free of charge undermines people's willingness to pay for content, and changing funding frameworks are having an increasing impact on publicly funded culture.**

MAIN OPPORTUNITIES

What makes the creative sectors special is their penchant for cooperation. **THE ARTS+ connects the creative sectors in their search for new business models and partners.**

POLITICS 4

MAIN CHALLENGES

In the European Union, the creative sectors account for 5.3% of the gross value added and 7.5% of the workforce of the EU. However, to date, **European, national and regional policy agendas scarcely reflect this huge relevance.**

MAIN OPPORTUNITIES

Let us use public sector interest in the CCS and discuss how to boost the potential of the creative sectors in the digital age. **THE ARTS+ is the perfect platform for politicians and their strategic partners to make a strong political statement.**



Why the Frankfurter Buchmesse crosses boundaries

THE ARTS+ was started by the Frankfurter Buchmesse in 2016 as an independent platform and brand. Why should a book fair invest in the creative and cultural industry, and where are the synergies between the two? The reasons are simple. Here are just three:

1. The Frankfurter Buchmesse is the biggest trade fair in the world for content. It is highly specialised in the creation and trade of **intellectual property (IP)**. The Frankfurter Buchmesse has been supporting the growing media convergence in the field of IP for decades, collaborating with partners such as the Berlinale film festival and Cologne's GamesCom games fair. It is now time to look beyond the "obvious" convergence of film and games to include all the creative sectors. This is the basic point of THE ARTS+.

2. Like all trade fairs, **book fairs are among the few players with a birds-eye view of their sector.** They are able to forecast new trends while also shaping them. That is why the Frankfurter Buchmesse joined forces with **ALDUS, the network of European book fairs, to use their synergies for THE ARTS+.**

3. Publishing has always been at the **crossroads between culture, business, technology and politics.** Book publishing was one of the first sectors to use the term "cultural industries", back in the 1930s. Today, the dual nature of cultural products as both cultural and economic goods is an accepted notion within the creative and cultural industries as a whole. **At THE ARTS+, there are no contradictions between culture, business, technology and politics. On the contrary, they go hand in hand.**



... and why THE ARTS+ grew out of the Frankfurter Buchmesse

by Nina Klein & Holger Volland

Why is the international – and European – perspective so important? Again, the answer is simple. Here are three reasons:

1. It might be a truism, but it is an important point: **Culture is international, not national. Culture needs openness, not boundaries. The new creative ecosystem is international at heart,** and new technologies add to that, making it easier for content to travel across borders.

2. Creative sectors are **export driven.** They rely on international markets to grow. Europe is one of the world's leading exporters of creative industry products, which account for 4.3% of total EU exports (not including internal exports between EU countries). Globally, exports of creative goods and services grew by 8.5% between 2002 and 2011, an increase of 462 billion euros.

3. The creative sectors are a **focus of great public interest – which is why policies and politics exert a huge influence on them.** This high level of public interest translates into a large number of regulations – think copyright, for example. But it is also inspiring **efforts to support technologically triggered innovation in the creative sectors.**

Source: Open Method of Coordination Report 2015, p. 13, http://ec.europa.eu/assets/eac/culture/library/reports/eac-omcreport-ccs-strategies_en.pdf
; UNCTAD Creative Economy Report 2013, p. 13, <http://www.unesco.org/culture/pdf/creative-economy-report-2013.pdf>

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 throughout the fair*

10,000

accredited journalists and bloggers from 250 news agencies. Annual outreach: 452,800,000*

>70

global media partners*

7,300

media and publishing houses, technology companies and service providers*

26,000

registered creatives, media and publishing professionals, designers, authors and scientists from our database*


*incl. other parts of the Frankfurter Buchmesse


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THE ARTS+ Partners

THE ARTS+ is a truly international place, firmly rooted in the 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

“It was great for us to be part of THE ARTS+! We made very good contacts at the fair; the idea of THE ARTS+ is excellent.”

-Rosa Sala, CVO/CEO – Co-founder of Nubart

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.



Be a part.
www.theartsplus.com