



THEARTS+

**THE BUSINESS OF CREATIVITY
CONFERENCE & FAIR**

19 – 23 October, 2016

at Frankfurter Buchmesse, Hall 4.1



THEARTSPUS.COM

03
FOREWORD

06 – 07
CONFERENCE PROGRAM

I2 – I3
THE ARTS+ FAIR

20 – 21
THE ARTS+ STAGES & EXHIBITORS

04 – 05
THE ARTS+ CONFERENCE

08 – 11
CONFERENCE SPEAKERS

I4 – I9
FAIR PROGRAM

22
IMPRINT & PARTNERS

Let's stay in touch!
theartsplus.com



Register at
theartsplus.com/newsletter



Christiane zu Salm



Holger Volland

Dear friends,

We are thrilled to welcome you to a world premiere! Not too long ago we joined forces to think about the first marketplace for the cultural and creative industries. And voilà, here it is: THE ARTS+ Fair and Conference.

We see it as an international business incubator for the arts. Digitization has fundamentally changed music, film, and literature and is now approaching museums, galleries, fashion and architecture. During this process, two worlds collide: technology and culture. At THE ARTS+ we bring all the right players together to discuss new business opportunities created by that cultural clash: museums, artists, politicians, financial institutions, technology companies and many wise and beautiful people, like you.

Thanks to our founding partners TASCHEN, Sky Arts and Europeana, to Kodak, Google and our network partners for your incredible support. And most importantly, thanks to all the speakers, creative professionals and exhibitors from around the world for helping us to build this exciting network.

We wish you a successful THE ARTS+ 2016!

Christiane zu Salm and Holger Volland
Founders THE ARTS+

THE ARTS+ CONFERENCE

OCT. 19

2016

THE ARTS+ Conference is the kick-off event at THE ARTS+. International artists, entrepreneurs, scientists, architects, museum directors and many more will measure the challenge of digitization in the international cultural and creative scene. How do new technologies like blockchain or new currencies like bitcoin influence the art market? How do we define intellectual property in times of 3D printing? And how is artistic practice extended by technologies like artificial intelligence, virtual reality or augmented reality? These are only some of the questions the speakers at THE ARTS+ Conference will address, in presentations and panel discussions, roundtable talks and workshops.

PROGRAM*

Wednesday // 19.10.

Exclusively for conference ticket holders

09.00 – 10.05 **SALON**

Opening & Welcome

Christiane zu Salm, founder About Change Collection & THE ARTS+; Holger Volland, Frankfurter Buchmesse and founder THE ARTS+

The Fourth Industrial Revolution in the Arts

Jeff Jarvis, bestselling author *What Would Google Do*

Fluidity of Urban Life – XXX Times Square with Love

Jürgen Mayer H., architect

Rembrandt vs. Machine

Bas Korsten, Creative Executive Director, JWT Amsterdam / The Next Rembrandt

10.15 – 11.45 **SALON**

A Cultural Big Bang

Giorgia Albetino, Director of Public Policy, Google Cultural Institute

Copy. Remix. Share. What would Karajan do with an Oculus Rift?

Matthias Röder, Managing Director, Eliette and Herbert von Karajan Institute

Postdigital Installations – from Radical Bits to Poetic Atoms

Joachim Sauter, artist and founder, ART+COM

Installation and Performance Art. A Conversation about Merging Time and Space.

Sasha Waltz, founder Sasha Waltz & Guests; Julia Stoschek, founder JULIA STOSCHEK COLLECTION; Christiane zu Salm, founder About Change Collection & THE ARTS+

12.00 – 13.20 **SALON**

Should Aesthetics Be Protected? An Artists Practice on Digital Copyright

Tobias Rehberger, artist

Turning Content Into Experience

Kati Price, Head of Digital, Victoria & Albert Museum

The Rise of Fintech

Edward Budd, Chief Digital Officer, Global Transaction Banking, Deutsche Bank

Blockchain, Bitcoin & Co. – The New Currencies of the Arts

Panel: Edward Budd, Chief Digital Officer, Global Transaction Banking, Deutsche Bank; Masha McConaghy, founder BigchainDB; Robert Norton, founder Verisart

Closing Remarks & Breakout Sessions

with Christiane zu Salm & Holger Volland, Founders THE ARTS+

13.30 – 15.40 **SALON**

THE ARTS+ The Politics of Creativity Session

This workshop discusses innovation policies for the creative and cultural sectors from a European perspective: Who are the main players? How can we build a strong European network – one that favors technological innovation?

Mining the New Gold: The Piano Hacker (13.45 – 14.15)

Andere Location: **CAFÉ**

Seda Röder brings together creativity, science and technology, and shows how she treats everyday materials as a potential source of musical inspiration. Andrew Dubber joins for a talk.

The SUMO Talk with David Hockney (14.30 – 15.30)

Andere Location: **TASCHEN STAND**

What fascinates one of the most important contemporary artists about new technologies? Why and how does he use them in his work? Celebrated David Hockney gives insights to his artistic practice. For ticket holders only.

Haute Couture and Tech: The New Age of Fashion (15.00 – 15.30)

Andere Location: **RUNWAY**

Anina.Net shows how fashion and technology, often considered to be too uneven, are set up to design the future of fashion.

Storytelling in Virtual Reality (15.10 – 15.40)

Workshop: Ingo Nadler, founder Hashplay, Inc.

15.45 – 17.30 **SALON**

THE ARTS+ The Business of Creativity Session

This workshop brings together stakeholders from arts, creative businesses, economics and politics. Together they discuss the core principles and implications of digitization in the culture and creative industries. Headed by Jeff Jarvis, co-curated by Jiaojiao Li, World Economic Forum.

“Can emotion be aroused by zeros and ones?”

SPEAKERS // **GIORGIA ABELTINO** // **HENNING ADAM** // **GREGOR ADE**
Google Cultural Institute // Books@Berlinale/ Berlin International Film Festival // Gregor Ade Brand Consulting
// SEBASTIAN ALT // **FLORIAN ALTHERR** // **ROBERT AMBROSE** //
KOLORAT // Freifunk Mainz e.V. // Fadel
KERSTIN AMEND // **SYD ATLAS** // **JÖRG BANGE** // **PROF. BJOERN**
STANDARD RAD // Own the Room // Bange + Wasert Rechtsanwälte
BARTHOLDY // **ANDREA BAUER** // **THIERRY BAUJARD** // **JAN**
Cologne Games Lab // BEAM Studio & D.DAY Network // Media Deals
BERNSTEIN // **EDWARD BUDD** // **MARIAME CISSE** // **JILL COUSINS**
Quadrature // Deutsche Bank // JK Imaging Europe Ltd // Europeana Foundation
// LUC DERYCKE // **DIRK DOBIÉY** // **FLORIAN DOHMANN** // **ALIETTE**
MER. Paper, Kunsthalle Gent // Age of Artists // YQP Art Collective
DORFLINGER // **LAURENT DUVALT** // **KLAUS ECK** // **SANDRO ENGEL**
Austrian Institute for SME Research // Dargaud Group // Eck Consulting Group & Founder Tales // Urban Inventions
// CHANTAL ESCHENFELDER // **SIMON ESTERSON** // **BERND**
Städel Museum/the Liebieghaus Skulpturensammlung/Schirn Kunsthalle // Eye Magazine // European Centre for Creative Economy
FESEL // **ADRIENNE FINZSCH** // **SEBASTIAN FLEITER** // **ELEANOR**
descom - Designforum Rheinland-Pfalz // Media Artist
FLETCHER // **CATHRIN FRISEMO** // **PHILIPP GEISLER** // **PETER**
Egmont Publishing // Nordic Female Business Angel Network // Coding Da Vinci Nord
GLIDEWELL // **DIETER GORNY** // **JULIANE GÖTZ** // **ARNON GRUN-**
Factum Foundation // German Federal Music Industry Association // Quadrature
BERG // **SEBASTIAN GSUCK** // **PHILIPPE GUTTIERES LASRY** //
Author // MediaApes GmbH // Content Asset Management Group, Inc.
SVEN HÄBERLEIN // **MARKUS HEITZ** // **ANNI HELLMAN** // **STEFF**
Trotzkind GmbH // Author // European Commission // Brand & Communication
HENGE // **DAVID HOCKNEY** // **ROBIN HÖNING** // **MARTIN HONZIK** //
Designer // Artist // endboss projects // Ars Electronica
MICHAEL HOOPER // **RACHEL HOROWITZ** // **JORG HUNKE** // **MARTA**
Text International GmbH // Maria B. Campbell Associates, Inc. // Berliner Zeitung
IZQUIERDO // **JEFF JARVIS** // **BIRGIT JOOSS** // **ULLA JUNELL** //
New European Media // Bestselling author „What Would Google Do“ // documenta Archiv // Rovio Animation Company
SIMON KARLSTETTER // **CÉLINE KELLER** // **MATHIAS KESWANI** //
Der Greif // Motion Graphic Designer, Illustrator, Animator // Nerdindustries GmbH
THE TJONG KHING // **NINA KLEIN** // **BAS KORSTEN** // **ROLF KRÄMER**
Author // Frankfurter Buchmesse // JWT Amsterdam // Hessian Ministry of Economics
// AMELIE KÜNZLER // **STEPHANIE LANG** // **JIAOJIAO LI** >>
Urban Inventions // German Games Association (BIU) // World Economic Forum

// ROMAN LIPSKI // ALEXANDER LIS // COLIN LOVRINOVIC // ARNE
 LUDWIG // THOMAS MANSS // ELIZABETH MARKEVITCH // ATHINA
 MARKOPOULOU // CHRISTOPH MÄSCHIG // JÜRGEN MAYER H. //
 MASHA MCCONAGHY // TEIO MEEDENDORP // THOMAS MINKUS //
 INGO NADLER // SEBASTIAN NEITSCH // LAURA NEVANLINNA //
 ROBERT NORTON // JENS NYMAND CHRISTENSEN // MAURICIO
 O'BRIAN // NATHALIE PIAKOWSKI // MILENA POPOVA // KATI PRICE
 // MARTIJN PRONK // CARLO RATTI // ULRIKE RAUSCH // FRANK
 RAUSCH // TOBIAS REHBERGER // CLAUDIO RICCI // SEDA RÖDER //
 MATTHIAS RÖDER // MICHAL ROSENN // AXEL RÜGER // WOLF-
 TASSILO SACK // JOACHIM SAUTER // ANJA SCHALUSCHKE // JAN
 SCHLÜTER // CHRISTOF SCHMINKE // OLIVIER SCHULBAUM //
 JULIANE SCHULZE // EUGENE SMYTH // ERIK SPIEKERMANN //
 DIETER STAIB // JULIA STOSCHEK // JAN THEYSEN // RENE VAN
 ENGELBURG // GUUS VAN ENGELSHOVEN // JOKE VAN
 LEEUWEN // CATELIJNE VAN MIDDELKOOP // DIMITRI VERHULST
 // ASTRID VORSTERMANS // JOHN L. WALTERS // MONJA WEBER //
 DANIEL WEBERRUSS // DOROTHEE WERNER // ROGER WILLEMS
 // MICHELE J. WOODS // ANINA.NET

Artist DBF Designbüro Frankfurt Humming Records & Gould.Finch
 Headtrip 16/3 Ikon TV
 Media Deals Nerdindustries GmbH Architect
 BigchainDB & ascribe.io Van Gogh Museum IPR License
 Hashplay. Inc. Quadrature Kaiken Publishing Ltd.
 Verisart European Commission
 platoniq French Publishers Association Europeana Victoria & Albert Museum
 Rijksmuseum MIT Sensable City Lab Brand & Type Designer
 User Interface, Typographer Artist DER GREIF Sonophilia
 Herbert von Karajan Institut Kickstarter Van Gogh Museum
 dropout-films ART+COM German Museums Association & NEMO
 Hashplay. Inc. Auctionata & Paddle8 platoniq
 Media Deals Allied Irish Banks Seed Capital Fund Art Historian, Printer, Typodesigner
 BBA & MB JULIA STOSCHEK COLLECTION KING Art Game
 Dropstuff Media De Appel Arts Centre
 Author Strange Attractors Design Author
 Valiz Amsterdam Eye Magazine KOLORAT
 Freifunk Mainz e.V. German Publishers and Booksellers Association ROMA Publications
 WIPO 360Fashion Network

THE ARTS+ FAIR

OCT. 19-23

2016

THE ARTS+ Fair is the place to be for the protagonists of tomorrow's cultural and creative scene. On 2,000 sq m, an impressive variety of exhibitors presents innovative approaches for museums, architecture and design studios. Besides exhibition space, the area presents an extensive program on three different stages: THE ARTS+ LAB, THE ARTS+ SALON and THE ARTS+ RUNWAY

Professionals from every field of the creative sector can attend workshops and numerous matchmaking and business sessions. Visitors can experience virtual reality and 3D-printed art, and discover new production tools for digital architecture, fashion and design. The space offers enough room for exclusive talks as well as areas for refreshment with coffee, snacks or even gin.

PROGRAM*

Wednesday // 19.10.

10.00 – 10.30 **RUNWAY**

Official Opening THE ARTS+ Fair

Rolf Krämer, Ministry of Economics, State of Hessen; Jens Nymand Christensen, Directorate General for Education and Culture; Christiane zu Salm, founder About Change Collection and THE ARTS+; Holger Volland, founder THE ARTS+

11.00 – 17.00 **LAB**

The Unexploited Content of Cultural Institutions

„Co-Creation-Workshop“: Jill Cousins, Europeana Foundation; Mauricio O'Brien, Platoniq; Milena Popova, Europeana; Olivier Schulbaum, Platoniq

10.30 – 11.15 **RUNWAY**

Espresso for the Mind – A Selection of (probably) the most Creative Ideas and Minds

Innovation Pitch: Dirk Dobiéy, Age of Artists; Catelijne van Middelkoop, Strange Attractors Design; Ingo Nadler Hashplay Inc.; Claudio Ricci, DER GREIF & picter

11.15 – 12.00 **RUNWAY**

Bringing Characters to Life: The Added Value of Art – Branding Culture with Type

Presentation: Steff Henge, brand & communication designer; Ulrike Rausch, brand & type designer

13.30 – 15.30 **SALON**

THE ARTS+ The Politics of Creativity / Breaking the Mould: Innovation Policies for the European Creative and Cultural Sectors

A high-level workshop organized in co-operation with the European Commission, Directorate General for Education and Culture (DG EAC). Partners: European Book Fairs' Network ALDUS, co-funded by the Creative Europe programme of the European Union.

12.00 – 12.30 **RUNWAY**

Going Once, Going Online, Going Live: How Do We Redefine the Auction Experience?

Presentation: Christof Schminke, Auctionata & Paddle8

13.15 – 13.45 **RUNWAY**

Future Date: How VR will change the creative business

Jörg Bange, Bange + Wasert Rechtsanwälte; Prof. Bjoern Bartholdy, University of Technology, Arts & Sciences, Cologne. In cooperation with the EDFVR

13.45 – 14.15 **CAFÉ**

Mining the New Gold:

The Piano Hacker

Presentation: Seda Röder, Sonophilia

14.15 – 15.00 **RUNWAY**

D-DAY Presents: Blockchain and the Brave New Art World

Talk: Masha Mcconaghy, BigchainDB & ascribe.io; Elizabeth Markevitch, Ikono TV; moderator: Andrea Bauer, D.DAY Network

15.00 – 15.30 **RUNWAY**

Haute Couture and Tech: The New Age of Fashion

Presentation: Anina.net, 360 Fashion Network China

15.30 – 17.30 **RUNWAY**

Open Stage

17.15 – 18.15 **SALON**

Creative Industries – Digital Convergence and Social Opportunities

Presented by MedienMittwoch.

18.00 – 18.15 **RUNWAY**

The ARTS+ Business of Creativity

Recap of the day: Jeff Jarvis, Bestselling Author; Christiane zu Salm, founder, THE ARTS+; Holger Volland, founder, THE ARTS+

Thursday // 20.10.

10.00 – 10.30 **SALON**

Books on Screen from the Lowlands: Industry Talks I & II

Talk: Dimitri Verhulst, author; Kees van Beijnum, author; moderator Sarah Meuleman. In cooperation with Netherlands Film Fund

10.00 – 17.00 **LAB**

The Unexploited Content of Cultural Institutions

„Business Modeling“-Workshop: Thierry Baujard, Media Deals; Jill Cousins, Europeana Foundation; Athina Markopoulou, Media Deals; Milena Popova, Europeana; Juliane Schulze, Media Deals

10.15 – 11.00 **RUNWAY**

Espresso for the Mind – A Selection of (probably) the most Creative Ideas and Minds

Innovation Pitch: Jan Bernstein, Juliane Götz & Sebastian Neitsch, Quadrature; N.N., Artificial Skins and Bones Group; moderator: Martin Honzik, Ars Electronica. Co-presented by Ars Electronica

10.30 – 11.00 **SALON**

From Book to Game: The Dwarves

Case Study: Markus Heitz, author; Jan Theysen, KING Art Games

16 FAIR PROGRAM

11.00 – 11.30 **SALON**

Books on Screen from the Lowlands: Industry Talks III & IV

Talk: Joke van Leeuwen, author; Thé Tjong.Khing, author; moderator: Christophe Erbes. In cooperation with Netherlands Film Fund

11.15 – 12.00 **RUNWAY**

From Analog to Digital and Vice Versa: How Typography Has (not) Changed

Presentation: Erik Spiekermann, art historian, printer & type-designer

11.30 – 12.00 **SALON**

Market Facts & Figures: The Adaption Business

Research presentation

12.15 – 12.45 **RUNWAY**

The Creative Code: Or Will Tech Be the New Creative?

Presentation: Klaus Eck, Eck Consulting Group & d.Tales

12.30 – 13.00 **SALON**

From Book to Film: Valérian and Laureline

Case Study: Laurent Duvault, Media Participations

13.00 – 13.30 **SALON**

From Game to Book: Minecraft

Case Study: Eleanor Fletcher, Egmont Publishing UK

13.15 – 13.45 **RUNWAY**

Culture.Technology: The Netflix for Cultural Content

Philippe Guttieres Lasry, Content Asset Management Group, Inc.

13:30 – 14.00 **SALON**

From Game to Film: Angry Birds

Case Study: Ulla Junell, Rovio Entertainment; Laura Nevanlinna, Kaiken Publishing

14.15 – 17.15 **SALON**

Talk Creative: Meet Your Business Partners of Tomorrow

B2B meetings for the cultural & creative industries. Presented by Enterprise Europe Network

14.30 – 16.30

Guided Tour for Film Producers and Game Developers

Meeting point: B3 Stand (P91)

14.30 – 16.00 **RUNWAY**

This Is What We Share: Art Books in Flanders and the Netherlands

Panel discussion: Luc Derycke, MER. Paper Kunsthalle Gent; Astrid Vorstermans, Valiz Amsterdam; Roger Willems, ROMA Publications Amsterdam; moderator: Guus van Engelshoven

17:00 – 21.00 **RUNWAY**

Global Illustration Award Show

17 FAIR PROGRAM

For the very first time the International Information Content Industry Association (ICIA) & Frankfurter Buchmesse are jointly awarding an international prize for illustrators; moderator: Syd Atlas

17.30 – 19.30 **SALON**

Book, Film and Games: Meet the Experts & Networking Cocktail

Henning Adam, Berlin International Film Festival; Rachel Horowitz, Maria B. Campbell Associates, Inc.; Nathalie Piakowski, SCELFF – Civil Society of French Language Publishers; Stephanie Lang, German Games Industry Association (BIU); Barbara Voit, German Publisher and Bookseller Association Bavaria

17.30 – 19.30 **SALON**

Fedrigoni presenting 16/3: Pushing Papers to the Limits

Networking: Simon Esterson, Eye Magazine; Thomas Manss, 16/3; John L. Walters, Eye Magazine

Friday // 21.10.

10.00 – 17.00 **LAB**

The Unexploited Content of Cultural Institutions

„Investors Forum“: Thierry Baujard, Media Deals; Jill Cousins, Europeana Foundation; Athina Markopoulou, Media Deals; Milena Popova, Europeana; Juliane Schulze, Media Deals. Investors: Cathrin Frisemo, NFBAN – Nordic Female Business Angel Network; Xavier Huerre, Angel Investor; Eugene Smyth,

Allied Irish Banks Seed Capital Fund; Dieter Staib, ESADE. Partners: Design Academy Eindhoven, HFG Offenbach, IUAV Venice, Polimoda Florence, Politecnico di Milano & School of Form. In cooperation with Europeana.

10.15 – 11.00 **RUNWAY**

Espresso for the Mind – A Selection of (probably) the most Creative Ideas and Minds

Innovation Pitch: Chantal Eschenfelder, Städel Museum, The Liebieghaus Skulpturensammlung & Schirn Kunsthalle; Philipp Geisler, Coding Da Vinci Nord; Martijn Pronk, Rijksmuseum; René van Engelenburg, Dropstuff Media; moderator: Anja Schaluschke, German Museums Association in Berlin & NEMO – Network of European Museum Organisations

11.00 – 12.00 **SALON**

The Golden Age of Creativity – Or How IP Exploitation Can Grow Your Business

Talk: Robert Ambrose, Fadel; Céline Keller, Animator; Colin Lovrinovic, Humming Records & Gould.Finch; Michele J. Woods, World Intellectual Property Organization; moderator: Thomas Minkus, IPR License, UK

11.15 – 12.00 **RUNWAY**

It's just the Beginning: The Rise of Typography in the Digital Age

Presentation: Frank Rausch, user interface typographer. In cooperation with Monotype

18 FAIR PROGRAM

12.30 – 13.15 **SALON**
Future Date: How VR Will Change the Creative Business

Expert talk: Sven Häberlein, Trotzkind GmbH; Michael Hooper, Text International GmbH; Arne Ludwig, EDFVR – Erster Deutscher Fachverband Virtual Reality; moderator: Jörg Hunke, Berliner Zeitung & re:publicaTEN. Presented by EDFVR

12.30 – 13.30 **RUNWAY**
Author Meets Nerd: A Creative Clash

13.30 – 15.00 **SALON**
Setting The Agenda: Finding Strategies For The Future Of Ip Exploitation In The Digital Jungle

Robert Ambrose, Fadel

14.00 – 14.30
Meet the Muse: Nerdindustries

Interactive Presentation: Mathias Keswani, Nerdindustries GmbH; Christoph Mäschtig, Nerdindustries GmbH

14.30 – 15.00 **RUNWAY**
Exceeding Reality: Make Your (VR) Dreams Come True

Interactive Product Presentation: Mariame Cisse, JK Imaging Europe Ltd

15.00 – 16.30 **SALON**
The documenta Papers: How Ephemeral Art Can Live on Forever

Workshop: Philipp Geisler, Coding da

Vinci Nord; Birgit Jooss, documenta Archiv

15.15 – 16.00 **RUNWAY**
The Remake of a Lost Beauty: The Re-Creating of a Masterpiece by Caravaggio

Peter Glidewell, Factum Foundation. Presented by Sky Arts HD

14.00 – 16.45 **RUNWAY**
Mystery of the Lost Caravaggio

Screening. Presented by Sky Arts HD

Saturday // 22.10.

10.00 – 18.00 **SALON**
Welcome to Hyper Reality: Hands-on VR!

Award-winning movies, VR game experiences and artistic installations. In cooperation with the EDFVR Partners: B3, Cologne Game Lab, Filmakademie Baden-Württemberg, Headtrip, Media Design Hochschule Berlin / Md.H & Trotzkindn

11.15 – 11.45 **RUNWAY**
Exceeding Reality: Make Your (VR) Dreams Come True

Interactive Product Presentation: Mariame Cisse, JK Imaging Europe Ltd

12.30 – 13.30 **RUNWAY**
Meet the Muse: The (probably) most Creative (Business) Ideas Made in Germany

Pitching Show: Robin Höning, endboss projects; Amelie Künzler & Sandro Engel, Ur-

19 FAIR PROGRAM

ban Inventions; Sebastian Fleiter, The Electric Hotel. Presented by Kompetenzzentrum Kultur- und Kreativwirtschaft des Bundes.

14.00 – 14.30 **RUNWAY**
Van Gogh's Letters: The Literary Legacy of a Mega Star

Talk (in German): Axel Rüger, Van Gogh Museum

14.45 – 15.15 **RUNWAY**
Unfinished One – The Birth of an Artificial Intelligent Muse

Presentation (in German): Florian Dohmann, YQP Art Collective; Roman Lipski, Artist

15.00 – 16.00 **LAB**
DDC Next Generation Lab
Workshop: Gregor Ade, Gregor Ade Brand Consulting; Kerstin Amend, STANDARD RAD; Alexander Lis, DBF Designbüro Frankfurt. Presented by DDC.

Sunday // 23.10.

10.00 – 17.00 **SALON**
Welcome to Hyper Reality: Hands-on VR

Award-winning movies, VR game experiences and artistic installations. In cooperation with the EDFVR Partners: B3, Cologne Game Lab, Filmakademie Baden-Württemberg, Headtrip, Media Design Hochschule Berlin / Md.H & Trotzkind

11.00 – 11.30 **RUNWAY**
The Myth about van Gogh's Illness

Talk (in German): Teio Meedendorp, Van Gogh Museum

11.45 – 12.30 **RUNWAY**
Espresso for the Mind: Next Level Design

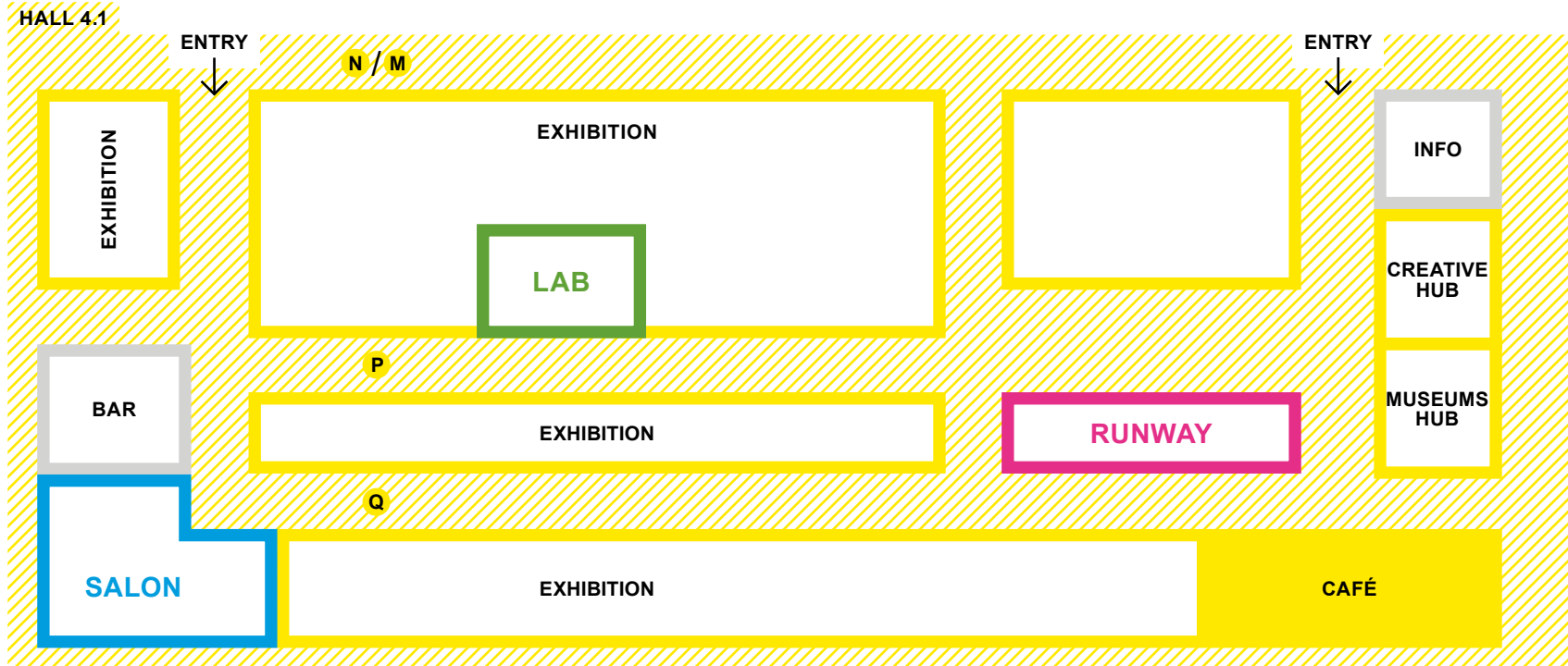
Sebastian Alt, KOLORAT; Florian Altherr, Freifunk Mainz e.V.; Sebastian Gsuck, MediaApes GmbH; Wolf-Tassilo Sack, dropout-films; Monja Weber, KOLORAT; Daniel Weberruß, Freifunk Mainz e.V.; moderator: Adrienne Finzsch, descom – Designforum Rheinland-Pfalz. Presented by descom – Designforum Rheinland-Pfalz.

15.00 – 16.00 **RUNWAY**
THE ARTS+ FINALE
World of Contradictions: Fashion Performance

Presented by FRANKfurtstyleaward

“Rembrandt is just an algorithm.”

THE ARTS+ STAGES



THE ARTS+ RUNWAY is a free-standing stage in the entrance area of THE ARTS+. Expect interactive presentations, extraordinary performances and dynamic show-pitches. In short: the unimagined and impossible at the intersection of creativity and technology. **Located in Hall 4.1 // P53**

THE ARTS+ SALON is the home of exclusive talks, interviews and networking events. Here you will meet famous artists, creative pioneers and potential business partners. At the weekend, THE ARTS+ SALON turns into the VR Campus, a playground for everyone who is attracted and fascinated by new technologies. Expect award-winning movies, VR game experiences and artistic installations. **Located in Hall 4.1 // Q109**

THE ARTS+ LAB is a transparent laboratory, where interactive, interdisciplinary workshops will be held. The Lab is presented by Europeana and only briefly open to the public. From 19 – 21 October 2016 a team of 25 experts and design students will explore new potentials and opportunities for cultural archives. They will develop new business models for cultural content in the digital age. **Located in Hall 4.1 // P84**

Exhibitors

75B // Q85

artnet AG // P42

B3 Biennale des bewegten Bildes // P91

Berlin School of Creative Leadership UG // P42

Culture Tech // P77

D.Day Network // P42

De Best Verzorgde Boeken // Q67

Der Kontext // Q84

Die Fernweh Oper, a Project by Daniël Ernst and Maud Vanhauwaert // Q66

Gin Bar // P107

documenta Archiv // P40

Energy Net GmbH // P97

Eriskay Connection // Q67

Erster Deutscher Fachverband Virtual Reality // Q53

Europeana // M51

Exhibition „kunstboeken“ Mondriaan Fonds // Q67

Fadel // P42

Frans Masereel Centre // Q67

Google Germany GmbH // Q93

Guest of Honour Flanders & The Netherlands Nederlands Letterenfonds // Q67

HA Hessen-Agentur GmbH / Geschäftsstelle Kreativwirtschaft Hessen // P93

Huayun-Shangde International Cultural Exchange Co., Ltd // P90

Hunan Fine Arts Publishing House // Q76

JK Imaging Europe Ltd // Q101

J. Walter Thompson Amsterdam – The Next Rembrandt // P83

Kaiken Publishing Ltd. // P42

Kulturamt Frankfurt am Main / Museumsufer // P40

Kunstkraftwerk GmbH & Co. KG // P85

Lecturis Publishers // Q67

Lukas - Art in Flanders Imagebank // Q67

Marcel Wanders // Q59

Mentum Replicas GmbH // Q72

Mohammed Bin Rashid Al Maktoum Foundation Qindeel // Q81

Monocle-Café // Q51

Moon by Ai Weiwei & Olafur Eliasson, Studio Olafur Eliasson GmbH // Q98

moovel lab, Germany // P89

Nerdindustries GmbH // P99

PONTON FRIENDS // Q80

Refrakt // P69

Steinway // P39

TASCHEN Deutschland GmbH // N69

Van Gogh Museum // P73

Verlag form GmbH & Co. KG // P67

Wirtschafts- und Infrastrukturbank Hessen // P93

22 IMPRINT

// **ORGANIZED BY:** Frankfurter Buchmesse GmbH / Braubachstr. 16 / 60311 Frankfurt am Main / Germany
// **FOUNDERS:** Christiane zu Salm / Holger Volland // **CONFERENCE:** Elisabeth Stangl, Chief Curator / Nora Wohlfeil, Project Assistant/Co-Curator // **FAIR:** Britta Friedrich, Chief Curator / Beatrice Stauffer, Sales Management / Tanja Väh, Fair Management / Petra Mies, Resources Management / Christiane Stöcker, Project Management / Nina Klein, Associate Partner // **PARTNERS:** Frank Pauli, Director Sponsoring & Cooperations / Dr. Sabine Köhler, Associate Partner // **MARKETING & COMMUNICATIONS:** Markus Gogolin, Director Marketing & Communications Germany / Marthe Lisson, Marketing & Communications Manager // **DESIGN AND ARTS DIRECTION:** CARRASCAL/DINDIN Communication Design // **EDITOR:** Marthe Lisson

Founding Partners



Partners




Media Partners



BOOKLOUNGE

Frankfurter Buchmesse
Sonntagszeitung
The Frankfurt Book Fair After show
19 – 22 October 2016
@ Bar AMP
Gallusanlage 2 (corner of Kaiserstrasse)
60329 Frankfurt am Main
Nearest station: Willy-Brandt-Platz

BuchMarkt
www.book-fair.com/booklounge #fbm16

The image features a white background with several abstract, overlapping shapes in vibrant colors. At the top left, there is a pink shape that tapers to the right. Below this, a yellow shape curves across the middle. Underneath the yellow shape is a green shape. In the bottom left corner, there is a blue square. A large yellow shape with a rounded bottom edge overlaps the green and blue areas. The text is positioned on the white background, overlapping the bottom edge of the yellow shape.

**Stay tuned with THE ARTS+
Newsletter. Register at
theartsplus.com/newsletter**