

THE/ARTS+

European Manifesto Supporting Innovation for Cultural and Creative Sectors

Funding Partners:

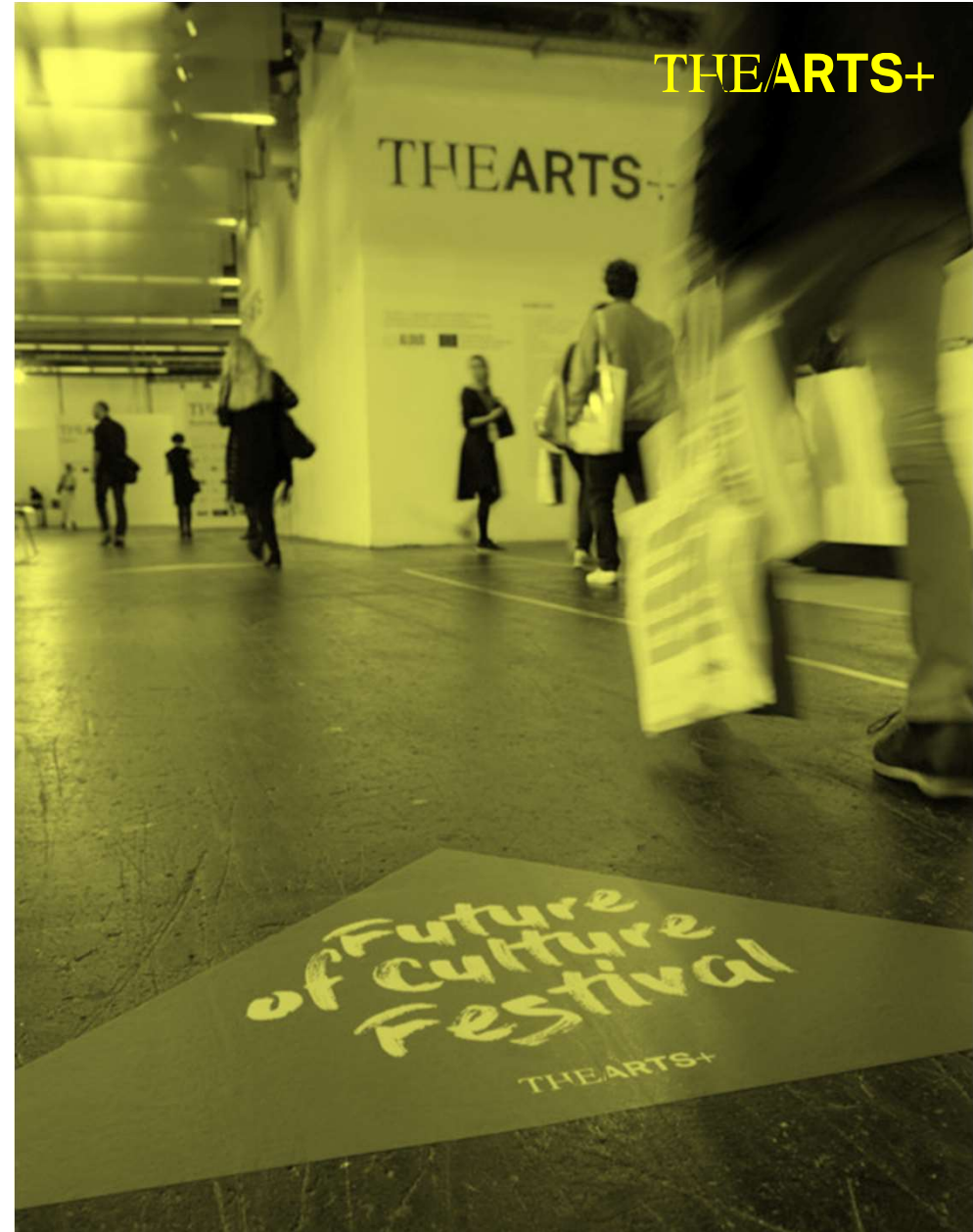


Börsenverein
Gruppe 

Simone Lippold

THEARTS+ at Frankfurt Book Fair

- / showroom for the future of the cultural and creative industries
- / establishes networks and synergies with
- / decision makers from politics, creative industries, technology and cultural institutions
- / introduces best practices - presented by market key players



THEARTS+ Four pillars of the creative sector

/ Technology

/ Culture

/ Business

/ Politics



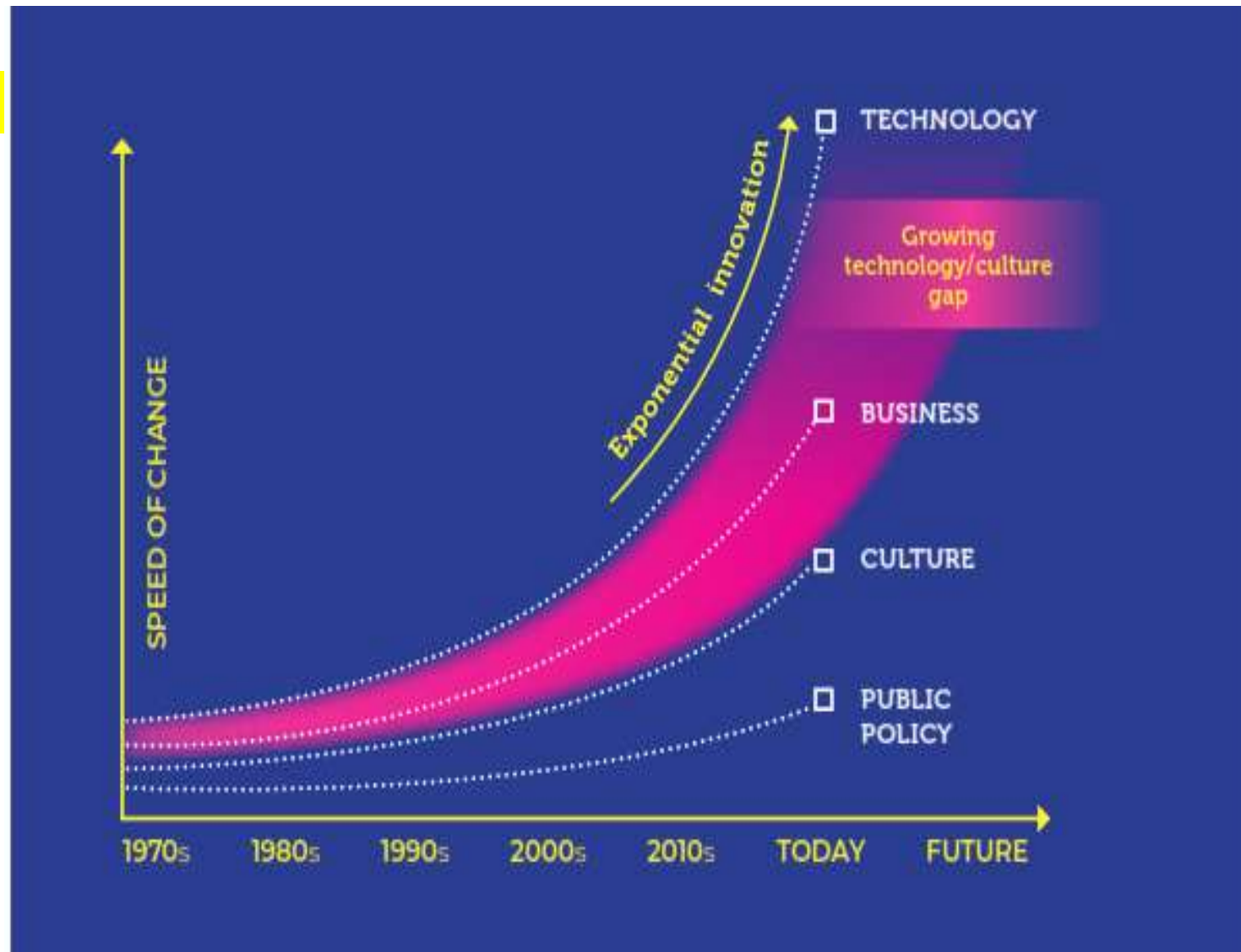
THEARTS+ Mind the gap

The technology culture innovation gap

/ Exponential speed of technological innovation

/ Culture and society struggling to catch up

/ Creative sectors trying to cope on their own



Innovation Summit - Manifesto: shaping the future

Innovation Summit 2018

/ peer-to-peer conference

/ 100 experts from over 20 countries

/ cooperation with 15 partners

Strategic & Funding partners



Programme partners



Networking partners



Innovation Summit - Manifesto: shaping the future

Innovation Summit 2018

“It is important to strengthen the CCI community. The fragmentation of the market must be overcome in order to increase competitiveness, to enable cooperation at international level and to encourage the adoption of innovative or alternative business models by the industry.”



SIMONA DE ROSA
PhD, senior researcher, T6 Ecosystems (Italy)
NEM Vice-Chair for Liaison

Innovation Summit - Manifesto: shaping the future

Innovation Summit 2018

“There is a growing gap between ICT technologies and culture, it is time to fix this problem as Culture is a key value for Europe citizens but also a business sector that can take advantage of new innovative ICT technologies such as immersive interactions.”



PIERRE-YVES DANET
Head of collaborative research – Europe,
Orange Labs (France)

Innovation Summit - Manifesto: shaping the future

Innovation Summit 2018

“If the creative and cultural sectors are not united, and supported, they can never keep up with the big four (Google, Apple, Facebook, Amazon = GAFA).”



HERITIANA RANAIVOSON
PhD, Senior Researcher and Project Leader
at imec-SMIT-Vrije Universiteit Brussel (Belgium)

Manifesto

6 barriers to innovation

- / High fragmentation
- / Lack of investment, funding
- / Specific characteristics
- / Lack of technical and entrepreneurial skills
- / Value chains are changing
- / Culture and creativity exist in an increasingly global context
→ International approach

6 possible solutions

- / Acknowledge the converging and hybrid structure of the sectors
- / Raise public investment in the cultural and creative sectors
- / Make it more attractive to invest in the sectors
- / Strengthen the dialogue between the four pillars
- / Support a broader definition of innovation
- / Strengthen the international character of the cultural and creative sectors

Manifesto



Contact

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