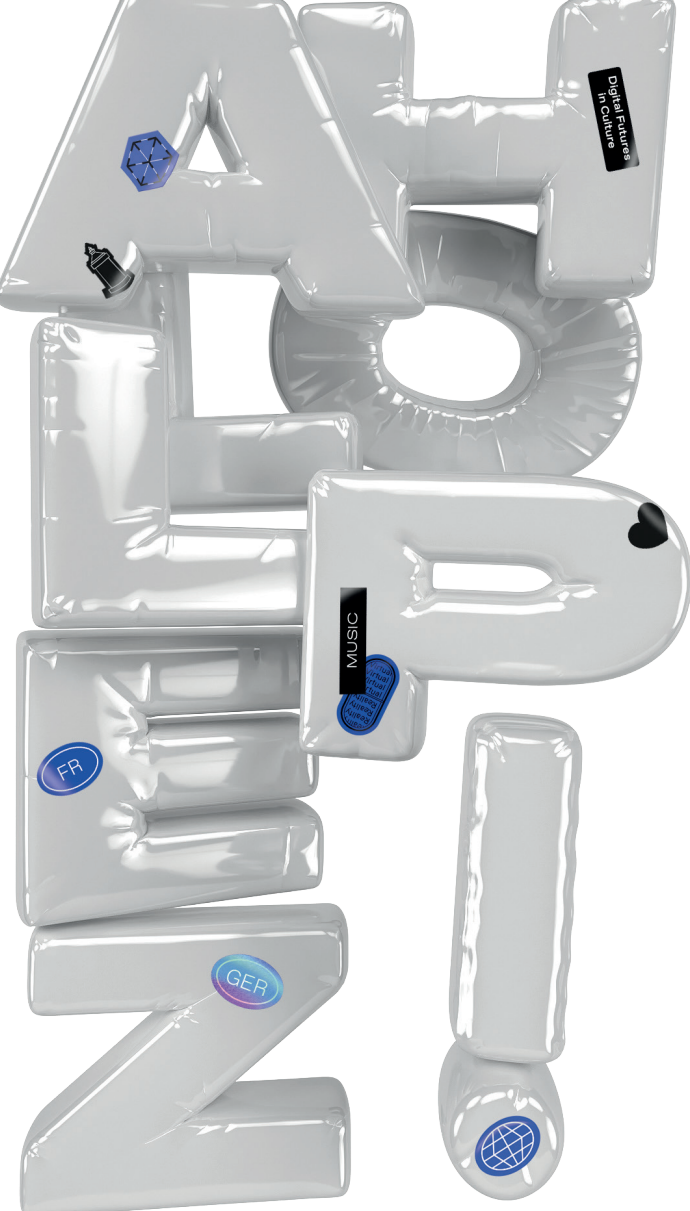


ALLEZ HOP!
Digital Futures in Culture
French-German Cultural Entrepreneurship Summit
Entreprendre Dans La Culture



Program April 3-5, 2019

SUMMIT DAY 1

THU, APRIL 4

PORT 25

HAFENSTR. 25

09:00am → 09:15am

WELCOME TO THE AUDITORIUM

09:15am → 09:45am

OPENING KEYNOTE "The European Game-Changer"

SPEAKER

Michela Magas / Founder of Music Tech Fest

09:45am → 11:15am

PANEL Digital futures in culture

SPEAKER

Prof. Dr. Martin Zierold /Deputy head of Institute KMM

Tariq Krim / Journalist, serial entrepreneur and angel investor

Laurence Le Ny / Director of the ecosystem startup content department of Orange

Michela Magas / Founder of Music Tech Fest

HOST

Dr. Matthias Rauch Cultural innovation officer / Head of cultural urban development at STARTUP Mannheim

11:15am → 11:30am

ARTISTIC INTERVENTION LE CLAIR OBSCUR

11:30am → 01:00pm

PANEL Music & Technology

SPEAKER

Vincent Castaignet / Co-founder & CEO of Musiccovery

Cliff Fluet / Partner of Lewis Silkin LLP

Frederick Rousseau / Industrial and community recovery manager of IRCAM

Claudia Schwarz / Co-Founder of MusicTech Germany & WickedWork

HOST

Rémi Bouton / Journalist and teacher

01:15pm → 02:00pm

LUNCH SESSION Impuls session re-imagining AI

SPEAKER

Christian Loclair / Art director at Waltz Binaire

02:00pm → 03:30pm

PANEL Rethinking the digital museum

SPEAKER

Dr. Yael Eylat Van-Essen / Curator/Researcher of Tel-Aviv University, HIT

Bettina Gardelles / Head of digital project of Centre des Monuments Nationaux

Dr. Viola Skiba / Head of administrative department general directorate at rem

Dominika Szope / Head of department, communication and marketing of ZKM

HOST

Yasmin Gebhard / Organisation Matchbox of Metropolregion Rhein-Neckar GmbH

Robert Montoto / Cultural office of Metropolregion Rhein-Neckar GmbH

03:30pm → 04:00pm

COFFEE BREAK

04:00pm → 05:30pm

PANEL Strengthening export and market access to neighboring countries

SPEAKER

Prof. Carl Bergengruen / Managing director of MFG Medien- und Filmgesellschaft Baden-Württemberg mbH / "Film en Rhin Supérieur - Film am Oberrhein"

Mateja Bizjak-Petit / Director of Centre de créations pour l'enfance - Maison de la Poésie

Markus Graf / CEO of Pop Rlp

Joëlle Smadja / Director of Pôle Sud centre de développement chorégraphique national

HOST

Jean-Jacques Schaettel / CEO of Ozango

05:30pm → 06:00pm

WRAP UP

SPEAKER

Prof. Dr. Martin Zierold / Deputy head of Institute KMM

C-CON

HAFENSTR. 25

09:00am → 01:00pm

ROUND TABLE EDUCATION Input and workshops (invitation only)

SPEAKER

Dr. HDR Paul Alibert / Attaché for science and higher education cooperation between France and Germany of French Embassy in Germany

Matthias Burgbacher / Founder of PLAN:KOOOPERATIV

Prof. Dr. Dorothee King / Head of FHNW Academy of Art and Design, Basel, arts education department, learning lab arts and design

Selma Lebdiri / Brand manager of Mizaan GmbH

Isabelle Maras / International expert in support of external relations and partnerships of Franco-German University (DFH/UFA)

Dr. Onur Suzan Nobrega / Lecturer at Institute of Sociology, focus culture and migration, Goethe-University Frankfurt

Prof. Dr. Nina Schneider / Degree program administrator M.A. Music and Creative Industries of Popakademie Baden-Württemberg

Dr. Lioudmila Voropai / Assistant professor in art and media theory at University of Arts and Design (HfG), Karlsruhe

HOST

Jana Eske / Program lead of Swiss Cultural Entrepreneurship, FHNW Academy of Art And Design in Basel

Frank Zumburch / Cultural economy officer / Head of Creative Commission of STARTUP MANNHEIM

02:00pm → 03:30pm

ROUND TABLE EDUCATION Presentation and discussion

HOST

Jana Eske / Programme Lead of Swiss Cultural Entrepreneurship, FHNW Academy of Art And Design in Basel

Frank Zumburch / Cultural economy officer / Head of Creative Commission of STARTUP MANNHEIM

04:00pm → 05:30pm

STARTUP-PITCHES

HOST

Pricilla Weixler / Coordinator accelerator & tech of Startup Mannheim /UP2B / Women in Tech

C-TALK 1

HAFENSTR. 25

02:00pm → 04:00pm

WORKSHOP Re-imagining AI

SPEAKER

Prof. Julian Adenauer / Founder & Director of Retune Creative Technology GmbH

04:00pm → 05:30pm

WORKSHOP Public and private funding for culture - 1

SPEAKER

Nicolas Parpex / Senior investment chairman of BPI France

Laurence Barone / Deputy director of Relais Culture Europe

HOST

Mona Guichard / Attachée culturelle of French Embassy in Germany

C-TALK 2

HAFENSTR. 25

02:00pm → 03:30pm

WORKSHOP How to travel, connect and work in an international environment

HOST

Aurélie Païta / Cultural manager

04:00pm → 05:30pm

WORKSHOP Design thinking in a nutshell

HOST

Alexandra Hofmann / Innovation facilitator of bwcon GmbH Innovation Academy

PERFORMANCE RAUM

HAFENSTR. 49

04:30pm → 08:00pm

NETWORKING FUSO.MA-Eine Region.Eine Vision.Ein Netzwerk.

MEETING RAUM

HAFENSTR. 49

02:00pm → 05:00pm

SHARING STRATEGIES Smart Digital Music Cities

HOST

Dr. Carsten Winter / Chair-Professor of media and music management of Hanover University of Music, Drama and Media

Kaprow Bar

HAFENSTR. 68

NETWORKING / OPEN BAR

08:00pm → 10:00pm

presented by SNP Schneider-Neureither und Partner

SUMMIT DAY 2

FRI, APRIL 5

PORT 25

HAFENSTR. 25

09:00am → 09:30am

INSPIRATIONAL TALK "Creation as platform"

SPEAKER

Emmanuel Witzthum / Independent artist and cultural entrepreneur

09:30am → 11:00am

PANEL Audience development & participation

SPEAKER

Dr. Abhay Adhikari / Director of Digital Identities

Roi Amit / Head of digital and multimedia of Réunion des Musées

Nationaux Grand Palais

Eric de Rugy / President and co-founder of Delight

Emmanuel Witzthum / Independent artist and cultural entrepreneur

HOST

David Maier / Cultural commissioner of the City of Worms

11:00am → 11:15am

BREAK

11:15am → 12:45pm

PANEL Artistic innovation and artistic thinking across different sectors and industries

SPEAKER

Prof. Ursula Bertram / CEO Center for ARTTRANSFER / Project: IDfactory at

University of Dortmund

Dirk Dobiéy / Co-founder of Age of Artists gGmbH

Dominique Laudien / Ecole nationale supérieur d'art et de design de Nancy

Catherine Geel / Publisher of T&P Work Unit

Frédéric Rebet / CEO of Le Chiffre

HOST

Dr. Matthias Rauch / Culturán innovation officer / Head of cultural urban development at STARTUP Mannheim

12:45pm → 01:00pm

ARTISTIC INTERVENTION LIZZY

01:00pm → 02:00pm

CONCLUSION OF THE SUMMIT

SPEAKER

Prof. Dr. Martin Zierold / Deputy head of Institute KMM

HOST

Jana Eske / Program lead of Swiss Cultural Entrepreneurship, FHNW

Academy of Art And Design in Basel

Prof. Dr. Bastian Lange / Owner/Professor at Multiplicities, Berlin

Dr. Demet Mutman / Assistant professor of Ozyegin University, Faculty

of architecture and design

Frank Zumbruch / Cultural economy officer / Head of Creative Commission

of STARTUP MANNHEIM

02:00pm → 03:00pm

LUNCH (free for badge holders)

C-CON

HAFENSTR. 25

09:30am → 11:00pm

NETWORKING Netzwerk IHK-Kulturwirtschaft

C-TALK 1

09:30am → 11:00am

WORKSHOP Public and private funding for culture - 2

SPEAKER

Charles Desservy / Head of Pôle Création at DRAC Grand Est

Grégoire Harel / Founder of Proarti

HOST

Mona Guichard / Attachée culturelle of French Embassy in Germany

11:15pm → 12:45pm

WORKSHOP Legal issues on cross-border activities of cultural and creative companies

SPEAKER

Sebastian Hoffmann / Consultant Touring Artists of SMartDe

Anaïs Lukacs / Director of MobiCulture

HOST

Mischa Schmelter / European and crossborder cultural policy of

Région Grand Est

C-TALK 2

09:30am → 11:00am

WORKSHOP New production and business schemes

SPEAKER

Thierry Baujard / Co-founder & director of SpielFabrique

Glenn Handley / Agence Culturelle Régionale

Frédéric Lapique / Agence Culturelle Grand Est

11:15am → 12:45pm

WORKSHOP Green shooting & green clubbing

HOST

Jacob Sylvester Bilabel / Founder of THEMA1 GmbH

Maximilian Höhnle / Owner of OVIDFILM

URBAN DESIGN THINKING WORKSHOP

MULTIHALLE

April 3 → April 5

HOSTS

Prof. Dr. Bastian Lange / Owner at Multiplicities

Dr. Demet Mutman / Assistant professor of Ozyegin University, Faculty

of architecture and design

VIRTUAL REALITY & IMMERSIVE EXPERIENCES IN ART & CULTURE

C-HUB

ALL DAY

Altération / réalisation Jérôme Blanquet / production Okio-Studio, ARTE

18 minutes

Firebird : La Péri / réalisation Balthazar Auxietre / production

Innerspace VR (Hayoun Kwon & Hadrien Lanvin) / 15 minutes

ALLEZ HOP! IS THE FIRST FRENCH-GERMAN CULTURAL ENTREPRENEURSHIP SUMMIT

Being the first and only one of its kind so far, Allez Hop! is organized by STARTUP Mannheim, the French Embassy in Germany and the French Ministry of Culture in Paris. It aims to strengthen the French-German exchange of entrepreneurs in culture and the cultural and creative industries as well as the facilitation of market entries for German and French startups in the respective market.

Furthermore, it looks to intensify French-German cooperation within the fields of startup ecosystems, innovation, culture and cultural and creative industries and to launch and initiate tangible cooperation projects. The first edition of Allez Hop! will focus on Digital Futures in Culture: how does digitisation affect the cultural and creative industries in general? How can startups be key innovation drivers at the intersection of cultural and creative industries, digitalization and newly evolving technologies?

These and many more topics will be discussed during numerous panels, workshops, keynotes and round tables at Allez Hop! 2019.

COME JOIN US!

HOST



INSTITUT FRANÇAIS
Deutschland

le bureau export

STARTUP **MANNHEIM**

STADT**MANNHEIM**²

HOW TO GET TO ALLEZ HOP!

BY PUBLIC TRANSPORT

Train stop "Handelshafen" (regional trains)

Tram stop "Dalbergstraße" (line 2)

Tram stop "Rheinstraße" (lines 2, 6)

Bus stop "Teufelsbrücke" (line 60) Port25 can be reached via a 5 minute walk

ARRIVAL BY CAR

Parking spaces are rarely available directly at the building. You will find a large parking lot directly at the river Neckar (Neckarvorlandstraße 56-60) at the Musikpark. Parking costs 3 € / day. Port25 can be reached via a 5 minute walk.

CO-HOST

INSTITUT FRANÇAIS

Grand Est
ALCANTARA-GRAND-EST

Die Beauftragte der Bundesregierung
für Kultur und Medien

Baden-Württemberg
MINISTERIUM FÜR KULTUR, ARBEIT UND WOHNGEGENDE

startup **bw**

KONFERENZZENTRUM
THEMA1
KREATIVWIRTSCHAFT

PARTNER

Avec le soutien de
Mit Unterstützung des

OFAJ
DFJW

Deutsch-Französischer
Kulturrat
Haute Conseil culturel
franco-allemand

MEDIENGRUPPE
DR. HAAS GMBH

SZA
SCHILLING, ZUTT & ANSCHÖTZ

DEUTSCH-FRANZÖSISCHES
KULTURJAHRE 2019
SHARING
HERITAGE

SNP

PFALZKOM|MANET

Culture VR
La sélection

INSTITUT FRANÇAIS

PATRONAGE

Unter der Schirmherrschaft des

Bundesministerium
für Wirtschaft
und Energie

Ministère de l'Économie
et des Finances
REPUBLIQUE FRANÇAISE

MINISTÈRE
DE L'ÉCONOMIE
ET DES FINANCES