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Allez Hop!
Digital Futures in Culture
French-German Cultural Entrepreneurship Summit
Entreprendre dans la Culture
April 3-5, 2019 / Mannheim, Germany

The aim of „Allez Hop!“ - the first French-German cultural entrepreneurship summit - is to strengthen the French-German exchange of entrepreneurs of the cultural and creative industries as well as the facilitation of market entry for French and German startups.

The first edition will focus on **Digital Futures in Music & Culture**: How does digitisation affect the cultural and creative industries in general? How can cultural startups be key innovation drivers at the intersection of business, technology and science?

Three days, packed with panels, workshops, talks, mentoring, hackathons, music, networking and know-how transfer opportunities.



Registration is free of charge, tickets are available [here](#) now.

[Register now](#)

Panel Information

1. Digital Futures in Culture

This panel will deal with the vast and far-reaching transformations set in motion by the multidimensional processes of digitalization not only but also in the cultural sector. It will investigate the complex intersections of the digital with cultural institutions, with products and services of the cultural and creative industries, with addressing and reaching new and existing audiences and with how it enables cultural actors to create more participatory, inclusive and thus smart works and content.

2. Music & Technology

It is by now a well-known fact that the music industry was one of the first industries heavily impacted by digitalization and that the entire value chain was significantly transformed as a result. The effect being that the music industry is one of the most comprehensively digital sectors within the creative industries, with business models, the production and distribution of music as well as a large part of the creative content now being entirely digital.

3. Rethinking the Digital Museum

The notion of what a museum is and should be has certainly changed in the last few years. Today, it is standard practice that museums use digital means to engage (potential) visitors, to change the way exhibitions are designed and conceptualized, to extend the experience of art and to alter the role of the curator among many other aspects. This panel will identify some of the central innovations and transformations of cultural institutions via the specific example of the museum.

4. Audience Development & Participation

A topic that is certainly relevant for everyone who is not only looking to enlarge and diversify their customer base or audience but who is also trying to find new avenues to engage potential customers or visitors in a more inclusive, exciting and smart way. This cross-sectoral panel will delve into the various opportunities for building more sustainable and participatory communities both in the cultural and the entrepreneurial realm.

5. Artistic Innovation and Artistic Thinking across different sectors and industries

We are living in an age of creativity; some would even say in an age of artists. Everyone seems to be, or at least seems to aspire to be, an artist these days and creativity has become the driving force of innovation, in culture as well as in business and technology. We often talk about disruption and radically new ideas, but, upon closer inspection, we discover more of the same with a slightly different spin. What benefits can artists generate in business, science and technology?

6. Transnational collaboration: Opportunities and Obstacles

While the political ties between France and Germany continue to be strong – and both countries' commitment to further develop common perspectives has just recently been renewed with the Aachen treaty – there has been startlingly little cooperation at the level of cultural entrepreneurs and startups. This panel will highlight current best practice projects between France and Germany while also contemplating how we can further strengthen the collaboration between both countries and also ensure an optimal support framework in order to increase cross-cultural cooperation and thus cross-cultural innovation.



Allez Hop! Digital Futures in Culture is organised by STARTUP Mannheim, the French Embassy in Germany, the French Ministry of Culture and Institut Francais Germany.

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