

## Privacy Settings

We use cookies to optimize our website and our service.

- ☒ Functional
- ☒ Statistics
- ☒ Marketing

Save

Functional only

Accept all

WEBSITE  
[HTTPS://WWW.BUCHMESSE.DE/EN/H...](https://www.buchmesse.de/en/h...)

COUNTRIES  
[EUROPE](#) [GERMANY](#)  
[INTERNATIONAL](#)

THEMES  
[CREATIVE INDUSTRIES](#) [HERITAGE](#)

DISCIPLINES  
[DESIGN](#) [FESTIVALS](#) [LITERATURE](#)  
[NEW MEDIA](#)

Frankfurt Book

Fair 2018



**THE ARTS+ Future of Culture Festival** is the festival dedicated to the future of the creative and cultural industries, embedded within the programme of Frankfurt Book Fair 2018 (10 - 14 October).

The virtual worlds at Frankfurter Buchmesse are seemingly endless, and certainly offer a bit of unpredictability. 'The Arts+' will make this its credo: bringing creative powers together, introducing new synergies, and creating a network among the arts.

THE ARTS+ asks questions: How is our living environment and communication changing as history is being written increasingly in data and pixels – that is, not just by people, but by creative artificial intelligence? How is our understanding of culture and creativity, of human beings themselves as well as their legacy changing? What will be our (intellectual) legacy to the generations to come? Who will cultivate and curate it – and how? These are all questions we discuss as part of THE ARTS+ programme – with politicians, creatives, designers and pioneers from technology and economics, and representatives from museums, cultural institutions, and media companies. THE ARTS+ sees itself as a showroom for the future of the cultural and creative industries. THE ARTS+ establishes networks and synergies – on 3000 square metres in hall 4.1!

2018 is all about the “Cultural Heritage of Tomorrow”!

The EU has designated 2018 as the European Year of Cultural Heritage. That's why THE ARTS+ brings together the key players from the creative and cultural sectors, presents the pioneers of the cultural ecosystem of the future, shows how the cultural heritage is changing and its consumption is transforming. We're convinced that the only way to solve the challenges of the future is by working together – which is why THE ARTS+ sees itself as a link between cultural worlds and aims to establish networks and synergies. The festival is also

about financial alliances – the economic present and future of the creative industry. Finally, it is also dedicated to creating a new order and, with it, a new framework – financial and political, but also in terms of how the sectors understand and justify themselves.

## Similar content

POSTED ON  
18 SEP 2017

THE ARTS+ European Innovation Summit at Frankfurt Book Fair

ESS OF C


OCTOBER 11-15 2017  
FRANKFURT, GERMANY

POSTED ON  
21 JUL 2018

Museums and Creative Industries Report: Call for contributions


POSTED ON  
24 JUL 2019

THE ARTS+ at Frankfurt Book Fair - open call for change makers ideas




POSTED ON  
28 MAR 2023

Fostering Creativity and Innovation: The Role of Cultural Policy in Pakistan's Cultural Sector



POSTED ON  
16 DEC 2015

Brussels | Cultural and Creative Industries in Europe | symposium



POSTED ON  
04 OCT 2019

Frankfurt | THE ARTS+/B3 The Future of Culture Festival

THEARTS+III  
in cooperation with  
Biennial of the  
Moving Image 2019

B

### ABOUT ASEF CULTURE360

[culture360.asef.org](http://culture360.asef.org) brings Asia and Europe closer by providing information, facilitating dialogue and stimulating reflection on the arts and culture of the two regions.

[MORE ABOUT ASEF CULTURE360](#) | [FAQ](#)

