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# ALLEZ HOP!

**“Allez Hop! – Digital Futures in Culture” April 3-5, 2019 in Mannheim**

Together, we will discuss digital transformation in the cultural and creative industries and how startups and cultural entrepreneurs can be key innovation drivers. Three days packed with inspiring keynotes, panel discussions, workshops and music await you.

You haven't gotten yourself a ticket yet? Don't hesitate any longer and click [here](#):

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

**Register now**



## Round Table Education

The round table addresses cross-border issues in education in the fields of cultural entrepreneurship in the Upper Rhine region and aims to strengthen the exchange between cultural and creative workers, universities, urban societies, associations and education policy.

**When: April 4, 2019**

**09:00 am – 01:00 pm: Input and Workshops  
(invitation only)**

**02:00 pm – 03:30 pm: Presentation and  
Discussion (open to public)**

**Where: C-Hub (Hafenstraße 25, Mannheim) /  
Room: C-Con (ground floor)**



## Check out our workshop schedule to get more hands on!

### Sign In

#### Workshop Slot 1:

April 4, 2019  
02:00 pm - 03:30 pm  
C-Hub, level 1



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

This workshop, which is based on theatrical exercises, will definitely help you to experience and expand your own resources, maneuvering somewhere between English, German and French, and it will make you feel relaxed and confident (if necessary) to move across cultural boundaries.

**Coach: Aurelie Païta**  
Presented by [OFAJ - DFJW](#)



#### Re-Imagining Artificial Intelligence

The first phase will be dedicated to the introduction of the thematic interface between artificial intelligence and cultural & creative industries. In the second workshop phase, samples and models from the first phase will be transferred to the specific working contexts of the participants.

Presented by [Kompetenzzentrum Kultur- und Kreativwirtschaft des Bundes](#)

#### Workshop Slot 2:

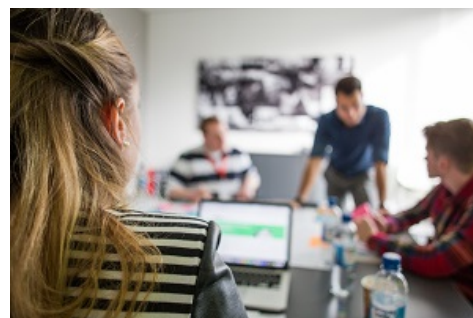
April 4, 2019  
04:00 pm - 05:30 pm  
C-Hub, level 1



#### Public and private funding for culture 1

BPI France is a state owned capital bank aiming to help the French economy grow and to increase competition. **Speaker: Nicolas Parpex** (BPI France)

Knowing more about European funding structures and European creative projects definitely makes internationalisation easier



#### Design Thinking in a nutshell

In this interactive workshop, the approach of Design Thinking is made tangible. With Design Thinking it is possible to create a special form of cooperation characterized by creativity, experimentation and openness.

**Coach: Alexandra Hofmann**

and more exciting at the same time. **Speaker:**  
**Pascal Brunet** (Relais Culture Europe)  
**Host: Mona Guichard** (Ambassade de France à  
Berlin)

This workshop takes place as part of the [Smart  
Space Operator Training Course](#).

**Register now for Allez Hop!**

### **Workshop Slot 3:**

April 5, 2019  
09:30 am - 11:00 am  
C-Hub, level 1



#### **Public and private funding for culture 2**

Crowdfunding appeared within the last 10 years as an exciting tool to finance emerging projects in a wide range of arts.

**Speaker: Grégoire Harel** (Proarti)

The Direction Régionale des Affaires Culturelles is a key partner, both for mentoring and financing, with a diverse range of programs.

**Speaker: Charles Desservy** (DRAC Grand Est)

**Host: Mona Guichard** (Ambassade de France à  
Berlin)



#### **New production and business schemes**

This workshop will highlight the current situation for indie games studios in France and Germany.

**Speaker: Thierry Baujard** (Spielfabrique)

This workshop will focus on cinema and audiovisual facts and will highlight the key networks, events and funding programs.

**Speaker: Glenn Handley** (Agence culturelle régionale)

### **Workshop Slot 4:**

April 5, 2019  
11:15 am - 12:45 am  
C-Hub, level 1



#### **Legal issues with regard to cross-border activities of cultural and creative companies**

Legal status, taxes, social security... Cultural and creative companies have to face various legal issues when engaging in cross-border activities.

**Speakers: Sebastian Hoffmann** (Touring Artists, SMartDe, Berlin), **Anaïs Lukacs** (MobiCulture)

**Host: Mischa Schmelter** (Région Grand Est)



#### **Green Shooting & Green Clubbing**

In this workshop you will gain insights into more sustainable ways in film production as well as nightlife & festivals.

**Speaker: Maximilian Höhnle** (OVIDFILM),  
**Jacob Bilabel** (Thema 1)



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

Together with our partners, we created some interesting round tables, fish bowls and networking opportunities:



### Sharing Strategies: Smart Digital Music Cities

Lessons learned in Berlin, Hamburg, Hannover and Mannheim.

Researchers and practitioners from intermediate network organizations will exchange views on the future of digital smart music cities in the working group “Musiknetzwerke” of the [Gesellschaft für Musikwirtschafts- und Musikkulturforschung \(GMM\)](#). Furthermore, network co-organizers from Berlin, Hamburg, Hanover and Mannheim will briefly present their experiences in digital innovation in their cities with reference to best practice examples.

**When:** April 4, 2019, 02:00 pm – 05:00 pm

**Where:** Musikpark (Hafenstraße 49, Mannheim) / Room: Meeting Room 1. Floor



### FUSO.MA meets Allez Hop!

Eine Region. Eine Vision. Ein Netzwerk. (German only)

Für erfolgreiche und nachhaltige Kooperationen ist eines äußerst wichtig: Netzwerken. Ganz im Sinne des Ziels von FUSO.MA, verschiedene Akteure in der Region Rhein-Neckar zusammenzubringen, steigen wir dieses Jahr thematisch tiefer in die Bedeutung des Netzwerkens ein. Vernetzung bündelt die Kräfte und befähigt Akteure, gemeinsam ihr Umfeld zu gestalten. Im Format einer Fishbowl-Diskussion möchten wir Sie zu Wort kommen lassen und mit Ihnen Probleme, Ideen & Ansätze zum sinnvollen Netzwerken und zur Zusammenarbeit mehrerer Akteure besprechen.

**When:** April 4, 2019, 04:30 pm – 08:00 pm

**Where:** Musikpark (Hafenstraße 49, Mannheim) / **Room:** Performance Raum

**Registration:** <https://fusoma-allezhop.eventbrite.de/>



## **IHK Rhein-Neckar meets Allez Hop!**

Digitale Transformation und ihre Bedeutung für die Kultur- und Kreativwirtschaft. Sind wir als Kreativregion Rhein-Neckar noch richtig aufgestellt? (German only)

Im IHK-Netzwerk Kreativwirtschaft wird der Austausch und die Vernetzung der Kreativen in unserer Region weiter verstärkt und die Metropolregion Rhein-Neckar durch gezielte Aktivitäten und Projekte als Kreativregion vorangebracht. Thematisch knüpft das Treffen an das Treffen im Herbst 2018 an und beschäftigt sich mit der Frage, wie die Kreativregion Rhein-Neckar zukünftig aufgestellt sein soll. Dazu werden unter anderem Leuchtturmprojekte aus der Region gesammelt und die regionalen USPs stärker herausgestellt.

**When:** April 5, 2019, 09:30 am – 11:00 am

**Where:** C-Hub (Hafenstraße 25, Mannheim) / **Room:** C-Con

**Registration:** <https://ihk-rn-allezhop.eventbrite.de>



## **Urban Design Thinking Workshop**

The aim of the three day workshop is the development of various toolkits that will demonstrate perspectives for the use of the Multihalle and will enable future users of the hall to take action and participate. As is common in the process of design thinking, both the creative approach as well as the structure-oriented concepts of business modelling and prototyping will be used within an interactive approach in order to be able to present a realistic and economically viable concept for the future use of the Multihalle.

The architectural proposal selected from the international competition should serve as the basis for the conceptual and transdisciplinary design thinking process.

**When:** April 3-5, 2019, 10.00 am - 06:00 pm

**Where:** Multihalle Mannheim (invitation only)



## Networking Event

Join us after the first day of "Allez Hop!" for networking, fine drinks and great music.

**When: April 4, 2019, 08.00 pm**

**Where: Kaprow Bar, Hafenstraße 68, 68159 Mannheim**

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

Register now



Host



ausgesprochen  
französisch



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