

Future meets practice – hessenschau.de and B3 Biennial of the moving image renew their partnership

(Frankfurt/Main, August 2019)

B3 and hessenschau.de, the information portal of Hessischer Rundfunk, are continuing their cooperation which started in 2017. In addition to joint PR and marketing activities, the partners have defined an extensive exchange of content as the focus of their cooperation in 2019. Wolfgang Jeck, Editor-in-Chief of hessenschau.de, explains: "Combining text with moving images in professional, contemporary ways is crucial to today's online journalism. Thanks to its wide-ranging themes and resonance, B3 is, on the one hand, an important subject for our reporters. On the other hand, the festival gives us first-hand knowledge on where we are headed in terms of the production and reception of moving images."

To Prof. Bernd Kracke, artistic director of B3, the partnership with hessenschau.de seems logical: "The B3 Biennial is strongly rooted in the Rhine-Main region. The combined strength of all regional actors does not only ensure a broad public interest, but also a growing national and international aura".

B3 2019

In 2019, B3 will take place for the first time in strategic cooperation with "THE ARTS+" Future of Culture Festival at the Frankfurt Book Fair and other selected venues in Frankfurt and the Rhine-Main region. Moving image and media professionals from all over the world will present their projects, works and views in exhibitions, screenings, conferences and other events from 16 to 20 October 2019 under the guiding theme "REALITIES".

hessenschau.de

Seven days a week, from early to late: hessenschau.de provides users with the most important news from Hessen. For daily news, in-depth reporting and service, hessenschau.de works closely with hr radio and television whose affiliates are located in Kassel, Fulda, Giessen, Darmstadt or Wiesbaden. In addition, hessenschau.de uses Facebook, Twitter and Instagram to disseminate information on Hesse.

Press contacts

B3 Biennial of the moving image

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