

THE ARTS+ and B3 Biennial of the Moving Image agree strategic partnership

Frankfurt, 11 March 2019. Two groundbreaking events in the international art and culture scene are joining forces. THE ARTS+ Future of Culture Festival, which takes place annually as part of the Frankfurt Book Fair, and the B3 Biennial of the Moving Image, an event conceived by the Hochschule für Gestaltung Offenbach (HfG) for artists, media professionals and scientists from around the world, have agreed to enter a strategic partnership. Both events will take place from 15 to 20 October 2019 at the Frankfurt Book Fair, and in other selected venues in Frankfurt and the Rhine-Main region.

Professor Bernd Kracke, President of the Hochschule für Gestaltung Offenbach (HfG) and artistic director of B3, and Holger Volland, Vice President of the Frankfurt Book Fair and founder of THE ARTS+, aim to further strengthen and develop both projects through this cooperation.

The Hessian Ministry for Science and the Arts (HMWK), which sponsors B3, welcomes the partnership: "This allows us to forge an alliance with cultural and political relevance. It underscores Hessen's potential as a site of creativity, whose special cultural and scientific infrastructure invites people to research, develop, produce, exhibit, invest, and found start-ups here. When the world's most creative minds meet in Frankfurt, the synergies produced benefit local artists and media professionals as well," explains Minister of State Angela Dorn.

"The incentives for strategic cooperation are clear. By interlinking the content of the two events, we can widen our exploration of the culture and media sectors in the digital age," explains Professor Bernd Kracke. "Technical developments such as robotics, artificial intelligence and augmented reality provide artists and media professionals with ever more tools to express themselves artistically and innovatively."

"The partnership will create a globally unique creative event with international appeal, and enormous cultural and economic relevance," says Holger Volland.

From 15 to 20 October 2019, B3 will make a significant contribution to the successful ARTS+ Festival at the Frankfurt Book Fair. For example, the renowned flagship exhibition, the heart of B3, will make its home at the centre of THE ARTS+ area in Hall 4.1. B3 will also contribute to the accompanying ARTS+ programme with its own themed strand.

About the B3 Biennial of the Moving Image

B3 is a key European hub for contemporary media art, the moving image, innovative media developments and scientific discourse. Since 2013, B3 exhibits and themes have inspired around 800,000 people in Germany and abroad, and generated wide-ranging national and international media interest. In 2019, moving-image and media professionals from all over the world will present their projects, works and views on the theme of "REALITIES" in exhibitions, screenings, conferences and other events. The aim of the Biennial is to create a broad interdisciplinary and cross-genre alliance for the moving image sector, and to offer the international creative and cultural industries a comprehensive platform for the exchange of ideas. The organizer of the B3 Biennial of the Moving Image is the Hochschule für Gestaltung Offenbach (HfG). B3 is financially supported by the Hessian Ministry for Science and the Arts (HMWK). www.b3biennale.com

About THE ARTS+

THE ARTS+ – with the subheading "Future of Culture Festival" – is a festival held during the Frankfurter Buchmesse dedicated to the future of the creative and cultural industries. THE ARTS+ sees itself as a link between cultural worlds and aims to create networks and synergies. It focuses on financial associations, the economic present and the future of the creative industries. The aim is to create a new order and, with it, a new framework – financial and political, but also in terms of how the sector conceives of and justifies itself. THE ARTS+ takes place at Frankfurter Buchmesse from 16 – 20 October 2019.

www.theartsplus.com

About the Frankfurter Buchmesse

The Frankfurter Buchmesse is the international publishing industry's biggest trade fair – with over 7,500 exhibitors from 109 countries, around 285,000 visitors, over 4,000 events, and some 10,000 accredited journalists and bloggers in attendance. It also brings together key players from the fields of education, film, games, STEM, academic publishing, and business information. Since 1976, the book fair has featured an annual Guest of Honour country, which showcases its book market, literature and culture to attendees in a variety of ways. The Frankfurter Buchmesse organises the participation of German publishers at around 20 international book fairs and hosts trade events throughout the year in major international markets. The Frankfurter Buchmesse is a subsidiary of the Börsenverein des Deutschen Buchhandels (German Publishers & Booksellers Association). [https://](https://www.buchmesse.de/en)

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