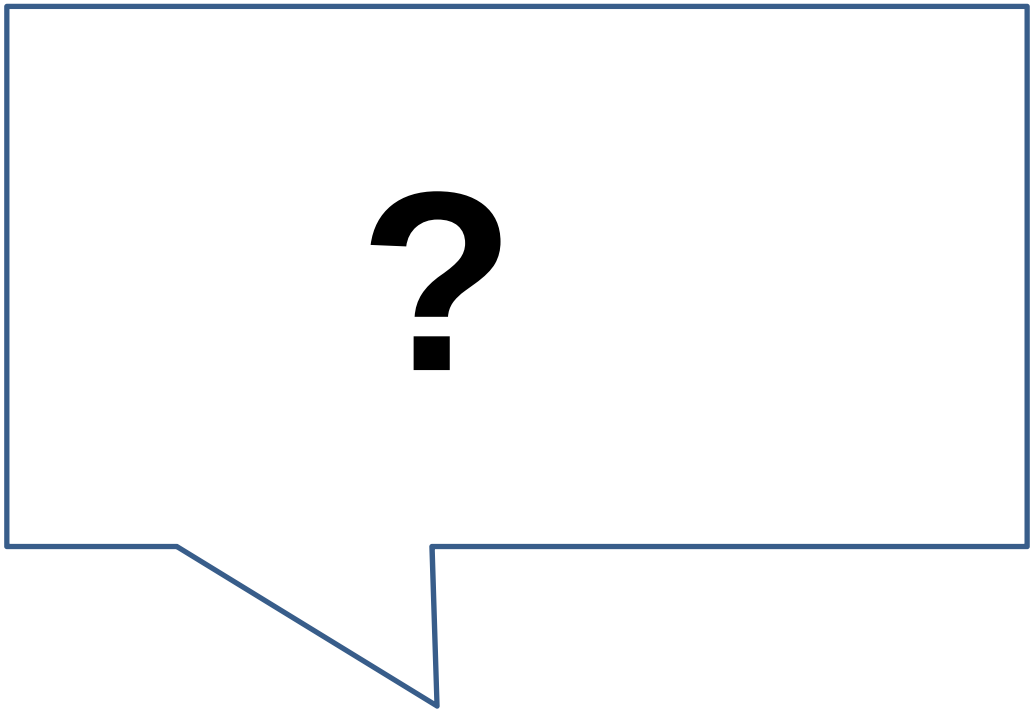
Free Culture Incubator

WRAP UP SESSION



Don‘t be afraid to deal with big questions…
It‘s not necessarily about finding simple answers, but rather about getting into action! And if we don‘t ask those questions, others will answer them for us anywas (but maybe not the way we like):

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WHY CITIES WITHOUT GAYS AND ROCKBANDS WILL LOOSE THE ECONOMIC DEVELOPMENT RACE

(Richard Florida)

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PANEL DISCUSSIONS

- The Value and Price of Cultural Work
- Creativity as an Economic Resource
- Forms of Cultural Organisation
- Identity of Cultural Enterprises

WORKSHOPS

- The Basis of Free Culture
- Free Software for Cultural Enterprises
- Creative Business Models
- Organising Creative Teams

ARTWORKS / PRESENTATIONS

- The Feral Trade Cafe by Kate Rich
- Manifest Utopia by Laboratoire Deberlinisation
- VALU€S by I-Wei Li
- Media Facades Festival Workshop / Reclaim The Screens
- Artzilla Workshop by Tobias Leingruber
- Palomar 5 Workshop
- Exchange Office for Cultural Services by the Students of the University of Applied Arts Potsdam

PARTNER EVENT AT BETAHAUS

- The WAVE Discussion about Cultural Values

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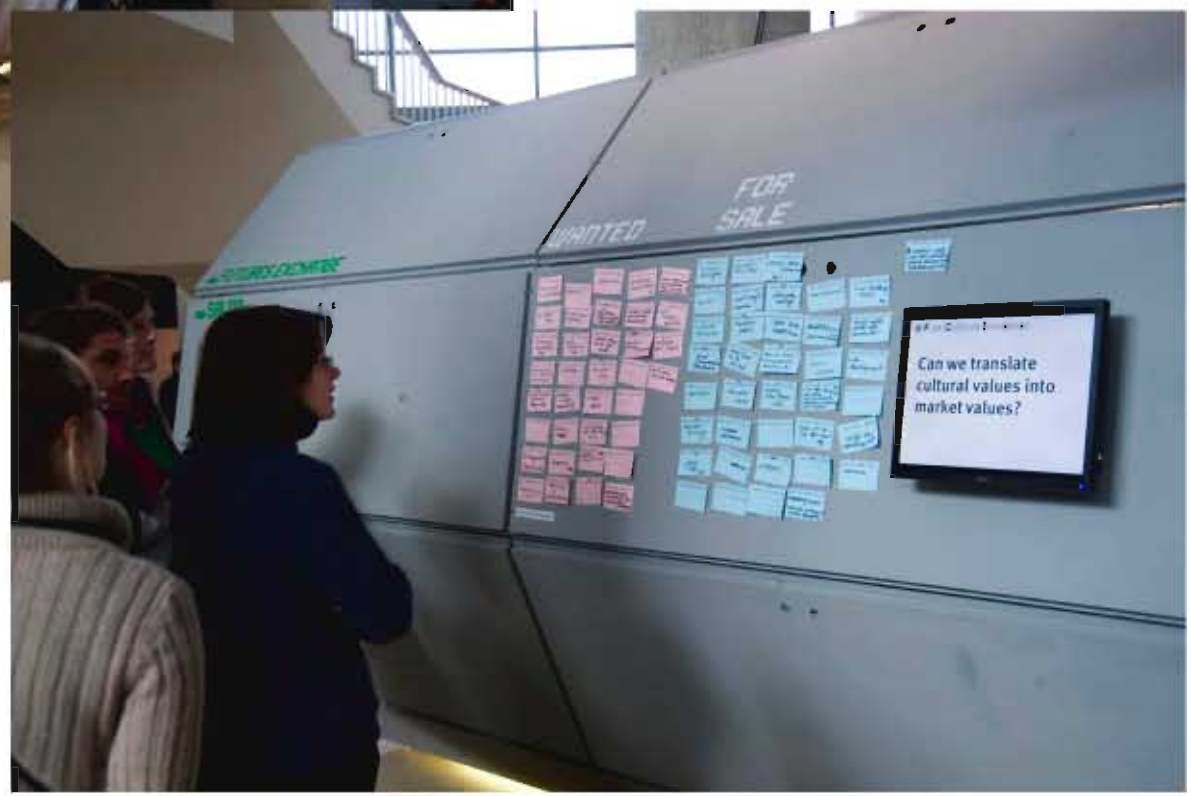

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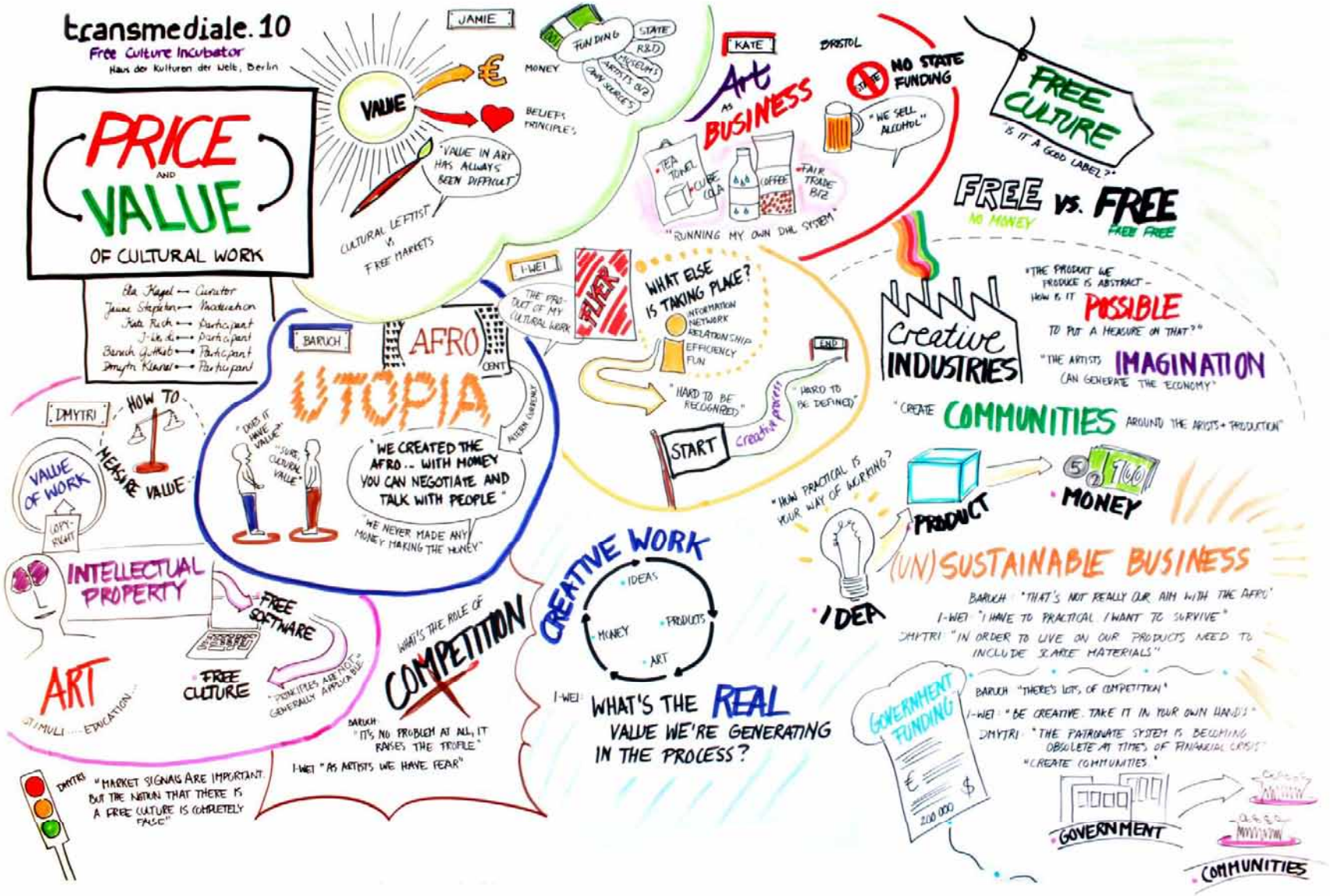
PANEL 1: VALUE & PRICE OF CULTURAL WORK



transmediale.10

PRICE VALUE OF CULTURAL WORK

VALUE AND PRICE

Market Price:

How the world

IS

Cultural Value:

How the world

SHOULD BE

VALUE AND PRICE

€

Funding Possibilities for cultural and artistic projects:
State Funding
Semi-State funding
Museums
Art Market
…

The two most important ones:

Artist / activist businesses
Funding from your own resources

WHAT IS FREE CULTURE?

Free Culture / as in:
„not having a price?“ or:
„for free“? or:
„accessible for anyone?“
…

Most important question:

Is Free Culture a useful label for cultural production? **(politically, socially, economically…)**

HOW TO MEASURE ARTISTIC VALUE?

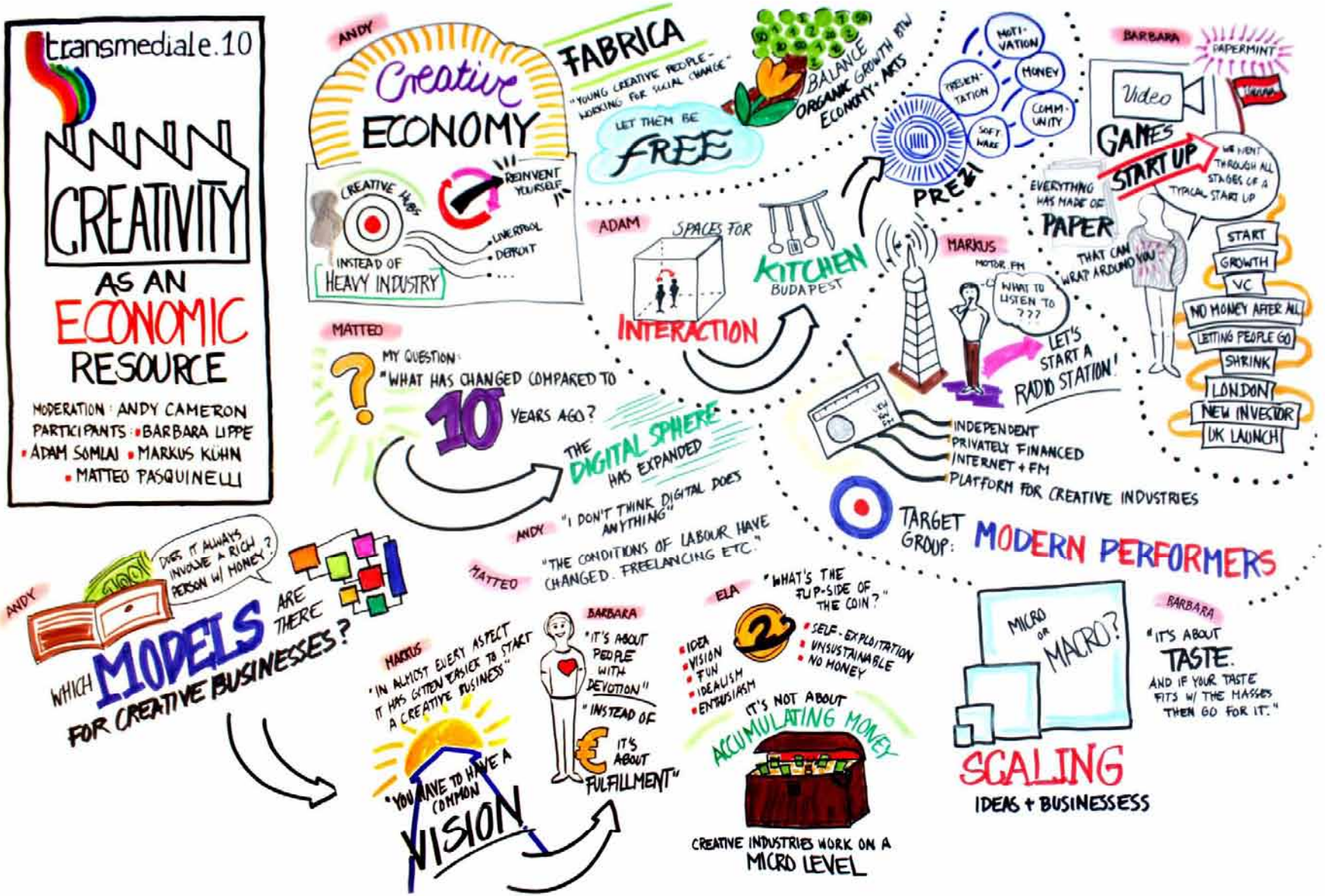
The product we produce is abstract. It settles at the edge of knowledge – how is it possible to valuate this process?

Most important question:

Are there alternatives to the market economy?

How to convert cultural and spiritual values into money?

PANEL 2: CREATIVITY AS AN ECONOMIC RESOURCE



PANEL 2: CREATIVITY AS AN ECONOMIC RESOURCE

Why do we have to borrow money from someone in order to be successful?
Most important question:

How to become financially independent?

PANEL 2: CREATIVITY AS AN ECONOMIC RESOURCE

Statement from the audience:
Cultural politicians love the idea of an independent creative class, of coworking spaces and the like…

Doesn‘t this play into the hands of right-wing cultural-political approaches?

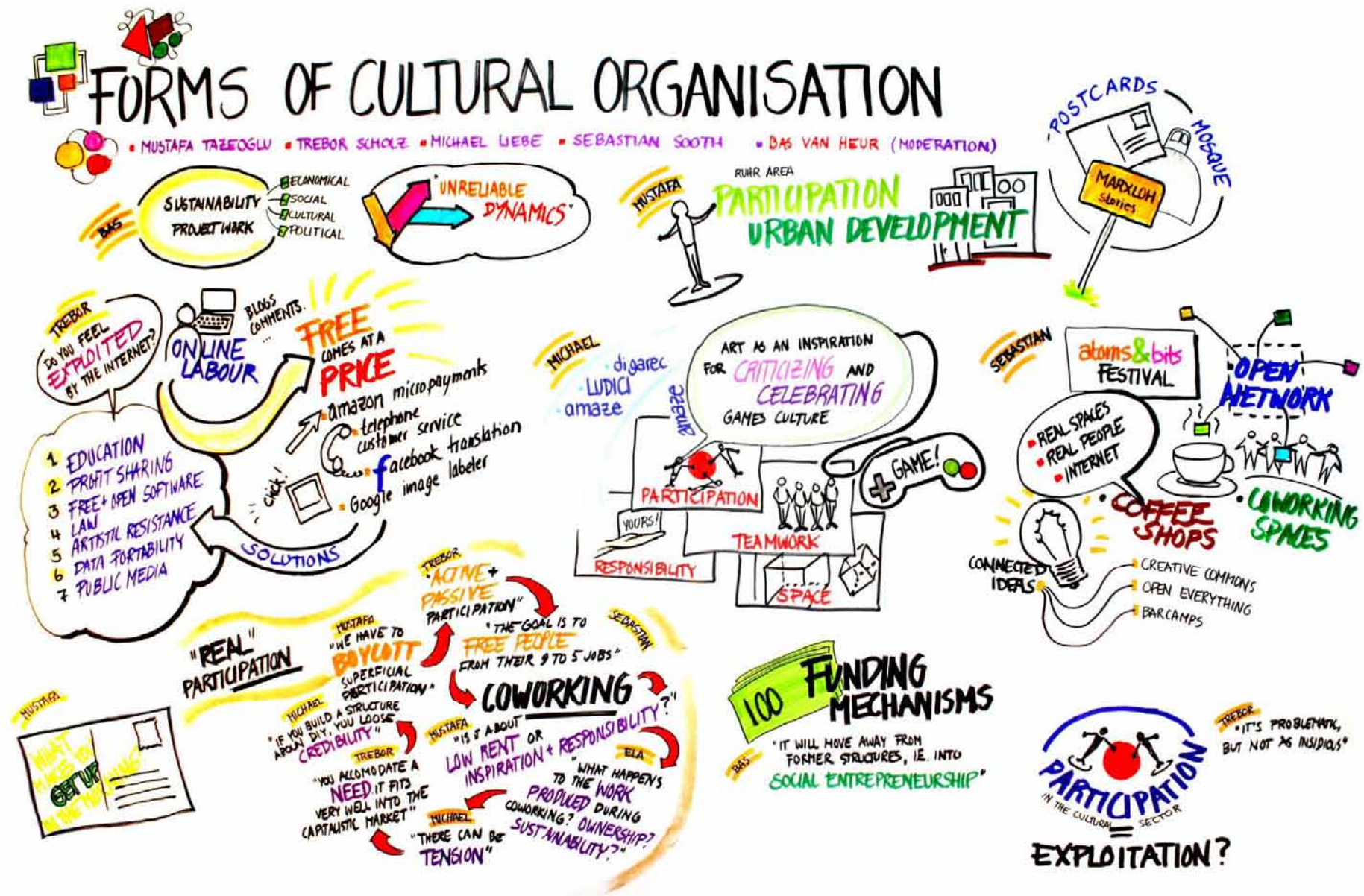
PANEL 2: CREATIVITY AS AN ECONOMIC RESOURCE

SUSTAINABILITY!

How long can we go on to exchange services among each other on a micro-level before we are running out of money?

(after having eaten up our parent‘s heritage…?!)
Andy Cameron

PANEL 3: FORMS OF CULTURAL ORGANISATION



PARTICIPATION

I am glad that you Berliners have so many coworking spaces. We at Ruhr have lots of space, but no one who wants to co-work…

Mustafa Tazeoglu, RUHR.2010

PARTICIPATION II

„Free“ comes at a price. Free-ish services are not free by all means…millions of creative people are doing volunteer work for huge corporations without being aware of it…

Trebor Scholz

PANEL 3: FORMS OF CULTURAL ORGANISATION

Co-Working

Is precarious freelance work a desirable thing to do?

(The capitalist market forces people into freelance work)

What happens if a member of a collective decides to step out and takes the produced work with her / him?

PANEL 3: FORMS OF CULTURAL ORGANISATION

Co-Working

What‘s so special about co-working? It‘s a fairly old concept…what‘s the real value of co-working?

PANEL 4: THE IDENTITY OF CULTURAL ENTERPRISES

PANEL 4: IDENTITY OF CULTURAL ENTERPRISES

Identity

How do we create visibility of what we do?
Defining the identity of a group with many different players?
The identity of remixed products?

Brands

Markets are conversations. Marketing is about establishing relationships with people

(that‘s why social networks have become crucial marketing instruments…)