

What are the challenges in the creative industries?

Macromedia University Berlin | Lecture Series

Oct 8/9/15/16, 2019 | 4.30 - 6.30 Uhr | Entry from 4 pm

Creative industries are among the most advanced branches in the digitalization process, being affected by the consequences of change in an especially strong way. Production processes, means of distribution, business models – everything is changing sustainably. New services are more and more replacing products while working conditions of creative people are changing rapidly. For booming technology platforms, but also for publishers, DAX-companies and media networks among others, creative industries' role is growing in importance: Because they have a great potential to create growth and jobs through innovation, and to bring to life visions in creative collaboration.

With the **lecture series “Challenges of Creative Industries”** Macromedia University Berlin is inviting to explore trending issues from a scientific perspective on four afternoons. It's about branches like music, design, fashion, new media or advertising just as much as on new and more creative methods, strategies, or on aspects from management to culture. The lecture series opens scientific perspectives and invites to a lively discussion on how the faculty from campus Berlin is thinking and shaping education, teaching, science and future.

The lecture series is open to faculty members, students, friends and interests. We kindly ask you to register: www.hochschule-macromedia.de/berlin/veranstaltungen

Oct 8 (German)

4.30 pm: Musiker 4.0 - zwischen Streaming und KI (Prof. Dr. Martin Lücke)

5.00 pm: Ambidextrie (Prof. Dr. Markus Rometsch)

5.30 pm: Die TV-Branche im Wandel (Prof. Dr. Friedrich-Carl Wachs)

Oct 9 (German)

4.30 pm: Zukunft Corporate Communications und Journalismus (Prof. Dr. Dominik Pietzcker)

5.00 pm: Crossmedialer Journalismus in lokalen Kommunikationsräumen (Prof. Dr. Jens Große)

Oct 15 (English)

4.30 pm: Gender and Diversity in Creative Industries (Prof. Dr. Kleinselbeck)

5.00 pm: Sustainability in Fashion (Prof. Tutia Schaad / Prof. SuzanTerzioglu)

5.30 pm: Narrative Prototyping (Prof. Thomas Stegmann)

Oct 16 (English)

4.00 pm: Digital Meme (Prof. Dr. Gernot Wolfram)

4.30 pm: Stories of Scientific Failure (Mafalda Sandrini / Kata Katz)

5.00 pm: Strategic Design (Prof. Lars Grau)

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www.macromedia-university.com