



Freiburg Wirtschaft Touristik
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**Internationale Kulturbörse Freiburg (IKF) - digital
*International Trade Fair for Stage Productions,
Music and Events*
18 – 20 January 2021, Messe Freiburg**

In just a few days the IKF.digital 2021 will be starting

The first IKF.digital is starting in just a few days. The trade fair is the ideal platform for cultural workers and creative artists to be able to swap news, ideas and information, to network, get into conversation with each other and get inspiration for their day-to-day work. And all of this while taking account of the requirements the pandemic and its impacts are placing on everyone.

The IKF.digital can never be a substitute for an IKF live at the venue, nor does it pretend to be. But, as Daniel Strowitzki says, “What we want to do with this is to show the flag and leave absolutely no doubt in anyone’s mind that cultural workers and creative artists are active and full of ideas even in times of pandemic.”

The range of what is on offer is many-sided. More than 150 exhibitors are providing information about trends in the cultural industry, and artistes who were selected to appear live performing their short shows at the 33rd IKF have the opportunity to present videos of their shows.

The programme of seminars and talks takes on great importance for the IKF.digital. “This is where, especially in these times, when the only certainty often seems to be uncertainty about what is in store for us, our visitors can get suggestions, examples of best practice and inspiring ideas for their work,” as IKF Project Manager Susanne Göhner says. This includes looking at the developments and requirements resulting from the pandemic from various perspectives, such as: how has the “virtualisation” of the industry in such a short space of time



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changed it? What about the law of contract in times of corona? What formats have artistes, organisers and agencies developed for staying in touch with their audience even in such a difficult environment? How can we plan strategically in times of crisis? And much more.

The programme is rounded out with short presentations of new projects from the areas of Theatre in the Open Space and Contemporary Circus.

One main focus of the IKF.digital is on getting communication working in every direction. Registered participants can message each other and make appointments via an online appointment diary to meet up for video chats with exhibitors.

The online ticket for trade visitors costs € 33 and is available via the IKF website.

For more details on IKF.digital please go to www.kulturboerse.de

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