

# Pop-Kultur

## NACHWUCHS

**»Pop-Kultur Nachwuchs« takes a new, digital turn:  
Applications open on the 12th of May, 2020**

Have you ever wanted to get a look inside the studios of Berliner producers, zoom in deep and learn more about their work? Talk with artists at the Pop-Kultur festival about their current projects? Or have you been wondering how the booking scene in Brazil works, or how musicians in Pakistan connect with each other? »Pop-Kultur Nachwuchs« is back this year in a new version, going directly into our experts' studios and production centers and into your practice spaces – and it's all happening online. Apply now for one of 250 spots in the workshop programme of Berlin's Pop-Kultur festival!

Although the spread of COVID-19 is leaving stages empty the whole world over, now, more than ever, we're encouraging young musicians, producers, DJs, managers, bookers, label owners, video directors, publicists, journalists and everyone else working within the wide field of pop-music culture to network and exchange. »Pop-Kultur Nachwuchs« is all about giving a platform to those who've already taken their first steps, offering them orientation and know-how as they make their way towards a successful future.

From the **26th to the 28th of August, 2020**, Pop-Kultur acts along with international experts will give personal insight into their work as well as share knowledge on life and survival in the pop-music business via digital workshops and talks. Some of the mentors will be announced on our social media channels soon.

Participants can choose from over 40 different courses and digital networking formats, offered in German and English. The workshops and talks aim to inspire, to address pressing music-business questions not only in relation to the pandemic, and to encourage you to continue the path that you've already started. And as always, the programme is aimed at talents from all over the world, allowing you to exchange and network beyond national borders.

**Participation in »Pop-Kultur Nachwuchs« 2020 is free of charge** but is subject to an application process.

**Applications open on May 12th  
at [nachwuchs.pop-kultur.berlin](https://nachwuchs.pop-kultur.berlin)  
and close on June 18th, 2020**

**We look forward to receiving your application!**

**Contact:**

Lisa Herzog

Project coordinator »Pop-Kultur Nachwuchs«  
[nachwuchs@pop-kultur.berlin](mailto:nachwuchs@pop-kultur.berlin)



Senatsverwaltung  
für Kultur und Europa

be Berlin

