

Pop-Kultur/Nachwuchs

**This year's »Pop-Kultur Nachwuchs« in Berlin and online
Applications open on the 29th of April**

Do you ever wonder about the day-to-day life of a music producer – or how to become one in the first place? Or what dramatic changes in the music industry mean for independent artists? Or, perhaps you're interested in the strategies that artists use to gain visibility or reclaim public space. If this sounds like you, then **apply for one of 250 spots at this year's »Pop-Kultur Nachwuchs« programme.**

Once again, various experts, artists and cultural professionals will share their expertise in various formats. Participation for selected applicants is **free of charge**, offering a valuable opportunity for anyone who's starting out in the broad field of pop music – or wants to – whether as a musician, booking agent, journalist or event manager. Best practices are not always obvious, and the pandemic has made the situation even less clear. That's why »Pop-Kultur Nachwuchs« is aiming to share knowledge and experience by fostering connection and exchange.

From the **25th through the 27th of August, 2021**, festival acts and international experts will give personal insights into their careers. As we currently can't foresee just how things will continue with the pandemic, the whole thing will take place **in hybrid form: talks, lectures and workshops** will take place **online** while some will happen **on location** (at the Kulturbrauerei in Berlin). Slated to take part are the band Girlpool, producer Max Rieger and interdisciplinary artist Preach. We'll be announcing further instructors soon via our social media channels.

Attendees of the programme can choose from over 40 sessions and networking opportunities, each held in either **German or English**. The workshops and talks will clarify pressing issues in the pop-music business, helping you find your path and push you forward. And since the programme is geared towards talents from all around the world, you'll have the chance to **meet and exchange beyond national borders.**

**Applications can be submitted from the 29th of April
through the 30th of May 2021
at nachwuchs.pop-kultur.berlin**

We're looking forward to your application!

Contact:

Lisa Herzog, Coordination »Pop-Kultur Nachwuchs«
nachwuchs@pop-kultur.berlin



Pop-Kultur is funded by the Senate Department for Culture and Europe of the State of Berlin with support from the European Regional Development Fund (ERDF) in the programme »Strengthening the Innovative Potential of Culture (INP II),« Pop-Kultur Commissioned Works & Pop-Kultur International are supported by Initiative Musik gGmbH with project funds from the Federal Government Commissioner for Culture and Media.