

# Pop-Kultur/Nachwuchs

**»Pop-Kultur Nachwuchs« is back at the Kulturbrauerei Berlin  
Applications open on the 27th of April**

Have you always wanted to gain first-hand insight into the music industry? Do you wonder what it's like to work as a producer producer? Or how to manage your band in a constantly changing field? Do you want to find out about international bookings or network with other musicians? »Pop-Kultur Nachwuchs« is taking place again in Berlin, live and in person, ready to get to the bottom of your questions. **Apply now** for one of the 250 spots in the workshop programme of Berlin's Pop-festival!

After two editions held via Zoom, we are now encouraging personal connections and exchange among young musicians, producers, DJs and everyone active in the broad field of pop culture, whether in management, booking or with their own label, whether as a video director, PR manager or journalist. »Pop-Kultur Nachwuchs« offers a platform to anyone who's already taken their first steps, aiming to provide them with know-how and guidance on their way towards a successful future.

From the **24th to 26th August, 2022**, acts from the Pop-Kultur line-up and international experts will offer personal views of their work at the **Kulturbrauerei Berlin**, sharing expertise on surviving and thriving in the pop-music business through practical workshops and talks. Christin Nichols, who performs live at Pop-Kultur, will give a workshop on performance; Missy Magazin editors Olga Boychenko and Jennifer Beck will take a look media-critical PR work for artists; and walter p99 arke\$tra, producer of the Gaddafi Gals, will explain how to create the right drum beats for nearly any genre. We'll be announcing further presenters soon via our social media channels.

Participants can choose from over 40 different courses and networking events offered in either German or English. The workshops and talks are meant to inspire, to answer questions about the music business in post-pandemic times and beyond, and to encourage you to continue on your chosen path. And since the programme is, as always, aimed at talents from all over the world, you can connect and share ideas across national borders. Selected participants will also have the opportunity to perform on the »Pop-Kultur Nachwuchs« stage as part of the main line-up. Participation in »Pop-Kultur Nachwuchs« costs 40 euros. Drinks, lunch and access to the Pop-Kultur networking area for professionals are included.

**Applications will be accepted starting on 27th April  
at [nachwuchs.pop-kultur.berlin](https://nachwuchs.pop-kultur.berlin)  
until 29th May, 2022**

We're looking forward to your application!

**Contact:**

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