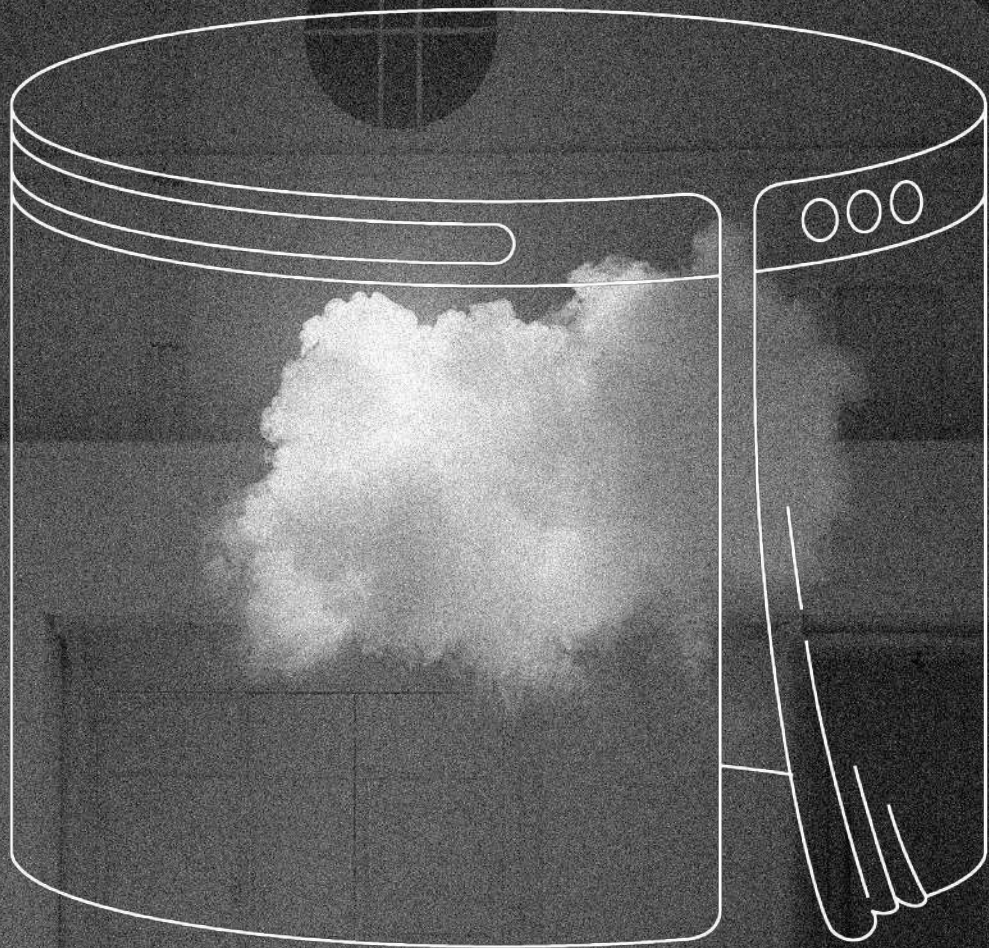




Culture Cloud

Unlocking the digital value of
the Cultural & Creative Sector





We equip the cultural and creative sector with the right digital infrastructure to unlock its economic value.

1. Who we are

We are an independent studio working on strategy, technology and design with clients from the cultural and creative sector (festivals, fairs, conferences, foundations, universities, cultural institutions etc.).

2. What we do

Together with our technology Partner E-Fork, we develop, implement, and maintain tailored digital experience platforms to help the sector **unlock digital value** with a blended and composable product and service suite.

3. What we discovered

The sector has a set of recurring needs for specific digital solutions, but faces a lack of funding, continuity and strategic vision. This vacuum often leads to a significant digital maturity gap and short-term fixes that are ineffective, unsustainable and expensive due to high maintenance costs and vendor lock-ins.

4. Our solution

The Culture Cloud is a sector-specific product and service suite ranging from composable websites and omnichannel CMS to Business Intelligence and IP marketplaces, creating synergies across all workflows and uncovering new value chains.

5. How you can help us

We are looking for partnerships, advisory and political support, and for access to capital and funding.

We want to expand our technical capabilities and scale our solutions to serve more clients across Europe.

So get in touch if you want to reduce the overall spending for digital solutions through pooling efforts and a participatory portfolio approach.



The sector is highly fragmented, but its socio-economic relevance is growing.

The European cultural and creative sector is highly fragmented and the size of the organisations is not relevant for established global vendors of digital solutions and enterprise software.

The sector therefore often relies on small and isolated digital solutions that are not fit for purpose and do not help to automate the often very specific processes. On top of that, the existing solutions don't adhere to European standards regarding open-source and interoperability.

The sector's overall economic potential is huge and its value generation exceeds the automotive industry in Europe by far. Its socio-economic relevance is growing rapidly and has gained high political profile (New European Bauhaus, EIT Culture & Creativity), given its contribution to structural societal transformation through cross-sectoral innovation and spill-over effects.

> 90%

of organizations are micro- or small-sized.

€ 450 billion

net turnover was generated by the sector in 2021.

215 million

annual visitors to cultural / creative venues in 2021.



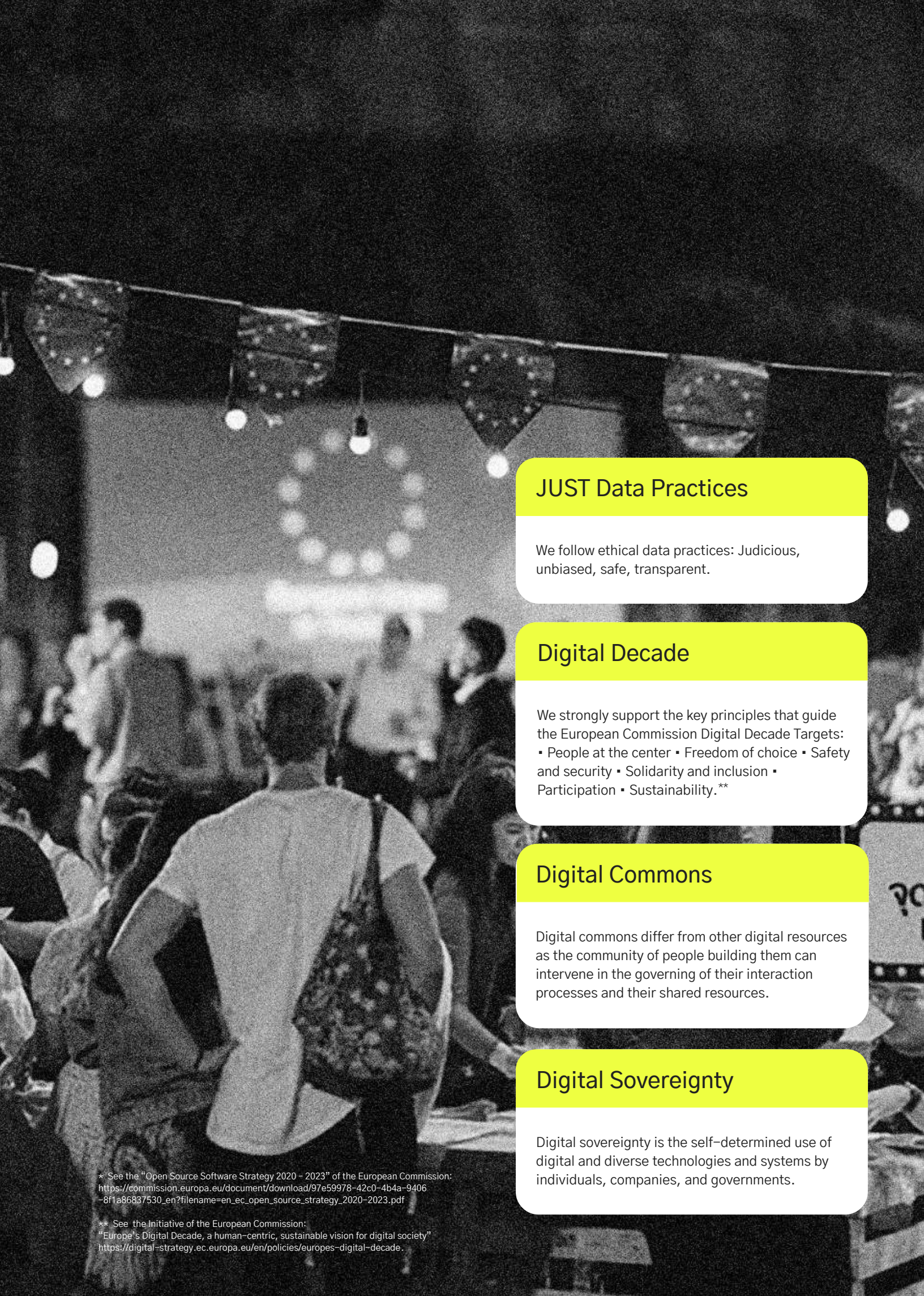
A sector-specific digital public infrastructure can unlock the latent value of culture and creativity.

Public digital infrastructure is more than technology – it is a belief in free choice and a commitment to independence and diversity.

A sustainable and common-good oriented digitalization relies on accessible and secure public digital infrastructures, open data, and open source, enabling the freest possible choice of suitable technologies.

These principles are deeply embedded in all our platforms and we support the European perspectives on the benefits of digital commons.

We believe that public money should support public code, enable pooling efforts for interoperable cross-sectoral solutions, and avoid vendor lock-ins.



JUST Data Practices

We follow ethical data practices: Judicious, unbiased, safe, transparent.

Digital Decade

We strongly support the key principles that guide the European Commission Digital Decade Targets:

- People at the center
- Freedom of choice
- Safety and security
- Solidarity and inclusion
- Participation
- Sustainability.**

Digital Commons

Digital commons differ from other digital resources as the community of people building them can intervene in the governing of their interaction processes and their shared resources.

Digital Sovereignty

Digital sovereignty is the self-determined use of digital and diverse technologies and systems by individuals, companies, and governments.

* See the "Open Source Software Strategy 2020 - 2023" of the European Commission: https://commission.europa.eu/document/download/97e59978-42c0-4b4a-9406-8f1a86837530_en?filename=en_ec_open_source_strategy_2020-2023.pdf

** See the Initiative of the European Commission: "Europe's Digital Decade, a human-centric, sustainable vision for digital society" <https://digital-strategy.ec.europa.eu/en/policies/europes-digital-decade>.

The Culture Cloud solves the everyday needs of the sector, strengthens its competitiveness and enables value innovation.

Based on our sector-specific expertise, we have developed a cloud-based, highly secure and scalable digital toolbox.

Each tool is adaptable to individual requirements and we expand their functionalities gradually, based on our client's needs.

All tools are connected and access shared databases, integrating workflows and enabling seamless collaboration across all internal and external stakeholders.

We accompany the implementation of the toolbox with comprehensive strategic services and individually tailored processes to ensure that the digital transformation is based on inspiration, trust and responsibility.

Code of Conduct

- We contribute to digital commons and use only open GNU licenses.
- We work with judicious, unbiased, safe and transparent data (JUST data).
- We enable a sustainable digitalization that is inclusive and participatory.
- We strengthen the digital sovereignty and literacy of our clients.
- We follow a small tech approach and don't apply technology just for the sake of it.
- We ensure that all technological decisions are based on a clear strategic vision.

Current Tech Stack

Drupal 10 (DXP / CMS) · Symfony (PHP Framework) · React.JS (Javascript Framework) · Matomo (Analytics) · Storybook (Frontend Workshop) · AWS (Cloud) · SOLR (Search) · GraphQL 4 + REST API (Frontend Interfaces) · Docker (Virtualisation) · Git (Versioning)...

Benefits

- Increase efficiency through automatization and scaling of processes
- Strengthen and enable cross-sectoral innovation and collaboration
- Increase competitiveness and technological independence

From communication and marketing ...



Website Composer

Tailor Frontend Solutions

Build beautiful and customizable frontend solutions – from small websites to complex digital platforms.

With access to over 100 highly customizable and responsive frontend modules, you can effortlessly design and edit a site that aligns with your brand and is both visually stunning and functionally seamless, barrier free according to WCAG 2.1.



Recommendations

Personalize Content

Deliver highly personalized bespoke content experiences.

Integrate external data points through services like Spotify and craft tailored content recommendations with AI to enhance engagement.



Omnichannel CMS

Content Management across all Channels

Centralize your content from one headless hub.

Serve your websites, microsites, apps, and social media channels from one single hub, and connect and integrate content from various repositories like YouTube, Vimeo, and Spotify.



Segmentation

Manage Target Audiences

Define and address segments with tailored content.

Display specific content variations based on location, time, date, campaign link and other traits.

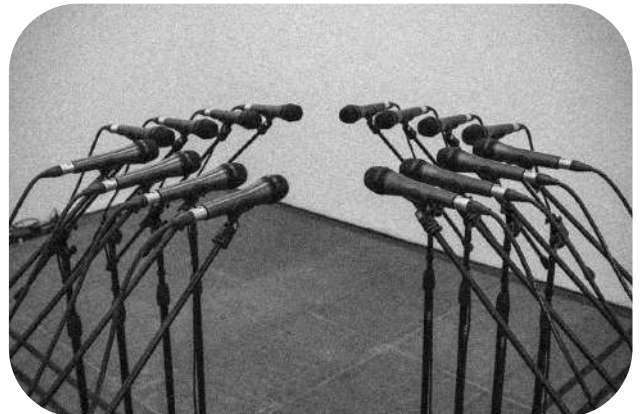


Marketing Automation

Automate Marketing, PR and Communication

Streamline your marketing and public relation tasks.

Schedule releases, create detailed press kits, define release dates and scopes, generate mailings and enhance them with integrated data, processes, and workflows.



App Converter

Turn Websites into Apps

Transform your website functionalities into native apps.

Simplify the process of converting web features into fully functional mobile applications across all platforms, expand your digital reach and enhance user experiences without the need for expensive new development.



Stakeholder Bridge

Connect and collaborate with stakeholders

Integrate workflows with stakeholder collaboration.

The stakeholder bridge simplifies collaboration by integrating external contributors directly into your workflows, ensuring smooth communication and data refinement through direct engagement, reducing friction and enhancing alignment.

... to daily operations and production ...



Event Flow

Schedule Events, Acts & Venues

Schedule complex events across various locations and parallel time slots.

With its intuitive drag-and-drop interface, Event Flow lets you easily coordinate parallel events, manage acts, and optimize venue usage to ensure seamless planning and execution.



Venue Flow

Manage Locations, Slots, & Capacities

Streamline your venue operations.

Whether it's handling capacity, slot availability, team coordination, tracking costs, conditions and contracts, geolocation and media – Venue Flow enables seamless management in real-time of any venue type.

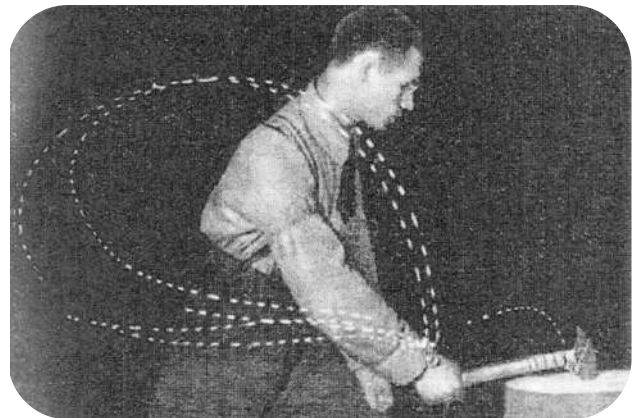


Review Hub

Application & Review Management

Simplify submissions and automate your application workflows.

The Review Hub simplifies the entire application process: Design custom application funnels, set deadlines, collect and manage reviews, automate workflows for selections and voting and generate rankings.



Safeguard

Security for Data, Access, and Availability

Apply advanced data security to ensure safe and secure collaboration.

With multi-zone access control, headless architecture, comprehensive rights management, two-factor authentication (2FA) and geographically distributed servers, Safeguard makes sure your systems remain resilient and accessible.



Talent Master

Act Management & Coordination

Organize candidates, artists, speakers, moderators, and more.

From submission funnel to booking status, conditions, set lengths, deadlines, FLINTA stats, country of origin, and social media profiles: track and manage offers, generate contracts, and facilitate digital signing with Talent Master.



Edition Cycles

Season and Edition Management

Manage seasons and migrate data from one to the other.

Edition Cycles allows you to work on numerous seasons at the same time, set overall budgets and schedules, and migrate data (acts, locations, contacts etc.) between them.



Power Admin

Automation and customization

Take control of your workflows with no-code automation and customizable taxonomies.

Power Admin provides a visual, intuitive way to design automation scripts, helping you streamline your operations without the need for complex coding. Manage and edit taxonomies across the entire suite, enabling smooth flexibility.

... to commercialization and the uncovering of new value chains.



Commerce

Sales & Inventory Management

Manage sales and inventory across diverse products, services, and shops.

Promote and sell physical goods, digital items, memberships, sponsorships, advertising slots and more within one unified system. Generate bills and invoices and integrate dedicated APIs for external accounting tools.



IP Market

Multisided B2B Marketplace

Scale creativity with a dynamic marketplace.

Unlock the value of your network with a digital, multi-sided B2B marketplace that brings together suppliers and buyers, networks them and enables transactions and business deals between them.



CRM

Contact Database

Manage all your contacts from one central hub.

With our centralised contact database you can integrate all relevant contacts, edit, filter and comment on them, change their status, seamlessly integrate them in other products (commerce) and track their history.



Ticketing

Ticketing & Access Management

All-in-one solution for managing ticket sales, capacities, and accreditation.

Sell tickets, handle transactions, manage seat reservations, send automated reminders, promote last-minute sales, generate guest lists and accreditations, conduct access management via App and QR code – and monitor everything in real-time.



Delegates Database

Networking Opportunities Management

Enhance networking opportunities for your visitors.

The Delegates Database enables your network to connect via an integrated matchmaking tool, to search and filter other delegates, schedule meetings, save contacts, and present their profiles and offerings.



Creative ID

Content Credit Attribution

Track and trace creative content with unique IDs.

Empower creators with a unique ID to manage and protect intellectual property, ensuring accurate attribution and facilitating fair compensation.



BI Dashboard

Realtime Data Analysis & Visualization

Get real time insights for all financial and processual data.

Access and assess all relevant metrics from a single customizable interface (planning, sales, attendance, budget, diversity etc.). Visualize data, integrate external sources, and set alerts for thresholds.

We catalyze
professionalisation.



Berlinalé Talents is a network for young filmmakers, experts, and the general public at the Berlinalé Film Festival. The talent development program combines a summit with project labs, workshops, studios, and presentations for the general public.

We develop the brand and the digital platform, which serves as a research tool, alumni directory and network hub, catalyzing the professionalization of the next generation of filmmakers.

We connect
industries.



DOK Leipzig

DOK Film Festival Leipzig is one of the leading international festivals for artistic documentary and animation films and a renowned industry platform for the development, (co-)financing, and distribution of new creative documentary films.

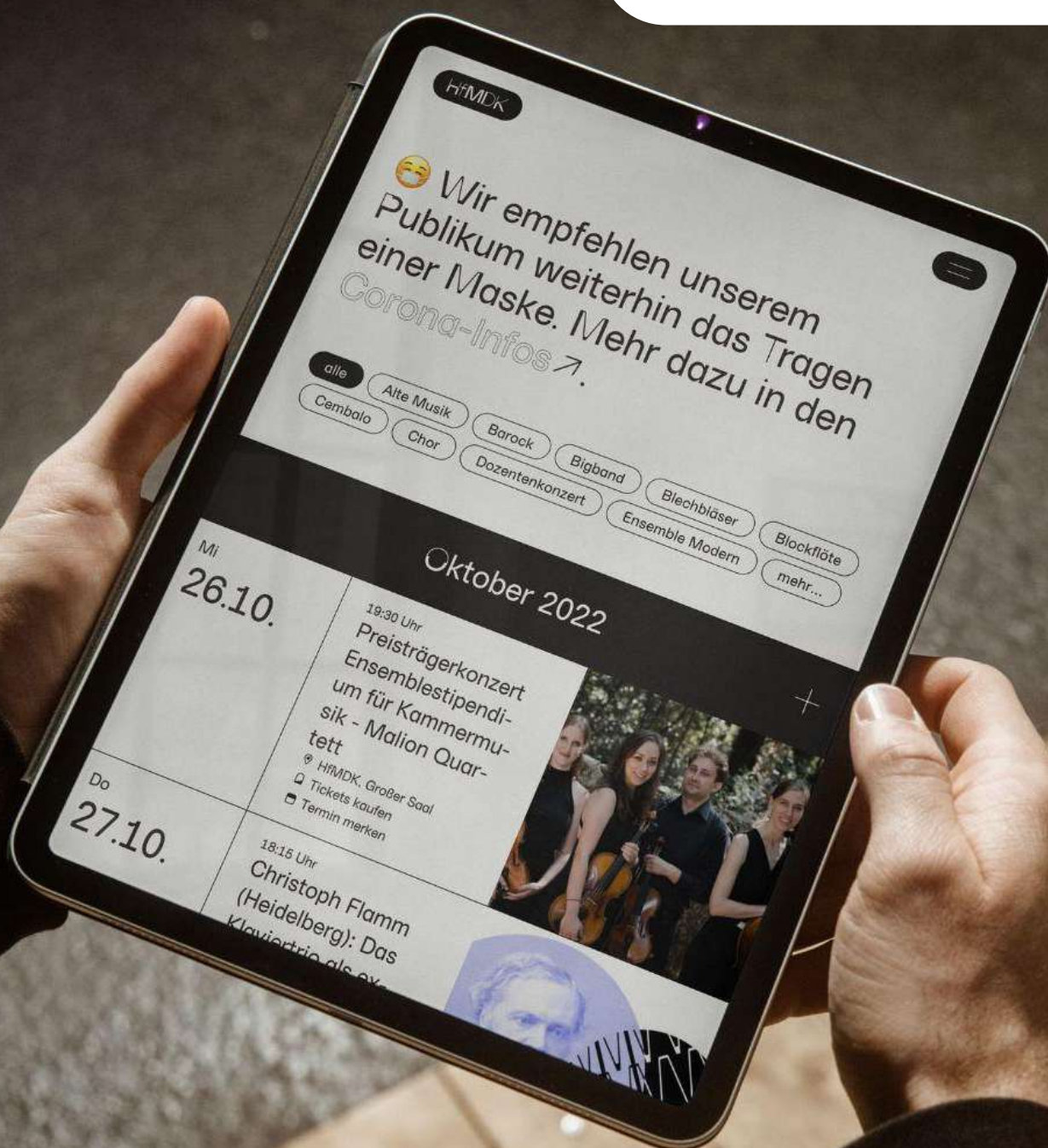
We establish the festival as a digital brand by developing the new corporate design and a digital platform, integrating hospitality features, film submissions, matchmaking, and ticket purchases, including capacity and access management, as well as an extensive archive and media library with more than 8000 films.

We streamline
education.

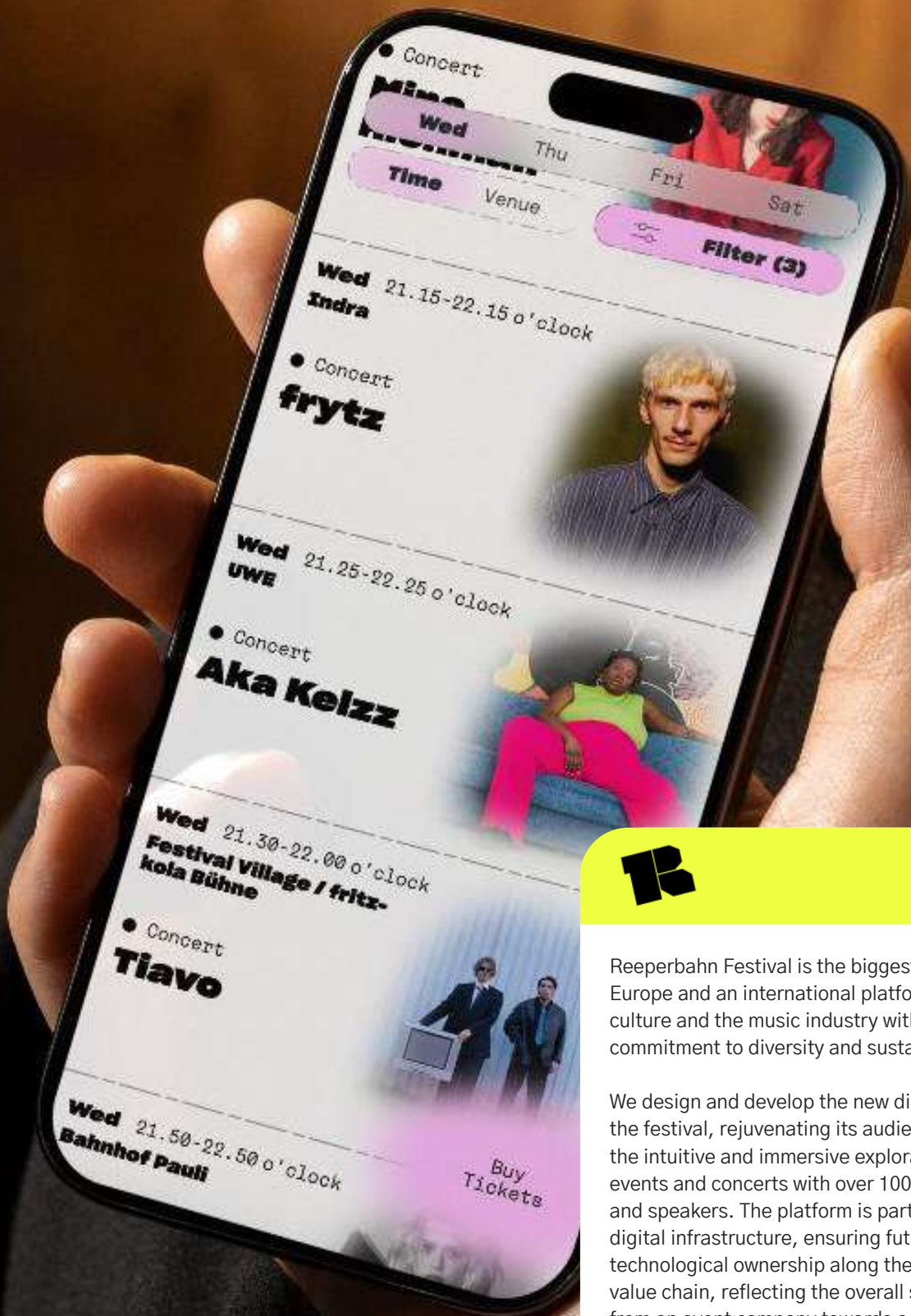
HfMDK

The Frankfurt University of Music and Performing Arts (HfMDK) is Hessen's sole university for performing arts, located in the heart of Frankfurt.

We evolve the corporate identity and conceptualize, design, and develop the new website as a comprehensive and modular digital hub, where all relevant stakeholders can access and modify information and data. The whole design system is based on a uniquely tailored generative typeface which we made available as open source for the whole organization. We built up an internal department to ensure the efficient and cost-sensitive implementation and further development of all assets.



We integrate innovation.



Reeperbahn Festival is the biggest club festival in Europe and an international platform for pop culture and the music industry with a clear commitment to diversity and sustainability.

We design and develop the new digital platform of the festival, rejuvenating its audience and enabling the intuitive and immersive exploration over 900 events and concerts with over 1000 music talents and speakers. The platform is part of a modular digital infrastructure, ensuring future-proof technological ownership along the whole digital value chain, reflecting the overall strategic move from an event company towards a comprehensive music media platform. We accompany the restructuring of the organisation and the development and implementation of new business models and product portfolios.

Now we want to scale our solutions, expand our capabilities, and engage more partners across Europe.

We want to systematically integrate and structurally involve experts from research, education, and innovation through the establishment of an advisory board and through recurring gatherings of relevant stakeholders and potential partners.

This stakeholder engagement will support our strategic direction, help us to refine our code of conduct, develop our network and partners as well as provide access to markets, capital and funding.

What we want to do

- Expand our technical capabilities (staff)
- Scale our solutions and refine our portfolio along the different value chains of the sector
- Get to know the potential market and partner with more organisations across Europe

What we need to get there

- Partnerships
- Advisory and political support
- Access to capital and funding

How the sector benefits

- Identification and leveraging of synergies through pooling efforts and a portfolio approach
- Reduction of overall spendings for digital solutions while enhancing digital sustainability
- Enabling cross-sectoral knowledge transfer and increasing international competitiveness
- Creation of a sector-wide digital innovation ecosystem to pave the way for a European IP marketplace infrastructure.

Selected partners



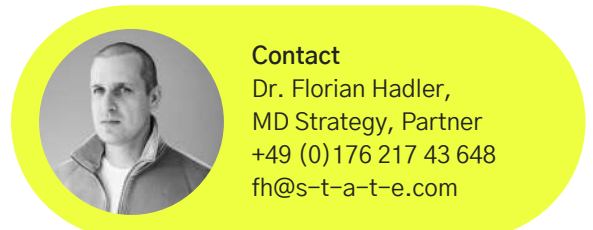
Technology partner



We're **SWE** and
you're going to be fine.

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