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THE ARTS+ [THE ARTS+](#) is a new one-day

conference and five-day fair on The Business of Creativity. It will be held on **19-23 October 2016** in **Frankfurt am Main, Germany**, and aims to become the annual event for the international cultural economy. **ASEMUS readers can take advantage of special rates when registering.** The event focuses on the impact of technologies such as Virtual Reality, 3D printing or Artificial Intelligence on the arts market. In the context of the fair, a great diversity of exhibitors will make these subjects tangible and visitors will be able to experience Virtual Reality for themselves, visit the Museums Hub or participate in workshops. The **5-day fair** is held in a specially-designed and curated area **within the Frankfurt Book Fair**, which annually attracts 270,000 visitors. Of particular interest to museum professionals is the **Museums Hub**, where several international museums and galleries have confirmed their participation. Meanwhile, **THE ARTS+ conference**, to be held on 19 October, is a mixture of keynotes, panels and performances that discusses the changes in the creative industries in respect to new technologies. Speakers include artist **David Hockney**, **Jeff Jarvis** ("What Would Google Do"), **Carlo Ratti** (MIT Sensable City Lab), **Julia Stoschek**, **Sree Sreenivisan** (former Chief Digital Officer at the Metropolitan Museum of Art, New York), **Tobias Rehberger** and **Bas Korsten** (creative director of "The Next Rembrandt", a 3D printed work based on Rembrandt's originals). Among the issues that will be addressed are the **advantages and challenges of digitalisation in museums**, as well as the design of digital strategies for cultural institutions.

Advantages for ASEMUS readers

Thanks to a partnership with THE ARTS+, **ASEMUS readers can get a 20% discount** when registering to attend THE ARTS+. Tickets include access to THE ARTS+ Conference, THE ARTS+ Fair and the Frankfurt Book Fair. In order to take advantage of this opportunity, please **visit the registration page** <http://theartsplus.com/tickets/> and **enter the ticket code** THEARTSPPLUS_ASEMUS For **additional information about THE ARTS+**, please visit <http://theartsplus.com/>

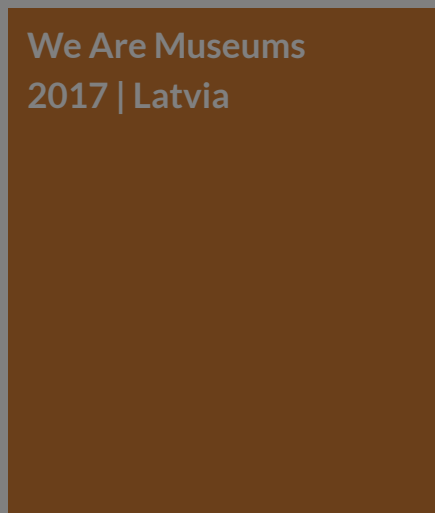
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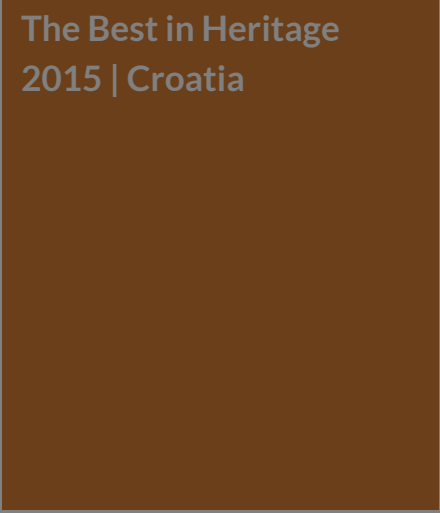


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