

PRESS INFORMATION

Open Space: New Thinking in Dialogue Partnership between Audi and Frankfurt Book Fair / Joint events in Open Space pavilion on the Agora

AUDI AG and the Frankfurt Book Fair have agreed to a multi-year partnership to provide a platform for the exchange of ideas between various disciplines and schools of thought. The aim is to work together to foster innovative ideas through the convergence of different fields. The partners are providing a first glimpse of their collaborative project with the 'Open Talks' at this year's Frankfurt Book Fair.

“Our aim is to initiate an interdisciplinary dialogue between previously separate worlds. We see networking and dialogue with new partners – especially those from different fields – as being extremely important in terms of successfully shaping the far-reaching change taking place in our industry,” said Juergen Boos, Director of the Frankfurt Book Fair. “As different as the work of the literati and engineers, of creative media types and designers may be: For each of them, it starts with a blank sheet of paper and ends with the realization that crossing creative boundaries opens up new perspectives. This is why we are now partnering with Audi and taking the next step to make the Frankfurt Book Fair an open meeting ground for innovative people from creative professions that goes far beyond the classic book format.”

An open and networked culture of innovation is of central importance for AUDI AG – especially because of the paradigm change associated with electric mobility. “At Audi we are looking at future mobility much more as an overall system,” says Peter Schwarzenbauer, Member of the Board of Management for Marketing and Sales at AUDI AG. The car of the future will adapt much more to its environment, integrating itself into intelligent power grids and traffic guidance systems. “Representatives of all disciplines will have to work much more closely together in order to shape our future living spaces. We believe in the need for an intense social dialogue about how we would like to live in the future – and we want to intensify this dialogue.”

“Literature remains a key indicator of what moves people”

While new technological possibilities from the e-book to digital self-publishing are changing the publishing industry profoundly, the Book Fair is becoming a multimedia creative forum and marketplace for classic publishers and games programmers alike. Schwarzenbauer: “The Frankfurt Book Fair is constantly refining its range of subjects and is thus constantly creating new connections. And literature – whether analogue or digital – remains a key indicator of what moves people.”

With the collaborative ‘Open Talks’ project, the Frankfurt Book Fair and Audi intend to develop a forum to foster dialogue between personalities from various disciplines and schools of thought. The aim is to create a discussion forum that encourages extraordinary encounters, thus providing impetus for a culture of interdisciplinary openness and dialogue. The focus is on the central questions of the partnership: How does new, pioneering thought come about? What gives rise to creativity and innovation?

The partnership will begin at this year’s book fair, where both partners hope to lay the groundwork for future joint projects. The most visible sign of this new partnership will be the temporary building that Audi erected on the Frankfurt exhibition grounds in advance of the Frankfurt Motor Show (IAA); the building will take on entirely new functions during the Book Fair.

Renowned authors, scientists and creatives will gather for the ‘Open Talks’ (October 12 – 14) of the Frankfurt Book Fair in the same building where the automaker presented its latest innovations in September. They will discuss the theme of “New Thinking in Dialogue”, specifically how networking can become a driver of scientific, technological and possibly even social progress, and in which contexts creativity and innovation is possible at all.

A further event series, **Collective Storytelling** (October 12 – 16), applies creative networking to the largely individualistic process of writing and storytelling itself. Authors from various genres – from poets to songwriters – will be appearing at live sessions and will make their individual contributions to a common storyline.

The past and future of publishing will also meet in Open Space. This will be the exclusive stage for both the historic treasures of the Frankfurt Antique Book Fair and the participants of the All-Media Conference Frankfurt StoryDrive, with experts from the creative industries of film, games, books and music and the exhibition area “Media and Entertainment: StoryDrive.”

The events in Open Space

Open Talks

“When ideas meet – How encounters lead to new, innovative ways of thinking?”

Wednesday, October 12, 2011, 12:00-13:00, Open Space (Agora)

Speakers: Karin Fischer (editor at Deutschlandfunk), Juergen Boos (Director of Frankfurt Book Fair), Prof. Gerald Hüther (German neurobiologist, neuroscientist and author), Marion Schwehr (initiator of the project “Streetview Literatur”), Richard David Precht (author, philosopher and publicist)

“Where does inspiration happen? – What kind of environment fosters innovative thinking?”

Thursday, October 13, 2011, 12:00-13:00, Open Space (Agora)

Speakers: Prof. Kai Vöckler (urban researcher and publicist), Clemens Weisshaar (designer and creator of the project “Outrace” in partnership with Audi), Prof. Georg-Christof Bertsch (design consultant and university professor at the art and design university HfG Offenbach), Prof. Dr. Christoph Meinel (Director of Hasso Plattner Institut and eminent German authority on design thinking and design theory), Friedrich von Borries (author, researcher and creative), Sascha Lobo (author and blogger)

“Who will bring us forward? New social movements”

Friday, October 14, 2011, 12:00-13:00, Open Space (Agora)

Speakers: Jacob Augstein (journalist and publisher), Dr. Oliver Nachtwey (sociologist), Hans-Georg Soeffner (Professor Emeritus for Sociology at the University of Konstanz, and publicist), Hatice Akyün (freelance journalist and writer), Ilija Trojanow (writer, translator and publisher)

Collective Story Telling

Wednesday, October 12, 15:30

Thursday & Friday, October 13 and 14, 14:00

Saturday, October 15, 16:00

Sunday, October 16, 14:00

Open Space (Agora)

With: Denis Scheck, Jan Peter Bremer, Martin Ganteföhr, Falko Löffler, Georg Holzach, Anthony McCarten, Ernest Wichner, Alban Nikolai Herbst, Uta Schmidt, Nhoah

Frankfurt, October 11, 2011