

Workshop | Amateurs & Pros | Nov. 7th & 8th 10 a.m. to 6 p.m. | Nov. 9th 10 a.m. to 12 p.m.

Nowadays, most people effortlessly use digital tools, find peers for cooperation and become part of a crowd. Therefore bottom-up cultures generate many cultural goods and by now also provide a large part of contents on the Internet. But how does the economy of bottom-up cultures look like? On which notion of work is it based? Are bottom-up cultures compatible with the corporate world? How should one avoid exploitation, when companies issue open calls for ideas by e.g. using their #followerpower on Twitter? Is Open Innovation an empty promise or an opportunity? Professional creatives are deeply intrigued by these issues. They want to understand bottom-up cultures, because it may be the key to creativity and innovation in the future. This also makes them rethink their identity: Is it no longer the professional who satisfies amateurs needs? Are professionals and amateurs in competition with each other? Or is it possible to ensure new kinds of fruitful cooperations? If so, with which methods and under which conditions? With regard to the relevant role models (e.g. Prosumer, Maker) and the most popular strategies (e.g. DIY, Remix, Mash Up, Culture Jamming, Adbusting) this workshop offers a new practical framework to explore which consequences the continuous blurring of borders between professionals and amateurs might have for them. If bottom-up cultures become mainstream and set new standards for the social order, it is also important to reflect a potential shift in roles: Professionals become amateurs and the other way round.

Program: The workshop provides an opportunity for exchanging information and experience among creatives, who work at the interface between amateurs and professionals. In a relaxed and professional working environment, it is possible to find new solutions for problems and thereby to push forward one own's work. The results of the workshop are free to use for all. The workshop focuses on the following fields: 1) activism, 2) community, 3) journalism. Three groups are created. Each of them defines its own set of problems. The groups elaborate solutions after the invited guests present operational strategies of their own projects: what are the strengths and weaknesses? What are challenges for the cooperation between amateurs and professionals? The best approach is selected via internal voting. The winner makes a presentation on Saturday in the context of a matinee during the Public Talks. The time allotted is 30 minutes.

Registration: The fee for this workshop is 25 Euro. Please register until October 30th with a short letter of motivation here: [bgcon13\(at\)supermarkt-berlin.net](mailto:bgcon13(at)supermarkt-berlin.net)

Guests: Sara Moreira (Global Voices, Porto), Dominik Wind (openstate.cc, Berlin), Robert Felgentreu (haitianheroes.org, Berlin), Stavroula Poulmeni (Alterthess.gr, Thessaloniki), Thomas Doennebrink (OuiShare, Munich), Svenja Goebel (motor-talk.de, Berlin), Lilian Masuhr (leidmedien.de, Berlin), Benedikt Fecher (Institute for Internet and Society, Berlin), Dirk von Gehlen (sueddeutsche.de, Munich), Sebastian Sooth (Wikimedia Deutschland e.V., Berlin), Lisa Lang (sourcefabric.org, Berlin), Chadi Bahouth (polliMagazin, Berlin), Monika Wallhäuser (ikosom.de, Göttingen), Branka Curcic (kuda.org, Novi Sad).

Moderation: Leonie Geiger (berlinergazette.de), Ela Kagel (SUPERMARKT)

