

Pop-Kultur/2015

“It’s all pop,” according to pop music theorist Diedrich Diederichsen. “Pop is everything,” in the words of the fan. The festival Pop-Kultur will take place Aug. 26–28, 2015 at Berlin’s Berghain, and will look more closely at this diagnosis of contemporary life. What trends and developments can be observed in popular music today? What are the passions and influences, the freedoms and constraints that define cultural and economic activity in the pop system? Berlin as a city of longing for creatives from around the world has become an inspiration for the self-conception of a whole range of pop identities, from glamour to queer.

With Pop-Kultur, Berlin Music Week reinvents itself in terms of both its structure and its location. In 2015, it will be organized by Musicboard Berlin for the first time under the direction of Katja Lucker, together with the two curators Martin Hossbach and Christian Morin in cooperation with Berghain.

Pop-Kultur will take place over three days in various spaces all located at the club Berghain. The festival intends to provide a forum for otherwise unlikely encounters to enable productive exchanges: musicians, artists, businessmen, and theorists can enter into conversation with one another, the pop-queen from the U.S. with the urban sociologist, the techno producer with the neurobiologist, the legendary label maker with the starting up journalist. Pop-Kultur believes in transmitting the knowledge, experience, and euphoria of interesting minds in sensitively curated constellations of conversation.

At concerts featuring international stars, surprise guests, and still unknown artists, new songs will be presented along with unsuspected mixtures from the pop realm. Subcultures and electronic music, the pop-minded from the realms of film and fashion, and technology trends will be presented as a matter of course as Berlin trademarks alongside some of the great heroes of international pop.

With a unique format for young talent we want to offer a forum for the makers of tomorrow to be inspired and to learn new things. Berlin, like no other city, is a center of attraction for young talent and new structures from around the world. A satellite, this new format featuring workshops, training sessions, and seminars will offer a platform to a clearly defined target group with affordable access. We include here not only musicians, but also those up and coming in the music business, the club world, or in the realm of cultural journalism.

Together with the invited artists, creatives, and our audience, we want to think openly and uncompromisingly to develop visions for life in pop society. The Berlin music and creative economy will take important inspirations and ideas from Pop-Kultur. The festival is directed at all those who are still curious about what might happen tomorrow and what yesterday has to tell us. Pop-Kultur affectionately attends to those active in the city’s pop culture and in a content-driven way and to all the international guests that love Berlin for its freedom.

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