



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

**Creative
Cities**



Stadt Leipzig
Amt für Wirtschaftsförderung

MEDIA & CREATIVITY CLUSTER

LEIPZIG

THE CLUSTER WITH 7 SUB-SECTORS.



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// ONE CLUSTER, SEVEN SUB-SECTORS

Leipzig's reputation precedes it. It's known as the city of Bach – and for the Leipzig Fair. A city of art and music. A city of industrialization with plenty of room for investment. And of course as the city of freedom and the Peaceful Revolution. Indeed, people who want to change the world always find themselves at home in Leipzig.

Leipzig's Media & Creativity Cluster is in a constant state of flux. Its participants continuously develop, design and present new visions – be it with ones and zeros, on the silver screen, on the radio or the web, or with paint, music or words.

// AN IDEAL SETTING FOR ESTABLISHED BUSINESSES, START-UPS AND FREE- LANCERS

All in all, more than 4,400 businesses make up the seven sub-sectors in the Media & Creativity Cluster – and they're extremely satisfied with Leipzig. And no wonder, for they benefit from a superbly trained workforce, attractive rents, and an ideal infrastructure. Business start-ups and independent creatives avail themselves of a well-networked arts scene typified by a healthy assurance coupled with the necessary intellectual freedom – providing an outstanding foundation for economic success.



LEIPZIG'S OFFICE FOR ECONOMIC DEVELOPMENT

1 // Christiane Born puts businesses in touch with those who can help them in the local authority.

2 // Michael Körner is the lead project manager for media and creativity.

3 // Uta Johannes works on a variety of sub-sectors in the cluster.

4 // Brigitte Brück is in charge of the media, trade shows, logistics and healthcare.

5 // Uwe Albrecht is the Deputy Mayor of Economic Affairs and Employment and committed to furthering Leipzig's economic development.

// OUR DEDICATION TO LEIPZIG

There is one thing stronger than all the armies in the world, and that is an idea whose time has come.

Victor Hugo

An idea is spawned by creativity – and we support Leipzig's actors when their ideas are turned into concrete projects. We help them off to a good start when it's time to turn their creativity into a profession.

It fills us with pride that such a wide variety of creativity flourishes in Leipzig. As the Office for Economic Development, we realize that the Media & Creativity Cluster's variety and innovation also inspire other branches of the economy.

That's why we are passionate about helping the creatives in our city, regardless of whether they have been around for decades or are just emerging on the scene. Together, they make the media and creativity sector a critical, high-growth cluster in Leipzig.

// CREATIVITY AND THE OFFICE FOR ECONOMIC DEVELOPMENT

Some businesses which are already major players in their sector can still be boosted by the City of Leipzig. Others rely on Leipzig's Office for Economic Development to build bridges between the worlds of talent and business.

// HARNESSING DYNAMIC DEVELOPMENT FOR ECONOMIC GROWTH

All of them profit from sound advice during business planning – such as support when searching for new premises and personnel, focused networking and introductions, and information on the many types of financial assistance available from the EU, the German government, the regional government of Saxony and the City of Leipzig. These are areas in which the Office for

Economic Development provides help every single day – in order to tap the dynamism of Leipzig's media and creativity sector.

// FROM ARTISTS AND MAKERS TO MOVERS AND SHAKERS

The over 44,000 people in the seven sub-sectors work in a terrific city which offers them economic prospects, a dedicated local authority, and the important scope they need for further development.

The Media & Creativity Cluster thrives on these artists and makers, these movers and shakers – and all those in between. Given their diversity, dynamism and dedication, they deserve to be regarded as a separate cluster – especially in a city like Leipzig.



University of Applied Sciences for Telecommunications

// DIGITAL TRANSLATORS OF CREATIVITY

They are the driving force of this forward-looking cluster. They translate creative achievements into digital solutions. 'They' are the stakeholders in Leipzig's information and communications technology.

The firms in Leipzig's IT sector are successfully powering ahead on the data highway – and communications providers in the city have forged the most advanced telecoms network anywhere in Germany. Both sectors profit from the market-based training at Leipzig's universities, which professionally prepare undergraduates for the demands of the business community. Together, they demonstrate their international competitiveness – and are also proud local hosts of the Media & Creativity Cluster's success in Leipzig.

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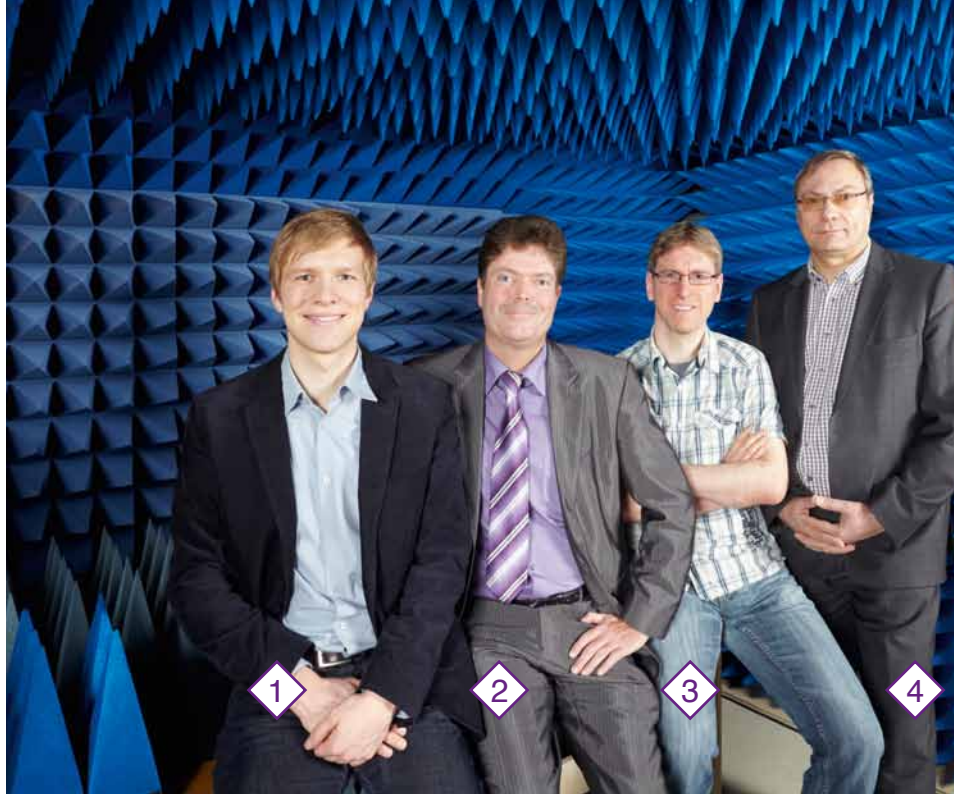
businesses

11,000

workers

34.5

Percentage of the cluster's
annual turnover



LOCATION //
UNIVERSITY OF APPLIED SCIENCES FOR TELECOMMUNICATIONS

The Electromagnetic Compatibility Laboratory at HfTL Deutsche Telekom University of Applied Sciences for Telecommunications measures the interference caused by new devices and wireless technologies. Electromagnetic fields can affect other instruments, humans and the environment – and must therefore be reduced to ensure operation free of interference.

// OUR 7 REASONS FOR LEIPZIG:

- / Start-ups enjoy ideal conditions for development thanks to inexpensive office space.
- / Modern universities offer hands-on degree programmes.
- / Plenty of scope for academic and research freedom.
- / Businesses and the arts are closely networked with each other.
- / It's an attractive city for students and businesses seeking young, creative, ambitious personnel.
- / It's just an hour away from Berlin by train and three hours from Hamburg – and has its own motorway links and intercontinental airport.
- / The residents are fond of their region – a vital factor for businesses success.

1 // Rolf Kluge is the CEO of Appsfactory, which has been developing mobile apps since 2009. It was back in 2005 that the team of developers won the Microsoft Imagine Cup in Germany with its app Smart-Runner. Appsfactory offers clients consulting and analysis services, and plans and programs apps for all systems and stores.

2 // Dietmar Schulz and his IT company alpha 2000 offer comprehensive services to clients in the public and private sectors. alpha 2000 has been on the market for more than twenty years and is hence regarded as one of the pioneers of Leipzig's IT sector.

3 // Andreas Lenk, the CEO of the development studio FAKT Software, specializes in physics-based games for all platforms. Crazy Machines is a global success which catapulted FAKT into one of the world's leading games developers.

4 // Prof Detlef Schlager is a professor of electrical engineering at the modern HfTL University of Applied Sciences for Telecommunications, which teaches bachelor's and master's programmes in information and media design, communication and media informatics, business informatics, and information and communications technology.



www.leipzig.de/ikt

Use a smartphone to scan the QR code.



INFORMATION TECHNOLOGY



// TRANSFORMING PROCESSES INTO PROGRAMS

Those on the lookout for IT companies in Leipzig don't need a search engine! After all, information technology pervades the city as a driving force of the Media & Creativity Cluster. Exciting new start-ups and above-average growth of staff numbers and turnover make IT the cluster's fastest-growing sub-sector. In fact IT accounts for more than a third of total revenues in the Media & Creativity Cluster.

// FROM NETWORK TO NICHE

Firms like itCampus and Spreadshirt have conquered the market from their Leipzig headquarters, and local branches of global corporations such as IBM and TomTom are highly successful. Yet the business community in Leipzig can do far more besides. The IT sector in Leipzig is largely made up of medium-sized businesses – and their activities range from integrated network solutions to the development of highly specialized niche software.

These successes are made possible by individual and commercial expertise as well as busy networks – such as at the regular IT get-togethers, the Meet Magento conference and the regular Web Mondays, where actors meet to debate current developments in the sector and to launch new projects together.

// TRAINING – A POWERFUL ADD-ON

Every boom needs manpower. That's why Leipzig's establishments of higher education are such a boon for the city. Universität Leipzig, Leipzig University of Applied Sciences, and the Deutsche Telekom University of Applied Sciences for Telecommunications enable tomorrow's specialists to actively co-design current projects and future innovations. Be it in software development, licensing, web services, IT companies, data centres or network providers, graduates from Leipzig help to successfully steer the course of their employers.

The bottom line is that IT in Leipzig has a stable operating system, powerful processors – and plenty of space on its hard disk!

INFORMATION TECHNOLOGY



Server space housing vast quantities of data

// THE EXCELLENCE OF IT EXPERTS

Interdisciplinary research projects for the public good are the essence of the InfAI Institute of Applied Computer Science. Founded in 2006 by various departments of computer science and business informatics at Universität Leipzig, it focuses on not-for-profit funding for science and research. InfAI's work has already resulted in

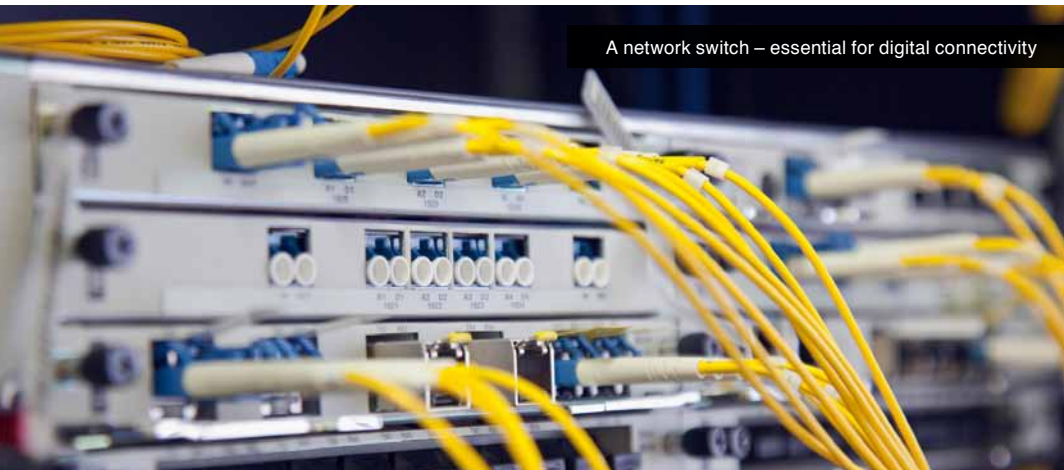
numerous articles and publications, specific applications such as Triplify and OntoWiki, and useful databases like the popular DBpedia. The findings are equally suitable for corporate financial, logistics and energy departments, and are also used in higher education – to ensure the excellence of tomorrow's IT specialists.

// TAPPING THE WORLD OF DATA – WITH API.LEIPZIG

Today's world consists of vast amounts of data and information. But how can it be brought under control to benefit us all? One way is API.LEIPZIG, a project that was initiated by the Office for Economic Development and implemented by Leipzig's IT scene all the way from specification and programming to implementation and operation.



API.LEIPZIG can best be described as a kind of interface. It connects itself to public data sources – e.g. statistical data of Leipzig districts or the media industry guide to the Leipzig region – structures them, and standardizes their processing. This allows developers to program applications that are also linked to this API and can present the data to the public in a way which is easy to grasp. In addition to the support it provided, the City of Leipzig held an API competition to find the best ideas for applications. The project is now being operated and developed by the actors themselves.



A network switch – essential for digital connectivity

TELECOMS



Using language for customer service at a call centre

// CALLING THE WORLD

Hardly any industry attaches so much importance to having an excellent technical infrastructure as the creative sector. Programmers, graphic designers and media creators all appreciate Leipzig's modern telecoms network and praise the performance of the local network operators. 'From Leipzig to the world' – thanks to state-of-the-art broadband networks, digitized phone lines and ground-breaking technologies.

// THE FUTURE LIES IN TELECOMS NETWORKS

The telecommunications industry in Leipzig is virtually a 'who's who' of market leaders. What's more, they're continuously expanding their operations in Leipzig in response to its good transport links, low cost of living and large pool of highly qualified professionals. Companies such as Deutsche Telekom, HLkomm and PrimaCom are among the biggest employers in the region as they design, develop and roll out the networks of the future from Leipzig – benefiting everyone. After all, these networks are virtual transport channels for products and services throughout the economy. And they also enable universities and research centres to access not just the German Research Network but also European and global research networks.

TELECOMS



Future IT experts are trained at HfTL

// SPECIALISTS FOR THE MARKET

Its combination of business experience and academic knowledge makes the HfTL University of Applied Sciences for Telecommunications one of the foremost universities in the industry. Working in cooperation with Deutsche Telekom, at least 800 future telecoms specialists are being trained here at any one time – either on full-time courses, ‘dual programmes’ involving plenty of industry experience, or part-time courses. Studying for bachelor’s and master’s degrees, they are prepared for

the market in subjects like information and media design, communications and media informatics, business informatics and communications technology. The highly practical training they receive guarantees graduates excellent career opportunities in the private sector. And this excellence is borne out by HfTL’s high positions in the current CHE rankings, the most detailed assessment of German universities.

// INDUSTRY GIANT AT LEIPZIG CENTRAL STATION

Deutsche Telekom Kundenservice GmbH’s second largest customer service centre was opened next door to Leipzig Central Station in July 2011. With floor space of 8,600 square metres, it contains meeting rooms and training areas as well as modern workstations where more than 900 employees are schooled and look after Deutsche Telekom’s customers. Beforehand, the Office for Economic Development proposed suitable sites, coordinated the various local authority departments involved – and persuaded Deutsche Telekom that Leipzig would be its best choice.



Deutsche Telekom’s service centre in Leipzig

PRINTING AND PUBLISHING



A collotype press being operated by Udo Scholz

// PRINTING INK AND DIGITIZATION

The printed word has a long history in Leipzig. Historically rooted in the flourishing publishing sector during industrialization and a pioneering newspaper market, Leipzig's role as a city of printing and publishing has since changed. Local training in printing technology, publishing and journalism sets the standard throughout Germany. Literature plays an important part in local education and culture, large printing companies and small firms produce high-quality printed products, and publishers are tackling the challenges of digitization and design. An exciting industry in exciting times.

510

businesses

3,000

workers

4.0

Percentage of the cluster's
annual turnover

LOCATION // MUSEUM OF CITY HISTORY

Leipzig's Museum of City History is the city's walk-in history textbook. Actually a network of several museums, its changing and permanent exhibitions highlight various aspects of Leipzig over the centuries. The Old City Hall – the centrepiece of the museum – contains an exhibition on Leipzig from ancient times until the present day, and includes a section devoted to Leipzig's position in the history of publishing.



1 // Stefan Goedecke is the managing partner of publishing company Auerbach Verlag und Infodienste GmbH – and his profession is digital media. With fifty employees and additional offices in Bonn, Munich and Magdeburg, his firm produces publications like Digital Television, Blu-Ray Magazine and audio test, and operates an in-house laboratory for equipment reviews.

2 // Andreas Pöge is a qualified engineer – and a dyed-in-the-wool professional printer. His company PögeDruck carries out traditional printing jobs for industry ranging from prepress to printing and finishing. Meanwhile Andreas also produces high-quality books and art prints, for which he has earned a number of awards from the Stiftung Buchkunst foundation.

3 // Claudius Nießen has literature in his blood and is in charge of the DLL German Creative Writing Programme Leipzig. This central institution of Universität Leipzig awards bachelor's and master's degrees in creative writing.

4 // Michaela Hübner heads the German and music team for comprehensive schools at publishing house Ernst Klett in Leipzig. The some 130 employees of the Leipzig branch develop teaching materials for primary and secondary schools, especially for the subjects German, geography and history.

// OUR 7 REASONS FOR LEIPZIG:

- / The extensive network between companies in printing and publishing means we can produce high quality fast.
- / Printing orders are swiftly turned around thanks to the outstanding logistics.
- / The sheer range of training in printing and publishing is unique in Germany.
- / The Leipzig Book Fair and Leipzig Reads are annual highlights of the literary calendar.
- / Countless literature enthusiasts and unprecedented opportunities for new projects.
- / Leipzig's atmosphere and its arts scene make it attractive to both customers and employees.
- / Pssst: it's the unofficial capital of young German literature!



www.leipzig.de/duv

Use a smartphone to scan the QR code.



PRINTING AND THE BOOK MARKET



// SUCCESS STORY OF A PUBLISHING CITY

Once containing an entire district of printing works, once home to prestigious publishers turning out the lion's share of all the books printed in Germany, now with a modern printing industry, an active publishing sector, a respected literary institute and an international book fair, Leipzig has definitely earned its epithet 'city of books'!

During industrialization, large printers and major publishers were based in Leipzig – and this tradition is being continued today by printing companies, new and long-standing publishers, and dedicated writers.

// AUTHOR, PRINTER, PUBLISHER: IT'S NEVER TOO LATE TO LEARN

Students at the Institute of Communication and Media Studies at Universität Leipzig learn the ins and outs of the publishing industry. And at the DLL German Creative Writing Programme Leipzig, they receive a university education as a writer, whose quality is underlined by the success enjoyed by award-winning authors like Clemens Meyer and Juli Zeh. And books written by Leipzig authors are printed by modern printing works such as Messedruck, companies dating back over a century like Roland Koch, and other, smaller printers.

Publishers like Seemann Henschel GmbH and the Leipzig branch of Ernst Klett operate successfully out of Leipzig. And Leipzig's reputation as a city of books is also shaped by many small and medium-sized publishing companies with varying profiles and select programmes.

They partly rely on graduates of HTWK Leipzig University of Applied Sciences with degrees in subjects like book and media production or the book trade and publishing industry.

// PRESERVING BOOKS FOR ETERNITY

For exactly 100 years, the German National Library has collected, archived and catalogued all German-language publications of all types (including audio recordings and moving images), and allowed public access to them. It's also home to the German Museum of Books and Writings as well as the German Music Archive. The total stocks of the German National Library comprise approximately 27 million volumes – and every day the reading rooms are used by more than 800 visitors.

PRINTING AND THE BOOK MARKET

// THE MANY SIDES TO LEIPZIG

Success in the creative sector needs good ideas – and good partners to help carry them out. Leipzig has experienced institutions providing invaluable assistance through a combination of consulting, marketing and financial support.

German Booksellers' and Publishers' Association

The association's regional branch represents the interests of booksellers and publishers in Saxony, Saxony-Anhalt and Thuringia. It advises its members on professional and legal matters, organizes seminars and training sessions, and conducts lobbying and public relations activities.

House of Books Committee

The House of Books Committee (Kuratorium Haus des Buches) promotes literature and reading culture in Leipzig, brings authors, artists and readers together at literary programmes, exhibitions and forums, and provides space for special events.

Saxon Literature Council

The Saxon Literature Council (Sächsischer Literaturrat) operates as a centre of information and networking, is involved in working groups and interest groups, produces publications on literature, stages public readings, and also organizes Saxon and binational literature festivals.

DZB German Central Library for the Blind

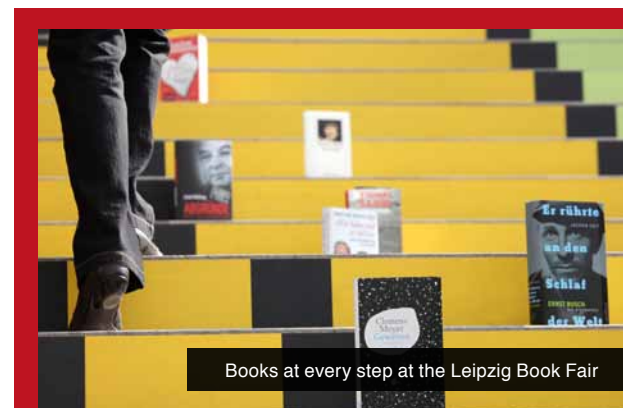
Containing literature, magazines and sheet music in Braille as well as special children's books, tactile illustrations, talking books and computer support for the visually impaired, DZB is the oldest public library for the blind in Germany. It translates books and talking books into barrier-free formats, which can then be borrowed or even purchased.

vdm Central German Association of Print and Media

vdm is an innovative service provider for the printing and media industry. It's an active partner of its member companies and understands their needs. It also represents their interests, organizes dialogue, and manages and develops expertise in the industry.

SID Saxon Institute for the Printing Industry

SID is a research partner, a provider of engineering services, and a technology transfer centre for mechanical engineering in the printing industry. As well as pursuing industrial research, SID develops measuring and testing instruments as well as special components for printing presses. SID and PITSID are part of the POLYGRAPH Leipzig association.



Books at every step at the Leipzig Book Fair

// FURTHER TRAINING FOR THE BOOK MARKET

Small publishers are an important pillar of the Leipzig book sector. To help them thrive and develop, the Office for Economic Development supports seminars held in conjunction with the German Booksellers' and Publishers' Association. The regional branch for Saxony, Saxony-Anhalt and Thuringia is based in Leipzig and since 2009 has teamed up with the City of Leipzig to co-host further training courses on marketing, cost management, copyright and contract law.

// THE LEIPZIG BOOK FAIR

Everyone who's anyone in the publishing industry attends the Leipzig Book Fair, the foremost literary event every spring. The exhibition is the compass and inspiration for the domestic and international book market and attracts over 163,000 visitors as well as more than 2,000 exhibitors.

The coveted awards presented include the Leipzig Book Fair Prize and the Leipzig Book Prize for European Understanding, which together with the MDR Literature Award are among the most prominent awards in the industry. Held during the fair, the four-day festival Leipzig Reads stages some 2,300 readings in every genre. Check any publisher's, writer's or bookworm's diary – and you'll see Leipzig in capitals every March!



Leipzig's varied local press

NEWSPAPERS AND MAGAZINES

// CRADLE OF THE WORLD'S MEDIA

The world's newspaper market was born on 1 July 1650 – in Leipzig. It was on that day that Timotheus Ritzsch, the son of a publisher, produced the world's first newspaper. The principle it embodied became the decisive medium of mass communication for the next 350 years – and Ritzsch ushered in something we nowadays take for granted: the global media.

Nearly 250 years later, the Leipziger Volkszeitung was first published. Today, this newspaper with nine regional editions, a circulation of 218,000 and its own newspaper printing plant in Leipzig is the largest daily paper in the city. But that's not to say it's the only item on the local press market. The necessary journalistic diversity is provided by the Leipzig office of tabloid BILD, the monthly listings magazine Kreuzer, and many other weeklies and monthly magazines like Frizz and Prinz, Kippe (a magazine sold by homeless people), and several other free papers serving individual boroughs.

// FROM PAPER TO PIXELS

Digitization also means new challenges for the Leipzig press market. The print edition of the flagship LVZ is now flanked by a detailed website and e-paper, while monthly magazines like Kreuzer respond to current events in their online editions, which also provide additional content and feature updated listings. In addition, the readership of purely digital journalism formats such as the daily newspaper Leipziger Internetzeitung is continuously increasing.

All these publications benefit from well-trained new recruits. The Department of Journalism at Universität Leipzig and the Leipzig School of Media enjoy an enviable reputation in the industry. And every year they supply the media industry with young journalists destined to shape the city's quality journalism.



Print is going online – such as at Kreuzer

NEWSPAPERS AND MAGAZINES



The 2011 LVZ Art Prize was awarded to Jochen Plogsties (second from left)

// AWARD-WINNING JOURNALISM

Whether promising young talents or seasoned professionals, good journalism needs to be encouraged. To this end, Sparkasse Leipzig's Media Foundation awards the Leipzig Media Prize in several categories for outstanding achievements. Individual awards include the Prize for the Freedom and Future of the Media for exceptional work in

the cause of press freedom, the Axel Eggebrecht Prize for radio features, and the Günther Eich Prize for writers of radio plays. The rising generation is also supported by the Talent Dove for young directors and the Book Science Prize for the best undergraduate dissertations in this field.

// DEDICATED JOURNALISM

Art in Leipzig has a special place - and therefore deserves a prize of its own. The Leipzig Volkszeitung Art Prize is awarded every two years to artists who have produced outstanding work but generally aren't in the limelight. As well as a cheque, the winner receives an opportunity to

stage an exhibition at the Museum of Fine Arts and to have a catalogue produced. Previous winners of the LVZ Art Prize include Neo Rauch, Matthias Weicher, Julius Popp and Jochen Plogsties.

// PUBLISHING FOR DIGITAL MEDIA

Once still in its infancy, digital entertainment in all its forms is now standard. Publishing company Auerbach Verlag und Dienst GmbH has thrived by focusing on trade magazines in the digital entertainment industry. In 2002, the Office for Economic Development supported Auerbach's relocation to Leipzig, put it in touch with local universities, and provided assistance during its continuous expansion – fruitfully, too, for in 2012 Auerbach won the 10 Years After Prize in the LIFE ideas competition for its long-term success.



Auerbach's audiovisual test lab



Anticipation at the opening of the DOK Festival

// CITY WITH A TRANSMISSION MISSION

Every story – be it a play, a news item, a documentary or a soap – needs a medium in order to reach its audience. These types – and many more besides – are all transmitted by the broadcasters in Leipzig. The more than 270 commercial companies operating in broadcasting and film as well as public broadcaster MDR with 2,000 employees and 5,500 freelancers underpin Leipzig's undisputed position as central Germany's media capital. Whether at the giant media city production complex or in companies' in-house studios, whether producing regional, national or international programmes and films, Leipzig pursues its transmission mission across the board.

280

businesses

5,500

workers

27.9

Percentage of the cluster's
annual turnover

LOCATION // MEDIA GARDEN

At the heart of media city leipzig is the Media Garden – an area 730 square metres in size which can accommodate up to 480 people. Thanks to its Mediterranean atmosphere, it's frequently used as a venue for unique events and parties in the film industry, functions such as the MTM Central German Media Conference and the SLM television fair, as well as by private-sector companies like Siemens, Nivea, Neckermann and Vodafone.



1 // Boris Lochthofen is a radio man through and through. He's the CEO of the radio stations RADIO PSR and R.SA, is in charge of corporate communication for the parent company REGIOCAST, and also the CEO of apollo radio.

2 // Christian Bollert has set up a sophisticated Internet radio station named detektor.fm specializing in alternative pop music and quality journalism. detektor.fm has been nominated for the Grimme Online Award, was declared one of the top ten editorial teams of the year, and also received an award as a cultural and creative pilot for Germany. Christian Bollert learned his craft at Universität Leipzig's Department of Journalism.

3 // Jörg Winger is a producer at UFA, where he's responsible for well-known series such as SOKO Leipzig. UFA is Germany's market leader in film and TV production and has also developed into a specialist for multimedia content. One of its production locations is based in Leipzig.

4 // Prof Karola Wille is the director general of MDR. This broadcasting corporation serving Saxony, Saxony-Anhalt and Thuringia has its headquarters in Leipzig and employs more than 2,000 staff as well as a few thousand freelancers. Since 1997, Karola Wille has also been a lecturer in the Department of Media Law at Universität Leipzig's Institute of Communication and Media Studies.



www.leipzig.de/ruf

Use a smartphone to scan the QR code.

// OUR 7 REASONS FOR LEIPZIG:

- / Professionally trained journalists reveal their passion for their craft every day.
- / Its good location within striking distance of Berlin and with great transport links.
- / It's a media hub in central Germany with an ideal infrastructure and close to Poland and the Czech Republic.
- / Competent, self-possessed film-makers who are well networked.
- / Partners in local government are open to new projects and ideas.
- / Broadcasters benefit from media training and research.
- / Leipzigers are enquiring, critical yet passionate cinema-lovers.



MDR presenter Peter Imhof

BROADCASTING

// ON THE SAME WAVELENGTH

Professionalism is part and parcel of Leipzig's radio and television industry. The newsrooms and studios are full of true radio enthusiasts professionally informing and entertaining their audiences. Furthermore, the one public and several commercial broadcasters are delighted to be able to take on well-trained recruits from the local area. For example, journalists can be trained directly in media firms or as part of multi-phase internships at MDR Central German Broadcasting. And the market is also supplied with young talent by institutions such as the Institute for Communication and Media Studies at Universität Leipzig (where students can take a bachelor's degree in radio), the Central Germany Television Academy, and HTWK University of Applied Sciences' Faculty of Media, which offers a the cooperative course in television production.

// AN EXCELLENT BROADCASTING SECTOR

Leipzig is home to public broadcaster MDR, which has won a stream of awards in Germany for its productions, as well as commercial radio stations R.SA and PSR owned by media corporation REGIOCAST – genuine big players in the industry that are listened to not just in Saxony but nationwide. In addition, small and medium-sized studios have carved out a place for themselves on the market as local or niche radio stations. Meanwhile in the TV world, channels like Leipzig Fernsehen help raise the profile of this busy media city. And their work is supported by service providers such as DREFA Media Service, Cine Impuls Leipzig and mk-filmton.

In terms of radio, too, the future has already begun. Award-winning radio stations are constantly evolving, giving us a glimpse of what tomorrow's radio will be like. University radio station 97.6 Mephisto features student journalists, and pioneering radio formats in the city include web radio detektor.fm and football radio 90elf. But as far as quality is concerned, all the different radio stations in Leipzig definitely operate on the same wavelength.



detektor.fm – broadcasting on the Internet

BROADCASTING



SAEK Saxon Training and Testing Channel

// DEDICATED TO RADIO AND ITS AUDIENCE

Saxony has more than 80 private and non-commercial radio and television stations. To regulate their operation, the SLM Saxon State Authority for Private Broadcasting and New Media (SLM) is in charge of their licensing, supervision and funding, and endeavours to provide an ideal working environment. For example, SLM initiates pilot projects to promote digital broadcasting, nurtures and promotes media literacy through its own SAEK Saxon

Training and Testing Channel, and also lends a helping hand to school radio stations and educational projects. Being an industry forum for broadcasting professionals, SLM organizes the annual television fair in Leipzig and additionally awards both the Central German Radio Prize and the Media Education Prize.

// MTM CENTRAL GERMAN MEDIA CONFERENCE

The media industry is rapidly evolving. Those who want to keep abreast of the changes afoot in media policy, the media industry and media law can't afford to miss the MTM Central German Media Conference. Also a great opportunity for networking, it's organized by the regional media authorities of Saxony, Saxony-Anhalt and Thuringia, various media companies, MDR and the City of Leipzig – and the Office for Economic Development plays an active role in preparing and staging MTM.



MTM 2011



Film-makers at the DOK film festival

FILM

// DEDICATION IN 25 FRAMES PER SECOND

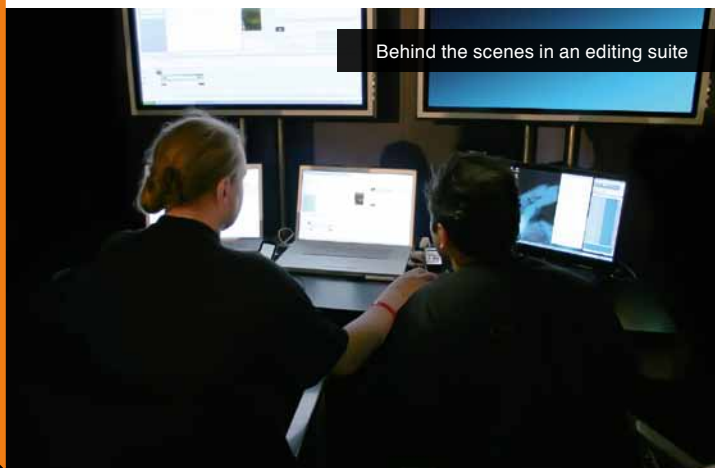
Leipzig lives out its passion for film. At cinemas such as the Passage Kinos, Cinestar and Kino-bar Prager Frühling, with the presence of screenwriters, directors, cameramen, technicians and studios, and at national and international film festivals, the enthusiasm for the magic of 25 frames per second can be felt everywhere.

Movies are made, promoted and celebrated in Leipzig. Saxonia Media GmbH, central Germany's largest production company, fills more than 3,000 minutes of airtime every year with series, TV movies, animated films and cinema productions. MDR and its associates produce formats such as the crime series Tatort and SOKO Leipzig as well as soaps like In Aller Freundschaft. MDR's employees are trained in house or benefit from courses taught by Universität Leipzig, HTWK University of Applied Sciences, the SAE Institute and the Central Germany Television Academy.

// WATCHING WITH OPEN EYES

International film festivals attract audiences in droves. French and Argentinian film festivals screen plenty of foreign films that leave audiences delighted, spellbound and shocked. Over 800 trade visitors meet up at the Film Art Fair to see and rate more than 70 films by international art house distributors along with the general public. In addition, the DOK International Leipzig Festival of Documentary and Animated Film is one of the prime events of its kind in the world. The awards in the festival categories International Documentary Film and International Animated Film are globally accepted benchmarks of excellence while the other DOK prizes are coveted by established film-makers and newcomers alike.

Leipzig is the way you'd expect a film-mad city to be. Blockbuster movies and art movies, top stars and young hopefuls are all welcomed in Leipzig with open eyes!



Behind the scenes in an editing suite

FILM



Pushing up Leipzig as a film location: SLM and media city leipzig

// TURNING IDEAS INTO FILMS

What happens if a film script's ready – but there's not enough money to continue? Or you're still looking for the right partners, locations and structures to make it? This is where mdm Central German Media Promotion steps in. About 100 film, television and video productions benefit from mdm's activities every year, giving a boost to the entire industry in the region. mdm has been instrumental

in the success of films like Luther, the Oscar-nominated In Darkness, and the Oscar-winning The White Ribbon. And it bolsters quality and diversity in the central German film industry as a networking platform and promotional partner as well as by organizing cinema awards and further training.

// LEIPZIG'S FACTORY OF DREAMS

media city Leipzig, one of Europe's most advanced production and studio complexes, contains magnificently equipped studios and workshops, costumes and props, modern stage and lighting equipment, dubbing and recording studios, state-of-the-art post-production – and last but not least vibrant synergies. More than ninety

companies from film, TV and the new media make the 36,000 square metres of floor space into a creative pool of expertise. From idea to finished product, all phases of media production are professionally and proficiently covered by firms such as Saxonia Media, META Productions, Cine Impuls, MCA and many more besides.

// EFFICIENT SERVICE FOR FILM TEAMS

With just the right historical or modern setting for many productions, Leipzig is a popular film location. Teams filming in Leipzig don't usually need to apply for approval, and unlike some towns and cities doesn't even charge a fee. And if permission is required from the local authority, it can normally be obtained quickly and straightforwardly. In addition, the Office for Economic Development will be delighted to put film-makers in touch with reliable service providers and local partners as well as relevant institutions such as mdm Central German Media Promotion, which actively supports the organization of filming – an excellent service which is put to the test almost daily.



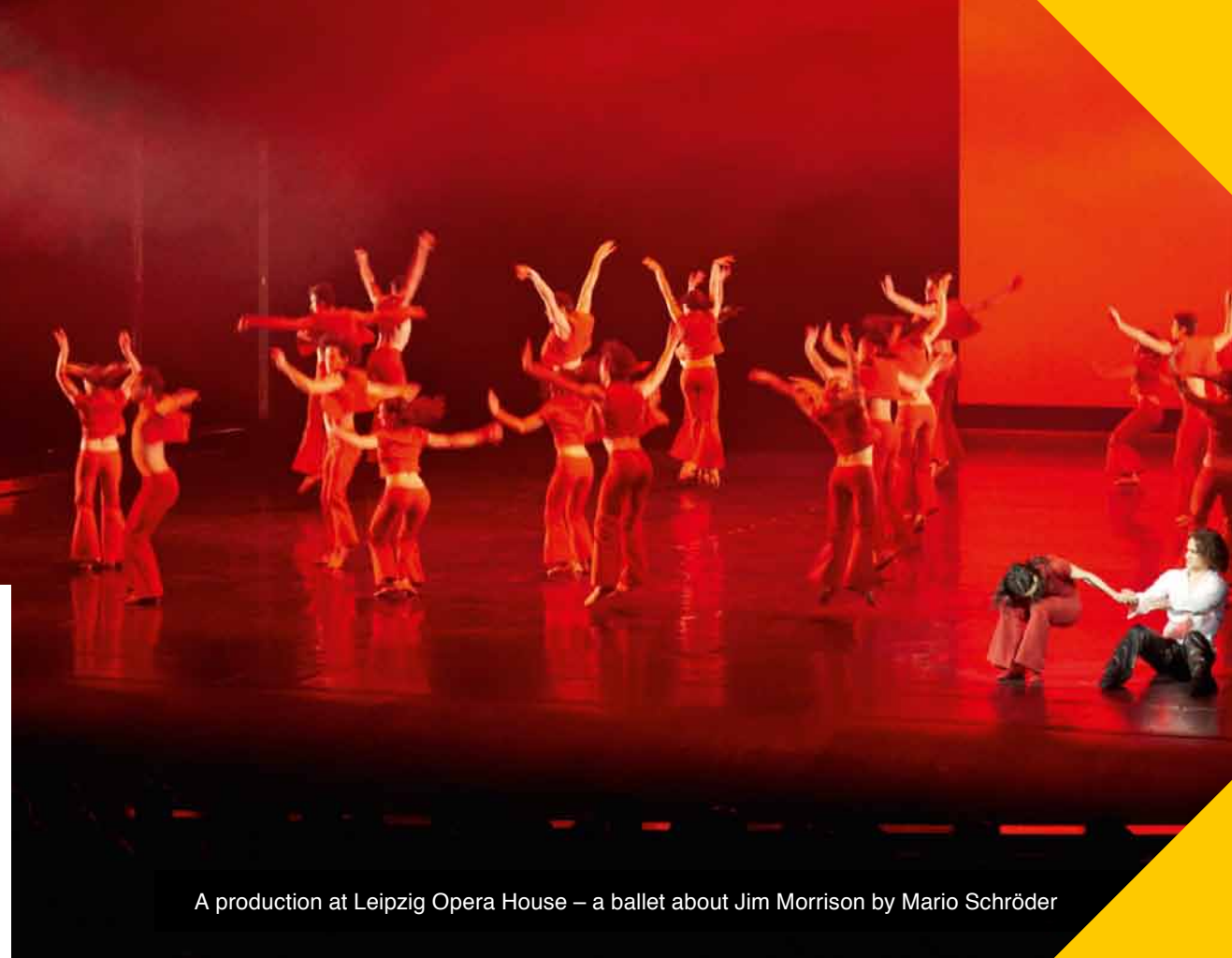
Great images are enabled by the Office for Economic Development

// LEIPZIG'S FREE SPIRIT

World-class high culture and a vibrant fringe scene are both well established in Leipzig. The city's painters, musicians, dancers and actors generate an artistic force which inspires creatives, electrifies audiences, and significantly contributes to the general quality of life. The sub-sector arts and music accounts for first place in the Media & Creativity Cluster in terms of the number of businesses and comes third regarding employment figures. But that's no surprise given Leipzig's free spirit!

// TOP NOMINATION IN THE NEW YORK TIMES

In 2010, the New York Times' online edition listed the most exhilarating destinations in the world. Leipzig was the only German city to be included and even made the top ten. The main reasons given were Johann Sebastian Bach, Robert Schumann, Neo Rauch, the Museum of Fine Art, the Spinnerei arts centre, and various record labels. In short, the arts and music sub-sector.



A production at Leipzig Opera House – a ballet about Jim Morrison by Mario Schröder

1,040

businesses

8,500

workers

4.2

Percentage of the cluster's
annual turnover



www.leipzig.de/kum

Use a smartphone to scan the QR code.



LOCATION // KRYSTALL-PALAST VARIÉTÉ

Krystallpalast Variété is a theatre of the senses where exquisite cuisine is combined with the artistry of world-class variety theatre, inviting the audience to laugh and dream.

1 // Prof Andreas Schulz is the director of the Gewandhaus, which makes him responsible for both the artistic and the administrative management of the venue and its orchestra. Conducted by Riccardo Chailly (and occasionally its honorary conductors Herbert Blomstedt and Kurt Masur), the Gewandhaus Orchestra is simply one of the finest ensembles in the world.

2 // Heike Hennig is a director and choreographer, and heads an international opera and dance ensemble. As well as her own productions, she curates the series 'opera unplugged' and teaches at HGB Leipzig Academy of Visual Arts, ZHdK Zurich University of the Arts, and the University of British Columbia in Vancouver.

3 // Andreas Bischof is a member of analogsoul, a network of musicians and artists. This independent conglomerate of musicians and producers works collectively to take care of jobs which are all part of being a professional musician, such as recordings, bookings, promotion, releases and PR.

4 // Prof Hans-Werner Schmidt is the director of the Museum of Fine Art in Leipzig. Originally founded in 1858 by devoted residents of Leipzig, the museum's brand new building in the heart of the city was opened in 2004. It displays masterpieces from the Middle Ages to the present day by the likes of Lucas Cranach, Franz Hals and Caspar David Friedrich as well as Max Klinger and Max Beckmann, and even contemporary artists such as Neo Rauch and Jonathan Meese.

// OUR 7 REASONS FOR LEIPZIG:

- / Several academies producing musical and artistic talent.
- / Plenty of cultural ambassadors with a global reputation, e.g. the Gewandhaus Orchestra, the University of Music and Theatre, HGB and the Spinnerei.
- / Plenty of space and scope for new ideas.
- / A receptive arts scene.
- / It's fresh and charmingly incomplete, with new entities emerging all the time.
- / Different people, generations, arts, ideas and views thrive side by side.
- / The general public identify with the arts.



THE ARTS

// ASCENDING INTO THE LIMELIGHT

Art can only come about if given the space it needs to develop – and Leipzig provides an ideal environment. Galleries, workshops and lively improvised theatre all flourish in numerous unlikely venues such as disused factory buildings enjoying a new lease of life. Often they're a launching pad, preparing for lift-off into the universe of the international art market.

Although the art world's attention doesn't focus solely on the Leipzig scene, that's actually not a bad thing – for it gives the independent artists, photographers, actors, dancers and craftspeople operating away from the better-known arts capitals the freedom to develop and experiment with new ideas. And that's an advantage no one in Leipzig wants to do without anymore.

Leipzig has acclaimed academies and sophisticated stages. Stages in a metaphorical sense such as the GFZK Gallery of Contemporary Art and EIGEN + ART, where Judy Lybke represents the world-famous Neo Rauch and other painters from the New Leipzig School. Stages like the modern Museum of Fine Art and the GRASSI Museum of Applied Art. And also stages in a traditional sense such as the Central Theatre and LOFFT.

// FREE SPIRITS AND THE SPINNEREI ARTS CENTRE

One crucial factor in Leipzig's attractiveness in the arts is the high standard of training and the generous scope available to artists and their projects. The University of Music and Theatre teaches subjects such as drama, dramaturgy and mime using a system of practical training which is unique in Germany. In addition, the HGB Leipzig Academy of Visual Arts is one of Germany's most prestigious schools of painting, book art and photography. Some of its students progress to the Spinnerei – once a cotton mill, then a biotope for artists, now a mix of artistic space, unconventional experimentation, and a commercial art market which has become the international showcase for the Leipzig art scene.

There's room for everyone and their stage in Leipzig – be it in the shadows of the fringe scene or the spotlight of international attention.



THE ARTS



Visitors flock to one of HGB's regular tours

// ENCOUNTERS OF THE SPECIAL KIND

For many prospective art students in Germany, the HGB Leipzig Academy of Visual Arts is at the very top of their list. It's one of the oldest art academies in Germany, it sets very high standards, its reputation is excellent, and its professors and lecturers are themselves prominent artists – which is why places are scarce. All in all, about 600 students have the opportunity to mould and develop their talent on the degree courses in painting and graphic arts, book art and graphic design, photography and media art. In addition, the master's programme Cultures of the Curatorial combines practical research with academic study.

HGB's teaching staff set great store by first-class training in areas such as lithography, woodcut, letterpress printing and the visual arts – and the results of this work regularly garner awards. They include Julius Popp, winner of the Adolf Luther Foundation Art Prize and the Young

Artists' Prize of the Berlin Academy of the Arts, Matthias Weischer, who has won the August Macke Prize, and David Voss, who received an award from the Type Directors Club in New York.

The general public explores what's going on at HGB at its many exhibitions and popular tours – events which are encounters of the special kind. Many of the works prompt us to think about social and political issues as well as aspects of art theory. They break taboos and focus or even change our familiar angles.

Many graduates of HGB such as Neo Rauch and Werner Tübke are now famous names in the art world. They prove that art and higher education by no means contradict each other – and that a period of study may be decisive for an artist's development.

// SUPPORTING DIVERSITY

Diversity in cultural activities enriches urban life. It's an important factor when businesses are choosing where to relocate, and safeguards jobs in the cultural segments – and hence boosts sectors of the economy. And the independent arts scene and its initiatives and projects also make a very significant contribution. To help it continue to thrive, funding is therefore provided by the City of Leipzig every year.



'frozen water' – an installation by Carsten Nicolai at HALLE 14
(courtesy Galerie EIGEN + ART Leipzig/Berlin)



Golden voices: St Thomas's Boys Choir

MUSIC

// THE SOUND OF DIVERSITY

When it comes to describing Leipzig's love of music, where do we start? It's a very special phenomenon which has existed for centuries and continuously produces new musical shades. Leipzig is of course known as the place where world-famous composers such as Johann Sebastian Bach, Felix Mendelssohn, Richard Wagner, and Clara and Robert Schumann all once worked. And of course for the grandeur of the Gewandhaus Orchestra, the overwhelming Leipzig Opera House, and the voices of St Thomas's Boys Choir delight concert audiences from all over the world.

// THE MUSIC PLAYS ON

Mind you, resting on a dazzling musical heritage isn't enough for Leipzig. J.S. Bach may cast a giant shadow over Leipzig, but the local music industry has no intention of being put in the shade. Instead, it lives out its passion for music in the here and now with the sonorous buoyancy so typical of Leipzig. Major music festivals and more intimate events, leading orchestras and underground bands are all united by their common love of music.

// ARIAS AND AVANT-GARDE

The Felix Mendelssohn Bartholdy University of Music and Theatre produces professional musicians in genres such as early music, church music and conducting. Contemporary composers like Daniel Smutny and projects in niche genres such as avant-garde new music find both the space and the audience they need to develop. Meanwhile Leipzig's promoters enhance the city with numerous events, while alongside the large concert halls, small record labels also reach record-buyers, such as the jazz label egolaut, the electronics of Jahtari and Ulan Bator, and the indie label analogsoul run by musicians. They all encounter listeners who expect quality – and a city that promotes it.



A powerful voice: Zen Zebra

MUSIC

// EXCEPTIONAL MUSICIANS, EXCEPTIONAL FESTIVALS

Music in all its varieties is an intrinsic part of life in Leipzig. The city's concert schedule is always filled to overflowing, and many festivals ensure that the clubs, theatres and concert halls used are sold out.

Leipzig Bach Festival

The Leipzig Bach Festival, which has been held annually since 1999 and encompasses over 100 events, is dedicated to Johann Sebastian Bach, the city's most famous son. The top-class recitals at places where the great composer himself once worked attract a total of over 70,000 music-lovers from around the world to Leipzig every June, who lap up the festival atmosphere of open-air performances and family concerts.

a cappella

The a cappella festival of vocal music delights audiences with an array of high-profile performers. Tickets usually sell out weeks beforehand since the programme and musicians are of the highest calibre. The genres featured range from classical vocal music, Renaissance music, folk and world music to pop, jazz and even electronic.

Wave Gothic Festival

Every Whitsun, Leipzig hosts the five-day Wave Gothic Festival – the world's biggest celebration of dark music and arts. And the arriving romantic goths, cybergoths, steampunks and other revellers attending the 200 concerts and events held at parks and venues around town are a sight for sore eyes!

Leipzig Jazz Festival

If you thought jazz was a thing of the past, think again! The Leipzig Jazz Festival is widely regarded as the leading celebration of contemporary jazz in eastern Germany. Fiery or sentimental, quirky or relaxed: established international musicians and exceptional newcomers present a modern-day take on jazz in Leipzig Opera House and clubs throughout the city.

Venues

Leipzig has the right stage for every act:

A few large ones: Red Bull Arena, Arena Leipzig, Festwiese

Several medium ones: Moritzbastei, Werk II, Anker, 4 Rooms, Conne Island, UT Connnewitz, etc

Plenty of small ones: noch besser leben, Rumpelkammer, Horns Erben, nato, Illes Erika, Noels Ballroom, Sweat, etc

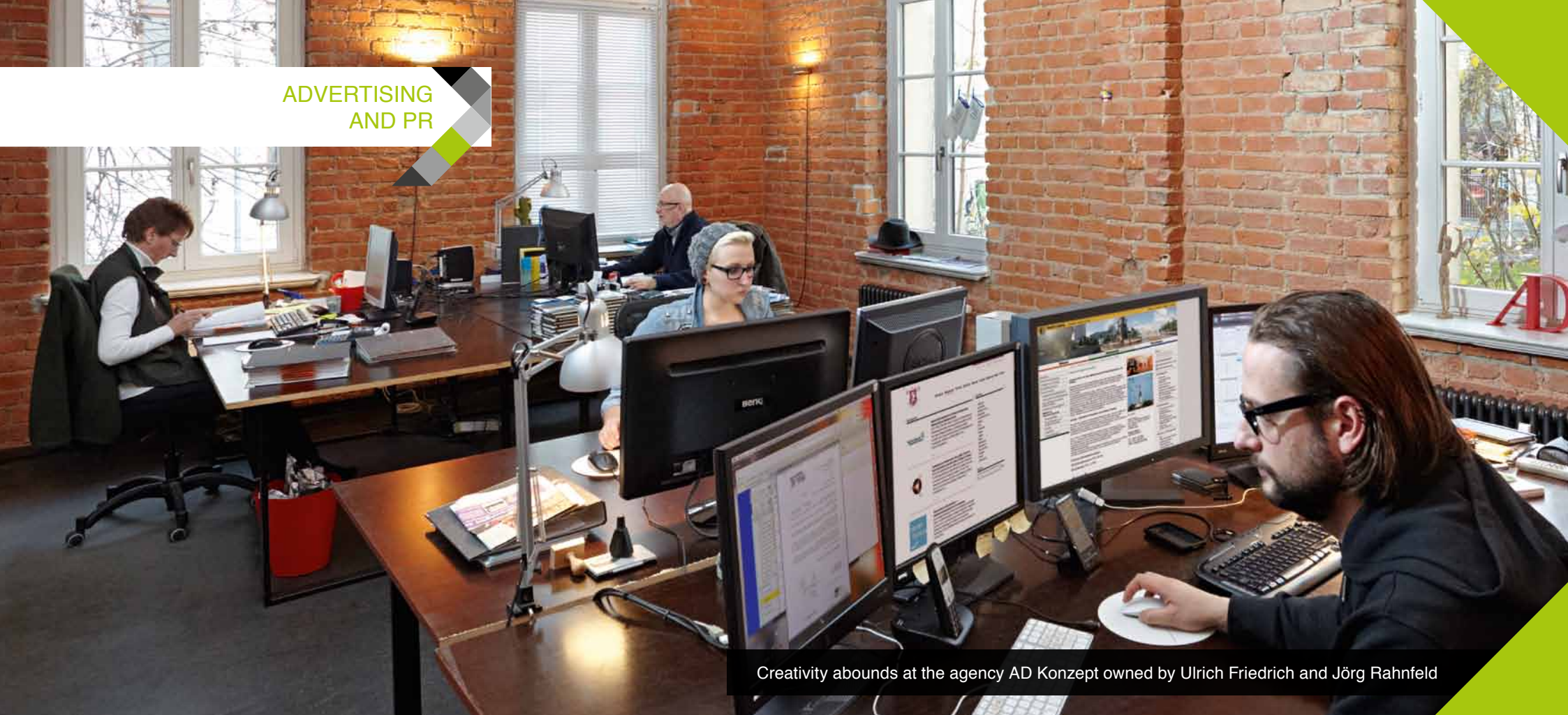
// LEARNING TO FLY

Leipzig's pool of thrilling musical acts is enormous. In order to give practical support to the best artists in each genre, Kreatives Leipzig's music initiative has launched popoolär! – a collaborative project with other creative cities in Saxony under the banner Flying Circus Music. The project offers coaching to registered artists on important aspects of the music industry, a range of discounts with companies in the music business, and the chance to obtain public exposure by taking part in a tour of Saxony and appearing on a vinyl compilation album. The Office for Economic Development supports the Leipzig representatives in order to help Flying Music Circus eventually consolidate efficient structures for the music industry in Leipzig.

**FLYING
MUSIC CIRCUS**

The logo graphic for Flying Music Circus consists of three stylized, overlapping mountain-like shapes. The leftmost shape is pink, the middle one is orange, and the rightmost one is green. They are arranged in a row, with the middle one slightly behind the other two.

ADVERTISING AND PR



Creativity abounds at the agency AD Konzept owned by Ulrich Friedrich and Jörg Rahfeld

// ALL-ROUNDERS, SPECIALISTS AND TEACHERS

Corporate communication is an art in itself. An art that has to translate clear economic aims into creativity. Leipzig's advertising and PR agencies and media service providers act as intermediaries between the economy and the public. The agencies' profiles range from generalists to specialists who can rely on highly qualified young professionals of higher education and their first-rate professors and lecturers. This effective combination of theory and practice makes the sub-sector advertising and public relations an economic powerhouse within the Leipzig Media & Creativity Cluster.

730

businesses

5,000

workers

4.3

Percentage of the cluster's
annual turnover

LOCATION // LEIPZIG SCHOOL OF MEDIA

The Leipzig School of Media is located at the Villa Ida Media Campus, which was opened by Sparkasse Leipzig's Media Foundation in 2006. It teaches its curriculum in cooperation with Universität Leipzig and the HTWK University of Applied Sciences.



1 // Benedict Rehbein joined forces with Alexander Witt to set up the firm pioneer communications in 2007. Both of them studied public relations at the Universität Leipzig and mainly take on graduates with the same background. At their offices in Leipzig and Berlin, pioneer communications looks after customers like eBay, Payback and Mozilla, and in 2011 won the PR REPORT Award in the B2B category.

2 // Michael Geffken was editor-in-chief of the trade magazine *werben & verkaufen* before being appointed director and CEO of the Leipzig School of Media in 2010. Students at the school take part-time master's courses in content and media engineering, corporate publishing, cross-media publishing or new media journalism.

3 // Marko Mädge is a managing partner of Markenrat ('brand council'). The largest agency group in Leipzig with over seventy employees, the agency provides a comprehensive range of services in advertising and brand management. Marko Mädge also heads with Tilo Säuberlich Westend. Public Relations GmbH, one of the top PR and CP agencies in central Germany.

4 // Prof Günter Bentele is the face and guarantor of world-class university PR training in Leipzig. Under his aegis, Universität Leipzig has been declared to teach the best programmes in communication management in Germany and become a leading research centre for strategic communications in Europe. The awards presented to Prof Bentele include PR Head of the Year and Professor of the Year.

// OUR 7 REASONS FOR LEIPZIG:

- / Leipzig is a city of unlimited possibilities and a creative centre with a perfect location in the heart of the new Europe.
- / Leipzig is a lively place harbouring power, potential and prospects.
- / The PR and journalism degree at Universität Leipzig provides a constant supply of well-trained graduates.
- / Leipzig contains attractive employers in the media industry and a large pool of creative employees.
- / Its specialist agencies in areas such as corporate media, search engine optimization, public relations and social media operate nationwide.
- / On a national level, Leipzig offers compelling value for money.



www.leipzig.de/wuo

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ADVERTISING AND PR



// CORPORATE COMMUNICATION – A BOOMING BUSINESS

Leipzig is a prominent city in Saxony in the world of advertising and public relations. In fact there are over 700 agencies and service providers working in corporate communication in Leipzig. They prove every day in numerous print and online projects that as far as creativity, design and execution are concerned, they are up there with the best of them – and intend to remain so. Some agencies have expanded with the city's economic development, become established – and now enjoy a much wider reputation. Furthermore, creatives are continuously setting up their own small firms in order to stake their claim on the market – either by themselves or in networks.

// POLE POSITION FOR PUBLIC RELATIONS TRAINING

They acquire their skills during their studies in Leipzig – for advertising and public relations are taught to very high standards in Leipzig. According to one ranking, Universität Leipzig now offers the very best degree programme in communication management and public relations in Germany, while graduates of HHL Leipzig Graduate School of Management are coveted among employers owing to their excellent academic training and practical skills picked up with international corporations.

// CREATIVE MINDS AND METICULOUS STRATEGISTS

Ranging from agencies to media consultants, the Leipzig advertising and PR sector offers a good balance of creative minds, strategic experts and professional service providers such as ddp direct. It's a win-win-win situation: companies can recruit top graduates from local universities, advertising firms benefit from dynamic economic growth, and clients can be sure of receiving excellent advertising services.

ADVERTISING AND PR



Victory celebrations at Junior Agency Day

// LISTEN, JUNIOR, YOU'VE GOT A GREAT FUTURE

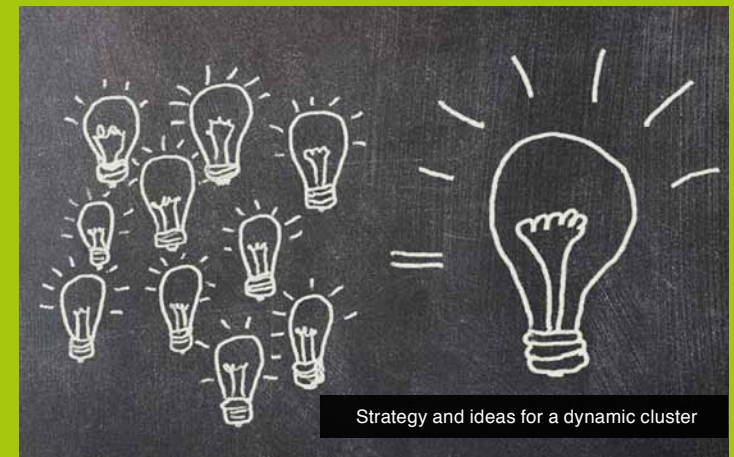
Advertising agencies are always on the look-out for gifted young recruits – ideally applicants who have already demonstrated their practical abilities. At Junior Agency Day staged by the GWA (Germany's umbrella organization for advertising agencies), the best young talents take part in the final of the Agency Competition at the Leipzig School of Media. They pitch projects actually carried out for clients which they have developed in teams comprising a student of business management, a student from

an art college, and an agency as their strategic coaching partner.

After the presentations, a distinguished panel of representatives from the private sector and academia selects the winner of the GWA Junior Agency Award. And at the end of the busy day, participants can network, approach prospective employers – or simply unwind together.

// COMMUNICATION STRATEGY FOR THE MEDIA & CREATIVITY CLUSTER

For the long-term planning and management of its image campaign for Leipzig's Media & Creativity Cluster, the Office for Economic Development had a professional communication strategy drawn up under the Creative Cities project. It will be used to convey the recognition and creation of added value in the region and beyond, to build up dialogue between participants and the City of Leipzig, and to highlight how the local authority can help the media and creative sector.



Strategy and ideas for a dynamic cluster

ARCHITECTURE AND DESIGN



Fascinating perspectives at the Designers' Open

// THE DOCTRINE OF CREATION

Matter cannot exist and be operative without spirit, and spirit cannot exist without matter. This idea set forth by Johann Wolfgang von Goethe (the father of German literature and an erstwhile student of Universität Leipzig) in connection with his theory of colours is as relevant as ever to those in the diverse sub-sector of architecture and design. Their designs are used for building façades and interiors, articles of clothing, pieces of furniture – and far more besides. Flawless expression, perfect lines and sublime proportions are the maxims guiding Leipzig's architects and designers as they adeptly translate ideas into material form.

375

businesses

2,500

workers

2.6

Percentage of the cluster's
annual turnover



LOCATION // FEINKOST SITE

The 'offene ArchitektTÜR' association was set up by students of architecture seeking studio space. They found it on the dilapidated premises 350 square metres in size of a disused brewery named the Feinkost site after the famous neon sign on the wall there advertising East German convenience food. The students refurbished the area step by step and now use it for exhibitions, workshops and debates.

1 // Jan Hartmann, a qualified designer, works at studio Hartensteiner on product development, exhibition concepts, and spatial and object design. Together with his colleague Andreas Neubert, he also initiated the Designers' Open, the exhibition highlight of central Germany's design sector, where numerous designer products such as the Retrovelo (shown here) are showcased.

2 // Tom Hobusch is a partner in the architectural firm Hobusch & Kuppardt. They champion modern architecture, have carried out many projects in and around Leipzig, and have won the City of Leipzig's Architecture Award on a number of occasions.

3 // Stefan Hölldobler is a product designer. He works with other creatives in the diefabrik workshop to upcycle existing objects, and uses sustainable materials and even rubbish to produce new designer items. All his products are made in Leipzig by hand in small batches, one example being the cardboard 'chair777' (shown above).

4 // Prof Ronald Scherzer-Heidenberger is a professor of urban development and regional planning at HTWK Leipzig, where he is also on the senate. He has won more than twenty awards for architecture and regularly judges architectural competitions.


// OUR 7 REASONS FOR LEIPZIG:

- / The city has a young business community operating with a visions.
- / It's a great place to live and work.
- / The city has exciting blemishes and fractures.
- / The people and the city are pleasant, genuine and honest.
- / There are plenty of open networks for professional dialogue.
- / Leipzig isn't too large or too small.
- / The city is pleasingly incomplete, unspent, and ull of momentum.




www.leipzig.de/aud

Use a smartphone to scan the QR code.



Inspired by industrial history: the cotton mill project in the borough of Plagwitz

ARCHITECTURE



Inspired by the spine of a book: the German National Library

// TRADITION SPAWNS INNOVATION

From Baroque to first the period of industrialization and later contemporary designs, all architectural eras coexist in Leipzig. The results form a lively juxtaposition of architectural potency – especially when historical buildings are reinterpreted. Leipzig's building stock invites architects to consider its history – and challenges them to preserve and develop this heritage.

// TRANSFORMING THE CITYSCAPE

In recent years, Leipzig has rapidly and innovatively acquired a new countenance – and yet still retains a character all of its own. Architects, interior designers, landscape architects and gardeners as well as urban planners in Leipzig exploit the opportunities for design extending from the city centre to the outskirts, putting existing land and property to new use.

The dazzling work of Leipzig architects has been acknowledged with a raft of prestigious awards. In 2011, for example, the annual 'best architects awards' presented to entrants from German-speaking areas was won by Schulz & Schulz for the fourth time with their project for special laboratories at Universität Leipzig. Outstanding projects in the city also qualify for the City of Leipzig's Architecture Award.

// TRANSLATING INSPIRATION INTO AESTHETICS

Creativity arises when architects find inspiring influences in their environment and subsequently include and develop them in their work. Enthused by the close integration of theory and practical experience, students at the HTWK University of Applied Sciences for instance explore how architectural design can unfurl its intensity.

// RAISING LEIPZIG'S PROFILE WITH QUALITY ARCHITECTURE

Every two years, prizes are awarded by the City of Leipzig for exceptional architectural achievements. The Architecture Award raises awareness of a standard of design which is contemporary and raises the bar in Leipzig. Projects like the Leipziger Messe exhibition centre, BIO CITY, the BMW car plant and the expansion of the German National Library raise Leipzig's national and international profile and reflect the city's creativity.



DESIGN

// FACETS OF ELEGANCE

The area with the most facets in Leipzig's media and creative sector is design. Designers work in areas such as fashion, jewellery and furniture, operate in other fields of product design, or work for industry in the traditional manner. Despite their different specialization, turnover and markets, they have one thing in common: they are united by the ambition to create something original and special out of their visions.

// MARKET LEADER IN HAND-MADE PRODUCTS

Leipzig's design industry is a supplier market which finds many of its customers elsewhere. Most of the city's designers work by themselves and for example sell their products to consumers directly via the Internet. And they're also among the busiest in Germany – for compared to population size, they operate more stores on a well-known Internet platform for handmade products than designers from any other town or city, including the capital Berlin.

// FROM PRACTICAL TO BIZARRE

A large share of designers' revenue is accounted for by B2B contracts, such as industrial projects for mechanical engineering, and communication and media design for use in advertising and PR. This booming market is showcased at the annual Designers' Open, the only design exhibition in eastern Germany. Over 100 artisans, universities of applied sciences and networks of artists display their latest products ranging from practical to bizarre, from traditional to avant-garde at the Grassi Fair. Moreover, the local authority offers aspiring design students professional preparation for higher education at the Leipzig School of Design. Design firms also have exciting opportunities to meet new customers at Leipziger Messe – the Leipzig Fair. As a result, the market can continue to look forward to promising design work from Leipzig.

// MOUTHPIECE FOR A STYLISH SEGMENT

Good design from Leipzig needs to make itself visible and find its audience. One of the best ways of doing so is the Designers' Open. It's an event which is both a public exhibition and an industry forum. A show which presents current design – and highlights what design processes mean for the future.

The Office for Economic Development helps stage this important meeting place for designers from Germany and abroad. The show is exclusively organized by members of the local design community and sees itself as an interface between designers, products and public. The DO/Market section displays and sells finished products such as furniture, bicycles, toys and much more. Meanwhile the DO/Industry area displays visionary innovations from research and development as well as processes such as building façades which can change their form and function depending on the weather.

The most recent Designers' Open drew more than 12,000 visitors. This fervent response among both the general public and the design sector makes it one of Germany's main design events.

TRADE SHOWS AND SERVICES



Crowds of avid readers at the Leipzig Reads festival

// THE GO-BETWEENS

All creative services need the right partners. They need access to markets. They need buyers willing to pay hard cash in return.

Service providers accordingly play a vital role as intermediaries between suppliers, partners, the market and buyers. They're the link which can help the Media & Creativity Cluster by opening up all sorts of channels to networks, business partners and target groups. And they're successful at all levels – from the underground scene to the global economy.

645

businesses

9,000

workers

22.5

Percentage of the cluster's
annual turnover

LOCATION // LEIPZIGER MESSE

Leipziger Messe's modern exhibition centre contains 111,300 square metres of display space divided among five pavilions and Congress Center Leipzig (CCL) as well as another 70,000 square metres outdoors. It hosts crowd-pullers such as Auto Mobil International (AMI) and the Leipzig Book Fair, along with a large number of trade shows like efa (energy) and TerraTec (environmental engineering).



1 // **Stefanie Bamberg** is the owner of the communication firm Liebe & Detail and a founder of Kreatives Leipzig. This association was set up as an interface for Leipzig's creative scene, and initiates projects and events with stakeholders and the City of Leipzig. In 2011, the German Ministry of Economic Affairs and Technology awarded Kreatives Leipzig the title of 'Antenna of the Cultural and Creative Industries'.

2 // **Stephan Popp** is the founder of the crowd-funding portal VisionBakery. Projects try to attract financial backing from the general public and offer services in return. In 2011, as many as seventy projects from the realms of music, art, literature, architecture, food and socio-culture were featured on the website.

3 // **Stephan Seeger** is the president of the Sparkasse Leipzig Media Foundation. The foundation supports the training of young people in the media industry, provides doctoral grants to promote media research, and awards a string of scholarships.

4 // **Martin Buhl-Wagner** is the CEO of Leipziger Messe GmbH. Every year, the some 400 employees of Leipziger Messe and its five subsidiaries organize an average of 36 trade fairs, 93 conferences and 34 other events, attracting thousands of exhibitors and visitors from all over the world.

// OUR 7 REASONS FOR LEIPZIG:

- / The innovativeness of both young and traditional sectors in the city.
- / The academic media and communication training is among the best available.
- / The strong support available from the local authority.
- / Inexpensive rents, the low cost of living, and great recruits for start-ups.
- / Leipzig is always receptive to new ideas and always on the move.
- / The diverse environment ensuring new input.
- / The people of Leipzig have an emotional bond with 'their' Leipzig Fair.



www.leipzig.de/mud

Use a smartphone to scan the QR code.



Exhibitions in Leipzig are enormously popular

Trade shows and services



One of the regular debates in the creativity sector (Klub Analog)

// INTERFACES BETWEEN PRODUCTS, PARTNERS AND THE PUBLIC

In Leipzig, matchmaking sellers and markets goes back a long way. The Leipzig Fair dates back over 850 years, and in the late nineteenth century ago responded to industrialization by introducing the world's first samples fair – a principle which quickly caught on all over the world.

These days, Leipziger Messe is a meeting place for products, business partners and the general public. It holds numerous domestic and international trade shows, congresses and conferences in Germany and also helps clients to participate in exhibitions abroad.

// PROFESSIONALS IN PROSPECTING AND SALES

In order to make contact with customers and processes more effective, many e-commerce providers program virtual retail platforms and CRM systems. Some companies use cold calling – such as the buw Group, a large call centre service provider with branches in Leipzig offering solutions for customer prospecting.

// SUPPORT FROM AND FOR THE ARTS SCENE

Important intermediary work also takes place in Leipzig at other levels. Highly active networks such as the Kreatives Leipzig association have emerged from the arts scene. They understand the opportunities and difficulties facing the many people who are self-employed, help improve their business skills, and instigate projects both within the creativity segment and in conjunction with the City of Leipzig.

// SUPPORT FOR PROJECTS FROM FOUNDATIONS

Creative projects also receive support from major initiatives such as Sparkasse Leipzig's Media Foundation. It promotes teaching and research in the cluster, awards the valuable Leipzig Media Prize in various categories, and built the Media Campus, the current home of the Leipzig School of Media. The numerous trade shows, foundations and networks in Leipzig provide crucial points of contact which help promote individual and overall economic development – for freelancers, businesses and entire sectors.

TRADE SHOWS AND SERVICES

// LAUNCH PAD SERVICES FROM CROSS-INDUSTRY INSTITUTIONS

Success in the creative industries needs good ideas – and good partners to assist during implementation. Leipzig has a number of experienced institutions that can significantly help with a blend of consulting, marketing and promotion.

[Leipzig Tourismus und Marketing](#)

Leipzig Tourismus und Marketing GmbH campaigns to attract both tourists and investors to the city. It promotes tourism, special events, conferences and congresses. And it conducts marketing and PR activities to raise Leipzig's profile throughout Germany and abroad.

[Leipzig Foundation for Innovation and Technology Transfer](#)

The Leipzig Foundation for Innovation and Technology Transfer supports projects at the intersection between technology, science and business. For example, it organizes the Leipzig round of the IQ Innovation Prize for Central Germany, which was won in 2011 by Adyton Systems AG.

[ugb business start-up centre](#)

How do I start my own business? What legal form should I choose? What applications do I need to submit? What financial support am I entitled to? These are all questions that the ugb business start-up centre can answer. Its experts provide advice regarding every step to self-employment. It's the first port of call regarding the micro-credits granted by the City of Leipzig as well as loans

from Sparkasse Leipzig and the development banks KfW and Sächsische Aufbaubank. And it remains on hand for the first five years to help clients who have been granted finance.

[Leipzig Chamber of Industry and Commerce](#)

Leipzig Chamber of Industry and Commerce represents the interests of approximately 66,400 affiliated companies. In all business situations, it's the primary contact for industry and construction, commerce, transport and logistics, business services, the hospitality sector and tourism. It sees itself as both a source of practical support for business and a critical partner of government.

[Leipzig Chamber of Small Industries and Skilled Trades](#)

The creative sector also includes the skilled trades. In addition to craft firms and makers of musical instruments, above all carpenters and interior decorators work in this segment. Leipzig Chamber of Small Industries and Skilled Trades nurtures the creative potential of over 13,000 skilled businesses. By the way, the degree course Design in the Skilled Trades combines creative skills with manual craftsmanship.

// HELPING SMALL BUSINESSES KEEP UP WITH THE TIMES

Economy automatically means change – and economic actors need to evolve accordingly. Therefore, the Office of Economic Development has tasked the Leipzig School of Media and the e-commerce professionals at TowerByte to organize seminars entitled Social Media – Digital Marketing. In addition, the City of Leipzig has launched the project SMILE (an acronym for 'Self-management initiative by Leipzig universities and research institutions') – a series of joint events intended to prepare students for the demands of the market. All the workshops and seminars are aimed at potential and actual business start-ups as well as businesses in the media and creative sector and members of the liberal professions.



Leipzig School of Media

// CITY OF LEIPZIG

Office for Economic Development
Martin-Luther-Ring 4–6
04092 Leipzig
Germany

Tel: +49 341 123 5841
Fax: +49 341 123 5805
Email: wirtschaft@leipzig.de

Internet: www.leipzig.de

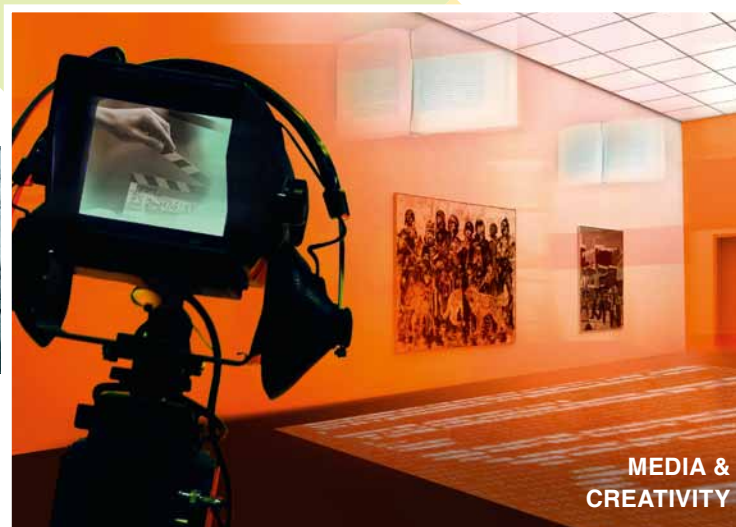
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Published by the City of Leipzig
The Mayor
Department of Economic Affairs and Labour
Office for Economic Development

Responsible for content:
Office for Economic Development
Dr Michael Schimansky (office head)
Brigitte Brück (unit head)

Edited by: Die Texterkolonie, Leipzig

Designed by: Liebe & Detail | Kommunikation, Leipzig

Printed by: Druckerei Friedrich Pöge e.K., Leipzig

Date of going to press: 15 April 2012

Photos:

PUNCTUM/Alexander Schmidt
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