Share. Connect. Now

Harm Christian Tolden
Director General
Department of Climate, Culture and Business Development

CITY OF BERGEN

How can art reach more people?

How can it live longer?

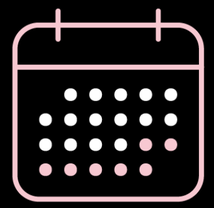
CITY OF
BERGEN

+

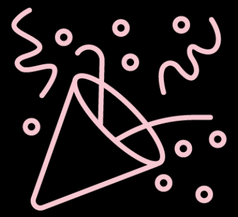
BERGEN
INTERNATIONAL
FESTIVAL


Bergen
Nå
Now
bergen

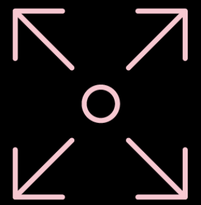
Bergen Nå 2018



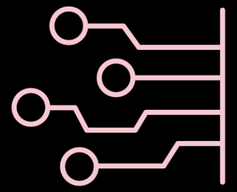
15 days



30 (free) events



A broad span of culture...



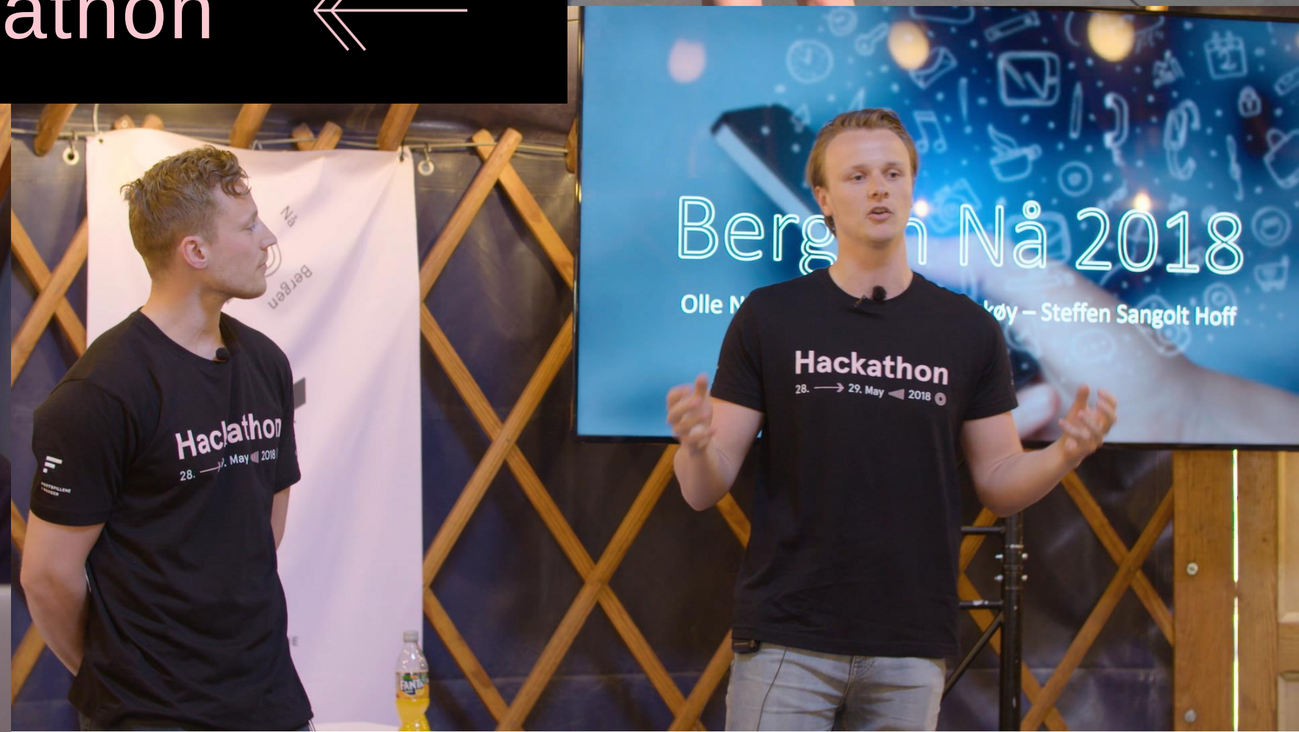
... combined with digitalization


Dele
Hackathon
28. 29. May 2018


Hackathon
Best concept
20.000,-
equinor

Hackathon




Hackathon
28. 29. May 2018
Steffen Sangolt Hoff

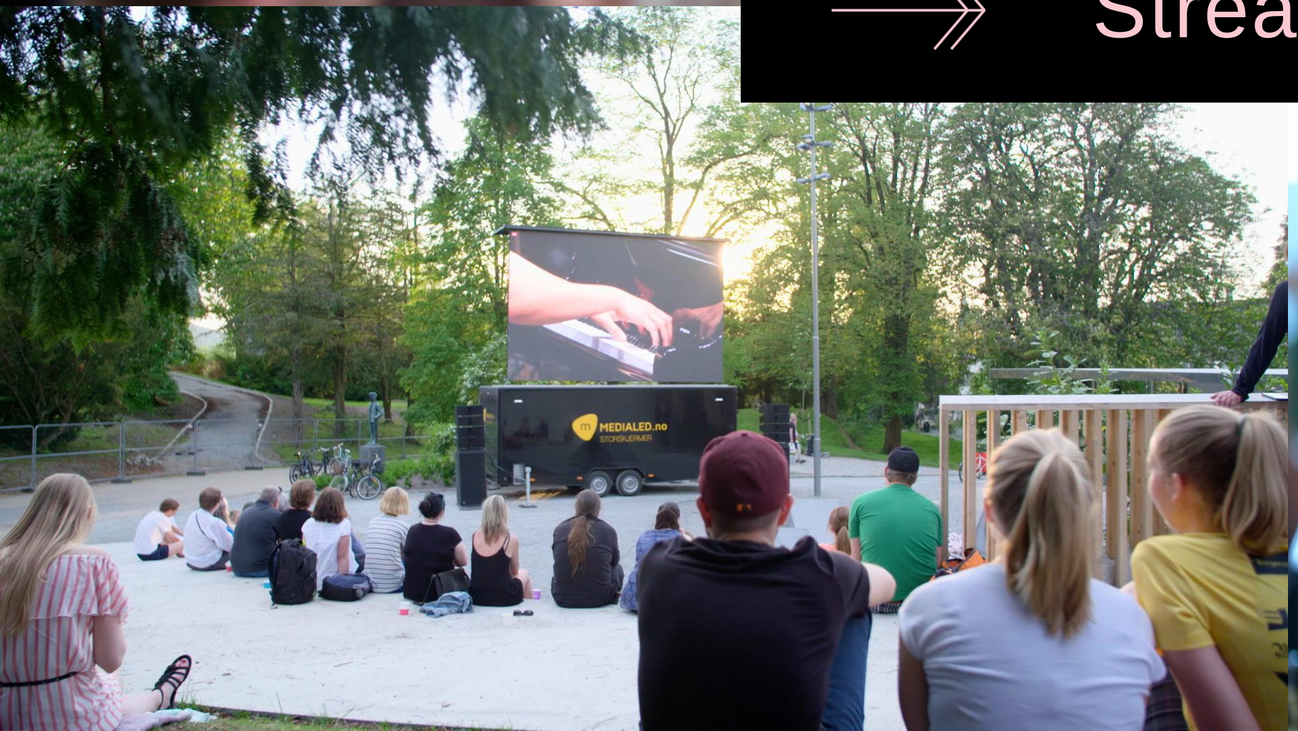


Bergen Digital Summit





Streaming









Digital City Tour



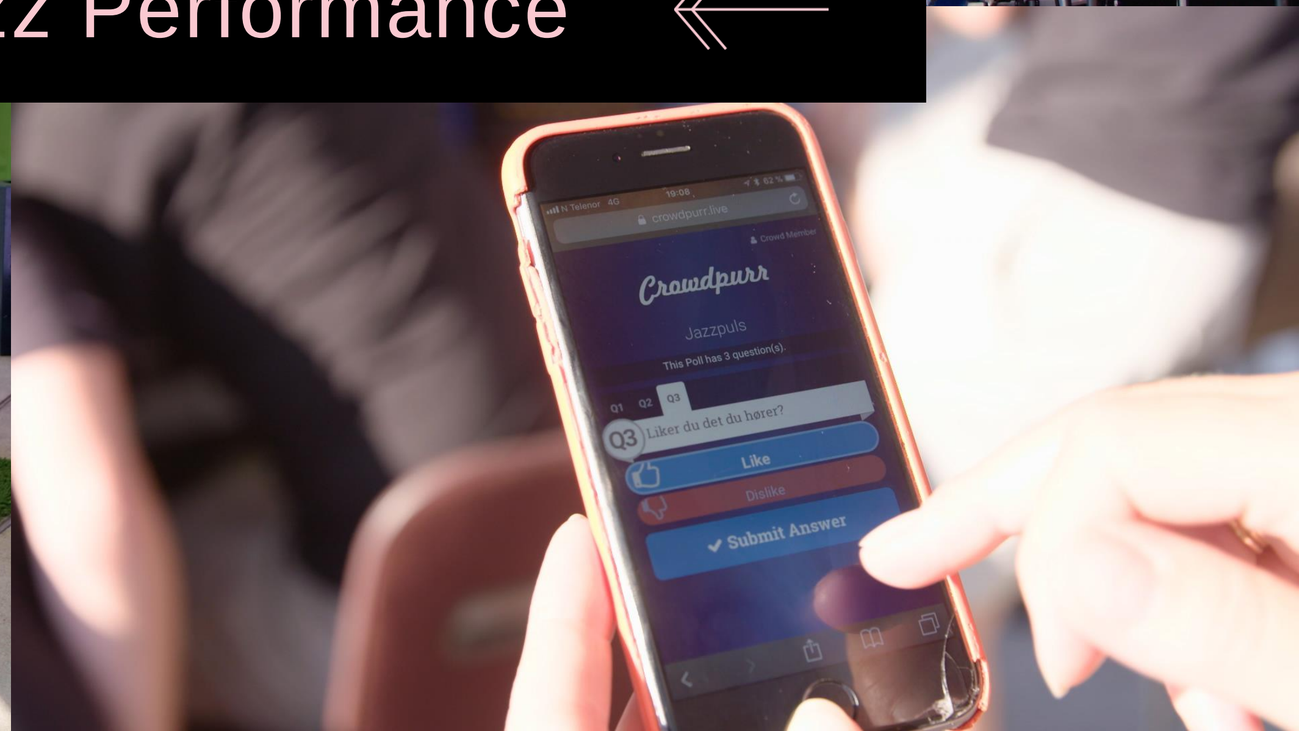






Interactive Jazz Performance






Coding workshop for kids

And much more!

- ⊗ Dialogue
- ⊗ Critical debate
- ⊗ VR-lounge
- ⊗ Ambassador's meeting
- ⊗ Tech workshops
- ⊗ Focus groups
- ⊗ Performance art
- ⊗ Mingling for innovators
- ⊗ Computer courses
- ⊗ Digital art

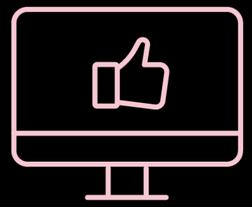
Challenges



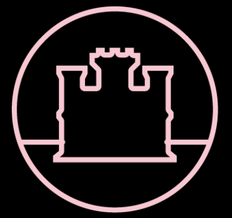
Copyright



Payment



Other platforms



City of Bergen’s role


Challenging the
echo chamber through
connecting and sharing
Reaching more people
Professional
artistis and
performers
Amateur
artistis and
performers
Citizens and
audience
Local
government

Share. Connect.

Share. Connect. Now

Thank you for your attention

Bergen Now

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Share. Connect. Now

Bergen Now

CITY OF BERGEN

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https://www.youtube.com/watch?v=UvofJD_GG0s#action=share

BERGEN NOW (6 min version)