



**REVERSE
MISSION**
BADEN-WÜRTTEMBERG

**Visit Baden-Württemberg -
where creativity flourishes**

21.-23. May 2019



© Ministerium für Wirtschaft, Arbeit und
Wohnungsbau Baden-Württemberg

Dear Reverse Mission participants,

Baden-Württemberg, home to international market leaders and hidden champions, is known first and foremost as an innovative technology base and for its high-quality industrial expertise. However, alongside this, we also play host to a distinctive cultural and creative scene, of which we are very proud.

The Film Academy Baden-Württemberg in Ludwigsburg is one of the top ten film schools in the world for visual effects training. Did you know that many of the scenes in the series “Game of Thrones”, which has won awards internationally, were made in Stuttgart? When it was founded, the University of Popular Music and Music Business in Mannheim was the first state higher education institution for popular music and music business in Germany. And Stuttgart State Opera has already won the title of “Opera House of the Year” several times. This year, Baden-Württemberg has an outstanding project underway in the area of urban development and landscaping with the BUGA Garden Show in Heilbronn. CyberValley in Tübingen is one of the largest research collaborations in Europe in the field of artificial intelligence.

I am delighted that the Reverse Mission Baden-Württemberg will offer you the opportunity to get to know some of our diverse creative and cultural hotspots and some of the interesting projects being undertaken here in the areas of urban development, science and high-tech industry.

Katrin Schütz

*State Secretary at the Ministry of Economic Affairs, Labour
and Housing of the State of Baden-Württemberg*

CREATIVITY AND URBAN DEVELOPMENT IN MANNHEIM
MEDIA & HIGH PERFORMANCE COMPUTING:
ANIMATION, ECONOMY & SCIENCE | STUTTGART

HEILBRONN – CITY OF FUTURE

Reverse Mission

Baden-Württemberg,
21.- 23. May 2019

The Reverse Mission Baden-Württemberg 2019 is full of impulses, networking possibilities and inspiring projects. Look forward to meet Maya the bee, to go for a walk with pink dwarfs, fly with dragons and say Hi to FRANKLIN. Come with us on an inspiring trip. Let's learn together!

Read more about the programme on the next pages.

MONDAY, 20th of May

WELCOME TO BADEN-WÜRTTEMBERG -
WHERE CREATIVITY FLOURISHES

7:30 PM Welcome, Wine & Wraps @ Theo2Meet Stuttgart

The Reverse Mission Baden-Württemberg will kick off on Monday 20th of May at Theo2Meet Stuttgart. Katrin Schütz, State Secretary at the Ministry of Economic Affairs, Labour and Housing of the State of Baden-Württemberg and Dr.-Ing. Petra Puechner, Commissioner for Europe of the Minister of Economic Affairs, Labour and Housing Baden-Württemberg will introduce you to the coming days.

WHERE:

Theo2Meet Stuttgart
Theodor-Heuss-Straße 2
70174 Stuttgart

HOW TO GET THERE:

Public Transport:
S1, S2, S3, S4, S5, S6 to Stop: Stadtmitte

U14, U29 to Stop: Börsenplatz

U5, U6, U7, U12, U15 to Stop: Schlossplatz

Impression C-Hub Mannheim



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TUESDAY, 21st of May

CREATIVITY AND URBAN DEVELOPMENT IN MANNHEIM

10:00 AM Conversion of a military base into living and creative space Guided Tour at the FRANKLIN Mannheim

With more than 1.4 million square meters the FRANKLIN area was the biggest US-military base in Mannheim and will be turned into a sustainable urban district for about 9.000 residents.

In 2011, the City of Mannheim set out to convert the former military sites together with its citizens. In order to handle Mannheim's conversion and citizen participation process for sustainable and future-orientated urban development, the MWS Projektentwicklungsgesellschaft (MWSP) was founded. Two experts from the MWSP will guide us through FRANKLIN and tell us all about challenges and possibilities as well as how they took into account the suggestions and ideas of the citizens.

12:30 PM Packed lunch on the road

1:00 PM Creative Scene Mannheim: CREATIVE COMMISSION MANNHEIM and its mission

With establishing the CREATIVE COMMISSION MANNHEIM, the city of Mannheim has built an institution dedicated to the interests of the cultural and creative industries in the city. For fifteen years now, the CREATIVE COMMISSION offers advising to creative minds, arranges and leases workspaces, establishes networks, provides platforms for the exchange of knowledge and much more.

Frank Zumbruch (Cultural Economy Officer / Head of Creative Commission, STARTUP MANNHEIM) gives insights to the activity areas of the CREATIVE COMMISSION and shows what has been achieved in recent years. He and his colleague Dr. Matthias Rauch (Cultural Innovation Officer / Head of Cultural Urban Development, STARTUP MANNHEIM) will take us in two groups on a city walk. One group focuses on: *Music and Music Industry as a Motor for Urban Development*, guided by Dr. Matthias Rauch and the other on: *Cultural and Creative Industries as a Competence Field in the Economic Policy Strategy*, guided by Frank Zumbruch.

3:00 PM Activation and use concepts for urban residual and brownfield sites

Yalla Yalla! - studio for change was founded in 2014. It is a studio dedicated to the design of rooms in a wide variety of scales. In addition to spatial aspects, the design concept also includes social and societal aspects, which are incorporated into the projects. Wulf Kramer will give a brief introduction to their work.

4:00 PM Get-together and late lunch at C-Hub Mannheim

WEDNESDAY, 22nd of May

MEDIA & HIGH PERFORMANCE COMPUTING:
ANIMATION, ECONOMY & SCIENCE | STUTT GART

10:00 AM HLRS High Performance Computing Center Stuttgart & Media Solution Center BW

Established in 1996, the High Performance Computing Center (HLRS) has built up a world leading expertise in supporting and training end-users of all application sectors, especially in fields like for example visualization or Big Data. However, the HLRS is not only open to academic users and industry, but also reacts to the higher needs of the e.g. animation industry in terms of needed computing capacity for animation. In 2015 major parts of the movie „Maya the Bee“ were computed at the HLRS as a pilot project - with great success. Based on these experiences and with a view to the existing market, the Media Solution Center was established.

Dr. Andreas Wierse, Managing Director of SICOS BW GmbH will tell us more about the work of the HLRS and the Media Solution Center as well as the creativity projects. Together with Holger Weiss, CEO of the animation company M.A.R.K. 13, they will give insights into the collaboration on the „Maya the Bee“ project.

The World Of Animation @ Stuttgart

Did you know that Baden-Württemberg is one of the prime locations for animation and visual effects in Germany? Due to the high density of VFX and animation studios, a large number of high-class projects for the creative and industrial sector are realized in Baden-Württemberg. Holger Weiss, M.A.R.K. 13, and Christoph Malessa, Pixomondo, will give an exclusive look behind the scenes of their work and how animation & VFX are created.

12:30 PM Lunch Break

1:30 PM Explore the HLRS

In the afternoon session there will be the possibility to visit the Virtual-Reality-Visualisation @ HLRS, the Computing Room HLRS and to network.

6:00 PM Get together at „wizemann.space“ Creative industry and Artificial Intelligence

THURSDAY, 23rd of May

HEILBRONN - CITY OF FUTURE

10:30 AM International Council

10:30 AM Side programme: Behind the Scenes - Guided Tour at Experimenta

We need places where mankind learns something about itself. Covering an area of around 25,000 square meters, the Experimenta Science Center offers a unique world of knowledge and self-exploration. With about 275 interactive creative studios and laboratories as well as an observatory and an extraordinary Science Dome, science can be experienced here with all your senses. Look forward to our guided "behind-the-scenes" tour through the Experimenta!

12:00 PM The mission of the city Heilbronn

The Bundesgartenschau Heilbronn 2019 (Federal Garden Show, BUGA) combines a classical garden exhibition with urban development of the city Heilbronn and sets impulses for the entire region of Heilbronn-Franken as well as the city itself. Within the BUGA Heilbronn 2019 a totally new city quarter will be developed and is already built.

The BUGA is more than a classical garden exhibition. The BUGA is part of a urban development concept of the city Heilbronn. This also goes together with the extension of the Experimenta, which is located nearby. There is a lot of movement in the city and Harry Mergel, Mayor of Heilbronn and President of the business development agency of the region Heilbronn-Franken will tell us more about the mission of the city of Heilbronn and the region.

1:00 PM Lunch Break

2:00 PM Urban development - Chances for Heilbronn

Guided Tour at the Bundesgartenschau / Federal Garden Show

The Federal Garden Show Heilbronn 2019 first opened its doors for visitors this April. On 40 hectares of downtown area and along the river Neckar, the unusual garden and city exhibition presents extraordinary gardens, highlights from art, music, dance and sports as well as knowledge on topics around the garden, health, city and mobility. We will take a guided tour through the Federal Garden Show and also visit a newly built city quarter developed by residents, architects, investors, the city of Heilbronn and the Federal Garden Show Heilbronn in 2019.

Reverse Mission Event Team

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The event team will be taking care of you during your stay in Baden-Württemberg. Feel free to contact us anytime.



Baden-Württemberg

MINISTRY OF ECONOMIC AFFAIRS, LABOUR AND HOUSING

