

The Culture and Media Policy of the German Federal Government

‘Culture and the arts are the driving forces of our society.’

Federal Government Commissioner for Culture and the Media Bernd Neumann

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An overview of the culture and media policy of the Federal Government

Culture and media for a better society

The Federal Republic of Germany is a nation that is open to the world with a culture that is firmly anchored in European tradition. A creative and open-minded society thrives on ideas and stimulus provided by culture and the arts. These form the basis of our history and our social existence. It is, therefore, the responsibility of politicians to promote art and culture, look after our cultural heritage and create the suitable environment for a rich and diverse cultural life.

The safeguarding of our diverse and free media also plays a fundamental role in our democracy, which is why the freedom of the press and the freedom of radio broadcasting are enshrined in the German Constitution, the Basic Law.

Cultural federalism – a proven model

Germany owes its cultural wealth to the diversity of its historic cultural landscape. Compared with other nations, Germany has a particularly dense network of cultural institutions. Cultural centres and outstanding cultural attractions exist not only in large urban conurbations but also in smaller towns and in the countryside.

This well-developed structure of Germany's cultural landscape is reflected in today's cultural federalism. According to the German Constitution, the promotion of culture falls within the scope of responsibilities of the federal states; however, according to the law of local self-government, this task is also allocated to the local authorities. Responsibility for the media also generally lies with the federal states.

What role does the Federal Government play?

On the one hand, the Federal Government ensures that the legal framework is favourable in order to promote culture and the media through legislation at national level. On the other hand, it funds cultural institutions and projects of national importance. Cultural representation of the nation as a whole in Berlin is another responsibility of the Federal Government. In addition, it represents Germany on various international committees. The Federal Government is a reliable partner for the federal states and local authorities, providing stimulus for cultural life throughout Germany as a whole.

The Federal Government gets involved in many different areas. These include:

- maintaining cultural institutions of cross-regional and national importance, such as the Art and Exhibition Hall of the Federal Republic of Germany and the Haus der Geschichte in Bonn (Museum of the History of the Federal Republic of Germany),

as well as the German Historical Museum and the Akademie der Künste (Academy of the Arts) in Berlin;

- being jointly responsible for culture in Berlin, the German capital. For this reason, it invests in major cultural construction projects in Berlin, such as the restoration of Museum Island on behalf of the Prussian Cultural Heritage Foundation or the Staatsoper Unter den Linden (Berlin State Opera);
- funding and supporting memorials of national importance to victims of National Socialist terror and the Memorial to the Murdered Jews of Europe in Berlin;
- commemorating the injustice of the former GDR in cooperation with memorials and institutions such as the Federal Foundation for the Study of the SED Dictatorship or the Berlin Wall Foundation;
- supporting German film, for example through the German Federal Film Fund (DFFF) and the German Film Awards, at which the highest prize money of all cultural awards in Germany is offered;
- financing the German Federal Cultural Foundation, which starts up and supports innovative projects with international appeal, such as the 'documenta' in Kassel and the 'Netzwerk Neue Musik' (Network New Music);
- being involved in the Genshagen Foundation as one of its founding members. The foundation provides a platform for cultural education in Europe and awards an annual prize for pioneering projects in this field in Germany;
- supporting cultural projects of national and international importance, such as the anniversary in 2017 of '500 Years of Reformation';
- ensuring improvements in basic conditions for art and culture, for example, in copyright law, in social insurance for individuals active in the cultural sector, and in tax benefits for those engaged in voluntary work and patrons of the arts;
- working to protect the cultural heritage and cultural diversity within an international framework, for example on the basis of UNESCO conventions;
- promoting accessibility to the cultural heritage of Germany's former eastern territories and settlements in Eastern Europe, presenting such heritage and carrying out research in this field;
- representing Germany's interests as regards cultural and media policy vis-à-vis the European Union;
- financing Germany's international broadcaster Deutsche Welle as Germany's media face to the world;
- ensuring the preservation of written records and the collection of all media works through the German National Library and the Federal Archives.

The Federal Government Commissioner for Culture and the Media

The post of Federal Government Commissioner for Culture and the Media (BKM) was created in 1998 in order to join all the Federal Government's tasks in the area of cultural and media policy under one roof. As Minister of State to the Federal Chancellor, the BKM is directly accountable to the Federal Chancellor and attends meetings of the Federal Cabinet. At the same time, he is head of a supreme federal authority. Approximately 210 employees work for the BKM in Berlin and Bonn.

Bernd Neumann has been Federal Government Commissioner for Culture and the Media since November 2005 and was confirmed in office after the parliamentary elections of Autumn 2009.

Minister of State Bernd Neumann

- 1942 Born in Elbing (West Prussia)
- 1963 to 1966 Teacher training
- 1966 to 1971 Teaching in Bremen
- 1971 to 1987 Member of the Bremen Parliament; 1973 to 1987 Chairman of the CDU Parliamentary Group in the Bremen Parliament
- 1979 to 2008 Chairman and since 2008 Honorary Chairman of the CDU Bremen
- since 1987 Member of the German Bundestag
- 1991 to 1998 Parliamentary Secretary of State (initially to the Federal Minister of Research and Technology, from 1994 to the Federal Minister of Education, Science, Research and Technology)
- 1998 to 2005 Spokesman for the CDU/CSU Parliamentary Group in the German Bundestag on the Committee on Cultural and Media Affairs
- since 2005 Federal Government Commissioner for Culture and the Media
- Prof. Dr (h.c.), University of Pécs, Hungary
- Appointed 'Commandeur des Arts et des Lettres' and honoured with the Polish cultural award 'Gloria Artis' in Gold
- Bernd Neumann is married and has two grown-up children.

The following institutions fall within the BKM's area of responsibility:

- the Federal Archives,
- the Federal Commissioner for the Files of the State Security Service of the Former German Democratic Republic (BStU) and
- the Federal Institute for Culture and History of Germans in Eastern Europe.

The BKM on international committees

The BKM represents Germany on the EU Council of Ministers for Culture in Brussels. The Minister of State is responsible for culture and media affairs at the semi-annual Franco-German Council of Ministers, as well as in governmental consultations with partners like Russia.

The BKM's budget

The Federal Government's culture budget has increased steadily since 2005, when Minister of State Bernd Neumann took up office. It now amounts to approximately EUR 1.2 billion. The Minister of State hopes to maintain the culture budget at a stable level over the next few years – as a sign of the special importance that the Federal Government attaches to culture.

The BKM's biggest expenses items include Deutsche Welle, Germany's international broadcaster, which receives some EUR 270 million in funding, the Federation's share of the Prussian Cultural Heritage Foundation, just under EUR 200 million, and the office responsible for the files of the State Security Service (Stasi) of the former GDR, which receives funding totalling some EUR 100 million annually. Funding that the German Bundestag has earmarked specifically for special programmes – for example EUR 15 million for a Special Funding Programme for the Protection of Historic Monuments in 2011 forms part of the BKM's budget. The German Bundestag has budgeted some EUR 50 million for cultural investments for 2012, including EUR 30 million for a Second Special Funding Programme for the Protection of Historic Monuments Programme. A further EUR 25 million was added to this funding from the 2012 Supplementary Budget, which will partly be used to redesign the Gemäldegalerie (Old Master Paintings) in Berlin. The German Bundestag will be making EUR 5 million available annually to fund events to mark the 500th anniversary in 2017 of the Reformation.

EUR 41 million has been earmarked over the coming four years for research measures, for instance for the preservation of at-risk written cultural assets.

Additional funding for culture

In addition, the German Bundestag has in recent years allocated further extensive funding to the arts and culture. For example, in 2007 it made available an additional EUR 400 million to supplement the BKM's budget to maintain Germany's cultural heritage – the largest cultural investment programme in Germany's history. The funding is available, for instance, to large-scale projects such as the restoration of the Staatsoper Unter den Linden. Some EUR 100 million from the Second Economic Stimulus Package was also earmarked for cultural infrastructure projects, for example to restore the Bauhaus Dessau.

Culture

Funding important cultural institutions and preserving cultural heritage

The Federal Government assumes responsibility for major German cultural institutions

One of the main focuses of the work of the BKM is the preservation and maintenance of major German cultural institutions. The Federal Government Commissioner for Culture and the Media supports cultural institutions of national and international importance, as well as outstanding individual projects throughout Germany. Together with the federal states, he finances many cultural institutions of importance to our heritage, such as the Prussian Cultural Heritage Foundation with its numerous institutions in Berlin. These include the Klassik Stiftung Weimar and the Prussian Palaces and Gardens Foundation Berlin-Brandenburg, which looks after the historic buildings and gardens dating from the era of the Prussian kings.

With its 15 museums and other institutions, the **Prussian Cultural Heritage Foundation** is one of the world's largest cultural institutions. At the heart of the foundation is Museum Island in central Berlin, with the Altes Museum (Old Museum), the Neues Museum (New Museum), the Pergamon Museum, the Bode Museum and the Alte Nationalgalerie (Old National Gallery). Visit the museum portal www.smb.spkberlin.de for information on current events, opening times and admission prices.

In addition, the BKM runs the German Historical Museum in Berlin, and the Haus der Geschichte der Bundesrepublik Deutschland and the Art and Exhibition Hall of the Federal Republic of Germany in Bonn. The Minister of State's budget also finances important archives and libraries.

Funding outstanding institutions in Berlin

The Federal Government is very interested in ensuring that Berlin has an attractive cultural life that reflects its importance as the representative of Germany as a cultural nation. That is why the BKM promotes cultural institutions of national importance and outstanding projects in Berlin. Examples include the Jewish Museum Berlin, the Haus der Kulturen der Welt (House of World Cultures), the Martin-Gropius-Bau exhibition hall, the Berliner Festspiele and the film and television museum Deutsche Kinemathek.

In addition, the BKM promotes important building and reconstruction projects in the capital city, such as the completion of Museum Island. EUR 200 million has been earmarked for the renovation of the Staatsoper Unter den Linden. With the planned reconstruction of the Hohenzollern Imperial Palace and its use as the Humboldt Forum, a cultural meeting place and centre for dialogue between world cultures and

science will emerge in the historic heart of Berlin. The reconstruction of the palace is the responsibility of the Federal Ministry of Transport, Building and Urban Development. The BKM is responsible for deciding how the palace is to be used in terms of its content. The Prussian Cultural Heritage Foundation will be the main user of the Humboldt Forum.

National cultural institutions in the regions

The Federal Government Commissioner for Culture and the Media considers himself responsible for promoting and strengthening national cultural heritage in all regions of Germany. Around 70 institutions receive permanent funding, such as the Bayreuth Festival, the Goethe House in Frankfurt and the Beethoven House in Bonn. The BKM also contributes to major construction projects, for example the extension to the German National Library in Leipzig and the Deutsches Auswandererhaus (German Emigration Centre) in Bremerhaven.

In Brandenburg, Mecklenburg-Western Pomerania, Saxony, Saxony-Anhalt and Thuringia, the Minister of State works together with the governments of the federal states and with local authorities in providing long-term support for 20 ‘cultural lighthouses’, including the Bauhaus Dessau Foundation, the Luther Memorials Foundation and the Francke Foundations in Halle. In addition, the programme ‘Investments for national cultural establishments in Eastern Germany’ provides funding for specific institutions such as the Grassi Museums in Leipzig, the German Hygiene Museum Dresden Foundation, the Bach House in Eisenach and the Staatliches Museum Schwerin.

Focussing on the protection of historic monuments

There are around 1.3 million monuments in Germany. Preserving them is an important task of cultural policy. For six decades now, the Federal Government has funded the renovation of architectural monuments, historic parks and gardens, as well as archaeological sites through its various monument maintenance programmes. Many of the 36 UNESCO World Heritage Sites, such as Cologne Cathedral, Wartburg Castle and the World Cultural Heritage Site at the Völklingen Ironworks in Saarland, have received federal funding.

As well as long-term funding programmes such as the ‘Valuable National Cultural Monuments’ programme, a total of just under EUR 100 million in funding was made available in 2007, 2011 and 2012 to an additional three special funding programmes for the protection of historic monuments. The BKM was also able to use some EUR 24.5 million in funding from the Federal Government’s Second Economic Stimulus Package for the restoration of national cultural monuments. The protection of historic monuments will continue to be one of the focuses of the work of the BKM.

Preserving written cultural assets

The fire at the Duchess Anna Amalia Library in Weimar in 2004 and the collapse of the Cologne Archives in 2009 have made the wider public aware that ancient books, historical papers and sources are extremely important and, at the same time, the most

vulnerable evidence of our national culture. The documents in German archives and libraries are not only threatened by accidental damage, but also, in the case of ancient papers, by acid degradation.

The directors of Germany's major libraries and archives united in the 'Allianz Schriftliches Kulturgut erhalten' (Alliance for the Preservation of Written Cultural Assets) approached politicians in 2009 as part of a campaign called 'Zukunft bewahren!' (Preserve the future!) with the aim of making the public more aware of this valuable cultural heritage. In 2011 the Federal Government and the federal state governments together founded the Coordination Office for the Maintenance of Written Cultural Goods at the Staatsbibliothek zu Berlin (Berlin State Library), part of the Prussian Cultural Heritage Foundation. It evaluates the current state of knowledge on conservation, links up existing networks and centres of excellence, and supports model projects.

Fighting illegal trade in cultural assets

In 2008, Germany joined the UNESCO Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property 1970, 38 years after it was drafted, as a result of efforts by the Minister of State. In addition, the BKM set up www.kulturgutschutz-deutschland.de/EN, a website and database run jointly by the Federal Government and the federal states, which went live in 2010. On this website, users can search through a complete list of 'nationally valuable cultural property' and a complete list of 'nationally valuable archives', as well as information on the authorities responsible for these assets on the national and regional level in Germany.

Returning cultural assets expropriated under Nazi persecution

During the National Socialist era, a large number of assets were expropriated, mainly from Jewish owners. Many had to leave behind or sell their belongings before fleeing Germany. The Federal Government is committed under the Washington Declaration of 1998 to finding fair and just solutions for the restitution of Nazi-confiscated art. In 1999, together with the federal states and local authorities, the Federal Government signed a 'Joint declaration on the unearthing and restitution of cultural property expropriated as a result of Nazi persecution, especially from Jewish owners'. This declaration calls upon all public institutions to conduct a prompt and comprehensive investigation of their cultural assets.

Following talks with representatives of the federal states and local authorities, Minister of State Bernd Neumann ensured that the principles of fair and peacemaking settlements were in fact implemented. Up-to-date guidelines on how to conduct such investigations have been available since 2007. Since 2008, the Arbeitsstelle für Provenienzrecherche/-forschung (Bureau for Provenance Investigation/Research), which is affiliated with the Prussian Cultural Heritage Foundation, has worked in cooperation with the Kulturstiftung der Länder (Cultural Foundation of the Federal States) in assisting museums, libraries and archives with the identification of cultural assets expropriated as a result of Nazi persecution. It also works together with the Koordinierungsstelle für Kulturgutverluste (Coordination Office for Lost Cultural

Assets) in Magdeburg, which, also funded by the BKM, publishes reports on investigations and findings in the online database www.lostart.de.

German cultural heritage in Eastern Europe

On the basis of section 96 of the German Federal Expellees Act, and working together with the federal states, the BKM supports a large number of museums, as well as academic and cultural institutions dedicated to investigating, researching and communicating the history and culture of former German territories and settlements in Eastern, Central Eastern and South Eastern Europe. Examples of such regions include Bohemia and Moravia, East Prussia, Silesia and Transylvania. The Federal Institute for Culture and History of the Germans in Eastern Europe in Oldenburg plays an advisory and coordinating role on the basis of its own research.

Since 1989/90, with the fall of the Berlin Wall and the opening of the Iron Curtain, the right conditions have been in place to present exhibitions on centuries of cultural history of the Germans in cross-border cooperation projects, to research this history in greater depth, and to rediscover its richness and its interaction with other cultures on site, working together with our eastern neighbours.

The fine arts, the performing arts, literature and music

Lively arts and culture scene

Germany is a country that is open to the world with a lively arts and culture scene that attracts many artists from abroad. In order to keep Germany attractive for foreign artists, the Federal Government not only funds contemporary art in Germany, but also promotes international exchange.

The fine arts

The German Federal Cultural Foundation facilitates outstanding projects and exhibitions, such as the 'documenta' in Kassel, one of the world's most important exhibitions for contemporary art, or the 'transmediale' in Berlin, Germany's biggest festival for art and digital culture. The German Federal Cultural Foundation is funded from the BKM's budget.

The Federal Government has been collecting art since 1970. The Contemporary Art Collection of the Federal Republic of Germany includes more than 1,500 pieces of artwork, and documents the full spectrum of artistic creation in Germany after 1945. The collection is not only notable for its own major exhibitions, but also as a valued lender to many institutions throughout Germany. An independent acquisitions committee ensures that the collection stays up to date.

Dance and theatre

Funding dance is an important focal point of the German Federal Cultural Foundation's work. The funding programme 'Tanzplan Deutschland' (Dance Plan Germany) has helped this art form gain greater recognition in Germany. Two funds are carrying this work forward: the 'Tanzfonds Erbe' (Dance Fund Heritage) supports artistic dance projects; the 'Tanzfonds Partner' (Dance Fund Partners) initiates partnerships between dance institutions and schools. Through initiatives launched by the German Federal Cultural Foundation the BKM funds projects of national significance, such as the 'Nationale Performance Netz Tanz' (National Performance Network Dance) to promote contemporary dance productions across Germany, the Federal Youth Ballet and the 'Tanzplattform Deutschland' (Dance Platform Germany), one of Europe's most important dance events.

Theatre acts as an important mirror of social developments. For this reason, the Federal Government funds theatre projects with cross-regional and international appeal, such as the Ruhr Festival in Recklinghausen and the festival Theater der Welt (Theatre of the World), which is held once every three years in a different town or city in Germany. In addition, the German Federal Cultural Foundation funds theatre projects through the Fonds Darstellende Künste (Performing Arts Fund) and also finances Berlin's Theatertreffen (Theatre Festival), which every year selects ten pioneering German-language theatre productions presented in one single season.

The **German Federal Cultural Foundation** was established in 2002 in Halle an der Saale and promotes innovative projects of contemporary art and culture that have international as well as national appeal. For example, it finances the Fonds Darstellende Künste (Performing Arts Fund), the Deutscher Literaturfonds (German Literature Fund), the Deutscher Übersetzerfonds (German Translators' Fund) and the Fonds Soziokultur (Socio-Cultural Fund). Information on individual events, programmes and funding opportunities is available at www.kulturstiftung-des-bundes.de/cms/en.

Funding literature

The Federal Government promotes contemporary literature with funds for writers and translators, and awards international prizes, such as the Italian-German prize for translators and the Franz Hessel Prize, the Franco-German prize for literature. Major writers' associations, such as the P.E.N.- Zentrum Deutschland (German P.E.N. Centre) and the Verband Deutscher Schriftsteller (German Writers' Association) receive funds for individual projects. Through the P.E.N. project 'Writers in Exile', the Federal Government supports writers from across the globe living in Germany as political exiles.

Preserving Germany's rich literary heritage is another area of interest. That is why important literary museums, libraries and archives, such as the Deutsches Literaturarchiv (German Literature Archive) in Marbach, the Duchess Anna Amalia Library run by the Klassik Stiftung Weimar, the Goethe House run by the cultural institution Freies Deutsches Hochstift in Frankfurt am Main, the Kleist Museum in

Frankfurt an der Oder and the Thomas Mann Museum Buddenbrookhaus in Lübeck, receive federal funds. Minister of State Bernd Neumann also supports the Deutsche Akademie für Sprache und Dichtung (German Academy for Language and Poetry) in Darmstadt, which awards the Georg Büchner Prize, one of Germany's most important literary prizes.

Focussing on music

The Federal Government promotes German music through, among other things, major institutions such as the Berliner Festspiele, Rundfunk Orchester und Chöre GmbH Berlin and the Bayreuth Festival.

'Initiative Musik', which is dedicated to young musicians, is another innovative project.

The initiative was established in 2007 as a public-private partnership in collaboration with the music industry and helps young musicians and youth bands active in the areas of rock, pop and jazz find their feet in the market. Strengthening the position of amateur music is also of particular interest to the Federal Government and one of the most important tasks of the Deutscher Musikrat (German Music Council). This umbrella association for music organisations in Germany has received federal funding for many years.

Artists can apply for **scholarships and admission** to the following cultural institutions abroad, all of which are promoted by the BKM:

- German Academy Villa Massimo and Casa Baldi in Rome
- German Study Centre in Venice
- Villa Romana in Florence
- Cité Internationale des Arts in Paris
- Villa Aurora in Los Angeles

All essential information can be found at www.kulturstaatsminister.de (in German only).

Creating the ideal environment

Shaping legislation

The Federal Government is responsible for shaping legislation in a way that creates the most favourable possible environment for creative artists and media representatives and the right conditions for art and creativity to develop to the full.

Copyright law

Intellectual property requires special protection in the age of the Internet. That is why at Germany's initiative, copyright protection has been made a key issue at European level. In this area, the Federal Government Commissioner for Culture and the Media works in close cooperation with his colleagues in the Cabinet and in the EU Council of Ministers for Culture. In his 12-point statement 'No Cultural Diversity without Copyright', the Minister of State clearly positioned himself early on in the debate – in

favour of protecting intellectual property.

Minister of State Bernd Neumann regards himself as an advocate for creative artists. Illicit copying from the Internet is no trifling offence, but threatens the livelihoods of artists and those engaged in the cultural sector, as well as entire industries. That is why the Federal Government intends to create effective tools to combat breaches of copyright on the Internet. All thoughts in this area must focus on the creative artists themselves as the creators of works of art, and the Internet service providers must take on more responsibility.

Ancillary copyright law

Until now, compared with other distributors of works protected under copyright law such as the producers of sound recordings, broadcasting companies, film producers and concert organisers, the organisational, technical and entrepreneurial output of the press publishing houses has not been protected under copyright law. At the suggestion of the Minister of State, the creation of an ancillary copyright law for press publishing houses was agreed with the aim of enhancing the protection of press products on the Internet. The new law, which has been adopted by the Federal Government, takes into account the rights of journalists and other authors in an appropriate and balanced manner.

Social security insurance for artists and writers

Social security insurance for artists and writers provides individuals active in the cultural sector with access to statutory health insurance and long-term care insurance, as well as insurance cover against poverty in old age. Half of this is financed through contributions paid by the insured person, while the so-called employer share is paid by the Federal Government and those who 'exploit' the products of artists and writers.

Over the last few years, the Künstlersozialkasse (Artists' Social Fund) has been stabilised and made future-proof. Statutory changes have increased the number of employers liable to pay contributions so that the tax burden is spread as widely as possible. As a result, contribution rates have been reduced, a fundamental step in support of social security, as well as a means to strengthen the cultural and creative industries in Germany.

Promoting voluntary work

The reform of charity law has improved basic tax conditions for donations and charitable work. The numerous financial changes – the raising of tax allowances, the doubling of the level of tax-deductible donations and the improved status of foundations – have all had a positive impact on cultural life in Germany. Strengthening voluntary work, which makes an important contribution to culture in Germany, remains a focal point of cultural policy.

The **Künstlersozialkasse (Artists' Social Fund)** is the point of contact for all enquiries relating to social security insurance for artists and writers, and advises them as well as those who 'exploit' their work – www.kuenstlersozialkasse.de (in German only).

Reduced VAT rate and fixed book prices ensure greater diversity

The reduced value added tax (VAT) rate of seven per cent for cultural assets is a key measure for promoting culture. It helps to ensure that, for instance, books, printed matter, theatre tickets and museum entrance fees are affordable for everyone. It helps the cultural sector in many ways and contributes to maintaining cultural diversity. Another important pillar of diversity and social participation in culture is book price fixing. Book prices in Germany had been fixed on a voluntary basis for more than a century before book price fixing became statutory in 2002. Fixed book prices ensure the unique breadth and quality of books in Germany, as compared with the rest of the world, and thus the existence of many, even small, publishing houses and bookshops in the age of the Internet.

Culture as a state goal

Including culture as a state goal in the Basic Law would highlight the important status of culture as a whole. The Federal Government Commissioner for Culture and the Media supports this aim. The governing parties stipulated in their Coalition Agreement that talks are to be initiated over changes to the Basic Law. This means that culture as a state goal is still on the agenda.

What is the purpose of fixed book prices?

It ensures

- a country-wide and comprehensive network of bookshops;
- availability of books at stable prices in the long term;
- a large number of new publications each year;
- specialist advice provided by trained staff; and
- a fast nationwide delivery service.

Cultural education and media literacy

Access to culture

Minister of State Bernd Neumann has declared cultural education one of the key issues of his cultural policy. The focus here is on people who have not yet made much use of publicly funded cultural institutions and what they have on offer.

The aim is for everyone to be able to enjoy culture, irrespective of their financial situation or social origin. Since 2010, projects receiving funding in this area are those that communicate artistic and cultural values, have a long-term impact and are exemplary in terms of their innovative strength at a national level.

Preis für Kulturelle Bildung (Cultural Education Award)

Minister of State Bernd Neumann awarded his 'Preis für kulturelle Bildung' (Cultural Education Award) for the first time in 2009 as a way of acknowledging the importance of exemplary cultural education projects. The prize money amounts to EUR 60,000 in total. The prize is awarded annually to three exemplary projects.

Cultural institutions get involved

Museums, libraries and archives funded by the Federal Government offer special programmes aimed at better mediating art and culture. As a means of removing barriers to access to cultural institutions, some museums, such as the National Museums in Berlin, the Haus der Geschichte der Bundesrepublik Deutschland in Bonn and the Bauhaus in Dessau, offer free admission to children and young people.

Cultural education in Europe

It was at the initiative of Minister of State Bernd Neumann that the task of bringing arts and culture in Europe closer to the people became a new area of work for the Genshagen Foundation, which is jointly funded by the Federal Government and the federal state of Brandenburg. It promotes dialogue between cultural education experts and facilitates concrete cooperation projects throughout Europe. It gives young people throughout Europe the opportunity to meet.

Cultural education is also an important topic at EU level. The EU Council of Ministers for Culture adopted recommendations in this area in 2009. Minister of State Bernd Neumann is working to ensure that cultural education of young people is firmly anchored as an interdisciplinary task in the EU's funding programmes and initiatives.

An Instrument for Every Child

The German Federal Cultural Foundation also funds innovative and model projects promoting cultural education. These include the initiative 'An Instrument for Every Child', which was run within the framework of the European Culture Capital 'RUHR 2010' in the Ruhr region of Germany. The project has now firmly established itself – without federal funding – and is being copied in many regions across Germany.

This initiative offers all first year-primary school children the opportunity to become acquainted with a large number of instruments – from guitars, cellos and percussion instruments to Turkish Baglama – and then choose their favourite instrument, which they may then borrow free of charge for school lessons and practice at home.

Schools meet 'Dance Partners' and 'Culture Agents'

The 'Tanzfonds Partner' (Dance Fund Partners) – also initiated by the German Federal Cultural Foundation – creates partnerships between schools and dance companies as a means of promoting an understanding of contemporary dance among children and young people. Working together with dancers and choreographers, they produce one performance each year. Twelve to 15 dance partnerships across Germany will receive funding between 2012 and 2014.

'Kulturagenten für kreative Schulen' (Culture Agents for Creative Schools) is the name of a major new cultural education programme through which the German Federal Cultural Foundation, working together with the Mercator Foundation, facilitates cooperation projects between schools and cultural institutions. The aim is to firmly anchor art and culture in everyday school life.

'Agents' for culture are appointed to schools to work alongside teachers and pupils in developing a cultural programme, initiating cooperation projects with local cultural institutions and carrying out art projects at school. A total of 138 schools in five federal states are taking part in a four-year model phase.

Media literacy for children and young people

Children today are exposed to a variety of media influences. Learning how to deal with media responsibly and with awareness is not simply part of personal development, but also forms an important precondition for mature and responsible involvement in social processes in our democracy. This is why Minister of State Bernd Neumann has initiated a large number of projects promoting media literacy.

Online information about cultural education

Important institutions:

- Genshagen Foundation

www.stiftung-genshagen.de

- German Federal Cultural Foundation

www.kulturstiftung-des-bundes.de

Projects:

- BKM-Preis Kulturelle Bildung (BKM Cultural Education Award)

www.kulturstaatsminister.de

- An Instrument for Every Child

www.jedemkind.de

- Tanzfonds Partner (Dance Fund Partners)/Kulturagenten (Culture Agents)

www.kulturstiftung-des-bundes.de

-VISION KINO

www.visionkino.de

- Ein Netz für Kinder (A Net for Children)

www.ein-netz-fuer-kinder.de

- fragFINN (askFINN)

www.fragfinn.de

- National Print Media Initiative

www.nationale-initiative-printmedien.de

- German Computer Game Prize

Vision Kino

Among these projects is the 'VISION KINO' (Vision Cinema) network, which reinforces knowledge of film among children and young people and at the same time

increases awareness of cinema as a cultural venue. SchulKinoWochen (School Cinema Weeks), involving around 650,000 pupils, is one of Europe's biggest film education projects.

With its accompanying educational material, pupils can prepare for and review the films in lesson time. In addition to the films, talks with film-makers and accompanying training for teachers are also available, among other things.

Internet for children

Children and young people are especially at risk when surfing the Net. That is why the Federal Government, working together with companies and associations operating in the telecommunications and media industry, initiated the project 'Ein Netz für Kinder' (A Net for Children) in 2007. It promotes good and educationally valuable websites for children.

In addition, 'fragFINN' (askFINN) was created within the framework of this initiative as a safe space for eight- to twelve-year-olds to surf the Internet. It offers children the freedom to surf the Internet without coming across unsuitable content. The content of these websites for children is edited by media teachers.

National Print Media Initiative

Newspapers and magazines are leading media in our society. The National Print Media Initiative is a particularly important project for developing an awareness among young people of what constitutes democratic behaviour. Because newspapers and magazines are in competition with new media they are losing the battle for young readers.

Promoting valuable computer games

Computer games are an important part of many people's leisure time activities. That is why, in 2007, the German Bundestag adopted the resolution 'Wertvolle Computerspiele fördern, Medienkompetenz stärken' (Promote valuable computer games, strengthen media literacy) and called upon the Federal Government to work together with the games industry and award a prize for culturally and educationally valuable computer games.

With the blinding array of games on the market, the 'Deutsche Computerspielpreis' (German Computer Game Prize), which was first awarded in 2009, is designed to provide guidance to both games players and the games industry with its great potential for development, especially with regard to demanding games. In this way, the Federal Government is also promoting the further development of this future-focussed industry.

How to install 'fragFINN' (askFINN), the safe space for children to surf the Internet
Free software is available to download in the adult section of www.fragFINN.de.
Using this software, users can install this safe space for surfing the Internet on their own computers. Once the software is activated, children can only browse approved websites. Additional websites can be added to and individual websites blocked from the Internet space. That way, the Internet space can be adapted individually according to the child's abilities.

The cultural and creative industries

Growth and employment

The cultural and creative industries are among the strongest growth industries of the German economy. In 2010, they generated turnover of EUR 137 billion. A total of 244,000 companies are active in this sector, employing around one million people. Minister of State Bernd Neumann has launched a whole series of initiatives that promote the various sub-sectors of the cultural industry and encourage greater innovation. These include the Cultural and Creative Industries Initiative, the German Federal Film Fund (DFFF) and the Initiative Musik.

A varied and diverse sector

Design, books, architecture, music, film, computer games, advertising – the cultural and creative industries are very varied and diverse. This diversity is reflected in the forms and sizes of the companies themselves: In addition to independent artists, publicists and other freelance professionals, there are many, mainly small and medium-sized companies, such as advertising agencies, publishing houses, galleries and music production companies, generating turnover in this industry.

Cultural and Creative Industries Initiative

The cultural and creative industries will continue to offer great opportunities for further economic growth and employment. The industry is supported by the Cultural and Creative Industries Initiative, which the Federal Government set up in 2008 at the initiative of the BKM and the Federal Ministry of Economics, which coordinate its implementation. Other government departments are involved, too, for example, in answering queries about copyright law, tax law and social security issues.

Centre of Excellence for the Cultural and Creative Industries promotes networking

The Federal Centre of Excellence for the Cultural and Creative Industries was opened in Eschborn in 2009. In addition to its advisory activities, the centre acts as a forum for bringing the needs and demands of those working in the creative industry to the attention of politicians.

Eight regional offices were set up as a way of firmly anchoring the work of the Centre

of Excellence in the federal states. They offer individual services, such as business advice and open days, and organise regional networks for those active in this industry.

The eight **regional offices** of the **Cultural and Creative Industries Initiative** can be contacted by telephone on **+49 (0) 30 346 465 300**. Enquiries can also be sent by email to kreativ@rkw.de.

Information on the Initiative, on the cultural industry as an area of work and on public funding is available at www.kultur-kreativ-wirtschaft.de (in German only).

Media

Traditional and new media

Lightning fast development

New digital media have a major impact on the social and everyday life of every individual. Currently, every German over the age of 14 years spends on average 140 minutes a day on the Internet – and the trend is upward. Leisure time, working life, private communication, the way in which people gather information and the formation of social networks have changed significantly in many sections of society.

The lightning fast development of the media landscape presents major challenges for traditional media like newspapers and television. Past developments have shown time and again that new products and services are initially able to put existing ones under pressure, but that ultimately they cannot drive them out of the market completely. Presse-Grosso, the federal association of German book, newspaper and magazine wholesalers, is a special guarantor of diversity in newspapers and magazines, since its sales structures ensure the economic existence of small publishing houses and competition between publishing houses.

Opportunities and risks

New media create great opportunities for better access to culture for broad sections of society and these should be exploited to the full. They offer previously unknown potential for acquiring information, worldwide networking, new business areas and new careers. That is why the Federal Government aims to promote new media.

This development is, however, accompanied by risks, for instance in the area of copyright protection. An important task of the BKM is to advocate the interests of authors, composers and film-makers who create cultural output which, in turn, creates a long value added chain. Minister of State Bernd Neumann is working to ensure that they receive fair remuneration for their services, which is threatened by illegal use and illicit copying.

All levels of government are called upon to act

Many media issues require government action. The public sector guarantees the safety and quality of the media, access to media and diversity of opinion at various levels. As is the case with culture, the federal states are, in principle, responsible for media issues in Germany. However, the Federal Government has legislative powers over individual topics, such as telecommunications, copyright law and publishing law.

In addition, the Federal Government is responsible for developing proposals for government measures and media policy strategies. In 2009, for instance, the BKM presented the most comprehensive stock-taking of media developments in the history of the Federal Republic of Germany to date, the so-called 'Medien- und Kommunikationsbericht der Bundesregierung' (Federal Government Media and

Communications Report). It forms the basis of the Federal Government's media policy.

There are many issues that can no longer be resolved at national level, and this is especially true in the case of the media. The EU is increasingly influential in the area of media policy and establishes regulations on this subject that need to be taken into account in national legislation. Statutory regulations for radio broadcasting and television companies are an example of this; they need to be updated in consideration of the new potential of digital technology.

Minister of State Bernd Neumann represents Germany at EU level on these matters. In 2007, the EU Ministers for Culture agreed, during the German Council Presidency, on the new Audiovisual Media Services Directive, which safeguards the central elements of our democratic society, such as the protection of minors, the protection of human dignity, cultural wealth, and diversity of opinion and information in media products and services. Germany, like most of the EU Member States, has already transposed the Directive into national law.

The German and European Digital Library

An example of the opportunities that the Internet offers is the Deutsche Digitale Bibliothek (German Digital Library), which is funded by the BKM. The aim of the project is to provide every German citizen with online access for the first time to the existing digital records of over 30,000 German cultural and academic institutions.

Digital copies of books, pictures, archive material, music and films from libraries, archives, museums and academic institutions will be available online for everyone to view – in compliance with copyright law. All these copies will be made available at www.deutsche-digitale-bibliothek.de and then merged with the European Digital Library Europeana.

Visit www.europeana.eu to search for pictures, texts, sound recordings and videos in the European Digital Library Europeana. Twenty million digital objects from European museums, archives and libraries are now available online – with more being added each day.

Deutsche Welle

Deutsche Welle is Germany's international broadcaster. Its multimedia programme is produced in German and 29 other languages for people all over the world.

This makes Deutsche Welle Germany's media face to the world and an important cultural ambassador for Germany abroad. It communicates the perspectives and values that Germany stands for as a mature cultural nation in Europe – most importantly human rights, freedom and democratic development.

Working worldwide

The media company employs around 1,500 staff in Bonn and Berlin, as well as other locations worldwide. DW-TV produces television programmes in German, English, Spanish and Arabic. The website www.dw-world.de publishes information in 30

languages for people across the world. Additional Deutsche Welle radio programmes are broadcast in Africa and parts of Asia.

Deutsche Welle is funded from the BKM's budget. Under the Deutsche Welle Act, it is obliged to uphold the values of free journalism as an independent broadcaster.

Over the next few years, Deutsche Welle will become the most important electronic medium for promoting German language and culture abroad and, therefore, will play an important role in Germany's foreign relations. Through its credibility, it makes a major contribution to Germany's reputation abroad. It contributes to independent and pluralistic reporting worldwide, working closely with Germany's state-owned television channels ARD and ZDF.

Focussing on training and further education

In addition to its journalistic activities, Deutsche Welle conveys its knowledge within the framework of training and further education at the DW Academy, working in cooperation with university partners, and provides vocational training for broadcasting specialists from developing countries. That is how, for example, it supports the establishment of democratic structures in these countries.

If you would like to recommend Deutsche Welle to friends abroad, or if you are looking for information for yourself, please visit www.dw-world.de. Here you can find news from Germany and abroad, information on receiving DW-TV and DW-RADIO, free interactive German lessons and much more besides.

Film funding

Films from Germany enjoy great success

Film is a cultural asset that draws in audiences of millions of people. However, the film industry is also an important global industry. Germany is playing an increasingly significant role in this international business.

This is mainly thanks to the German Federal Film Fund (DFFF), a new strategy for financing film initiated by Minister of State Bernd Neumann. The DFFF has significantly improved the basic economic conditions for the German film industry and the appeal of Germany as a location for film production. Not only has this resulted in German productions and co-productions celebrating an unparalleled number of successes at international festivals. It has also meant that more and more international films, such as 'Cloud Atlas', 'Anonymous' and 'Unknown Identity', are being shot in Germany.

German films have for years been achieving good market shares – some 22 per cent in 2011 – and are thus providing significant competition for foreign box office hits in particular. Germany is not only well known for its artistically challenging films, but also for its important film festivals, such as the Berlinale.

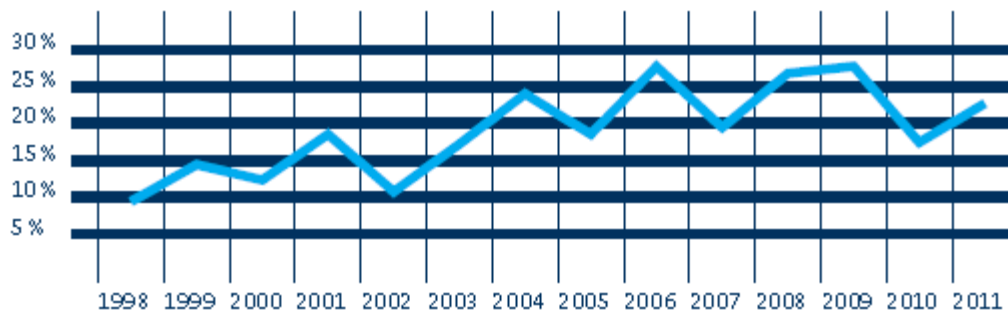
Film funding by the Federal Government

State funding supports the positive development of the film industry in Germany in the long term. Alongside the German Federal Film Board (FFA) and the film funding institutions of the federal states, the Federal Government is active in this area, too. It will be spending around EUR 98 million on film funding in 2012, thus making a significant impact on the film industry as a whole.

This has a positive effect on the labour market, too. It is not, after all, only film producers and actors that benefit from Germany as a good location for film-making, but also the film technology industry, visual effects producers and many other companies. In addition, state film funding contributes to the quality and diversity of films. For example, state funding enables films to be made that cannot be financed in the market, but that are culturally valuable.

Market shares of German films in cinemas – 1998 to 2011

Source: FFA



For detailed **information on the BKM's film funding**, including deadlines and funding applications, please go to www.kulturstaatsminister.de (in German only).

What funding opportunities are available?

The most important driving force behind the positive development of the German film industry is the German Federal Film Fund (DFFF), which was established at the initiative of Minister of State Bernd Neumann. Since 2007, the Federal Government has provided this fund with an additional EUR 60 million each year to fund the German film industry. Since then, the DFFF has made a significant contribution to improving the basic economic conditions of the film industry in Germany and providing long-term stimulus for Germany as a location for film production.

By the end of 2011, the DFFF had spent around EUR 296 million on funding for 527 projects spanning all categories and genres. Among these projects, the film productions alone triggered investments in Germany worth EUR 1.8 billion – i.e. six times the funding amount. Thanks to the success of the funding model with its economic and cultural policy objectives, the DFFF, originally set up for a term of three years, was extended. Added to this is the BKM's cultural film funding. It supports concrete film projects and benefits the development of film scripts, full-length feature films, documentary films and children's films, as well as short films.

The Deutscher Filmpreis (German Film Awards) plays an important role in terms of the Federation's film funding. Awarded every year since 1951, it grants awards in several categories and is Germany's most lucrative cultural award, offering prize money of around EUR 3 million. Alongside the German Film Awards, the BKM finances the Deutscher Kurzfilmpreis (German Short Film Award), the Deutscher Drehbuchpreis (German Screenplay Award), the Verleiherpreis (Distributor Award) and the Kinoprogrammpreis (Cinema Programme Award), which is mainly awarded to smaller cinemas with an annual programme of culturally outstanding films.

The Berlinale and other film festivals

Every February, the Berlin International Film Festival, the Berlinale, draws in international stars to walk the red carpet in Berlin. It is probably Berlin's most important cultural and media event and makes an enormous contribution to Germany's international reputation as a location for film-making. The Berlinale attracts around 20,000 film professionals from 120 countries and, with 300,000 admission tickets sold, it is the world's biggest public film festival. In addition, the BKM supports a number of other festivals, such as the International Leipzig Festival for Documentary and Animated Film and the International Short Film Festival in Oberhausen.

New technology in cinemas

Cinemas have been affected by digitalisation, too. The days of film reels are numbered. The future of film lies in digital processes – from production through to film projection. As conversion to digital film equipment is associated with high costs, this often threatens the livelihoods of small cinemas. In order to maintain the diversity in Germany's cinema landscape, the BKM in 2011 launched a funding programme to support those cinemas, including numerous art-house cinemas, that need financial help so as to be able to convert to digital film equipment.

Commemoration and remembrance

Commemoration and remembrance

The Federal Government's Memorials Strategy

Due to its recent history, Germany is especially responsible for commemorating the consequences of terror and tyranny.

History must be continuously reappraised and communicated to young people in particular so that the memory of victims' sufferings is kept alive for future generations. The preservation of authentic historic sites is extremely important in this respect.

There are a large number of memorials in Germany, usually run by the federal states and local authorities with a high level of commitment from German citizens. The Federal Government is also very much involved in supporting institutions and memorial projects of national and international importance.

The Memorials Strategy presented by the BKM and approved by the German Bundestag in 2008 forms the basis of the Federal Government's work in this area. In addition, the German Bundestag has increased funding for memorials by 50 per cent. This means a sustainable improvement to conditions for dealing with these topics in Germany.

Remembering the victims of National Socialism

Through its policy of persecution and extermination, the National Socialist (Nazi) regime claimed the lives of millions of people. Remembrance of Nazi terror is shaped by the knowledge that no other event in history is comparable to the Holocaust. The systematic genocide of European Jews as a crime against humanity of previously unknown proportions forms an exceptionally important part of the German culture of remembrance now and for all times.

Memorials and institutions in Berlin

The Memorial to the Murdered Jews of Europe with its Information Centre in the heart of Berlin is the Federal Republic of Germany's central Holocaust memorial site. It was erected using Federal funding, as was the memorial to the homosexuals persecuted by the Nazis. Another important project is the memorial to the murdered Sinti and Roma.

The permanent exhibition Topography of Terror with its new Documentation Centre, which was opened in 2010, the House of the Wannsee Conference and the German Resistance Memorial Centre in Berlin are among the outstanding institutions supported by the BKM. They are located in authentic historic sites and document Nazi crimes against humanity.

Permanent funding of concentration camp memorials

The concentration camp memorials at Buchenwald, Mittelbau-Dora, Ravensbrück and Sachsenhausen have been receiving institutional federal funding for many years to support their important commemorative and educational work. Western Germany's four major memorials in Bergen-Belsen, Dachau, Flossenbürg and Neuengamme have received permanent federal funding since 2009. The BKM has also set up a funding programme for the restoration of memorials.

Authentic historic sites

With the reworking of the Federal Government's Memorials Strategy of 2008, support for authentic historic sites as sites documenting the history of the perpetrators of Nazi crimes is now possible for the first time. These sites include the Wewelsburg Memorial Museum near Paderborn, with its permanent exhibition explaining the ideology of the SS, which opened in 2010. An exhibition about the training centre for young Nazis is being created on the grounds of the former 'NS-Ordensburg' Vogelsang in the Eifel region. Further examples of projects receiving federal funding include the building of the Nazi documentation centre in Munich on the grounds of the former headquarters of the NSDAP leadership and the 'Topf & Söhne – die Ofenbauer von Auschwitz' (Topf & Söhne – The Oven Builders of Auschwitz) memorial site in Erfurt.

Until recently, there was no specific site documenting the treatment of Nazi criminals in post-war Germany. Co-funded by the Federal Government, the Memorium Nuremberg Trials, which opened in Nürnberg-Fürth Regional Court in November 2010, provides information on this important subject in its authentic historic setting.

The **Federal Government's Memorial Strategy** is available at www.kulturstaatsminister.de (in German only)

Reappraising the SED dictatorship

As a consequence of the Second World War, the area known as the Soviet Occupation Zone (SOZ) became a communist dictatorship. The impact of this forms part of the heritage of the reunified Germany. At the time of this dictatorship in the SOZ and the GDR, people lived in an *Unrechts- und Überwachungsstaat* (unjust and surveillance state) in which people were subjected to persecution by the Staatssicherheitsdienst (State Security Service). There were arbitrary and politically motivated court cases, often resulting in long prison sentences, sometimes even death sentences. Many lost their lives attempting to get across the Berlin Wall and the GDR border.

Foundations in memory of prominent politicians

Five cross-party foundations have been established since 1978 as centres of historical and political learning in memory of the statesmen Otto von Bismarck, Friedrich Ebert, Konrad Adenauer, Theodor Heuss and Willy Brandt.

They are funded from the BKM's budget. For more information, go to www.politikergedenkstiftungen.de.

Funding institutions and memorials

The Federal Government has taken on the responsibility of strengthening efforts to reappraise the SED dictatorship. That is why numerous institutions and memorials dealing with the history of the SED dictatorship receive federal funding. They include memorials in former prisons, such as Berlin-Hohenschönhausen and Bautzen, or in former 'educational institutions', such as the notorious juvenile rehabilitation centre 'Jugendwerkhof Torgau'.

A documentation centre dealing with 'Repression in the SED dictatorship' will be set up in the former headquarters of the Ministerium für Staatssicherheit (Ministry of State Security) in House 1/Normannenstraße in Berlin after restoration work on the building has been completed. The BKM also finances the Federal Foundation for the Study of the SED Dictatorship, which, among other things, supports reappraisal projects, advises victims and promotes academic reappraisal of the dictatorship.

Remembering German division

The former division of Berlin is documented by the Berlin Wall Foundation, which is co-financed by the Federal Government. The Foundation also encompasses the Berlin Wall Memorial on Bernauer Straße and the Marienfelde Refugee Centre Memorial.

Remembering German division and the former inner German border, which claimed many lives, is, however, the responsibility of the whole of Germany. That is why the BKM funds, for example, the Memorial to the Division of Germany in Marienborn, the Deutsch-Deutsches Museum Mödlareuth (German-German Museum in Mödlareuth) and the Borderland Museum Eichsfeld.

The Federal Commissioner for the Files of the State Security Service of the former GDR

The Ministerium für Staatssicherheit of the GDR (Ministry of State Security, MfS) served as a tool for suppression and surveillance under the ideology of the SED. It established a comprehensive network of informers in all areas of society and compiled millions of files used for the purposes of repression. The MfS intimidated and blackmailed many citizens.

Since 1991, in accordance with the Stasi Files Act, those affected can inspect the files compiled about them by the former GDR State Security Service. The Federal Commissioner for the Files of the State Security Service of the former GDR (Stasi Files Authority for short) is responsible for preserving and opening up these files, providing access to the records and making them available to academic circles and the media in accordance with clearly defined legal limitations. In the long term, the Stasi files are to be transferred to the general archive administration of the Federal Archives.

How can I inspect my Stasi files?

The application form to inspect files and further information on the Stasi Files Authority is available online at www.bstu.bund.de (in German only).

A Freedom and Unity Memorial in Berlin and Leipzig

The German Bundestag resolved in 2007 to erect a Freedom and Unity Memorial in Berlin to commemorate the peaceful revolution that took place in the Autumn of 1989 and the recreation of a unified German state. The BKM, in collaboration with the Federal Ministry of Transport, Building and Urban Development, ran the competition to design the memorial to be erected on the Schlossfreiheit in Berlin.

A memorial is also to be erected in Leipzig with federal funding in recognition of the special contribution the people of Leipzig made to the peaceful revolution. Federal funding totalling EUR 15 million will be made available to the two memorials.

Foundation Flight, Expulsion, Reconciliation

The Foundation Flight, Expulsion, Reconciliation, established on the basis of a resolution by the Federal Government, began its work in 2009 under the auspices of the German Historical Museum in Berlin. Its purpose, in the spirit of reconciliation, is the remembrance and commemoration of flight and expulsion in the 20th Century, in the historical context of the Second World War and the National Socialist policy of expansion and destruction, and to ensure that the memory of its consequences is kept alive.

A permanent exhibition and a documentation and information centre in Berlin are to be established, maintained and developed to illustrate the historical background and context, as well as to clarify the European dimension.

Contacting the BKM

The Federal Government Commissioner for Culture and the Media (BKM)

Minister of State Bernd Neumann

Federal Chancellery

11012 Berlin

Germany

Telephone: +49 (0)30 18 400-2060

[Email: bkm@bk.bund.de](mailto:bkm@bk.bund.de)

Director-General

Dr Ingeborg Berggreen-Merkel

[Email: ingeborg.berggreenmerkel@bkm.bund.de](mailto:ingeborg.berggreenmerkel@bkm.bund.de)

Group K 1 – General Cultural Policy Issues; Central affairs

Director: Michael Tietmann

[Email: K1@bkm.bund.de](mailto:K1@bkm.bund.de)

Group K 2 – Promoting Art and Culture

Director: Dr Sigrid Bias-Engels

[Email: K2@bkm.bund.de](mailto:K2@bkm.bund.de)

Group K 3 – Media and Film; International Affairs

Director: Günter Winands

[Email: K3@bkm.bund.de](mailto:K3@bkm.bund.de)

Group K 4 – History; Remembrance

Director: Dr Michael Roik

[Email: K4@bkm.bund.de](mailto:K4@bkm.bund.de)

Berlin Office

Köthener Straße 2

10963 Berlin

Telephone: +49 (0)30 18 681 0

Bonn Office

Graurheindorfer Straße 198

53117 Bonn

Telephone: +49 (0)228 99 681 0

Press Office

Press Officer: Dietrich Graf v. d. Schulenburg

Telephone: +49 (0)30 18 272-3281

[Email: pressestelle-bkm@bpa.bund.de](mailto:pressestelle-bkm@bpa.bund.de)

www.kulturstaatsminister.de (in German only)

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Postfach 48 10 09

18132 Rostock

Telephone: +49 (0)180 577 80 90 (EUR 0.06 per call from landlines, EUR 0.42 per min.

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Email: publikationen@bundesregierung.de

Internet: www.bundesregierung.de

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