# BOOK OF ABSTRACTS

## NEW HORIZONS OF CULTURE, ARTS AND MEDIA IN THE DIGITAL ENVIRONMENT

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On the occasion of celebrating 30 years of the Institute for Theatre, Film, Radio and Television of the Faculty of Dramatic Arts in Belgrade

# NEW HORIZONS
# Culture, Arts and Media in the Digital Environment

## BOOK OF ABSTRACTS

Edited by: Tatjana Nikolić

Faculty of Dramatic Arts
Belgrade, 2019

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**PUBLISHING PROGRAM OF THE INSTITUTE FOR THEATRE, FILM, RADIO AND TELEVISION, FACULTY OF DRAMATIC ARTS** ..... 209

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## Festivals with conferences and experience-driven culture as "consequences" of digital environment

Discussing topics related to digital environment, or culture shaped by using and exploring many possibilities enabled by new (digital) media, includes not only those situations brought directly by interaction with new media, but also those that are happening "in real life" and could be interpreted as "consequences" of digital culture. By this, I have in mind different phenomena, such as, for example, vinyl revival, dominance of live music events in music industry and fairly new occurrence of festivals with conferences. All of these phenomena appeared as reaction to the virtual experiences, or changes in music economy influenced by digital environment. Accent in this presentation will be on festivals with conferences as specific new type of music festivals (such as Reeperbahn Festival in Hamburg, Most Wanted: Music in Berlin, Indirekt Showcase Festival and Kontakt konferencija in Belgrade) primarily designed as a meeting point for actors of various profiles shaping contemporary music scenes, who otherwise mostly communicate in digital environment. On the other hand, difference between conferences in Germany and those in Serbia is noticeable in terms of importance given to new media as opposed to the role of radio television broadcasting system. Thus, festivals with conferences are taken here as a point of intersection for broader discussion on new media and digital environment.

**Keywords:** festivals with conferences, music industry, live music, new media/old media, digital environment

**Marija Maglov** (Belgrade, 1989) is Junior Researcher at the Institute of Musicology SASA and PhD candidate at the Department of Musicology, Faculty of Music, Belgrade, with the topic concerning media turn in music. She took part in several national and international conferences and round tables and published papers in different editions, as well as the monograph *The Best of: umetnièka muzika u PGP-u* (2016). In 2018, she was awarded DAAD Short-term research grant, for the research project carried out at Hochschule für Musik, Theater und Medien, Hannover. She was awarded with scholarships by Ministry of Education, Science and Technological Development of Republic of Serbia, and by "Foundation for Young Talents – Dositeja". She is collaborator with the Centre for Popular Music Research, Belgrade and secretary of *AM: Journal of Art and Media Studies*.

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