

Pop-Kultur/2022

Press release from the 28th of July

Pop-Kultur Berlin “Inkluthek”: Inclusive media library goes online

- The first Germany-wide media library for accessible pop music launches
- Mila Hergert's Deaf Performance »Schnauze voll« premieres online on 29th of July
- Inclusion efforts at Pop-Kultur Berlin



Mila Hergert © Maxim Mitin

Four weeks before the festival kicks off, **Pop-Kultur Berlin** is offering another preview of three jam-packed days from **the 24th to the 26th of August** under the motto **“A festival for everyone!”**. Today, the **“[Inkluthek](#)”** goes online as Germany's **first online platform for accessible pop music content** tailored for an audience from German-speaking countries. As part of this, the brand-new **Deaf Performance »Schnauze voll«**, developed by **sign language poet Mila Hergert** as a Commissioned Work for Pop-Kultur 2022, will also be released via the **“Inkluthek”** on the 29th of July.

“Pop culture means the zeitgeist, which is reflected in image and sound. If you are blind, you need tools that make the visuals understandable anyway. So for my research, the ‘Inkluthek’ is a major blessing,” says **Amy Zayed**. The blind cultural journalist works for the ARD and the BBC (World Service, Radio 4, Radio 6 Music), among others.

The **accessible media library of Pop-Kultur Berlin** is explicitly, though not exclusively, aimed at German-speaking people with sensory impairments. It has been launched “thanks” to Covid-19, as changes in the programme caused by the pandemic led to **digital works being created in 2020 and 2021**. The Pop-Kultur team along with experts in inclusive cultural work then converted those digital works for the festival's website into accessible formats.

In total, the “Inkluthek” encompasses around **40 accessible pieces** to experience: 27 music videos with image descriptions, seven programme contributions with German Sign Language, five Deaf Performances, four expert talks on inclusion and culture, numerous videos with subtitles and explanatory videos in “Leichte Sprache” (simplified German). The “Inkluthek” has a star-studded line-up, featuring contributions by and with **Noga Erez**, **Girlpool** and **Wanlov the Kubolor (FOKN Bois)**.

According to **Elisabeth Kaufmann**, 1st Vice-President of the German Deaf Association and head of the working group “Deaf Performance”, there’s high hope that the Deaf Performances in particular will be very well received: *“As the cultural officer of the German Association of the Deaf, I am pleased that a new programme section ‘Deaf Performances’ has been established at Pop-Kultur Berlin. This is a great milestone for the promotion of young deaf artists and I am pleased that these works can now be presented in the Inkluthek without barriers”.*

Mila Hergert's »Schnauze voll«, a freshly produced Deaf Performance, will be available at the “Inkluthek” from the 29th of July. It artistically explores the omnipresence of social media and the pressure of constantly having to present oneself in public. Other inclusive parts of the Pop-Kultur 2022 programme comprise a Commissioned Work by **21 downbeat**, a performance by Berlin rapper **Graf Fidi** and two talks on the topic of participation and (mis)representation (see also the [press release from 29th of June, 2022](#)).



Lilo Unger, Lisette Reuter (© Lucie Ella), Noa Winter, Amy Zayed; Talk: »Bitte mehr DisCo!« (»More DisCo, please!« – that's short for Disabled Community)

The “Inkluthek” is an important new building block in **Pop-Kultur's inclusion concept**. This year, the festival is continuing to promote accessibility and inclusion in order to offer a diverse, equitable cultural scene. Specifically,

this is achieved through **accessible infrastructure, barrier-free programme offerings, the involvement of people with disabilities and an on-site mobile awareness team**. The mobile awareness team offers, for example, a pick-up service from the nearest bus stop and mobility assistance from one venue to the next while also providing information in German Sign Language and Leichte Sprache.

The inclusion and accessibility concept of Pop-Kultur is constantly being developed and improved. This applies not only to the programme planning but also to the work behind the scenes and target-group work, so that participation can really be actively experienced. In order to further engage with the concerns of people with disabilities, the Pop-Kultur team has been strengthened by **experts in their own right**. They have been accompanying the process of reflection and the further development of the inclusion concept through workshops, expert advice and community-specific work.

Access the "Inkluthek" here: <https://www.pop-kultur.berlin/inkluthek/>
The festival grounds and all its venues are accessible with wheelchair.
An overview of all measures for accessibility at »Pop-Kultur« can be found [here](#).

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