

## **F l y e r   S o z i o t o p e – Topography of a Media Phenomenon**

**Book finished and released in June 2005**

**Publication - Exhibition - Database - Archive**

### **Description:**

Flyerculture experienced a drastic increase in relevance through the developments in popular culture and the diversification of youth cultures during the past decades. The style and content of the little informationsheets reflect very closely the situation and spirit of a generation. It's importance as a free 'scenemedium' and carrier of ideas is proven by the exhibition, the database and the catalogue. It allows a deep insight that proves the variety of the objects with roughly 2.000 selected pieces.

Since 1998 the exhibition and collection was moving through 25 cities internationally and growing through some 100 participating collectors. The show features international and german flyers selected and arranged according to different criteria (for example club, style, genre, production method, material, country a.s.o.), It is presented mainly behind plexiglas displays and in glascabinets. A mobile projection unit (slide shows and videodocumentations) enables the modular presence at various places in a flexible way.

The exhibition proves the economic, cultural and social importance of flourishing scenes and their creative output. Beyond this, the aspects of the aesthetic parallels of cultural globalisation are nicely displayed. Visitors are asked to comment the materials and contribute to the collection. Exchange meetings, contributions and data networking is and will be made more concisely via internet accessible databases.

The collection is probably one of the biggest of its kind (>300.000 pieces) and has the ambition to link other similar flyer specific projects and publications (such as Flyer Research/Heidelberg, PopDom/Cologne, Deutsches Flyerarchiv/Gelnhausen, X-Fly/Paris, WFN/Barcelona, etc.). Scientific networking and background informations are provided and texts, publications and books around the topic can be studied in the exhibition. A central point of information will be the internetsite [www.flyersoziotope.net](http://www.flyersoziotope.net).

**The project is funded by the German Federal Cultural Foundation.**

**For further inquiries contact:**

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## **Catalogue/Publication Informations**

### **Flyer Soziotope - The Book – Release 06/05**

600 pp., Flexobrochur, 196 x 249 mm, >2.000 Illustr.,  
German/English, Edition of 12.000, Price 40 €

#### **1. Design**

The concise 600 pages sized catalogue is designed by the internationally known Substrat Designoffice. Approximately 280 pages of texts will be enriched by 320 pages of examples from around the globe across the years. The print publication is enhanced by a internet database. [www.flyersoziotope.net](http://www.flyersoziotope.net)

#### **2. Texts**

About 40 writers, grafic designers, event organizers and label organizers were interviewed and invited to write their viewpoint of the subject. Well known cultural ctudies and popculture writers such as Jürgen Laarmann, Martin Büsser, Marc Wohlrabe/Flyer Magazine and many others appear in the publication. 280 pages in 2 languages in the book.

#### **3. Visuals**

The materials were selected from the collection pool:

- More than 300.000 Flyer from all continents from 1970 – 2005
- More than 10.000 digital files for presentation
- About 4.000 fotografhies documenting the exhibtion and the phenomenon
- 15 hours of related video documentaries
- Fotografhies by J. Boerger, M. Reckmann, D. Plamböck, M. Riemel
- Music in co-operation with Klubradio and Radio Internationaler Stadt

#### **4. DVD / Internet**

Other than the Database, related Audio and Videofootage will make reasearch for certain periods, genres and subjects possible. The internet database will be fed by the project and international contributors. Digitizing and indexing of large amounts of the materials is a unique approach in quantity and quality

#### **5. List of Partners**

Verlag der Jugendkulturen KG (Germany/AT/CH), Actar (international),  
Groove Attack (Distribution Music), Mode...Information (Distribution Fashion)  
Substratdesign - Layout  
Ministry of Information – DVD Production  
619 Media – Video Postproduction  
Klubradio / Radio Internationale Stadt / TwenFM - Musical Consulting  
Open Meta Archiv - Internetdatabase (Thomax Kaulmann)  
Border TV – Videoproduktion  
Klubradio.de - Hosting  
Bootlab.org – further programming, Location  
Sponsors: German Federal Cultural Foundation, Nike, Carhartt, Holsten Brewery,  
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