

Der Silberfuchs Verlag ist Preisträger 2012/13
für sein Konzept anspruchsvoller
Wissensvermittlung.



KULTUR- UND
KREATIVPILOTEN
DEUTSCHLAND



Initiative
Kultur- & Kreativwirtschaft
der Bundesregierung



**Silberfuchs Verlag, Germany:
Media producer and associated cooperation partner
for transnational EU projects, culture programme**

Offer:

Silberfuchs Verlag offers journalistic media productions, primarily audio items and interviews (that can be expanded visually into slideshows and web videos). Audio items introduce a transnational EU project, provide media support for it and portray and interview project participants. Project partners (coordinator/proposer and co-organisers) can utilise the media contributions for publicity work and for web presentations that guarantee longer-term sustainability and supra-regional attention. The audios can be used in a wide range of ways:

Possible uses of audio pieces:

- ▶ Websites, knowledge platforms
- ▶ Intranet: internal communication for employees
- ▶ Mobile devices (smartphones, tablet PCs, mp3 players, iPods)
- ▶ Sound lounges / “emotionally” audible at trade fairs, in exhibition pavilions, at conferences
- ▶ E-mail shots with links to exclusive audio items and sound clips
- ▶ Via QR codes on publications (posters, flyers, brochures) and in public places

Knowledge-transferring audio plays / audios enhance:

- ▶ Easy understanding of complex contents
- ▶ Sustainability of information and messages
- ▶ Click frequencies (Internet info portal)
- ▶ Individual appeal, authenticity and emotional impact
- ▶ Coverage (information value, Press responses)
- ▶ Credibility (explanatory pieces, interviews, dialogues, reports)
- ▶ Reputation (testimonials from experts and celebrities)
- ▶ Social participation (social media, blogs, interactive features)

What is an “associated partner”?

“An associated partner is a cultural player from an eligible country or a third country that is involved in executing proposed project activities but not to the same extent of participation as a co-organiser ... Associated partners are not obliged to co-fund the project. Associated partners’ costs are not eligible for subsidy unless they are paid or reimbursed directly via the coordinator and/or co-organisers.”

(Source: <http://www.ccp-deutschland.de/faq-kultur-programm.html>)

Silberfuchs Verlag team, performance profile, quality assurance

Silberfuchs Verlag is a specialist German publisher and media producer for culture, education and society with offices in Hamburg and Mecklenburg-Western Pomerania. Publishers Corinna Hesse and Antje Hinz are in charge of product development. As cultural scholars, musicologists and ARD radio journalists of many years' standing, they have realised numerous, multiple-award-winning Silberfuchs Verlag productions and have excellent references from prestigious clients, including for German- and foreign-language productions for the Foreign Office of the Federal Republic of Germany.

Silberfuchs Verlag publications are characterised by sound research, scientific testing, target group-specific appeal and easily understandable, high-quality text written in lively language rich in imagery. Knowledge is conveyed not only by presenting facts but also by means of vividly narrated stories, interviews, events and case studies that are easily grasped and understood on reception. Our manuscripts are not repurposed print publications; they are explicitly developed and written for audio.

In the **audio segment**, along with audio books on CDs, we produce audio items, features, plays and interviews that can be used in a wide range of ways (see p. 1). In the **visual segment**, we offer slide shows, web interviews, web videos and, in cooperation with partners, documentary films and cartoons, animations and quizzes. Visual and interactive elements aid understanding of content. Charismatic actors bring texts vividly to life, while audiophile sound engineers apply their technically sophisticated craft to combine facts, quotations and music. Artistically oriented graphic designers, film makers and animators make art work and films into a sensory *Gesamtkunstwerk*.

References

Foreign Office and Federal Press Office of the Federal Republic of Germany, Robert Bosch Foundation, Axel Springer Foundation, Sir Peter Ustinov Foundation, Possehl Foundation and Gemeinnützige Sparkassenstiftung zu Lübeck, Landesbank Baden-Württemberg, BLG Logistics Bremen, Deutsche Bahn, Schleswig-Holstein Music Festival, Göttingen Händel Festival, Robert-Schumann-Gesellschaft Düsseldorf, et al. Media partners: NDR Kultur and Deutschlandfunk

Awards

Our media have won a number of prestigious German national awards: Title holder Kultur- und Kreativpiloten der Bundesregierung, German Record Critics' Award, ITB Book Award, Sonderpreis Kultur der Wirtschaftsjuvenen of the Hamburg Handelskammer, BDO-Gründerpreis of the Lübeck IHK and Handwerkskammer

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Portfolio of work samples

LISTEN TO GERMANY

A musically-illustrated journey through Germany's history and culture from its beginnings to the present day with numerous musical passages, artistic booklet, time line and colorful illustrations.

English-language version of the successful audiobook "Deutschland hören" by Corinna Hesse (original in German language)



Narrator: Susan Bonney-Cox, Michael Lawton (cooperation with Deutsche Welle)
Translation: Deanne Corbett, Mike Mühlberger

Cooperation with Federal Republic of Germany - Foreign Office
With a foreword by Foreign Secretary (out of service) Frank-Walter Steinmeier
More translations or language versions in Spanish, Polish and Russian
Russian Version is an Audio Production only Podcast (no audiobook)



More Information: www.silberfuchs-verlag.de

GERMAN INVENTORS

Deutsche Erfinder (in German language, audiobook)



An acoustic journey into the inventors nation Germany with facts, quotes, dialogues and numerous musical passages, artistic booklet, time line and colorful illustrations.

Narrator: Hannelore Hoger, Dietmar Mues, Holger Löwenberg

Script: Ulrike Gropp

Graphics / design: CD cover, booklet: Roswitha Rösch

Custom production for the Landesbank Baden Württemberg

More Information: www.silberfuchs-verlag.de