

Closing Remarks

May 6, 2014

Helmut von Berg

PUBLISHING and its metamorphoses

PUBLISHING and its metamorphoses

X000 B.C. – X B.C.

PUBLISHING and its metamorphoses

X000 B.C. – X B.C.

Stories to stimulate men or make them feel guilty for misbehaving; content of stories determined by culture

Tools: Storytellers / messengers

Method: Oral

Channel: Men

Purpose: Preservation of influence and power

PUBLISHING and its metamorphoses

X B.C. – 15th century

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X B.C. – 15th century

Hand-written documents of religious and/or imperial governmental character or stories to stimulate men or make them feel guilty; content of documents determined by culture and/or religion

Tools: Official messenger or religious messages and/or governmental official – storyteller

Methods: Stone carving or hand-written artwork on paper, oral

Channels: Craftsmen or official writers (monks), men

Purpose: Preservation of influence and power

PUBLISHING and its metamorphoses

16th century

PUBLISHING and its metamorphoses

16th century

Docu-tales

Stories to stimulate men or make them feel guilty for misbehaving; content of stories determined by culture and/or religion; hand-written documents of religious and/or imperial governmental character

Tools: Storyteller – religious and/or governmental official

Method: Hand-written artwork on paper, oral

Channels: Writers, men

Purposes: Preservation of influence and power as way of entertainment

PUBLISHING and its metamorphoses

17th – 18th century

PUBLISHING and its metamorphoses

17th – 18th century

Growing scope of content for traditional purposes and beyond

Tools: Printable and reusable types

Methods: Printed books cloth bound

Channel: Book trade

Purposes: Entertainment, science, education

PUBLISHING and its metamorphoses

19th century

PUBLISHING and its metamorphoses

19th century

Growing scope of the book trade and the eve of new book formats

Tools: Print at scale

Methods: Differentiation of binding books

Channels: Publishers, authors, book distribution, book trade

Purpose: Monetization of content

PUBLISHING and its metamorphoses

20th century – present days

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20th century – present days

Any format – anytime – anywhere

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20th century – present days

Any format – anytime – anywhere

Tools: Digital technology disrupts traditional supply chain

Methods:

1) Publisher	1) Agent	1) Author	1) Author	1) Author
2) Agent	2) Author	2) Agent	2) Publisher	
3) Author	3) Publisher			

PUBLISHING and its metamorphoses

20th century – present days

Any format – anytime – anywhere

Challenges:

Diminishing role of gatekeepers : Editorial forced to prove its necessity

Technological formats : Agile and flexible capabilities are a must

Stuff (versatile content) : Staff (versatile capabilities)

Acquisition : Recruitment

PUBLISHING and its metamorphoses

20th century – present days

Any format – anytime – anywhere

Challenges:

Globalization : Scale

Market requirements : Cutting out the middlemen

Semantics : The needle in a haystack syndrome

Interoperability and interactivity : Access via internet and cloud services demand device independent features

PUBLISHING and its metamorphoses

20th century – present days

Any format – anytime – anywhere

**Purposes: Ensure discoverability and usability
in the universe of any kind of content**

PUBLISHING and its metamorphoses

2004 – 2014

Any format – anytime – anywhere

10 years of experience gained from organizing the Publishers' Forum and appropriate measures for an evaluation

Global ! – Evolving ! – Increasingly open-ended!

PUBLISHING and its metamorphoses

2004 – 2014

The story told:

5000 plus 1500 years:

preservation of power as purpose of publishing

i.e. **The Universe of Construction, Destruction, Restruction**

100 plus 200 years:

preservation of power plus entertainment plus science plus education as purpose of publishing

i.e. **The Gutenberg Universe**

PUBLISHING and its metamorphoses

2004 – 2014

The story told:

200 years:

monetization as purpose of publishing

i.e. **The Gatekeeper Universe**

15 years:

interactive communication and discoverability as purpose of publishing

i.e. **The Universe of Content**

PUBLISHING and its metamorphoses

2004 – 2014

The story told:

Sounds like ›back to the roots‹ thousands of years ago ...

But there is a PLUS!

Changing roles plus changing technologies plus changing channels plus changing methods plus unknown territories when local changes to global

PUBLISHING and its metamorphoses

2004 – 2014

The Do's and the Don'ts:

Do embrace change!

Don't create digital ghettos!

Do reduce complexity!

Do care for your own independent thinking!

Don't kill creativity by figures!

PUBLISHING and its metamorphoses

2004 – 2014

Thank you for your time and patience.

See you again 2015 here in Berlin!

April 27 – 28

Save the date!

Enjoy the farewell reception on the gallery.