

# Creative industry

Take a picture: cultural & creative industry in Saxony-Anhalt is a young, multifaceted and dynamic sector. Just like a painting emerges from dots and lines, creative minds are increasingly overlaying our state with a network of efficient companies.

## So much for unprofitable Art!

Design, games, art, architecture, film and media: fantasies become reality here! Almost 13,000 people were gainfully employed in the cultural & creative industry in 2013 – the total turnover was about 870 million euros.

Magdeburg and Halle are increasingly developing as urban centres. Their universities shape the creative landscape: thoughts on the Elbe River are flowing more towards software and games, and more towards the fields of media (the sector with the highest turnover), design and art on the Saale River. And there is a unique marketplace for service providers and customers at [www.kreativ-sachsen-anhalt.de](http://www.kreativ-sachsen-anhalt.de).

## Facts

- Many small agencies around the higher education institutions in Halle (Burg Giebichenstein), Dessau (Anhalt University of Applied Sciences) and Magdeburg (Magdeburg-Stendal University of Applied Sciences)
- A creative scene for young specialists, networked well together – “Together, we are one monster agency!”
- Focuses: interface design, usability, product design, 3D visualisation and advertising
- Agencies from Saxony-Anhalt work for well-known companies all over the world
- High levels of creativity, efficiency, flexibility and pragmatism
- Filming location for films such as “Goethe”, “1 1/2 Knights”, “Lumber Kings”, “Wilfenbrock”, “Liebe Mauer” etc.
- Animation scene in Halle, including the European Animation Masterclass (a European education initiative for the next generation of animators)
- Overview of the creative industry: [www.kreativ-sachsen-anhalt.de](http://www.kreativ-sachsen-anhalt.de)

## Links



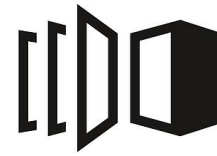
Mitteldeutsche Medienförderung

Bauhaus Dessau

werkleitz – centre for media art

International Academy of Media and Arts

## Success Stories



### OUR WEBSITE USES COOKIES

Our website uses cookies to provide our services to you. Third party cookies are also used. By giving your approval, you agree that we may use cookies. You can change the cookie settings at any time, jederzeit ändern.

Required Cookies

These cookies are required for the basic functions of the website. Therefore, you cannot deactivate them. No personal data is collected or stored.

Functional Cookies

These cookies allow us to analyze the website usage so that we can measure and improve its performance. No personal data is collected or stored.

Success Stories