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Press release

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## AUTEURS&CO 2015

### SINGLE MARKET... SINGLE CULTURE?

**Thursday 12 March, Forum des Images, 2 rue du Cinéma, 75001 PARIS**

A new Commission, a new Parliament, and announced authors' right reforms – Europe under the presidency of Jean-Claude Juncker is taking shape. Yet what are the values underpinning it? What place does it wish to give culture? While Europe is indeed a market, it cannot be only that – were it to do so, it would lose its soul.

LaScam is holding a day of general discussion to raise questions about Europe, taking inspiration from Jean Monnet's words: "If I could do it all over again, I would start with culture"... With Julie Bertuccelli and Jean-Noël Jeanneney opening the event, Julia Kristeva shedding her unique light on the issues and Fleur Pellerin as the closing speaker, the day will offer the chance to define together the foundations of European culture and the avenues that need to be explored as the digital transition becomes reality.

Can a single market for culture be built in the same way as a single market for consumer goods, energy and finance? To what extent does territoriality - of which language, especially, is an essential component - need to be maintained in order to preserve cultural diversity?

Three round tables will be held, exploring three topics horizontal to all of creation: cultural diversity, authors' rights and value-sharing. Now that digital technology has reshuffled the deck, new balances need to be struck in order to maintain the bustling cultural momentum that is of benefit to all. Is it really so that authors' right - a wealth-sharing tool on which the entire creation chain is based - financing and circulation of cultural works hang in the balance today? In what other areas does action need to be taken?

As the day proceeds, participants will be able to form their own opinion, while creators will have the chance to put forth their ideas. LaScam expects the event's engaging discussions to lay down the foundations of a new paradigm in European creation.

*A LaScam event held in partnership with  
 SAA, ARP, SGDL, SNE, SATEV, SPI, USPA  
 Forum d'Avignon, Forum des images, Mairie de Paris  
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