

## M2C

The M2C Institute for Applied Media Technologies and Culture at the University of Applied Sciences Bremen fuses the perspectives of applied media science in informatics, organizational development and cultural studies: more than ever the media embody the link between the individual and society, work, economy, and especially between innovative ideas and economic, social, ecological and cultural development.

The relevance of digital media in an interdependent society becomes apparent where new cultural practices, new working processes, new interdisciplinary research and the generation of innovative products, constitute the vital conditions for actionability in a situation of global integration.

The M2C contributes actively to scientific research and development of systems and strategies for a fair future.

Martin Koplín

Research Director / CEO