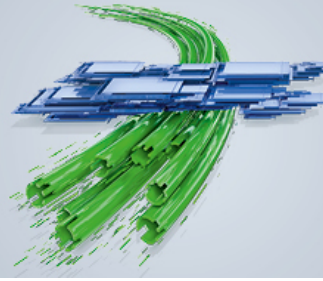




**InnoTrans 2018**  
18–21 SEPTEMBER  
BERLIN



**THE FUTURE OF  
MOBILITY**

## **InnoTrans - Event**

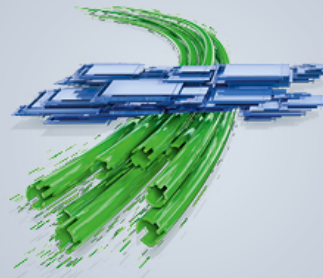
**International Design Forum**

**Topic: From interior visions to extended mobility – innovative transport solutions for a changing world**

Subject to further change



**InnoTrans 2018**  
18–21 SEPTEMBER  
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**THE FUTURE OF  
MOBILITY**

**Category**  
InnoTrans Convention

**Date**  
September 19, 2018

**Time**  
10.15 a.m. - 2.30 p.m.

**Location**  
CityCube Berlin, Level 3, M1  
- M3

**Organiser:** International Design Center Berlin (IDZ)

The expectations of a highly flexible society toward an individual and intermodal mobility require new multidisciplinary solutions. For the design of successful solutions stakeholders in cross-sector development processes have to develop a common understanding for the wishes and needs of their future users.

How can vehicles and interiors meet the demands of emerging technologies and changing customer expectations? How can we design an intuitive communication between travelers, transport and operators? How can we create travel experiences that appeal to all five senses?

Well-known speakers from industry, research and design will show the inherent added value of user-centric processes and give insights into innovative trends and technical development of the near future.

#### **Program**

##### **Session I: Interior Visions: Creating Positive Journey Experiences**

###### **Interactive Interiors**

###### **Ageing Interiors - Designing for 30+ Years**

**Jan Wielert**, Managing Director, büro+staubach

###### **How an E-Bus Design Charter can inspire innovation in rail vehicles**

**Yo Kaminagai**, Head of Design Project Management Department, RATP

###### **Sensory Interiors**

###### **Designing for the five senses - How to create a multi-sensory approach**

**Christiane Bausback**, Managing Director, N+P Design Munich

###### **Does society move faster than our trains do?**

**Benjamin Parry**, Digital Project Lead, Bombardier

##### **Session II: Mobility Extended – Towards a Future Travel Experience**

###### **The Ideas Train - a new customer experience for of the regional transport of the future**

**Julian Fordon**, Product Designer and Partner Manager, d.lab Innovation Lab (DB Vertrieb GmbH)

**Matthias Fischer**, CEO and Product Designer, neomind designstudio

###### **Go where the energy is! Cross-industrial learning to shape the future of mobility in an intermodal context**

**Jürgen Schlaht**, Head of Innovation Management, Siemens Mobility GmbH

**Andrea von Rhein**, Associate Director, Creative Consulting, BMW Group Designworks

##### **Session III: Foresight Keynote**

###### **Catching the Wave: How three emergent trends offer future mobility opportunities serving people, communities and future cities**

**Layla Keramat**, Executive Creative Director, frogdesign

**Free for trade visitors.**

#### **Contact Person:**

[Ake Rudolf](#), Internationales Design Zentrum Berlin e.V.

Subject to further change