

INFORMATION & ORGANIZERS

International Design Forum

The expectations of a highly flexible society towards an individual and intermodal mobility require new multidisciplinary solutions. To design successful solutions, stakeholders in cross-sector development processes need to develop a common understanding of the wishes and goals of their future users. How can vehicles and interiors meet the demands of emerging technologies and changing customer expectations? How can we design intuitive interrelations between travelers, transport means and operators? How can we create travel experiences that appeal to all five senses?

IDZ

International Design Center Berlin (IDZ)

International Design Center Berlin is a leading independent German institution for design promotion. IDZ implements projects at national and international levels and provides access to innovators from diverse design fields.

idz.de



InnoTrans

InnoTrans is the world's leading trade fair for transport technology and takes place every two years in Berlin. The five segments at InnoTrans are Railway Technology, Railway Infrastructure, Public Transport, Interiors and Tunnel Construction. InnoTrans is organised by Messe Berlin.

innotrans.com

INSIGHT SESSIONS SPEAKERS

Session 2 – Mobility Extended: Towards a Future Travel Experience



Jürgen Schlaht

Head of Innovation Management, Siemens AG, Germany
siemens.com/ingenuityforlife



Andrea von Rhein

Associate Director, Creative Consulting, BMW Group Designworks, Germany
bmwgroupdesignworks.com

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

The industry needs to find fast, individualized and flexible answers to customer expectations towards mobile productivity, seamless entertainment, safety and relaxation. One approach Siemens is taking is to look for inspiration from outside the industry. For the past year the company has been collaborating with BMW Group subsidiary Designworks in a project that investigates how to create the future of automated and digitized mobility in an intermodal context.



Julian Fordon

Product Designer and Partner Manager, d.lab Innovation Lab (DB Vertrieb), Germany
deutschebahn.com/en/Digitalization



Matthias Fischer

CEO and Product Designer, neomind., Germany
neomind.eu

»The Ideas Train – A new customer experience for the regional transport of the future«

In 2017 an innovation team of Deutsche Bahn started together with studio neomind to design the regional train of the future. From the beginning, passengers were involved in the development process to create the ideal local traffic product from a customer perspective. All ideas have been implemented in a 1:1 mockup – the Ideas Train – to provide a basis for the development of trains in the coming years.

Session 3 – Foresight Keynote



Layla Keramat

Executive Creative Director, frog, Germany
»Catching the Wave: How three emergent trends offer future mobility opportunities serving people, communities and future cities«
frogdesign.com

Many futurists predict along our current trajectory of urbanization, that 70% of the earth's population will be living in cities by 2030. Flying cars and autonomous vehicles will not suffice in our growing demand for mobility solutions and capacities to let in more cars in our cities are already reaching their limits. Layla Keramat will share an extract of three mobility trends to inspire how we can find ways to discuss growing mobility needs as well as improve our lives in today's congested public transport and travel experiences

InnoTrans 2018 / INT DESIGN FORUM

From Interior Visions to Extended Mobility – Innovative Transport Solutions for a Changing World

19 September 2018
10.15 am – 2.30 pm

InnoTrans Convention
CityCube Berlin, Level 3, M1-3
Messedamm 26, 14055 Berlin

Free entry for trade visitors

PROGRAM 2018 OVERVIEW

10.15 - 10.30 am **Opening & Welcome**

Session 1 **Interior Visions:
Creating Positive Journey Experiences**

What are the novel approaches, trends and visions for future mass mobility interiors? How can research, development and design enable new travel experiences?

Interactive Interiors

10.30 - 10.45 am **Insight-Session 1**
»Ageing Interiors – Designing for 30+ Years«
Jan Wielert, Managing Director, büro+staubach

10.50 - 11.05 am **Insight-Session 2**
»How an E-Bus Design Charter can inspire innovation in rail vehicles«
Yo Kaminagai, Project Management Department, Head of Design, RATP

11.10 - 11.25 am **Q&A-Session**

Sensory Interiors

11.30 - 11.45 am **Insight-Session 3**
»Designing for the five senses – How to create a multi-sensory approach«
Christiane Bausback, Managing Director, N+P Design Munich

11.50 - 12.05 pm **Insight-Session 4**
»Does society move faster than our trains do?«
Benjamin Parry, Digital Project Lead, Bombardier Transportation

12.10 - 12.25 pm **Q&A-Session**

Language: English with simultaneous translation in German
Hosted by Ake Rudolf, Head of Strategy, IDZ

12.30 - 12.45 pm **Coffee Break**

Session 2 **Mobility Extended:
Towards a Future Travel Experience**

What are the emerging user expectations towards convenient, personalized and safe journeys? Which future challenges will shape mass transport and mobility?

12.50 - 1.05 pm **Insight-Session 5**
»The Ideas Train – A new customer experience for the regional transport of the future«
Julian Fordon, Product Designer and Partner Manager, d.lab Innovation Lab (DB Vertrieb)
Matthias Fischer, CEO and Product Designer, neomind.

1.10 - 1.25 pm **Insight-Session 6**
»Go where the energy is! Cross-industrial learning to shape the future of mobility in an intermodal context.«
Jürgen Schlaht, Head of the Innovation Management, Siemens AG
Andrea von Rhein, Associate Director, Creative Consulting, BMW Group Designworks

1.30 - 1.45 pm **Q&A-Session**

Session 3 **Foresight Keynote**

1.50 - 2.05 pm **Insight-Session 7**
»Catching the Wave: How three emergent trends offer future mobility opportunities serving people, communities and future cities.«
Layla Keramat, Executive Creative Director, frog

2.10 - 3.00 pm **Closing Words & Lunch**

INSIGHT SESSIONS SPEAKERS

**Session 1 – Interior Visions:
Creating Positive Journey Experiences**

Interactive Interiors

Jan Wielert
Managing Director, büro+staubach, Germany
»Ageing Interiors – Designing for 30+ Years«
buero-staubach.de



The success of public transport depends on the user experience of every part of the system. Continuous advancements in interactive technologies bear great potential to improve the way customers experience mobility. While some factors such as aesthetic longevity will constantly remain important, other aspects such as the possibility to integrate new technologies into existing structures will drastically gain significance.

Yo Kaminagai
Project Management Department, Head of Design RATP, France
»How an E-Bus Design Charter can inspire innovation in rail vehicles«
ratp.fr



The design of electric vehicles will require the integration of new components in the near future. This transition is a key opportunity for a more radical change that allows for a positive transformation of passenger journey experience, interoperability and integration into the cityscape. The "Design Charter for Innovative Electric Buses" presents a design vision and strategies for the ecosystem of the "bus of tomorrow" that could inspire all sectors of the transportation industry.

INSIGHT SESSIONS SPEAKERS

Sensory Interiors

Christiane Bausback
Managing Director, N+P Industrial Design, Germany
»Designing for the five senses – How to create a multi-sensory approach«
np-id.com



Interior design is not only about what you see. It is about the overall experience of a space with all five senses. How can memorable experiences of places, spaces, and brands be implemented into rolling stock? How can one underline culture, brand philosophy and vision to create a unique multi-sensory approach tailored to user needs along the entire travel chain? Technology improves and helps to enhance a multi-sensory and user-centric travel experience.

Benjamin Parry
Digital Project Lead, Bombardier Transportation, United Kingdom
»Does society move faster than our trains do?«
rail.bombardier.com



What is the best way of reacting to the digitalisation "mega-trend"? Having moved people for over 75 years, Bombardier has seen the rapid change of global cities. How do we ensure that our products keep pace with the ever-connected "Generation Z"? Grab a glimpse of our future products, designed to truly change the way we interact with trains forever.