



Let's celebrate 10 years of HPI School of Design Thinking!





14.-16.09.2017 POTSDAM, GERMANY Innovation is no longer just about new technology per se. It's about new models of organization. Design is no longer about form, but has become a method of thinking that lets you see around corners. And the high tech breakthroughs that do count today, are not about speed and performance but about collaboration, conversation and co-creation.

Bruce Nussbaum

## D.CONFESTIVAL 2017

Facts & Figures

// 3 days // 1,000 participants // 350 companies // 150 speakers // 40 nations

The "d.confestival" is the destination for multidisciplinary thinkers to come together at HPI Potsdam and collaboratively impact the future of Design Thinking, as applied to management, learning, and research.

In 2012, when the d.confestival started, it was the first event for Design Thinking worldwide of its kind. Not only lectures, but vibrant, open formats let participants interact with Design Thinkers, innovators and entrepreneurs. Hasso Plattner, David Kelley, Jim Hagemann Snabe, Fumiko Ichikawa, Oliviero Toscani and George Kembel were on site in addition to other international participants.



In 2017 it will be even more outstanding as we will be celebrating 10 years of HPI School of Design Thinking.

Participants will help determine the future of Design Thinking and create innovative findings and user-centered design tools, besides working with a network of global team players.

On their three-day journey, participants will experience an exceptionally productive atmosphere. By merging the focus of a conference with the fun of a festival, d.confestival is a truly new format with the motto "Show, don't tell!"



WHY Design Thinking started playing an important role in a number of companies throughout the last years.

International multi-layer forum for Design Thinkers WHAT - veterans and newbies -

3 days of Design Thinking:

- Engaging speaker formats with Design Thinking pioneers
- Highly interactive workshops
- Multidisciplinary collaboration towards useable solutions to real issues

Leading experts, visionaries, innovators and entrepreneurs WHO from management, learning and research.

WHEN From Wednesday 14 September to Friday 16 September 2017.

Hasso Plattner Institute. WHERE Campus Griebnitzsee Potsdam, Germany

# VENUE | SPACE

# TICKETS









- d.notes, presentations and evening program in the d.circus tent
- → Special Design workspaces and labs
- → Unique working atmosphere
- → Inspiring surrounding of Potsdam-Babelsberg, close to the Griebnitzsee and 30 min from the center of Berlin

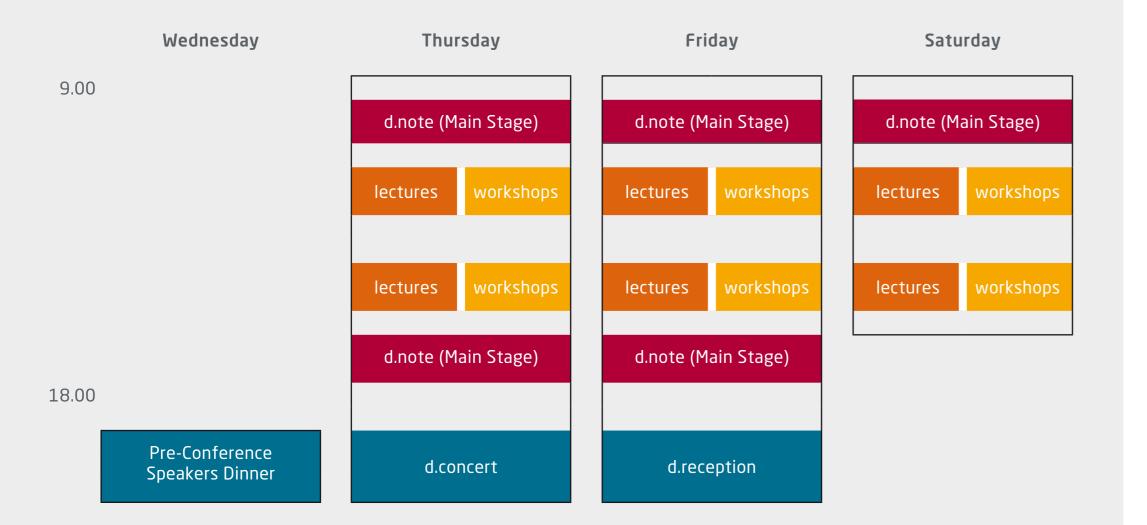


- → Prices include presentations, workshops, special events, and some surprising highlights
- → 750 € regular fee, early bird until August 20, 2017 (normal price 995 €)
- Special discounts available for students, alumni, teachers, partners, groups



## PROGRAM 2017

first draft













# THIS WAS D.CONFESTIVAL 2012











## PARTICIPANTS 2012

Alfred-Herrhausen-Stiftung

ALTOP

B.A.U.M. e.V.

#### Bigpoint

Braunschweig University of Art California Academy of Sciences

#### Charité

creative confidence

d.collective

d.school Stanford University

Dark Horse

#### DB Mobility Logistics AG

#### DekaBank

Delft University of Technology

Deople Network

Evangelische Schule Berlin Zentrum

Fatih University

foresee

FORTH Innovation Method

#### Fraport

Furman University

Genisis

Global Education Team

GRAVIS gravity

gruppenbing!

Hasso-Plattner-Institut

HIIG

HPI Academy

HPI School of Design Thinking Humboldt-Universität zu Berlin

Impact Solutions

Innovating Services and Digital Experiences

Innovation Leadership Forum Institut Teknologi Bandung

Institute of Design, Illinois Institute of Technology

Invisible Playground

ITB Bandung

lacobs University

#### Janssen-Cilag

John-Cage-Orgelstiftung Halberstadt

Kammerakademie Potsdam

Make Sense

Massachusetts Institute of Technology

#### MetaDesign

#### Metro

Ministry for economic affairs and European affairs

MODULOR

National University of Singapore

Perestroika Brazil

Point Blank International

#### PostFinance

#### SAP

SAP Innovation Center

SAP TIGF India

School of Animation and Digital

Arts

#### Siemens

Stockholm University

Studio Toscani

Sungkyunkwan University

#### Swisscom

Tiefenschärfe

TRIAD

University of Modena

University of Koblenz-Landau

University of Ljubljana

University of London

University of New South Wales

University of St. Gallen

University of Technology Sydney

University of Tokyo we school Khajuraho

Zürcher Kantonalbank











Erik Spiekermann / Edenspiekermann



Bernhard Roth / d.school Stanford



lim Hagemann Snabe / SAP



Kees Dorst / University of Technology Sydney





## SPEAKERS 2012



Adam Royalty / d.school Stanford

Ahmet Emre / Daniel Rother & Acar GbRingosu Anna Ploskonos / Design Thinking Lab Moscow

Anna Thies / Stockholm University

Andreas Erbe / Swisscom

Archibald Horlitz / GRAVIS

Arne van Oosterom / Design Thinking Network

Bernhard Roth / d.school Stanford

Bernhard von Mutius

Georg Bulmer / Point Blank International

George Duda / Charité

George Kembel / d.school Stanford

Gordon Mühl / SAP

Hanswerner Dreissigacker / SAP

Harald von Kortzfleisch / University of Koblenz-Landau

Hasso Plattner / SAP

Huang Xinyuan / School of Animation and Digital Arts

lim Hagemann Snabe / SAP

Judith Hufnagel / gravity

Juliana Proserpio / Designechos

Katharina Berger / Deutsche Bank

Katja Tschimmel / ESAD

Kees Dorst / University of Technology Sydney

Lula Chee / Singtel

Lars Stalling / ISDE

Linda Stannieder / Meta Design

Lutz Engelke / TRIAD

Marcel Plaum / Fraport

Marco Eisenberg / Global Engineering Team

Marcus Stüttgen / Janssen-Cilag

Margret Rasfeld / Evangelische Schule Berlin Zentrum

Martin Wegner / DHL

Matteo Vignoli / University of Tokyo

Michael Braungart / EPEA

Michael Gutsmann / Bigpoint

Nader Nada Fatih University

Oliviero Toscani / Studio Toscani

Patrick Whitney / Illinois Institute of Technology

Peter Langkafel / SAP

Peter Schliephake / Züricher Kantonalbank

Peter Spiegel / Genesis

Pieter Vermaas / Delft University of Technology

Raimund Scholze / Deutsche Telekom

Ralf Stüber / Post Finance

Rhonda Rubinstein / California Academy of Sciences

Rick Schuhmann / MIT

Rodger Watson / University of Technology Sydney

Sabine Groeben / DB Mobility Logistics AG DB Training

Sascha Wolff / Dark Horse

Shamim Rafat / Impact Solutions

Steven Ney / Jacobs University

Stuart Smith / National University of Singapore (NUS)

Svenja Bickert / University of London

Tell Münzing / Impact Solutions

Timm Krohn / HPI Academy

Thomas Both / d.school Stanford

Ulrich Weinberg / HPI School of Design Thinking

Ulrike Reinhard / we school Khajuraho

Victor Bedö / Invisible Playgroundx

Volkmar Weckesser / DekaBank

Walter Brenner / University of St. Gallen Yong Se Kim / Sungkyunkwan University

Zaki Omar / Institut für Medienforschung



# LET'S CELEBRATE 10 YEARS OF HPI SCHOOL OF DESIGN THINKING!

















## DESIGN THINKING THE FUTURE





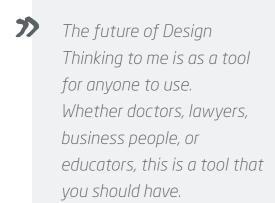


Magic happens when you are

the process and the people.

mindful of the place,

ULRICH WEINBERG



DAVID KELLEY

have different perspectives and they all have a different source you get a much better overall perspective of looking at things.... because it doesn't matter anymore if you're a great mechanical engineer or computer scientist or artificial intelligence... this is something new.

HASSO PLATTNER

If you have several people and they

D.CONFESTIVAL 2012:



WEBSITE: www.hpi.dconfestival.net



www.issuu.com/d-school/docs/ d.confestival\_2012\_book

# BE PART OF IT

& GET IN TOUCH WITH US!

## d.confestival 2017

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Don't wait. Innovate!



