



INFO BOOKLET

14.-16.09.2017  
POTSDAM, GERMANY

**d.confestival**  
DESIGN THINKING THE FUTURE



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

SCHOOL OF  
DESIGN THINKING  
Hasso-Plattner-Institut  
Universität Potsdam





14.-16.09.2017  
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*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



Winner of  
"Potsdamer  
Kongress-  
Preis"

\*The d.confestival 2012 won the Potsdamer Kongress-Preis in 2013\*

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.*

**WHAT** → *International multi-layer forum for Design Thinkers - 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*

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

**WHEN** → *From Wednesday 14 September to Friday 16 September 2017.*

**WHERE** → *Hasso Plattner Institute, Campus Griebnitzsee, Potsdam, Germany*

## VENUE | SPACE



- Campus of the Hasso Plattner Institute, Potsdam 30,000 square meters
- 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

## TICKETS



- 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

	Wednesday	Thursday	Friday	Saturday
9.00		d.note (Main Stage)	d.note (Main Stage)	d.note (Main Stage)
		lectures   workshops	lectures   workshops	lectures   workshops
		lectures   workshops	lectures   workshops	lectures   workshops
		d.note (Main Stage)	d.note (Main Stage)	
18.00	Pre-Conference Speakers Dinner	d.concert	d.reception	



# THIS WAS D.CONFESTIVAL 2012



MEDIA WEBSITE (VIDEO & PHOTO)  
[www.hpi.dconfestival.net](http://www.hpi.dconfestival.net)



# 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

Genesis

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

Jacobs 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**



## SPEAKERS 2012



Erik Spiekermann / Edenspiekermann



Kees Dorst / University of Technology Sydney



Bernhard Roth / d.school Stanford



Christoph Meinel / CEO Hasso-Plattner-Institute



Jim Hagemann Snabe / SAP



George Kembel / d.school Stanford & Oliviero Toscani / Studio Toscani

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  
 Bettina Bruder / University of New South Wales  
 Bettina Michl / Tiefenschärfe  
 Blaz Zupan / University of Ljubljana  
 Cafer Tosun / SAP Innovation Center  
 Christian Regenbrecht / Charité  
 Christine Schnaithmann / HU Berlin  
 Christophe Vetterli / University of St. Gallen  
 Christoph Meinel / Hasso Plattner Institut  
 Claudia Nicolai / HPI School of Design Thinking  
 Erik Spiekermann / Edenspiekermann  
 Frank Rehme / Metro  
 Frank Sonder / foresee  
 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  
 Jim 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 Gutschmann / 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



» *The future of Design Thinking to me is as a tool for anyone to use. Whether doctors, lawyers, business people, or educators, this is a tool that you should have.*

DAVID KELLEY



» *If you have several people and they 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



» *Magic happens when you are mindful of the place, the process and the people.*

ULRICH WEINBERG

### D.CONFESTIVAL 2012:



WEBSITE:  
[www.hpi.dconfestival.net](http://www.hpi.dconfestival.net)



BOOK (ONLINE):  
[www.issuu.com/d-school/docs/d.confestival\\_2012\\_book](http://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!*

