

HPI

# d.confestival

DESIGN THINKING THE FUTURE



20 - 22 September 2012

HPI Hasso-Plattner-Institut - Potsdam, Germany

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



“If you have several people and they have different perspectives and they´re not all from the same kind, you get a much better perspective... because it doesn´t matter anymore if you´re a great mechanical engineer or computer scientist or artificial intelligence... this is something new.”

PROF. DR. HASSO PLATTNER

“We invite you to celebrate with us five years of HPI D-School, more than 70 projects and project partners, more than 400 alumni and thousands of wild creative prototypes.”

PROF. ULRICH WEINBERG



“The cathartic thing that happens is that you or your team succeeds in making a creative leap, coming up with something that surprises you. You weren´t expecting to get to that point.”

PROF. DAVID KELLEY

# What is Design Thinking?



## Three Core Elements



- A multidisciplinary user-centric approach for developing innovative ideas in all domains of life. It combines creative and analytical potentials.
- The concept is based on three core elements: Multidisciplinary Teams, Design Thinking Process and Variable Space.
- Deutsche Bank, SAP, Deutsche Telekom and Procter & Gamble, to name a few, successfully use Design Thinking in their innovation centers.



## **d.confestival**

- First international multi-layer forum for Design Thinkers, veterans and new
- Thu 20 - Sat 22 September 2012, HPI Hasso-Plattner-Institut, Campus Griebnitzsee, Potsdam
- Approximately 600 leading experts, visionaries, innovators and entrepreneurs from management, learning and research
- Three days of Design Thinking: engaging speaker formats, highly interactive workshops, multidisciplinary collaboration towards useable solutions to real issues

## Keyfacts

## d.confestival Design Thinking the Future



- The first event for Design Thinking worldwide of its kind, the “d.confestival” is the destination for 600 multidisciplinary thinkers travelling to HPI Potsdam to collaboratively impact the future of Design Thinking applied to management, learning and research.
- On their 3-day journey to the “d.estination future” from Sep 20 - 22, visionary participants experience an exceptionally productive atmosphere by merging the focus of a conference and fun of a festival.
- Show, don't tell! There are no single-person speeches, but vibrant open formats to interact with Design Thinkers, innovators and entrepreneurs like Hasso Plattner, David Kelley and 600 international participants.
- Users of the future will help define it: The youngest Design Thinkers from the learning domain will participate side by side with the most established ones.
- The participants will help determine the future of Design Thinking and help create innovative findings, user-centered design tools, and a network of global team players.

## Program Preview

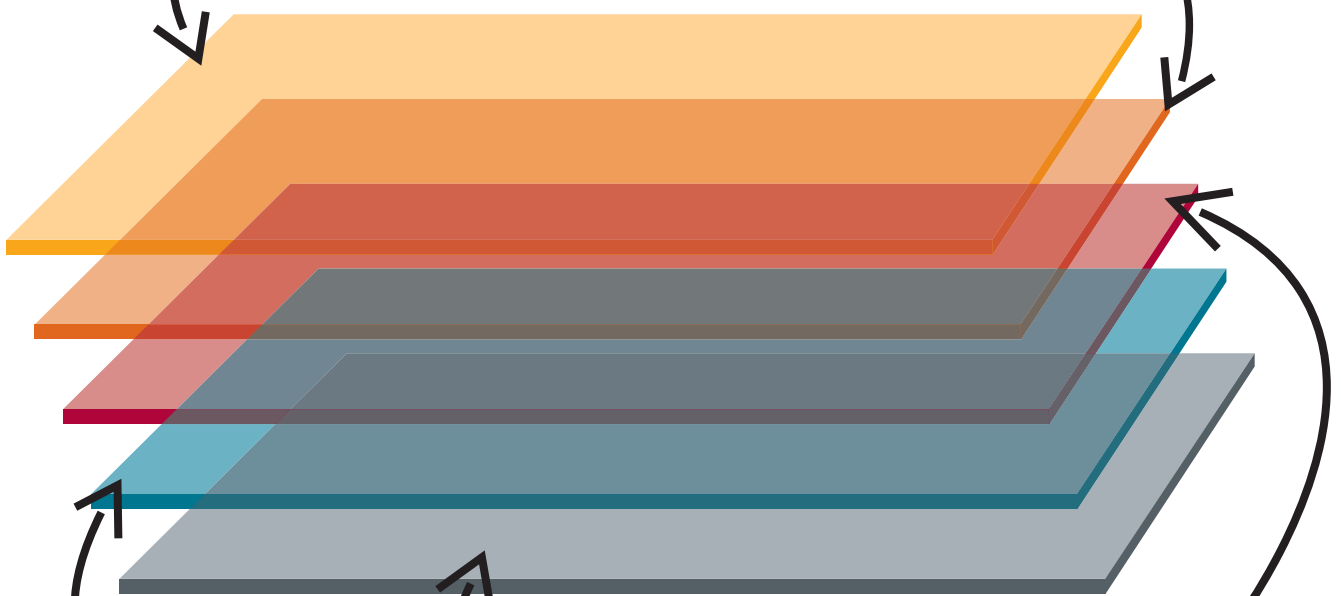
The first international multi-layer forum for Design Thinkers

### Presentations

- Design Thinking pioneers on management, research and learning
- "Architects Of Design Thinking" Hasso Plattner and David Kelley
- "Why Design Thinking is not Design" Oliviero Toscani and Erik Spiekermann

### Global Challenge

- "Re-Design your City"
- International teams
- 48 h challenge



### Special Events

- Matchmaking dinner
- Making movies
- Directing a symphony orchestra

### Exhibition

- Sponsors' booth
- Books
- History
- Tools

### Workshops

- Design Thinking in process
- Highly interactive
- Held by Design Thinking experts

## Program Preview



### Presentations

- "Architects of Design Thinking"

Hasso Plattner and David Kelley

- "Why Design Thinking is not Design"

Oliviero Toscani and Erik Spiekermann

- ... and many more vibrant dialogue

- Directing a Symphony Orchestra with Kammerakademie Potsdam
- Matchmaking Dinner at the Museum of Communications, Berlin
- ... and other unexpected team experiences

### Global Challenge

- Re-Design your City
- International teams round the globe will re-design their cities and culminate at the d.confestival

### Workshops

- Multi-discipline teams working together under time-pressure to arrive at surprising solutions

### Special Events

- Making movies with Filmpark Babelsberg

### Exhibition

- Showing throughout the d.confestival
- Spaces for sponsors' booth at the market place
- Design Thinking in the Zeitgeist
- Presentation and sales of the most influential books on the Design Thinking reading list
- Design Thinking Tools: 180 degrees, Steelcase, Post-It
- Design Thinking Success Stories: d.Light, Embrace, FAST



**Prof. Dr. Hasso Plattner**  
One of the founders of the SAP AG, chairman of the board until 2003

**Bill Moggridge**  
Co-founder IDEO, Director of the Cooper-Hewitt National Design Museum



**Prof. Bernard Roth**  
Director of d.school, Stanford University



**Katharina Berger**  
Head of Design Thinking department, Deutsche Bank

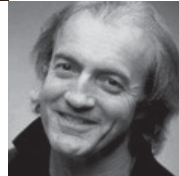


**Prof. Ulrich Weinberg**  
Director of the HPI School of Design Thinking, Potsdam



**Prof. David Kelley**  
Founder and chairman of IDEO, one of America's leading design innovators

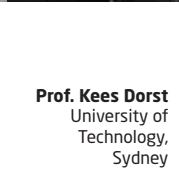
**Prof. Bill Buxton**  
Microsoft Research



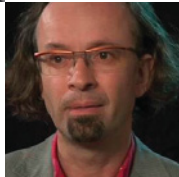
**Prof. Dr. Larry Leifer**  
Director of the Center for Design Research, Stanford University



**Dr. Claudia Nicolai**  
Curriculum Designer of the HPI School of Design Thinking, Potsdam



**Prof. Kees Dorst**  
University of Technology, Sydney



**Dr. Véronique Hillen**  
Director at the department Génie Industriel, Ecole des Ponts Paris Tech

**Arne van Oosterom**  
Founder of the Design Thinking Network, Amsterdam



**Julia Leihener**  
Research based product innovator, Creation Center Deutsche Telekom



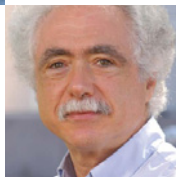
**Prof. Patrick Whitney**  
Institute of Design, Illinois Institute of Technology



**Bruce Nussbaum**  
Director of Parsons The New School for Design



**Prof. Dr. Christoph Meinel**  
CEO of the HPI Potsdam



**Prof. Dr. Terry Winograd**  
Director of the human computer interaction program, Stanford University



**George Kembel**  
Co-founder and executive director of the d.school, Stanford University



**Prof. Dr. Erik Spiekermann**  
German Typographer



**Prof. Roger L. Martin**  
Joseph Rotman School of Management, University of Toronto



**Dr. Raimund Schmolze**  
Creation Center Deutsche Telekom

# Steering Team





## Host

- The d.confestival is hosted by HPI School of Design Thinking.
- The HPI School of Design Thinking in Potsdam is the first school for innovation in Europe, which is designed according to the famous d.school at the Stanford University.
- To promote a special innovation culture, the Hasso-Plattner-Institut has been offering the first academic advanced training in Design Thinking within Europe since October 2007.
- HPI: Private university institute founded in 1998, 10 departments; cooperation with University of Potsdam; focus on IT- Systems Engineering; approximately 600 students.



## Project Partners

2007 - today



- B.A.U.M
- Betterplace
- BIOLAB
- Bundesagentur für Arbeit
- Bundesdruckerei
- Charité Universitätsmedizin Berlin
- Communication University of China
- Deutsche Messe
- Deutsche Post
- Deutsche Telekom
- DHL
- Evangelische Schule Berlin Zentrum
- GET
- Genisis
- GeVestor
- Grundy UFA
- Immobilien Scout
- IVC International Venture Consultants
- Janssen
- LAND BRANDENBURG
- LERNMOBIL e.V.
- METRO GROUP
- palomar5
- RBB Rundfunk Berlin Brandenburg
- SAP
- SAP Innovation Center
- SAP Research
- Siemens
- Smiles
- Special Olympics
- Stellenbosch University
- VALUE5
- Vattenfall
- VW
- ZukunftsAgentur Brandenburg



## Venue

- Campus of the Hasso-Plattner-Institut, Potsdam  
30.000 square metres
- Special Design Thinking spaces and rooms
- Market place in the centre of the campus with  
space for exhibitions
- Unique working atmosphere
- Inspiring surrounding of Potsdam-Babelsberg,  
close to the Griebnitzsee and 20 min from the  
center of Berlin





## Tickets



- 140 € students' fee early bird until 31 July 2012 (normal price 240 €)
- 490 € regular fee early bird until 31 July 2012 (normal price 590 €)
- Prices include presentations, workshops, special events and some unexpected experiences