

timetable

09⁰⁰

Welcome

09³⁰

Opening words

Prof. Birgit Mager
Prof. Service Design

Prof. Dr. Stefan Herzig
President TH Köln

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Some Words from the Past

Prof. Dr. Michael Erhoff
Founding Dean of KISD

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Service Design Misuse

Kalle Buschmann
frog

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Breakout Sessions

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Coffee Break

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Dumb Fucks? Six impulses for an alternative future.

Christopher Peterka
Futurist & Humanist

12⁴⁰

Using design fiction to explore possible future experiences

Sandra Griffel,
Denkwerk

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Lunch

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Playing Utopia

Prof. Björn Bartholdy
Cologne Game Lab

Prof. Dr. Gundolf Freyermuth
Cologne Game Lab

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Panel
Maximizing our impact: Set-ups to design better systems for our planet

Verena Augustin
PwC IXDS GmbH

Nancy Birkhölzer
PwC IXDS GmbH

Alex Nisbett
Designit | London

Timo Pätiälä
Hellon

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What is AI for Designers?

Mauro Rego
Google

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Breakout Sessions

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Exhibition and Coffee

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Wrapping up

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End



Prof. Dr. Michael Erhoff
Founding Dean of KISD

Prof. Dr. Michael Erhoff was founding Dean and Professor for design theory and history at the Köln International School of Design, Technical University Cologne, is author, guest professor and lecturer at many national and international universities; former CEO of the German Design Council, co-founder of the St. Moritz Design Summit, Switzerland, and founder and president of the Raymond Loewy Foundation. He runs be design. Since 2016 he is honorary professor at the University of the Arts, Braunschweig/Germany. He lives in Cologne.



Christopher Peterka
Futurist & Humanist

Christopher Patrick Peterka (born 1978) is a futurist, an entrepreneur and an investor. As early as the year 2000 he had already founded a company for natural language interfaces for man/machine communications.

Besides managing his investments he coaches individuals and organisations globally on questions relating to the topics of innovation culture and future strategy. His particular interest is dedicated to the new rules in the economy and society of the Digital Modern era.



Prof. Birgit Mager
Prof. Service Design

Birgit Mager is Co-Founder and President of the International Service Design Network, editor in chief of Touchpoint, the international Journal of Service Design and founder and manager of sedesresearch, the Center for Service Design Research at the University of Applied Sciences Cologne.

Since 1995 Birgit Mager holds the first European professorship on "Service Design" at the University of Applied Sciences Cologne, Germany and since then has developed the field of Service Design constantly in theory, methodology and in practice.



Alex Nisbett
Strategic Design Director

A designer of award winning and impactful brands, communications and experiences over 30 years. Head of Design in the UK's pioneering service design consultancies since 2005. Alex has delivered customer experiences strategies and services for a broad mix of organisations in the private and public sector including: IKEA, Virgin Atlantic, The UK Department of Health, American Express, British Gas, BBC and Mercedes Benz.

He was also part of the team that designed and delivered the spectator experience for 12.5m ticket holders at the London 2012 Olympics. He is also editor of the Service Design Awards Annual for SDN, the Service Design Network.

As Strategic Design Director in the Designit London studio, Alex has an overview on all client projects and pays special attention to developing design strategy, service design process and approach, and helping the design community to fulfil their potential.



Prof. Björn Bartholdy
Cologne Game Lab

Bjoern Bartholdy studied communication- and media design in Stuttgart and Cologne. In 1994 he founded cutup, a media design agency, and was its creative director and business manager until 2002.

In 1999 the majority of the agency was taken over by Bertelsmann. In addition Bjoern ran the virtual design department at the Baden-Württemberg Film Academy in Ludwigsburg from 1999-2002. From 2002 to mid-2004, he led the content strategies department at vertyv in Cologne.

Since 2003 he has been responsible for the department of audiovisual media at the Köln International School of Design (TH Koeln) and 2014 he was appointed co-director and professor of media design at Cologne Game Lab (TH Koeln), he is also vice-dean of the faculty of cultural sciences.



Prof. Dr. Gundolf Freyermuth
Cologne Game Lab

Gundolf S. Freyermuth is a Professor of Media and Game Studies and founding director of the Cologne Game Lab at TH Koeln—University of Technology, Arts and Sciences, as well as Professor of Comparative Media Studies at the ifs international film school of Cologne. He earned his M.A. and Ph.D. in Comparative Literature from the Free University Berlin.

His research concentrates on the history and theory of audiovisual media, particularly film and games, as well as analog and digital textuality, and network culture. Gundolf has written and edited more than 20 books of fiction and non-fiction in English and German and published several hundred articles and papers. His most recent English book is Playing Utopia: Futures in Digital Games (Bielefeld: transcript 2019, coedited)



Kalle Buschmann
Design Director at frog

Kalle is a Design Director at frog, a global design strategy firm. He leads multidisciplinary innovation and design programs focusing on complex service experiences, delivering digital solutions to market, and helping organizations to transform. Kalle has a Master of European Design from the KISD.



Mauro Rego
Google

Mauro Rego designs products and services at Kernel - Google Research. He was previously Design Director at Designit (working for clients like LSG - Lufthansa Group, ÖBB and Reifisenbank), Freelancer (Boehringer Ingelheim, Bosch, Airbus, Covestro) and Strategic Design Consultant at SAP. He also teaches at the Hasso Plattner Institute - School of Design Thinking and "how to be more visual" in companies like Claas, Schindler and Wired. Mauro is a master alumni from KISD.



Timo Pätiälä
Managing Director and Partner Hellon

Timo is the Managing Director and Partner of Hellon, one of the pioneering Service Design agencies founded in 2009.

He currently runs the London studio and supports organisations like Vodafone, Musgrave Group, EDF, HSBC and Hyundai Motor Company to embrace user-centric strategies and design as a part of the overall strategy to improve not only products and services but also the full user experience and, in some cases, the organization itself.

Optimising Service Design Investments with Artificial Intelligence as well as held talks at Customer Experience and Design events. Timo has a Master's Degree in Science of Economics with a focus in international marketing and leadership.



Verena Augustin
Managing Director at PwC IXDS GmbH

Verena is Managing Director at PwC IXDS GmbH since IXDS became part of the PwC network in 2020. Verena has been a Partner at IXDS since 2009. She worked cross-industry in the fields of mobility, smart homes, healthcare, and smart manufacturing.

She consulted clients such as Deutsche Telekom AG, Volkswagen, BMW, Deutsche Bahn, and Bosch. With more than 15 years of experience in user-centered innovation and a focus on organizational design, she's been involved in the transformation of organizations both at IXDS and as an external consultant.

Verena studied at the Köln International School of Design, École Nationale Supérieure de Création Industrielle (Paris) and Politecnico di Milano.

Nancy Birkhölzer
Managing Director at PwC IXDS GmbH

Nancy is Managing Director at PwC IXDS GmbH since IXDS became part of the PwC network in 2020. With her passion for building impactful organizations and teams, she joined IXDS in 2012 as Managing Partner, growing it to a team of 70 with studios in Berlin and Munich.

Prior to IXDS she established Fjord's Germany studio in 2007 in her role as Managing Director, followed by a Group Director role in 2011 to build Fjord's global Service Design Academy. Fjord is part of Accenture Interactive since 2013. Leading global innovation projects, her 20 years of professional experience in designing human-centered products & services was gained in corporate product management and user experience roles at Yahoo and Vodafone as well as various design studios.

Nancy studied design at the Köln International School of Design and Rhode Island School of Design.



Sandra Griffel
Experience design director & product owner at denkwerk

Sandra is an experience design director at denkwerk – one of Germany's creative digital agencies – and responsible for the creation and delivery of innovative digital products, B2B and B2C services and platforms.

She is experienced in leading interdisciplinary teams of XD designers and researchers in the delivery of sophisticated insight-led solutions that align key business drivers to user needs. Furthermore, Sandra contributes to local and international XD communities, speaks at meet-ups and conferences (UX Cambridge, Interaction 17 NYC, EuroIA 18) and write articles and whitepapers e.g. on conversational interfaces, development of screenless interfaces, future & foresight, innovative user research techniques.