

## DAY 2 22 February 2018

### HACKATHON

#### What Remains From the Analogue World?

- **Raphael Gielgen** *Vitra Head of Research and Trendscouting*
- **Laurent Lacour** *Hauser Lacour Associate*

In 2018, it is a widely accepted truth that anything that can be digitized will be digitized. From bikes to cars, heating to the chairs we work on, if they are not completely connectible yet, they will be soon. But how much of our physical world do we want to digitize? Investigating our needs for living and working environments, technologies, and the interface between them, participants will aim to find answers to the question which objects and spaces will survive in a hyper-connectible future – and why. To apply for the hackathon, visit [workhackathon.com](http://workhackathon.com)

### TALK

#### How to Design Human Interaction

- **Stephanie Akkaoui** *Hughes Akka Architects Founder*

The talk by Stephanie Akkaoui Hughes will focus on her ideas about the ideal environment for learning and creative collaboration towards interactions that lead to innovation.

### WORKSHOP

#### Biophilic Design: How to Make Green Buildings Even Greener

- **Oliver Heath** *Heath Design Founder,, in partnership with Interface*

This interactive workshop will examine strategies to improve cognitive performance as well as mental and physical health through the built environment, from workspaces to healthcare centres.

### TALK

#### How Mobility Will Change the Way We Live and Work

- **Dominique Taffin** *Yanfeng Automotive Interiors Senior Manager Industrial Design*

In a world where user experience is dictating design so far as to overthrow the primary function of the systems we engage with, how is the modern idea of mobility – which blurs the boundaries of analogue and digital – impacting our future?

### TALK

#### Can We Work Alone Together?

- **Ben van Berkel** *UNStudio Founder*

As automation replaces labour and developed economies focus increasingly on highly mobile employees, expectations for office spaces to perform

a multitude of roles continues to grow. How can we anticipate the changing role of workplaces and future-proof our response? What is the role of architects in accommodating new needs?

### TALK

#### Will We Live in 3D-Printed Houses?

- **Hans Vermeulen** *Dus Architects Co-Founder*

To counter the stagnating productivity of the architecture and construction industry, Vermeulen presents a digital design and production concept with the potential to revolutionize the building process.

### PANEL DISCUSSION

#### How to Bring Wellness to Work

- **Burkhard Remmers** *Wilkhahn International Communications Manager*
- **Carla Cammilla Hjort** *SpaceIO Founder*
- **Michele Fuhs** *BMW Head of Premium Retail Experience*
- **Oliver Heath** *Heath Design Founder*
- **Sevil Peach** *Founder of Sevil Peach Architecture + Design*

### WORKSHOP

#### How VR Can Create the Perfect User Experience

- **Exozet**

Founder-CEO of Exozet Frank Zahn and VR specialist Thomas Bedenk will empower participants to work in virtual reality, creating photorealistic rooms and objects in a revolutionary way to design, communicate and collaborate.

### PANEL DISCUSSION

#### Can Hotels and Offices Learn From Cars?

- **Clive Wilkinson** *Clive Wilkinson Architects Founder*
- **Dominique Taffin** *Yanfeng Automotive Interiors Senior Manager Industrial Design*
- **Ramon Beijen** *CBRE Workplace Strategies and Design Creative Director*
- **Richard Hywell Evans** *Studio RHE Founder*
- **Mark Gutjahr** *BASF Head of Design Europe*

### WORKSHOP

#### Illuminate Me: How Light Can Personalize Space

- **Paul Thursfield**, *Head of Light Experience at Philips Lighting Design*
- **Maarten Pieters**, *Head of Co-Creation at Philips Lighting Design*

The new era of LED lighting makes it possible to personalize spaces to people's needs and activities in entirely new ways. Join Philips in a creative session to

innovate the integration of smart lighting into the architectural materials and interior surfaces of living spaces. After an introduction to the new possibilities of lighting, participants can join a co-creation session with Paul Thursfield and Maarten Pieters.

### TALK

#### Why Co-living is the Way Forward

- **Carla Cammilla Hjort** *SpaceIO Founder*

Rethink the ways in which we design and use spaces in densely populated areas, as Carla Cammilla Hjort explores how to tackle the social and economic issues in our urban realities.

### TALK

#### Hybrid Spaces: Does the Digital Kill the Real?

- **Uwe R. Brückner** *Atelier Brückner Founder and Creative Director*

Scenography as design discipline is the logical answer to the needs in design of our present time. Currently digital media is forming the main information carrier and communication device of people. Used in exhibitions, digital media addresses visitors through their familiar communication behaviour. Smart media allows a collective or individual, often interactive or rather reactive access to information. The use of digital media as instrument to transmit abstract or time-based content, history and messages in a “sujet-equitable” way seems to be a contemporary method to generate visitor-orientated spatial experiences. But what about the real things, buildings, objects and the physical space around it? Will the aura of the things disappear – replaced by their virtual alias? Does media serve itself or is there a hybrid coexistence imaginable?

### LIVE JUDGING OF HACKATHON

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#### Cocktail reception

For tickets and the latest info  
[FRAMEAWARDS.COM/FRAME-LAB](http://FRAMEAWARDS.COM/FRAME-LAB)

Programme is subject to change