

Sharpen the skills for  
Transformation by Design  
**FORM/FUTURE**  
**Internationale Design Konferenz**  
as part of 49h ICC  
11. – 12. September 2025  
ICC Berlin – Internationales  
Congress Centrum Berlin

Media release, 7 August 2025

From 11 to 12 September 2025, the international design conference **FORM/FUTURE** will explore how design can drive **systemic change across business, society, and politics** – hosted inside the iconic **ICC Berlin**. **FORM/FUTURE** brings together leading voices from design, innovation, and public discourse who see **design as a catalyst for transformation** – a tool that finds new applications and generates visionary solutions. At its core, **FORM/FUTURE** does not approach design as a discipline, but as a mindset. A capacity to navigate uncertainty, connect systems, recognize tangible solutions – and open up new spaces of possibility. **FORM/FUTURE is part of 49h ICC** – a temporary opening of the legendary International Congress Centrum Berlin to mark the Europe-wide Open Monument Day, taking place 12 to 14 September 2025.

Two days of inspiration, exchange, and concrete strategies: success stories, skill-share formats, and curated encounters – for everyone looking to **actively shape change**. Expect **keynotes, panels, master classes, design expos, and curated spaces for connection** – all set in an extraordinary place between future and memory: the temporarily reopened ICC Berlin. **FORM/FUTURE** is aimed at designers, businesses, public institutions, researchers, cultural practitioners, and policy makers – people working together to shape the future.

#### Program

The **conference program** is built around **six thematic tracks**. Three focus on the role of design in business and industry – **Design Strategy, Design Industry, and Design & Tech**. The remaining three examine the interface between design and society: **Design, Policy & Society, Design & Learning, and Design for Planet**.

Over two days, **FORM/FUTURE** brings together leading voices from business, politics, administration, research, and design practice – people shaping change in their own way. We're excited to welcome: **Phil Gilbert** (IBM), star of IBM's design transformation into an agile, user-centered enterprise, **Prof. Friedrich von Borries** (author, artist, HFBK Hamburg), known for interdisciplinary projects linking radical ideas with political relevance, **Simone Kapeller** (Ravensburger), who designs immersive gaming experiences beyond classic mechanics; **Max Mauracher** (NEWSTANDARD.STUDIO), who translates circular storytelling into tangible circular models, and **Barbara Lersch** (World Design Capital Frankfurt RheinMain 2026), who develops learning formats for the world of tomorrow. Also joining us on stage: **Michael Biel** (State Secretary for Economic Affairs), **Prof. Daniela Hensel** (HTW Berlin, whydobirds), **Boris Kochan** (President, German Design Day), **Prof. Dr. Carolin Zeller** (Managing Director, von Beust Consulting), and many more.

Together, they represent the inspiring spectrum of what design as process and system can achieve today. The program is growing – more speakers will be announced shortly.  
More info: <https://formfuture.berlin>.

"We at **FORM/FUTURE** don't see design as a discipline, but as a mindset. A capacity to navigate uncertainty, connect systems, develop tangible solutions – and open up new spaces of possibility."  
Dara Sepehri, Curator **FORM/FUTURE**

### Workshops, Experiences, Expo

The ICC's futuristic architecture doesn't just inspire future-thinking – it invites hands-on co-creation. In addition to keynotes and panels, **FORM/FUTURE** offers interactive **workshops, master classes, and immersive experiences** where futures can be explored with all senses. Complemented by multiple **design expos** featuring exhibitors such as the German Ecodesign Award, ICC's light artist Frank Oehring, and Berlin Panorama 2.O, along with a wide array of design studios. Another exhibition reflects on the history of the ICC itself.

**FORM/FUTURE** was initiated as part of Berlin's status as **UNESCO City of Design**.

The international design conference **FORM/FUTURE is part of 49h ICC**, a temporary opening of the ICC to mark the Europe-wide Open Monument Day in Berlin (12–14 September 2025). Built in 1979 as a futuristic "**dialogue machine**" and convention center, the vast steel complex stood unused for a decade. In September, **we'll transform** this 320-meter-long spaceship **into a temporary creative lab for Transformation by Design** – a building like no other, embodying a deep-rooted optimism about the future.

### Organizers

**FORM/FUTURE** is part of **49h ICC** — a project by visitBerlin, made possible by the Berlin Senate Department for Economic Affairs, Energy and Public Enterprises, organized in collaboration with Landesdenkmalamt Berlin and Messe Berlin, and curated by 3STN.

### Partners

Deutscher Designtag e.V., Deutscher Design Club (DDC), Internationales Design Zentrum Berlin e.V. (IDZ), Verband Deutscher Industrie Designer e. V. (VDID), Berlin Design e.V.

### Media Partner

Grafikmagazin

### SHORT TEXT

The international design conference **FORM/FUTURE**, held under the motto "Transformation by Design," explores how design can **drive systemic change in business, society, and politics**. Taking place 11–12 September 2025 at the ICC Berlin, the conference brings together leading voices from design, innovation, and public discourse who see design as a tool for transformation. In addition to **keynotes and panels, the event features workshops, master classes, several design expos, and curated meeting spaces**. **FORM/FUTURE is part of 49h ICC**, a temporary opening of the iconic International Congress Center Berlin to mark the Europe-wide Open Monument Day (12–14 September 2025).

**FORM/FUTURE** was initiated as part of Berlin's status as **UNESCO City of Design**. The conference is part of **49h ICC** — a project by visitBerlin, made possible by the Berlin Senate Department for Economic Affairs,

Energy and Public Enterprises, organized in collaboration with Landesdenkmalamt Berlin and Messe Berlin, and curated by 3STN.

## **Dates & Facts**

### **FORM/FUTURE**

International Design Conference – as part of 49h ICC

11 – 12 September 2025

ICC Berlin – Internationales Congress Centrum Berlin

### **Thu, 11 Sept 2025**

1:00 – 6:30 pm

followed by sundowner on Berlin's coolest rooftop & an evening program not to be missed

### **Fri, 12 Sept 2025**

9:00 am – 2:00 pm

## **TICKETS**

**Standard-Ticket:** €199

**Student Ticket:** €45

**VIP/Black Ticket:** €690

(includes +1 guest access to the VIP Pullman Lounge and entry to ticketed 49h ICC events on Saturday and Sunday, 13–14 September)

[formfuture.berlin/tickets](https://formfuture.berlin/tickets)

### **More info:**

[formfuture.berlin](https://formfuture.berlin)

### **Socials**

Instagram: [@formfuture.berlin](https://www.instagram.com/formfuture.berlin)

LinkedIn: [formfuture.berlin](https://www.linkedin.com/company/formfuture.berlin)

### **Getting There**

International Congress Centrum (ICC) Berlin

Messedamm 11

Main entrance: Neue Kantstraße

14057 Berlin

### **Public transport:**

U-Bahn: U2 Kaiserdamm

S-Bahn: S41 / S42 / S45 Messe Nord/ZOB

Bus: 218 / M49 / X34 / X49 Messe Nord

### **49h ICC**

More information about the 49h ICC public program and time-slot tickets:

[visitberlin.de/en/49h-icc](https://visitberlin.de/en/49h-icc)

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