

Sharpen the skills for
Transformation by Design
FORM/FUTURE
Internationale Design Konferenz
im Rahmen von 49h ICC
11. – 12. September 2025
ICC Berlin – Internationales
Congress Centrum Berlin

Programm – Auszug

(vorläufig, Stand 07. August 2025)

Tag 1 – Donnerstag, 11.09.2025

13:30–14:30, Conference Stage (Saal 2) – Panel

Berlin: The City as material – about taste, inspiration, space in a city to paint over (EN)

Christian Mio Loclair (Media Artist), N.N., N.N.

Moderation: Kimberly Bradley (Art Critic and Journalist)

14:30–15:30, Conference Stage (Saal 2) – Panel

The end of the car as we know it – And what design has to do with it (EN)

N.N.

Moderation: Tayo Osubo (Design Consultant CMF)

14:30–15:30, Orbital Stage (Saal 6) – Master Class

Designing and Prototyping new gaming worlds (EN)

Simone Kapeller (Head of Design, Ravensburger)

14:30–15:30, Foyer Stage – Master Class

Design Futures – Speculative Design for the ICC (AT) (EN)

N.N.

15:30–16:30, Conference Stage (Saal 2) – Panel

Design as a Strategic Driver: Unlocking Innovation in the Enterprise (AT) (EN)

N.N.

Moderation: Dr. Andrea Augsten (Designforscherin, TU Dresden),

Robin Auer (Design Strategist IBM)

15:30–16:30, Orbital Stage (Saal 6) – Master Class

Designing the Circular Economy (EN)

Peter Post (Founder Studio Peter Post x Petra Esveld), Svenja Bickert-Appleby
(Founder New Order Design)

15:30–16:30, Foyer Stage – Master Class

Designing the Empathic Web: An Emotionally Intelligent Digital World (EN)

Sebastian Löwe (Autor, Virtual Identity)

16:30–17:00, Conference Stage (Saal 2) – Keynote

Design-driven Business Transformation at IBM (EN)

Phil Gilbert, Former Head of Design at IBM

16:30–17:00, Orbital Stage (Saal 6) – Keynote

Nutzerzentrierung und inklusives Design für die BVG (DE)

Ann-Christin Ahrens (Strategy Director whydobirds)

17:00–18:00, Conference Stage (Saal 2) – Panel

Closing Panel – Designwirtschaft und Berlin (DE)

Michael Biel (Staatssekretär für Wirtschaft), Prof. Daniela Hensel (HTW Berlin, whydobirds), N.N., N.N.

Moderation: Dara Sepehri (Curator FORM / FUTURE, Founder 3STN, Vorstand DDC)

Tag 2 – Freitag, 12.09.2025

09:00–10:00, Conference Stage – Keynote

Lage der Nation: die Krise gestalten. Neue Kompetenzen und alte Zöpfe (DE)

N.N.

09:00–10:00, Foyer Stage – Master Class

Designing for—and with—Agentic AI for Design Leaders (EN)

Sebastian Löwe (Autor, Director User Experience Design Virtual Identity)

10:00–11:00, Orbital Stage – Morning Fishbowl

Design ist (nicht) demokratisch – Ein Streitgespräch mit Publikum (EN)

Prof. Dr. Carolin Zeller (Direktorin von Beust Beratungsgesellschaft) und Prof. Friedrich von Borries (Autor, Künstler, Professor für Designtheorie HFBK Hamburg)

10:00–11:00, Foyer Stage – Master Class

“Circular Storytelling” (AT) (EN)

Maximilian Mauracher (Founder NEW STANDARD.S)

10:00–11:00, WS-Space (tbd) – Master Class

AI Art Master-Class “Prompting the ICC” (EN)

N.N.

11:00–12:00, Foyer Stage

Speculative Futures – How can constant learning become an added-value for people and business? (EN)

N.N.

11:00–12:00, Foyer Stage – Panel

Experience-Led Strategy (EN)

N.N.

11:00–11:30, Orbital Stage (Saal 6) – Keynote

Zwischen allen Stühlen und warum es gut ist, hin und her zu laufen – Eine Liebeserklärung an die vernetzende Kraft von Design in Organisationen, Politik und Gesellschaft. (DE)

Boris Kochan (Gründer Kochan & Partner, Präsident Deutscher Designstag)

11:30–12:00, Orbital Stage (Saal 6) – Keynote

Soziale Nachhaltigkeit im Design (DE)

Barbara Lersch (Chief Program Officer World Design Capital Frankfurt RheinMain 2026)

12:00–13:00, Foyer Stage – Master Class

77 Human Needs System (EN/DE)

Guido Baier (Founder 77 Human Needs System)

13:00–14:00, Conference Stage (Saal 2) – Panel

Zirkularität in der Industrie – Utopie oder Innovationskiller

Lisa Cerny (Bundespreis Ecodesign, Umweltbundesamt), Max Mauracher (Gründer NEW STANDARD.S), Julian Witte (Industriedesigner und Gründer unyt.berlin), Dr. Manuel Braun (Unternehmer & Autor, The Circular Business Revolution), Moderation: Frederike Kintscher-Schmidt (Präsidentin VDID)