

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, 13 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. Dr. 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: **formfuture.berlin**.

"Berlin is rightfully a UNESCO City of Design – where creativity meets innovation. We're showcasing that design is a true driver of transformation for both economy and society. The ICC is the perfect stage: an iconic place that stands for visionary thinking like no other. That's why **FORM/FUTURE** is not just a motto, but a call to action: Let's form Future!"

Michael Biel, State Secretary for Economic Affairs

"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, Design Expos

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 2.0, 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 Dara Sepehri and his agency 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 Dara Sepehri and his agency 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

More info:

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 / S46 Messe Nord/ZOB

Bus: 218 / M49 / X34 S Messe Nord

49h ICC

More information about the 49h ICC public program and time-slot tickets:
visitberlin.de/en/49h-icc

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