

# NEMO – New Mobility Design Conference 2014, USA.

– Innovative Transportation Design across Cultures and Markets –



October 23, 2014 · 9.00 am – 1.00 pm  
SPUR San Francisco



**Baden-Württemberg**

Where ideas work.

After two successful New Mobility Design Conferences in Stuttgart, Germany, this edition aims at bringing together the creative community with the mobility industry and researchers active in the development of future vehicle concepts and technologies across different continents. The design of user and environmentally friendly mobility concepts presents many opportunities for the creative industry. But the potential ways in which e-mobility will evolve in the future raises many questions: Will e-vehicles be a proper substitute for vehicles with combustion engines? How will the e-cars have to look like to be most attractive for (future) customers? What is needed are solutions that convince both functionally and aesthetically, stressing the new e-mobile attitude but still building up on existing brands and values. Apart from the vehicles itself, new mobility demands new infrastructures, city planning and architecture.

Baden-Württemberg and especially the Stuttgart Region are known as key regions for the automotive industry as well as the creative industries. The Baden-Württemberg based German OEMs and suppliers have research labs in California, one of the technologically most advanced regions in the world. The aim of Baden-Württemberg International (bw-i) in cooperation with the Stuttgart Region Economic Development Corporation (WRS) is to link players from both sides and show the importance of common visions. Due to the long-term economic relationship between the Stuttgart Region and California this congress is an excellent opportunity to finally bring together the knowledge and expertise on these subjects and hence to meet together the global challenges arising from new technologies.

9.00 am	<p><b>Welcome and Introduction</b></p> <ul style="list-style-type: none"> <li>• Cornelia Frank, Head of Department International Business Cooperation and Location Marketing, Baden-Württemberg International (bw-i)</li> <li>• Veit Haug, Director Stuttgart Economic Development Corporation</li> </ul>
9.15 am	<p><b>Keynote</b></p> <p>Change is fun – the challenge of technological and social innovation in a fast changing environment Hartmut Esslinger, Founder Frog Design</p>
9.45 am	<p><b>The Future of Mobility Design across Different Cultures</b> Prof. Lutz Fügener, Pforzheim University</p>
10.10 am	<p><b>The Sound of Motion</b> Prof. Florian Käppler CEO, Klangerfinder GmbH &amp; Co KG Vice President for Media Competence, Trossingen University of Music, Germany</p>
10.30 am	Coffee break
11.00 am	<p><b>Predictive User Experience – the car as your friend!</b> Johann Jungwirth, President &amp; CEO of Mercedes-Benz Research &amp; Development North America, Inc.</p>
11.20 am	<p><b>The 4<sup>th</sup> screen in your life</b> Thorsten Hayer, Experience Design Lead, Tesla Motors</p>
11.45 am	<p><b>Podium discussion</b> with speakers and audience moderated by Sven Beiker, Director, Center for Automotive Research at Stanford University</p>
12.30 pm	End of conference and light lunch



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### Organizer:

**Baden-Württemberg International**

Agency for International Economic  
and Scientific Cooperation

Haus der Wirtschaft  
Willi-Bleicher-Str. 19  
70174 Stuttgart  
Germany

Phone +49 711 22787-0

Fax +49 711 22787-22

Email [info@bw-i.de](mailto:info@bw-i.de)

Web [www.bw-i.de](http://www.bw-i.de)

### Co-organizer:

**Wirtschaftsförderung**

**Region Stuttgart GmbH**

Stuttgart Region Economic  
Development Corporation

Friedrichstr. 10  
70174 Stuttgart  
Germany

Phone +49 711 22835-0

Fax +49 711 22835-55

Email [kreativ@region-stuttgart.de](mailto:kreativ@region-stuttgart.de)

Web [kreativ.region-stuttgart.de](http://kreativ.region-stuttgart.de)

### Event location:

SPUR | 654 Mission Street | San Francisco, CA 94105-4015 | Phone: 415.781.8726

For more information visit

[www.bw-i.de](http://www.bw-i.de)

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