



International Summit

AUTOMOTIVE INTERIOR

2023

CO-LOCATED WITH
INTUITIVE VEHICLES
HUMAN FACTORS-HMI-UX

10-11 October 2023 | MOTORWORLD | Region Stuttgart

Hosted by: **FORVIA**
Inspiring mobility

Sponsors: **UNCS** **SCPLAST**



AUTOMOTIVE INTERIOR 2023 CO-LOCATED WITH INTUITIVE VEHICLES-Human Factors-HMI-UX

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Our beloved automotive industry is going through pivotal moments, where we are constantly pushed to take fundamental decisions on orientations to take, be it technology choices, geographic positioning, partners to count on or not, between taking the lead or following fast, investing or divesting, developing skills or buying solutions, and ... saving the planet or letting things happen; nothing less than that.

In this context it is healthy and wise to take a step back from time to time to see the big picture of what is going on in a larger context and to connect the many dots that surround us. So I am thrilled in the name of FORVIA to host the **Red Cabin Automotive Interior Summit** as well as the co-located **Intuitive Vehicles – Human Factors – HMI - UX Summit**, taking place in the **Motorwelt in Böblingen/Germany October 10th and 11th**. Two days of exchange, of learning and understanding, of consensus and maybe also of disagreement, and hopefully of enlightenment.

We will be talking about major societal and technological trends as well as about specific technology solutions to concrete industry challenges. Beyond inspiring speeches, the event will showcase relevant partner expositions and participatory workshops on various topics, from innovation processes to manufacturing solutions and decarbonization. Linking solutions to problems that people actually have is a guarantee for success and leads to mobility that matters to people. The very wide span of industry representatives, of topics to be covered and of ambitions to be shared will for sure create enriching exchanges, refreshing connections and allow all of us to travel back home with a load full of new personal and professional experiences and learnings.

Please come with an open mind for the unknown and with your questions to the industry peers. We look forward to welcoming you in Böblingen!

ANDREAS WLASAK

Vice President Design, Consumer Intelligence and User Experience, *Forvia*

ADVISORY BOARD



MATTHIAS POHL
Senior Project Manager,
Advanced Engineering Interior,
Integration UI/UX
Mercedes-Benz AG



RICHARD CHUNG
Center Chief,
Interior Space
Visioneering Center
Toyota Boshoku



XAVIER CHALANDON
HMI Expert
Leader
Renault Group



ANDREAS WLASAK
Vice President Design,
Consumer Intelligence
and User Experience
Forvia

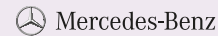
CONFIRMED SPEAKERS

NICO MUNKLER
Group Manager Hyundai Interior/
Hyundai European Design Center



HELEN HOFMANN
Color and Trim Designer
*Hyundai Motor Europe
Technical Center GmbH*

MATTHIAS POHL
Senior Project Manager,
Advanced Engineering Interior,
Integration UI/UX



ALINA WILLUD
Research/Development Engineer
Mercedes-Benz AG

FRANÇOIS FARION
Design Director, Innovation,
CMF Process & Sustainability
Renault Group



IVO VAN HULTEN
Director of UX/UI Design
Dr. Ing. h.c. F. Porsche AG





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CONFIRMED SPEAKERS

ANDREAS WLASAK

Vice President Design, Consumer Intelligence and User Experience



DR. ALEXANDER HASLER

Director Marketing & Business Strategy

SEBASTIAN WANDTKE

Senior Innovation Manager
Forvia

DR. RAÚL GALLEGO

Head of Advanced Materials Department
Antolin



XAVIER PAILLOUX

Compound Product Line Director and Marketing



VINCENT LOUCHET

Sustainable Material Sales & Program Director
Materi'Act

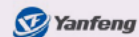
INGO KUBENKA

General Manager R&D
Toyota Boshoku



ANDREAS MAASHOFF

Director Innovation Europe
Yanfeng Technology



PROF. DR. WOLFRAM REMLINGER

Professor for Interior Design Engineering
University of Stuttgart



JAMES RAVENHALL

Creative Director



GUNEET SIDHU

Senior Creative Strategist
NewTerritory

DR. THOMAS VÖHRINGER-KUHNT

Founder & CEO
Codeword Customer Consulting GmbH



STÉPHANE FERON

Corporate HMI Expert
Stellantis



PATRICE REILHAC

R&I Director
Valeo



SAMUEL WIJK

HMI & UX Chief Designer
Lynk & Co Design



LUKA RUKONIC

UX Researcher
Aisin Europe



GARY DOY

Director
Doy Design



KOEN VAN HAM

Chief Design, Co-founder
Lightyear



PETER RÖSSGER

Founder & CEO
beyond HMI/////



KAY ULLRICH

Group Leader Smart Textiles
Textile Research Institute Thuringia-Vogtland e.V. (TITV Greiz)



CHRISTOPHER PETERS

Vehicle Concepts & HMI



CLAUS BERTRAM BONERZ

Gruppenleiter Fahrzeugkonzepte & Mobilitätssysteme
RWTH Aachen University

For further information, sponsorship or delegate registration please contact:

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SPONSOR



From additive manufacturing and injection molding technologies, SOPLAST has been providing to the customers for more than 40 years all our know-how, empowering sustainable and innovative products based in polymers.

UINCS is our start-up, developing a patented technology of highly stretchable and sinter free printed electronics, applied for the first time to the mobility sector.

Haptic sensitive touch functions, capacitive printed circuits, integration of SMD components and heated surfaces on amazing 3D shapes are innovative approaches that our recent UNIC3 interior car concept revealed. It is all about integrating electronic with unlimited shapes either on plastic, fabric and natural materials for added value smart surfaces.

Together, we can create the solutions of tomorrow.

WHAT YOU WILL EXPERIENCE ON SITE

WHO IS WHO

Get in touch with other experts before the conference starts. Take a look at the business cards and photos while enjoying your first conversational and networking experience.

AUDIENCE Q&A

Interact with conference speakers and moderators to ensure all of your questions are answered during these sessions.

MEET AND GREET

Break the ice and get to know your industry peers in these fast-paced one-to-one meetings. Greet each participant in this series of brief exchanges and share your professional background.

PANEL DISCUSSION

Benefit from deeper insights by attending panel discussions. Share your ideas and thoughts with peers and receive feedback from dedicated industry experts in this interactive session.

INTERACTIVE WORKING GROUPS

Get an in-depth approach to these hands-on themes. Discuss, brainstorm, elaborate and work together in this interactive session. Tutorials and workshops are also an excellent chance to interact at this perceived as the, go-to' place for knowledge, best practice and credible solutions.

NETWORKING RECEPTION

RedCabin invites our delegates to enjoy an informal evening get-together with speakers and peers. Discuss the outcome of the first summit day and expand your network in a relaxed environment.

For further information, sponsorship or delegate registration please contact:

Andreas Wibowo, Director of Business Development | andreas.wibowo@redcabin.de | Office: +49 30 99 40 489 11 | Mobile: +49 162 256 738 2

WHAT OUR PAST DELEGATES EXPERIENCED

„Great organization and super interesting subjects.
An amazing B2B event.”

SOPLAST

„The organization and the location was very good.”

Mercedes-Benz

„Excellent cross-industry discussion.
Relevant presentations. Engaging Workshops.”

General Motors

„Great mix of experts & companies.
Great Balance between theory and action.”

Borgward Group AG

„All participants discussed openly and were
interested to learn from each others experiences.
The atmosphere was very pleasant and
(conference) – user friendly.”

Geely Auto Technical Deutschland GmbH

„Perfect opportunity to get a better understanding and
further learning about the future of the technology.”

Jaguar Land Rover Ltd.

„Inspiring professional exchange!”

Forvia

„I liked the presentation variety.
Also the initial Meet and Greet 3 minutes speed date
was a very good network strategy.”

Hyundai Mobis North America

„Good content. Good networking.
Good support from RedCabin.”

Fraunhofer

„Great presentations. Concrete examples. Nice discussions.”

Hyundai Motor Europe Technical Center GmbH

„Many interesting conversations and interactive design.”

IKA RWTH Aachen University



SUMMIT DAY 1 | TUESDAY 10 OCTOBER 2023

08:00 am REGISTRATION

WHO IS WHO

08:05 am Get in touch with other experts before the conference starts. Take a look at the business cards and photos while enjoying your first conversational and networking experience.

JOINT SESSION

with Intuitive Vehicles – Human Factors – HMI – UX Summit

08:45 am Welcome note by RedCabin and summit chairperson

Andreas Wlasak – Vice President Design, Consumer Intelligence and User Experience, *Forvia*

Sebastian Wandtke – Senior Innovation Manager, *Forvia*

08:50 am OPENING SPEECH: Navigating Uncertainty

- Planning in a world that is not allowing any planning
- Transforming risk into opportunities
- FORVIA Lumière demonstrator as an example to respond

Andreas Wlasak – Vice President Design, Consumer Intelligence and User Experience, *Forvia*

09:20 am CASE STUDY: Materials sustainability – from backstage to primetime

François Farion – Design Director, Innovation, CMF Process & Sustainability, *Renault Group*

PANEL DISCUSSION

Benefit from deeper insights by attending panel discussions. Share your ideas and thoughts with peers and receive feedback from dedicated industry experts in this interactive session.

09:50 am STATEMENTS & POWER TALK: A road map to the future of car design, HMI & UX technology and AI

MODERATOR: **Ivo van Hulsten** – Director of UX/UI Design, *Dr. Ing. h.c. F. Porsche AG*

PANELISTS: **Samuel Wijk** – HMI & UX Chief Designer, *Lynk & Co Design*

Andreas Wlasak – Vice President Design, Consumer Intelligence and User Experience, *Forvia*

Peter Rössger – Founder & CEO, *beyond HMI/////*

10:35 am SPEEDNETWORKING

11:00 am NETWORKING COFFEE BREAK

AUTOMOTIVE INTERIOR SUMMIT

11:30 am STARTUP: How Lightyear wants to revolutionize car design for the electric age?

Koen van Ham – Chief Design, Co-founder, *Lightyear*



SUMMIT DAY 1 | TUESDAY 10 OCTOBER 2023

12:00 pm SHOW CASE: Exploration of interior design story and sustainable material narratives of the Hyundai Seven Showcar

Nico Munkler – Group Manager Hyundai Interior/Hyundai European Design Center, *Hyundai Motor Europe Technical Center*

Helen Hofmann – Color and Trim Designer, *Hyundai Motor Europe Technical Center*

01:00 pm NETWORKING LUNCH BREAK

Interactive session: WORKING GROUPS

*The audience will be divided into three groups.
Each group will attend all three interactive working groups.*

WORKING GROUP – 1

02:15 pm Cultivating creativity in car design: strategies for building a high-performing and inspiring culture

The session will look beyond the automotive industry and delve into the art of journey mapping, user mindsets and physical and emotional need states, to create more meaningful relationships with our bodies, the journeys we take and the places we inhabit, elevating the car experience. Learn new design philosophies, cultivate creating thinking and explore the future of mobility in this working group.

HOSTED BY: **James Ravenhall** – Creative Director, *NewTerritory*

Guneet Sidhu – Senior Creative Strategist, *NewTerritory*

WORKING GROUP – 2

02:15 pm Creating a new user experience by enabling a new special experience

Modern vehicles and their technological capabilities, especially the automated driving functions, will shift the focus of the passengers within the car from the driving activity to non-driving related activities. Therefore, the interior of future cars needs to be adopted to the new requirements induced by non-driving activities. Within this workshop we will focus on different perspectives and possibilities to influence the interior as well as the greenhouse.

HOSTED BY: **Christopher Peters** – Vehicle Concepts & HMI, *RWTH Aachen University*

Claus Bertram Bonerz – Gruppenleiter Fahrzeugkonzepte & Mobilitätssysteme, *RWTH Aachen University*

WORKING GROUP – 3

02:15 pm Textile-Based Electronics in Automotive Interiors – Status Quo and Future Trends

This workshop delves into the realm of smart textiles, encompassing materials, surfaces, and processes. Through insightful visuals, Kay will delve into material applications and advancements in textile-based electronics. Expect an engaging and interactive working group.

HOSTED BY: **Kay Ullrich** – Group Leader Smart Textiles, *Textile Research Institute Thuringia-Vogtland e.V. (TITV Greiz)*



SUMMIT DAY 1 | TUESDAY 10 OCTOBER 2023

04:15 pm NETWORKING COFFEE BREAK

04:45 pm CONTINUING WITH WORKING GROUP 1, 2 & 3

05:45 pm RESULTS

Each moderator of the interactive working group is presenting the outcome of their working group.

06:05 pm CLOSING REMARKS BY SUMMIT CHAIRPERSON

06:15 pm EVENING NETWORKING RECEPTION

Join us for an informal gathering hosted at the Ayrton Senna Galerie within the Motorworld.

END OF SUMMIT DAY 1





SUMMIT DAY 2 | WEDNESDAY 11 OCTOBER 2023

08:30 am REGISTRATION

JOINT SESSION

with Intuitive Vehicles – Human Factors – HMI – UX Summit

08:45 am Welcome note by summit chairperson

Andreas Wlasak – Vice President Design, Consumer Intelligence and User Experience, *Forvia*

Dr. Alexander Hasler – Director Marketing & Business Strategy, *Forvia*

09:00 am CASE STUDY: Beyond the surface – the fusion of luxury car interiors and advanced HMI/UX technology

Andreas Maashoff – Director Innovation Europe, *Yanfeng Technology*

PANEL DISCUSSION

09:30 am PANEL: EV driver coaching – how HMI can help the driver build trust in HMI and support quicker EV adoption

MODERATOR: **Dr. Thomas Vöhringer-Kuhnt** – Founder & CEO, *Codeword Customer Consulting GmbH*

PANELISTS: **Luka Rukonic** – UX Researcher, *AISIN Europe*

Matthias Pohl – Senior Project Manager, Advanced Engineering Interior, Integration UI/UX, *Mercedes-Benz AG*

Stephane Feron – Corporate HMI Expert, *Stellantis*

Patrice Reilhac – R&I Director, *Valeo*

10:15 am NETWORKING COFFEE BREAK

10:45 am SHOW CASE: Mobility for all – advancements for people with disabilities

Ingo Kubenka – General Manager R&D, *Toyota Boshoku*

11:15 am UI/UX driver experience design

Ivo van Hulsten – Director of UX/UI Design, *Dr. Ing. h.c.F. Porsche AG*

AUTOMOTIVE INTERIOR SUMMIT

PANEL DISCUSSION

11:45 am CASE STUDY: Antolin's approach to sustainable materials – development of natural and sustainable cover with high environmental benefits

Dr. Raúl Gallego – Head of Advanced Materials Department, *Antolin*



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SUMMIT DAY 2 | WEDNESDAY 11 OCTOBER 2023

12:15 pm **PANEL: The evolving role of designers – embracing sustainability, unleashing creativity and finding inspiration in unconventional sources for environmentally responsible designs**

MODERATOR: **Dr. Wolfram Remlinger** – Professor for Interior Design Engineering, *University of Stuttgart*

PANELISTS: **Xavier Pailloux** – Compound Product Line Director and Marketing, *Materi'Act*

Gary Doy – Director, *Doy Design*

12:45 pm NETWORKING LUNCH BREAK

Interactive session: WORKING GROUPS

*The audience will be divided into two groups.
Each group will attend both interactive working groups.*

WORKING GROUP – 1

01:45 pm **Fostering the adoption of innovative sustainable materials in the automotive industry, let's shift gears!**

HOSTED BY: **Xavier Pailloux** – Compound Product Line Director and Marketing, *Materi'Act*

Vincent Louchet – Sustainable Material Sales & Program Director, *Materi'Act*

WORKING GROUP – 2

01:45 pm **Immersive Interior Golf Championship – Teambuilding meets innovation: designing and playing miniature golf with interior components**

HOSTED BY: **Alina Willud** – Research/Development Engineer, *Mercedes-Benz AG*

Matthias Pohl – Senior Project Manager, Advanced Engineering Interior, Integration UI/UX, *Mercedes-Benz AG*

03:45 pm NETWORKING COFFEE BREAK

04:00 pm RESULTS

Each moderator of the interactive working group is presenting the outcome of their Working Group.

04:10 pm CLOSING REMARKS BY SUMMIT CHAIRPERSON

04:20 pm END OF SUMMIT



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INVESTMENT PER DELEGATE

DATE	2 DAY CONFERENCE INVESTEMENT
ORIGINAL INVESTMENT	3.095 €

CONFERENCE VENUE

MOTORWORLD | Region Stuttgart, Germany
Graf-Zeppelin-Platz 1 | 71034 Böblingen | www.motorworld.de

HOTEL RECOMMENDATION

V8 HOTEL Motorworld Region Stuttgart

Graf-Zeppelin-Platz 1 | 71034 Böblingen
reservierung@v8hotel.de

The Rilano Stuttgart Böblingen

Otto-Lilienthal-Straße 18 | 71034 Böblingen
reservierung-boeblingen@rilano.com

FOR FURTHER INFORMATION, SPONSORSHIP OR DELEGATE REGISTRATION PLEASE CONTACT:

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