

Futurium

Futurium: shaping the future strategically and creatively at CeBIT

Futurium gGmbH, Press and Public Relations, Kapelle-Ufer 2, 10117 Berlin

No. 3/2017

March 16, 2017

CeBIT interactive: The Futurium is at CeBIT with its workshop and experience space. From March 20-24, the programme includes impulse presentations and workshops which will provide tools in a compressed format for shaping the future. The highlight of the Futurium booth is the multimedia database of hopes ("Wünschenspeicher"). The first exhibit of the coming centre for shaping the future will celebrate its premiere at CeBIT.

"Visitors will meet at our CeBIT booth to discuss the challenges of the future with each other and develop their own solutions. For this, we offer interactive workshop formats", explains Nicole Schneider, Commercial Managing Director of the Futurium. "If you want to get to know new technologies and be creative, our Future Fab Lab will give you the opportunity to do so. It is all about trying and DIY."

The Futurium is an exhibitor at CeBIT with its area for experiments, the workshop and experience space. The booth design reflects the striking silhouette of the new building in Berlin under construction. Visitors can expect to find three sections in the exhibit: Showcase, Future Fab Lab, and Workshop Space.

The Showcase is the heart of the exhibit: the database of hopes ("Wünschenspeicher") is the first exhibit developed by the Futurium itself to celebrate its premiere at CeBIT. Wishes accompany us through life from the time we are children. At the same time, wishes are the active design elements in which humans think about the future and the trigger for innovation. This idea grew into the multimedia and intelligent exhibit project of the database of hopes which collects wishes for the future and links them in a neural network. Trade show guests can enter their wishes for the future directly with their smartphone and follow them on the façade of the Futurium model. In addition, visitors will come across numerous other exhibits, like the robot installation "20,000 blocks" about the city of the future or futuristic fashion-tech designs by the artists Maartje Dijkstra and Newk.

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The Future Fab Lab provides laser cutters, 3D printers, and electronics stations for the development of your very own prototypes. CeBIT guests can implement their own ideas here with the help of experts from science and design and develop prototypes for the world of tomorrow.

In the Workshop Space, the programme is supported by lightning talks and mini workshops on the topics of hybrid craft, programmable matter, and augmented human. Speakers present short speeches on future research, science, and design – 'science-slam' style. Visitors playfully learn methodological tools for shaping the future strategically and creatively in interactive sessions.

For every trade show day, the programme will feature four lightning talks and four workshops. Participation in the Futurium events is free with a trade show ticket. Registration is not necessary.

The Futurium at CeBIT 2017

March 20-24, 2017 in Hanover

Hall 6, Research and Innovation, Booth C53

Programme: www.cebit.de/aussteller/futurium/Q734931

About the Futurium:

The Futurium is the emerging centre for shaping the future in the government district of Berlin: an exhibit with vivid scenarios, an interactive hands-on laboratory, and an event forum as a place for dialogue. It provides a setting for exciting discussions, creative workshops, and visionary ideas. The Futurium is open to everyone who is interested in the future and shaping the future. Discover, discuss, try it out – the Futurium gives its visitors a glance into the world of tomorrow.

It presents the challenges of the future and the various building blocks with which the future can be shaped. The Futurium is also a place for encounters: politics, science, business and society come together here to exchange ideas about the future. All of this is available on 3,200 square metres spanning three floors. The Futurium opens in 2018. www.futurium.de.

Images, contact, and other information:

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