

Futurium

CeBIT: Futurium thrills with interactive formats for shaping the future

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

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A look back at the successful CeBIT: The Futurium showed in its workshop and experience space how ideas for the future can be tested through creative cooperation. Dr. Johanna Wanka, Federal Minister of Education and Research, visited the exhibit and tested the first exhibition project of the Futurium, the database of hopes ("Wünschenspeicher"), which celebrated its premiere at CeBIT. In addition to Showcase and Future Fab Lab, CeBIT guests were offered impulse presentations and workshops which conveyed the tools for shaping the future in compressed form.

The Futurium was at CeBIT with its area for experiments, the workshop and experience space. "We are very satisfied with the great number of visitors at our first CeBIT appearance. The great demand for the impulse presentations and the interactive formats exceeded our expectations", says Nicole Schneider, Commercial Managing Director of the Futurium. "There were intense discussions at the Futurium exhibit and people worked together – it was exciting to see what creativity and wealth of ideas can be achieved through methodical guidance in the workshops."

The Federal Minister of Education and Research, Dr. Johanna Wanka, also visited the first trade show appearance of the Futurium. She paid special attention to the database of hopes ("Wünschenspeicher"), the first exhibit developed by the Futurium which celebrated its premiere at CeBIT. The multimedia and intelligent exhibit collects wishes for the future and links them in a neural network. Trade show guests were able to enter their wishes for the future directly into a tablet or their own smartphone and follow it on the large projection surface. In addition to the database of hopes and other exhibits in the Showcase, the booth also offered a Future Fab Lab and a Workshop Space.

In the Workshop Space, visitors could see lightning talks and mini workshops on the topics of hybrid craft, programmable matter, and augmented human. Speakers presented short speeches on future

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research, science, and design – 'science-slam' style. The participants were able to deepen the impulses in workshops and playfully learn methodical tools for shaping the future strategically and creatively in interactive sessions. On each trade show day, there were four methodology workshops on future foresight, design thinking, road mapping, and prototyping.

The Future Fab Lab invited visitors to try things out and do things themselves. CeBIT guests were able to implement their own ideas here with the help of experts from science and design and develop prototypes for the world of tomorrow. For this purpose, they had access to 3D printers, laser cutters, electronics stations, and tools. Materials with shape memory, electrical muscle stimulation in human-machine interaction, or smart fashion are more examples for new technologies which visitors could see at the Futurium exhibit.

The Futurium programme at CeBIT 2017: www.cebit.de/aussteller/futurium/Q734931

The Futurium at CeBIT – brief video: <https://youtu.be/70bzh2QABYE>

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. www.futurium.de

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