



**DVN**  
Interior

8-9  
APRIL  
2025

# DVN INTERIOR 2025 KÖLN WORKSHOP

Progress in Interior UX & Sustainability  
PULLMAN HOTEL - KÖLN, GERMANY

*5th edition*





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*It is happening in Köln, an automotive city at the center of Europe, which benefits from Ford's new carbon neutral Cologne EV Center that workshop participants will have the privilege of visiting.*

The Workshop will focus on Car Interior User Experience technology innovation and features, always considering the sustainability objectives. The main goal of User eXperience (UX) is creating and improving people's driving and mobility experiences. It means technology and design are user-centric, it covers Design, HMI (Human Machine Interaction), Perceived Quality, comfort, infotainment, audio, health and wellness, and everything that contributes to the best driving experience. As many global megatrends are shaping the future of automotive interior (display, smart surfaces, voice activation, connectivity, automation, EVs, regulations, etc.), progress in technology is transforming the cabin into a smart, interactive space.

### The workshop includes the following sessions:

- Cockpit with HMI and Smart Surfaces
- Interior Lighting
- Seating
- Materials & Sustainability
- Interior Design and CMF

### With around 25 lectures & also:

#### 3 keynotes:

- BMW Panoramic Display
- Car Interior trends in China
- Italdesign Quintessenza Concept Car

#### 3 round tables:

- Trends in Car Interior Design
- HMI through touch screens and buttons, what is the right balance
- Smart surfaces and Sustainability

*We expect more than 200 participants, representing OEMs, Tier #1s and technology suppliers. The following speakers are already confirmed:*

- Ford, BMW, Lucid, and Italdesign
- Yanfeng, Marelli, Covestro, Dow, amsOsram,
- Tactotek, Kurz, Grewus,



***Many others to be confirmed as we get closer to the event!***

**REGISTRATION ON DVN WEBSITE: [www.drivingvisionnews.com](http://www.drivingvisionnews.com)**

#### **DVN members registration:**

- 1 free entry for DVN Gold Members
- 3 free entries for DVN Platinum Members
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#### **Additional entries for DVN members:**

- Early bird price until February 28th: €1000/pers
- From March 1st, Entry fee: €1.500/pers

#### **Registration for non-DVN members:**

- Early bird price: €1.500/pers until February 28th
- From March 1st, Entry fee: €2,000/ pers

***For more information, please contact: Emilie Ogor Bonnet - DVN Marketing & Communication Director  
[ebonnet@drivingvisionnews.com](mailto:ebonnet@drivingvisionnews.com)***





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## EXHIBITION RATES

BOOTHS	SHELL - 4m2	BUSINESS - 10m2	PREMIUM - 15m2
RATES (exc. 20% VAT) in Euros	<b>€4.900</b>	<b>€7.900</b>	<b>€10.500</b>
Includes free invitations	x2	x3	x4
First speaker in selected session	NO	NO	YES
Company logo on website, program, booklet...	YES	YES	YES
Full A4 company advertising page in booklet	YES	YES	YES

For more information, please contact: *Emilie Ogor Bonnet - DVN Marketing & Communication Director*  
[ebonnet@drivingvisionnews.com](mailto:ebonnet@drivingvisionnews.com)



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## 2024 KÖLN WORKSHOP PROGRAM



### TUESDAY APRIL 23, 2024 • PRELIMINARY PROGRAM

12:00-13:30 REGISTRATION AND LIGHT LUNCH

13:30-14:00 **OPENING**

**KEYNOTE#1 - Philippe Aumont**

**Yole Group**

Pierrick Boulay, Senior Analyst -  
From LCD to OLEDs: A journey  
through display technologies

14:00-15:20 **SESSION 1 • HMI/SMART SURFACES I**

**Chairman: Carsten Befelein**

**Ford Motor Company**

Iris Lydorf, HMI User Experience  
Researcher

*"Trends and Innovations in the  
HMI - UX Research and Concept  
Development"*

**Pforzheim University**

Prof. Karlheinz Blankenbach  
*"Toward Codriver Displays with  
Switchable Privacy"*

**PolyIC/Kurz**

Dr. Wolfgang Clemens  
*"User centered solutions for interior  
cabin decoration & HMI"*

**Ceres Holographics**

Andy Travers, CEO  
*"Look ahead! Smarter Transparent  
Displays for enhanced safety, comfort  
and UX"*

**Q&A**

15:20- 15:50 **Booths Pitches**  
Chairwoman: Olimpia Migliore

15:50-16:20 **COFFEE BREAK**

16:20-18:30 **SESSION 2 • HMI/SMART SURFACES II**  
**Chairwoman: Olimpia Migliore**

**Valeo Interior eXperience Product Group**

Rémi Mathieu, Product Marketing Manager  
*"Evolution of Display and HMI"*

**Marelli**

Kalpak Patankar, Director of Product Development  
*"Digital Detox Cabin"*

**Marquardt**

Felix Hake, Product Management Innovation  
*"Marquardt DemoCar 2.0 - Crystal-Clear  
Innovations for the Future Interior"*

**TactoTek**

Dominique Heilborn, Director Automotive  
*"The role of IMSE in Shaping the Future  
of Automotive Design, Performance, and  
Sustainability"*

**Continental** - Dr. Tim Wolfer - Project Manager  
Functional Printing

*"Visionary Interior meets User Experience - How we  
actively shape the automotive transformation"*

**Q&A**

18:30-19:20 **SESSION 3 • INTERIOR LIGHT AND HEALTH**  
**Chairman: Philippe Aumont**

**Seaborough**

Dr. Anne Berends, Program Director for Life Science  
*"Occupant health & well-being: from passive  
monitoring to active enhancement"*

**Schäfer Lighting Consultant**

Ralf Schäfer  
*"Interior cabin disinfection by UVC radiation"*

**Q&A**

19:20-20:00 **SOCIAL COCKTAIL**  
**Innovation Awards**

20:00-22:00 **GALA DINNER**





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## 2024 KÖLN WORKSHOP PROGRAM



### WEDNESDAY APRIL 24, 2024 • PRELIMINARY PROGRAM

7:30-8:00	<b>WELCOME BREAKFAST</b>	
8:00-8:30	<b>KEYNOTE #2 - Philippe Aumont</b> Prof Dr Andrea Upmann, Car Interior Professor <i>"Interior concepts and reductive design of micro vehicles"</i>	<b>Dow MobilityScience</b> Esther Quintanilla, Marketing Fellow, and François de Buyl <i>"Material science for circular, durable and comfortable premium interiors"</i>
8:30-10:40	<b>SESSION 4 • INTERIOR LIGHTING</b> <b>Chairman: Carsten Befelein</b> <b>JLR</b> Lydia Hewitt, Lighting Attribute Group Leader <i>"Sustainable Modern Luxury"</i> <b>ams OSRAM</b> Michael Brandl, Director System <i>"Stronger Together - Partnering to Enable the Next Level of Interior Lighting"</i> <b>Forvia/Design LED</b> Tony Allison, Product Manager – Jean-Baptiste Trollé, Industrial Design Director - Faurecia Clarion Electronics <i>"Light and display convergence"</i> <b>Magdeburg</b> Stendal University of Applied Sciences - Dr.-Ing. Benedikt Lamontain <i>"Human Centric Lighting in Tomorrow's Mobility - How to assess it virtually?"</i> <b>TechnoTeam</b> Tanja Thiele, Application Engineer <i>"Measurement Innovation: Advancing Light Measurement Technologies for Automotive Interiors"</i> <b>Antolin</b> Iñigo Mateo, Research Specialist, Innovation Division <i>"NightSight Assist"</i> <b>Melexis</b> Roland Steger, Business Development Manager EMEA <i>"The Ambient and dynamic lighting of tomorrow Solution for interior applications"</i> <b>Inova Semiconductors</b> Thomas Rothhaupt, Director <i>"System Solution and Calibration of the ISELEDs Being Used Behind Different Surfaces"</i> <b>Seoul Semiconductor</b> Nils Benter, Business Development Manager <i>"Multi-Junction LEDs - High Voltages for Automotive"</i> <b>Q&amp;A</b>	<b>Delo Industrial Adhesives</b> Sven Hujo, Specialist Product Management <i>"Innovating Automotive Interiors: Energy-Efficient Adhesives Powering Lighting, HMI and Sensors for the Future"</i> <b>Mocom</b> Werner Aumüller, Business Development Manager Automotive <i>"Carbon fiber recycling - Sustainable Lightweight Solutions"</i> <b>Sustainability Roundtable</b>
10:40-11:20	<b>COFFEE BREAK</b>	<b>13:00-14:00 SOCIAL LUNCH</b>
11:20-13:00	<b>SESSION 5 • MATERIALS &amp; SUSTAINABILITY</b> <b>Chairwoman: Olimpia Migliore</b> <b>Stellantis</b> Gabriele Giaccio, Italian Polymer Team Manager <i>"Materials and Sustainability for Automotive"</i>	<b>14:00-15:35 SESSION 6 • SEATING</b> <b>Chairman: Philippe Aumont</b> <b>Grewus</b> Elisa Santella, Managing Director <i>"Seat haptics as part of a multi-modal Human-Machine Interface (HMI)"</i> <b>L&amp;P Automotive</b> Maxime Samain, Director - Technical Account Management <i>"The Future of Automotive Seating Comfort"</i> <b>Forvia Seating</b> Christian Neyrinck, Innovation Manager <i>"Forvia's next generation of complete seat architectures and materials"</i> <b>Toyota Boshoku</b> Ingo Kubenka, General Manager Europe <i>"Mobility for All"</i> <b>Adient</b> Thomas Dillinger, Chief Engineer Innovation Seating <i>"Relaxing in an automotive interior"</i> <b>Q&amp;A</b>
		<b>15:35-16:15 COFFEE BREAK</b>
		<b>16:15-17:00 SESSION 7 • DESIGN</b> <b>Chairman: Philippe Aumont</b> <b>VOLVO - NBHX TRIM GROUP</b> Erik Edholm, CMF Studio Engineering, and Thorsten Süß, Head of Global Design <i>"Volvo EX30 Interior"</i> <b>feno GMBH</b> Lena Nguyen, Senior Product Designer UX/UI <i>"Immersive Interior Lighting - What does light art do in the car?"</i> <b>Design Roundtable</b> Participants tbc
		<b>17:00 CONCLUSION AND CLOSING</b>