

raum-welten.com

Raumwelten Talent Saturday, 14.11.2015

9:30–18 Uhr – Albrecht Ade Studio
Filmakademie Baden-Württemberg, Ludwigsburg

Up-and-coming young talent meets major players in the sector. Universities and academies present outstanding student projects. In the “Expo Slam”, students evaluate the Expo Milano.

Raumwelten Public Fri + Sat, 13.+14.11.2015

Academy of Performing Arts (ADK), Ludwigsburg

Together with ADK, we present the virtual reality project “Networked”, produced in cooperation with the Filmakademie Baden-Württemberg and the Nibelungen-Festspiele Worms, as well as the dance performance “Tracing O.S. – a performance on the trail of Oskar Schlemmer” by Eva Baumann.

NEW Raumwelten Pavillon 2.–14.11.2015

Raumwelten Pavilion on the Akademiehof

The Raumwelten Pavilion is a showcase for spatial communication. On the Akademiehof Ludwigsburg, a temporary, pneumatic structure is being created, designed in cooperation between Raumwelten and students of architecture at the Stuttgart State Academy of Art and Design as well as the Stuttgart Technology University of Applied Sciences, under the guidance of Prof. Wallisser and Prof. Hundt.



Title image Pavilion/3D Model: ABK Stuttgart/HFT Stuttgart, Design/Rendering: PARAT.cc

Raumwelten Special Lecture Friday, 13.11.2015

19:30 Uhr – Ordenssaal
Ludwigsburg Residential Palace

Prof. Dr. Hubertus Gaßner (Director, Hamburg Kunsthalle):
On the Staging of Exhibitions and Spatial Concepts

Hubertus Gaßner is one of the world’s most distinguished curators. At Haus der Kunst in Munich, Museum Folkwang in Essen and the Hamburg Kunsthalle, to name but a few locations, he concerns himself with spatial communication – exhibitions, museum buildings and spatial concepts. “Cube Hamburg 2007”, the black cube by Gregor Schneider, was one of his spectacular exhibitions.

NEW FAMAB AWARD Thursday, 12.11.2015

17 Uhr – MHPArena, Ludwigsburg



The FAMAB AWARD 2015 is the creative award for vivid communication, honouring outstanding brand experiences by awarding prizes to international benchmark projects in the fields of face-to-face communication as well as temporary and permanent architecture.

This year’s awards ceremony takes place on November 12 at the MHPArena in Ludwigsburg. Tickets for this industry highlight can now be purchased through famab.de. Combination tickets for both the FAMAB AWARD and Raumwelten are also available.

PRICES (plus VAT)	Regular	Early Bird until 20.10.2015	Regular	Early Bird bis 20.10.2015
<u>Day Ticket Raumwelten Business (12.11.)</u>	€ 235,-	€ 195,-	<u>Combination Ticket Raumwelten Art & Research and Business (12. + 13.11.)</u>	€ 296,- / € 256,-
<u>Day Ticket Raumwelten Art&Research (13.11.)</u>			<u>FAMAB Award, Business and Art & Research</u>	€ 500,-
Regular	€ 140,-	€ 95,-	Combination tickets FAMAB Award & Raumwelten are available through www.famab-award.de	
Student	€ 80,-	€ 60,-	<u>Raumwelten Talent (14.11.)</u>	Free entry
Student group	€ 50,-	€ 40,-		

Tickets until 06.11.2015 through www.raum-welten.com or phone: +49 711 92546122

Travel with Deutsche Bahn in first class for only 69,- Euro: www.raum-welten.de/service

Organizer	Partners	University and Academy Partners
Co-organizer		

Raumwelten 2015 – Platform for Scenography, Architecture and Media

Raumwelten 2015, the congress for space and brand staging, is seeing a new expansion. For the first time, the FAMAB awards ceremony takes place in cooperation with Raumwelten, on November 12 at the MHPArena in Ludwigsburg.

The Raumwelten Pavilion on the congress premises is another new feature, a place of encounter and a spatial installation that can be experienced with all senses.

Raumwelten Business Thursday, 12.11.2015

9:30–17 Uhr – Albrecht Ade Studio
Filmakademie Baden-Württemberg, Ludwigsburg

DIGITAL AND REAL SPACES – WHY IS THERE A NEED FOR SHOWROOMS AND TRADE FAIRS THESE DAYS?

Curator: Roman Passarge

We have been seeing our forms of communication undergo some major changes in recent years. However, we still perceive the worlds around us with all our senses. This year's Raumwelten Business Conference will investigate what real worlds can achieve, how they can be enhanced and boosted by virtual means, how reality and virtuality can be merged and, with the aid of "all senses", lead to an emotional and lasting experience.

Raumwelten Art & Research Friday, 13.11.2015

9:30–18 Uhr – Albrecht Ade Studio
Filmakademie Baden-Württemberg, Ludwigsburg

With three panels, the Conference Day addresses three subject areas of applied spatial communication.

EDUTAIN ME! NEW WORLDS OF LEARNING BETWEEN INSANITY AND INGENUITY

Curator: Jean-Louis Vidière Ésèpe

How to learn? Playfully, if possible. Children's museums and science centres are booming worldwide. What type of learning is involved? When does playing increase ingenuity? What can staged spaces accomplish? Does the frequent insanity make sense? Our thesis: The playful art of discovery has enormous potential.

Speakers

Christoph Fricker (Landesmuseum Württemberg, Junges Schloss, Stuttgart)
Olivier Héral (Futuroscope, Poitiers)
Alicia Leuschner (TRIAD, Berlin)
Elisabeth Menasse-Wiesbauer (Zoom Kindermuseum, MuseumsQuartier, Vienna)

The congress targets business decision makers, agencies and creative professionals in the scenography and architecture sectors.

With the programme items Business and Art&Research on the congress agenda as well as the presentation of university and academy projects, Raumwelten provides a platform for the exchange with internationally renowned companies and experts in the fields of spatial staging, spatial communication, showrooms, and trade fair construction.

Keynote

Bruce Mau (Massive Change Network, Evanston IL): Digital Mirror

Spot Landings: Kick-off Talks

Michael Mack (Mack Media GmbH & Co. KG/Europa Park, Rust): VR & Roller Coasters

Noel Riley (Hansgrohe/Axor UK, London)
& Peter Champion (I-AM, London): Water Specification Center

7x7 Short presentations provide insights into problem solutions. Followed by small group workshops on the individual subject areas.

Henning Ehrhardt (Bottega & Ehrhardt, Stuttgart): Real Trade Fair Stands

Arkas Förstner (Fön Design, Schramberg): Virtual Spaces in Real Showrooms

Eberhard Freiensehner (commacross – Agentur für Begegnungskommunikation, Müllheim): Gamification

Andreas Stephan (AS Systems, Markt Einersheim): Water & Theatre Effects

Erik Wolff (ICT AG, Kohlberg): Next Generation Branded Retail

Ralf Zuleeg (d&b audiotechnik GmbH, Backnang): Sound in Virtuality

Axel Haschkamp (MKT AG – Fine Exhibition Engineering, Olching): Virtual Projections on Moving Real Objects (tbc)

TRADE WORLDS – ON THE STAGING OF PRODUCTS

Curator: Dr. Petra Kiedaisch

Salesroom design is undergoing radical change. Due to the Internet and e-commerce, new concepts for trade architectures must be conceived and realized. Experts and designers speak about current developments in the fledgling discipline of retail design, which uses instruments of art, scenography and museography to create long-lasting experiences.

Speakers

Barbara Holzer (Holzer Kobler, Zurich),
Jan Knikker (MVRDV, Rotterdam),
Jons Messedat (Corporate Architecture Institute, Stuttgart),
Philipp Teufel (malsyteufel, Düsseldorf)

"BUILDING WORLDS" – IMMERSIVE ENVIRONMENTS

Curator: Prof. Tobias Wallisser

Freckles on her nose, diddle diddle dee, a girl came riding ...
In the German theme-song version, Pippi Longstocking sings:
2 x 3 = 4, diddle diddle dee, + 3 = 9,
I'll make myself a world just the way I like it ...
Likewise, designers in interdisciplinary teams create a diverse range of spatial worlds, from elevator capsules, to workplaces, to experience centres. Which procedures and ideas result in unique 'worlds', merging social context, extraordinary design and innovative materials?

Speakers

Martin Haas (haas cook zemmrich | STUDIO2050, Stuttgart)
Wolfram Putz (GRAFT, Berlin)
Enric Ruiz-Geli (Cloud9, Barcelona)