

CONFERENCE: UNBOX INNOVATION

- 9.00 **Uwe Melichar**, epda President
WELCOME TO VIENNA!
- 9.15 **Philipp T. Ernst**, Expert Associate Partner
McKinsey & Company, Germany
- 9.35 **Karel J. Golta**, Founder & CEO
INDEED Innovation, Germany
- 10.05 **Johannes Torpe**, Founder
Johannes Torpe Studios, Denmark
- 10.35 **Andreas Milk**, Founder
M.I.L.K. Food & Design, Germany
- 11.00 Coffee Break
- 11.30 **Thuong Tan**, Founder
Noodelist, United States
- 12.00 **Armin Bonelli**, Partner
Factor, Austria
- 12.20 **Joachim Haag**, Managing Director
isi, Germany
- 12.50 Networking Lunch
- 13.50 **Jakob Kattner**, Creative Director
WARDA Network, Austria
- 14.10 **Fabienne Le Tadic**, General Manager Europe, Evrythng, Switzerland
Chris Bailey, President & CEO, Bailey Brand Consulting, United States
- 14.30 **Chris Lee**, Founder & Creative Director
Asylum, Singapore
- 15.00 **Thomas Boucoiran**, Global Head Brand Owner Collaboration
Siegwerk, Germany
- 15.20 Coffee Break
- 15.45 **Jordan Katarov**, Digital transformation and IoT expert
HENKEL, Germany
- 16.15 **Johanna Joppien**, Innovation Strategist
Tools of Innovators, Germany
- 17.00 Chill-out Drink in Roof-Top Bar

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SPEECH ABSTRACTS

Philipp T. Ernst - McKinsey & Company, Germany

Perspectives on innovation and design

The pace of innovation is faster than ever before, in an environment of increasing complexity and risks of disruption, 84% of executives see innovation as a key driver of their growth. But yesterday's processes do not necessarily answer these challenges and only 6% are satisfied with the outcome. Based on data over a 5-year period, with millions of data points, we can empirically show that mastering design and design thinking makes a difference in this context, leading to substantially higher growth and total returns to shareholders.

Karel J. Golta - INDEED Innovation, Germany

Dead-end packaging design. Why the packaging industry needs to reinvent itself

Is the Packaging Industry driving innovation or is it just following market forces? What is the future of packaging design when others are defining the industry's fate? And: are agencies and creatives working towards the needed change? Let's raise the right questions. They are always better than the answers to a wrong one.

Johannes Torpe - Johannes Torpe Studios, Denmark

Creativity without limits

Johannes will share his thoughts on the role of innovation based on his own personal career as a creative, as well as on his experiences gained from the projects accomplished through his Copenhagen-based design studio. Over the course of 20 years, Johannes Torpe Studios has helped clients in various industries to build and strengthen their brands worldwide. The multidisciplinary background ranging from interior design, furniture design and branding to large scale architectural projects, fuels the ability to create innovative design.

Andreas Milk - M.I.L.K, Germany

Innovation in food & packaging design - Fail hard. Fail often. Do better.

The M.I.L.K. FOOD RESEARCH & INNOVATION LAB is a combination of design sprints and street research for instant consumer feedback. This award-winning tool is the agency's answer to today's complex high-speed world and the need to deal with ever shorter product life cycles. Its simplicity makes it an even more effective aid. Within a week or a month design product prototypes are developed and tested via a food truck (taste/function/packaging design). After each feedback round, design concepts are reconsidered and improved in the lab.

Thuong Tan - Noodelist, United States

Unboxing Silicon Valley's way to innovate

Silicon Valley is almost a synonym of innovation. Known universally for its groundbreaking technology, business models, services and also consumer brands, this place has created products and services that we are all using today. What is the common secret ingredient that has helped create all the innovation and change that has improved people's lives and made them better, more convenient, enjoyable and aesthetically beautiful?

Armin Bonelli - Factor, Austria

The innovative power of Austrian companies

Shiny products and geek technology: Not a true picture, as the path of innovation is bumpy and muddy. Success stories of innovative companies aren't stories of clean, sober processes. The presentation will highlight three examples of innovative companies from Austria and explain their quite different narratives.

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Joachim Haag - isi, Germany

Pack Design Decoding – from shapes, colours & materials to consumer associations...

Design decoding is a highly innovative method that reveals the secret relationships between design attributes and the meaning consumers make of these attributes and their overall composition. The results give guidance to designers when translating brand positioning into design – tools like Design Code Frameworks and Sensory Target Zones facilitate design-related discussions in cross-functional teams and help to optimally align design development with brand strategy.

Fabienne Le Tadic - evrythng, Switzerland and Chris Bailey - Bailey Brand Consulting, United States

How can your product become a digital platform?

Chris Bailey interviews Fabienne Le Tadic from EVRYTHING about what is possible when products and packaging are connected to the internet. Fabienne will site how several brands are transforming their products to collect valuable data and to engage consumers directly.

Chris Lee - Asylum, Singapore

Innovation means transformation

The presentation will share Asylum's story. An agency that was started in 1999 as a multidisciplinary design studio in order to enable ideas to transcend across different platforms. Although the team of graphic designers was convinced of the concept, they didn't have a clue how to put it into practice. Over the past 20 years, the agency went through an amazing transformation and has meanwhile designed almost everything from a boat to a building.

Thomas Boucoiran - Siegwirk Druckfarben, Germany

(Ink) Innovations towards sustainable packaging

The (plastic) packaging industry is currently facing huge challenges – Circular Economy forces to rethink the whole packaging concept. Design-4-Recycling is of essence. In this context, printing inks play a crucial role, which is often neglected and underestimated. All stakeholders in the packaging value chain from packaging designers to recycling companies need to exchange tightly in order to overcome this challenge and as Rob Vermeulen would ask: Is a sustainable packaging the new normal?

Jordan Katarov - Henkel Beauty Care, Germany

Innovation at Henkel: Is R&D the new marketing?

How do design and packaging work together to reinvigorate and reinvent simple daily tasks at the hair salon? Will a few tweaks to existing concepts or customized packaging change the consumer mindset and boost sales? This talk will outline how with the right technology and a target group oriented approach, designs can be developed that reach and appeal to consumers. Jordan will explain what he considers to be the essentials of design from the perspective of brand owners and outline how Henkel develops 'user friendly' testing of award-winning technologies.

Johanna Joppien, Tools of Innovators, Germany

Moonshot Brainstorming Session

During the entire day you will have the possibility to articulate possible future scenarios for the fields of packaging and brand design. All of the presentation topics will be reviewed and reflected on during a concluding workshop session. Selected "what if" questions will be discussed during the workshop where you can spin your ideas about the significance of possible scenarios and perspectives to designers and customers. We look forward to a fruitful exchange of ideas between attendees and speakers.

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