

Invitation



Foto: Rainer Rehfeld

Creative Engineering – How regions benefit from successful co-operation of creative industries, ICT and manufacturing

10 November 2015, 19:00, Representation of the State of Baden-Württemberg to the European Union

How does an automotive supplier come to win an Emmy Award? What is the link between the Parlamentarium in Brussels, the HBO TV series "Game of Thrones" and the Stuttgart Region? How does an excellent innovative climate emerge from the co-operation of creative and manufacturing industries? What is the role of digital transformation? How can regions support these processes?

Strategies from the Stuttgart Region will be presented to answer these questions. The relevance of the information and communication technologies and the role of the digital agenda will be illustrated by Günther Oettinger, European Commissioner for Digital Economy and Society.

The exhibition "Animation Film and Visual Effects from the Stuttgart Region" will showcase successful productions.

Venue

Representation of the State of Baden-Württemberg to the European Union
Rue Belliard 60-62, 1040 Brussels



Baden-Württemberg

Registration until 04.11.2015

Registration by e-mail to Ina Giersch:
ina.giersch@region-stuttgart.de

In the Stuttgart Region creative and manufacturing industries are closely interconnected. Players from design, information technologies, media, architecture, material technologies, mobility and mechanical engineering work closely together.

As creative industries, animation film and visual effects in the Stuttgart Region are outstanding on a European and worldwide level. Mackevision Medien Design from Stuttgart, an internationally successful and award-winning company, initially specialised in visualisation for the automotive industry. Since working for film production Mackevision has received an Emmy Award for special effects in the TV series "Game of Thrones".

The Stuttgart Region is a worldwide hot-spot in the design of museums, Expo pavilions, elaborated trade fair stands or company showrooms. Numerous agencies and studios design exhibitions all over the world. One of the success stories is the Stuttgart based Atelier Brückner, who designed – among other things – the Parlamentarium in Brussels.

Organiser

Stuttgart Region
Rue Belliard 60-62, 1040 Brussels
bruessel@region-stuttgart.de

Programme

19:00

Arrival und Aperitif

19:30

Welcome

Johannes Jung, Head of the Representation of the State of Baden-Württemberg to the European Union

Stuttgart Region as Driver for Growth
Thomas Bopp, Chairman,
Verband Region Stuttgart

19:50

Narrative Architectures for Brands,
Exhibitions and Museums

Uwe R. Brückner, Creative Director,
Atelier Brückner

3D Visualisation from the Automotive Industry to a Movie
Armin Pohl, CEO,
Mackevision Medien Design

20:45

Keynote

Günther Oettinger, EU Commissioner for the Digital Economy and Society

Moderation: Dr Nicola Schelling, Regional Director, Verband Region Stuttgart

21:15

Get-together with specialities from the Stuttgart Region

