

Lecture | Wednesday | July 4th, 2018 | 12:00 – 12:30 p.m.

Guido Mamczur

D'art Design Gruppe GmbH, Neuss



Best Practice: Innovation

Lecture Title:

“Protect me from what I want: the digital diet.”

Content of the Lecture:

Mr. Mamczur will point out opposite trends to digitalization. During his lecture he will highlight, why it is important to think long and hard about how to communicate themes, instead of thoughtlessly chasing every digital trend. He will illustrate the relevance of physical and authentic real-life networking within the exhibition industry through the demonstration of industry related use cases.

CV of Guido Mamczur

Brand strategist, visiting professor and author | Managing Director D'art Design Gruppe. Since 1997, Guido Mamczur has been responsible for concept & communication at D'art Design Gruppe. Already while studying (diploma in communication design) at the University of Applied Sciences Dusseldorf with Prof. Wilfried Korfmacher and Prof. Philipp Teufel, he developed his creative drive characterized by a cross-media approach. As part of his excellent creative work (iF communication design Award, DDC Award, Design Award NRW, Design Award of the Federal Republic of Germany) he continuously explores the field of interdisciplinary conception and design of spatial communication. An interim report was provided in cooperation with journalist Conway Lloyd Morgan with the publication of „undesigning / D'art Design“ (AVedition, Ludwigsburg, 2007). Since 2010, Guido Mamczur has been holding one of the positions as Managing Director at D'art Design Gruppe. At the Dusseldorf University of Applied Sciences, Guido Mamczur has been a lecturer since 2009 and teaches new talents in the field of „Three-dimensional communication / Space and Interior“. Since 2016, he is a visiting professor of the program „Retail Design“.