

Lecture Thursday | June 6th, 2019 | 12:15 p.m. – 13:15 p.m.

Prof. Nikolaus Hafermaas
Creative Director TIRAD Berlin



Rethink the Matchmaking Strategy

Lecture Title:

“Trade Fair Organizers as Content Creator & Community Builder”

Content of the lecture:

Prof. Hafermaas will point out, why trade fair organizers should become content creators themselves and actively support community building. In his opinion, the trade fair itself should be seen as a "point of experience" and the surrounding network/ecosystem as a "point of inspiration". Organizers should capture the opportunity of designing the "meeting process" and "the need to meet" themselves.

CV of Prof. Nikolaus Hafermaas

Prof. Nikolaus (Nik) Hafermaas is an international award-winning artist, designer and educational leader. After a 14-year hiatus at world-renowned ArtCenter College of Design in Pasadena, California, where he served as Dean and Department Chair for graduate and undergraduate Graphic Design, he returned to TRIAD Berlin as Creative Director in June 2018. There, he focuses on the further international development of two important growth areas: mediatecture and new digital experiences. Nik had initially joined TRIAD Berlin in 1995, soon becoming Chief Creative Officer and principal partner. During his tenure, he helped creating the inaugural TRIAD exhibition project "The Dream of Vision" at Gasometer Oberhausen, pavilions for the World Expo2000, Swiss Expo02 and many other key projects.

As former AIGA national board member, he is a regularly featured speaker at design conferences across the globe, such as the IFA+ Summit in Berlin, the VOR Summit in Mexico City and the Create Change forum in Beijing. His work has been recognized with international design awards from AIGA, One Club ADC, The Industrial Designers Society of America, IDA Design Awards and most recently the Society for Experiential Graphic Design (SEGD) and is regularly featured in publications and exhibitions.