

MAGINWULF^{STUDIOS}

brandspaces

mw

WELCOME
TO THE
DESIGN
HOTELS™
FUTURE
FORUM
2010



FUTURE FORUM N°03 “Hybrid thinking”
Berlin 2010
creative direction / production

official partner of
DESIGNHOTELS

mw

HYBRID DRINKING®



client: DESIGNHOTELS.COM

project: Annual design convention / "HYBRID THINKING" / Berlin 9th - 11th 2010



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WELCOME TO THE
**BRAND
SECTOR®**



client: DESIGNHOTELS.COM

project: Annual design convention / "HYBRID THINKING" / Berlin 9th - 11th 2010



LET TO THE RAND



client: DESIGNHOTELS.COM

project: Annual design convention "HYBRID THINKING" / Berlin 9th - 11th 2010



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Lapp & Faø

client: DESIGNHOTELS.COM
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YOUR ARE NOW ENTERING THE
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the future laboratory

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Robert Thiemann
editor in Chief
FRAME MAGAZINE

client: DESIGNHOTELS.COM

project: Annual design convention / "HYBRID THINKING" / Berlin 9th - 11th 2010



Sissel Tolaas

client: DESIGNHOTELS.COM

project: Annual design convention / "HYBRID THINKING" / Berlin 9th - 11th 2010

A photograph of Werner Aisslinger, a man with short dark hair, wearing a white button-down shirt and dark jeans. He is standing on a stage, gesturing with his hands as if speaking. In the background, a large screen displays two portraits of people. A white rectangular box is overlaid on the image, containing the name 'Werner Aisslinger' in a black serif font.

Werner Aisslinger

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A photograph of Claus Sendlinger, a man with a beard and long hair, wearing a dark shirt and trousers. He is standing on a stage, gesturing with his hands. In the background, there is a wooden structure with shelves holding various items, including a laptop and a coffee machine. A white text box is overlaid on the image, containing the name "Claus Sendlinger".

Claus Sendlinger

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PARTY SECTOR[®]



DESIGN
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FORUM
BERLIN
2010

hybrid
thinking

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project: Annual design convention / "HYBRID THINKING" / Berlin 9th - 11th 2010

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CEO & VICE PRESIDENT BRAND

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FUTURE FORUM

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FUTURE FORUM
BERLIN 2010

hybrid thinking



SHUTTLE SERVICE

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LUNCH SECTOR →

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PARTY SECTOR

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← REST ROOMS 

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**← BRAND SECTOR
LECTURE SECTOR
REST ROOMS** 

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**← BAR
REST ROOMS**

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SMOKING AREA ↘

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**← BRAND SECTOR
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publication

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goodie bag

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