

# Agenda

## Working Group Digital Design – Digital Design and the New European Bauhaus

web conference, 17 September 2021, 1 pm to 4 pm (CEST / Berlin) / 12 pm to 3 pm (CET)

### Program overview

**moderation:** David Gilbert, Deutsche Bahn System GmbH

*from 12:30 Welcome coffee and networking*

**item 1 1:00 Welcome and presentation of the agenda**  
Board of the working group Digital Design

**item 2 1:05 With Digital Design on the way to a new Digital Bauhaus and beyond**  
Dr. Kim Lauenroth, adesso SE

**item 3 1:35 A Digital Vision for the New European Bauhaus**  
Xavier Troussard, Head of the Policy Lab,  
Joint Research Center of the European Commission

**item 4 2:05 moderated panel discussion and fishbowl**  
moderation: Dr. Marcus Trapp, Fraunhofer IESE

**item 5 2:35 When, if not now? We need to get the Big Picture of software and sustainability!**  
Dr. Matthias Naab, Fraunhofer IESE

**item 6 3:05 The European Commission must listen to designers. Why?**  
Prof. Georg-Christoph Bertsch, Deutscher Designer Club e.V.

**item 7 3:35 Outlook: what's next!?**  
open discussion

**item 8 3:55 Closing and farewell**  
Board of the working group Digital Design

*ca. 4:00 End of event*

*followed by digital networking until 4:30*

Bundesverband  
Informationswirtschaft,  
Telekommunikation  
und Neue Medien e.V.

**Dr. Frank Termer**

**Head of Software**

T +49 30 27576-232

f.termer@bitkom.org

Albrechtstraße 10  
10117 Berlin

President  
Achim Berg

Chief Executive Officer  
Dr. Bernhard Rohleder

**Agenda****Working Group Digital Design – Digital Design and the New European Bauhaus**

web conference, 17 September 2021, 1 pm to 4 pm (CEST / Berlin) / 12 pm to 3 pm (CET)

Seite 2|3

**Detailed program****Moderation:** David Gilbert, Deutsche Bahn System GmbH*from 12:30 Welcome coffee and networking***item 1 1:00 Welcome and presentation of the agenda**

Board of the working group Digital Design

**item 2 1:05 With Digital Design on the way to a new Digital Bauhaus and beyond**

Dr. Kim Lauenroth, adesso SE

A century of history lies between the original Bauhaus and today's digitalization. At first glance, it therefore seems a little strange to think of the two together. Nevertheless, the ideas and ideals of the Bauhaus are a rich source of inspiration, not only for the design of digitalization, but also for design education in the digital age. In this talk we will explore these relationships. We will show how Bitkom's Digital Design Manifesto was inspired by Bauhaus and why we urgently need a new Digital Bauhaus today to educate a new generation of designers and architects for a sustainable digital age.

**item 3 1:35 A Digital Vision for the New European Bauhaus**

Xavier Troussard, Head of the Policy Lab, Joint Research Center of the European Commission

**item 4 2:05 moderated panel discussion and fishbowl**

moderation: Dr. Marcus Trapp, Fraunhofer IESE

In this open panel discussion we want to focus on the following topics:

- Bauhaus as idea vs. Bauhaus as location
- Bauhaus in a complex environment (past and present)
- Sustainability and education
- Sustainability and the era of climate change

**item 5 2:35 When, if not now? We need to get the Big Picture of software and sustainability!**

Dr. Matthias Naab, Fraunhofer IESE

The increasing energy consumption of IT, cloud services and data centers worldwide is being discussed ubiquitously. The topics of blockchain, cryptocurrencies and artificial intelligence in particular are currently fueling the discussion further. The contribution of software engineering to saving energy is increasingly being discussed, however not yet anchored in the discipline. Here, terms such as "Green IT" or "Sustainable IT" are becoming established.

On the other hand, software offers huge potentials to have a positive effect in terms of sustainability by gaining or saving more energy through optimized processes, by optimizing routes or even by steering people's behavior in a more economical direction. This is also referred to as "Green-by-IT" or "Sustainable-by-IT".

**Agenda****Working Group Digital Design – Digital Design and the New European Bauhaus**

web conference, 17 September 2021, 1 pm to 4 pm (CEST / Berlin) / 12 pm to 3 pm (CET)

Seite 3|3

Nevertheless, the view of the relationship between sustainability and software is usually fragmented and often also ideologically colored. In this presentation, we would like to sensitize everyone in the IT business to see the big picture.

**item 6 3:05 The European Commission must listen to designers. Why?**

Prof. Georg Bertsch (tbc)

The European Green Deal is a framework within which a complete transformation of the product and service culture in Europe is envisaged. In order to manage the transformation, design and innovation services are explicitly demanded within the framework of the agreement. At the same time, no designers were involved in the creation of the work.

The European Bauhaus builds on the Green Deal, but also suffers from the fact that designers were only involved after the ink had dried. In order to prevent both the Green Deal and the European Bauhaus from remaining isolated, ineffective phenomena, the design scene itself must become active and open up in all directions. Since August 2020, the podcast of the German Designer Club e.V., DDCAST, has been successfully dedicating its program this task. Guests such as the US design star Stefan Sagmeister on the one hand or the chief economist of Kreditanstalt für Wiederaufbau, Dr. Köhler-Geib on the other, and above all numerous voices from all areas of transformative design, show that the programme is taken very seriously.

In view of the dramatic developments as a result of climate change, the entire potential of design for transformation must be harnessed. This means that designers are finally heard at the highest political levels. The fact that the design world consists of small and micro units or small departments of large companies means that it is not yet able to lobby in the style of the energy industry or the automotive industry. This must be countered so that design can free itself from its political marginalization.

**item 7 3:35 Outlook: what's next!?**

open discussion

We want to invite all partners and participants to have an open discussion on what are the next steps towards Digital Design, the New European Bauhaus, Sustainability and Digitalisation. During the event we will collect ideas, questions and positions and want to discuss these topics with all.

**item 8 15:55 Closing and farewell**

Board of the working group Digital Design

**ca. 4:00 End of event*****followed by digital networking until 4:30***