

# **LIVE** & Virtual

# RALWAY INTERIOR Innovation Summit 8-9 DECEMBER 2020 BERLIN GERMANY

In partnership with: **DIE BAHNINDUSTRIE.** 

VDB VERBAND DER BAHNINDUSTRIE IN DEUTSCHLAND E.V.

With participations from:





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SKM

ŐВВ

8-9 December 2020 | Berlin | GERMANY

#### **EARLY CONFIRMED SPEAKERS AND GUESTS**

CHAIRMAN: AXEL SCHUPPE DIE BAHNINDUSTRIE. MATTHIAS FISCHER JULIANE TRUMMER neomind **General Manager** Managing Director VP of Strategy & Design Der Verband der Bahnindustrie NEOMIND GmbH mormedi in Deutschland (VDB) MARIA JOSÉ VARGAS DIEZ **ANDREW MEAD** MTR Chief Architect (ARBUK) Head Innovation Strategy & Culture **NEIL DINMORE Principal Engineer** MTR Corporation Limited Talgo Structures and Material **OLAIA IRULEGI** CHRISTIAN HARBEKE nose design experience RSSB diaradesign Managing Director Partner **CATHERINE STEIMER** ALSTOM diaradesign Nose AG W&O Manager Design & Styling COMPIN S FAINSA MARC JAMMOT **ALAN BEROUD** Alstom President/Chief Executive Officer Chairman of the management Board (CEO) **AISLING NORTON** Compin Fainsa SKM Warszawa larnröd Eireann 22000 Intercity Railcar -JULIAN FORDON SARAH MAG. FESSEL Interior Refurbishment Project Manager DB Senior Manager Marketing Fernverkehr & New Rail Business Iarnród Éireann. Irish Rail Strategy DB Regio **Customer Experience** BOMBARDIER ÖBB-Personenverkehr AG DB Fernverkehr AG GIACOMO MARCHIONNI Specialist Industrial Design tangerine **PROF. JAN BÄSE** MATT ROUND **NICOLE MICHEL** Professor of Industrial Design Chief Creative Officer Team Leader Industrial Design - Interior Hochschule Magdeburg tangerine **BOMBARDIER** Industrial Designer PAUL PRIESTMAN PG. büro+staubach N+P CHRISTIANE BAUSBACK **Designer & Chairman** CEO PriestmanGoode **INVITED SPEAKERS** include representatives from N+P Desian NICOLE GRUMMINI ALSTOM / SIEMENS MOBILITY / OBB / BVG DIETER KOBEL TRICON Head of Subway (U-Bahn) HITACHI / MUNICH U-BAHN / ANGEL TRAINS **Director Design Management** Die Berliner Verkehrsbetriebe (BVG) and more ... Tricon AG



#### WHAT YOU WILL EXPERIENCE ON SITE

**KEYNOTE SPEECH** Get to know in-depth knowledge, listen and learn from industry experts, including OEMs, Airlines, regulators, seat manufacturers, and materials suppliers.

**INTERACTIVE PANEL DISCUSSION AND AUDIENCE Q&A** Interact with our panelists, and ensure that all of your questions are answered during these sessions.

**INTERACTIVE WORKING GROUP** Get an in depth approach to these hands- on themes. Discuss, brainstorm, elaborate and work together in this interactive session. Tutorials and workshops are also an excellent chance to interact with other people in your area of interest.

**SPEED NETWORKING** Break the ice and get to know your industry peers in these fast-paced one-to-one meetings. Greet each participant in this series of brief exchanges and share your professional background.

**EVENING DINNER** RedCabin invites you to a Dinner. Take this opportunity to network and make new business con-tacts. Or just relax and round off your first conference day.

#### **MEDIA PARTNER**

## interiors

Dedicated to the advancement of passenger railcar and mass-transit interiors, Railway Interiors International features a mix of the most exciting new case

studies, in-depth analysis of technological developments and other market trends, top-level interviews and project-focused technical articles.

The magazine outlines the latest advances in interior equipment and related services, making it a definitive resource for the buyers and specifiers working on new build and refurbishment projects, as well as supporting day-to-day customer service and operations.

Register to receive your free copy now!

#### PARTNER

## SEKISUI

innovates and creates sustainable thermoplastic material solutions for the next generation of product design to help enhance the passenger experience. The KYDEX® Thermoplastics Quick Response Manufacturing (QRM) business model of manufac-

turing bespoke materials with short lead times in small quantities expands beyond thermoplastic sheet. The fully compliant KYDEX® portfolio also includes injection molding resins, proprietary Infused Imaging<sup>™</sup> technology, integral special effects, unique textures, antibacterial protection and custom products and design.

The SEKISUI KYDEX appLab<sup>™</sup> and designLab<sup>®</sup> Innovation Centers are collaborative spaces for clients and customers to bring the supply chain together for rapid prototyping and design development. These spaces are the bridge between engineering and art.

DIE BAHNINDUSTRIE.

The German Railway Industry Association (VDB) unites the manufacturers of all products for the railway operation – i.e. manu-

facturers of vehicles, control and safety technologies, infrastructure as well as the suppliers and service companies belonging to them – under its roof.

VDB organises the expert exchange of experiences of the members and bundles the interests of the branch. What will become more and more important for the future and has already been important so far, is the representation of interests towards politics, customers, media, financial institutions and other associations – both nationally and internationally.

In addition to that VDB is engaged in a fair and cooperative business relation between the system houses and the supplying industry. All this is strengthening the association and thus the whole railway industry. It is an alliance for a promising future.



#### SPONSOR

SEISENBACHER SeSeisenbacher is a leading international manufacturing and innovation partner for smart interior design for transport systems. Our focus is on the development of products and services for rolling stock and includes the areas of comfort, design and safety for the passenger. In addition, with our locations in Austria, the USA and Great Britain, we offer our customers fast and professional provision of their products of the highest quality.

#### **SENOPLAST** Founded in 1956 SENOPLAST Klepsch & Co. GmbH has produced for more than 60 years extruded

plastic sheets and films for thermoforming. From its Austrian headquarters in Piesendorf SENOPLAST provides customers around the world and from all kinds of industries with senosan® products. In 2000 an additional production location opened in Querétaro, Mexico. The 3rd global production unit started production in May 2020 in Suzhou, China. SENOPLAST has enjoyed global success with innovative and high quality plastic sheets and films made of ABS, ABS/PC, PC, ASA, PMMA and PS as raw materials including FR-materials for Rail-Interior Applications (R1 HL2 from 2 to 5mm). **Industrilas** Based in Sweden, Industrilas specializes in the production and sale of commercial products and system solutions for latches, hinges and sealing technology for industrial applications. In the railway interior and exterior, we offer extensive product range which include:

- Vibration-resistant quarter-turn latches
- Quarter-turn compression latches
- Compression latches
- Flush-mount latches
- Hinges
- Sealing profiles
- Special solutions

Our products comply with European safety standard and certification such as DIN EN 61373 and EN 45545-2. Our experienced team is ready to provide specific customer solutions, design, and project development in railway interior and exterior market. Log on to our website to contact and to find out more on our solutions: <u>www.industrilas.com/en-us/</u>





#### WHAT OUR PAST DELEGATES EXPERIENCED

"Great content, great participants, great location." Recaro Aircraft Seating

"Fantastic conference. Very effective to meet with existing relations and meet new ones. Well organized. Good topics for workshops. Very friendly atmosphere from everybody. Very honest and open discussions." ADSE

"Versatile program with speeches and interactive modules. International/interdisciplinary audience." Designworks, A BMW Group Company

"Different approach, more practically than other conferences. Better direct contacts with participants and airlines. Workshops good. More open discussion. Good organisation, hospitality." Metzeler Schaum "This is my first time, and I am fairly new to the market. I found the information very helpful and enjoyed the collaborative interactions." Schneller

"Great conference and opportunity to meet with other airlines."

Saudi Arabian Airlines

"Great conference - attended Abu Dhabi and Hamburg." jetBlue





#### Summit Day One | Tuesday, 8 December 2020

#### 08:30 Opening Remark by RedCabin and the chairman

#### 08:45 Presentation on ZEFIRO Express for Västtrafik

The ZEFIRO Express distinctive appearance is set to reshape mobility and redefine the intercity passenger experience in the Swedish region of Västra Götaland, where Swedish rail operator Västtrafik will run these trains. The presentation aims to outline the following:

- How Bombardier interprets Scandinavian Design
- The importance of comfort in an intercity train
- Materials are key to achieve the Swedish touch

Nicole Michel - Team Lead Industrial Design, Bombardier

## 09:15 How design could improve passenger experience in the future mobility

Through different examples we will explain our vision of the future. What can design do to create innovative product and service solutions? How will impact the user perspective in the future transportation? How do we imagine the future mobility at DIARADESIGN?

Olaia Irulegi - Managing Director, Diaradesign

#### 09:45 22000 INTERCITY INTERIOR REFURBISHMENT PROGRAMME

The 22000 Intercity Fleet for Irish Rail, consisting of 234 railcars, is currently 11 years old and requires a half-life Interior Refurbishment. Aisling will take viewers through the current design, change process, and the delivery of the new design from concept to installation, describing how it is possible to meet passengers expectations at affordable cost.

- How to determine what feature would be most appreciated by the clients
- How a refurbished train can meet the passenger requirements at affordable prices
- Cutting maintenance cost

**Aisling Norton –** 22000 Intercity Railcar – Interior Refurbishment Project Manager, *Iarnród Éireann, Irish Rail* 

10:15 Networking Coffee Break

#### PANEL DISCUSSION

#### 10:45 Panel disc Designing future rail interiors that are inclusive to all

As demographics around the world continue to evolve, can operators afford not to accommodate older and less mobile passengers, who will become an increasingly significant part of the travelling public? How can rail interiors be made simpler and more accessible to help all members of society enjoy more rewarding passenger experiences?

This panel chaired by Paul Priestman, designer and chairman of design consultancy PriestmanGoode will tackle questions around future proofing rail interiors and how design might bring down the remaining barriers to ensure equality in passenger experience. The panel will cover a range of themes including:

- Finding ways to 'design for all' to avoid stigma and indignity for passengers with reduced mobility
- Managing the transitions and integration with other modes of transport at the 'first and last mile' of journeys



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#### Summit Day One | Tuesday, 8 December 2020

 How to ensure the requirements of passengers with reduced mobility are not de-prioritised amidst an uncertain operating landscape in railussion lead by Paul Priestman

## PANEL MODERATOR: **Paul Priestman –** Designer, *Chairman of PriestmanGoode*

PANELISTS: **Andrew Mead –** Chief Architect (ARBUK), *MTR Corporation Limited* 

**Aisling Norton –** 22000 Intercity Railcar – Interior Refurbishment Project Manager, *Iarnród Éireann, Irish Rail* 

**Nicole Grummini –** Head of Ubahn, Berliner Verkehrsbetriebe (BVG)

**Prof. Jan Bäse –** Professor of Industrial Design, *Hochschule Magdeburg* and Industrial Designer at *büro+staubach, Berlin* 

#### 11:15 How design helps to improve passenger experience

- What are the challenges and the opportunities of the railway industry nowadays?
- How can a strategic design approach help to define the future of train travel?
- Why is it important to understand passenger needs?

Juliane Trummer – VP Strategy + Design, Mormedi (present)

**María José Vargas Díez –** Head of Innovation Strategy and Culture, *Talgo (connected remotely)* 

#### 11:45 Customer-focused product design at DB Regio

- What the customer wants what the customer needs
- From vision to reality The Ideas Train
- How to change the game and carry on

**Julian Fordon** – Marketing Strategie und Kommunikation, *DB Regio AG* 

12:15 Networking Lunch

#### INTERACTIVE WORKING GROUPS

13:45 The audience will be divided into three groups. Each group will attend all three interactive working groups.

#### WORKING GROUP - 1

#### 13:45 Rethinking mobility for a post-pandemic future

The COVID-19-Crisis forces us to transform mobility as we know it and to quickly come up with tangible short- and long-term solutions.

We need life-centred purpose-driven innovation which enables scalability and is as agile as possible. Together, we will deep-dive into all levels of impact of the new stakeholder needs in door-todoor travel with a special focus on the passenger.

Let's explore the next level of mobility!

**Christiane Bausback** – Managing Director, *N+P Industrial Design GmbH* 



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#### Summit Day One | Tuesday, 8 December 2020

#### WORKING GROUP - 2

- 13:45 How to integrate innovative concepts into the railway's industrial framework, applied to seats and interiors sub-systems (ceiling, table, floor, lighting, ...)
  - Identification of new needs/trends of travelers and operators
  - Identify technological evolutions, and new concepts
  - How to develop in partnership/co-design with design firms, operators, OEM, equipment manufacturers

**Thierry Thomas –** Interior System Technical Director, *COMPIN FAINSA Group* 

#### WORKING GROUP – 3

#### 13:45 Building Passenger Confidence With a Clean Cabin in Rail

The COVID-19 Pandemic has brought new challenges to the process of moving passengers in and out of trains. New safety measures must be put in place and the cleanliness of cabins are a critical factor in rebuilding passenger confidence in traveling by rail.

The local and regional transit authorities are experimenting with various technologies, including chemical fogging, cleaning the surfaces with disinfecting wipes, applying UV-C lighting and installing antimicrobial surface materials. Each have their own challenges and will affect the cleaning logistics in different ways, but how do you choose the right disinfection technology for your railway interior?

Join Ruben Bake, International Business Manager, and Sean Stabler, Research & Innovation Manager of SEKISUI KYDEX on an

exploration of these technologies and how to use them to bring back passenger confidence. In addition to a technology debriefing, attendees will work together to advocate for one solution or another. This interactive workshop will combine science, perception, and a little fun to help you choose the right technology for your train and bus railway interiors. The agenda will include:

 UV Disinfection, Fogging, Antimicrobial Surfaces, and Disinfectant Wipes Overview

- Antimicrobials, Microbes, Disinfectants Overview
- Differences between Surface Protection and Human Contact Protection
- Break out session: Attendees will be broken out into groups.
  Each group will be assigned a technology to pitch to the group as the best choice

Closing group discussion

**Ruben Bake** – International Business Manager, and Sean Stabler, Research & Innovation Manager, *SEKISUI KYDEX* 

15:45 Networking Coffee Break

#### 16:15 Continuing with the Working Groups 1,2 and 3

17:15 **Results –** Each working group moderator presents the outcomes of their session

#### 17:45 Closing remarks and Networking reception

END OF DAY ONE



#### Summit Day **Two | Wednesday, 9 December 2020**

#### 08:30 Registration

09:00 Remark from the chairman

#### 09:10 The future of night train services - best practices for rail interiors

A new generation of night trains in Europe coincides with a renewed interest from passengers to make longer journeys in practical and sustainable ways. These services are enabling travel that encompasses work, relaxation and sleep through new approaches in interior design.

Join Sarah Fessl, Customer Experience and Service Design Manager at ÖBB Austrian Federal Railways – the operator of Europe's most comprehensive network of night trains - and Kirsty Dias Managing Director of PriestmanGoode, the design partner for ÖBB's new long-distance day and Nightjet services, who will share insights on:

- Best practices from working together. How the collaboration between operator, designer and manufacturer delivered results
- The opportunities for rail to compete with other modes of transport by providing customised experience for passengers such as with ÖBB's Nightjet service
- How design can address the present concerns of passengers and facilitate increased levels of occupancy by defining personal space in innovative new ways

**Sarah Fessi –** Customer Experience and Service Design Manager, ÖBB Austrian Federal Railways

**Kirsty Dias –** Managing Director, *PriestmanGoode* 

#### 09:40 Exploring the Omneo project

The OMNEO Premium has been designed to offer France's longdistance passengers an exceptional travel experience with high standards of comfort. This presentation will cover:

- What means Interior Design for the French market
- The OMNEO Premium Passenger's seats
- Travel experience matters

**Giacomo Marchionni –** Specialist Industrial Design, Bombardier

#### 10:10 Interior modernization of S-Bahn München

This presentation will focus on the challenges and opportunities in refurbishing and modernize the interior of S-Bahn München. Improvement of the cabin will also be shown during this presentation.

PANELISTS INCLUDE: **Matthias Fischer** – Managing Director, *Neomind GmbH* 

10:40 Networking Coffee Break

#### EN 45 545 PANEL DISCUSSION

#### 11:10 1. From local Standards to EN 45545:

From the single materials reaction tests to the whole of them input to the full vehicle fire: The MARHE value.

#### 2. Target on new designs:

The extensive use of fireproof materials.



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#### Summit Day Two | Wednesday, 9 December 2020

#### 3. EN 45545 review (Draft at Committee):

Convergence with DIN 5510-2 and BS 6853? The increase of MARHE values and the new requirements for Hazard Level 3. Impact on Operational Category 3 and 4.

Marc Jammot – Président/Chief Executive Officer, COMPIN FAINSA Group

PANELISTS: **Neil Dinmore –** Principal Engineer Structures and Material, *RSSB* 

Prof. Ing. Filippo Ugolini – President, AGT Engineering

## 11:40 Beauty for all: The unique concept of the Giruno, the new transnational flagship of the SBB

In the true sense of the meaning, the principles of universal design have been applied to foreseeable needs and expectations of all customers. Meeting the exacting Swiss legislating for people with disabilities, the Giruno has been designed to accommodate the desires of travellers with and without disabilities alike. The overall goal of the development was to integrate the required functionalities in way that also travellers without disabilities could enjoy an improved customer experience. The topics will be:

- Beauty in mind: How to steer clear of the typical disabilities look but to concentrate on an aesthetically pleasing customer experience
- To push the brand experience of the SBB, brand new molded plywood seats have been developed
- The general floor level allows one step boarding in Switzerland and level boarding Germany and Italy. Less dwell time for operators and more comfort for customers

- Wheelchair access without assistance in Switzerland as well as in Germany and Italy
- The layout of the train has been designed around a huge wheelchair-accessible area, expanding from the first class through the restaurant car into the second class

#### Christian Harbeke – Partner, Nose Design Experience

12:10 Networking Lunch

#### INTERACTIVE WORKING GROUPS

13:10 The audience will be divided into three groups. Each group will attend all three interactive working groups.

#### WORKING GROUP - 1

#### 13:10 Insight to Innovation

This session will explore what we can learn from different industries and from consumers, to identify insights that can be exploited to create passenger-centric solutions for rail.

- Discuss influences and ideas from other industries and how they might be applied to Rail
- Explore different channels of insight that can inform innovation and design
- Discuss what the priorities are for Rail and how to evaluate ideas to deliver appropriate solutions

Matt Round – Chief Creative Officer, Tangerine



### Summit Day **Two | Wednesday, 9 December 2020**

#### WORKING GROUP - 2

**13:10** How 3d printing can be used in the railway interior innovation HOSTED BY: Dieter Kobel – Director Design Management, *Tricon AG* 

#### WORKING GROUP – 3

#### 13:10 Prototyping and simulation

In a context where, as we – manufacturers – find it difficult to approach our customer's customers, we have set up methods that allow us to state passengers' assumptions and operators' needs. We work in cross-functional teams in order to iterate and prototype concepts that would meet hypotheses.

We challenge our concepts through in-situ user tests (simulation of the environment, relevant personas). This first "crash" test enables us to fast test a new service usability and usefulness. Then, our objective is to confront our selected solutions with our customers and/or passengers, in order to validate a concept's appetence and a business model viability. However, public policies context does not let a direct and quick link.

- How can we confront hypotheses with the customer's reality with agility?
- How can we engage an open discussion with public organizations?
- How can we define a framework for public users 'cases environment?

- How can we make institutional design practices evolve in our railway context, following the example of medical design?
   HOSTED BY: Catherine Steimer – W&O Manager Design & Styling, Alstom
- 15:10 Networking Coffee Break
- 16:10 Continuing with the Working Groups 1,2 and 3
- **17:10 Results –** Each working group moderator presents the outcomes of their session

#### 17:30 Closing remarks

END OF CONFERENCE



## **VIRTUAL** Experience

There has never been a **more important time** for the automotive industry to come together and learn how to survive and thrive in a post Covid-19 world. We **combine both in-person and virtual experiences** – as some of you **can't or do not want to travel** due to health or safety concerns or maybe your organization has limited travel spend.

**RedCabin** has **invented a unique platform** where we are able to connect and network, collaborate, exchange ideas and learn from each other, and even celebrate together despite not being able to be physically present together. Our **commitment** stays the same: using **collaboration** and **interactivity** to develop **new products, partnerships** and processes which tackle the biggest challenges in railway interiors and improve the passenger experience. As demand in innovative railway interior solutions is still strong, **RedCabin Railway Interior Innovation Summit 2020** will offer benefits for our community. With **our recent webinars we attracted thousands of online attendees – Save your travel costs** and get involved in our interactive platform from your home or office.

#### **BENEFIT FROM OUR UNIQUE PLATFORM:**

Benefit from our collaborative and open environment

Lots of **networking opportunities – even before the event starts New Attendees -** As the event can be accessed from anywhere, it is available to brand new attendees who may not have engaged with this event before

- **One-to-one video calls** or schedule meetings with high level executives from airlines, manufacturers, tier one suppliers, design houses, our speakers and more
- Interactive working groups
- Be part of our panel discussions and be associated with our leading experts from notable organizations such as Boeing, American Airlines, United Airlines, and more
- Innovative Case Studies: Curious about your keynote speakers? We have you covered! Check out Speaker Profiles to learn more about their session details and how to connect with them
- Live polling: Don't just attend the event; get involved in all the action! Let your voice be heard by participating in live polling. Ask the speaker a question and get your inquiry up-voted by your peers also interested in the topic

Networking breaks

Connect with the **exhibitors** 

- One-to-one meetings and calls with products, solutions and demos
- Virtual Booths just like in our live summits

Witnessing innovation on aircraft interiors

- Case studies
- Panel discussions
- Working groups

Create your **own agenda** 

- Watch the sessions later on demand
- Get what you want out of your event! Create a personal schedule with the sessions and speakers you're interested in seeing

#### Save your travel and hotel costs

 You can be involved in our interactive platform from your home or office



DATE	2 DAY SUMMIT	2 DAY ONLINE SUMMIT
BOOK BEFORE OCTOBER 30 <sup>™</sup> 2020	2.795 € + VAT *	1.300 € + VAT *
INVESTMENT AFTER OCTOBER 30 <sup>TH</sup> 2020	2.995 € + VAT *	1.500 € + VAT *

\* Train operators, please contact andreas.wibowo@redcabin.de for special investment

#### SUMMIT VENUE

#### Auditorium Friedrichstraße | Friedrichstr. 180 | 10117 Berlin, Germany

The spacious Auditorium offers an architecturally elegant and warm atmosphere.

Once the cultural hall of foreign trade of the GDR, the Auditorium has become a historical site in the center of the new scientific, politic, and cultural heart of the capital today.

#### For further information or registration please call:

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