



HPI announces today the start of the
Hasso-Plattner-Institut – School of Design Thinking

Prof. Dr. Christoph Meinel
Hasso-Plattner-Institut
Universität Potsdam



... as the director of the Hasso-Plattner-Institut we are happy that Eran Davidson and his team has organized this important conference in our institute, thanks

Due to Hasso Plattner's great vision – excellent academic education is the key for a better future

With his Hasso-Plattner-Foundation he sponsors:

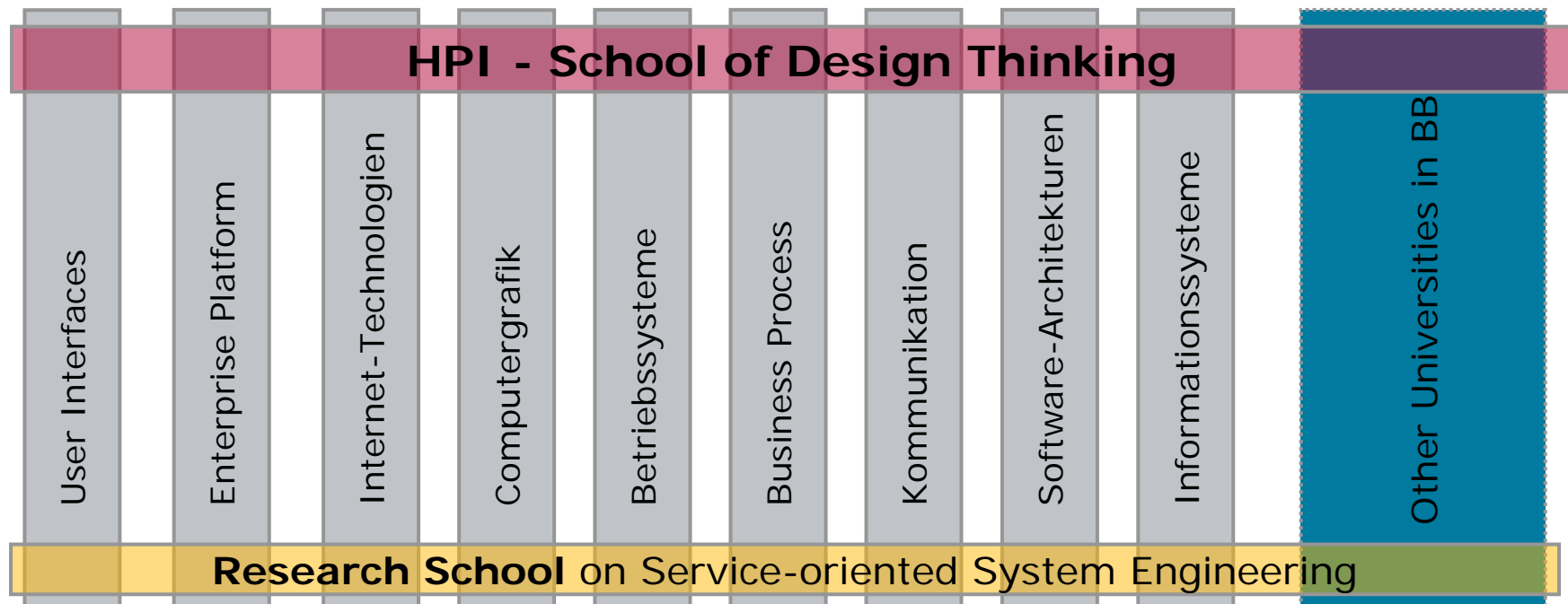
- Hasso-Plattner-Institut for **IT-Systems Engineering** at the University Potsdam (HPI) and
- Hasso-Plattner-Institut for **Design** at the Stanford University (d.school)

But Hasso Plattner is not only a sponsor of both institutes he also successfully works as professor there ...

We announce today ...

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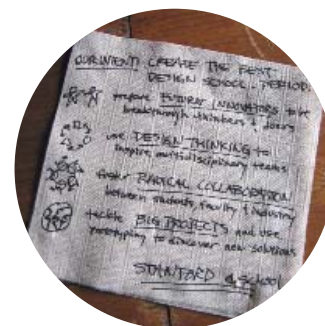
... that from next Wintersemester 2007/08 we offer at HPI in Potsdam in strong cooperation the Stanford d.school → the **HPI – School of Design Thinking**



We intent: Create the best DESIGN THINKING program

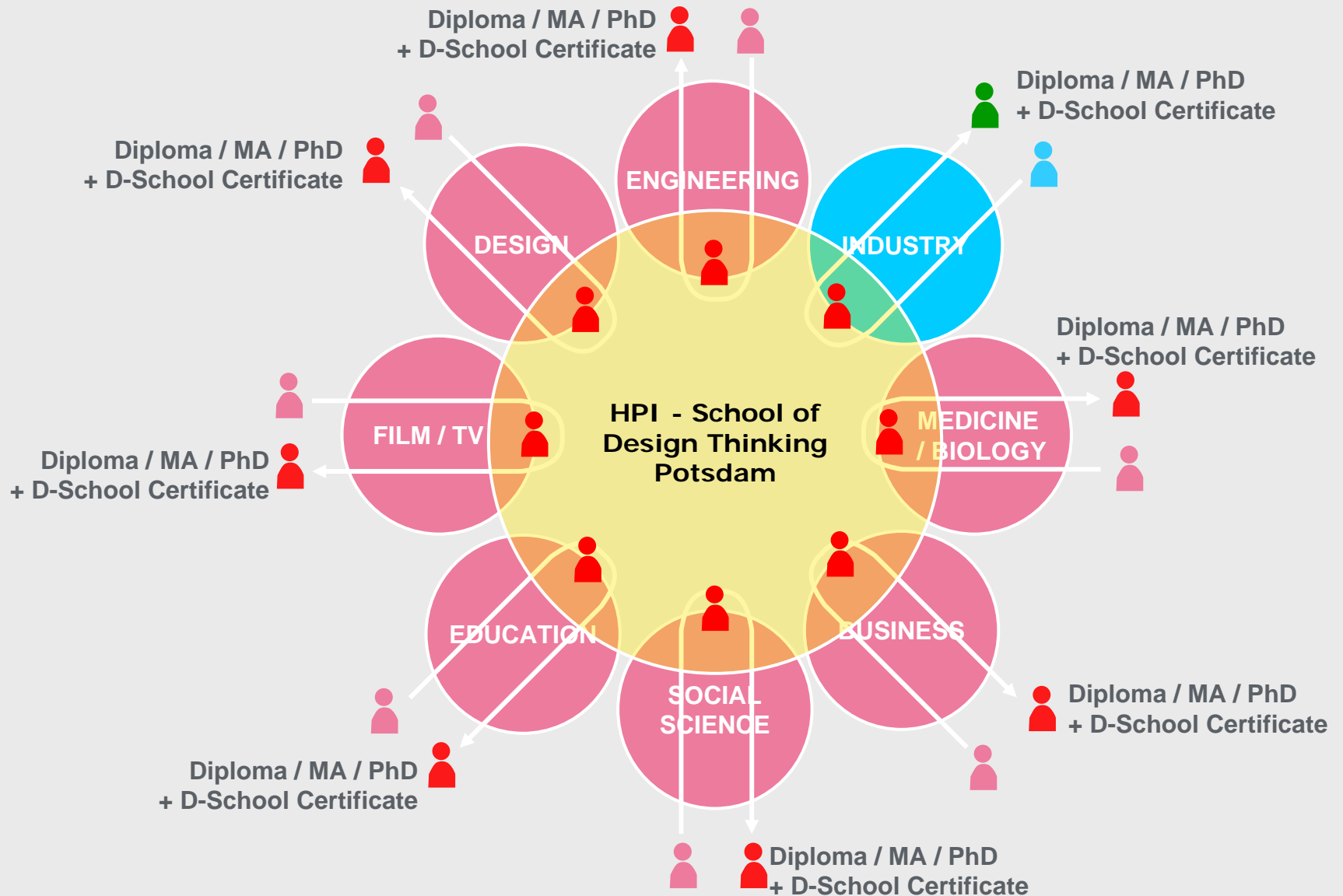
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- Prepare **FUTURE INNOVATORS** to be breakthrough thinkers and doers.
- Use **DESIGN THINKING** to inspire multidisciplinary teams
- Foster **RADICAL COLLABORATION** between students, faculty and industry.
- Tackle **CHALLENGING PROJECTS** and use prototyping to discover new solutions.



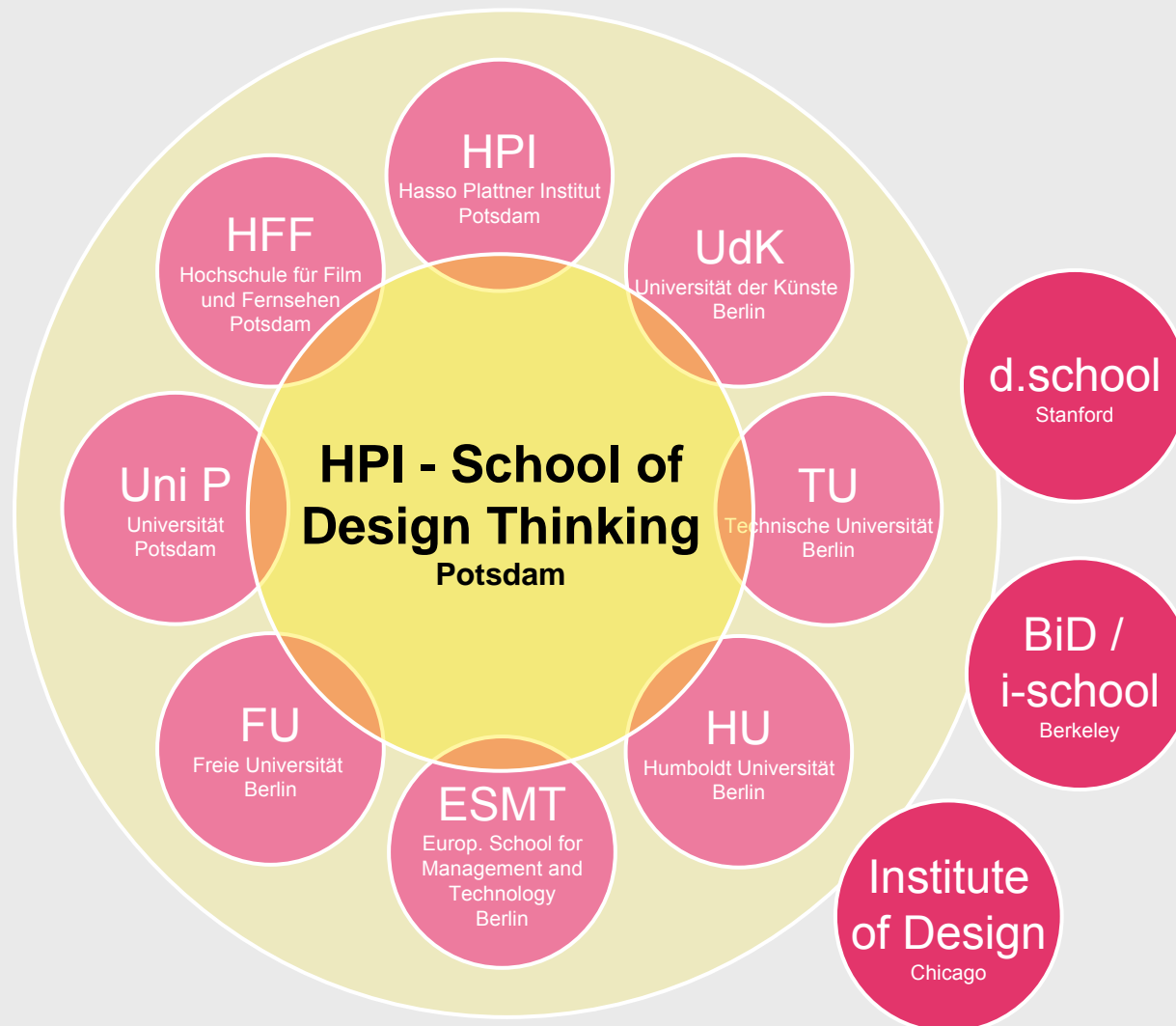
Open for all Disciplines

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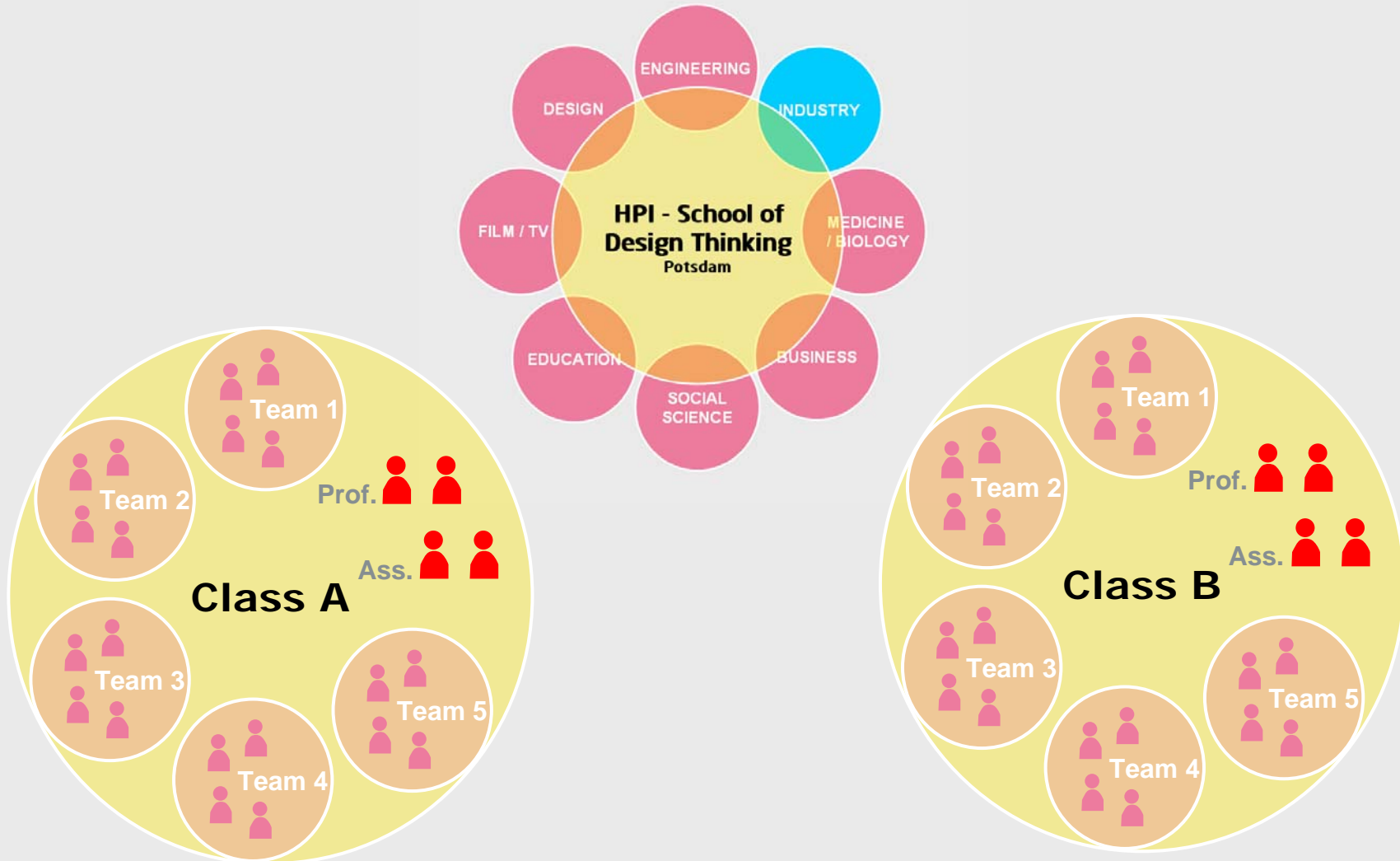
Cooperating Universities

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Teams Teach Teams

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Ongoing Activities

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■ Bootcamps

- Introduction to Design Thinking for students

■ Classes

- Apply Design Thinking in projects

■ Research Labs

- Research projects in cooperation with industry and society

■ Lecture Series

■ Conferences + Workshops on Design Thinking

■ Industry cooperation

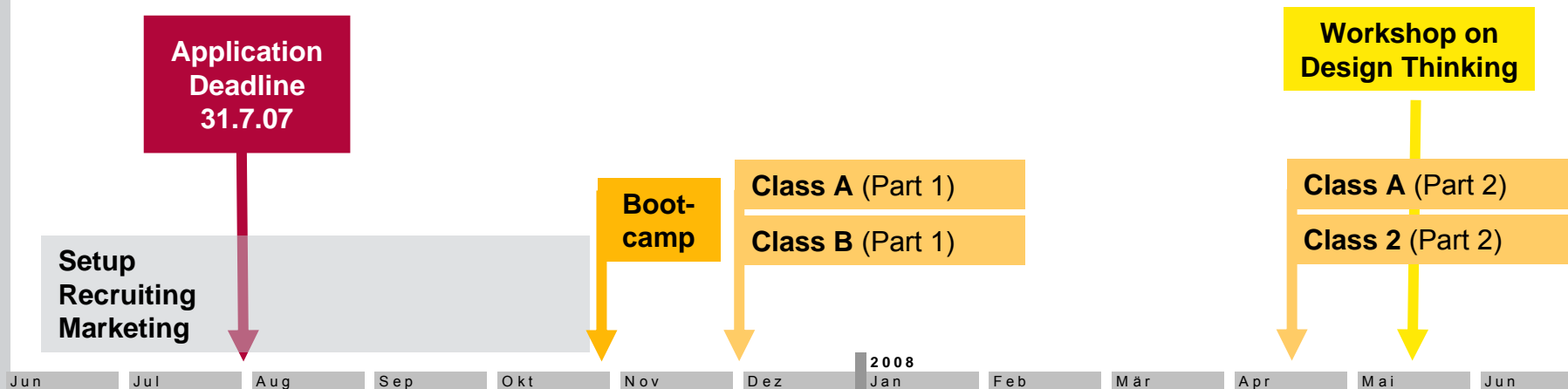


Later we plan also: **Executive Education** Design Thinking Workshops for Executives from industry and society

Start of the Program and Timetable

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- One year advanced training course according to concept and philosophy of Stanford d.school
- Students learn Design Thinking to prototype innovation in interdisciplinary teams
- Interdisciplinary teams of Professors of HPI and other universities supervise the project work of the interdisciplinary student teams
- Strong cooperation with partner from industry and society



How to Apply

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- Admitted: 40 Students of Universities in capitol region
- Students who will soon graduate (Diploma, Master, Magister)
- Open for all disciplines
- Application deadline: **July 31, 2007**
- Procedure:
 - Application form
 - Short essay about motivation
 - Participation at Bootcamp
 - Commission will admit 40 students maximum
- Ends with Certificate of School of Design Thinking

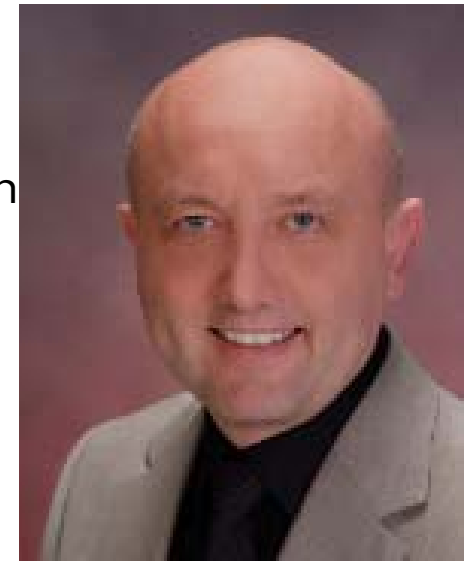
Head and Teaching Team of HPI – School of Design Thinking

Head: Prof. Ulrich Weinberg

- Study of Arts and Design
- Specialized in 3D computer animation and interaction
- Founder of TERRATOOLS and CYPARADE,
- Since 1994 professor for computer animation at HFF Film & Television University, Babelsberg
- Dean of Animation Department (1994-2005)
- Director of Digital Media Institute at HFF
- Vice President of HFF (1996–98 & 2005-06)

Teaching Team

- Design Thinking Experts from IDEO
- Professor of HPI and other Universities
- Design Experts
- Fellows





We hope you will support us
in various roles as teacher, experts,
cooperation partners ...

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