

# Interior surfaces & materials

- Interior design trends
- Cutting edge surface technologies
- New innovative materials: Plastics, textiles and leather

**Hear the latest interior design trends from leading companies such as:**

30<sup>th</sup> May - 1<sup>st</sup> June 2005  
Maritim Frankfurt, Germany

Hear about the latest development and opportunities for the automotive interior:

- Learn about **global trends for materials and surfaces** and capitalize on the resulting opportunities for the **interior**
- Explore the **growing importance** of the **interior for design** and **secure market share** by creating a distinctive brand identity
- Find out about the latest **advances in grain and pattern definition, use of colors, textures and surface effects**
- Discover the growing importance of **innovative textiles** and **trim materials** for the automotive interior and **assess potential applications**
- Examine the latest **advancements in plastics** and learn how you can use them for **instrument panels and cockpits**
- Find out how to **improve functionality** in the interior while simultaneously **reducing costs**
- Hear about the advantages of **in mould graining** and **cast skins** and the impact they will have for interior surfaces

- Adam Opel AG, Germany
- STILE BERTONE S.p.A, Italy
- Renault S.A.S., France
- ICEM Technologies GmbH, Germany
- Datacolor AG, Switzerland
- Rosti Technical Plastics, Denmark
- 2compare GmbH, Germany
- Car Men GmbH, Germany
- Merck KGaA, Germany
- Benecke-Kaliko AG, Germany
- Alcan Singen GmbH, Germany
- University of Bremen, Germany
- OPTIS, France
- FRIMO-Huber Systemtechnik GmbH & Co. KG, Germany
- Hidesignworks, Italy
- AUNDE Helmbrechts GmbH, Germany
- R + S Technik GmbH, Germany
- BASF AG, Germany

Case study highlight:  
Villa Bertone

What are the global trends, opportunities and challenges faced by the automotive interior designer: Style, functions and materials as new keys to customer appeal?

Roberto Piatti, Managing Director  
STILE BERTONE S.p.A, Italy

Workshop highlight:

Corporate site visit  
R+S Technik GmbH

Production Live: Experience the latest in IMG technology live on site

Workshops:

- A Surfaces and textures - Virtual reality and presentation of the automotive interior design process
- B Intelligent technical textiles for increased functionality and quality in the interior
- C Imagine.Imitate.Interact - live simulation of design process using intelligent automotive surfaces and materials
- D Corporate site visit R+S Technik GmbH, Offenbach

Sponsors



# Interior surfaces & materials

"Forget the excuse of being too busy. This is a very efficient means to gather trends & technology data whilst establishing new contacts."

PQ Manager, Nissan Design Europe

Dear colleague,

Ensure your company is at the forefront of automotive interior surfaces and materials technology! The latest trends in the automotive industry show an increasing focus on the interior, including the use of **new intelligent materials, unique designs and color options.**

Increasingly the choice of styling and use of materials and surfaces will be key in gaining **competitive advantage** over rival brands. The dynamic trend towards constant regeneration can only be met by **remaining at the forefront of design concepts and cutting edge technology trends.**

This is why you cannot afford to miss this high-level international congress on

## Interior surfaces and materials

Interior design trends  
Cutting edge surface technologies  
Innovative materials: Plastics, textiles, leather  
30<sup>th</sup> May - 1<sup>st</sup> June 2005, Frankfurt, Germany

Hear from leading OEMs and suppliers about the latest opportunities for the automotive interior:

- Discover the crucial **requirements** and **potential** of innovative **interior trim materials**
- Learn about the latest **global trends** for materials and **surfaces**
- Explore the growing importance of **the interior for design** and **secure market share** by creating a distinctive brand identity
- Bridge the gap between **value-added interiors** and the **reduction of production costs**
- Examine the latest advances **in plastics** and learn how to use them for **instrument panels and cockpits**

High-level speakers from companies such as **Adam Opel AG, Renault S.A.S, STILE BERTONE, BASF AG and many more** will speak about practical experiences with surfaces and discuss design trends.

Best regards,

Project Management Team

*P.S.*: Register today and fax your registration form to **+49 (0)30 2091 3312**

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## Who will you meet?

International automotive industry, coating and plastic manufacturers, suppliers of interior systems and components, consultants and research institutes

### **IQPC will be inviting heads and directors of:**

- Interior Design
- R & D Surfaces and Coatings
- Product Development
- Color & Trim
- Materials Development
- Materials Engineering
- Design
- Cockpit
- Quality Assurance
- Marketing & Sales

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8:30 Registration & Coffee

9:00 Chairman's welcome & opening address  
**Prof. Dieter H. Müller**  
 Institute of Industrial Technology and Applied Work  
 Science  
**University of Bremen, Germany**

### Design trends for interior styling

9:15 **Observations of recent global trends for materials and surfaces**

- Which factors influence design?
- A comparison 100 years of automotive interior development
- Future trends, new materials, harmony and comfort, unique identities and attractive surfaces
- Cultural influences regarding design, visual aspects, color and lighting
- Haptical quality: Touch and feeling, warm, cold, quality, cheapness, solid, technical
- Perceived quality and how the customer views it

**Steven D. Madge**  
 Managing Director  
**2compare GmbH, Germany**

10:05 **The premium generation**

- Design perception of the customer
- Emotional profiles of the automotive interior
- Focus zone: Brand & design identity
- Recent customer studies and practical examples

**Jörg Friedrich**  
 Director  
**Car Men GmbH, Germany**

10:55 Refreshment break & networking

11:30 **What are the global trends, opportunities and challenges faced by the automotive interior designer: Style, functions and materials as new keys to customer appeal?**

Case Study Highlight

- The growing importance of the interior for design emotions
- Design for new well-being concepts versus the myth of speed
- Nice homely sensations
- New perspectives for contemporary luxury
- Bertone Villa concept car, a practical example

**Roberto Piatti**  
 Managing Director  
**STILE BERTONE S.p.A, Italy**

12:20 Networking luncheon

13:50 **Perception of surfaces and materials**

- How to characterise the feel of material?
- What are the preferences of the customer?
- How to integrate the perception of the driver into the specification sheet

**Sebastien Crochemore**  
 Researcher, Sensory Analysis Engineer, DARP DIMat  
**Renault S.A.S., France**

Case Study

### Color design & color management

14.40 **Digital color communication - a solution to improved speed and efficiency in color management processes**

- Virtual colour development on calibrated screens thanks to digital colour data
- Extensive replacement of physical samples with digital colour data
- Curtailment of the colour development process by up to 50%
- Clear, precise colour communication on the basis of objective colour data
- Permanent overall view of the status of the colour development process
- Optimisation of the colour development process by taking the surface into consideration

**Walter Franz, Director Sales PCS, Datacolor AG, Switzerland**

15:30 Refreshment break & networking

16:00 **Latest developments of effect pigments - possibilities for interior automotive design**

- History and technology of effect pigment development
- New effect pigment generations
- Dependence of effect appearance on surface material (coatings & plastics)
- History of color trends in automotive design
- Influence of technological possibilities on color design and trend
- Influence of cultural and social aspects on trend colors

**Dr. Manuela Meyer, Technical Marketing Manager Pigment Coatings, Merck KGaA, Germany**

### New challenges and opportunities for innovative textiles & interior trim materials

16.50 **Requirements and potential of innovative interior trim materials**

- Description of fibre related interior trim products, interior applications, requirements and new challenges
- Overview of trim materials: leather, textiles, etc
- Applications and requirements
- Look at innovations and potential for automotive interior trim products
- Examples of new developments
- Future outlook

**Thomas Weiser, Senior Group Leader-Fibre Related Products, Adam Opel AG, Germany**

17:40 **Simulating light-material interaction to optimise perceived quality in car interiors**

- Definition of perceived quality
- SPEOS simulation technology
- Physics-based rendering software
- Evaluation of Reflection + Fresnel Reflection – Application Windshield and Rear Mirror; Application Headup Display
- Colour Definition and Measurement – Application Speedometer Design (Uniformity of Luminance and colour); Application Pushbuttons
- BRDF Definition and Measurement Devices – Application Dashboard Design; Visibility through windshield
- Texture Definition and Optimisation – Application Dashboard Design
- Source Definition – Application Comfort Lighting
- Display Definition – Application Display and Readability

**Günther Hasna, Manager Consulting and Services, OPTIS, France**

18:30 End of Day One

8:40 Registration & Coffee

9:00 Chairman's welcome  
**Prof. Dieter H. Müller**  
Institute of Industrial Technology and Applied Work  
Science  
**University of Bremen**, Germany

9:15 **Noise, vibration, harshness, lightweight, costs, ELF: too many requirements for interior fabrics?**

- Requirements of the automotive industry
- How to fulfill these requirements
- New methods and concepts for car interior applications

**Prof. Dieter H. Müller**  
Institute of Industrial Technology and Applied Work  
Science  
**University of Bremen**, Germany

### Decorative surfaces

10:15 **High performance PUR-material for automotive interior trim**

- General demands on decorative material for automotive interior trim
- PUR-Material for automotive interior trim
  - Construction
  - Production process
  - Processing of PUR materials
  - Performance

**Dr. Claus Zuerbig**  
Head of Production PUR-Products  
**Benecke-Kaliko AG**, Germany

11:15 Refreshment break & networking

11:45 **Decorative and functional aspects of aluminum sheets for automotive application**

- Decorative surfaces
- Functional design
- Formability
- Haptics
- Automotive trims
- Light reflection
- Aluminum coils and sheets

**Dr. Roman Fuchs**  
Manager Innovation New Products  
**Alcan Singen GmbH**, Germany

12:15 Networking Luncheon

### Process Engineering for plastic surfaces

13:45 **A new generation of surfaces**

- State of the art surface treatment that can create new aspirational finishes for interiors
- Novel treatments
- Ceramers, a new material for scratch resistance for polymer surfaces
- Advantages for interior use
- Creation of new metal finishes for the interior
- How to build metal surfaces on polymer components
- How to apply a wide range of metals for the production of new decorative and functional options
- Which new surface technologies are offering new possibilities for auto interior design?

**Mike Sullivan**  
Vice President, International Projects and R&D  
**Rosti Technical Plastics**, Denmark

14:45 **What are the latest advances in plastics for instrument panels and cockpits?**

- Styrenic copolymers in interior automotive applications
- Styrenic copolymers, structure and properties
- Applications for the automotive focus
- Surface properties

**Dr. Stefan Grutke**  
Market Development Manager Styrenics  
**BASF AG**, Germany

15:45 Refreshment break & networking

16:15 **In-Mold Graining**

- What is IMG?
- Advantages and disadvantages of IMG
- Comparison of technologies
- Tool concepts
- System concepts
- Future perspectives of IMG
- IMG series production

**Dipl.-Ing. Arun Singh**  
Head of Sales  
**FRIMO-Huber Systemtechnik GmbH & Co. KG**,  
Germany

17:15 **IMG vs. "one-shot" process ThermoGrain™ - comfortable interior surfaces with crosslinked polyolefine foams and thermoplastic longfibre composites**

- Comparison of standard processes vs. IMG
- Material: Grain, decor, foam, composites, IMG in combination with other processes
- Design: Styling specifications
- Production layout and tool concepts references
- Latest R&D for instrument panel cover and dash boards

**Dirk Fischer**  
Technical Sales and Projectmanager  
**R + S Technik GmbH**, Germany

18:15 End of Day Two

### Attendees from our automotive events

DaimlerChrysler AG, Porsche Engineering Services GmbH, Saab Automobile AB, MAN Nutzfahrzeuge AG, Mitsubishi Motors Corporation, OSRAM GmbH, Nissan Technical Center Europe, Magna Steyr Fahrzeugtechnik AG & Co. KG, Ferrari spa., Volkswagen AG, Fiat Research Center, Toyota Europe R&D, Nissan Design Europe Ltd., Scania CV AB, AIRBUS Deutschland, Fiat Auto S.p.A., Volvo Car Corporation, Ford Werke AG, Hyundai Motor Company & European Design, Aker Finnyards Inc., Peugeot S.A.S., Siemens VDO Automotive AG, BMW AG, Skoda AUTO, Valeo S.A., Schefenacker Visions Systems GmbH & Co. KG, Bombardier Transportation GmbH, Siemens AG Transportation Systems Trains, ALSTOM Marine - Chantiers de l'Atlantique, RiTdisplay Corporation, Delphi Deutschland GmbH

9:00 - 13:00

### A Surfaces and textures - Virtual reality and presentation of the automotive interior design process

Virtual reality is a widely used and accepted technology for **every major engineering program, be it for a designer or for an engineer**. Virtual reality found its vast acceptance in allowing various design themes to be considered at a much earlier stage in the development process **thus saving both time and cost**. Using traditional mock up techniques the use of which was previously not possible.

The result it achieves is **to drastically reduce development lead times whilst evaluating an increasing number of**

**themes and variants thus cutting costs and meeting the demands for higher quality**. Virtual prototyping also allows for redesigning and optimising throughout the design process.

The aim of this workshop is to review the latest state of the art methodologies and processes and particular emphasis will be placed on **quick surface creation, the definition of materials and textures and their simulation in a photo realistic environment**.

- Interactive product configuration
- Early problem detection

- Photo-realistic 3D depth perception
- Integrate/evaluate multiple data types
- Images without waiting for Ray Tracing
- Instant evaluation of different themes
- Improved communication and productivity
- Quick Photo-realistic Presentations and Images
- Review large assemblies

**Horst Vogt**

Product Marketing Manager

**Pete Moorhouse**

Director Product Management

**ICEM Technologies GmbH**, Germany

or

9:00 - 13:00

### B Intelligent technical textiles for increased functionality and quality in the interior

The design of the vehicle interior is a result of the consideration of a multitude of aspects, meeting the demands of high quality design and of special surfaces having a haptic quality. The workshop will consider these aspects and explore trends for the concept of the automotive interiors of tomorrow.

The delegate will learn about:

**Design:** demands on design, drafts and their conversion, trial and tests, visions, realisation and conversion

**Functions:** trend, new functionality, nanotechnology, the future, realisation

**Materials:** dependence, new materials, use in

the vehicle, characteristics, new qualities, feasibility

**Thomas Engler**

Managing Director

**AUNDE Helmbrechts GmbH**, Germany

14:00 - 18:00

### C Imagine.Imitate.Interact - live simulation of design process using intelligent automotive surfaces and materials

Imagine.Imitate.Interact, a design workshop, explores and re-creates the actual design process for creating a conceptually fresh automotive interior. The participants will be immersed in an intensive brainstorming session, followed by a simulation of actual space design, and finalize by drawing conclusions thus creating an intelligent design concept. The workshop aims to put the participants in the shoes of a designer and how one might

tackle the topic of using "intelligent surfaces and materials" for automotive interiors.

- **Imagine** - 1 session of brainstorming and 'bouncing' ideas in teams for the design of an intelligent and customizable automotive interior of the future (5-10) years.
- **Imitate** - 1 session of simulating with props available, and provided, what such an interior space would be like.

- **Interact** - 1 session of interacting and gathering conclusions about the results of Imagine and Imitate and how those can be realistically applied in a near future.

**Hannah Macmurray**

Creative Director

**Hidesignworks**, Italy

or

14:00 - 18:00

14:00 Depature - 18:00 Return

### D Corporate site visit R+S Technik GmbH, Offenbach

**Production Live: Experience the latest in IMG technology live on site.**

Tour through the company site with visits of the following stations:

- Die cutting machines and tools
- Moulds and forms
- Waterjet cutting lines
- Thermoforming production lines
- Laminating production lines

- Milling machines

**Dirk Fischer**

Technical Sales and Project Manager

**R + S Technik GmbH**, Germany

Sponsors

Rosti

**Rolf Bastiaanssen**  
Automotive Market Development

**Rosti Technical Plastics**  
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# Interior surfaces & materials

30<sup>th</sup> & 31<sup>st</sup> May 2005 - 2 Day Congress • 1<sup>st</sup> June 2005 - Interactive Workshops  
Maritim Frankfurt, Germany

## REGISTRATION FORM

Booking Code

PDFW

### CONGRESS INVESTMENT

Congress Packages	Early Bird (Book and pay by 15 <sup>th</sup> April 2005)	Standard Price
<input type="checkbox"/> <b>Platinum Package</b> <i>Congress plus 2 workshops</i>	€ 2.339,10 +VAT	€ 2.599,- +VAT
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<input type="checkbox"/> <b>1 Workshop-Day</b>		€ 1.000,- +VAT

Only one discount applicable per person. The VAT of 16% is not included in the prices above.

Please indicate choice of workshop on Wednesday 1<sup>st</sup> June 2005

- Workshop A:** 9:00 - 13:00 Surfaces and Textures - Virtual Reality and Presentation of the automotive interior design process
- Workshop B:** 9:00 - 13:00 Intelligent technical textiles for increased functionality and quality in the interior
- Workshop C:** 14:00 - 18:00 Imagine.Imitate.Interact - live simulation of design process using intelligent
- Workshop D:** 14:00 - 18:00 Corporate site visit R+S Technik GmbH, Offenbach

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### DELEGATE DETAILS

Please fill out in Capitals!

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### VENUE & ACCOMMODATION

**Maritim Frankfurt, Germany**

Theodor-Heuss-Allee 3  
D-60486 Frankfurt am Main, Germany  
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### WHO WILL YOU MEET?

International automotive industry, coating and plastic manufacturers, suppliers of interior systems and components, consultants and research institutes

**IQPC will be inviting heads and directors of:**

Interior Design, R & D Surfaces and Coatings, Product Development, Color & Trim, Materials Development, Materials Engineering, Design, Cockpit, Quality Assurance, Marketing, Sales

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