

14/15  
JANUARY, 2026

TORINO MUSEO NAZIONALE  
DELL'AUTOMOBILE



# DVN TORINO WORKSHOP

10<sup>TH</sup> DVN  
WORKSHOP

NEXT-GEN AUTOMOTIVE INTERIORS:  
WHERE CMF, LIGHTING,  
AND SUSTAINABILITY CONVERGE



Car interiors have evolved far beyond mere functionality—they now reflect the convergence of luxury, advanced technology, and individual expression. At the heart of this transformation lies CMF (Color, Material, and Finish) strategy, a powerful tool in defining brand identity, shaping consumer perception, and delivering a cohesive design language across the cabin.

Today materials, beside their peculiar properties, are called to do more than look and feel good—they must also support sustainability goals without compromising performance or aesthetics. From seating systems and cockpits to interior lighting, the synergy between design innovation and responsible material use is what defines Next-Gen Interiors.

### Key Sessions:

- Interior design trends in a holistic approach that combine User experience, ergonomics & sustainable materials
- Interior lighting part of the global vehicle experience, and how it interferes with CMF design
- Material sustainability importance, how designers can take advantage of these new materials and be incorporated into the car brand DNA

### Speakers & Panels:

Top voices from automotive interior & CMF design studios, interior lighting, Cockpit and material will share their insights. Expect keynote talks, expert panels, and roundtable sessions—fostering dialogue across design, engineering, and sustainability disciplines.

### Workshop Objectives:

- Inspire bold, responsible interior designs with emerging trends and insights.
- Drive collaboration between designers, engineers, and material innovators.
- Showcase breakthrough technologies redefining the cabin experience.

The DVN Interior Workshop is the industry's premier platform dedicated to Interior Design, CMF, Smart Interior Lighting, and Sustainable Innovation. Join leading designers, CMF experts, engineers, and visionaries to explore the future of vehicle interiors—where UX/UI, material responsibility, and design excellence meet.

If you want to immerse yourself in the futuristic world of Auto interior, in the heart of the world of Design, join our workshop in Torino!

### They will participate:



# PROGRAM

## JANUARY 14, 2026



### DAY 1 • JANUARY 14, 2026

- 3:00 pm **REGISTRATION & WELCOME COFFEE**
- 4:45 pm **OPENING DAY 1**  
**Paul Henri Matha, DVN CEO & Laurent Sérézat, DVN Interior General Editor**
- 4:50 pm** **SESSION 1 - INTERIOR DESIGN: DRIVING THE CAR INTERIOR FUTURE – PART 1**  
**Chairman:** Paul Henri Matha – DVN
- Stellantis** - Michele Longo, Head of Fiat&Abarth Interior Design
- Forvia** - Andreas Wlasak, Global VP Design
- *When nothing is certain, everything is possible*
- Granstudio** - Wouter Struijk, Senior Design Manager
- *Fast Phyigital Prototyping : A Lynk & Co Case Study on DIGIPHY*
- S&P Global Mobility** - Sascha Klapper, Research and Analysis Manager:
- *Interior Industry challenges. Market outlook in numbers: Material evolution and function integration in the interior*
- Italdesign** - Matilde Piccioni, Concept Development Project Leader Italdesign & Davide Casini, CTO | Sustainability & Clean Tech Strategic Group
- *Circular Seating: ReSedo. Merging Advanced Engineering And Eco-Conscious Innovation With Sustainable Materials For Next-Generation Interiors.*
- 6:30 pm **Round table**  
Moderator Andreas Friedrich – DVN
- 7:00 pm **COCKTAIL & DINNER**

# PROGRAM

## JANUARY 15, 2026



### DAY 2 • JANUARY 15, 2026

8:00 am

#### REGISTRATION & BREAKFAST

9:00 am

#### SESSION 2 - INTERIOR DESIGN DRIVING THE CAR INTERIOR FUTUR – PART 2

**Chairman:** Andreas Friedrich – DVN

**Zeekr** - Charles Trelogan, Interior Design Expert

- *Zeekr Design Europe - Pinnacle. Inside the 9X*

**LemonLab** - Jimena Martinez, Consumer Research

- *Back in the Driver's Seat: Decision-Making in Uncertain Times*

**VW-Diconium** - Guang Yang, Advanced UX Designer

- *Culture Made Visible: CMF, Lighting, and UX Between China and Europe*

#### Q&A & Panel discussions

10:15 am

#### COFFEE BREAK

10:45 am

#### SESSION 3 - CMF: HOW IMPORTANT IS FOR CAR MAKER DNA

**Chairman:** Andreas Friedrich – DVN

**Seat/Cupra** - Francesca Sangalli, Head of Color&Trim and Concept&Strategy CUPRA Design

- *How materials shape brands and create the next aesthetic frontier*

**Škoda** - Kateřina Vránová, Head of CMF Design

- *From vision to mission for Škoda CMF team*

**Mahindra** - Shilpa Bandyopadhyay, Head of CMF Design, MIDS

- *Touchpoint: Designing The Sensory Signature Of A Brand*

**Alpine Cars** - Gwenaëlle Poulet, Senior CMF designer

- *Lightness, Tailored: Personalisation driven by efficiency and material intelligence*

#### Q&A & Panel discussions

12:00 pm

#### LUNCH BREAK

1:30 pm

### SESSION 4 - SUSTAINABLE MATERIALS & CMF, THE PERFECT MATCH

**Chairman:** Laurent Sérézat – DVN

**Stellantis** - Gabriele Ciaccio, Material Manager Polymers & Sustainability, R&D Dept, CRF  
• *Recycling challenge*

**Covestro** - Ciro Piermatteo, Global Technical Marketing Interior  
• *Pixel to Reality: Digital Design Freedom Meets Sustainable Interior Innovation*

**BCOMP** - Gabriele Grezzana, Market Manager North America and United Kingdom  
• *Setting New Standards for Automotive Interiors with Sustainable and High-Performance Natural Fibre Solutions*

**Dow MobilityScience™** - Dr Esther Quintanilla Lujan, Global Marketing Director, Polyurethanes division  
• *How to Design Interiors with Innovative Circular and Low Carbon Solutions?*

**BEOND** - Alessandro Ferraris, CEO

**Laetitia Lopez**, Creative Consultant  
• *Luxury and Sustainability*

#### Q&A & Panel discussions

3:15 pm

### COFFEE BREAK

3:45 pm

### SESSION 5 - UX/UI, HMI, INTERIOR LIGHTING AND RENDERING TOOL. THE ULTIMATE EXPERIENCE

**Chairman:** Laurent Sérézat – DVN

**Marelli** - Salvatore Grande, Global Display Product Manager  
• *Decoding the Cabin: What Today's Consumers Expect from Tomorrow's Cars*

**Design LED/Forvia** - Martin Walker, Senior Product Development Engineer  
• *Sustainable dynamic backlighting of automotive surfaces*

**Martur Fompak International** - Ana Bravo, R&D CMF Designer  
• *How CMF is evolving in the era of digital interiors: tactile + digital*

**Italdesign** - Fabrizio Ribet, Head of Concept Development & Marco Pietropaolo, Human Factor Domain Leader  
• *Italdesign New Concept Lab: The Ultimate Hub Setting The Benchmark For The Definition Of Next-Generation Interiors*

**Autodesk** - Danny Tierney, Senior Automotive Design Solution Specialist (VRED)  
• *Gaining Digital Trust – Light, Materials and HMI for Virtual Validation*

#### Q&A & Panel discussions

5:15 pm

### CLOSING