

22/23
APRIL, 2026
KÖLN



INTERIOR CABIN: WHAT'S NEXT

UX • COCKPIT • LIGHTING • SEATING • ELECTRONICS



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22 – 23 April, 2026 at Köln, Germany – truly an automotive city at the centre of Europe.

The theme is “**holistic cabin approach**”, for the main goal of UX (user experience) is to create and improve driving and mobility experiences.

It means technology and design are user-centric. It covers design, HMI (human-machine interaction/interface), perceived quality, comfort, infotainment, audio, health and wellness, and everything that contributes to the best driving experience.

Global megatrends are shaping the future of the automotive interior: display, smart surfaces, voice activation, connectivity, automation, EVs, regulations, and more. These are pushing and pulling technical and technological progress, transforming the cabin into a smart, interactive space.

The workshop will include sessions on:

- Interior lighting,
- Smart surfaces, cockpits, displays,
- Components to cabin experience,
- Seating.

For more information:

Please contact our Marketing & Communications Director,

Emilie Bonnet: ebonnet@drivingvisionnews.com

Join our exhibitors:



PROGRAM

APRIL 22, 2026



DAY 1 • APRIL 22, 2026

12:30 pm **REGISTRATION & WELCOME COFFEE**

1:30 pm **OPENING**

1:35 pm **OPENING KEYNOTE:**

S&P Global Mobility – Sascha Klapper, Research and Analysis Manager

- *Interior Market. Commodity or Innovation?*
A brief outlook on the global automotive interior market

1:55 pm **SESSION 1 - INTERIOR LIGHTING DESIGN: SHAPING THE IN-CABIN EXPERIENCE**

Chairman: Andreas Friedrich, DVN Senior Advisor

KEYNOTE: Forvia Hella – Andreas Wlasak, Group Industrial Design VP

Yanfeng – Christophe Pincemin, Deputy General Manager Smart Interiors BU & Executive Engineering Director Smart Surfaces & Lighting

- *The Cabin as a Living Space: How Light contribute to Shape a better Human Centric Mobility*

Zeekr – Lena Caussimon Olsson, Senior Lighting Designer

- *The Transformative Power of Light: Beyond Illumination in the Automotive Interior*

Lynk&Co – Vlatko Kukolja, Senior Studio Engineer & Klemen Majcen, Senior Studio Engineer

- *When Light Meets Reality: Engineering Interior Lighting Beyond the Concept Phase*

Studio Kasper Hammer – Kasper Hammer, Founder & Creative Director

- *Living light*
Designing light and Sound for Human Biology

Forvia DesignLED – Tony Allison, Senior Product Manager & Product Development Manager

- *Exploring the intersection between UX, LIGHT and CMF*

KURZ – Joerg Stierand, Head of Divisional Sales Management Automotive

- *Solutions for plastic surfaces with integrative lighting systems*

Q&A

3:55 pm **EXHIBITORS' PRESENTATION**

4:15 pm **COFFEE BREAK**

PROGRAM

APRIL 22, 2026



5:00 pm

SESSION 2 - INTERIOR LIGHTING : TECHNOLOGIES, MATERIALS

Chairwoman: Prof. Andrea Upmann, FH Aachen – University of Applied Sciences

Hochschule Magdeburg-Stendal – Prof. Dr.-Ing. Benedikt Lamontain

- *From Lighting Components to Cabin Experience – Enabling Holistic UX through Human-Centric Interior Lighting*

ams OSRAM – Michael Brandl, Director Application Engineering Mobility Systems

- *It All Comes Together – Status of Light Sources for Interior*

Novosense – Andreas Zhang, Marketing Director

- *Ambient Lighting: from single RGB to multi RGBs*

Inova Semiconductors – Gerhard Nill, Product Manager

- *Software Defined Lighting – Unleash the Benefits for Car Manufacturers*

Melexis – Roland Steger, Business Development Manager, EMEA

- *Secure & Simplified Lighting Animations via 10Base-TIS*

TactoTek – Dominique Heilborn, Director Ecosystem Partnerships

- *Seamless by Design. Intelligent by Nature. Distinct by Brand. Powered by IMSE*

EDAG – Jannes Buthmann, Global Head of Lighting & Display Systems

- *EDAG LightLab – Benchmarking Interior Light & Display Systems*

Q&A

7:00 pm

COCKTAIL

7:30 pm

DINNER

PROGRAM

APRIL 23, 2026



DAY 2 • APRIL 23, 2026

08:00 am **WELCOME COFFEE**

09:00 am **OPENING KEYNOTE**

Beyond HMI – Peter Rössger, Founder & CEO

- *How to Avoid the Hotel California Moment: Human Centric Vehicle Interior Development*

09:20 am **SESSION 3 - COCKPIT AS A “POSTURE SYSTEM”: SEATING GEOMETRY SHOULD DRIVE UX/UI**

Chairman: Andrew Leuchtmann, DVN Senior Advisor

Dow & Lear & Jaguar Land Rover – Dr. André Hebel - Dow, Dave Withey - JLR, Dr. Abdulghani Al Nabulsi - Lear

- *Advancing Circularity in Seating: from Material Design to OEM Implementation*
A joint case study by Dow, Lear, and JLR

Grewus – Elisa Santella, Managing Director

- *Scalable seat haptics: enabling more functionality at lower system cost*

Q&A

10:25 am **COFFEE BREAK**

10:55 am **SESSION 4 - INNOVATION THAT ACTUALLY SHIPS**

Chairman: Laurent Sérézat, DVN Interior General Editor

KEYNOTE: CRTV Matters – Jelle Tjebbes, Founder & Design Director

- *Love & Technology – How brand character transforms smart surfaces & displays into meaningful experiences*

ISPA.Institute – Innowep GmbH – Prof. Dr. Wolfgang Weinhold M.Sc. (Duke Univ.), Dipl.-Ing. (FH), Founder & Human-centric product and surface expert

- *Human Centric Interior*
Appearance Haptics & Durability

SEAT & CUPRA – Ruben Rodriguez, Head of Xperience Design

- *CUPRA RAVAL*
Boosting emotions through UX

Polestar – Anna Baste, Senior User Experience Designer

- *Driven by design – Shaping the future of CarUX*

Matikon – Thorsten Süß, Global Director Design

- *Same but different*
New ways of interior decoration

Covestro – Lars Bogner, Application Development Manager

- *Designing with Light, Touch & Intelligence: The Potential of Printed Electronics in Automotive*

Q&A

12:40 pm **LUNCH BREAK**

01:45 pm

SESSION 5 - FROM COMPONENTS TO CABIN EXPERIENCE

Chairman: Aref TAHHAN, HMI Systems Architect at Bertrandt

icon incar – Florian Gulden, Founder

- *From Gigolo to partner therapist: How automotive design changes, why AI is good and why we need an Experience Defined Vehicle*

Valéo – Jean-Marc Tissot, R&I HMI Design & Ergonomics Manager & Bastien Maube, Experience

- *Panovision Awareness*

Texas Instruments – Jorge Gonzalez, Product Marketing Manager

- *A Decade of Automotive DLP: From proof to platform*

Sekisui

Q&A

02:55 pm

COFFEE BREAK

03:15 pm

SESSION 6 - THE NEXT INTERIOR PLATFORM BEYOND THE FEATURE RACE

Chairman: Samuel Wijk, Head of product at Azeaa

Azeaa – Samuel Wijk, Head of product

- *Beyond the Screen*
Light & Sound as the Forgotten UX Outputs: How the cabin experience bleeds past the display and why someone needs to own it

Antolin – Daniel Mann, Applied Innovation Project Manager

- *A next-generation full headliner system: INMERSA: Turning the Headliner into an Intelligent Acoustic System*

Renault – Xavier Chalandon, HMI Expert Leader

- *HMI method & tools*

Prove Realities – Werner Strathaus, CEO

- *VR is dead, but the dead don't wear plaid!*

EDAG – Jannes Buthmann, Global Head of Lighting & Display Systems

- *Automated Touch Validation: Scaling Interior UX Quality Through Robotics*

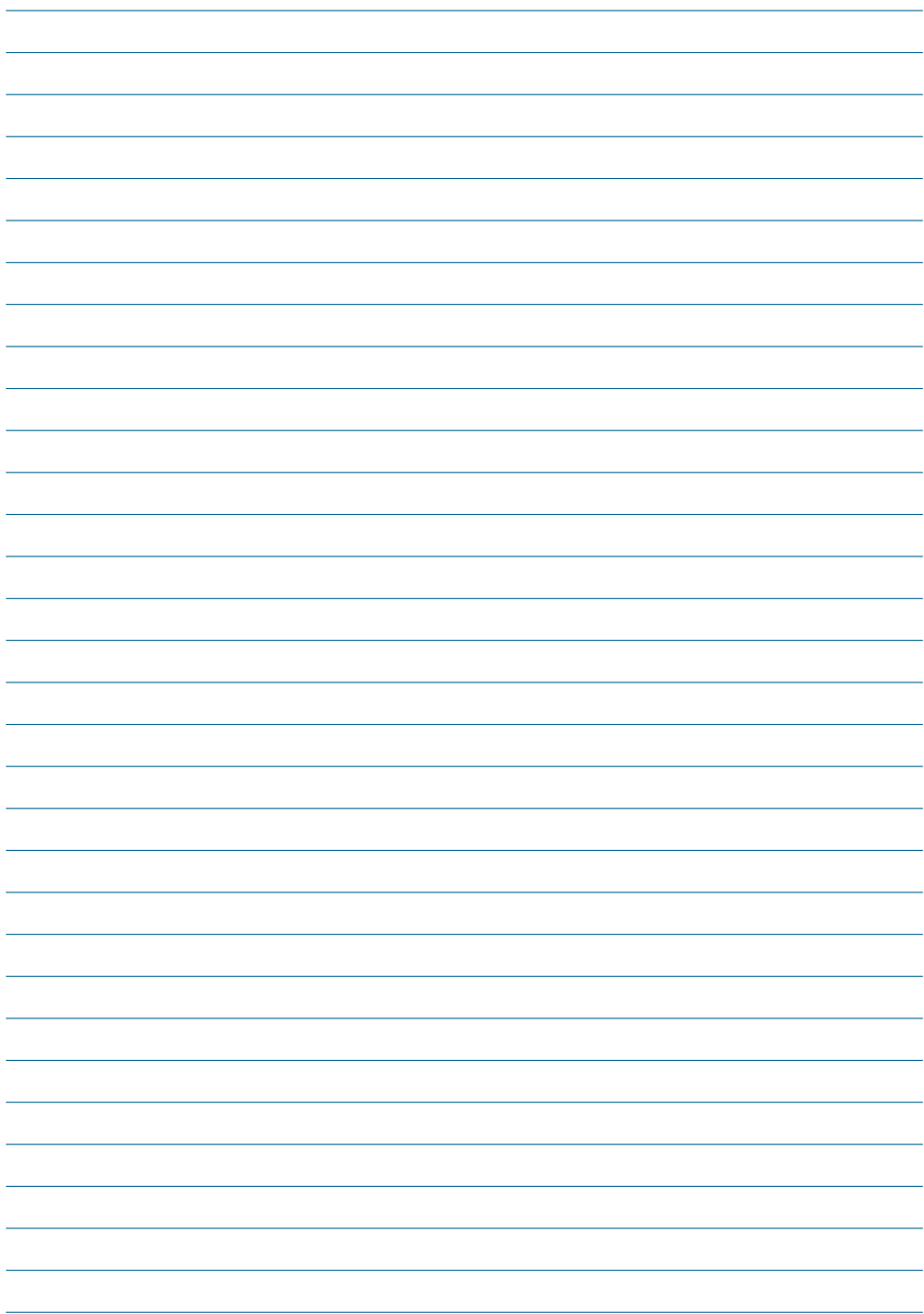
SunLED Life Science Research B.V. – Zhou Zhou, Senior Product Manager

- *Improving the In-Cabin Experience with Health & Wellness Innovation*

Q&A

04:55 pm

CLOSING





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