

22 / 23

SEPT. 2026

DETROIT COLLEGE FOR CREATIVE
STUDIES - TAUBMAN CENTER



DVN USA INTERIOR WORKSHOP

WHAT'S COMING IN VEHICLE INTERIORS?



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WHAT'S COMING IN VEHICLE INTERIORS?



During the Beijing auto show last April, specialists noticed the exterior design sameness across numerous brands and makers, and wondered if this means exterior design is losing importance.

Conversely, there was intensely competitive focus on every aspect of the interior, and great diversity across brands and makers. Materials quality, comfort, infotainment, user experience and wellbeing, and row-2 luxury, to name a few. Cars are being designed less as third spaces and more as second homes, while increasingly capable driving automation and human-driver assistant technology (ADAS) mean occupants have more time and cognitive space to relax and things other than drive.

Is this trend apply also in USA?

This is what we will discuss during our first DVN Interior workshop in September 22 & 23 in Detroit.

The workshop will explore innovations in:

- Interior electronics & smart surfaces
- Haptics & smart cockpits
- Displays & HMI/UX
- Interior lighting
- CMF
- Seating
- Sustainability & circularity

Panel discussions will grapple with important ideas, including:

- How to increase development and decision speed (takeaways from China-speed benchmarking)?
- How to leverage and benefit from AI?
- What's next after screens?
- What's the right balance between digital and physical controls?
- Sustainability as an early-stage decision framework, not as a downstream tradeoff

Opportunities are open for presenters and exhibitors.



Laurent Serezat

DVN Head of Interior Business Unit

CONTACTS

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EXHIBITORS & SPONSORS



EXHIBITION RATES

BOOTH TYPE	SIZE	TICKETS	PRICE
Shell	4 m ²	2	€ 4.9K
Business	10 m ²	3	€ 7.9K
Premium	15 m ²	4	€ 10.5K

Interested to exhibit at DVN Detroit Interior Workshop? Contact us!

Camille Moinet – Communication & Events Coordinator:
cmoinet@drivingvisionnews.com

GETTING HERE & ACCOMMODATION

College for Creative Studies – Taubman Center

460 W. Baltimore Ave
Detroit, MI 48202

Link: <https://www.ccsdetroit.edu/maps-and-directions/>

Visitor parking: The Taubman Center parking structure is located on Baltimore between Cass and 2nd Avenue.

PROGRAM DAY 1

SEPTEMBER 22, 2026



12:00 pm **REGISTRATION & LIGHT LUNCH**

1:00 pm **OPENING OF THE WORKSHOP** – Geoffroy Lebrun, DVN President

1:10 pm KEYNOTE LECTURE

S&P – Tanya Chantiri, Senior Research & Forecast Analyst:

- *Interior US Market*

Marelli

1:45 pm SESSION 1 – INTERIOR LIGHTING: TECHNOLOGIES, MATERIALS & DESIGN

– Moderator: Felix Urbina, DVN Senior Advisor

Melexis – Seth Lacy, Senior Staff Field Applications Engineer:

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

ams OSRAM – Johnathan Weiser, Applications Engineer:

- *Light with Purpose: Creating Connection and Immersive Experiences*

Antolin – Daniel Pardo, Strategy & Business Development Director:

- *Sculpt Lighting: A New Approach to Interior Lighting*

TactoTek – Derrick Defever, Business Development Manager:

- *The Surface Is the Interface: Structural Electronics for the Next-Generation Smart Cabin*

Seoul Semiconductor – Darshan Deodhar:

- *Next-Generation Cabin Air Purification: VioLEDs™ for HVAC Systems*

Q&A

3:15 pm **COFFEE BREAK**

PROGRAM DAY 1

SEPTEMBER 22, 2026



4:00 pm

SESSION 2 – WHERE AI MEETS INTERIOR DESIGN – Moderator: Karolina Auer

Keynote Speech – Magna – Halina Niemec, Product Management Director:

- *From Sensors to Experiences: The Evolution of Interior Sensing Integration*

Stellantis – Sara Fallahi, HMI UX Performance Engineer (UX Design & Research):

- *AI & design software*

University of Michigan – Jim Rampton, Lecturer:

- *Why Car Designers are not listening to Academic Research*

Marelli

Valeo – Kumail Syed, R&D Platform Manager

Q&A AND ROUND TABLE W/ PARTICIPANT SESSION

5:00 pm

TIME TO GRAB A COFFEE

5:15 pm

DESIGN PROJECTS & DISCUSSION – Moderator: Paul Snyder, Professor, Paul and Helen Farago Chair Transportation Design Department, College for Creative Studies

Ford Project – Paul & Students

Caltex Project – Paul & Students

OEMS Designer / Interior

Karolina Auer – Automotive Design Strategist

6:00 pm

FIRESIDE TALK, PART OF DETROIT MONTH OF DESIGN – Moderator: Laura Burstein

6:45 pm

COCKTAIL AND DINNER

PROGRAM DAY 2

SEPTEMBER 23, 2026



8:00 am **WELCOME COFFEE**

8:30 am **KEYNOTE LECTURE**

Gorden Wagener – former Mercedes-Benz Head of Design

9:00 am **SESSION 3 – HAPTIC TRACK @DVN: BEYOND THE HYPE – WHAT REALLY WORKS IN THE CAR** – Moderator: Jörg Reisinger

Former Mercedes-Benz / Reisinger engineering GmbH – Dr. Jörg Reisinger:

- *The Haptic Landscape – What's Real, What Works, What's Next – Opening the DVN Haptic Track: scope, technologies, and the day ahead*

BMW – Dr. Stefan Heijboer, Head of Scouting:

- *Haptics in the Neue Klasse*

Android & Google – Prof. Dr. Hong Tan

The haptics 9 – Keith Kirkland, Chief Haptic Officer

Cirrus Logic – Adrian Hill, Automotive Business Development Manager

BCS – Iliyas Chauhan

Q&A

10:30 am **COFFEE BREAK**

11:00 am **SESSION 4 – INTERIOR COCKPIT & HMI** – Moderator: Thomas Prevost

General Motors – Kai-Han Chang, Staff researcher:

- *Advancing Display Technologies: New Opportunities for Designers*

Valeo – Dirk Schulte, R&D Director:

- *Advanced – Valeo Racer*

Iconicar – Florian Gulden, Founder:

- *Don't Show It. Experience It. How AI helps teams experience UX ideas earlier in the design process.*

Ansys part of Synopsys – Victor Loya, Lead Application Engineer:

- *Virtual validation of infotainment systems*

Magna – Nicholas Paul:

- *Dual interior facing camera mirror-integrated solution*

Q&A

12:30 pm **LUNCH BREAK**

2:00 pm

SESSION 5 – SEATING, LOUNGE AND INTERIOR ARCHITECTURE

– Moderator: Laura Burstein

FORVIA – Jillian Cooper, Sr. Director of Marketing, Design and Supplier Diversity & Benjamin Louis, Design Studio Manager:

- *When Nothing is Certain, Everything is Possible: How FORVIA Utilize Purposeful Innovation to Create People-Focused Designs in A Complex Environment*

CCS – Ehab Kaoud, Chief designer, Interiors and Exteriors, Trucks, ex Ford Motor Company

General Motors – Robinette Hollingshed, Product Program Cost Optimization:

- *Can Sustainable Interior Choices Be Cost-Neutral?*

Performance Seats – Aurelien Francois, Lead Designer:

- *Da Vinci and the bucket seat: Means and Methods in the AI age*

Neoniq – Flore Tramblin-Colard, Director Design & Brand:

- *Carbon fiber not only for beauty*

Q&A

3:30 pm

COFFEE BREAK

4:00 pm

PANEL DISCUSSION – INTERIOR CMF – Moderator: Laura Burstein

CALTY – Benjamin Jimenez, Studio Chief Designer, Inc. TOYOTA Design Network

CCS – Kelly Slang, Chairperson

Bowen Material – Elizabeth Hoffman Marie

Covestro – Matt Pulleo, Technical Marketing Manager, Polycarbonate Technologies for Interior Aesthetics.

4:50 pm

CLOSING