

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



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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 2027 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** – Geoffrey Lebrun, DVN President

1:10 pm KEYNOTE LECTURES

Mobility Global – Tanya Chantiri, Senior Research & Forecast Analyst:

- *Interior US Market*

Marelli – Ajith Sethuraman, Technical Business Development Manager - Electronics:

- *Innovation on Display: From Consumer Clinics to Next-Gen Display Tech*

1:50 pm SESSION 1 – INTERIOR LIGHTING: TECHNOLOGIES, MATERIALS & DESIGN

– Chairman: Felix Urbina, DVN Senior Advisor

Melexis – Seth Lacy, Staff Field Application 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*

Covestro – Matt Pulleo, Technical Marketing Manager:

- *Polycarbonate Technologies for Interior Aesthetics*

Seoul Semiconductor – Darshan Deodhar, Senior Sales Manager - Automotive NA:

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

3:35 pm **COFFEE BREAK**

PROGRAM DAY 1

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4:00 pm

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

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

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

University of Michigan – Jim Rampton, Lecturer:

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

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 – Moderators: Kelly Slank & Paul Snyder, Professors, College for Creative Studies

Karolina Auer – Automotive Design Strategist

Italdesign – David Kalinowski, Head of Engineering

CCS – Nicole Ditrinidad, Student

CCS – Michael Dawson, Student

CCS – Danny Castano, Student

CCS – Jason Song, Student

CCS – Riley Celentano, Student

6:00 pm

FIRESIDE TALK, PART OF DETROIT MONTH OF DESIGN: Design Moves the Future – Moderator: Laura Burstein

Shinola – Greg Verras, Director of Watch Design

Design Core Detroit – Kiana Wenzell, Co-Executive Director

6:45 pm

COCKTAIL & DINNER

PROGRAM DAY 2

SEPTEMBER 23, 2026



8:00 am **WELCOME COFFEE**

8:30 am **KEYNOTE LECTURE**

Former Mercedes-Benz – Gorden Wagener, Head of Design:

- *Shaping Luxury Interiors Through Iconic Design in Times of AI*

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

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:

- *Seeing with a Nudge Using Body-Based Haptics to Direct a Driver's Visual Attention*

The Haptic 9 Co. – Keith Kirkland, Chief Haptic Officer:

- *Engineered Intuition What Guiding a Blind Marathoner Teaches Us About the Future of the Cockpit*

Cirrus Logic – Adrian Hill, Automotive Business Development Manager:

- *Designing Automotive Haptics Smart Surfaces, Control, and Tactile Audio*

BCS Automotive Interface Solutions – Iliyas Chauhan, HMI Product Line Manager:

- *Balancing Physical and Digital Controls*

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*

Marelli – Brian Bober, Global Product Manager Instrument Panel & Eco Interiors:

- *Instrument Panel Evolution & Preparing Generation Alpha*

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, Technical Program Manager:

- *Dual interior facing camera mirror-integrated solution*

Q&A

12:45 pm **LUNCH BREAK**

PROGRAM DAY 2

SEPTEMBER 23, 2026



2:00 pm

SESSION 5 – SEATING, LOUNGE AND INTERIOR ARCHITECTURE

– Moderator: Laura Burstein

FORVIA – Jilian 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*

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 Slank, Adjunct Faculty Member

Bowen Material – Elizabeth Hoffman Marie

Material Girl Studio – Brittany Moss, Founder

4:50 pm

MAIN TAKEAWAYS & CLOSING

Discussion between Laura Burstein & Gorden Wagener

