



LIVE & Virtual
8–9 December 2020

RAILWAY INTERIOR Innovation Summit

In partnership with: **DIE BAHNINDUSTRIE.**

VDB VERBAND DER BAHNINDUSTRIE IN DEUTSCHLAND E.V.

With participations from:

BOMBARDIER



ALSTOM
• mobility by nature •

mormedi

nose design experience

neomind



tangerine



N+P



Partner: **SEKISUI**
KYDEX

Sponsor: **SE** SEISENBACHER **SENOPLAST** **IndustriLás**

Media Partner: **interiorS**
RAILWAY INTERIORS INTERNATIONAL





RAILWAY INTERIOR INNOVATION SUMMIT

8-9 December 2020 | LIVE & Virtual

EARLY CONFIRMED SPEAKERS AND GUESTS

CHAIRMAN:
MATT ROUND
Chief Creative Officer
tangerine

tangerine

NEIL DINMORE
Principal Engineer
Structures and Material
RSSB



CATHERINE STEIMER
W&O Manager Design & Styling
Alstom



AISLING NORTON
22000 Intercity Railcar –
Interior Refurbishment Project Manager
Iarnród Éireann, Irish Rail



GIACOMO MARCHIONNI
Specialist Industrial Design
BOMBARDIER

NICOLE MICHEL
Team Leader Industrial Design – Interior
BOMBARDIER

CHRISTIANE BAUSBACK
CEO
N+P Design

N+P

DIETER KOBEL
Director Design Management
Tricon AG



JULIANE TRUMMER
VP of Strategy & Design
mormedi

mormedi

ANDREW MEAD
Chief Architect (ARBUK)
MTR Corporation Limited



OLAIA IRULEGI
Managing Director
diaradesign



MARC JAMMOT
President/Chief Executive Officer
Compin Fainsa



JULIAN FORDON
Senior Manager Marketing
Strategy DB Regio
DB Regio AG



AXEL SCHUPPE
General Manager
Der Verband der Bahnindustrie in Deutschland (VDB)



PAUL PRIESTMAN
Designer & Chairman
PriestmanGoode



NICOLE GRUMMINI
Head of Subway (U-Bahn)
Die Berliner Verkehrsbetriebe (BVG)



MARIA JOSÉ VARGAS DIEZ
Head Innovation Strategy & Culture
Talgo



CHRISTIAN HARBEKE **nose design experience**
Partner
Nose AG

ALAN BEROUD
Chairman of the Management
Board (CEO)
SKM Warszawa



SARAH MAG. FESSEL
Fernverkehr & New Rail Business
Customer Experience
ÖBB-Personenverkehr AG



PROF. JAN BÄSE
Professor of Industrial Design
Hochschule Magdeburg
Industrial Designer
büro+staubach

INVITED SPEAKERS include representatives from

**ALSTOM / SIEMENS MOBILITY / ÖBB /
HITACHI / MUNICH U-BAHN / ANGEL TRAINS**
and more ...



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MEDIA PARTNER



Dedicated to the advancement of passenger railcar and mass-transit interiors, Railway Interiors International features a mix of the most exciting new case studies, in-depth analysis of technological developments and other market trends, top-level interviews and project-focused technical articles.

The magazine outlines the latest advances in interior equipment and related services, making it a definitive resource for the buyers and specifiers working on new build and refurbishment projects, as well as supporting day-to-day customer service and operations. [Register to receive your free copy now!](#)



Berlin Partner für Wirtschaft und Technologie – Wir arbeiten für Innovation & Wachstum!

Berlin Partner für Wirtschaft und Technologie ist als Wirtschaftsförderung Berlins Dienstleister für Wachstum und Innovation. Sie unterstützt Unternehmen und Investoren auf ihrem Weg nach Berlin sowie bei ihrer Entwicklung am Standort. Die Experten von Berlin Partner informieren über Fördermöglichkeiten, beraten bei der Suche nach dem geeigneten Standort oder qualifiziertem Personal und vernetzen mit Kooperationspartnern aus der Wissenschaft.

Als einzigartige Public-private-Partnership stehen hinter Berlin Partner für Wirtschaft und Technologie sowohl das Land Berlin als auch mehr als 230 Unternehmen, die sich für ihre Stadt engagieren. Zudem verantwortet Berlin Partner das weltweite Marketing für die deutsche Hauptstadt.

Berlin Partner for Business and Technology – We work for innovation & growth! Berlin Partner for Business and Technology is Berlin's business development service for growth and innovation. It supports companies and investors on their way to Berlin as well as in their development at the location. The experts from Berlin Partner provide information on funding opportunities, advise on the search for a suitable location or qualified staff and network with cooperation partners from science. As a unique public-private partnership, Berlin Partner for Business and Technology is backed by the State of Berlin and more than 230 companies that are committed to their city. Berlin Partner is also responsible for the German capital's global marketing.

PARTNER



SEKISUI KYDEX innovates and creates sustainable thermoplastic material solutions for the next generation of product design to help enhance the passenger experience.

The KYDEX® Thermoplastics Quick Response Manufacturing (QRM) business model of manufacturing bespoke materials with short lead times in small quantities expands beyond thermoplastic sheet. The fully compliant KYDEX® portfolio also includes injection molding resins, proprietary Infused Imaging™ technology, integral special effects, unique textures, antibacterial protection and custom products and design.

The SEKISUI KYDEX appLab™ and designLab® Innovation Centers are collaborative spaces for clients and customers to bring the supply chain together for rapid prototyping and design development. These spaces are the bridge between engineering and art.



VDB VERBAND DER BAHNINDUSTRIE IN DEUTSCHLAND E.V.

The German Railway Industry Association (VDB) unites the manufacturers of all products for the railway operation – i.e. manufacturers of vehicles, control and safety technologies, infrastructure as well as the suppliers and service companies belonging to them – under its roof.

VDB organises the expert exchange of experiences of the members and bundles the interests of the branch. What will become more and more important for the future and has already been important so far, is the representation of interests towards politics, customers, media, financial institutions and other associations – both nationally and internationally.

In addition to that VDB is engaged in a fair and cooperative business relation between the system houses and the supplying industry. All this is strengthening the association and thus the whole railway industry. It is an alliance for a promising future.



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SPONSOR

SE **SEISENBACHER** SeSeisenbacher is a leading international manufacturing and innovation partner for smart interior design for transport systems. Our focus is on the development of products and services for rolling stock and includes the areas of comfort, design and safety for the passenger.

In addition, with our locations in Austria, the USA and Great Britain, we offer our customers fast and professional provision of their products of the highest quality.

SENOPLAST Founded in 1956 SENOPLAST Klepsch & Co. GmbH has produced for more than 60 years extruded plastic sheets and films for thermoforming. From its Austrian headquarters in Piesendorf SENOPLAST provides customers around the world and from all kinds of industries with senosan® products. In 2000 an additional production location opened in Querétaro, Mexico. The 3rd global production unit started production in May 2020 in Suzhou, China.

SENOPLAST has enjoyed global success with innovative and high quality plastic sheets and films made of ABS, ABS/PC, PC, ASA, PMMA and PS as raw materials including FR-materials for Rail-Interior Applications (R1 HL2 from 2 to 5mm).

Industrilås Based in Sweden, Industrilås specializes in the production and sale of commercial products and system solutions for latches, hinges and sealing technology for industrial applications. In the railway interior and exterior, we offer extensive product range which include:

- Vibration-resistant quarter-turn latches
- Quarter-turn compression latches
- Compression latches
- Flush-mount latches
- Hinges
- Sealing profiles
- Special solutions

Our products comply with European safety standard and certification such as DIN EN 61373 and EN 45545-2. Our experienced team is ready to provide specific customer solutions, design, and project development in railway interior and exterior market.

Log on to our website to contact and to find out more on our solutions: www.industrilas.com/en-us/

WHAT YOU WILL EXPERIENCE ON SITE

KEYNOTE SPEECH Get to know in-depth knowledge, listen and learn from industry experts, including OEMs, Airlines, regulators, seat manufacturers, and materials suppliers.

INTERACTIVE PANEL DISCUSSION AND AUDIENCE Q&A Interact with our panelists, and ensure that all of your questions are answered during these sessions.

INTERACTIVE WORKING GROUP Get an in depth approach to these hands- on themes. Discuss, brainstorm, elaborate and work together in

this interactive session. Tutorials and workshops are also an excellent chance to interact with other people in your area of interest.

SPEED NETWORKING Break the ice and get to know your industry peers in these fast-paced one-to-one meetings. Greet each participant in this series of brief exchanges and share your professional background.

EVENING DINNER RedCabin invites you to a Dinner. Take this opportunity to network and make new business con-tacts. Or just relax and round off your first conference day.



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WHAT OUR PAST DELEGATES EXPERIENCED

„Great content, great participants, great location.“

Recaro Aircraft Seating

„Fantastic conference. Very effective to meet with existing relations and meet new ones. Well organized. Good topics for workshops. Very friendly atmosphere from everybody. Very honest and open discussions.“

ADSE

„Versatile program with speeches and interactive modules. International/interdisciplinary audience.“

Designworks, A BMW Group Company

„Different approach, more practically than other conferences. Better direct contacts with participants and airlines. Workshops good. More open discussion. Good organisation, hospitality.“

Metzeler Schaum

„This is my first time, and I am fairly new to the market. I found the information very helpful and enjoyed the collaborative interactions.“

Schneller

„Great conference and opportunity to meet with other airlines.“

Saudi Arabian Airlines

„Great conference - attended Abu Dhabi and Hamburg.“

jetBlue





RAILWAY INTERIOR INNOVATION SUMMIT

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Summit Day One | Tuesday, 8 December 2020

09:00 Opening Remark by RedCabin and conference Chairman:

Matt Round – Chief Creative Officer, *Tangerine*

Overview of German railway industry

Axel Schuppe – General Manager, *Der Verband der Bahnindustrie in Deutschland (VDB)*

09:15 Presentation on ZEFIRO Express for Västtrafik

The ZEFIRO Express distinctive appearance is set to reshape mobility and redefine the intercity passenger experience in the Swedish region of Västra Götaland, where Swedish rail operator Västtrafik will run these trains. The presentation aims to outline the following:

- How Bombardier interprets Scandinavian Design
- The importance of comfort in an intercity train
- Materials are key to achieve the Swedish touch

Nicole Michel – Team Lead Industrial Design, *Bombardier*

09:45 22000 INTERCITY INTERIOR REFURBISHMENT PROGRAMME

The 22000 Intercity Fleet for Irish Rail, consisting of 234 railcars, is currently 11 years old and requires a half-life Interior Refurbishment. Aisling will take viewers through the current design, change process, and the delivery of the new design from concept to installation, describing how it is possible to meet passengers expectations at affordable cost.

- How to determine what feature would be most appreciated by the clients
- How a refurbished train can meet the passenger requirements at affordable prices

- Cutting maintenance cost

Aisling Norton – 22000 Intercity Railcar – Interior Refurbishment Project Manager, *Iarnród Éireann, Irish Rail*

10:15 *Networking Coffee Break*

PANEL DISCUSSION

10:45 Panel disc Designing future rail interiors that are inclusive to all

As demographics around the world continue to evolve, can operators afford not to accommodate older and less mobile passengers, who will become an increasingly significant part of the travelling public? How can rail interiors be made simpler and more accessible to help all members of society enjoy more rewarding passenger experiences?

This panel chaired by Paul Priestman, designer and chairman of design consultancy PriestmanGoode will tackle questions around future proofing rail interiors and how design might bring down the remaining barriers to ensure equality in passenger experience. The panel will cover a range of themes including:

- Finding ways to 'design for all' to avoid stigma and indignity for passengers with reduced mobility
- Managing the transitions and integration with other modes of transport at the 'first and last mile' of journeys
- How to ensure the requirements of passengers with reduced mobility are not de-prioritised amidst an uncertain operating landscape in rail

PANEL MODERATOR: **Paul Priestman** – Designer, *Chairman of PriestmanGoode*



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PANELISTS: **Andrew Mead** – Chief Architect (ARBUK),
MTR Corporation Limited

Aisling Norton – 22000 Intercity Railcar – Interior
Refurbishment Project Manager, *Iarnród Éireann, Irish Rail*

Nicole Grummini – Head of Ubahn, *Berliner Verkehrsbetriebe (BVG)*

Prof. Jan Bäse – Professor of Industrial Design, *Hochschule Magdeburg* and Industrial Designer at *büro+staubach, Berlin*

11:30 How design helps to improve passenger experience

- What are the challenges and the opportunities of the railway industry nowadays?
- How can a strategic design approach help to define the future of train travel?
- Why is it important to understand passenger needs?

Juliane Trummer – VP Strategy + Design, *Mormedi (present)*

María José Vargas Díez – Head of Innovation Strategy and Culture, *Talgo (connected remotely)*

12:00 Customer-focused product design at DB Regio

- What the customer wants – what the customer needs
- From vision to reality – The IdeasTrain
- How to change the game and carry on

Julian Fordon – Marketing Strategie und Kommunikation,
DB Regio AG

12:30 *Networking Lunch*

INTERACTIVE WORKING GROUPS

13:00 *The audience will be divided into three groups. Each group will attend all three interactive working groups.*

WORKING GROUP – 1

13:00 Rethinking mobility for a post-pandemic future

The COVID-19-Crisis forces us to transform mobility as we know it and to quickly come up with tangible short- and long-term solutions. We need life-centred purpose-driven innovation which enables scalability and is as agile as possible. Together, we will deep-dive into all levels of impact of the new stakeholder needs in door-to-door travel with a special focus on the passenger. Let's explore the next level of mobility!

Christiane Bausback – Managing Director, *N+P Industrial Design GmbH*

WORKING GROUP – 2

13:00 How to integrate innovative concepts into the railway's industrial framework, applied to seats and interiors sub-systems (ceiling, table, floor, lighting, ...)

- Identification of new needs/trends of travelers and operators
- Identify technological evolutions, and new concepts
- How to develop in partnership/co-design with design firms, operators, OEM, equipment manufacturers

Thierry Thomas – Interior System Technical Director, *COMPIN FAINSA Group*



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WORKING GROUP – 3

13:00 Building Passenger Confidence With a Clean Cabin in Rail

The COVID-19 Pandemic has brought new challenges to the process of moving passengers in and out of trains. New safety measures must be put in place and the cleanliness of cabins are a critical factor in rebuilding passenger confidence in traveling by rail.

The local and regional transit authorities are experimenting with various technologies, including chemical fogging, cleaning the surfaces with disinfecting wipes, applying UV-C lighting and installing antimicrobial surface materials. Each have their own challenges and will affect the cleaning logistics in different ways, but how do you choose the right disinfection technology for your railway interior?

Join Ruben Bake, International Business Manager, and Sean Stabler, Research & Innovation Manager of SEKISUI KYDEX on an exploration of these technologies and how to use them to bring back passenger confidence. In addition to a technology debriefing, attendees will work together to advocate for one solution or another. This interactive workshop will combine science, perception, and a little fun to help you choose the right technology for your train and bus railway interiors.

The agenda will include:

- UV Disinfection, Fogging, Antimicrobial Surfaces, and Disinfectant Wipes Overview
- Antimicrobials, Microbes, Disinfectants Overview
- Differences between Surface Protection and Human Contact Protection

- Break out session: Attendees will be broken out into groups. Each group will be assigned a technology to pitch to the group as the best choice
- Closing group discussion

Ruben Bake – International Business Manager, and Sean Stabler, Research & Innovation Manager, *SEKISUI KYDEX*

16:00 Results – Each working group moderator presents the outcomes of their session

16:15 Closing remarks

END OF DAY ONE





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Summit Day Two | Wednesday, 9 December 2020

09:00 Remark from the chairman

09:10 The future of night train services – best practices for rail interiors

A new generation of night trains in Europe coincides with a renewed interest from passengers to make longer journeys in practical and sustainable ways. These services are enabling travel that encompasses work, relaxation and sleep through new approaches in interior design.

Join Sarah Fessler, Customer Experience and Service Design Manager at ÖBB Austrian Federal Railways – the operator of Europe's most comprehensive network of night trains - and Kirsty Dias Managing Director of PriestmanGoode, the design partner for ÖBB's new long-distance day and Nightjet services, who will share insights on:

- Best practices from working together. How the collaboration between operator, designer and manufacturer delivered results
- The opportunities for rail to compete with other modes of transport by providing customised experience for passengers such as with ÖBB's Nightjet service
- How design can address the present concerns of passengers and facilitate increased levels of occupancy by defining personal space in innovative new ways

Sarah Fessler – Customer Experience and Service Design Manager, *ÖBB Austrian Federal Railways*

Kirsty Dias – Managing Director, *PriestmanGoode*

09:40 Exploring the Omneo project

The OMNEO Premium has been designed to offer France's long-distance passengers an exceptional travel experience with high standards of comfort. This presentation will cover:

- What means Interior Design for the French market
- The OMNEO Premium Passenger's seats
- Travel experience matters

Giacomo Marchionni – Specialist Industrial Design, *Bombardier*

10:10 How design could improve passenger experience in the future mobility

Through different examples we will explain our vision of the future. What can design do to create innovative product and service solutions? How will impact the user perspective in the future transportation? How do we imagine the future mobility at DIARADESIGN?

Olaia Irulegi – Managing Director, *Diaradesign*

10:40 Networking Coffee Break

EN 45 545 PANEL DISCUSSION

11:10 1. From local Standards to EN 45545:

From the single materials reaction tests to the whole of them input to the full vehicle fire: The MARHE value.

2. Target on new designs:

The extensive use of fireproof materials.



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3. EN 45545 review (Draft at Committee):

Convergence with DIN 5510-2 and BS 6853? The increase of MARHE values and the new requirements for Hazard Level 3. Impact on Operational Category 3 and 4.

Marc Jammot – Président/Chief Executive Officer,
COMPIN FAIRSA Group

PANELISTS: **Neil Dinmore** – Principal Engineer Structures
and Material, RSSB

Corinna Trettin – TUEV SÜD

12:00 Beauty for all: The unique concept of the Giruno, the new transnational flagship of the SBB

In the true sense of the meaning, the principles of universal design have been applied to foreseeable needs and expectations of all customers. Meeting the exacting Swiss legislation for people with disabilities, the Giruno has been designed to accommodate the desires of travellers with and without disabilities alike. The overall goal of the development was to integrate the required functionalities in way that also travellers without disabilities could enjoy an improved customer experience. The topics will be:

- Beauty in mind: How to steer clear of the typical disabilities look but to concentrate on an aesthetically pleasing customer experience
- To push the brand experience of the SBB, brand new molded plywood seats have been developed
- The general floor level allows one step boarding in Switzerland and level boarding Germany and Italy. Less dwell time for operators and more comfort for customers

- Wheelchair access without assistance in Switzerland as well as in Germany and Italy
- The layout of the train has been designed around a huge wheelchair-accessible area, expanding from the first class through the restaurant car into the second class

Christian Harbeck – Partner, Nose Design Experience

12:30 Networking Lunch

INTERACTIVE WORKING GROUPS

13:00 The audience will be divided into three groups.
Each group will attend all three interactive working groups.

WORKING GROUP – 1

13:00 Insight to Innovation

This session will explore what we can learn from different industries and from consumers, to identify insights that can be exploited to create passenger-centric solutions for rail.

- Discuss influences and ideas from other industries and how they might be applied to Rail
- Explore different channels of insight that can inform innovation and design
- Discuss what the priorities are for Rail and how to evaluate ideas to deliver appropriate solutions

Matt Round – Chief Creative Officer, Tangerine



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WORKING GROUP – 2

13:00 It's time for a game change

As we will have all necessary stakeholders for a new development around the table, we would like to find out together, which levers have to be turned, to unfold the innovation potential in rail industries more effectively.

HOSTED BY: **Dieter Kobel** – Director Design Management, *Tricon AG*

WORKING GROUP – 3

13:00 Prototyping and simulation

In a context where, as we – manufacturers – find it difficult to approach our customer's customers, we have set up methods that allow us to state passengers' assumptions and operators' needs. We work in cross-functional teams in order to iterate and prototype concepts that would meet hypotheses.

We challenge our concepts through in-situ user tests (simulation of the environment, relevant personas). This first "crash" test enables us to fast test a new service usability and usefulness. Then, our objective is to confront our selected solutions with our customers and/or passengers, in order to validate a concept's appetite and a business model viability. However, public policies context does not let a direct and quick link.

- How can we confront hypotheses with the customer's reality with agility?
- How can we engage an open discussion with public organizations?
- How can we define a framework for public users 'cases environment?
- How can we make institutional design practices evolve in our railway context, following the example of medical design?

HOSTED BY: **Catherine Steimer** – W&O Manager Design & Styling, *Alstom*

16:00 Results – Each working group moderator presents the outcomes of their session

16:15 Closing remarks

END OF CONFERENCE



VIRTUAL Experience

There has never been a **more important time** for the automotive industry to come together and learn how to survive and thrive in a post Covid-19 world. We **combine both in-person and virtual experiences** – as some of you **can't or do not want to travel** due to health or safety concerns or maybe your organization has limited travel spend.

RedCabin has **invented a unique platform** where we are able to connect and network, collaborate, exchange ideas and learn from each other, and even celebrate together despite not being able to be physically present together. Our **commitment** stays the same: using **collaboration** and **interactivity** to develop **new products, partnerships** and processes which tackle the biggest challenges in railway interiors and improve the passenger experience. As demand in innovative railway interior solutions is still strong, **RedCabin Railway Interior Innovation Summit 2020** will offer benefits for our community. With **our recent webinars we attracted thousands of online attendees** – **Save your travel costs** and get involved in our interactive platform from your home or office.

BENEFIT FROM OUR UNIQUE PLATFORM:

Benefit from our **collaborative and open environment**

Lots of **networking opportunities** – **even before the event starts**
New Attendees - As the event can be accessed from anywhere, it is available to brand new attendees who may not have engaged with this event before

- **One-to-one video calls** or schedule meetings with high level executives from airlines, manufacturers, tier one suppliers, design houses, our speakers and more
- Interactive **working groups**
- Be part of our **panel discussions** and be associated with our leading experts from notable organizations such as Boeing, American Airlines, United Airlines, and more
- **Innovative Case Studies:** Curious about your keynote speakers? We have you covered! Check out **Speaker Profiles** to learn more about their session details and **how to connect with them**
- **Live polling:** Don't just attend the event; get involved in all the action! Let your voice be heard by participating in live polling. Ask the speaker a question and get your inquiry up-voted by your peers also interested in the topic
- **Networking breaks**

Connect with the **exhibitors**

- **One-to-one meetings and calls** with products, solutions and demos
- **Virtual Booths** just like in our live summits

Witnessing **innovation** on aircraft interiors

- Case studies
- Panel discussions
- Working groups

Create your **own agenda**

- Watch the sessions later **on demand**
- Get what you want out of your event! Create a personal schedule with the sessions and speakers you're interested in seeing

Save your travel and hotel costs

- You can be involved in our interactive platform from your home or office





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INVESTMENT PER DELEGATE

| DATE | 2 DAY ONLINE SUMMIT |
|--|------------------------|
| INVESTMENT AFTER OCTOBER 30 TH 2020 | 1.500 € + VAT * |

* Train operators, please contact
andreas.wibowo@redcabin.de for special investment

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