

Keynote Speakers



ULRICH HAMANN

Partner at Foster + Partners

London, United Kingdom

Ulrich Hamann is currently in charge of various Apple store projects in North America, having worked on Apple Park in Cupertino as a cladding and building envelope expert. He joined the practice in 1994 from Schweger + Partner in Hamburg and Frankfurt, initially working on a variety of German projects such as the Reichstag and Free University in Berlin, and the Lenbachhaus, Munich. Ulrich moved to London in 2009, but is in Germany on a regular basis. He is particularly interested in sustainable design.



MICHAEL LUDVIK

M. Ludvik Engineering

New York, United States of America

Michael Ludvik is a special structures and glass engineer, he founded M.Ludvik Engineering in 2010. His portfolio features structural glass work in the US and globally, including the SkySlide in LA, The Broad Collection, the Queens Museum, over 60 iFly indoor skydiving wind tunnels, and the Coach Store in Tokyo. Architect collaborators include Diller Scofidio + Renfro, OMA, Grimshaw and Gensler.



CHRISTIAN GRÜNLER

Daimler AG, Project lead Augmented Reality vehicle application, RD/USN

Sindelfingen, Germany

Christian Grünler is leading the development and series introduction of the first augmented reality navigation solution, available in the new Mercedes-Benz MBUX infotainment system. He initiated the development of the system in 2011, lead and managed it from a pre-development and research project to a series product. Living near Stuttgart, Germany, he joined Daimler in 2003, working on projects for motorsports IT, telematics research and electronics architecture. He is particularly interested in cross-functional innovation projects and agile development methods.

