



PARTNER

Texpertise Network
by Messe Frankfurt

UNLOCK STYLE by ZEITMAGAZIN

17 January 2019 // Kraftwerk // Berlin

EVENT LOCATION

KRAFTWERK
Köpenicker Str. 70 · 10179 Berlin

SPONSOR



GUEST MANAGEMENT

Jan Heißler
Convent GmbH
A Company of ZEIT Publishing Group
E-Mail: jh@convent.de
Tel.: +49 (0) 69 / 79 40 95 65

WITH FRIENDLY SUPPORT



OFFICIAL PRINT PARTNER



Name: **Neonyt**
PW: **winter2019**

The number of attendees is limited.

ORGANIZER

CONVENT .de
EIN UNTERNEHMEN DER ZEIT VERLAGSGRUPPE

ORGANIZER

CONVENT .de
EIN UNTERNEHMEN DER ZEIT VERLAGSGRUPPE

PROGRAM



NOON REGISTRATION

1.00 PM WELCOME
Christoph Amend,
Editor-in-Chief, ZEITmagazin

1.05 PM ONE-ON-ONE // Three Questions //
Detlef Braun in conversation with
Christoph Amend
Leading one of the largest organizers for trade fairs and congresses since 2004 and with executive experience in the fashion, beauty, lifestyle and communication industries, Detlef Braun, CEO of Messe Frankfurt, answers three questions set between creation and business.

1.15 PM KEYNOTE // The Logic Of The Logo //
Tillmann Prüfer, Style Director, ZEITmagazin
Tillmann Prüfer explains how fashion get's reinvented by the design of new logos.

1.30 PM ONE-ON-ONE // A Special Way //
Sara Nuru in conversation with
Christoph Amend
Together with Christoph Amend, the model, activist and entrepreneur Sara Nuru discusses her career path within and outside the fashion industry, that has made it possible for her to connect style and entrepreneurship with social consciousness.

1.50 PM PANEL DISCUSSION // The Fashion Magazine Of Tomorrow //
Dogukan Nesanir and **Jaime Perlman**
in conversation with **Claire Beermann**
Stylist Dogukan Nesanir and Creative Director Jaime Perlman each outline their individual drafts and discuss the fashion publication of the future together with ZEITmagazin's Editor Claire Beermann.

2.20 PM ONE-ON-ONE // Colors Of Europe //
Arthur Arbesser in conversation with
Tillmann Prüfer
Designer Arthur Arbesser, Creative Director of Italian luxury brand FAY (Tod's Group) and founder of his own fashion line speaks to ZEITmagazin's Style Director Tillmann Prüfer about his ultimately positive approach to fashion and the people it's created for.

2.40 PM ONE-ON-ONE // (Un)comfortable Truths //
Coco Capitán in conversation with
Andreas Wellnitz
Coco Capitán's artistic practice confronts its observers with sometimes agonizing truths in both visual and written form. In Berlin, Capitán discusses anxiety, challenges and responsibilities in often stereotyped environments of the art world and fashion industry.

3.00 PM COFFEE BREAK

3.45 PM MUSIC ACT
Connie Constance followed by a short interview by **Christoph Amend**

4.00 PM ONE-ON-ONE // A Beautiful Craft //
Gherardo Felloni in conversation with
Tillmann Prüfer
The freshly appointed Creative Director of Roger Vivier and Tillmann Prüfer discuss what it takes to create a sometimes bizarrely inventive world of footwear in the grand tradition of Roger Vivier.

4.20 PM PANEL DISCUSSION // Science, Design And Technology: The Future Of Creating Fashion //
Prof. Dr. Frances Corner and **Dr. Orr Yarkoni**
in conversation with **Ruben Donsbach**
The Head of London College of Fashion Prof. Dr. Frances Corner and Colorifix CEO Dr. Orr Yarkoni sit down with Ruben Donsbach to discuss the role of science in developing the fashion industry of

the future. Frances Corner has been helming the prestigious institution since 2005, whilst Yarkoni's company is preparing a revolution in dying fabrics with a minimized use of water and chemicals.

4.50 PM PRESENTATION // What We See //
Claire Beermann and **Ricarda Messner**
ZEITmagazin editors Claire Beermann and Ricarda Messner present their impressions and inspirations for 2019.

5.05 PM ONE-ON-ONE // An Industry That's Changing // Model **Edie Campbell**
in conversation with **Claire Beermann**

5.25 PM PANEL DISCUSSION // Clothes And Their Spaces // **Andreas Bozarth Fornell** and **Ippolito Pestellini Laparelli**
in conversation with **Ricarda Messner**
The founder of the Stockholm based architecture studio Specific Generic, Andreas Bozarth and Ippolito Pestellini Laparelli, partner of the dutch architectural firm OMA, present and discuss their future visions of spatial design in and around the fashion industry.

5.50 PM ONE-ON-ONE // The Political Dimension Of Self-Representation // **Alexa Chung**
in conversation with **Christoph Amend**
Ever since becoming a successful model, Alexa Chung has chosen to define her own career and became a one-woman powerhouse shaping contemporary fashion aesthetics and media – most recently with her namesake brand ALEXACHUNG. ZEITmagazin's Editor-in-Chief Christoph Amend speaks to Chung about the possibilities and limits she has encountered during her career, as well as the new active responsibility of independent voices like hers in the age of social media.

6.20 PM FINAL STATEMENTS by **Christoph Amend**

7.00 PM END OF EVENT

We reserve the right to make program changes.