



swiss  
interactive  
media  
design

SIMD · Speichergasse 35 · Postfach · 3000 Bern 7

Date 3. November 2014  
Pages 2  
Subject 1st SWISS INTERACTIVE MEDIA DESIGN DAY  
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## Participants information 1<sup>st</sup> Swiss Interactive Media Design Day - IMD14.SG

Dear participants

**The speakers are confirmed,  
the program is set,  
we are sold-out  
and we look forward to your coming!**

The following letter is to provide you with key information about the congress.

### **Your contact for general issues**

Peter Theilkäs, managing Director SIMD  
+41 (0)79 628 98 86, [peter.theilkaes@viscom.ch](mailto:peter.theilkaes@viscom.ch)

### **Door opening / entrance:**

Doors open at 09.15 am, an hour before the start.

Sie erhalten am gekennzeichneten Kongress-Eingang einen Badge für den Swiss Interactive Media Design Day, der Ihnen Zugang zur Aula und Verpflegung gewährt. You get a badge, at the entrance of the congress which is marked, for the Swiss Interactive Media Design Day, which grants you access to the auditorium and catering.

### **Payment:**

You have already been served with a payment slip. We expressly ask to pay the bill in advance. For organizational reasons, we do not have a cash desk at the entrance.

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**Program schedule, Friday, November 7, 2014:**

10.15 am	Welcome by host Joschi Kühne
10.30 am	Siegfried Alder, Canon
11.00 am	Pierre Fantys, Directeur, ÉRACOM
11.30 am	Hansi Voigt, watson.ch
<b>12.00 – 13.00 pm</b>	<b>Wrapbreak</b>
13.00 pm	Thomas Bühler, Google
13.30 pm	Christopher Müller, Die Ergonomen
14.00 pm	Jan Rikus Hillmann, burningbluesoul
<b>14.30 – 15.00 pm</b>	<b>Coffeebreak</b>
15.00 pm	Nico Castegna, Swisscom
15.30 pm	Eva Siegenthaler, SBB
16.00 pm	Roger Spindler, HF Kommunikationsdesign, SfG Bern&Biel
<b>16.30 – 17.00 pm</b>	<b>Fruitbreak</b>
17.00 pm	Bruno Maag, dalton maag
17.30 pm	Ralf Strohmeier, Umbruch Kommunikationsdesign
18.00 pm	Marcel Morcus, Mamascreen
<b>18.30 – 19.00 pm</b>	<b>Noodlebreak</b>
19.00 pm	Kai Jauslin, cando image
19.30 pm	Raphael Stump, Namics
20.00 pm	Darren Bowles, Moving Brands
20.30 pm	Fredrik Öst, Magnus Berg, Erik Kockum, Snask
<b>21.30 pm</b>	<b>Afterparty – YRU &amp; Snask in concert</b>

**Arriving by car:**

It has a limited number of parking spaces in front of the school building along the Demutstrasse.

**Arriving by train:**

From the main station St. Gallen bus no. 5 (direction Riethüsli) to terminus Riethüsli

Yours sincerely  
OK iMD14.SG



Roman Hirsbrunner  
Chairman, Association SIMD,  
CEO Jung von Matt Limmat

Daniel Kehl  
Head of School of Design –  
Basic education, GBS St. Gallen



Peter Theilkäs,  
Deputy Director viscom,  
Swissprint & communication association



Hans Kern  
Central Secretary syndicom  
Union of Media and Communication

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