



Press Release

Experience Design Event

November 11-13, 2015

Designhuis, Eindhoven, The Netherlands

An Invitation for the Media into the (Design) Melting Pot of Physical and Virtual Experience

Eindhoven - On **November 11-13, 2015**, the **Experience Design Event** will take place at **Designhuis** in Eindhoven, The Netherlands.

In a fast-changing society, building brand loyalty at an equally fast pace means that brands need to provide a combination of products and services that are translated into compelling experiences. The experience a company builds is identified with its brand in the customers' minds.

A city however is much more complex and contains many conflicting areas, such as infrastructure, healthcare, culture, environment and education. The better these can be combined, the better the liveability experience.

Experience design thus becomes the melting pot of physical and virtual experience. The event explores the developments of experience design, while also taking a glimpse into the future.

The Experience Design event includes a **Seminar** (November 11), and a **hackathon** (November 13).

On **November 11**, the **Seminar** will feature top speakers from Dolby Labs, IBM Watson, MediaLAB Amsterdam, Design Driven City Helsinki, who will provide brilliant insights around the main topic, "**Physical experience meets virtual experience and vice versa**".

On **November 13**, the Municipality of Eindhoven is hosting in close cooperation with Citymarketing agency Eindhoven365 a **City Design Experience Hackathon**. This event is a next step in the development of a new strategy for the inner city area of Eindhoven.

For further information about the Experience Design Event, visit www.experiencedesignevent.com

Arrangements for the media

The conference organizers welcome enquiries from electronic media and the press. Accredited journalists can attend this conference free of charge. We are happy to help arrange interviews with the speakers.

Please help us to help you. Press accreditation should be arranged in advance of the conference.

To register for a complimentary media pass, contact Esther Wendrich. She can be reached at e.wendrich@jakajima.eu or during European office hours on +31 620008576.

About Jakajima

Jakajima is the matchmaker for innovators in the high tech industry, ranging from 3D printing to Internet of Things, from Drones to Health Tech. We organize those activities that bring innovators from different value chains and different professions together, in order to endeavour innovations and to create new partnerships, products and/or services.

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