



September 28, 2019

Europe's largest internet and digital society conference in the U.S.: Volkswagen supports re:publica in Detroit

- As part of Sequencer Tour USA, re:publica Detroit celebrates its premiere in the North American city on September 27 and 28, 2019
 - Sequencer Tour is realized in the frame of "Wunderbar Together," the Year of German-American friendship initiated by the German Federal Foreign Office, the Goethe-Institut and the Federation of German Industries (BDI)
 - Volkswagen supports social responsibility on both sides of the Atlantic
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Wolfsburg/Detroit – From discussions to workshops and cultural events, re:publica Detroit offers with the support of Volkswagen many opportunities to explore facets of digital society. Sequencer Tour brings re:publica into five U.S. cities, representing a milestone project of "Wunderbar Together" – "Deutschlandjahr USA", the Year of German-American friendship.



Volkswagen 3D expert panel (f.l.t.r.): Ricardo Simian, 3D expert and musician, Matthias Röder, CEO Eliette and Herbert von Karajan Institut and Thomas Laduch, Volkswagen Group of America

outlooks for the city of Detroit and potential social changes. And finally, our program shall also foster the partnership between Detroit and Berlin."

"The topic of the first re:publica in Detroit is 'Access,' and we are excited to understand how this becomes part of debates," explains Andreas Gebhard, co-founder and Managing Director of re:publica. "Who benefits from access to economic opportunities, creative expressions, and urban mobility? These are the questions for which we seek answers together with the participants and collaboration with Volkswagen," Gebhard underlines. "We will address various

This weekend is all about "access" in different areas of digital society: business, innovation, arts, culture, mobility, and city. Professionals, bloggers, activists, and artists are coming together to discuss and share their ideas on the development and future of our digital world. The two program days of re:publica Detroit are split into three main tracks: "Arts & Culture," "Work & New Economy" and "Mobility & Urban Space." Ranging from keynote speeches and discussions to workshops and performances, all sessions take place in Detroit's Tangent Gallery and attendance is free of charge. Volkswagen has helped to realize the entire project, and the company also enters the dialogue with the guests on two events.

Media contact

Volkswagen Communications
Lars-Eric Schuldt
Spokesperson Cultural Engagement
Tel: +49 5361 9-79110
lars-eric.schuldt@volkswagen.de



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Taking place on September 27, 2019, within the "Arts & Culture" track, the workshop "Printed sounds – the technology behind 3D-printed instruments" unveils new possibilities of sound creation. "Thanks to a cooperation with Volkswagen, we had been able to discuss pioneering ideas for the design and production of instruments at the Karajan Music Tech Conference in Salzburg," says Matthias Röder, Director of the Elliette and Herbert von Karajan Institute. "I am delighted that we are now given the chance to invite the American audience to a continuation of this journey by further deepening the understanding of cultural, social and industrial impacts of 3D-printing technologies." In leading the workshop in Detroit Matthias Röder will be joined by Ricardo Simian, 3D printing visionary, and Thomas Laduch, Research and development expert at Volkswagen Group of America.

On September 28, 2019, the "Mobility & Urban Space" track includes the discussion "Accessing all abilities – new mobility options for equity and access," hosted by Jessica Robinson, Co-Founder of the Detroit Mobility Lab and Executive Director of the Michigan Mobility Institute. "New technologies open doors to new forms of mobility – many of which will have a fundamental impact on our lives. New know-how has the potential to transform the way we move and also create new forms of social involvement, says Robinson. "This discussion combines these perspectives and tries to describe the road that leads to successful change." Among the participants is Falk Bothe, Director Digital Transformation Office at Volkswagen AG.

re:publica Detroit is realized within the larger frame of the "Deutschlandjahr USA," the Year of German-American Friendship, expanding the economic, political, scientific, educational and cultural links between both countries. Funded by the German Federal Foreign Office, realized by the Goethe-Institut and supported by the Federation of German Industries (BDI), the year is themed "Wunderbar Together" and comprises more than 1,000 events across all 50 U.S. states.

The partnership with re:publica Detroit is an integral element of Volkswagen's international involvement. Supporting the regions around production facilities and beyond, Volkswagen is committed to empowering creative and innovative social progress.

Photos are available at: <https://transfer.rethink.berlin/data/public/detroit>

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