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PRESS RELEASE

Konzepthaus chosen as this year's IAA MOBILITY partner for design!

Konzepthaus will be an official curator at this year's IAA MOBILITY Conference from September 8 to 10, 2021.

For a long time, Konzepthaus has been an advocate for placing design at the centre of organisations to push forward the concept of mobility. "We are excited to have this platform, through the IAA Mobility conference, as we hope to stimulate and elevate discussions to a whole new level, creating a holistic approach to mobility design of the future," says Martin Groschwald, CEO of Konzepthaus.

"As cooperation partner, we plan to bring people from different industries together, to stimulate new conversation pathways and accelerate the pace of innovation within the design ecosystem. We will plan Designer panels, a Designer networking evening event and also launch a design challenge to inspire designers everywhere".

"With the IAA MOBILITY being the only true live event this year in Europe, we are expecting a high attendance to make this event the pinnacle mobility event of the year" he said.

The IAA MOBILITY will be held for the first time in Munich, the home of Konzepthaus. The Bavarian high-tech city with an international reputation that will give the show a fresh new profile within the mobility sector.

For more information on Konzepthaus or to stay up to date with planned events, reach out directly on contact@konzepthaus-consulting.com.

About Konzepthaus

Konzepthaus Group was born to accelerate the future of innovation by providing the best creative people, strategies, services and training that help shape a better world. What began as an Innovation Recruitment Consultancy has grown to encompass Mobility Design Recruitment, Digital Recruitment, Innovation Consultancy, Portfolio Showcasing, and a Dynamic Studio that moves to wherever you need it to be. For more information, please visit www.konzepthaus-consulting.com.

About IAA

Since its launch in 1897, the IAA has played a decisive role in the development of the automobile. Taking account of the latest trends about how people move from A to B, the new IAA MOBILITY is transforming from a car show to a 360° mobilityplatform. After taking place in Frankfurt for 70 years, the IAA MOBILITY will be launched in Munich for the very first time. From September 7 to 12, 2021, IAA MOBILITY 2021 will feature four formats, i.e. Summit (in the exhibition halls), Conference (the beating heart of the Summit), Open Space (in the most famous places in Munich) and Blue Lane (test and connecting route between the Summit and Open Space for all zero emission and plug-in-hybrid vehicles), aiming to bring together visitors from the entire mobility industry chain and showcase the mobility of the future. The IAA MOBILITY takes places biennially. For more information, please visit www.iaa.de/en/mobility

About Martin Groschwald

Big-thinker; influencer; global design consultant; thought-leader; innovation driver.

Martin Groschwald is the CEO & Co-founder of Konzepthaus group. With over eight years of experience within the mobility design sector. Martin is positioned as an authority and design consultant who likes to challenge existing norms to He works hard to elevate and innovate the industry, through his blogs, podcasts, community building events and delivering new tools, such as Pathfinder to support new, upcoming designers into the industry.

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