

## PRESS RELEASE



Hannover, 2 September 2021

### Start of the first global iF Design Marathon

**iF International Forum Design GmbH in Hannover launches a digital design journey around the world on 6 September.**

>> The starting signal for the iF Design Marathon will be given by **Volkswagen Group Design Head Klaus Zyciora, Philipp Bree, owner of the PB0110 bag brand and Claudia Friedrich from zweigrad**, a design studio in Hamburg, together with **Uwe Cremering**, the new iF Design CEO, discussing about design in a pandemic world.

>> On four continents in 12 days with 12 international partners

The world's first **iF Design Marathon** (6 to 21 September) unites design experts from around the globe. In digital talks, panel discussions, podcasts and more, anyone interested in design can tune into a diverse range of design events. From Germany to Spain to Brazil and China as well as North America and finishing in the iF design center in Chengdu – over 12 days, numerous virtual thematic threads from the selected iF partners will converge and offer sneak peeks into what's happening in the world of design on their continents, in their countries and at their places.

**The beginning of this digital journey will be marked by the iF panel discussion in Hannover on the topic of “The CreatiFe Power of Design in a Pandemic World” on 6 September 2021.**

Other exciting stops along the way will include

- \_ the Berlin Design Week with “Ready to thrive in a VUCCA world”
- \_ WDC Valencia (**Spain**) with “Let's reunite again to embrace sustainability, design and creativity”
- \_ CBD Centro Brazil (**Brazil**) with “Design and Sustainability”
- \_ KIDP Korea Institute of Design Promotion in Seoul (**Republic of Korea**) with “Relief” + “Excitement” on Mobility
- \_ Design Museum Everywhere in Boston (**USA**) with virtual panel discussions,

as well as the Shenzhen Industrial Design Profession Association (China), the Design Institute of Spain in Madrid (Spain), the Taiwan Design Research Institute in Taipei (Taiwan) and Yang Design in Shanghai (China), Design studio NACAR in Barcelona (Spain) and the marathon finale in the iF design center in Chengdu (China).

Don't miss the starting shot in Hannover when you'll hear: "On your marks, get set, go!":

\_ from Monday, 6 September 2021 – from 10:00 am CET

\_ daily, until 21 September 2021

\_ on: [www.ifworlddesignguide.com/if-design-marathon-2021](http://www.ifworlddesignguide.com/if-design-marathon-2021)

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