

PRESS RELEASE

Hannover, 17 September 2024



Now available: iF Design presents the podcast “Future of XYZ”

On September 19 the first episode on the Future of Design is available on all known platforms.

What role does design play in shaping our future? And how can design positively influence these developments? The “Future of XYZ” podcast, which is now being presented by iF Design, is a bi-weekly interview series that addresses these big questions.

Host and creator of the show, Lisa Gralnek, Managing Director of iF Design USA Inc., speaks candidly with visionary leaders and courageous changemakers. To kick off the new season, she interviews Amy Devers- an instructor at the Rhode Island School of Design and host of the Clever podcast, along with Josh Rubin and Evan Orensten- Co-Founders of COOL HUNTING and hosts of the podcast, Design Tangents.

“Future of XYZ inspires new thinking about what's to come in the fields of design, science and innovation, culture and creativity,” says Lisa Gralnek, who has already successfully interviewed experts on exciting topics in these fields in 124 previous episodes.

Since 1953, iF Design (iF International Forum Design GmbH, Hannover/Germany) has been a renowned member of the international design community and organizer of the iF DESIGN AWARD – making it a fitting new “home” for this podcast, which provides iF Design with far-reaching synergies and additional high-quality content.

Guests in upcoming episodes will include world-renowned architects, famous furniture designers, award-winning musicians, textile pioneers, sustainability experts, and other international specialists.

The new episode “Future of XYZ” is available on September 19 on all known platforms (Apple Podcasts, Amazon, Spotify and YouTube). An overview of the episodes and further information can be found at ifdesign.com/en/podcast-future-of-xyz-by-if-design.

Contact for further information and images:

Joana Harmening
Public Relations

iF International Forum Design GmbH
Bahnhofstrasse 8, 30159 Hannover
Phone: +49.511.54224-204
joana.harmening@ifdesign.com