

A large, stylized logo consisting of a lowercase 'd' and the number '6'. The 'd' is red and the '6' is light green. The logo is positioned on the left side of the image, with the 'd' overlapping the '6'.

d6

DESIGN TO
THE POWER
OF SIX

at CeBIT 2010
from March 2 to 6

Hall 12,
Messegelaende
Hannover,
Germany



d⁶ DESIGN TO THE POWER OF SIX

The special exhibition "design: driving innovation" has been developed as an exceptional concept at CeBIT – calling on exhibitors and visitors alike to concentrate on the subject "technology" over the last two years. The unique part about it is that they did it from the perspective of design. Design in all its forms was to provide inspiration and provoke interactive communication for examining technological innovation, social change and generation-spanning developments as well as finding solutions for the future.

The success has encouraged the originator of the idea, iF International Forum Design, to present itself even more dynamically, forward-thinking and communicative than before. From March 2-6, 2010, the special exhibition will be taking place under the new name "d⁶ DESIGN TO THE POWER OF SIX" and with a new concept. Near to the West Entrance in hall 12, d⁶ will be open daily to exhibitors and visitors as a source of new inspiration, an informational platform or simply as somewhere to relax in a pleasant atmosphere.

Open spaces and an unconventional design should provide plenty of opportunities for vivid discussion, exchange and interaction – this is what d⁶ DESIGN TO THE POWER OF SIX stands for. Interacting with one another, experiencing culture and design trends while discussing subjects in real-time – d⁶ is a modern concept that focuses on face-to-face communication.

From March 2-6, 2010, hall 12, stand A06 will be an exciting and interactive communication zone. Among other things, more than 3,000 student designs from the iF concept award 2010 will be presented, the jury of the iF material award 2010 will choose a winner and the winners of the universal design award 2010 will be exhibited. In addition, "niedersachsendesign" – the ongoing strategic project founded 2 years ago – will present its results so far. Entrepreneurs, designers, design organizations and colleges will have the opportunity to present their ideas, products and knowledge in this environment.



Experience six times more with **d⁶**

Six different subjects form the basis for the new concept of the **d⁶ DESIGN TO THE POWER OF SIX** special exhibition. Trendsetting, sustainable and generation-spanning designs will be viewed from different angles, provoke thought and provide visitors and exhibitors with the opportunity to discuss.

d¹ design and ... sustainability

Terms such as sustainability, CO₂ reduction and carbon footprint and are ever-present in both design and technological aspects. Raising awareness for these important and trendsetting subjects is the focus of **d¹ design and ... sustainability**. Forward-thinking designs that create better conditions for future generations are presented, explained and discussed and can also be felt and seen.

d² design and ... sources

d² design and ... sources provides a platform for scientific impulses and designs. Colleges and scientific institutions often create a basis for improved quality of life, safety and functionality in everyday life. iF International Forum Design supports young creative design students as a matter of course – in 2006, iF introduced the concept award for this purpose. In 2010, this competition will be judged and presented by an international jury at the special exhibition **d⁶**.

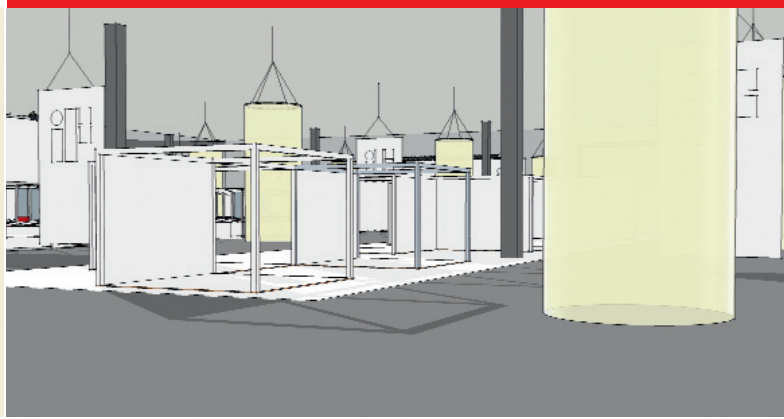


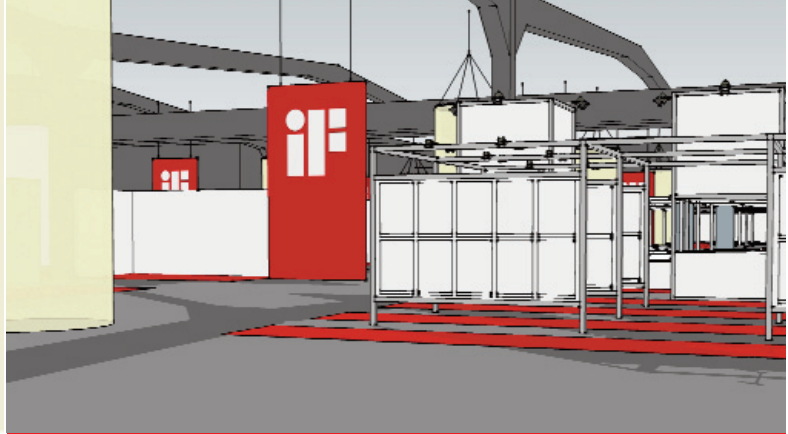
d³ design and ... universal design

Since 2008, the universal design award is given for innovative products and concepts that give as many people as possible the chance to shape their work and personal environment as much as possible. **d³** design and ... universal design provides a platform for architects, interior designers, product and graphic designers, manufacturers and service providers where they can present their universal design ideas. How can products and technological advances help keep the social balance? What does the architecture of the future look like in view of new demographical conditions? **d³** design and ... universal design provides the answers.

d⁴ design and ... mobility

Not only physical but also mental and social mobility are the subject of **d⁴** design and ... mobility, where they become hands-on experiences. What happens when we are subjected to new social conditions? How do we handle economic disasters? Do we manage, for example, to mentally adjust to different conditions? And what role do design and technology play in this context? The exhibition gives impulses and collects ideas.



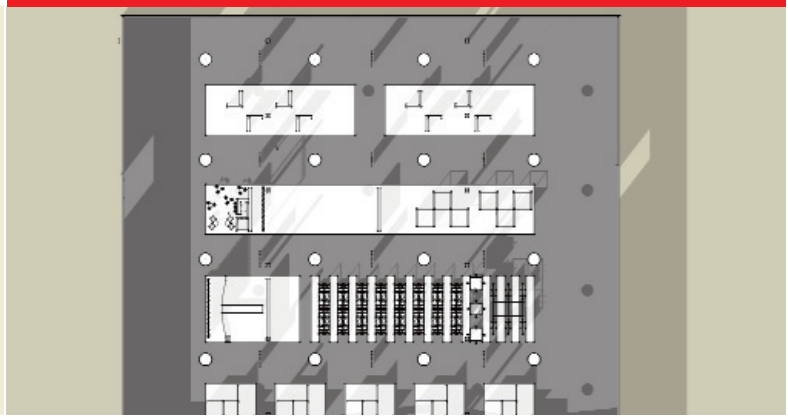


d⁵ design and ... regional + corporate characteristics

Good design is a factor for success. Even small and medium-sized companies can beat the competition with well designed products. Every region has specific characteristics to which local companies have to adjust. The foundation of success is taking a suitable environment and connecting it with innovative ideas. Hannover is the capital of Niedersachsen and as such provides an interesting and attractive location. d⁵ design and ... regional and corporate characteristics shows what exactly makes this city and other regions unique.

d⁶ design and ... communication

Modern society is based on virtual communication. There is constant interaction between man and machine, face-to-face communication without the use of media channels seems to be increasingly fading into the background. How large is the desire for real communication these days? To what extent should the virtual and real world be connected and collectively used? One example is geo-caching, a new form of treasure hunting in which the virtual world is linked with reality. These types of trends are examined and analyzed through personal experiences.



Our **d⁶** service package

- Project management
- Architectural framework (incl. flooring, basic lighting, comprehensive visuals, wardrobe)
- Standard design for your company logo
- Basic booth cleaning
- Night cleaning each day
- Booth security
- Equipping shared spaces
- Site management
- Support with technical requirements (logistics, electricity, water)
- Standard connection for 3KW electricity supply (if you require a higher electricity supply, then you can purchase the CeBIT 2010 service package at extra cost)
- Wireless LAN
- Presentation technology in the forum/on stage
- Standard catalogue entry/standard online entry
- Online visitor information
- Exhibitor passes (dependent on the presentation area)
- Drinks service (coffee, tea, soft drinks)
- Service team
- Central information area
- Information team
- VIP receptions and tours
- PR, marketing and further communication measures
- Professionally moderated expert discussions in the forum
- Furnishing according prior consultation (will be charged)

Costs for each sqm of exhibition space

From EUR 400.00 plus 19% VAT
(minimum size 15 sqm)

Universities and non-profit organisations are granted a discount of 25% on the participation fee.

Please note

We cannot assume liability for any losses or damage caused to your exhibition product or the private property of your colleagues. We recommend taking out a corresponding insurance policy. Our booth will be under surveillance from the last build-up day (6 pm) until the first breakdown day at 8 am.

The technical guidelines of the event organiser – Deutsche Messe AG – also apply for the special exhibition area. Thank you for your consideration.



Registration deadline
January 15, 2010

Please send your registration by fax to:
International Forum Design
Petra Nordmeier
+49.89.57933084

Registration for participation

We would like to submit our binding registration to participate in d⁶ at CeBIT 2010 in Hannover.

The General Conditions of Participation in CeBIT 2010 will apply. The organizers reserve the right to cancel the special exhibition in the event of unforeseeable technical or organizational risks. (Please note: We will contact you immediately after you have submitted your registration.)

Anmeldung im Segment

- d¹** design and ... sustainability
- d²** design and ... sources
- d³** design and ... universal design
- d⁴** design and ... mobility
- d⁵** design and ... regional + corporate characteristics
- d⁶** design and ... communication

Participation fees

Individual space

- minimum space 15 sqm a EUR 6,000
- _____ additional sqm for EUR 400 per sqm

Product presentation

- 1 product für EUR 1,020
- _____ products for EUR 1,020 each

For large product presentation we will calculate a size of 15 sqm for EUR 6,000

- _____ products for EUR 6,000 each

Design exhibition

- 100sqm exhibition space for EUR 10,800
- _____ additional sqm for EUR 400 per qsm

Universities and non-profit organisations are granted a discount of 25% on the participation fee.

Add 19% VAT.

Name of company / institution

Contact

Street

Postcode, place, country

E-mail

Phone, fax

www.

Signature and date (Your signature is legally binding.)

For further information please contact:

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A joint project



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