

Prof. Ulrich Weinberg
Head of “School of Design Thinking” at HPI Hasso Plattner Institute,
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Studied fine arts and design at the Academies of Fine Arts in Munich and Berlin. 1980 to 1986 freelance work as TV graphics designer at public and private production houses. Since 1986 specialized on 3D computeranimation (mental images, ART+COM, etc.) on scientific, industrial and art projects for companies like ARD, BMW, Daimler Benz, Siemens, Schering, Telekom, ZDF. Founder of the companies TERRATOOLS and CYPARADE, specializing on 3D animation, simulation and interactive 3D projects such as computer games and cross media projects. Since 1994, Mr. Weinberg is working as a professor for computer animation at the Film & Television Academy Babelsberg (HFF). 2003 Co-initiator and head of n_space, the interdisciplinary network of excellence for nonlinear media in Potsdam. Since 2004 Visiting Professor at CUC Communication University of China CUC, Beijing. 2005 head of “Innovation Forum Nonlinear Media”. 2005-2007 director of Digital Media Institute DMI at HFF. Since 2005 programme director of EU symposium INSIGHT OUT. Since June 2007 head of “School of Design Thinking” at HPI Hasso Plattner Institute in Potsdam.



“School of Design Thinking” at HPI Hasso Plattner Institute

The Hasso Plattner Institute’s School of Design Thinking in Potsdam-Babelsberg is currently training 42 students from 32 different academic disciplines who are attending 17 different universities and colleges. The D-School, as it is known at the HPI, is now in its second year of shaping the creative and innovative minds of the future.

The first group of lateral thinkers joined the program back in October 2007. They were quickly initiated into the world of design thinking, learning how to work in teams to develop innovative ideas for all walks of life. When the group graduated in July 2008, they presented their projects to HPI’s founder Hasso Plattner and 200 honorary guests, including businesspeople, politicians, and other important public figures, at a special event celebrating HPI’s status as an “Ausgewählter Ort 2008” (distinguished location) by the “Germany – Land of Ideas” initiative, a title it has now held for three consecutive years.

The two-semester graduate program is designed for students who are in the final phase of their Master’s-level university studies, or who have recently completed their technical training. A maximum of 40 of the very best applicants are accepted into the program each year. Thanks to the institute’s founder Hasso Plattner, there are no tuition fees for the program. Companies, institutions, and organizations from across Germany are closely involved with the projects that are being pursued at the school. The model for the Potsdam-based Hasso Plattner Institute was its sister school in California’s Silicon Valley, the Hasso Plattner Institute of Design at Stanford. Both schools are running the innovative one-year graduate program, revolutionary for its multidisciplinary approach. The three or four students in each team and their dozen or so professors come from different academic disciplines – and very few of them are IT specialists.

