



WEAR IT

WEARABEL ELECTRONICS
AND FASHION TECH

BERLIN SEPT 23-25



#WEARIT15

WEARIT-BERLIN.COM



HEALTH AND FITNESS

Learn how professional soccer players use bleeding edge technology by the company catapult to increase their fitness level.

A person stands on a dark stage, wearing a long, flowing, black gown covered in numerous small, glowing orange lights. The person's face is partially obscured by a dark, futuristic visor. The background is a deep blue.

FASHION TECH

Meet international top designers like Studio Moritz Waldemeyer who created bespoke light studded costumes for Will.I.AM, Rihanna, Take That, and the 2012 London Olympics handover Ceremony performers.



PRODUCTION

Meet companies like Forster Rohner that find ways to bridge the gap between conceptual prototypes and industrial production



WORK- SHOPS

**Make your own wearble device, like
this interactive wristband you can build
at the "Dress to Protoype" workshop at
Wear It Festival**



PERFOR- MANCES

**Watch wearable technology at its best!
Used by professional artist, like Lizzy
Scharnofske, who is making live music
in the wonderful drumpad dress
designed by Maartje Dijkstra**

AGENDA

Workshops Wednesday 23

Workshops

Dress to Prototype

Voodoo Dolls

Press Walk through

Vernissage Opening
with Thomas Gnahn (Wear It)

Wearable IT Award with Tanja
Mühlhans (Projekt Zukunft
Senatsverwaltung Berlin)

Performance

Symposium Thursday 24

3 Lightning Talks

Forster Rohner (Schweiz)

Otto Bock

Panel: The Future of Body Tech

Madeleine Cordier (Berlin)

David Schmelzeisen
(RWTH Aachen)

Thomas Heinick
(Smarttex Network)

Stjin Ossevoort (Netherlands)

Keynote by Bradley Quinn
(Australia)

Socialise

Speakers Dinner

Symposium Friday 25

3 Lightning Talks

Andrea Ehrmann

Malte Von Krshiwoblozki
(Fraunhofer Institut IZM)

Panel: Berlin Wearable City?
Nico Zimmer

(Technologiestiftung Berlin)

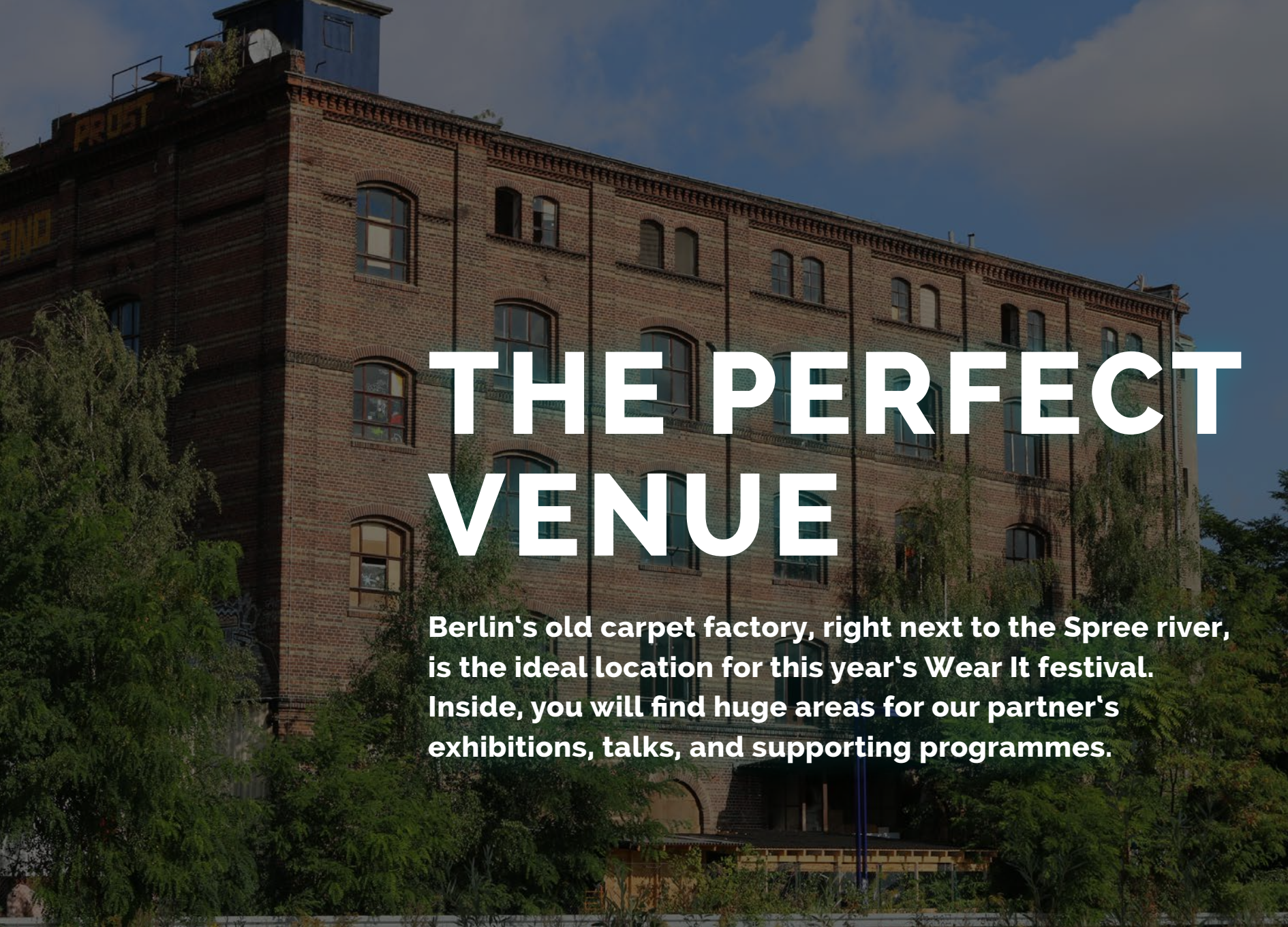
Yulia Silina

Riccardo Marchesi
(Plug And Wear Italy)

Oscar Tomico
(Archintex)

Keynote By Moritz Waldemeyer
(London)

Performace Night with 4 gigs



THE PERFECT VENUE

Berlin's old carpet factory, right next to the Spree river, is the ideal location for this year's Wear It festival. Inside, you will find huge areas for our partner's exhibitions, talks, and supporting programmes.

WEAR IT

September 23–25, 2015

Alte Teppichfabrik Berlin,
Alt-Stralau 4, 10245 Berlin

www.wearit-berlin.com



Contact:

Thomas Gnahn | Managing Director

Tel: +49 (0) 176 23947268 | Mail: Thomas@wearit-berlin.com