

MD D

MOBILITY DESIGN DAYS 2026

EXHIBITION & FORUM

For the first time, Hof University presents selected projects from its Design and Mobility Bachelor program and the new AIAMD (Artificial Intelligence Aided Mobility Design) Master's program. Showcased in **ICONS HALL 1**, this curated exhibition highlights innovative mobility concepts, future technologies, and visionary design approaches. The event also features the first public live demonstrations of our proprietary AI-powered software solutions, complemented by expert talks, panel discussions, and student presentations.

- ▷ **DESIGN AND MOBILITY B.A.**
- ▷ **ARTIFICIAL INTELLIGENCE AIDED MOBILITY DESIGN M.A.**
- ▷ **TEXTILE DESIGN B.A.** POP-UP EXHIBITION

www.hof-university.de

24 | 25 JULY

FRI - 24 JUL
12:00 – 22:00

SAT - 25 JUL
09:00 – 17:00

**THIS YEAR
IN MUNICH**

NEW LOCATION | MOTORWORLD MÜNCHEN
ICONS HALL 1
Am Ausbesserungswerk 7
80939 München



**Hof
University**

University of
Applied Sciences

PHOTO CREDIT BY COLIN ALBERT

MOBILITY DESIGN DAYS 2026

www.hof-university.de

EXHIBITION & FORUM · ICONS HALL 1 · MOTORWORLD MÜNCHEN

PROGRAMME

FRIDAY - 24 JULY 12:00 – 22:00

- 12:00** DOORS OPEN
- 13:00** WELCOME & OPENING
- 14:00** PANEL DISCUSSION
TOPIC TO BE ANNOUNCED
- 16:00** LIVE DEMO: OUR AI TOOLS
- 18:00** EXHIBITION & NETWORKING
- 20:30** EVENING PANEL
- 22:00** CLOSE

SATURDAY - 25 JULY 09:00 – 17:00

- 09:00** DOORS OPEN
- 10:00** LIVE DEMO: OUR AI TOOLS
- 12:00** PANEL DISCUSSION
TOPIC TO BE ANNOUNCED
- 14:00** GUIDED EXHIBITION TOURS
- 16:00** CLOSING & AWARDS
- 17:00** CLOSE

ON SHOW

A curated selection of outstanding student projects and theses
- all part of Hof University:

- ▷ **DESIGN AND MOBILITY B.A.**
- ▷ **ARTIFICIAL INTELLIGENCE AIDED MOBILITY DESIGN M.A.**
- ▷ **TEXTILE DESIGN B.A.** POP-UP EXHIBITION

GOOD TO KNOW

LOCATION | MOTORWORLD MÜNCHEN | ICONS HALL 1
Am Ausbesserungswerk 7, 80939 München



Preliminary programme — subject to change.

SEE YOU IN MUNICH