

# INTERNATIONAL WEEK

23–27 November 2015



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Dear students, dear partners, dear colleagues,

It is obvious that each journey offers genuine insights, yet all journeys have something in common: people meet, people talk, people network. There are few activities on an international scale which come with the equally universal effect to sustainably connect people of diverse origins and beliefs: Among these I'd count music, football and – mutual visits.



In the age of the digital network society we „internationals” share the belief that successful collaboration among academics and media players harbours in two lines of connectivity: In the beauty of real-time communication in social media, and in face-to-face exchanges in the real world. In both ways we are able to create and share knowledge, which is our core aim at Stuttgart Media University. Yet the fundamental trust which is necessary for innovative and sustainable collaboration is built in personal encounters enabling spontaneous communication, which later can be followed up.

That is why once a year we open our university spaces to all our partners to gather at formal conferences and informal meetings. During our „International Week” we wish to provide for all of you adventurous platforms that are open for exchanging your ideas and sharing your knowledge. I believe there is no better way to strengthen our friendship and growing partnerships on a regional and international scale.

I happily and proudly welcome all of you to another journey into the lively organism of the Stuttgart Media University and I look forward to meeting many of you in the course of this year's International Week.

Yours sincerely,

**ALEXANDER W. ROOS**  
*Principal Stuttgart Media University*

### STUTTGART MEDIA UNIVERSITY

Since September 1, 2000, Stuttgart Media University has brought together the combined know-how of the former University of Printing and Media, an educational institution with over 100 years of tradition, and the University of Librarianship and Information whose history reaches back to 1942. Originally the university had two campuses. Since 2014 the university consists of one central campus in Stuttgart Vaihingen with a new faculty building, symbolizing „one media world“.



spectrum of media expertise: from printed media to electronic media, from media theory to media production, from media design to making media available.

At Stuttgart Media University, students learn in modern lecture theatres as well as in workshops and studios, at printing machines or behind the camera. Exciting practical projects in the University's laboratories or in cooperation with partner companies complement theoretical knowledge and scientific working methods. An Institute of Applied Research coordinates research activities within several different categories, each with a different area of concentration; library management, print technology, ambient intelligence, usability engineering, economic ethics, business intelligence, media for children, and e-learning are some of the focal points.

Stuttgart Media University also has partnerships with about 100 universities all over the world, offers international degrees and runs several ERASMUS+ strategic partnerships with universities from inside and outside the EU. So the spectrum of professional media education at the Stuttgart Media University is one of a kind throughout Europe.

## EXCHANGE STUDENTS

Maintaining partnerships with more than 100 universities from around the globe, Stuttgart Media University welcomes about 180 exchange students every year.

The Orientation Weeks prior to semester start provide all exchange students with the perfect start into their semester abroad.

Designed to help exchange students settle in quickly in Stuttgart and into their studies at Stuttgart Media University, the Orientation Weeks are a great opportunity to make friends in a new place. Besides various cultural activities organized by the student-run initiative Exchange.Network, students are supported in various organizational matters. Each exchange student has their own personal Buddy, a student from Stuttgart Media University, who helps them in getting started and finding their way around.

A German intensive language course during the Orientation Weeks ensures that the students adjust to their host country right from the start. After the course has been completed the students can decide whether they would like to attend a follow-on course during the semester.

Besides regular degree programs, Stuttgart Media University offers English taught study programs specifically designed for exchange students. Those so called minors are semesterized programs consisting of a minimum of 30 ECTS. They are composed of a number of pre-selected courses focusing on a specific field of study.

Currently, Stuttgart Media University offers eight minors with more in the making: Advertising and Publishing, Games Technology, Industrial Print Media Production, Innovative Content Strategies, Business Information Systems, Media Creation and Management, Media Management, Visual Communication.

Of course, students who wish to study in a German taught study program are more than welcome to do so. They have the opportunity to choose modules from different programs and are free to compose their individual schedules.

- More information: [www.hdm-stuttgart.de/english/exchange\\_students](http://www.hdm-stuttgart.de/english/exchange_students)



Photo: Akademisches Auslandsamt

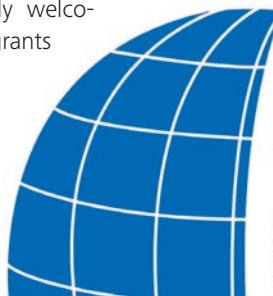
### HDM INTERNATIONAL

HdM Stuttgart is not only a great place of education for future media experts, it's also the home of leading research in media technology, media economics and other media sciences.

All graduates of HdM's Master programmes are qualified for PhD studies. A very special programme in this respect, however, is the Master of Research which focusses on research methods and involves the students in well-defined research projects currently under way at HdM.

Though HdM is a University of Applied Sciences and hence, under German law, doesn't have own awarding powers for PhD titles, it offers opportunities to work towards a PhD. For this purpose HdM has closed agreements with several high-ranking German and international universities as partnering institutions. HdM regularly welcomes holders of research grants from all over the world.

HdM professors are partners in many joint research projects and very successful in winning third-party funds for their research objectives, nationally and internationally. Their partners include scientists from universities and renowned research institutes as well as researchers from industry.



**international  
circle**

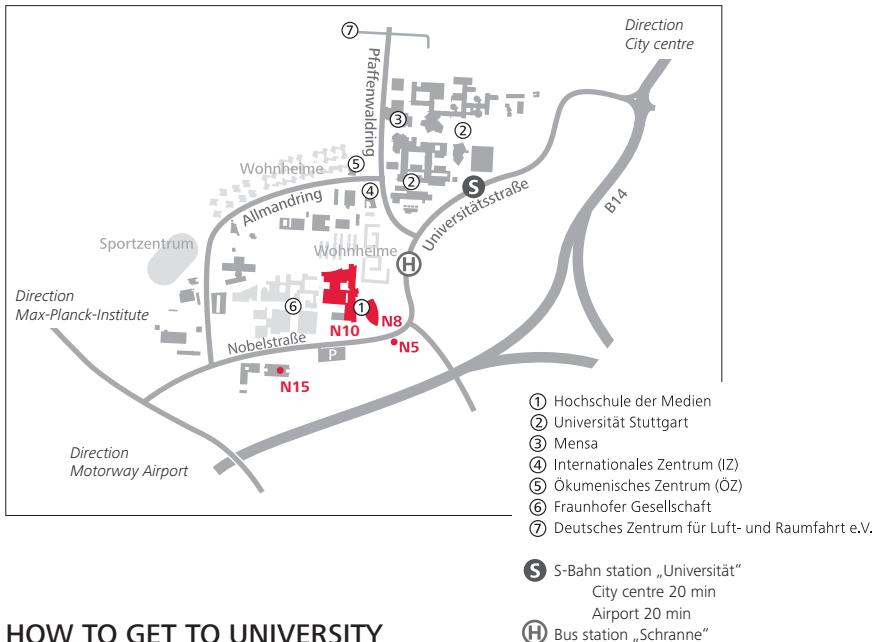
of educational institutes for  
graphic arts: technology and  
management

HdM boasts to be the centre of a large network of universities dealing with the media. Currently HdM hosts the office of the International Circle of Educational Institutes for Graphic Arts: Technology and Management, short: The International Circle, even shorter: the IC. Among others, the IC organises a large conference every year at one of its member universities and publishes a peer-reviewed scientific journal.

► More information: [www.hdm-stuttgart.de/international\\_circle/](http://www.hdm-stuttgart.de/international_circle/)

## DIRECTIONS SKETCH

Stuttgart Media University  
Nobelstraße 10  
D-70569 Stuttgart



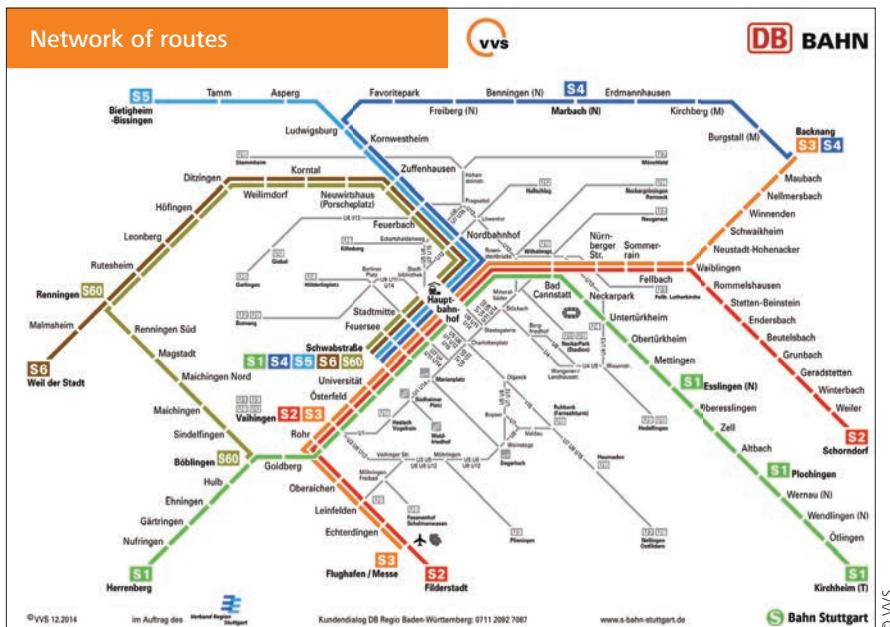
## HOW TO GET TO UNIVERSITY

From Stuttgart main station („Hauptbahnhof“) take the S-Bahn (the German „Metro“) S1 (to „Herrenberg/Böblingen“), S2 (to „Filderstadt“) or S3 (to „Flughafen/Messe“) and get off at station „Universität“. From there Stuttgart Media University is in walking distance.

Take the exit „Wohngebiet Schranne und Endelbang“, then take the exit „Universitätsbereich Nobelstraße“. Walk straight ahead until you reach the bus stop „Schranne“ (5 minute walk). Make a right and walk straight ahead. You will pass a parking lot, student housing and shortly after you will have reached the main entrance of HdM (left hand side, blue wall).

Alternatively, you can take the bus 82, 84 or 92 until „Schranne“ (one stop).

## PUBLIC TRANSIT



## TICKETS

**Single Day Ticket.** Unlimited number of rides through the entire VVS network: € 14,80.

**3-Day-Ticket.** An attractive offer designed for overnight guests at hotels, inns, and guest houses within the VVS territory, as well as for visitors attending conferences or meetings. 3-Day-Tickets must be signed with the full name and validated by stamping it at the ticket stamper/validator inside the station before the first ride. Costs for the entire VVS network: € 17,00.

3-Day-Tickets are for sale in numerous hotels, inns, and guest houses at reception, or by providing written evidence of an overnight hotel stay or conference registration at the tourism information booth i-Punkt (Stuttgart, Königstraße 1A, across from the main railroad station), phone +49 711 22 28-0.

► More information: [www.vvs.de](http://www.vvs.de)

# INTERNATIONAL WEEK



**DETAILED PROGRAMME  
AND PARTICIPANTS**



**OVERVIEW**

<b>Monday, 23 November 2015</b>	
9:30–17:30	Games Day ► Page 12
17:00–18:00	Address of welcome
<b>Tuesday, 24 November 2015</b>	
10:00–17:30	Games Day ► Page 13
10:00–11:30	Visit of the Municipal Library in Stuttgart ► Page 14
10:00–16:00	Inside HdM and guided tour ► Page 15
10:00–16:15	Symposium I: Business Intelligence Academy ► Page 16
16:00	Visit of Schloss Ludwigsburg and the Christmas Market ► Page 18
<b>Wednesday, 25 November 2015</b>	
10:00–16:00	Symposium II: Digital Business Transformation – Lectures, Workshops and Panel Discussion ► Page 20
19:00	Networking dinner ► Page 25
<b>Thursday, 26 November 2015</b>	
9:00–17:30	International Day ► Page 22
18:00	Visit of Stuttgart Christmas Market ► Page 25
<b>Friday, 27 November 2015</b>	
9:30–17:00	International Entrepreneur Education Summit ► Page 26
17:30	Welcome reception for the Start-up Weekend
<b>Saturday, 27 – Sunday, 28 November 2015</b>	
	Start-up Weekend ► Page 27

**WLAN**

For internet access during your stay at the International Week you can either use Edu-roam or our WLAN. Find access data in your welcome package or with Su Karcher from International Office.

## INSTITUTE FOR GAMES

The „Institute for Games“ is an academic institution at Stuttgart Media University established in order to concentrate and strengthen the activities around the subject Games. It provides a forum for students, developers, publisher studios, manufacturers, associations and scientific organizations. The aims of the institute are:

- Education with focus on games
- Concentration of activities of the various programs of study
- Development of innovative (mobile) game software
- Testing of new soft- and hardware
- Examination of ethical aspects and awareness raising for these
- Cross-linking with applied research
- Information exchange
- Realization and announcement of projects and workshops
- Providing hardware, software and expertise
- Assistance for Startups



Photo: Hochschule der Medien

## GAMES DAY ON NOVEMBER 23 AND NOVEMBER 24, 2015

The Institute for Games (IfG) has invited numerous renowned speakers from Germany and abroad to this event. Speeches from small independent developers and former start-ups will accompany presentations by organisations and experts from our partner universities. In addition, we game and hardware developers will be attending. With guests from Germany, Finland, Great Britain, Austria, and Poland, this year's event will be highly international. The Games Day addresses developers, producers, organizations, and scientific institutions, as well as students who are interested in the gaming industry. Did we catch your attention? Then we are looking forward to seeing you at the Extended Games Day. Attendance is free of charge.

- ▶ More information: [http://ifg.mi.hdm-stuttgart.de/?page\\_id=18122](http://ifg.mi.hdm-stuttgart.de/?page_id=18122)
- ▶ [www.hdm-stuttgart.de/games](http://www.hdm-stuttgart.de/games)



## GAMES DAY

Monday, 23 November 2015

	Prof. Dr. Alexander W. Roos, Rektor der HdM: <b>Welcome</b> (engl.)
9:30–11:30	Oliver Passek (D), Referent für Film und Medien im Ministerium für Wissenschaft, Forschung und Kunst, Baden-Württemberg, <a href="http://www.passek.eu">www.passek.eu</a> : <b>Games als Wirtschaftsfaktor und Förderung</b> (dt.)
11:45–13:15	J. Peter Lemcke (D), Deutsche Games Schulsportmeisterschaft, <a href="http://www.schulmeisterschaft.de/de">www.schulmeisterschaft.de/de</a> : <b>eSport Regionalmeisterschaften in Deutschland</b> (dt.)
13:15–14:15	André Noller (D), Grandé Games, <a href="http://www.grande-games.com">www.grande-games.com</a> : All about our life as independant game developers and the fact to have released our very first game directly for PS4 and Xbox One (engl.)
14:15–15:45	Dr. Florian Stadlbauer (D), Deck13, Studio of the year 2014, German Developer Award, <a href="http://www.deck13.de">www.deck13.de</a> : More than Entertainment: Enhancing products and services with Game Development approaches and techniques (engl.)
16:00–17:30	Thorsten Unger (D), Bundesverband der deutschen Games-Branche e.V. - GAME, <a href="http://www.game-bundesverband.de">www.game-bundesverband.de</a>
<b>13:15–14:15 Lunch Break</b>	
	Andy Barmmall (UK), Unity3D, <a href="http://www.unity3d.com">www.unity3d.com</a> : <b>Aspects of Game Design – who, where and why, the importance of knowing your audience</b> (engl.)
	Bartosz Ziółko und Szymon Palka (PL), AGH, University of Science and Technology, <a href="http://www.dsp.agh.edu.pl/en/about">www.dsp.agh.edu.pl/en/about</a> : <b>Soundtracking for computer games</b> (engl.)
	Ian Hamilton (UK), game accessibility specialist and advocate, <a href="http://www.ian-hamilton.com">www.ian-hamilton.com</a> : <b>Accessibility &amp; Games</b> (engl.)
	Georg Hobmeier (A), Causa Creations, <a href="http://www.kultur-kreativpiloten.de/portfolio/causa-creations">www.kultur-kreativpiloten.de/portfolio/causa-creations</a> : <b>Research components in our design process</b> (engl.)
	Tobias Frisch (D), Studio Fizbin, <a href="http://www.studio-fizbin.de">www.studio-fizbin.de</a> : <b>Game of Peace – how to make awesome serious games that are fun AND educate</b> (engl.)



## GAMES DAY

Tuesday, 24 November 2015	
9:30–11:45	Team FH Salzburg (A), <i>Fachbereich Game Development &amp; Mixed Reality</i> , <a href="http://www.fh-salzburg.ac.at/disziplinen/medien-design-kunst/bachelor-multimediatechnology">www.fh-salzburg.ac.at/disziplinen/medien-design-kunst/bachelor-multimediatechnology</a>
12:00–13:30	Stefanie Birzele, Meike Jung (D), <i>Stadtbibliothek Stuttgart: „play gameZ“</i> , <a href="http://playgamez.3durch3.de">http://playgamez.3durch3.de</a> , das Indie Games Festival und Digitale Kultur in der Stadtbibliothek Stuttgart (dt.)
13:30–14:30	Luke Savage (UK), <i>Sony Computer Entertainment Europe Limited</i> , <a href="http://www.playstation.com/de-de">www.playstation.com/de-de</a> : Developing on Sony PlayStation (engl.)
14:30–15:45	Thorsten Hamdorf (D), <i>BIU – Bundesverband Interaktive Unterhaltungssoftware e.V.</i> , <a href="http://www.biu-online.de">www.biu-online.de</a> : All about the German market and „GamesCom“ (engl.)
16:00–17:15	Benjamin Thaut (D), <i>Havok</i> , <a href="http://www.havok.com">www.havok.com</a> : Challenges in cross-platform game development (engl.)
	Daniel Karner (D), <i>Chasing Carrots</i> , <a href="http://www.chasing-carrots.com">www.chasing-carrots.com</a> : Lighting and texturing in games: Design and workflow in „Pressure“ and „Cosmonautica“. A brief insight into the games of Chasing Carrots (engl.)
	Minna Kamula (FN), <i>Oulu University of Applied Sciences</i> , <a href="http://www.oulugamelab.net">www.oulugamelab.net</a> : The Oulo Game Lab (engl.)
	Andrew Gordon (UK), <i>King Games</i> , <a href="http://www.king.com/de">www.king.com/de</a> : An introduction to the role of a technical designer during the lifetime of a game at King (engl.)
	Marie Wellershoff, Patrick Ferling (D), <i>Mergimals</i> , <a href="http://www.mergimals.com">www.mergimals.com</a> : Mergimals and some small projects (engl.)
	Mischa Strecker, Stefan Schmitz (D), <i>bf games</i> , <a href="http://www.black-forest-games.com">www.black-forest-games.com</a> : Game design & game art of „Rogue Stormers“ (engl.)

Status by November 6, subject to modifications.

- More information: [www.hdm-stuttgart.de/games](http://www.hdm-stuttgart.de/games)

## MUNICIPAL LIBRARY

On Tuesday, 24 November we invite you to a guided tour through the Municipal Library at 10:00. Meet our colleague Prof. Susanne Speck at the entrance of the library at 9:45.

With its height of 40 meters, the Municipal Library as Stuttgart's new public library towers over Mailänder Platz. It was opened in 2011. To its Korean architect Eun Young

Yi, the monolith, which veneer incorporates countless glass blocks, is a polished jewel. Grey and unpretentious by day, the library cube glows at night in an iridescent blue. From the outside the building seems closed off, but a new world opens up on entering: a 14-meter-high empty hall, lit only by one overhead window.



Photo: Muskipazzo/Wikipedia, under license CC BY-SA 3.0

This is also symbolised by the inscriptions on the outer walls. The word „library“ is written in silver letters in four different languages: English, German, Korean and Arabic.

## HOW TO GET THERE

From main station („Hauptbahnhof“) take the U-Bahn U5 (to „Killesberg“), U6 (to „Gerlingen“), U7 (to „Mönchfeld“), U12 (to „Hallschlag“) or U15 (to „Stammheim“). Get off at the station „Stadtbibliothek“ and follow the signs. You may also walk from main station through the „Karoline-Kaula-Passage“. It's about 10 minutes to walk.

The entrance is free. For 5,00 € you can get an audio guide with all important informations about the gallery. Opening hours are Monday to Saturday 9:00 to 21:00.

- ▶ More information: [www.stuttgart.de/stadtbibliothek](http://www.stuttgart.de/stadtbibliothek)

## INSIDE HdM

Tuesday, 24 November 2015	
10:00–10:20	Audimax 013: ERASMUS+ strategic partners: Creative Industries Global Network (CIGN)
10:20–10:40	Audimax 013: ERASMUS+ strategic partners: European Media Cloud Campus (EMC <sup>2</sup> )
10:40–11:05	Audimax 013: ERASMUS+ strategic partners: Clustering Creativity
11:15–12:10	<i>start-up center, Nobelstraße 5: International entrepreneurship in the creative industries</i>
12:15–13:15	<i>Room I107: Business Intelligence @ HdM – BI Academy in teaching – the HdM-way of teaching Business Intelligence: How the BI Academy can improve teaching and makes learning more practical with great case studies, hands-on labs and business data sets</i>
13:15–14:15	<i>Room 204: Lunch</i>
14:15–14:45	Audimax 013: ERASMUS+ strategic partners: Creating a MOOC on Accessible Design – Opportunities and pitfalls
15:00–16:00	HdM guided tour: Visit of different departments

## SYMPOSIUM I: BUSINESS INTELLIGENCE ACADEMY

The BI Symposium is part of the International Week at Stuttgart Media University. Partner universities from all over the world are presenting their study courses and inform the students and lecturers about the exchange possibilities.

Tuesday, 24 November 2015	
9:00 – 10:00	Registration
10:00 – 11:30	<b>Introduction: Teaching BI@Universities.</b> Prof. Dr.-Ing. Peter Lehmann, Stuttgart Media University, Germany • Peter's presentation will introduce the new curriculum for universities. We will talk about the BI content, how to use it, how to get trained and how to get support.
11:30 – 12:15	<b>Key Note: Self-Service-Business Intelligence with Microsoft Office365 – PowerBI.</b> Dany Hoter, Senior Program Manager at Microsoft Corporation, Power BI, Microsoft Corp., USA, Israel • Dany will present the actual content for Self-Service-Business Intelligence from Microsoft, called PowerBI. His is the Senior Program Manager for PowerBI and we are proud that he will join our event. His presentation will show the development direction from Microsoft towards Self-Service BI which is included into Microsoft Office 2016, Office 2013 and/or Office 365



## SYMPOSIUM I: BUSINESS INTELLIGENCE ACADEMY

12:15–13:00	<b>Business Lunch</b>
13:00–13:45	<b>Dimensional Fact Modelling for SAP HANA – A Methodology for Multi-Dimensional Modelling.</b> Stephano Cazzella, Rome, Italy • The Dimensional Fact Model (DFM) is a graphical formalism to support the conceptual modeling phase in a data warehouse project (Golfarelli/Rizzi/Bologna University). DFM is extremely intuitive and can be used by analysts and non-technical users as well. Stephano Cazzella has developed a tool that fits perfectly to our BI requirements. He will demo how to construct a data mart for SAP HANA from scratch.
13:45–14:30	<b>The Business Intelligence Game.</b> Prof. Waranya Poonnawat, University of the West of Scotland, UK and Sukothai Thammathirat Open University, Bangkok, Thailand • Prof. Waranya Poonnawat is working on a Business Intelligence Game that will allow students to practice Self-Service-Business Intelligence (SSBI). We have developed a serious business game to teach students how to make better decisions with SSBI. Prof. Waranya will show you the game principles.
14:30–15:15	<b>Coffee Break</b>
15:15–15:45	<b>Curriculum for SAP BW on SAP HANA.</b> Prof. Dr. Klaus Freyburger, Ludwigshafen University of Applied Science • Klaus Freyburger is working on the SAP Business Warehouse curriculum for SAP University Alliances. With SAP HANA, the SAP Business Information Warehouse will play a new role in enterprises because of its in-Memory technology. Klaus will present the new teaching content which is based on the bicycle story towards BigData.
15:45–16:00	<b>Big Data and Data Science at HdM Stuttgart.</b> Dr. Carsten Meth, Prof. Dr. Peter Lehmann, Stuttgart Media University • Carsten Meth is a new professor for Big Data at our university. He will present his teaching and research concept in the field of Big Data. We will also present the content of the new master course „Data Science and Business Analytics“.
16:00–16:15	<b>Next Steps / Get together</b>

## VISIT OF SCHLOSS LUDWIGSBURG

Ludwigsburg Residential Palace (Residenzschloss Ludwigsburg) is one of the few Baroque buildings to have survived the tumultuous history of the last centuries almost unscathed.

This truly palatial complex stands out not just for its impressive size, but also for its sumptuous interiors. Another feature is the unique blend of three quite different architectural styles: Baroque, Rococo and Neoclassicism.



Photo: Staatliche Schlösser und Gärten Baden-Württemberg

A rich variety of museums and exhibitions, for both young and old, help to make Ludwigsburg Residential Palace a popular tourist attraction: the Keramikmuseum (Ceramics Museum) houses a large collection; the Modemuseum (Fashion Museum) showcases clothing

from the 18th century to the 20th; the private apartments of Duke Carl Eugen, with their original décor, boast rare and valuable furniture and accessories; and the Barockgalerie (Baroque Gallery) features an array of historical works by a selection of artists.

We are having a guided tour on Tuesday November 24 at 17:00 and are visiting the Ludwigsburg Baroque Christmas Market afterwards. ►



Photo: Staatliche Schlösser und Gärten Baden-Württemberg

## BAROQUE CHRISTMAS MARKET AT LUDWIGSBURG

The baroque market square surrounded by arcades with its festively decorated stands has a warm golden glow. Arches and gates made of thousands of tiny light bulbs welcome the visitors to the over 170 Christmas booths and majestic angels spread their glittering wings to bless the scene. The two baroque churches are festively illuminated. The typical symmetry of a baroque city and garden architecture was the model for the layout of the Ludwigsburg Christmas market.

The Baroque Christmas Market will enchant visitors from 24 November to 22 December 2015 and is open daily from 11:00 to 21:00. There's a daily programme for children with a puppet show, marionettes, conjurers and clowns. In the evenings there's atmospheric music to round off the day.

### HOW TO GET THERE

Meeting at main entrance of the Hdm at 16:00. Departing from the S-Bahn station „Universität“ at 16:14 with S1 (to „Kirchheim/Teck“). At S-Bahn station „Schwabstraße“ we are changing to S5 (to „Bietigheim-Bissingen“), departure 16:23. Alternative: from main station (S-Bahn station „Hauptbahnhof“) the S5 departs at 16:28. Arrival in „Ludwigsburg Bahnhof“ is 16:43. You need a ticket for 3 zones. Single Day ticket for 3–4 zones or VVS network includes this trip, also the 3-Day-Ticket for the entire VVS network.



## MEDIA MANAGEMENT: THE MEDIA ALLROUNDER

The study programme Media Management combines economic and managerial fundamentals in all media with issues of media technologies, media conception and media production as well as reflection on media, the social importance and the media impact. In the seven-semester degree programme, theory and practice go hand in hand: in interdisciplinary projects and media productions students use the modern technical (facilities and) equipment of the university. The semester of integrated work experience makes Media Management come alive and often acts as a springboard for the career start/ starting point for the career.

The characteristic of Media Management is that students can choose between a more general, interdisciplinary study and a specialisation within the study programme either in „Management“ or „Content Creation“. Electives offer students the chance to organise their studies according to their individual interests and focusing their individual profile. Regardless of the decision to study generally or to specialise, at the end of the study all Media Management students are media all-rounder.

## ONLINE MEDIA MANAGEMENT

Online Media Management means the online integration of the traditional media: print, radio and television; and managing them effectively. To accomplish this complex task, knowledge and skills from a range of areas are necessary.

In the course Online-Media-Management you will be trained to be an online media all-rounder. You will combine business and technological know-how with established knowledge of media and the media industry. In this way you will be able to make a connection between the traditional and the new world of media, and between business and technical contact persons in companies.

The course is broadly based and interdisciplinary. The course contents are constantly updated to cover new topics and trends. The use of innovative teaching and learning methods together with the small number of students each semester ensure an optimal learning environment and the greatest possible learning success. ►

## SYMPOSIUM II: DIGITAL BUSINESS TRANSFORMATION – LECTURES, WORKSHOPS AND PANEL DISCUSSION

For more than 15 years change is the dominant and permanent factor which shapes media production, media products, media management and media markets. Technology is changing at a rapidly pace, society is changing in the way how people use and consume media and communication services. And, last not least, industry itself is changing in terms of competition, trans-sectoral cooperation and innovation. New is the new as always.

Therefore we are bringing together with our International Media Symposium "Digital Business Transformation: Management, People, Consumer" different perspectives on the same topic: change in media. And we are trying – by connecting different types of formats – not only to listen and learn about transformation of media and digital business, but also to discuss and make.

<b>Wednesday, 25 November 2015</b>	
10:00–11:30	<b>Lectures</b>
10:00–10:30	<b>Social Capital in Online and Offline Environments</b> – Ivana Bukvic and Zeljko Pavic, J.J. Strossmayer University of Osijek, Croatia
10:30–11:00	<b>Psychographic models and target groups</b> – Bradley Gorham, Syracuse University, USA
11:00–11:30	<b>Working and learning in the Graphic and Crossmedia businesses in Flanders in 2025: Are we prepared?</b> – Wim Lauwers and Kristof Michiel, Artesis Plantijn Hogeschool Antwerp, Belgium
11:30–11:45	<b>Coffee Break</b>
11:45–13:15	<b>Workshops</b>
Workshop I	<b>How to create new digital business on old news</b> – Jens Barland, Gjøvik University College, Norway
Workshop II	<b>The Maker movement and culture</b> – Ben de Vleeschauwer, Karel de Grote College University, Belgium
Workshop III	<b>Creative Thinking</b> – Hester van der Ent, Saxion School of Creative Industries, The Netherlands and Stephan Brandenburg, Saxion University of Applied Sciences, The Netherlands
13:15–14:15	<b>Lunch Break</b>
14:15–15:45	<b>World Cafe</b>

## INTERNATIONAL DAY

<b>Thursday, 26 November 2015</b>			
<b>9:00 – 9:45</b>	<b>Room 012</b>	<b>Room 013</b>	
		University of Cyril and Method in Trnava – Eva Jankovská	
	California State University, Long Beach – Robert Sucher	Josip Juraj Strossmayer University of Osijek – Ivana Bestvina Bukvic	
	Hanzehogeschool Groningen – Mayelina Harrigan	Moscow State University of Printing Arts – Anastasia Kazakova	
	<b>Break</b>		
<b>10:00 – 11:30</b>	<b>Room 012</b>	<b>Room 013</b>	
		Universidad Técnica de Ambato – Paola Hidalgo	
	Oulu University of Applied Sciences – Minna Kamula	Artesis Plantijn Hogeschool Antwerp – Wim Lauwers	
	Universitá degli Studi di Salerno – Andrea Filardi	University of Library Studies and Information Technologies – Tania Todorova	
	Syracuse University – Bradley W. Gorham	Haccettepe University Ankara – Tuna Çapar	
	Hogeschool van Amsterdam – Jan-Hein Eggers	Université Nancy II – Alexia Deschamps, Mylène Juy	
	Arteveldehogeschool Gent – Christel De Maeeyer	Gjøvik University College – Jens Barland	
	<b>Break</b>		



## INTERNATIONAL DAY

	Room 012	Room 013
11:45–13:00	Auslandssemester als Free Mover: Schwerpunkt Nordamerika & Asien – Tanja Bauer, College Contact GmbH	Leeds Beckett University – Alexander Breitfeld, Lena Palmbach  Grenoble INP-Pagora – Melanié Bay
	NTU Singapore – Hannah Chen Min Fong, Shermain Gui Ping Lee	University of the Basque Country – Leire Jauregibeitia Ansotegui
	Universidade do Porto – Jorge Loures	Hogeschool Inholland – Wim Viets
	University of The West of Scotland – Calum McCaffery, Michal Sestak	Universidad de Málaga – Claudia Martin Garrido
	Vilnius Gediminas Technical University – Justas Nugaras	Saint-Petersburg State University of Technology and Design – Elizaveta Oleinikova
	<b>Break</b>	
13:15–14:15	Room 012	Room 013
	The California State University, International Programme – Anita Binder	The Hague University of Applied Sciences – Menno van Jarwaarde
	Ryerson University Toronto – Martin Habekost	Edinburgh Napier University – Blair MacLennan, Desislava Yancheva
	Helsinki Metropolia University of Applied Sciences – Anna Sperry, Nina Hellman	FH St. Pölten – Julia Anditsch, Clara Rockenbauer, Judith Tscherney
	California State University, Fullerton – Michael Crane	IADT Dublin – Sylwia Calka



## INTERNATIONAL DAY

	Room 012	Room 013
14:15 – 15:30	Future centric education at Linköping University – Tobias Trofast	Universidad de las Américas Puebla – Raul Fernando
	Stenden University of Applies Sciences – Jort Harmsen	Oslo & Akershus University College – Fredrik Stuve, Herman Ringstad
	University of Oregon – Doruntina Deliu	Université Paris-Est, Marne-la-Vallée – Timothé Grière, Lauriane Granmagnat
	Zürcher Hochschule für Angewandte Wissenschaften – Karin Wenger, Yasmin Bleiker	Technological Educational Institute Athens – Rodothea Louraki, Alexandra Skoulaxenou
	Karel de Grote University College – Karlien Rybels	Universitat Pompeu Fabra Barcelona – Claudia Guillén Santos, Teresa Perez Puyal
<b>Break</b>		
16:00 – 17:15	Room 012	Room 013
	FH Joanneum Graz – Markus Eichberger	Studieren in Australien und Neuseeland, GOustralia!GOzealand! – Julia Berger
	Saxion University of Applied Sciences – Hester van der Ent	
	„Insider tip Ljubljana – in the heart of Europe & designed for ERASMUS“ – Nadja Kögel, Ksenija Ozebek	
	Universidad de Granada – Raquel Garcia Cabrerizo	

## NETWORKING DINNER

Meet colleagues from HdM and partner universities in your field from around the world in an enjoyable and relaxing Networking Dinner at one of Stuttgart's small breweries. Sophie's Brauhaus is located right in the city center and we have planned our Dinner for Wednesday, 25 November. We will meet there at 19:00.

Address: Sophie's Brauhaus; Marienstraße 28; 70178 Stuttgart

## HOW TO GET THERE

### **From Stuttgart Media University**

Take the S-Bahn S1 (to „Kirchheim Teck“), S2 (to „Schorndorf“) or S3 (to „Backnang“). Get off at the station „Stadtmitte“ and walk to the exit „Rotebühlplatz (Gerber)“.

### **From main station**

Take the S-Bahn S1 (to „Herrenberg“), S2 (to „Filderstadt“), S3 (to „Flughafen/Messe“) or S4–S6 (to „Schwabstraße“). Get off at the station „Stadtmitte“ and walk to the exit „Rotebühlplatz (Gerber)“.

From exit „Rotebühlplatz (Gerber)“ walk straight ahead into Sophienstraße and then 2 minutes to corner Sophienstraße/Marienstraße.

## STUTTGART CHRISTMAS MARKET

During Advent, around 280 beautifully decorated stalls transform the heart of the city of Stuttgart into one of Europe's biggest and most beautiful Christmas Markets. Stuttgart Christmas Market (► Page 49) is the perfect place to while away some time, relax, taste some „Glühwein“ and enjoy the festive season atmosphere. The visit is scheduled for Thursday, 26 November.

## HOW TO GET THERE

### **From Stuttgart Media University**

We will meet at the „Green Egg“ (the counter at the main entrance) at HdM at 18:00 and take the S-Bahn together.

### **From main station**

Alternatively, we can meet up at the ice rink at „Schlossplatz“ at 18.30. It is easy to find. Just walk down the „Königstraße“ for about 5 minutes until you see the ice rink to your left. We will meet directly in front of the entrance of the rink.

## INTERNATIONAL ENTREPRENEURSHIP EDUCATION SUMMIT

### The purpose

With the advent of the Lean Startup Movement, a new focus in academics and the business community on business models and advances in teaching creativity such as design thinking this (un-)conference wants to provide a platform to share innovative ideas and established best practices in teaching innovation and entrepreneurship. The focus is on learning from each other allowing for able time for discussions and feedback. It is open to anyone teaching or promoting entrepreneurship in schools, at universities and within profit and non-profit organizations. As part of the international week it invites international experts to share their ideas and contribute to the learning experience.



Photos: Hochschule der Medien

### The format

At any given time there will be parallel three tracks in two different formats:

„Hands-on“ is an appetizer of an interactive teaching format giving exposure to a certain topic. After a short introduction attendees of the workshop will actually experience the tools and technics and the will be able to use it within their own class. Each session is – including the briefing and de-briefing – 50 minutes in length.

„Best practices“ is a presentation of a program, format, classsetup, study or any content related to teaching innovation and entrepreneurship at schools, universities and businesses. Each presentation is planned for 18 minutes (which coincides with a TEDtalk) and allows for another 7 minutes of questions and discussions.

Sessions will either be in German or English. At any given time there will be at least one track in either language. Participants will find ample for discussions and networking. The conference will end with the reception for the Startup Weekend Stuttgart and participants are welcome to stay for the opening session.

## START-UP WEEKEND

### Fancying your own startup?

Here's your chance! Startup Weekend Stuttgart is an event focussing on the entrepreneurs of tomorrow. The two and a half day long event is for those who not only talk but do. Join us at the Stuttgart Media University from November 27–29, 2015.

#### What you can expect:

- pitching business ideas and working on them in teams
- creating prototypes, business plans and final presentations
- benefiting from the know-how of top-class mentors
- getting started on implementing your idea

It doesn't matter if you are a business expert, a student, a designer or a developer – everybody is invited to participate. We are looking for people who want to make a difference. After a short pitch of all the business ideas on friday evening, the rest of the weekend is there to develop those ideas in teams – supported by experts from all kinds of fields. Not everybody has to pitch an idea, you're also welcome to just participate and work with a team. Bring whatever skills you have! The event will be moderated in German but teams are welcome to work and pitch in English.

The goal is, to push your business ideas as far as you can – in 54 hours. At the end of the weekend, you are going to present in front of a top-class jury. The Startup Weekend offers the network and the resources to support a team with an idea on their way to launch a product. The event is part of the worldwide Startup Weekend network which has originated over 800 startups in the past couple of years.

Tickets can be bought in advance.

- More information and tickets:  
[www.up.co/communities/germany/stuttgart/  
startup-weekend/6918](http://www.up.co/communities/germany/stuttgart/startup-weekend/6918)

P.S.: If you don't have time for the entire weekend you are also welcome to join for the opening on Friday evening and/or support teams on Saturday as a mentor!



**Startup Weekend  
Stuttgart**

**JENS BARLAND**

*Associate Professor in Media Management and Innovations •  
Teaching and head of our bachelor study programme in Media  
Management, Research projects on our field*

**Institution** Gjøvik University College (Norway)

**E-Mail** jens.barland@hig.no

**Why I'm here** Networking and presenting research results innovations in digital news media in Scandinavia

**One of my most memorable cultural experiences** Teaching journalism in Addis Ababa University – in a culture far away from my own experiences

**As a student, here I would spend an exchange semester** USA, due to their influence in our world and media

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**LUK BOUTERS**

*Dean*



**Institution** University College Artevelde, Ghent (Belgium)

**E-Mail** luk.bouters@arteveldehs.be

**Why I'm here** Networking

**What „international“ means to me** Opening up and being receptive for the other and other things

**One of my most memorable cultural experiences** Living in Western Samoa for three years

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**ESTHER BOUW**

**Institution** Inholland University of Applied Sciences (Netherlands)

**E-Mail** esther.bouw@inholland.nl



## STEPHAN BRANDENBURG

*Teacher • Researcher Creative Media & Game Technologies*

**Institution** Saxion University of Applied Sciences, Enschede (Netherlands)

**E-Mail** s.c.a.brandenburg@saxion.nl

**Why I'm here** Getting insights, making connections and exploring exchange possibilities on an international level

**3 words to describe my home country** Forward-thinking, down-to-earth and mighty „gezellig“

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## IVANA BESTVINA BUKVIĆ

*Assistant Professor, President, Chair in Cultural Management*

**Institution** Josip Juraj Strossmayer University of Osijek (Croatia)

**E-Mail** ibbukvic@kulturologija.unios.hr

**Why I'm here** Building network of professional connections, gaining new knowledge, further development of cooperation between Stuttgart Media University and Josip Juraj Strossmayer University of Osijek

**What „international“ means to me** Connections and cooperation between nations with different heritage, institutions and people from different countries

**3 words to describe my home country** Potential, nature, history ...



## CHRISTEL DE MAEYER

**Institution** University College Artevelde, Ghent (Belgium)

**E-Mail** christel.demaeyer@arteveldehs.be

**BEN DE VLEESCHAUWER**

*Lecturer Web & User Experience, International Anchor Media Technology*

**Institution** Karel de Grote University College, Antwerp (Belgium)

**E-Mail** Ben.devleeschauwer@kdg.be

**Why I'm here** Sharing knowledge and good practice, building up international contacts

**One of my most memorable cultural experiences** Internatio-

nal Opera Media Experience: Intensive Program in Savonlinna, Finland, with 6 different schools/nationalities

**My passion in life** Teaching and making other people grow

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**JAN-HEIN EGGERS**

*Senior Lecturer, Business IT Management • Teaching, projects*



**Institution** Amsterdam University of Applied Sciences (Netherlands)

**E-Mail** j.h.eggars@hva.nl

**Why I'm here** Networking, cooperation between universities

**3 words to describe my home country** International attitude (language), tolerance towards on other, straight forward

**As a student, here I would spend an exchange semester** Asia – new economy, good food

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**BRADLEY GORHAM**

*Associate Professor and Chair, Communications Director • Media Studies Master's Program*

**Institution** Syracuse University, NY (USA)

**E-Mail** bwgorham@syr.edu

**Why I'm here** Networking with faculty from other communications schools around the globe for possible collaborations; recruiting students for study abroad to Syracuse

**What „international“ means to me** It means moving out of one's comfort zone to understand the rich diversity of human experience



### MARTIN HABEKOST

*Associate Chair of the School of Graphic Communications*

**Institution** Ryerson University, Toronto (Canada)

**E-Mail** mhabekos@ryerson.ca

**Why I'm here** Promoting Ryerson and the School of Graphic Communications Management for international exchange

**One of my most memorable cultural experiences** Climbing the Berlin Wall in December 1989 shortly before the wall came down

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### JORT HARMSEN

*Lecturer Media Technology, Operational Manager Learning company, Internship coach*



**Institution** Stenden University of Applied Sciences (Netherlands)

**E-Mail** jort.harmsen@stenden.com

**Why I'm here** Extending international contacts

**What „international“ means to me** The future

**One of my most memorable cultural experiences** The 11 city skating event in the north of the Netherlands

**My passion in life** Teaching and windsurfing

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### NINA HELLMAN

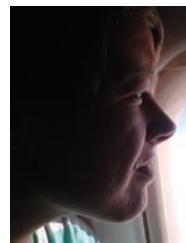
*Head, ICT Business Major in the Industrial Management Engineering Program*

**Institution** Helsinki Metropolia University of Applied Sciences (Finland)

**E-Mail** nina.hellman@metropolia.fi

**Why I'm here** Participating in the Business Intelligence Academy Symposium and planning joint development of Business Intelligence

**My passion in life** My passion in life is my family. In my work I enjoy getting to know our student through teaching the same group of students through 4 years and doing several different projects with them

**LEA ISOPOUSSU-KOPONEN***Senior Lecturer***Institution** Oulu University of Applied Sciences (Finland)**E-Mail** lea.isopoussu-koponen@oamk.fi**Why I'm here** Networking**3 words to describe your home country** Finland is a safe country with good facilities and clean nature with four seasons**EVA JANOVSKÁ***Teacher • Evolving mobilities and partnership between Universities***Institution** University of St. Cyril and Methodius, Trnava

(Slovakia)

**E-Mail** evasemba@gmail.com**Why I'm here** Presentation of activities, methods and works of University of St. Cyril and Methodius, learning about HdM**What „international“ means to me** That we are all from one planet**One of my most memorable cultural experiences** Concert of „Massive Attack“, my multimedia exhibition with cooperation of bystander people**My passion in life** I love creativity, traveling, learning new people**MINNA KAMULA***Senior Lecturer (IT-field)***Institution** Oulu University of Applied Sciences (Finland)**E-Mail** mkamula@oamk.fi**Why I'm here** Share information about Oulu UAS and our BIT degree programme to students and teachers/other staff members in Stuttgart; share Oulu UAS experiences about our LAB studies (including GameLab and DevLab); get new connections;**learn good practices from the Hochschule der Medien****3 words to describe my home country** 4 seasons (especially cold and long winter); equality; free and good education for all Finnish citizen and it's covering all levels of education



## ENN KERNER

*CEO and r/d*

**Institution** Grafitek, Tallinn (Estonia)

**E-Mail** enn@trykitehno.eu

**Why I'm here** Continue the development based on Memorandum of Understanding

**What „international“ means to me** Social and professional exchange of experiences

**One of my most memorable cultural experiences** Composer Arvo Pärt get Japanese The Praemium Imperiale award

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## JOOP KIELEMA

*Lecturer Business IT & Management • Research organisational change and IT and teaching in Organization Studies*

**Institution** Amsterdam University of Applied Sciences (Netherlands)

**E-Mail** j.kielema@hva.nl

**Why I'm here** Collaboration between the University of Applied Science of Amsterdam with HdM to organise a field trip early next year about ICT strategy and innovation. To meet international offices presenting their universities

**As a student, here I would spend an exchange semester** France, French has a depth and degree of reflection that most, more empirical English literature, is missing

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## JANE KLAARWATER

**Institution** Stenden University of Applied Sciences (Netherlands)

**E-Mail** jane.klaarwater@stenden.com

**ISMO KOPONEN**

*Senior Lecturer of Business Competence • Teaching and supervising students with their theses*

**Institution** Oulu University of Applied Sciences (Finland)

**E-Mail** ismo.koponen@oamk.fi

**Why I'm here** An Erasmus exchange week is included in my work plan, this Autumn; why not Deutschland diesmal !?

**One of my most memorable cultural experiences** Having a six hour long conversation with a local on a bus tour from Istanbul to Canakkale; it is text book wisdom that we do not talk to strangers on a bus and neither do the Turks

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**WIM LAUWERS**

*Lecturer Graphic and Digital Media • Researcher, coordination internships*



**Institution** Artesis Plantijn University College, Antwerp (Belgium)

**E-Mail** wim.lauwers@ap.be

**Why I'm here** Learning and sharing

**What „international“ means to me** Enriching

**One of my most memorable cultural experiences** My 6-month internship in Paris

**3 words to describe my home country** Creative, stimulating, big

**As a student, here I would spend an exchange semester** It's not about the place, it's about the experience

**My passion in life** Visual design

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**ARUNAS LIUIZA**

**Institution** Kauno Kolegija University of Applied Sciences, Kaunas (Lithuania)

**E-Mail** arunas.liuiza@go.kauko.lt

## KRISTOF MICHELS

**Institution** Artesis Plantijn University College, Antwerp (Belgium)

**E-Mail** [kristof.michiels@ap.be](mailto:kristof.michiels@ap.be)

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## JEROEN NAUDTS

*Lecturer, Coordinator Centre of Expertise on Communications*

**Institution** University College Artevelde, Ghent (Belgium)

**E-Mail** [jeroen.naudts@arteveldehs.be](mailto:jeroen.naudts@arteveldehs.be)

**Why I'm here** Exchange of experiences on digital communications (with stress on (open) data management)

**My passion in life** Lifelong learning, meeting people and learning from them by exchanging experiences and insights



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## IVA NENADIC

**Institution** Josip Juraj Strossmayer University of Osijek (Croatia)

**E-Mail** [ivalitre@gmail.com](mailto:ivalitre@gmail.com)

**KAROLIINA NIEMELÄ**

*Senior Lecturer, Academic International Coordinator*

**Institution** Oulu University of Applied Sciences (Finland)

**E-Mail** karoliina.niemela@oamk.fi

**Why I'm here** Getting to know the educational system and good practices of the Stuttgart University. Starting cooperation with our staff and students with Stuttgart University. Getting new professional contacts of Universities of the participants that join the International week

**One of my most memorable cultural experiences** Seaturtle laying eggs in a beach of Tulum in Mexico

**As a student, here I would spend an exchange semester** Greenland, to see the icebergs

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**JUSTAS NUGARAS**

*Vice Dean of the Faculty of Creative Industries • Working with international partners, students and faculty development opportunities*

**Institution** Vilnius Gediminas Technical University (Lithuania)

**E-Mail** justas.nugaras@vgtu.lt

**Why I'm here** New contacts and possibilities to share ideas with students and teachers

**My passion in life** I like to manage a challenge or to make a change. Recent my activities are mostly related to the strategic changes in the field of communications and marketing. I like to share and teach it doesn't matter if it is a new team member or student at university. It is the greatest pleasure to lead or work in a strong team

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**SZYMON PALKA**

**Institution** AGH University of Science and Technology, Krakow (Poland)

**E-Mail** pszymon@agh.edu.pl



## ŽELJKO PAVIĆ

*Assistant Professor, Deputy Head of the Department • Scientific Research Affairs*

**Institution** Josip Juraj Strossmayer University of Osijek (Croatia)

**E-Mail** zpavic@kulturologija.unios.hr

**Why I'm here** Gaining new knowledge, connecting with people

**As a student, here I would spend an exchange semester**

USA: best teaching quality, most developed social sciences (sociology, in my case), vast and interesting country

**My passion in life** Understanding the world

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## HARRO PRINS

*Lecturer Business Economics/Media Economics • Supervisor thesis students*

**Institution** Stenden University of Applied Sciences (Netherlands)

**E-Mail** harro.prins@stenden.com

**Why I'm here** Introduction in the economics in gaming industry

**What „international“ means to me** Excitement, multi-cultural, potential

**As a student, here I would spend an exchange semester** UK – interesting media landscape

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## NIKLAS RÖNNBERG

*Lecturer Sound Technology, Video Production,  
Electronic Publishing*

**Institution** Linköping University (Sweden)

**E-Mail** niklas.ronnberg@liu.se

**Why I'm here** Teaching an intense course in electronic music production for the Audiovisual Media study program, and meeting old and hopefully new international friends and colleagues

**What „international“ means to me** We humans are diverse with different cultures, histories, and views, and we learn a lot from meeting, talking, and interacting with each other, discovering that despite our differences we are the same; we are all humans with dreams, needs, and desires, and this in turn makes the world smaller, friendlier, and more tolerant



### KARLIEN RYBELS

*Coordinator International Relations*

**Institution** Karel de Grote University College, Antwerp (Belgium)

**E-Mail** karlien.rybels@kdg.be

**Why I'm here** Enhance partnership between our institutions, Presentation of our exchange possibilities, Knowledge sharing on entrepreneurship in the curriculum

**What „international“ means to me** Looking out of the box, learning about and accepting other visions than your own, getting out of the comfort-zone (language, culture), living different lives in one – like reading different books

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### ANNA SPERRYN

**Institution** Helsinki Metropolia University of Applied Sciences (Finland)

**E-Mail** anna.sperryn@metropolia.fi

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### TANIA TODOROVA

*Senior Lecturer of Business Competence • Teaching and supervising students with their theses*

**Institution** University of Library Studies and Information Technologies, Sofia (Bulgaria)

**E-Mail** t.todorova@unibit.bg

**Why I'm here** To visit the Hochschule der Medien and to learn more about the BA and MA Programmes in Library and Information Science

**3 words to describe my home country** Beautiful, hospitality, interesting



## TOBIAS TROFAST

*Lecturer in Graphic Production*

**Institution** Linköping University (Sweden)

**E-Mail** tobias.trofast@liu.se

**Why I'm here** Retain already existing exchange agreements and hopefully arranging a few new ones

**What „international“ means to me** Meeting new friends, creating new perspectives, getting new ideas and insights; new cultures, adventures and experiences; new cities and landscapes

**As a student, here I would spend an exchange semester** (Honestly) Germany, Finland or Canada, since it ties in quite well with my personality; I guess I should challenge myself and pick India ...

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## JETZE VALKEMA

*Lecturer Management Skills*

**Institution** Media & Entertainment Management Stenden University (Netherlands)

**E-Mail** jetze.valkema@stenden.com

**Why I'm here** Learn and experience new perspectives of the media world

**One of my most memorable cultural experiences** I lived for three years in Costa Rica and worked as a tour guide

**As a student, here I would spend an exchange semester** United States or UK, because for the music scene in these countries

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## HESTER VAN DER ENT

*Teacher*

**Institution** Saxion School of Creative Technology, Enschede (Netherlands)

**E-Mail** h.vanderent@saxion.nl

**Why I'm here** To meet, learn from and get inspired by colleagues

**One of my most memorable cultural experiences** One week of teaching in Beijing



### WILLEM VIETS

*Dean Inholland International College, Programme manager IBIS*

**Institution** Inholland University of Applied Sciences (Netherlands)

**E-Mail** willem.viets@inholland.nl

**Why I'm here** To establish collaborative relationship with the Hochschule der Medien

**My passion in life** To create and deliver a study programme and a learning environment that offers young talented dedicated students to truly develop their passion and to become highly skilled starters in the professional world outside the university

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### BARTOSZ ZIÓŁKO

*Lecturer • Audio Processing research and teaching*



**Institution** AGH University of Science and Technology, Krakow (Poland)

**E-Mail** bziolko@agh.edu.pl

**Why I'm here** Presenting soundtracer for games (soundtoolkit.com) and speaking about submitting a new research proposal

**As a student, here I would spend an exchange semester**

Japan because they offer good education and very interesting cultural experience

# INTERNATIONAL WEEK



**TIPS FOR YOUR STAY**

**STUTTGART – A MANY-SIDED CITY**

Stuttgart is a city characterized by automobile production, culture, sports, and above all, media. Over 400 book and magazine publishers, as well as a high-output printing industry shape in the city. Holtzbrinck, Klett, Thieme, and Motor Presse are all located in Stuttgart.



Photo: Staatliche Schlösser und Gärten Baden-Württemberg

The public radio and television broadcasting company SWR produces radio and television programs in Stuttgart. In addition, there are many multimedia companies and agencies located here.

Numerous parks and a broad range of cultural and free time activities for every taste make Stuttgart a very attractive place to live.

**SOUVENIR SHOPS**

If you enjoyed your stay in Stuttgart, then stop by any souvenir shop in the pedestrian area in the city centre. There you can purchase many gifts and souvenirs with the swabian culture.

*Location:* 0711STORE CITY; Rathauspassagen 2; 70173 Stuttgart

## TEEHAUS (IN THE WEISSENBURG PARK)

The Teehaus is an old pavilion not far away from the Schiller oak in the Weißenburg Park. The Teehaus itself is closed in November - but nevertheless it's worth going there for a walk as you can enjoy a breathtaking panoramic-view of Stuttgart's city centre.

### How to get there:

6 minutes away from „Hauptbahnhof“ (Main Station) + 10 minutes walking from the station:

- U5 direction „Leinfelden“
- U6 direction „Fasanenhof“
- U7 direction „Ostfildern“
- U12 direction „Möhringen“
- get off at the station „Bopser“

## KILLESBERG TOWER

For visitors who want to enjoy a fantastic view over Stuttgart, the Tower at the Killesberg Hill Park is the best place to go to. In addition, the Killesberg Hill Park is a lovely 123-acre open space which is worth visiting, especially in autumn.

### How to get there:

13-14 minutes away from „Hauptbahnhof“ (Main Station)

- U5 direction „Killesberg“ – get off at the station „Killesberg“
- U6 direction „Gerlingen“ – get off at the station „Maybachstraße“
- U7 direction „Mönchfeld“ – get off at the station „Pragsattel“
- U15 direction „Stammheim“ – get off at the station „Pragsattel“



Photo: pif56

## WILHELMA ZOO AND BOTANICAL GARDEN

The Wilhelma Zoo and Botanical Garden is one of the most famous sights in Stuttgart and an absolute must-see for visitors of all ages. Over an area of 30 ha, there are about 9,000 animals from elephants to meerkats. You can even find an aquarium and a hall with tropical plants.

### How to get there:

11 minutes away from „Hauptbahnhof“ (Main Station):

- U14 direction „Remseck“
- get off at the station „Wilhelma“

## STADTBIBLIOTHEK (MUNICIPAL LIBRARY)

► Page 14

## SCHLOSSPLATZ

You have not been in Stuttgart if you have not visited the amazing Schlossplatz (Palace Square). This is the largest square located in the heart of the city where you can find the Neues Schloss (New Palace), the Württemberg State Museum (Old Palace) and some marvellous fountains. This is a great place to linger and relax.

### How to get there:

1 station away from „Hauptbahnhof“ (Main Station)

- U5 direction „Leinfelden“
- U6 direction „Fasanenhof“
- U7 direction „Ostfildern“
- U12 direction „Möhringen“
- U15 direction „Ruhbank (Fernsehturm)“
- get off at the station „Schlossplatz“



Photo: groundshots.de 2015

## JOHANNESKIRCHE

The Johanneskirche (St John's Church) is a Protestant church built in the 19th century. It is located on a peninsula in the middle of the Feuersee (the Fire Lake). The neo-Gothic church is one of the architectural highlights in Stuttgart-West.

### How to get there:

3 minutes away from „Hauptbahnhof“  
(Main Station)

- S1 direction „Herrenberg“
- S2 direction „Filderstadt“
- S3 direction „Vaihingen“
- S4/S5/S6 direction „Schwabstraße“
- get off at the station „Feuersee“

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## LUDWIGSBURG

Founded in the early 18th century, Ludwigsburg is a place where history and the present meet. Magnificent castles, romantic gardens, bustling shopping streets and sensational festivals are waiting to be explored. Enjoy a visit to a city that offers many fascinating sights ranging from baroque to modern.

### How to get there:

15 minutes away from „Hauptbahnhof“ (Main Station):

- S5 direction „Bietigheim-Bissingen“
- S4 direction „Backnang“
- get off at the station „Ludwigsburg“

## ESSLINGEN

Only 14 km away from Stuttgart city centre, Esslingen is easily reachable and an extremely interesting destination. The 1,200 years old town is located on the Neckar River. Its rich history, half-timbered houses and amazing beauty will make you fall in love with it.

### How to get there:

17 minutes away from „Hauptbahnhof“ (Main Station):

- S1 direction „Kirchheim“
- get off at the station „Esslingen (N)“

## MERCEDES-BENZ MUSEUM

The Mercedes-Benz Museum, with its spectacular architecture presents almost 130-years of history of the automotive industry and Mercedes-Benz. At nine levels are more than 1,500 exhibits on display. The interesting information offered attracts and impresses numerous visitors every day. You will enjoy visiting the Mercedes-Benz Museum – even if you are not that much interested in automobiles.

### How to get there:

15 minutes away from „Hauptbahnhof“ (Main Station)

- U9 direction „Hedelfingen“ to „Schlachthof“ + Bus 56 direction „Münster Bf“
- get off at the station „Mercedes-Benz Welt Pos. 1“

Photo: Mercedes-Benz Museum



## PORSCHE MUSEUM

The Porsche Museum in Stuttgart-Zuffenhausen is one of the most impressive automobile museum in the world. The exhibition presents fascinating German engineering and make the Porsche history come alive. More than 80 vehicles are on display in the 5,600 square metre exhibition area ranging from legendary racing cars, unusual prototypes, all the way to the latest production models. The museum is lively and full of variety with the „Museum on Wheels“ and changing special exhibitions (current: „The Super Porsche. 30 Years of Porsche 959“).

### How to get there:

13 minutes away from „Hauptbahnhof“ (Main Station)

- S6 direction „Weil der Stadt“
- S60 direction „Böblingen“
- get off at the station „Neuwirtshaus (Porscheplatz)“

## STAATSGALERIE

Staatsgalerie (State Gallery) is the exact place where you should go if you are interested in art. With its rich collection of paintings and sculptures from the 14th to the 21st century, it is one of the leading art museums in Europe.

### How to get there:

5 minutes away from „Hauptbahnhof“ (Main Station)

- U9 direction „Hedelfingen“
- U14 direction „Remseck“

## KUNSTMUSEUM

Kunstmuseum (Art Museum Stuttgart) offers a variety of works from the end of the 18th century to the present day. The building looks like a glass cube at daylight but at night the interior lighted limestone walls get visible and looks amazing.

### How to get there:

1 station away from „Hauptbahnhof“ (Main Station)

- U5 direction „Leinfelden“
- U6 direction „Fasanenhof“
- U7 direction „Ostfildern“
- U12 direction „Möhringen“
- U15 direction „Ruhbank (Fernsehturm)“
- get off at the station „Schlossplatz“

Photo: Dirk Willms / Kunstmuseum Stuttgart



## LANDESMUSEUM WÜRTTEMBERG

Landesmuseum (Württemberg State Museum) is the largest cultural history museum in Baden-Württemberg. There are three types of collections: archeology, folklore and history of art and cultural history. The museum offers a presentation of Baden-Württemberg's history from the Stone Age to the present time.

### How to get there:

1 station away from „Hauptbahnhof“ (Main Station)

- U5 direction „Leinfelden“
- U6 direction „Fasanenhof“
- U7 direction „Ostfildern“
- U12 direction „Möhringen“
- U15 direction „Ruhbank (Fernsehturm)“
- get off at the station „Schlossplatz“



Photo: Siegfried Gragnato

*Altes Schloss, location of the Landesmuseum Württemberg*

## STUTTGART

During November and December the city centre of Stuttgart gets transformed into one of the biggest and most beautiful Christmas Markets in Europe. It is a 300 years old tradition and more than 3 million people visit the markets.

They extend from the Schlossplatz, where you could find an ice rink, to the Marktplatz where are most of the stalls, going through the cozy little Schillerplatz full of food stalls and the Old Castle where the popular Christmas concert is held.

Local craftsmen sell a variety of goods – Christmas trees, decoration, hats, scarves, jewelry etc. The stalls are decorated perfectly, children sing carols and dance and the cinnamon and vanilla aromas in the air create a really special atmosphere. After sunset all the lights are turned on and the city becomes magical.

*Location:* Marktplatz 1; 70173 Stuttgart

*Dates:* November 25 until December 23, 2015

### How to get there:

2 minutes away from “Hauptbahnhof” (Main Station)

- U5 direction “Leinfelden”
- U6 direction “Fasanenhof”
- U7 direction “Ostfildern”
- U12 direction “Möhringen”
- U15 direction “Ruhbank (Fernsehturm)”
- get off at the station “Charlottenplatz” or “Schlossplatz”
- Bus 44 direction “Westbahnhof” – get off at the station “Rathaus” or “Charlottenplatz”



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## ESSLINGEN

Esslingen's Christmas market is unique because one part is a medieval Christmas market and it's also one of the largest in the region. It includes more than 80 stalls, and

numerous jugglers, storytellers, acrobats and other artists that entertain and fascinate the visitors. It tends to get busy in the evenings, so you better arrive a bit earlier in order to be able to walk around before the crowd arrives.



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*Location:* city centre;  
73728 Esslingen am Neckar

*Dates:* November 25  
until December 21, 2015  
(11:00–20:30)

## How to get there:

17 minutes away from „Hauptbahnhof“ (Main Station)

- S1 direction „Kirchheim“
- get off at the station „Esslingen (N)“

## LUDWIGSBURG

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## CAFES

### Café Seyffers

*Location:* Vogelsangstraße 55; Stuttgart

Seyffers is a small but unique café in Stuttgart West. They serve breakfast but you can also have lunch there or enjoy a glass of wine in the evening.



### Café Chamäleon

*Location:* Eberhardstraße 35; 70173

Stuttgart

Chamäleon is probably the best café in the city centre of Stuttgart. You can find it next to the U-Bahn station "Rathaus". Delicious cakes and pastries will sweeten your day!

## BARS

### Mata Hari

*Location:* Geißstraße 3; 70173 Stuttgart

If you fancy good food and drinks in a nice bar in the city centre of Stuttgart, you should visit the Mata Hari.

### Mauritius

*Location:* Marienstraße 12; 70178 Stuttgart

Inexpensive and marvellous cocktails can be found at Mauritius, not far from the S-Bahn stations „Stadtmitte“ and „Feuersee“. They have great food and an idyllic island atmosphere there.

### Cap Tormentoso

*Location:* Hirschstraße 27; 70173 Stuttgart

Cap Tormentoso is a bar with smoking and non-smoking areas. They offer simple but good food. Late at night, the music gets louder and people start dancing – the perfect start of a great night.



**Schocken**

*Location:* Hirschstraße 36; 70173 Stuttgart

The Schocken is a bar with local beer specialities and a music venue. It is an excellent place for a party at night as well.

**Hans im Glück**

*Location:* Marienstraße 3b; 70173 Stuttgart

There you will get great burgers with high quality ingredients you do not have to worry about.

**Tialini**

*Location:* Bolzstraße 10; 70173 Stuttgart

If you love Italian food you will love Tialini.

**Hüftengold**

*Location:* Olgastrasse 44; 70182 Stuttgart

Enjoy wonderful food in a charming ambience. All cakes are homemade and there is a unique coffee produced only for them.

**Platzhirsch**

*Location:* Geißstraße 12; 70173 Stuttgart

Good Swabian meals and good drinks at affordable prices are offered in this restaurant located next to the "Hans im Glück" fountain.

**RESTAURANTS****Wirtshaus zum****Hotzenplotz**

*Location:* Silberburgstraße 88; 70176 Stuttgart

If you like Schnitzels, you definitely should visit this original Restaurant. A Schnitzel with Spätzle and sauce is a great choice.

## CLUBS

### 1210

*Location:* Paulinenstraße 45; 70178 Stuttgart

In this nightclub you can find great concerts and indie and hip hop parties. The 1210 is an important part of the Stuttgart nightlife.



*Entrance of Kellerclub*

### 7 Grad

*Location:* Theodor-Heuss-Straße 32; 70174 Stuttgart

If you like hot rhythms and chart hits, you should visit this club located on a street called „Theo“ by the local people.

### Kellerclub

*Location:* Rotebühlplatz 4; 70173 Stuttgart

For Indie fans the best club to be in Stuttgart is Kellerclub. Earlier at night there are concerts and events.

### Oblomov

*Location:* Torstraße 20; 70173

If it is late but you do not want to go home, the perfect pub to go to is Oblomov.

## CONCERTS

### Monday (23 November 2015)

- Chilly Gonzales & Kaiser Quartett  
*Location:* Liederhalle - Beethovensaal
- Fish  
*Location:* LKA Longhorn

### Tuesday (24 November 2015)

- FM & Electric Boys  
*Location:* Universum

### Wednesday (25 November 2015)

- Radio-Sinfonieorchester des SWR, Aziz Shokakimov - Beethoven, Stravinsky  
*Location:* Liederhalle - Beethovensaal

### Thursday (26 November 2015)

- Fettes Brot  
*Location:* Porsche Arena

### Friday (27 November 2015)

- Green  
*Location:* Schräglage

Stuttgart provides a variety of cinemas scattered throughout the city.

► More information: [www.kino.de/kinoprogramm/stadt/stuttgart/](http://www.kino.de/kinoprogramm/stadt/stuttgart/)

## METROPOL

On Mondays Metropol gives you the opportunity to watch your favourite films in their original version for € 7 or to get surprised in the Sneak Preview at 21:00 for € 6. And on Tuesdays Metropol offers the best films for the special price of only € 6.

*Location:* Bolzstraße 10; 70173 Stuttgart

### How to get there:

1 station away from „Hauptbahnhof“ (Main Station)

- U5 direction „Leinfelden“
- U6 direction „Fasanenhof“
- U7 direction „Ostfildern“
- U12 direction „Möhringen“
- U15 direction „Ruhbank (Fernsehturm)“
- get off at the station „Schlossplatz“

► More information: <http://metropol-kino-stuttgart.kino-zeit.de/programm>

## CORSO CINEMA INTERNATIONAL

Corso Cinema International shows interesting films in their original versions since 1984. It is established as the no.1 cinema for screening movies in Stuttgart.

Every Tuesday you can enjoy all 2D films for € 5.50 and the 3D ones for € 8. If you have no Real-D glasses, they can be purchased for only € 1.

*Location:* Hauptstraße 6; 70563 Stuttgart

### How to get there:

14 minutes away from „Hauptbahnhof“ (Main Station) + 9 minutes walking from the station

- S1 direction „Herrenberg“
- S2 direction „Filderstadt“
- S3 direction „Flughafen/Messe“
- get off at the station „Vaihingen“

► More information: [www.corso-kino.de/index.html](http://www.corso-kino.de/index.html)









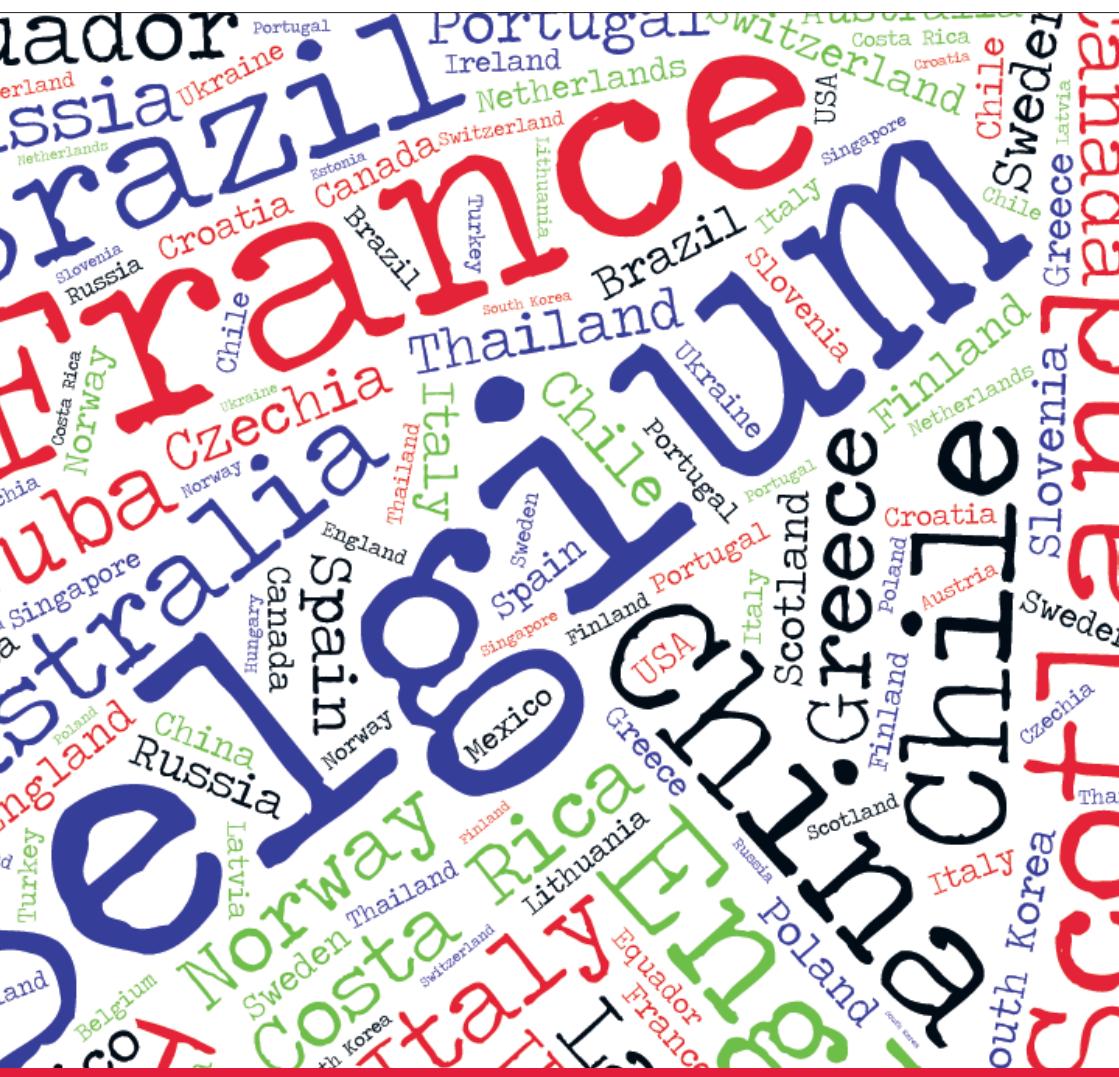
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