



md Event 2023
Four-part interactive
online format

“
Flurfunk
” md



md Flurfunk 2023

Webinar series

29. March, 21. June, 20. September
and 13. December 2023

Four-part interactive online format

Who better to learn from than colleagues? Like in a spontaneous conversation in the coffee kitchen, established interior designers and planners share their secrets of success in an interactive online talk with md editor-in-chief Johanna Neves Pimenta.

You don't become an interior designer to get rich!

In the new webinar format, md invites interior designers to talk about their everyday work. The common feature of all the interviewees is their special love for their profession. Topics such as "setting up an office" and "new fields of business" encourage the listeners to dare to try something new.

The companies sponsoring this webinar series show how important the interior designer is to them, that they are partners of interior designers and support them as consultants.

The extra services at a glance:

- + Inclusion of the recorded video statement "Why is the interior designer important for us as a partner" in every webinar.
- + 4 PR messages in each exclusive invitation newsletter
- + Prepared lists of participants
- + Coverage on md mag.com
- + Company logo with link on all pages

Flurfunk Lineup 2023

Speaker and content

Negotiate safely | 29 March 2023

As a specialist for working environments, architect Claudia de Winder regularly sits at the table with discerning clients, investors and architects - sometimes as the only woman in the room. How does she manage to walk away confidently? How does she keep her cool when she is provoked?

www.dewinder.de

Flirting with the Cliché | 21 June 2023

Have you ever thought about why a film hero lives the way he does? Because specialists like interior designer Ann-Kristin Büttner design rooms for him. She provides insight into how she turns fiction into form. What does character have to do with colour? How does she plan light that does not exist? How does the interplay of spatial impression and camera perspective work? And how does she find the decisive spatial detail?

www.ak-studio.net

Communicating Interior Design | Part 1: Offices | 20 September 2023

While the private builder retains the final decision-making authority, employees have only a limited say when moving into a new office. That is why many office planners see it as a point of honour to work beyond the design and into the company. This is also the case with interior designer Kristina Kasubke: She teamed up with start-up consultant Dörte Roloff and developed an unorthodox design process with her. Because it is no longer the interior designer who tries to fathom corporate culture, employee needs and fears, but the consultant who, thanks to her background, knows how to ask completely different questions. The duo discusses where the line between losing and gaining competence runs, where one benefits from the other - and what role Lego bricks play in their success.

www.raumwaerts.de

Communicating Interior Design | Part 2: Private Buildings 13 December 2023

From family rituals to bathroom habits: No one gets closer to almost strangers than an interior designer planning new living spaces. Stellwerk-architects know this - and therefore understand their design work as a coaching process. In this interview, architect Philipp Herrich and his partner, who is trained as a systemic coach, provide insights into their work. A conversation about empathy, psychology and communication skills that will help you successfully guide potential clients in the future from "Actually, we don't need an interior designer" to "Without interior designers, the whole thing would be unimaginable".

www.stellwerk.org



Advertising campaign print and online

ORGANISATION

- + Invitation management (conception, dispatch, processing)
- + Organisation, implementation and quality assurance
- + Provision of technology
- + Registrations with confirmation of registrations

MEDIA CAMPAIGN

- + Logo of the companies will be integrated on the registration page
- + Integration in the editorial newsletters
- + Banner campaign on all architecture websites
- + Promotion through exclusive newsletters to our total distributor

MEDIA BRANDS online

- + arcguide.de
- + bba-online.de
- + db-bauzeitung.de
- + md-mag.com

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