

Fast Company Innovation Festival Posters

Process Book

Initial Research

Fast Company Innovation Festival

Theme: REBUILDERS

Sept. 27 - Oct. 1, 2021

#FCFEST

Transportation,
Carbon Neutrality,
Urban Planning,
Community

Rainer Karcher

- o Global Director of IT Sustainability, Siemens AG
- o Tuesday Sept 28, 11:45 AM-12:30PM
- o The Caring City: Collaborating on Sustainable Urban Centers
Panel, Presented by Logitech
Incl. Massimo Rapparini – Logitech, CIO
- Scott Wharton – Logitech Video Collaboration, VP and General Manager

Daniel Kammen

- o Professor and Chair, Energy and Resources Group, University of California, Berkeley
- o Monday Sept 27 12:45-1:30
- o Renewing Renewables
Gabriela Buena – SVP of Solar R&D, GAF Engery
Jessica O. Matthews, Founded and CEO, Uncharted

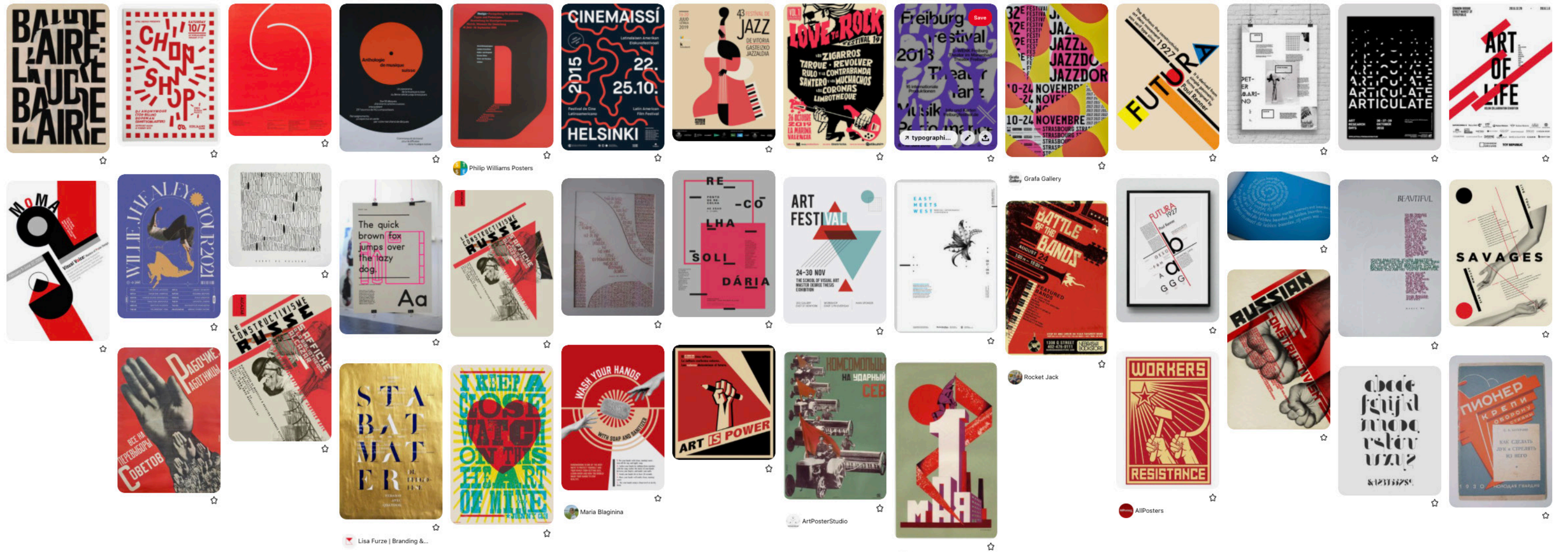
Ed Bastian and Christophe Weber

- o “Why Solving the Climate Crisis is Critical for Our Health”
- o Monday Sept 27 11:45-12:30
- o Ed Bastian
Delta Airlines, CEO
- Goal to become first carbon neutral airline
- Alternative fuels, carbon offsets, improved recycling, waste reduction
- o Christopher Weber
Takeda Pharmaceutical Company, CEO and President

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Inspiration Board



Initial Sketches

The Caring City Collaborating on Sustainable Urban Centers

THE CARING CITY COLLABORATING ON SUSTAINABLE URBAN CENTERS

THE CARING CITY COLLABORATING ON SUSTAINABLE URBAN CENTERS

36
40
19

41
55
13
19

5:30 PM

RAINIER KARCHER

FAST

1 2 3

1 2 3 4

might overlap

Rainer Karcher

Using diagonals across all three

RAINIER KARCHER

Sustainability
Urban Planning - boxes, greenery, leaf shape
transportation
Community health natural Overgrown
Caring Smart cities Wild Water
Renew environmental branches
Climate Crisis
Critical Conservation
green lush grass fresh grassy
grazing flowers field
blooming thriving
glyphs
underline bracket

24 x 36
manga sans
hand-drawn elements
slab serif

50+ Sketches

Postery 1
1 Rainer Karcher - BIO
2 Tue Sept 28 11:45-12:30
3 Fast (company) Innovation festival
4 eventbrite.com/company.com
5 The Caring City...
6 w/ Logitech, GIO Massimo, Adam...
7 Scott Wainwright
Logo

Sustainability
*transformation
*community
*urban planning
*health

Wood block style poster

font
Turnpike
Henriette
demi serif
Balthus
Dina Swasey
Spain
Madison
Slab
Campaign Slab
New Sans
P22 Metric
Cartoon
Sans serif
Impish Slab
ITE BENEVOLENT
RUBINOVIC

Sans
Regular
Maple
Astron
Jofia
Paleno
ruler Slab
All caps
Sweet Sans Pro
Eraser
FRESH
Program
Benevolent
Bolted
Circle
TAVOLLA

CONTENT

TITLE
DATE/TIME
SPEAKER
TOPIC
BIO
LOCATION
URL
LOGO

MEANING

HEADLINE
SUBHEAD
BILLBOARD
BODY
FOOTER

Display
Body Type/Face
ORDINALS - (Numbers)
PUNCTUATION
- can be a figure check specifically for this

24 x 36
manga sans
hand-drawn elements
slab serif

50+ Sketches

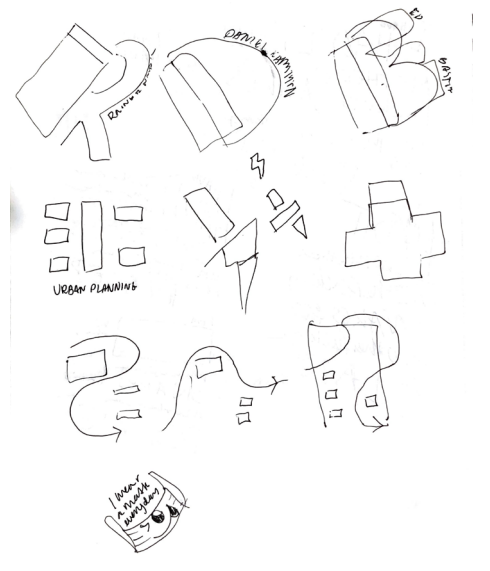
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Bolted
Circle
TAVOLLA



Thumbnails

RAINER KARCHER GLOBAL DIRECTOR OF IT SUSTAINABILITY, SIEMENS AG

REBUILDERS FAST COMPANY INNOVATION FESTIVAL

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THE CARING CITY: COLLABORATING ON SUSTAINABLE URBAN CENTERS

#FCFEST

TUESDAY, SEPTEMBER 28TH, 2021
11:45 AM TO 12:30 PM

FAST COMPANY INNOVATION FESTIVAL

REBUILDERS

Rainer Karcher
Global Director of IT Sustainability, Siemens AG

presenting

The Caring City: Collaborating on Sustainable Urban Centers

featuring: Massimo Rapparini, CIO
Scott Wharton, VP and General Manager, Logitech Video Collaboration

this tuesday
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Rebuilders
The Caring City: Collaborating on Sustainable Urban Centers

presented by **Rainer Karcher**
Global Director of IT Sustainability, Siemens AG

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FAST COMPANY INNOVATION FESTIVAL

REBUILDERS the caring city: Collaborating on Sustainable Urban Centers

Rainer Karcher
Global Director of IT Sustainability, Siemens AG

featuring: Massimo Rapparini, CIO
Scott Wharton, VP and General Manager, Logitech Video Collaboration

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FAST COMPANY innovation festival

featuring **Rainer Karcher**
Global Director of IT Sustainability, Siemens AG

The Caring City: Collaborating on Sustainable Urban Centers

Rebuilders

virtual panel
including Logitech: Massimo Rapparini, CIO
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FAST COMPANY innovation festival featuring **Rainer Karcher**
Global Director of IT Sustainability, Siemens AG

The Caring City: Collaborating on Sustainable Urban Centers

Rebuilders

09.28.21
Tuesday 11:45-12:30pm

virtual panel including Logitech: Massimo Rapparini, CIO
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how do **URBAN PLANNING TRANSPORTATION COMMUNITY HEALTH** create a more sustainable future?

RAINER KARCHER
CIO of Siemens AG

PRESENTS THE CARING CITY
Collaborating on Sustainable Urban Centers

THIS TUESDAY Sept. 28, 2021
11:45-12:30pm

VIRTUALLY AT THIS YEAR'S

FAST COMPANY innovation festival
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FAST COMPANY INNOVATION FESTIVAL

Rainer Karcher
Global Director of IT Sustainability, Siemens AG

The Caring City: Collaborating on Sustainable Urban Centers

a virtual panel **Rebuilders**

Tuesday 09.28.21
11:45-12:30pm

including LOGITECH Massimo Rapparini, CIO
Scott Wharton, VP and General Manager, Logitech Video Collaboration

Siemens and Logitech reveal how their partnership has combined tech to build a better tomorrow.

Many through effective management of urban areas, improving connectivity, sustainability, and quality within these cities using technology and data to analyze and optimize flow in order to improve quality of life within them.

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Global Director of IT Sustainability, Siemens AG

The Caring City: Collaborating on Sustainable Urban Centers

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Innovation Festival

The Caring City: Collaborating on Sustainable Urban Centers

Rainer Karcher
Global Director of IT Sustainability, Siemens AG

September 28th 2021
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Global Director of IT Sustainability, Siemens AG

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The Caring City: Collaborating on Sustainable Urban Centers

Speaker: **RAINER KARCHER**

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RAINER KARCHER
Global Director of IT Sustainability, Siemens AG

Speaking on building a better future.

Also featuring: Massimo Rapparini, CIO, Logitech
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in this year's theme **REBUILDERS**

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Thumbnails

Fast Company Innovation Festival presents
The Caring City
 Collaborating on Sustainable Urban Centers

featuring
Rainer Karcher
 Global Director of IT Sustainability, Siemens AG

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“Security Technology for the Smart Cities of Tomorrow”

REBUILDERS

TUESDAY Sept. 28TH 11:45 AM to 12:30 PM VIRTUALLY

THE CARING CITY: COLLABORATING ON SUSTAINABLE URBAN CENTERS

#FCFEST

Siemens and Logitech will reveal how their partnership has combined their technology to build the future. Mainly through effective management of urban areas, improving connectivity, sustainability, and livability within these cities using technology and data. To analyze and optimize flow in order to improve quality of life within them.

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Joining Karcher is Massimo Rapparini, CIO, Logitech, and Scott Wharton, VP and General Manager, Logitech Video Collaboration

THE CARING CITY: COLLABORATING ON SUSTAINABLE URBAN CENTERS

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Rainer Karcher

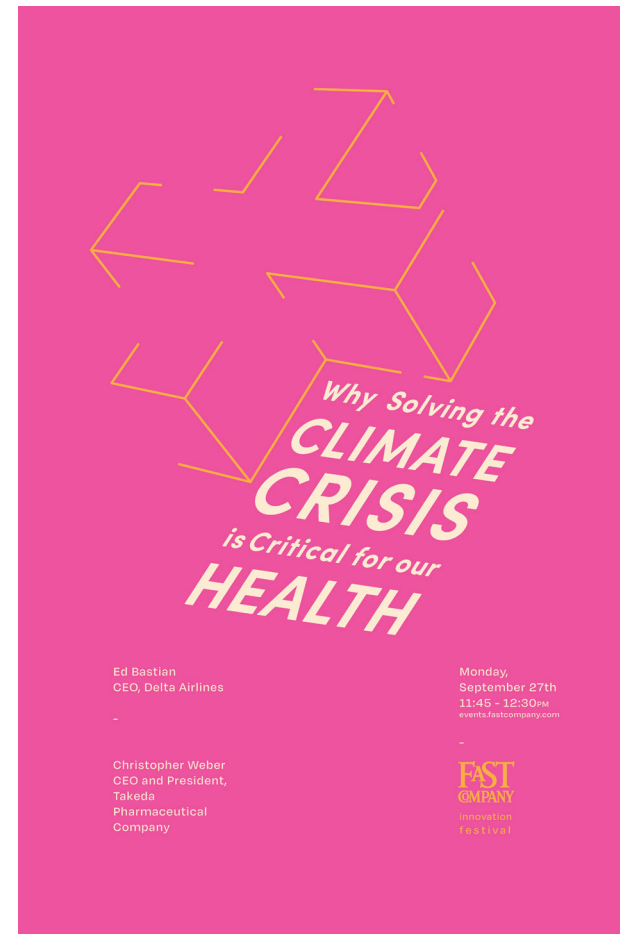
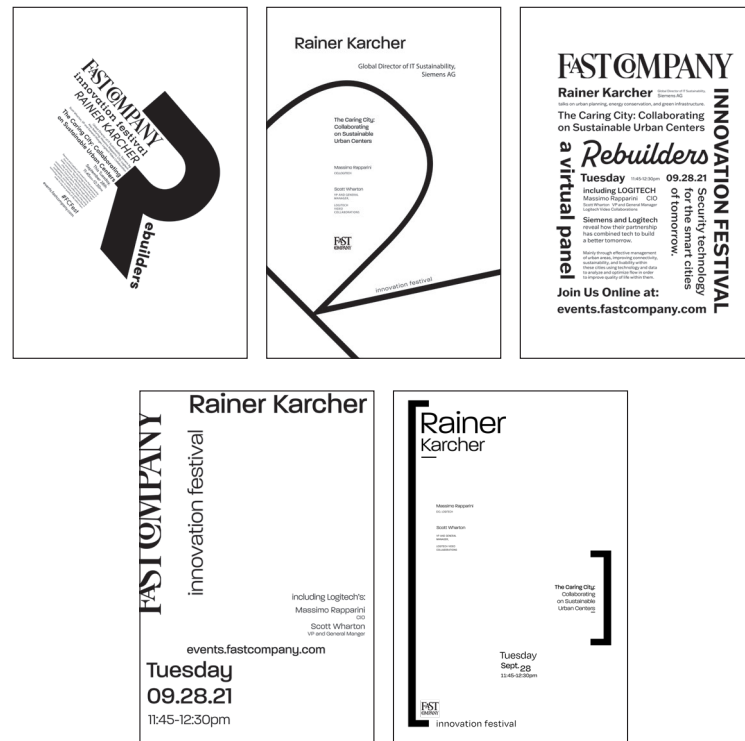
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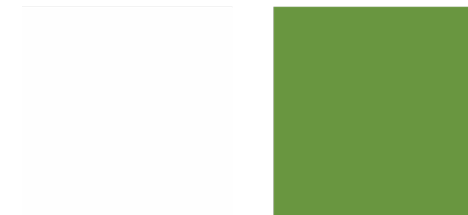
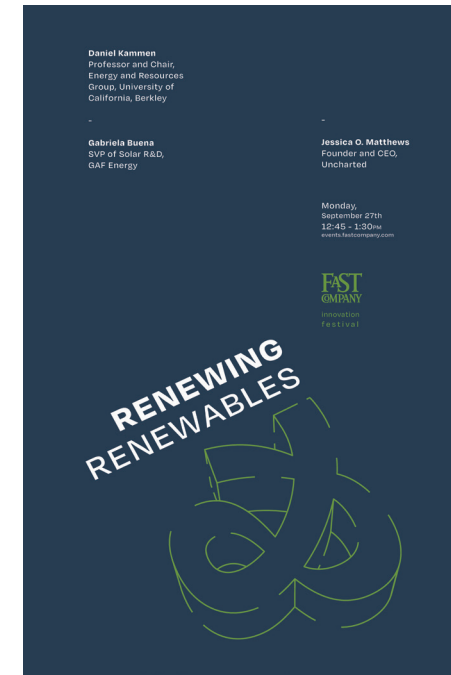
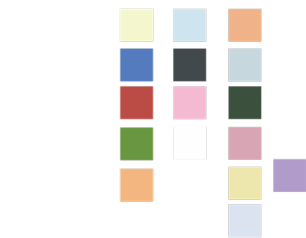
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Revised Thumbnails



Color Selection



Final



**THE CARING CITY:
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URBAN CENTERS**

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Global Director of
IT Sustainability,
Siemens AG

-

Scott Wharton
VP and General
Manager, Logitech
Video Collaboration

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festival

Daniel Kammen
Professor and Chair,
Energy and Resources
Group, University of
California, Berkley

-

Gabriela Buena
SVP of Solar R&D,
GAF Energy

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Jessica O. Matthews
Founder and CEO,
Uncharted

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Monday,
September 27th
12:45 - 1:30PM
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**RENEWING
RENEWABLES**



**WHY SOLVING THE
CLIMATE
CRISIS
IS CRITICAL FOR OUR
HEALTH**

Ed Bastian
CEO, Delta Airlines

-

Christopher Weber
CEO and President,
Takeda
Pharmaceutical
Company

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Monday,
September 27th
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