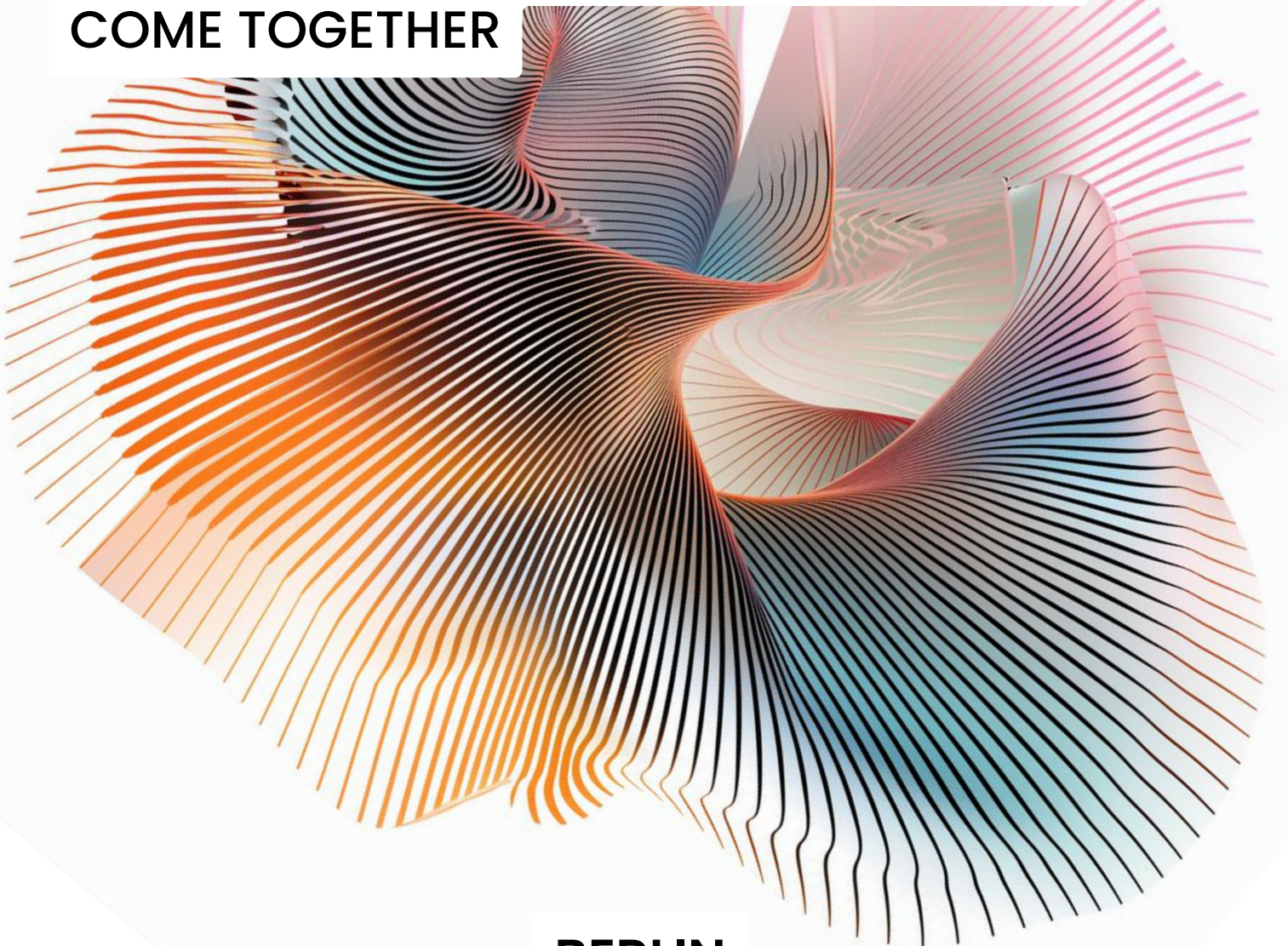




Creative Sprint & Conference

CITY VS. COUNTRYSIDE INTERACTION:
WHERE AI AND FUTURE TECHNOLOGIES
ENABLES PLACE, TALENT AND PEOPLE TO
COME TOGETHER



BERLIN
November 18–20, 2025

CITY VS. COUNTRYSIDE INTERACTION: WHERE AI AND FUTURE TECHNOLOGIES ENABLES PLACE, TALENT AND PEOPLE TO COME TOGETHER

TAB TECH, ART
& BUSINESS

What is it?

This conference and design sprints combined in a three-day upskilling course explore how cities and countrysides interact in times of cultural, technological, and ecological transformation. It brings together perspectives from science, design, art, architecture and policy to ask how innovation can connect people, talent and places in new and meaningful ways.

Through research pitches, discussions, and design sprints, participants engage with real-world case studies ranging from urban biodiversity and digital health equity to creative industry ecosystems and rural innovation.

Day 1 offers a theoretical foundation through keynotes and discussions on spatial development, culture and sustainability, while Days 2 and 3 focus on creative design sprints, where participants collaboratively prototype ideas and scenarios for more connected, resilient and inclusive futures.

Who is it for?

The event is aimed at creative professionals such as artists, musicians, cultural producers, gallery representatives, storytellers and concept developers, as well as researchers, designers, urban planners, technologists, architects and students who are curious about the intersections of technology, nature, culture and society.

It welcomes participants eager to learn, co-create, and collaborate across disciplines, exploring how innovation — digital, ecological, and social — can inspire new ways of living and working between city and countryside.

ORGANISING TEAM

TAB TECH, ART
& BUSINESS



Alina Buddensiek

**RESEARCH ASSISTANT
| HOCHSCHULE WISMAR**

Alina is a Research Assistant at the European Project Center (EPC) of Wismar University of Applied Sciences: Technology, Business and Design, having joined in August 2025. Her interests and study background focus on the relationship between tourism and quality of life, exploring how culture, identity and sustainable practices can foster inclusive and resilient regional cooperation.



Laima Gerlitz

**CREATIVE AND INNOVATION BROKER
| HOCHSCHULE WISMAR**

Laima works in cross-sectoral international projects on sustainability and co-creation of attractive and innovative products and solutions for industry as well as Small and Medium-Sized Enterprises (SMEs). She collaborates with industry, SMEs, the public and academics within and outside the Baltic Sea Region in form of projects in the fields of innovation, Cultural and Creative Industries (CCIs), sustainability transition, circular economy, and green business modelling.



Agata Grzybowska

**PRODUCER AND PROJECT COORDINATOR
| MEDIA DIZAJN / ACADEMY OF ART**

Producer of events, festivals and theatre performances, coordinator of culture and art projects. At the Academy of Art in Szczecin, she serves as chief specialist in fundraising and external resources. From 2023, she has cooperated with Media Design as producer and project coordinator.



Kevin Sanikidze

EUROPEAN PROJECT LEAD | HYPER ISLAND

Kevin develops and delivers educational programs, designs learning experiences, and facilitates meetings and processes. He has a keen interest in technology, creativity, and innovation. This aligns perfectly with his involvement in the TAB project, which resonates with his role and interests. Kevin is actively pursuing partnerships with organisations to develop impactful educational experiences that empower citizens across Europe and beyond.

SPEAKERS

TAB TECH, ART
& BUSINESS



Monika Klein

CEO | MEDIA DIZAJN

Dr Monika Klein is an expert in art and creative industries, an exhibition and conference organiser, and researcher affiliated with the University of Wismar and the Urbio Bauhaus project.

She also works as an assistant professor at the University of Szczecin and the Academy of Art in Szczecin. Her research focuses on the creative sector, design, and their impact on local communities, regions, and the economy. Her multifaceted engagement in the development of creativity and art reflects a deep understanding of the contemporary creative landscape.



Mahmoud Manafi

Dr Mahmoud Manafi holds a Doctorate in Business Administration with a strong background in Mathematics. A versatile researcher, he contributes to management science, economics, AI, mathematical modelling, and philosophy. His interdisciplinary approach links rigorous quantitative methods to strategic decision-making and ethical reasoning, delivering fresh insights into organisational and economic challenges. A sought-after speaker at international conferences, Dr Manafi presents innovative, practical solutions backed by deep theory. He has authored several books and numerous research articles. Passionate about knowledge that fuels sustainable, human-centred progress



Saurav Sharma

Saurav Sharma holds a Global MBA in Project Management from the Berlin School of Business and Innovation (BSBI) and has nearly ten years of experience in industry and academia. He is the founder of Jobs Per Hour Berlin, a digital platform that connects residents with flexible, hourly job opportunities. His work focuses on using technology to foster social impact and strengthen community networks, developing Jobs Per Hour Berlin into a hyper-local ecosystem for matching local skills with neighbourhood micro-jobs.

SPEAKERS

TAB TECH, ART
& BUSINESS



Daria Podmetina

RESEARCHER | TALTECH

Researcher in the interdisciplinary field of innovation and technology management, sustainability, creativity and arts. Her research projects are focused on art-driven innovation, STEAM (integration of arts into STEM education), living labs co-creation approaches, and art and design thinking for responsible innovation. The current presentation discusses companies, creative firms and technology start-ups integrating art and design thinking, collaboration, and AI, aiming to generate value that is both sustainable and economic; and explores how arts and collaborative innovation can support transformation of organisational innovation into a sustainable and responsible innovation ecosystem.



Mariusz Dramski

CEO | SEALERN TECHNOLOGIES

Dr Mariusz Dramski is an academic leader and educational innovator with over two decades of experience connecting science, technology, and management. As Dean at the Berlin School of Business and Innovation, he co-created international MSc programs in Artificial Intelligence and Data Analytics, and now at Sealearn Technologies, he develops training projects in AI and cybersecurity. He secures funding and leads European research and education initiatives in collaboration with international partners. Passionate about transforming education through innovation.



Marta Arent

R&D PROJECT COORDINATOR | MENTOR

I hold a Master's degree in Natural Sciences and completed postgraduate studies in Research Project Management. My background includes significant experience managing R&D initiatives during my time at the University of Szczecin. Currently, I serve as the R&D Project Coordinator at Mentor, a private technology company. My core responsibilities include implementing new technological solutions and fostering strategic cooperation with key external partners, including the West Pomeranian ICT Cluster and various universities. I am currently further developing my business acumen by pursuing an Executive MBA.

SPEAKERS

TAB TECH, ART
& BUSINESS



Sahba Tavakoli

**RESEARCHER
| EASTERN MEDITERRANEAN UNIVERSITY**

Dr Sahba Tavakoli holds a PhD in Architecture, specialising in sustainable heritage adaptation and management for cultural tourism development. She is a scholar-practitioner in the various fields of sustainability.



Svetlana Saidensal

RESEARCH ASSISTANT | HOCHSCHULE WISMAR

Svetlana is a Research Assistant at the European Project Center (EPC) of Wismar University of Applied Sciences: Technology, Business and Design, and a Doctoral student at Tallinn University of Technology since September 2025. With a study background in marketing, she is currently conducting research on Demand Management in Sustainable Value Chains.



Marcel Robischon

**HEAD OF THE DIVISION OF AGRICULTURAL ECOLOGY
| HUMBOLDT-UNIVERSITÄT**

Professor Dr Marcel Robischon is a forest scientist, plant biologist and head of the Division of Agricultural Ecology at Humboldt-Universität zu Berlin. He is also director of the Berlin Institute of Cooperative Studies (BICS). His scientific focus includes agricultural ecology and, in particular, developmental biology and ecology of woody plant species. Another focus is the link between cooperative forms and agroecology. He further studies world natural and agricultural heritage in agricultural learning and teaching.

Marcel Robischon is currently the Academic Director of Circle U.'s Knowledge Hub on Climate Change.

PARTICIPANTS

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Magdalena Ławicka

CHIEF OPERATING OFFICER AT IT CLUSTER AND A LECTURER AT THE UNIVERSITY OF SZCZECIN

The area of expertise: the strategic development of business relationships and networking of the IT industry in Western Pomerania; building the organisation's value & competitive advantage based on relationships with key stakeholders.



Monika Duszkiewicz

OFFICE COORDINATOR | IT CLUSTER

As Office Coordinator of Cluster IT, Monika's tasks cover many responsibilities, focusing primarily on the cluster's external and internal communication. She oversees social media communication, manages the website, and works closely with members on promotional activities. In addition, she is responsible for administrative and organisational aspects within the cluster, including planning and implementing cluster events and promoting our companies and projects.



Marie Björck

INNOVATION | BLUE SCIENCE PARK

Marie Björck has a passion for driving visionary work forward by creating structure and securing teams. With a long experience in working on regional innovation and international projects, she is responsible as a Lead Partner for coordinating the TAB project. She loves challenges and is skilled at finding financing opportunities to develop good ideas with dedicated individuals.

PARTICIPANTS

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Sebastian Barabanow

OWNER | FABRYKA GIER

Sebastian Barabanow, born '77, founder and owner of Game Factory. Graduate of the Faculty of Industrial Design, Academy of Fine Arts in Krakow. He also spent two years there as an assistant lecturer at the Department of Visual Arts. He started his professional career as a designer, illustrator and animator.



Ia Tkeshelashvili

STUDENT, ENTREPRENEUR AND CONTENT CREATOR

I'm an Art Academy graduate, licensed transformational coach and psychology student at HU-Berlin now. I'm also an entrepreneur and content creator passionate about guiding people on their growth journey. My work weaves together art and transformation tools to awaken self-worth and connection.



Mariana Pariani

DESIGNER | FFF INC.

I am a Graphic Design graduate from the University of Buenos Aires, Type Design graduate from The Cooper Union in New York, postgraduate in Curatorial Studies from the University of Barcelona, and I am currently writing the Thesis for my Innovation and Leadership Master's at Hyper Island. I've spent over 20 years building and leading creative teams, mostly in the hospitality, real estate, and cultural sectors. I worked in studios, agencies and in-house teams, in Latin America, Europe and the US. More recently, I launched my own studio —FFF Inc— partnering with my clients to bring their stories to life, through brand development. What drives me is being able to align creativity with business goals, while cultivating collaborative environments where teams can create and deliver meaningful work.

PARTICIPANTS

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Tina Semik

CEO | KLUGE DIENSTE

Thrilling journey from theatre to Media to founding of 3 Startups, apprenticeship in computer specialist with focus on AI, now creating AI Solutions for the core processes of companies



Sarah Maupeu

OWNER, COACH & CONSULTANT | COACHING MIT KUNST

I'm a Berlin-based Coach & Consultant and Cultural Researcher. I use arts-based methods to: activate creativity; open spaces for innovation; and ignite and support transformative experiences and processes. This includes Coaching at the museum, art therapy methods, knitting as a tool for self-reflection and free vocal improvisation.

www.sarahmaupeu.de



Jeannette Ginslov

FOUNDER AND CEO | GINSLOV MEDIA STUDIO

Jeannette Ginslov (PhD, MSc, MA) is a dance and media artist, filmmaker, lecturer, collaborator and published scholar. Her background combines somatic dance, choreography, video creation and philosophy. This transdisciplinary combination has consistently informed her artistic practice and collaborations where she uses AR, VR and MR to explore choreographic, technological and philosophical experimentation, entwining well being and better mental health using VR.

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Sayuri Onari

SELF-EMPLOYED | SAYURI ONARI

Sayuri Onari is a creative consultant and founder of Human Software Development, a method that merges psychology, creativity, and technology to unlock authenticity and innovation. Born in Brazil to a Japanese immigrant family, her multicultural journey shaped her mission to humanise growth and help people embrace their uniqueness. With a background in gastronomy, marketing, and product management, she bridges the gap between creativity and strategy. Her work empowers individuals and organisations to “update” themselves — emotionally, culturally, and professionally. Sayuri believes that when people reconnect with their authentic potential, innovation becomes a natural outcome.



Anna Pfau

**FREELANCER, PROJECT-LEADER, GRAPHIC DESIGNER, EDITOR,
MANAGING DIRECTOR | ANNAPFAU KOMMUNKIATION&DESIGN**

After having studied communication&media at Hochschule Wismar, I've worked as a media designer in a printing factory, from there on I've been hired for a project leading and graphic design position at BUGA 2009 in Schwerin. Afterwards, I moved to Rostock, accompanying the set-up of Wolkenbank kunst+räume — gallery for contemporary art and agency for exhibition design and construction. From 2014 on, I have been living as a freelance graphic designer in the fields of art, culture and education, also giving workshops in typography and layout, working in an artisanal bakery and as the managing director for the green fraction in the county of Nordwestmecklenburg.



Natsumi Sato

UX DESIGNER | FREELANCE

Designer passionate about Music and tech, Japanese-based in Germany since 2013. Love to work on storytelling.

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Karolina Michniewicz

STUDENT | ACADEMY OF ART IN SZCZECIN

I'm Karolina Michniewicz, a designer currently pursuing my Master of Arts in Fashion Design. I'm passionate about exploring the connection between concept, emotion, and material in my creative work. Right now, I'm preparing to open my own brand, where I can build something uniquely mine. I love meeting new people and forming genuine connections that inspire creativity and growth. My work reflects both strength and sensitivity, shaped by curiosity, experimentation, and a drive to turn ideas into powerful visual statements.



Tomoko Osko

PRINCIPAL SERVICE DESIGNER | CONCENT, INC.

I'm a service designer exploring how creativity can reshape organisations and the way people connect through work. My career has always been at the intersection of technology, design, and human experience—from advancing XR initiatives in Japan to exploring how AI may transform organisations. I'm fascinated by how autonomy and collaboration can coexist to spark change. Having worked in both Japan and Europe, I value dialogue that bridges cultures and disciplines. At the Creative Sprint, I'm excited to co-create new ways of thinking across art, technology, and the future of work.



Wojciech Grela

OFFICE FOR CYCLING COMMUNICATION - DEVELOPING THE REGIONAL CYCLE NETWORK | MARSHAL'S OFFICE OF THE WEST POMERANIA REGION

Wojciech Grela began his cycling adventures around the year 2000 as a typical bicycle tourist, travelling by bike across Poland and various European countries. In his hometown, Koszalin, he coordinated the Critical Mass bike ride and took part in various public space projects with a local NGO, including a temporary closure for cars of the main street of the city. He also worked as a cycle officer in the Koszalin town hall for 2 years. In 2017, he joined the West Pomeranian Marshall Office, where he works on developing the regional cycle network.

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Radosław Juszczak

SENIOR PRODUCER | FABRYKA GIER

For the last 7 years, I have been working in the game development industry, producing mobile and PC games. Currently working on a new independent project, Colorami.



Elizaveta Diatlova

RESEARCH ASSISTANT | HOCHSCHULE WISMAR

Elizaveta Diatlova is a Research Assistant at the European Project Center, Hochschule Wismar, where she leads international projects under the Interreg South Baltic Programme 2021–2027. As the project leader of DigiTechPort2030, she coordinates cross-border collaboration among partners from Germany, Poland, Lithuania, and Sweden to support the decarbonization of port ecosystems. Her work includes facilitating international workshops, webinars, and study tours, as well as analysing empirical data and presenting insights at scientific conferences to foster future cooperation. M.A. Elizaveta Diatlova holds a Master's degree in European Studies from Flensburg University, with expertise in politics, social sciences, economics, and cultural studies related to EU affairs. Her academic interests have always centred on sustainability, the maritime industry, and decarbonization strategies in ports.



Damian Kalita

HEAD OF EDUCATION AND SOCIAL PROJECT DEPARTMENT | STUDIO THEATRE GALLERY/DOROZKARNIA CULTURAL CENTER

For 15 years, he has been creating and coordinating projects for socially excluded groups. In the Dorozkarnia Culture and Community Center in Warsaw, he develops a holistic program for active aging that serves as a kind of guide to the contemporary world of young people. He designs situations that bring together intergenerational audiences and encourage conversation about issues that divide them (such as neighbourhood breakfasts). For the past three years, he has been working with women in prisons, leading workshops and theatre projects inspired by contemporary art (at Teatr Studio). In his work, she focuses on building relationships and networks of support.

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Katharina Kuckla

PROJECT MANAGER | BGZ – BERLINER GESELLSCHAFT FÜR INTERNATIONALE ZUSAMMENARBEIT MBH

As a recent addition to the REAVES platform project, Katharina is keen to absorb new ideas and knowledge on the CCI sector, its challenges and how to overcome them through collaboration with actors from different backgrounds. She is passionate about Europe better connecting regions, sectors, and people through meaningful projects and events.



Marta Barabanow

FINANCIAL DIRECTOR | FABRYKA GIER

Marta Barabanow, an alumna of economic studies and accounting studies. At the Game Factory, she is responsible for finance, project funding and contact with universities and students from art and technology schools. For many years, she has been an internship supervisor, supporting young people in creating their own games and graphical interfaces.



Piotr Krezel

CREATIVE DIRECTOR | 24FPS PIOTR KREZEL

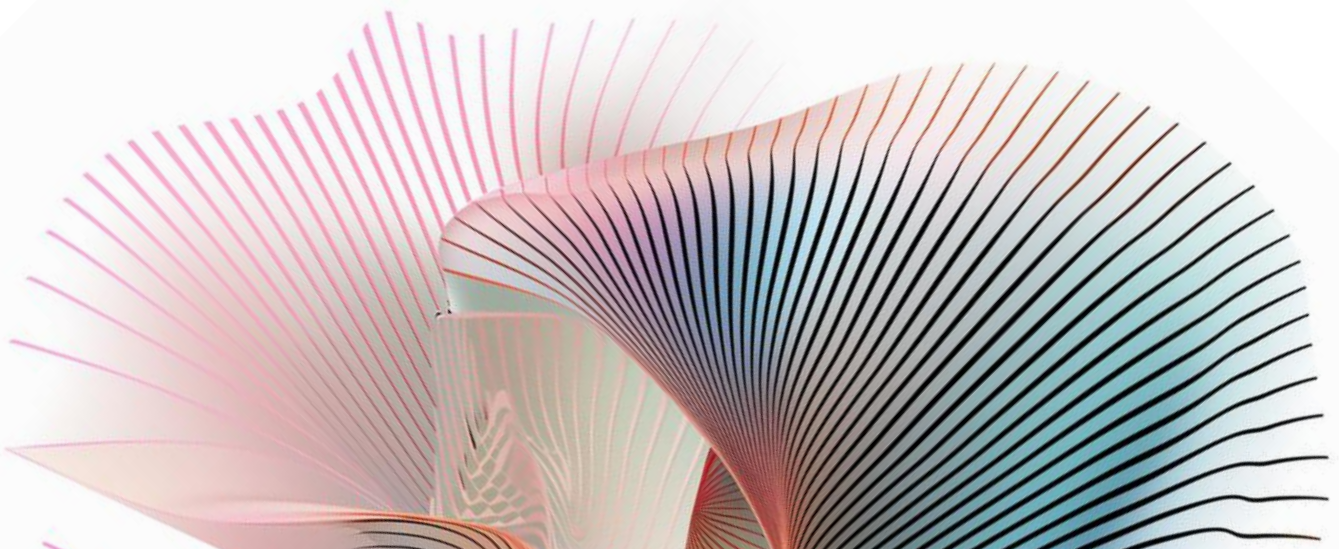
A film and commercial producer, founder of 24fps – a creative production company known for its distinctive cinematic storytelling and technical precision. With a background in philosophy and cultural studies, he brings depth and reflection to every project, blending artistry with clarity of message. His work spans commercials, films and artistic installations, often exploring the intersection of technology, emotion, and visual narrative. Beyond film, he's also a sailor and traveler, finding inspiration for his creative work in the wild of the sea and the stories discovered along the way.



Edyta Rogowska-Żak

MAIN ARTIST | DUXIUS

Edyta Rogowska-Żak is a multifaceted artist, educator, and cultural manager based in Berlin, whose work bridges music, education, and intercultural dialogue. As the creative force behind Duxius, she merges theatre, retro aesthetics, and multilingual storytelling to shape a distinctive “Polish Future Retro” sound that challenges conventions and celebrates emotional authenticity. Recognised for her visionary leadership, Edyta has shared her expertise at major platforms including Music Week Poland, Future of Festivals, and dialogFORM, contributing to vital conversations on innovation and diversity in the creative industries. Through her acclaimed workshop “Free Voice – Free Mind”, she empowers individuals and organisations to explore voice, body, and emotion as pathways to transformation and connection. As manager of the ROXSA Festival, she combines strategic vision with grassroots engagement, revitalising local communities and affirming her deep belief in the power of art to inspire social change.



VENUE

TAB TECH, ART
& BUSINESS

HUMBOLDT UNIVERSITY OF BERLIN

Luisenstraße 56, 10117 Berlin



[Humboldt Graduate School](#)
[Luisenstraße 56](#)
[10117 Berlin](#)

NOVEMBER 18, 2025 | SCIENTIFIC CONFERENCE: BIG CITY LIFE ON THE COUNTRYSIDE: AI, CREATIVITY, NATURE & PEOPLE

NOVEMBER 19-20, 2025 | TAB CREATIVE SPRINT BERLIN

NOVEMBER 18, 2025 | DAY 1

SCIENTIFIC CONFERENCE: BIG CITY LIFE ON THE COUNTRYSIDE: AI, CREATIVITY, NATURE & PEOPLE

10:30 – 11:00 Registration of participants

11:00–13:00 Block I: Key Note Speeches and Research Pitches

13:00–14:00 Lunch in Mensa Nord,
Hannoversche Straße 7,
10115 Berlin
(*self-paid, cash only*)

14:00–16:00 Block II: Key Note Speeches and Research Pitches

16:00–19:00 Networking Event in
Humboldt Graduate School, Luisenstraße 56,
10117 Berlin

LOCATION: HUMBOLDT GRADUATE SCHOOL,
LUISENSTRASSE 56, 10117 BERLIN



AGENDA

TAB TECH, ART
& BUSINESS

NOVEMBER 19, 2025 | DAY 2

TAB CREATIVE SPRINT – DAY 1

- 9:00–09:30** Arrival and registration of participants
- 09:30–10:15** Presentation of the Creative Sprint in Room 144, 1st floor
- 10:15–12:00** Block I – teamwork at Humboldt Startup-Inkubator Mitte, Luisenstraße 53, 10117 Berlin
room 1: ground floor left, seminar room;
room 2: ground floor left, library;
room 3: 3rd floor no. 307a, small meeting room;
room 4: 3rd floor, no. 309, seminar room
- 12:00–13:00** Lunch in Mensa Nord, Hannoversche Straße 7, 10115 Berlin (*self-paid, cash only*)
- 13:00–16:00** Block II – teamwork at Humboldt Startup-Inkubator Mitte, Luisenstraße 53, 10117 Berlin
room 1: ground floor left, seminar room;
room 2: ground floor left, library;
room 3: 3rd floor no. 307a, small meeting room;
room 4: 3rd floor, no. 309, seminar room
- 16:00–16:30** Gathering and check-out in Room 144, 1st floor
- 16:30–19:00** Free time
- 19:00–21:00** Networking and dinner, Il Porto Robert-Koch-Platz 12, 10115 Berlin (*self-paid, à la carte service*)

NOVEMBER 20, 2025 | DAY 3

TAB CREATIVE SPRINT – DAY 2

- 9:30–10:00** Check-in in Room 144, ground floor
- 10:00–12:00** Block I – teamwork at Humboldt Startup-Inkubator Mitte, Luisenstraße 53, 10117 Berlin
room 1: ground floor left, seminar room;
room 2: ground floor left, library;
room 3: 3rd floor no. 307a, small meeting room;
room 4: 3rd floor, no. 309, seminar room
- 12:00–13:00** Lunch in Mensa Nord, Hannoversche Straße 7, 10115 Berlin (*self-paid, cash only*)
- 13:00–14:00** Presentations (each group will present for 10 minutes) in Room 144, ground floor
- 14:00–14:15** Break
- 14:15–14:45** Feedback and survey
- 14:45–15:15** Diploma ceremony
- 15:15–16:00** Final check-out together
- 18:00–22:00** Keynote speech and workshop for the T.A.B. partners – "From Art to Business and Impact" incl. Networking (**PARTNERS ONLY**) at the artist Rene Holm Studio

LOCATION: HUMBOLDT GRADUATE SCHOOL,
LUISENSTRASSE 56, 10117 BERLIN

The event is co-funded by the European Union, Interreg South Baltic

Interreg
South Baltic



Co-funded by
the European Union

The event is part of the project T.A.B. – Innovation Hubs for Tech, Art and Business financed from the Interreg South Baltic Programme 2021-2027 through the European Regional Development Fund.

The event is created in collaboration with:

Consortium Partners



Associated Partners



Other sources of co-financing

