

# LUTZ ENGELKE

## Founder and CEO



### VITA:

Prof. Lutz Engelke, founder and CEO of TRIAD Berlin Projektgesellschaft mbH and CEO of TRIAD Edutainment Enterprises GmbH, calls his own company a "Think & Do Tank". With offices in Berlin and Shanghai, TRIAD pools the technical and creative expertise of some 200 people and constantly breaks new ground worldwide at the intersection of science, culture, and economics.

Engelke studied Literature, Psychology, Journalism, and Film at FU Berlin and Cornell University, USA. After working as a spokesperson for the Berlin Senate for three years, he founded the creative agency TRIAD Berlin in 1994, which today brings together skilled personnel from 47 most diverse professions, generations, and cultural backgrounds.

The basis of the creative processes at TRIAD Berlin is the method EXPLORE – PLAY – TRANSFORM. With his company, Engelke has designed and produced award-winning themed and experience worlds, expo pavilions, exhibitions and museums, brand centers, company showrooms, and events worldwide. Attracting 8.2 million visitors, the Chinese theme pavilion "Urban Planet" at the World Exhibition 2010 in Shanghai exemplifies this expertise.

Other selected projects include the German Football Museum in Dortmund, the FIFA World Football Museum in Zurich and its temporary exhibition during the 2018 FIFA World Cup in Moscow, the Siemens exhibition stand at the Hannover Messe and the 12 international conferences "Future Energy Forum" for the Expo 2017 in Astana/Kazakhstan.

Lutz Engelke is a professor at the Design Department of FH Potsdam, co-founder of the CREATE BERLIN initiative and of DIE DENKBANK. He is besides others a member of the Art Directors' Club Germany (ADC), and a member of the SME advisory committee at the Federal Ministry for Economic Affairs and Energy.

His motto: Dare to imagine more!

**SELECTED PUBLICATIONS:**

— „Speed Dancing China – Notizen zwischen Himmel und Erde (Qi)“, in: „China und Deutschland: 5.0. Chance, Herausforderung und Prognose“, Hrsg. Yu Zhang, De Gruyter, 2019.

— „Die Metamedienmaschine: Kommunikation im digitalen Zeitalter“ (mit A. Osswald), in: „CSR und Digitalisierung“, Hrsg. Alexandra Hildebrandt, Werner Landhäußer, Springer Gabler, 2017.

— „Globalization and Transformation. What Can Design Accomplish in the 21st Century?“, in: „Berlin Design Digest“, Hrsg: Robert Eysoldt & Raban Ruddigkeit, Slanted Publishers, 2017.

— „Weltregal or the World on a Shelf“ (mit Anja Osswald), in: „Museum and Archive on the Move“, Hrsg. Oliver Grau, De Gruyter, 2017.

— „Zur Ökologie von Kreativität, Innovation und Organisation – ein Reisebericht“, in: „Organisationen klug gestalten. Ein Handbuch für Organisationsentwicklung und Change Management“, Hrsg. H. Roehl, H. Asselmeyer, Schäffer Poeschel, 2017.

— „Die Dauerausstellung. Eine Reise in die Tiefe des Raums“, in: „Mehr als ein Spiel. Das Buch zum Deutschen Fußballmuseum“, Hrsg. Manuel Neukirchner, Klartext, 2016.

— „Future Lab Germany. Innovationen für die Welt von morgen“, Günther Bachmann, Lutz Engelke (Hrsg.), Murmann Verlag, 2013.