



Daniel Hayden
PARTNER, ARCHITECT MAA, DISSING+WEITLING

Daniel Hayden is an architect and senior partner at DISSING+WEITLING architecture, where he has worked since 1992.

Daniel graduated from Rensselaer Polytechnic Institute in Troy, New York in 1984 and after a six years career with BBLM in Philadelphia he moved to Denmark in 1990. In 1992, Daniel joined DISSING+WEITLING architecture, and he became a design partner in 2002.

As senior partner responsible for building design, Daniel has been in charge of several large and complex building projects such as administration buildings and offices, hotels and conference facilities and residential and housing projects. With his expertise in conceptual design and project visualization, Daniel is responsible for the overall coordination of the design process on competition proposals and sketch projects for clients.

Daniel is also responsible for the overall project development and following phases, where he has extensive experience in collaborating with clients, users, engineers and public authorities.

Daniel works with all aspects of the architectural profession. Daniel has extensive experience in the directing and management of project groups as well as concept development and project visualization. Daniel works with design on a wide variety of scales as well as coordination of the design process on large complex projects and competitions, such as headquarters, hotels and housing projects.



Michael Seum
VP OF DESIGN, GROHE AG. GERMANY

Vice President Design Grohe AG
Michael Seum was born in 1976. He graduated from the University of Illinois at Chicago's (UIC) Industrial Design program (Distinguished Alumni 2012). Michael is an award winning American designer whose international design career spans large corporations, acclaimed design studios and renowned brands such as Kohler, Sterling, Procter and Gamble, Whirlpool (USA & Italy), PepsiCo Sports and Nutrition, Minimal and WiMo labs.

Throughout his career, Michael has helped change the growth trajectory for some of the biggest brands in the world. In doing so, he has accumulated over 50 patents and has led work that has been recognized with International Design Accolades such as the National Design Award (Whirlpool 2002), Excellence in Design Award (KitchenAid 2007), IF Gold Design awards (Whirlpool Europe 2011, 2012) and IDEA awards (MNML2013, 2015).

In July 2015, Michael was appointed Vice President of Design for Grohe AG. Design is a key pillar to the GROHE brand. Michael is responsible for delivering insight-driven, meaningful solutions that capture the spirit and imagination of GROHE consumers throughout the world. He leads the GROHE Design Team in Düsseldorf and reports to the LIXIL Chief Design Officer Paul Flowers as well as to Michael Rauterkus, the CEO of Grohe AG.



Anthony Davies
DIRECTOR AT 3ADAPT

Anthony is a Director of 3ADAPT. Anthony enjoys seeing the projects he has worked on being used by local communities and families. Anthony started his career developing, analysing and delivering engineering strategies, before progressing to lead highly successful consultancy teams on numerous award-winning sustainable development projects. These range from building designs, master plans for new and ageing cities, to pure organisational consultancy. Anthony's significant UK and global experience gives him the ability to understand cultural diversity, community needs, and see through the complexity to find a positive solution in the most challenging situations. Anthony enjoys lecturing and supervising students on the University of Bath Architecture and Engineering Courses and contributing to industry initiatives and good practice guidance including reports by the UK Green Building Council.



Sinus Lynge
PARTNER, ARCHITECT MAA, EFFEKT

EFFEKT is an architectural practice operating in the fields of architecture, urbanism and research. The company is located in Copenhagen, DK and employs 30 dedicated architects and urban planners. Since EFFEKT was founded in 2007, Sinus has managed over 60 national and international projects centred on impact design, social coherence and vibrant city life and sustainability. Having developed an expertise through a broad range of projects, Sinus excels in the management of interdisciplinary teams to create innovative solutions. Sinus represents an empathic and responsive approach to architecture combining thorough analysis with playful design thinking. This is exemplified through a number of award-winning projects within architecture, urbanism and research. Sinus is educated M.Arch from The Royal Danish Academy of Fine Arts, School of Architecture (2005), and has later taught as Studio Leader of the Department of Urban Planning at The Royal Danish Academy of Fine Arts (2007-2011), as Visiting Professor at University of Washington (2016) and served as Jury Member at the World Architecture Festival (2014, 2016, 2017).



Monica Parker
FOUNDER, HATCH ANALYTICS

Monica has been an author, speaker, HuffPo blogger, TED talker, designer, CEO, activist, clown, opera singer and, currently, founder of HATCH Analytics. Her worldview shifted as a homicide investigator defending death row inmates and she uses that unique perspective to inspire positive action through change.



Thomas Ramsøy
PHD, CEO, FOUNDER NEURONSINC

In spite of the aggressive growth of Neurons Inc. and his position as CEO, Dr. Ramsøy remains one of the most influential scholars and practitioners within Applied Neuroscience and related disciplines, being on the board of several esteemed scientific journals. He continues to publish in peer-reviewed journals and actively strives to bring insights from science to business.

Being a vocal critic of the dubious Neuromarketing practitioners at the time and driven by his great interest in this exponentially growing field, Dr. Ramsøy established Neurons Inc as a spin-off from



Daniel Davis
DIRECTOR OF RESEARCH, WEWORK

At WeWork Daniel leads a team of researchers investigating how people are affected by architecture. In particular he is interested in the way that workplaces can be designed to enhance people's happiness, productivity, and connection to their community. Daniel originally trained as an architect in New Zealand and later did a PhD in computational design at RMIT University in Australia. He has previously published articles in Architect Magazine, AD, and ArchDaily, as well as in books such as the 'Thought Leaders of BIM' (2014). For the past 7 years he has been part of the design team working to complete Antoni Gaudí's Sagrada Família.



Sarah Williams Goldhagen
AUTHOR AND ARCHITECTURE CRITIC

Sarah Williams Goldhagen writes and lectures about architecture and landscapes, cities and urban design, infrastructure and public art – all the things that constitute the built environment. In 2015 she won the prestigious Jesse H. Neal Award for Best Commentary for her criticism in Architectural Record. Now a contributing editor at Art in America and Architectural Record, she was the New Republic's architecture critic for many years, and taught for a decade at Harvard's Graduate School of Design. Goldhagen has been an invited guest lecturer at numerous universities and colleges. Her essays have appeared in scholarly and general-interest publications in the US and abroad, from Art in America and the New York Times to the Journal of the Society of Architectural Historians, Giornale dell'Architettura and L'Architecture d'aujourd'hui.