
Prof. ULRICH WEINBERG



Head of the HPI School of Design Thinking

In 2007, shortly before the start of a sabbatical in China, Uli Weinberg was asked to establish and direct the School of Design Thinking in May 2007. He cancelled his research semester in Beijing and laid the cornerstone for the new challenge.

After 25 years of innovation work in the field of film and 3-D, of this 13 years as professor at the University of Film in Babelsberg, Uli Weinberg didn't hesitate for a minute to accept the challenge of the new task – to visualize innovation in an even greater way than before now. After a year of D-School experience he was completely convinced of the success of group-based innovation and of realizing this vision at the "safe haven" of the D-School, under whose leadership the sailing aficionado has proven himself.

Design Thinking is a process AND a mindset. But it's also much more than that. Implemented in daily work, the problem-solving potential of Design Thinking finds its expression in the form of a living innovation culture. This is even more the case when holistic and user-centered solutions are sought. How this works in detail and is implemented in practice can be learned at the HPI D-School in one to two semesters.