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Title interactive Workshop: "Detour: Brand characters, tonalities, and emotions"

"Modern Brands are designed with various frameworks and approaches. A frequent one are brand characters, that define and pin down the values and behavior across human-brand touchpoints. In this little workshop we will run through a shortened version of a brand characters workshop transferring some knowledge from this interdisciplinary field to applied robotics."

Dr. Andreas Stiegler - STRICHPUNKT DESIGN (strichpunkt-design.de)