



## Converge Returns to Europe: Product Creators to Explore the Intersection of Design and Technology at Converge 2017 in Essen, Germany

July 19, 2017  
Innovators in design, engineering, and architecture to meet again as Converge 2017 returns to the SANAA-Building in Essen on October 17th, 2017

Troy, Mich., July 18, 2017 – The European Converge conference, hosted by solidThinking returns to the SANAA building in Essen Germany on October 17th, 2017. solidThinking again calls industrial designers, design engineers, architects, and others active in product creation to explore the growing creative middle ground shared by both designers and engineers. As the digital world spins faster every day and with new manufacturing methods such as 3D printing revolutionizing the production processes, the design and manufacture of products has to radically change. Knowledge is key to cope with these changes; it helps to know as much as possible about new methods and processes.

Attend Converge 2017 and explore industrial applications in which biomimicry and artificial intelligence engineering tools are helping to create sustainable solutions and to get a competitive edge. Join a community of creative designers and innovators to uncover strategies to develop top products. Attendees will learn how a clever combination of engineering tools, nature's evolutionary power, and human creativity result in game changing solutions.

"We are very happy to host the 2nd Converge conference in Essen again this year," says Dr. Pietro Cervellera, Country Manager Altair Engineering GmbH. "Last year's event was a big success, the location was very well suited and attendees, presenters, and partners were very pleased with the outcome of the event. We have therefore decided to again give a platform to those who want to explore the innovative intersections of technology and design. With a special focus on designs inspired by nature through artificial intelligence engineering tools, Converge will provide the attendees with a competitive edge, knowledge, and technologies needed to be truly innovative."

Keynote presentations and two master classes, including presentations from, with and about Zaha Hadid, Faraone, EOS, CSI, Protiq, Amazone, APWorks, Thyssen Krupp Elevators, Turi Cacciatore Design, and many more, will leave attendees with new insights toward product design and development.

2016 Converge presenter Turi Cacciatore of Turi Cacciatore Design said "To present at Converge 2016 in Essen has been a very good experience for me, both on a professional and personal level. In addition, Converge was a great occasion to talk about inspiring subjects with inspiring professionals. Design and technology are evolving so fast, that events like Converge are becoming fundamental for creative professionals. It is definitely an event to keep up with the speed of innovation. I was amazed by both, the level of the discussions and the quality of the organization."

Converge 2017 will also feature an exhibition area, presenting products and designs from customers and renown product creators and will support the Purmundus Challenge. "Fusion – 3D printing intelligently combined". The exhibition will be opened with a welcome reception and pre-check-in opportunity on October 16th at 6pm. Registration is open now, further details about the event are available at: [event.converge2017.com/europe](http://event.converge2017.com/europe).



### About solidThinking

solidThinking employs a relentless focus on delivering innovative technology with a streamlined user experience. Its tools empower users and organizations to make informed decisions and design, engineer, manufacture, and deliver amazing products to market faster than ever before. solidThinking's tools are sold and supported through a global network of industry and domain experts. solidThinking is a wholly owned subsidiary of Altair where its products are also available through the Altair HyperWorks® suite.

### About Altair

Altair is focused on the development and broad application of simulation technology to synthesize and optimize designs, processes and decisions for improved business performance. Privately held with more than 2,600 employees, Altair is headquartered in Troy, Michigan, USA and operates 67 offices throughout 23 countries. Today, Altair serves more than 5,000 corporate clients across broad industry segments. To learn more, please visit [www.altair.com](http://www.altair.com).

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