



The Color Table

The **innovation lab** for new colour and material directions. Deep **design expertise** meets free **artistic impulses**: a day at Galerie Zelt in Berlin for design professionals of all disciplines looking for a new kind of inspiration – and for the colours and materials of tomorrow.

WHEN

Wednesday, November 18th, 2026

9 am – 4 pm

WHERE

Galerie Zelt · Aufbau Haus at Moritzplatz (next to Modulor),
Prinzenstraße 85 C, Berlin (wheelchair access via 85 D)

WHO

For **designers** from industrial and product design and related disciplines

PRICE

€290 incl. VAT early bird tickets until October 30th

€390 incl. VAT regular tickets

Workshop language: German and English – we adapt to the group.

ABOUT

Colour shapes how we feel. *It tells the story of how we want to live.*

"The Color Table" is the Berlin innovation lab for developing new perspectives on colour and materiality. The workshop combines **curated trend and CMF insights, cross-industry exchange**, artistic perspectives and hands-on work with real materials. **Starting from signals in art, culture and design, we ask:**

- 01 Which colours, materials and finishes will become relevant in product development over the next three to five years?
- 02 Which emotions and stories can we convey with them?
- 03 How can colour and materiality create social relevance?

WHO IT'S FOR

The workshop is ideal for experienced **design professionals** from CMF design, product and industrial design, architecture, material and colour development, and innovation teams.

Mobility

Consumer electronics

Furniture

Interiors

Textiles

Fashion

Packaging

Lifestyle

Material development and production

OUTCOMES

- New colour and material signals from art, culture and other industries
- A method for translating observations into CMF directions
- A shared physical colour and material board as a starting point for future innovation
- Concrete ideas for current and future projects
- Unexpected perspectives and new contacts from different industries
- A compact digital documentation of the results for follow-up

Wednesday, *November 18th, 2026*

09:00 Welcome and introduction

Welcome, an introduction to Zelt and HAUSMICHEL. A short curated look at selected works from the gallery and different artistic approaches to colour. Introduction to the day and a first chance to get to know each other – with colour as the starting point.

09:45 Trend and CMF input

A curated insight into current movements in society, art, culture and design. The examples show how new needs and ideas are expressed in colour and material, how colour and materiality tell stories, and how they connect an object with its user.

10:45 Coffee break

11:00 Connecting cross-industry signals

Personal observations meet the CMF input and experience from a range of industries – giving rise to shared themes and new connections.

11:45 From signals to CMF

Relevant signals are selected and translated into first colour and material directions, looking at colour moods, material properties, haptics and surface, ageing and change. Images, colour cards, material samples and found objects become first physical mood and material collages – deliberately open and experimental.

12:30 Lunch break

At your own leisure – we are happy to recommend places around Moritzplatz.

13:30 Colour as an artistic practice**In conversation with the artist duo 44flavours**

How do new ideas emerge from observation? The artist duo shares insights into their creative process: What do artists observe? When does an observation become an idea? How do material, colour, experiment and chance interact during the artistic process? Can art reveal aspects that we tend to overlook in our daily work?

14:30 Future lab: a CMF story of colour, material and emotion

The colour studies and impulses are distilled into forward-looking CMF directions. What is the key observation? Which emotion should it evoke, what story does the direction tell, and in which products, spaces or brands could it come to life? AI tools are among the methods used. The result is a physical colour and material board with a clear CMF story.

15:30 Presentation and exchange

The boards are presented like a small exhibition. Perspectives from other industries add applications, viewpoints and questions.

16:00 End



YOUR HOSTS

Two perspectives, *one table*.

Zelt Berlin

Sandra Rendgen is an art historian, editor and author with 20 years of experience and several non-fiction books, including titles with TASCHEN. With Zelt Berlin, she founded a platform that champions Berlin artists and connects them with new audiences – accessible and wide-ranging: the gallery in the Aufbau Haus offers editions and small originals from €100. Zelt is also a place of artistic production with residencies and tailor-made projects.

On the day: introduction to Zelt and the gallery, a curatorial perspective on colour and art, selection and moderation of the artist talk.

Studio HAUSMICHEL

Susan Michel is a product designer and CMF & innovation expert with more than 15 years of international design experience in leading positions in the automotive industry, including at Opel and Ford. With her creative studio and specialist consultancy HAUSMICHEL, she guides design teams from industry and SMEs towards innovative practices and develops curated immersion formats for complex design challenges.

On the day: trend and CMF input, moderation, connecting colour, material, emotion and storytelling, translation into industrial CMF perspectives, documentation of the results.

THE VENUE

Galerie Zelt *at* *Moritzplatz.*

We work in the workshop room at Galerie Zelt in the Aufbau Haus: surrounded by plenty of daylight and original artworks, with a view of the city terrace. Outside, there is room to breathe and for informal conversations.

Galerie Zelt

Aufbau Haus, Prinzenstraße 85 C, Berlin

Wheelchair access via 85 D



Photos: Juliane Eirich

PRICE AND REGISTRATION

Reserve your seat *at the table.*

€290

incl. VAT early bird tickets until October 30th, 2026

Regular tickets €390 incl. VAT

Included: workshop from 9 am to 4 pm, all working materials, water and snacks, digital documentation of the results. Lunch is at your own leisure; we are happy to recommend places around Moritzplatz.

Register by email to hello@hausmichel.berlin with the following details:

- 1 Name
- 2 Company and role
- 3 Billing address
- 4 VAT ID (if applicable)

Seats are allocated in order of registration. Once we receive your registration, you will receive a written confirmation followed by an invoice from HAUSMICHEL (owner Susan Michel). Registration closes on **November 10th, 2026.**

Good to know *before you register.*

1 **Organiser and contracting party**

The contracting party is HAUSMICHEL | Creative Studio (owner Susan Michel), Afrikanische Straße 152, 13351 Berlin, Germany. The workshop is held in cooperation with Galerie Zelt, Prinzenstraße 85 C, Berlin.

2 **Registration and contract**

Registration is by email. Participation is confirmed and binding once HAUSMICHEL has confirmed it in writing. Seats are allocated in order of registration. Registration closes on November 10th, 2026.

3 **Price and payment**

€290 incl. VAT for registrations by October 30th, 2026, thereafter €390 incl. VAT. The date of the registration email applies. The invoice is payable within 14 days, and in any case before the workshop begins.

4 **Services**

The fee includes the workshop, all working materials, water and snacks, and digital documentation of the results. Lunch is not included.

5 **Cancellation by participants**

Cancellations must be made in writing by email:
– up to 2 weeks before the workshop: 50% of the fee
– thereafter: the full fee
A substitute participant may be named at any time at no extra cost.

6 **Cancellation by the organiser**

HAUSMICHEL may cancel the workshop if fewer than 8 registrations have been received by November 11th, 2026, or if it cannot take place for an important reason such as illness. Any fees already paid will be refunded in full. Further claims, such as travel or accommodation costs, are excluded.

7 **Programme changes**

Minor changes to the schedule and the replacement of contributors, such as the invited artists, are reserved, provided the overall character of the workshop is maintained.

8 **Care and liability**

The rooms contain artworks belonging to Galerie Zelt. Participants are expected to treat the rooms, materials and works with care and are liable for any damage they cause in accordance with the statutory provisions.

9 **Ideas, photos and publication**

All ideas and directions developed jointly in the workshop may be freely taken into, and developed further in, each participant's own work and company. No exclusive rights arise in jointly developed ideas. Photos are taken during the workshop; anyone who does not wish to be recognisable should let us know at the start. The hosts may use boards, photos and results without naming individuals for documentation, trend analysis and communication. The digital documentation is intended for personal and internal company use. The Chatham House Rule applies: information may be used, but not who said it. Please do not share any confidential information from your company.

10 **Data protection**

Registration data is used solely for organising and invoicing the workshop.

11 **Final provisions**

German law applies. To the extent permitted by law, the place of jurisdiction is Berlin. In case of doubt, the German version of these terms prevails.

Join us – the colours are already on the table.