

August 19, 2019

## IFA 2019: When Autonomy and Storytelling intersect

### Jay Ward, Creative Director at Pixar Animation Studios, to speak at Shift Automotive

Jay Ward (Franchise Creative Director at Pixar Animation Studios), a self-described “complete car nerd” and automotive consultant to firms like Audi, BMW, Mini and Renault, will be a key speaker at this year’s Shift Automotive in Berlin. Speaking on the second day of the event, on September 11, 2019, Ward will explore how the trend towards autonomous driving will bring a new storytelling to the car – both in terms of the driver experience and passenger entertainment.

Shift Automotive – held on September 10 & 11, 2019 at IFA Berlin – brings together start-ups and tech giants, car manufacturers and city planners to explore how the latest technologies are shaping the way we live, work and drive.

Shift Automotive – a joint venture of IFA Berlin and the Geneva International Motor Show – believes that the Future of Mobility will be determined not by concept cars but human factors. That’s why the convention will explore questions such as: Can we design smart mobility-as-a-service solutions that work not just for industry, but individuals and society? Will sustainable technologies overcome the chicken-and-egg problem of demand and infrastructure? And in a world of autonomous vehicles, what happens to the joy of driving?

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