

**WE CAN'T WAIT TO  
WELCOME YOU TO**



**FREIBURG** 



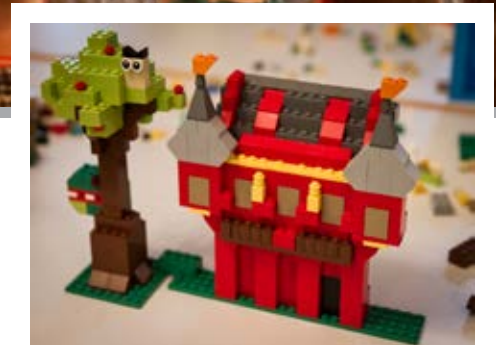
**ATTENDEE PACK 2016**



**DEAR ATTENDEES,**

A very warm welcome from the upskirts at the Black Forest! This year marks Smashing Magazine's 10th birthday, and what better way than to celebrate it along with SmashingConf Freiburg?

We're honored and privileged to welcome you at our lovely little hometown, and we'll make sure that you feel truly... *smashing*, during your stay.



**SMASHING CONF 2016: THE GOAL**

The main reason why SmashingConf exists is because we believe in sharing, and we care about bringing people together. This explains the very practical side of Smashing Conferences — it’s a place where professionals like yourself share practical techniques, ideas, strategies, failures, lessons learned and successes in an informal, intimate atmosphere.

**KEEPING IT PERSONAL**

No fancy suits, no perfect schedules, no halls with thousands of people — just practical quality content, delivered by experts working on real-life projects, in an open-minded, welcoming environment. We take pride in our code of conduct, and we don’t tolerate any disrespect. Please be kind and considerate to each other.

**YOU, OUR AMAZING AUDIENCE**

We are expecting around 300 people in the audience — all very nice, friendly designers and developers who want to learn how to get better at what they do. We know many of you personally, and we are really honored that you choose to return to SmashingConf year on year; welcome back! We know that you’ll learn a lot from our speakers, but we also want you to learn from each other, which is why you’ll find many carefully scheduled opportunities to mix and share your stories! Having so many talented and creative peo-

ple in the same space provides a wonderful chance for new connections and collaboration.

We really encourage you to get to know each other ahead of the Conference itself, via [Slack Channel](#), [Twitter](#) and using our [Attendee List](#). Throw a few of our famous German beers into the mix this September, and we are sure that you’re in for a friendly, inspirational and above all memorable experience with us!

*Vitaly Friedman  
(Smashing Founder & Editor)*





Freiburg im Breisgau is a truly beautiful marvel in the southwest of the German state of Baden-Württemberg, on the outskirts of the Black Forest. From our office, we enjoy a very lovely view with many big trees, beautiful church steeples, the legendary Black Forest and green hills.

Freiburg is an old university city with an inspiring and international atmosphere and a lot of friendly and interesting people from all over the world. Around 30,000 students contribute to the bustling yet relaxed life-style.

Freiburg is known for its medieval buildings and Mediterranean flair. If you have a couple of hours to spare, make sure to walk around *Schlossberg*. Only 10 minutes away from the conference venue, it provides a remarkable view over the city and peaceful hikes.

On your way there, have a walk around the many streets in the Old Town (pictured above is the *Konviktstrasse*), and follow the *Bächle*, a small picturesque stream that lines many of the streets of the city.





## ACCOMMODATION

September is a busy season in beautiful Freiburg! We recommend to book your accommodation as soon as you are able to, as the city will be full to bursting – with curious tourists who want to see the stunning city and surrounding forest.

To make life a little easier, we've secured [special hotel rates](#) for our attendees in several hotels nearby the conference venue. Please mention that you're booking for Smashing Conference. The room rates are limited, so please don't wait too long! [AirBnB has many options](#) as well (and probably cheaper, too).

## TRANSPORT

The closest airport is the [EuroAirport Basel-Mulhouse-Freiburg](#) which offers many cheap flights to more than 50 destinations in Europe.

We highly recommend **taking the bus** (<http://smashed.by/bus>) and buying a ticket online beforehand — it's way cheaper, too. Otherwise, please have at least 19,90 EUR ready to pay in cash. Please note that the shuttle bus on Sunday (the day before the conference) runs approximately every hour, with the last one departing at 23:30.

If you arrive later on Sunday, please make sure to book a **shuttle taxi** (<http://smashed.by/shuttle>) at least two days prior your arrival. Alternatively, the most direct and expensive option (107 EUR) is **pre-ordering a taxi via** email [dispo@taxi-freiburg.de](mailto:dispo@taxi-freiburg.de). When confirming the order, you'll need to give them a call to provide a credit card.

Flying into **Frankfurt** is always an option, too. However, you'll need to take a 2h train (ICE) to get to Freiburg (the stop is "Freiburg im Breisgau").



### SMASHINGCONF WARM-UP PARTY

**Sunday, September 11, 8PM–11PM @ Grünhof**

We want to give attendees a chance to get to know each other in a pleasant, un-rushed settling before the conference kicks off, and to give you the opportunity to share some of the knowledge and experience that you've had! Our **lightning talks** allow for all of this; an evening of great conversations, meeting new people and 15-minutes lightning talks from our Smashing attendees!

Perhaps you'd like to give one of these **talks**? If so, please contact Mariona ([mac@smashingconf.com](mailto:mac@smashingconf.com)) who will be delighted to hear from you! We're looking for snappy, valuable and thought-provoking sessions, that will kick start debate and get the learning experience off to a flying start!

### THE SMASHINGCONF PARTY, Monday, Sept. 12, 8PM–11PM @ Planetarium Freiburg

This year we are doing something a little different for our after-party. The *Freiburg Planetarium* has a state of the art projection system, which makes it

one of the most modern Planetariums in the world. In the 30 minute show we will take a look at the remote stars and travel around our solar system. We will finish up with a quick trip through the Milky Way. Ah, right: afterwards you can kick off with enjoyable conversations and complimentary drinks — but that goes without saying, doesn't it?

### SMASHINGCONF GHOST TOUR & PHOTO WALK

**Tuesday, September 13th**

**After the last talk, conference venue**

After the last talk, we'll head for a walking tour around the local area! Enjoy spooky historic tales and take some photos of obscure yet beautiful Freiburg. The number of spaces is limited, so **sign up at the registration desk** for the picturesque sneak around Old Freiburg early on!

If you have to leave early, please note that the last talk will end around 5:30–6:00PM, so you might be able to still catch your train or plane the same day. If not, we'd love to meet you in the evening, too!





TRANSPORT



The best way to get around Freiburg is by using public transportation and walking. Much of the town is pedestrianised, but Freiburg also has an excellent bus and tram system. Tickets can be used on all buses and trams. The RVF area is divided into three zones on which the ticket price depends. A **single ride is €2.30** for Zone A (Freiburg city area), and you can **buy a pack of 8 tickets (2x4-FahrtenKarte) for €16.10.**

Cycling is another convenient way of getting around, and Freiburg's sidewalks and streets have dedicated bike lanes. Bikes can be hired closed to the main railway station (**Hauptbahnhof**) at <http://smashed.by/bike>.

SIGHTSEEING



Perhaps the most famous sight in Freiburg is the 11th-century Münster Cathedral. It's a very picturesque cathedral and very easy to find as it's directly opposite to our conference venue.

Freiburg also has a few museums including Augustiner Museum, hosting various paintings and sculptures. Keep an eye out too for the city's unusual guttering system, Bächle.

These have been used for fighting fires and bringing water to the town centre since the 13th Century. There is a local saying that if you step in one of these gutters, you will marry a Freiburger...

EATING & DRINKING



Freiburg has plenty of restaurants, bars and cafès surrounding the conference venue. The square houses a fantastic open air farmers' market, selling fresh produce, flowers and the obligatory Wurst! It's a great place to sample local cheeses, honey, wines and crafts.

Some of the most well-known local specialities of Freiburg are the Black Forest Ham (Schwarzwälder Schinken), and the Schwarzwälder Kirschtorte (Black Forest gateaux).

Another nearby option is the covered market (Markthalle) with many small food stores, ranging from traditional German food to exquisite Persian cuisine (<http://smashed.by/markthalle>).



## REGISTRATION

Registration opens at **8AM**, so if you'd like to mingle with attendees, please come early. If you can't get there in time, someone will be on hand to register you all day. No need to print out anything, but please bring your ID with you.

The **conference kicks off at 9AM!**

Please keep your badge with you at all times, as you'll need it to get into the party, re-enter the venue and for the other days of the event. The main room is called *Kaisersaal*; to get there, please head up one flight of stairs.

Obviously, there will be a cloakroom, WiFi, coffee and some pastries awaiting you!

## LUNCH

We'll have plenty of sandwiches, snacks, pretzels and drinks on offer throughout the day, and outside is the Farmers' Market, full of local goodies for you to grab!

## FILMING

All talks will be filmed, so as soon as the sessions are edited and uploaded, we'll email you to let you know about (free) access. The camera crew will be as discreet as possible, but please be mindful of

them working and try not to make a surprise cameo appearance in the opening keynote!

## WIFI

We're going to great lengths to get a good WiFi set up for you all, with brand new lines running to the venue and a dedicated crew on site, working to monitor and support the network.

All we ask is that you treat the WiFi kindly. Please try to use one device at a time (we know, difficult!) and disable Dropbox before you arrive! (Thank you.)

## LOCATIONS



### Warm-Up Party / Jam Session Sunday, Sep 11, 8pm

*Grünhof Freiburg / Café POW*  
Belfortstraße 52  
79098 Freiburg  
<http://smashed.by/jamsession>

### Conference / Workshop Venue (Monday, Tuesday, Sep 12–13)

*Historisches Kaufhaus*  
Münsterplatz 24  
79098 Freiburg  
<http://smashed.by/kaufhaus>

### Important Numbers in Freiburg

Ambulance: 112 / Police: 110  
Taxi Freiburg: +49 (761) 5 55 55

### Party Location: Planetarium (Monday, Sep 12)

*Planetarium*  
Bismarckallee 7g  
79098 Freiburg  
<http://smashed.by/planetarium>

### Best Coffee in Freiburg

*Kolben Kaffee*  
Kaiser-Joseph-Straße 233  
79098 Freiburg  
<http://smashed.by/kolbenkaffee>





**JAN CONSTANTIN**

Jan has joined Smashing back in 2012, where he helped organizing the very first Smashing Conference Freiburg. Not only can you find him at nearly every Smashing Conference, he's also supporting the Smashing Editorial and helps us finding new authors.

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**MARIONA A. CILLER**

Mariona adores hardware and interfaces! In fact she loves them so much that she converted her home into a digital fabrication laboratory. After 10 years as a web designer and development one day she organised a technology event and has never looked back since! When not producing SmashingConfs around the globe she designs creative technologies workshops with kids in an old chocolate factory she calls home.

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**VITALY FRIEDMAN**

Vitaly Friedman loves quality content and does not give up easily. When it comes to articles, books or conference talks, he is the guy who drives authors and speakers nuts, working hard to put them out of their comfort zone and think creatively about their arguments. Vitaly thoroughly curates every speaker, every talk and every author to make sure that valuable resources get noticed in the web design community.

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 SMASHING  
CONFERENCE

We are looking forward to welcoming you in Freiburg!