

**PRESS RELEASE**

December 2017

**On the joys and perils of being an engineer:  
GEO editor-in-chief to give keynote address at Student  
Day**

- **Dr Christoph Kucklick, editor-in-chief of GEO magazine, on the joys and perils of being an engineer**

The goals of the more than 1,000 students from all over Europe who are expected to attend the **STUDENT DAY** hosted by embedded world at Exhibition Centre Nuremberg are to learn from industry experts and make contact with the biggest and most important companies from the embedded sector. For the ninth time in succession, the organisers will once again offer the students first-class industry information and a chance to broaden their horizons by inviting high-calibre keynote speakers to the event. In 2018 the address will be given by **Dr Christoph Kucklick, editor-in-chief of GEO magazine, who will talk about the joys and perils of being an engineer.**

“We are absolutely delighted that Dr Christoph Kucklick will give the keynote address at the embedded world Student Day,” says Professor Matthias Sturm, the instigator of the Student Day and Chair of the embedded world advisory committee. “Dr Kucklick is not only very well known as the editor-in-chief of GEO magazine, but also as an author who takes a critical look at our society and the process of digitalisation. The best example of this is his book 'Die granulare Gesellschaft. Wie das Digitale unsere Wirklichkeit auflöst' (*The Granular Society. How the Digital Transformation is Changing our Reality.*) The university students can look forward to his talk on the joys and perils of being an engineer,” continues Sturm.

**About Dr Christoph Kucklick**

Dr Christoph Kucklick, who was born in 1963, is the editor-in-chief of GEO magazine. After studying sociology, politics and cultural science in Hamburg, Washington D.C. and Berlin, Kucklick worked as an editor and author for various media including GEO, Die Zeit, Brand Eins and Capital.

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He is the author of several books including 'Die granulare Gesellschaft. Wie das Digitale unsere Wirklichkeit auflöst' (The Granular Society. How the Digital Transformation is Changing our Reality.), published by Ullstein. In this book he takes a different approach to the consequences of digitalisation. Kucklick, who lives in Berlin and Hamburg, has won awards for many of his articles.

#### **A few facts about the embedded world STUDENT DAY**

- 1 March 2018 from 9:30
- NCC Mitte, Brussels Room
- Free bus travel to the venue
- Free entry to the trade fair
- Introduction of the embedded sector and the embedded world exhibition & conference by Professor Matthias Sturm
- Exclusive keynote address by Dr Christoph Kucklick
- Complimentary light lunch
- Presentations by selected companies in the foyer of the lecture room.
- Exhibition guide with floor plans and details of the sponsors of the STUDENT DAY

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More detailed information and videos about the STUDENT DAY are available from: [www.embedded-world.de/studentday](http://www.embedded-world.de/studentday)

All press releases and more detailed information, videos and photos are available from: [www.embedded-world.de/en/news](http://www.embedded-world.de/en/news)