

Music icon, Motorsport enthusiast & Pilot

# Smudo



Smudo, aka Michael B. Schmidt, is not only a co-founder and the voice of the legendary Fantastischen Vier, but also a motorsport enthusiast, technology visionary, and passionate pilot. As an innovator in the music industry, he explores topics such as artificial intelligence, digitalization, and sustainability – both in music and on the racetrack. More Than Just Music – Experience Smudo Live Since the 1980s, Smudo has shaped German hip-hop culture and celebrated one success after another with Die Fantastischen Vier. But beyond beats and lyrics, his heart beats for innovation. From an early age, he engaged with programming, technological advancements,...

## Topics

CSR, Climate & Sustainability, Digital Marketing & Online Marketing, Music & Art, Robotics & Artificial Intelligence, Society, Sport, Transformation & Digitalization, Transformation, Innovation & Technology, Work Culture Festival

## Languages

German

