Creative professionals design a new agenda for the city of the future

CITY 4.0: KREAPOLIS

CREATE BUSINESS!
The MCBW Program for Professionals
3 – 11 Mar 2018
Design inspires innovation and stands for an active-creative, human implementation of change. With this in mind, MCBW DESIGN DIALOGS presents groundbreaking ideas, sustainable trends and new products in conferences, symposiums and workshops, at receptions and many other events. MCBW initiates business contacts, in-depth transfer of know-how and lively discussions between the corporate world and the design sector as well as among diverse creative disciplines.

CREATE BUSINESS!
The MCBW Program for Professionals
3 – 11 Mar 2018
3 MAR SATURDAY

DAY 1

CAMPAIGN
Blogger Market
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CONFERENCE
TOCA ME 18
Page 52 / Event-Code 1206

WORKSHOP
new spaces for art
Page 88 / Event-Code 1192

4 MAR SUNDAY

DAY 2

5 MAR MONDAY

DAY 3

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Behance Portfolio Review
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DEsigned in Bavaria
Page 76 / Event-Code 1257

EDUCATION /
COACHING
#kreativmuench: consulting services
for creative people
Page 88 / Event-Code 1217

WORKSHOP
UX-GAMES
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PODIUM
Creative Breakfast –
Changing Shifts: Turn
Your Desk into a Studio!
Page 62 / Event-Code 1412

6 MAR TUESDAY

DAY 4

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Page 26 / Event-Code 1224

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Transformation in an
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Page 53 / Event-Code 1288

PODIUM
Creative Breakfast –
Fast forward: new paths
in architecture/studies
Page 62 / Event-Code 1413

Creating the Link between
Learning and Innovation
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WORKSHOP
Ads in Motion –
the challenge of digital
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Product Design”
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LAB
iam lab / be curious
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ABC-Seminar „Hello
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Page 77 / Event-Code 1154

Transformation!
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7 MAR WEDNESDAY

DAY 5

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designaffairs
Page 27 / Event-Code 1229

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Future of Design(e)s
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EXHIBITION
Intelligente Interaktion
Page 38 / Event-Code 1324

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11th GERMAN
INNOVATION SUMMIT
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Creative Breakfast –
Coalesce and Modern
Craft
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Transformations in
Architectural Profession
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The Tale of Storytelling
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Shifting customers’
expectations regarding
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High Creativity
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Feminista, the world’s
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ADC’s seminar on
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Mindful communication
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the challenge of digital
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EDUCATION /
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SPEECH
The Tale of Storytelling
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Shifting customers’
expectations regarding
automobility experiences
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ICON INCAR
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hw.designtage: The
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GREETINGS
Dear Sir or Madam,

in the seventh year after its inception, Munich Creative Business Week (MCBW) will experience a separation: CREATE BUSINESS! and DESIGN SCHAU! will be the new guides that show you whether an event addresses professionals or design enthusiasts in general.

Both as a driver of innovation and as a sign of quality that becomes visible in products, design is essential for companies. It is challenged by new technologies and developments in society. Design aims to simplify and beautify every person’s life and increase its quality. Good design makes all the difference, also with regard to companies’ business success.

For the seventh year, this broad notion of design will be displayed in an extensive showcase at MCBW. MCBW is a driving force for impulses and the key networking platform for professionals; for fans of design, it is an adventure of encounters and inspiration.

Allow me to highlight three elements: the exhibition at MCBW FORUM with lectures and talks, MCBW START UP’s Creative Demo Night, and the symposium hosted by the Miesbach district, the partner region of MCBW.

Join us at MCBW 2018 and let yourself be inspired – design connects!

Ilse Aigner
Bavarian State Minister of Economic Affairs and Media, Energy and Technology and Deputy Minister-President of Bavaria

Josef Schmid
Deputy Mayor Head of the Department of Labor and Economic Affairs

Dear Sir or Madam,

on behalf of the Bavarian capital of Munich I cordially welcome you to Munich Creative Business Week (MCBW), the largest design event in Germany.

Following the claim Design transforms, MCBW is divided into two sections for the first time – CREATE BUSINESS! for professionals and DESIGN SCHAU! for all design enthusiasts.

This separation allows you to obtain targeted information at lectures, exhibitions, workshops and events, network with peers and engage in open discourse about trends, sustainable developments and ideas. Design is known to achieve more than the final form, it drives change and innovation.

The City of Munich is proud to be the host and sponsor of this trendsetting event for the seventh time. One of my personal highlights of MCBW is the presentation of the Münchner Modepreis to graduates of academic institutions in Munich. With this award, the City of Munich aims to promote young fashion designers and highlight its fashion potential.

Experience design in all its facets for nine days at more than 100 locations in Munich and Bavaria. Have fun and fascinating encounters!
The claim of MCBW 2018 is Create Business. It implies creative and business-related content and objectives and illustrates one of the key characteristics of MCBW: the successful merger of creative inspiration and efficient implementation. This is why we are excited to be a partner of MCBW.

For us at KURZ, design always has been a priority. We focus on connecting design and industrial aspects. KURZ coatings shape the surface design of products. This is why our dedicated departments offer design consulting services to major markets worldwide and we maintain close contact with our customers’ designers.

MCBW plays a unique role in this dialog between creative people and manufacturers and between professionals and design enthusiasts extending far beyond the borders of Bavaria. Every year, the showcase of Bavarian and international design culture at the largest design event in Germany that is known throughout the world of design attracts a diversified audience.

We look forward to the various design impulses generated by MCBW and wish you an inspiring visit!

WALTER KURZ
CEO of LEONHARD KURZ Stiftung & Co. KG
Rethinking, thinking out of the box, redesigning – in view of the rapid changes of the world in which we live and work, designers’ transforming methods and approaches are more in demand than ever. With their ability to challenge spaces and products as we know them and deliver ideas and solutions off the beaten track, they provide valuable impulses for the economy and society. The services they provide couple technical knowledge with creativity.

Designers not only create practical items for everyday life, they also are visionary and their work has long since switched from finding the final form to optimizing processes. Design thinking makes it possible to see processes from different angles and create experimental, open-result scenarios. In cooperation with creative professionals, business consultants devise entire fields of business and attain completely new insights. Examples include new business models such as the circular economy, co-creation, and new services. Be it concrete objects or creative processes, good design remains equally motivated in the core – it is driven by the will to change and improves our quality of life.

An optimal economy and high quality of life in urban and rural regions also is a defined political objective of the state of Bavaria. Measures for stimulating economic activities are based on a broad notion of innovation that addresses technological, design and societal developments alike. Designers create brands and values that are visible and they develop spaces, products and services that generate added value for healthcare, home living, work environments, mobility and other areas of society.

Focus of MCBW 2018 is the role of design in times of transformation. The essential questions are: Is everything which is (technically) feasible also sensible, sustainable and ethically responsible? What is the right way to employ technology and make it understandable and experienceable for people? What products do we really need?

Representatives of the creative and the corporate sectors will meet for an interdisciplinary dialog about these and many other questions. MCBW is not only a forum designed for professionals; under the DESIGN SCHAU! label it is open to all visitors interested in design. The largest design event in Germany is a showcase of the economic potential of Bavaria and its regional and global partners.

On behalf of the bayern design team I wish all partners and visitors of MCBW 2018 an inspiration-filled week!
The BMW Group plays a key role in designing the future of mobility— and redesigns itself in the process. Its evolution from a manufacturer of aircraft engines to a provider of premium mobility services has been peerless. Its pioneering spirit and characteristic drive to move forward make the BMW Group a trailblazer in the automotive industry.

With its brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group has become the world’s choice manufacturer of cars and motorcycles and a provider of prime financial and mobility services. The global corporation operates 31 production and assembly sites in 14 countries around the world and a global network of distributors represented in more than 140 countries.

The business success of the BMW Group is deeply rooted in long-term thinking and responsible actions. Environmental and social sustainability along its entire value chain, strong product responsibility and a clear commitment to preserving resources always have been key elements of its strategy.

The BMW Group has demonstrated strong brand awareness throughout the expansion of its core brand, BMW. Both with regard to its brand image and the design of its vehicles, BMW has remained true to itself while driving innovation at the same time. Every new generation of vehicles mirrors the design legacy of the previous generations and takes it to the next level. Design is the creative expression that make innovations visible and experienceable.

BMW’s new form language has made the design clearer and more modern and emotional. The BMW Concept 8 Series introduced in 2017 marked the beginning of BMW’s new age of athletic aesthetics. Focus is on the expressive interplay of surfaces that emphasizes its dynamics through the vehicle’s body stronger than before. A handful of crisp characteristic lines highlight the graphic design of surfaces. Without compromising the sportive features typical of BMW, the lavish surfaces add power, class and sensibility to the body.

The modern design is perpetuated in the interior, creating a relaxed, luxurious feel. Technical controls are grouped into a few elegant, clearly structured clusters, making interaction easier and more intuitive for passengers.

With the power of innovation of a cross-discipline and creative design team, the BMW Group designs a positive model of individualized mobility of tomorrow.

FACEBOOK.COM/BMWGROUP.DEIGN

BMW GROUP ALSO AN MCBW PARTNER: Fascinating Design showcased at the most attractive venues in Munich, for example, at BMW Welt, BMW Museum and BMW Lenbachplatz.
The rhythm of creative work
Similar to the tides, creative work has a rhythm in which people and ideas drift apart only to come back together again. “If you want to support people, you have to give them the opportunity to work at a rhythm that allows them to think about problems together and then go their own way and let ideas mature,” says Donna Flynn, Vice President of WorkSpace Futures at Steelcase.

We need creative tools – technologies and spaces – that support the diverse stages of creative work and are designed in a way that allows everyone to participate. For this reason, in cooperation with Microsoft Steelcase has developed Creative Spaces, five environments in which space and technology merge and people can generate and develop ideas and implement innovations.

Digitalization is permeating into every area of our life and is changing our work environments in the long term. To survive, companies have to become more flexible and innovative and employees are required to develop new skills, learn continuously and adapt. The challenge we all face is finding new methods for solving problems, connecting with one another and generating ideas. To do so, all of us have to tap our creative potential.

In terms of creative work, most companies are not offering optimal conditions for their staff. Most offices support traditional process work instead of encouraging people to experiment or supporting creative processes. Companies invest in technologies and work environments but often fail to combine them.

“The future of work is creative”
How merging space and technology can help support creative work and learning processes

Partner: Steelcase

Focus Studio – room for concentration

Maker Commons – space for makers and doers

“We see a shift from traditional office spaces to work environments that resemble creative studios, multi-faceted rooms designed to support people in the same way as the technologies that simplify their work,” says James Ludwig, Head of Global Design at Steelcase.
Digital transformation is a watershed for our society. It already has changed the way we live, work and perceive the world and it will continue to bring innovation after innovation. Microsoft has set out to ensure that digitalization is grounded in security and innovation to offer new opportunities for all people.

Innovative technologies and functional design already are paving the way to a new way of work in many areas – a shift from rigid structures to mobile, flexible environments. At its new headquarters in Munich, Microsoft has implemented its vision of tomorrow’s workplace. Our staff members with their different needs, skills and requirements regarding workplaces and activities are the core of this new world. We deliberately opted for flexibility to foster creativity and communication.

This level of flexibility is supported by technologies such as Microsoft HoloLens. By merging the digital and the physical world it can play a significant role in improving companies’ approaches to product development and design. The technology already is being employed in the automotive industry: Superimposing additional 3D holograms onto physical objects has considerably reduced the time required for design processes.

Another key topic of the future is Artificial Intelligence (AI). Microsoft’s vision is to enable every person and every organization worldwide to participate in technologies that can help develop garments, appliances, cars, medical devices or other products equipped with “intelligence.” Jointly with our customers, we implement and expand these technologies at the Microsoft IoT & AI Insider Labs in Munich. Next to the United States and China, this lab for research and development is one of three Microsoft sites – proof of the importance of Germany and Bavaria for the advancement of this technology, in particular when it comes to the use of AI and product development.
MCBW FORUM is the main meeting point of Munich Creative Business Week at Isarforum adjacent to Deutsches Museum. It provides insight into the design industry, expands our current understanding of design with diverse focal themes, and fosters critical dialog. MCBW FORUM is the venue for new experiences and inspiration for design enthusiasts and professionals. In addition to the main exhibition of MCBW, visitors will be provided with detailed information on design from diverse perspectives in lectures, discussion panels, product presentations and workshops. The nine-day program is extensive: Creative Breakfast, for example, addresses a professional audience. The lectures and discussion panels promote the transfer of knowledge, facilitate in-depth dialog at a high professional level and offer an optimal forum for encounters and networking outside the regular business hours of MCBW FORUM.

The claim of MCBW FORUM 2018 is Design transforms. Design generates impulses for change and shapes and supports transformation at diverse levels. In the context of societal values, economic stipulations, industrial conditions, digital opportunities and environmental concerns, design is the interface with the users of products and services.

The exhibition DESIGN SCHAU! TRANSFORMATIONEN is a showcase of approximately 25 exhibits and projects curated by bayern design. Exhibitors include global brands such as Microsoft, Steelcase and BMW and research institutions such as Deutsches Zentrum für Luft- und Raumfahrt (DLR), Fraunhofer Institut, and Technische Universität München as well as young Munich-based companies such as flissade and gridkin. Design stimulates people, Design enables technology, Design changes business and Design makes the difference are the titles of the themed section in which visitors can learn about the latest developments and catch a glimpse of the future. Design is converting from a primarily executing discipline to content management. While the mission of design originally was to create functional, aesthetic and final products, today it drives the shaping of lifestyles, work environments and forms of communication. Intelligent design of services and processes ranks level with physical products. Design has become a facilitator of changing economic models, access to markets, and societal values.

EXHIBITION & ACTION: MCBW FORUM

MCBW FORUM at Isarforum adjacent to Deutsches Museum
CREATIVE OBERLAND

PARTNER DISTRICT: MIESBACH DISTRICT

Beauty – timeless, yet fit for everyday life and beyond. With its elegance and functionality, the traditional garb originating in Miesbacher Oberland inspires dirndl fashion in a virtually inexhaustible number of variations. The new “garments” created in large ateliers and small sewing shops in the Oberland are only some examples of the region’s creative mindset.

In the southern part of the bubbly Metropolitan Region of Munich, nestled between Irschenberg and the main crest of the Alps, lies the cradle of Trachtenvereine, societies for traditional Bavarian costumes. In addition, the Miesbach district and city, the business hub of Holzkirchen, the communities on Tegernsee Lake, Schliersee Lake, Leitzachtal with Fischbachau and the picturesque village of Bayrischzell constitute a very creative region worth exploring. Its people have long since adopted the zeitgeist, dusting off traditions and heading into the future. This is where Standortmarketing-Gesellschaft Landkreis Miesbach (SMG) and its initiative titled SERVUS ZUKUNFT comes in: To ensure that creation and innovation extend beyond singular appearances in Miesbacher Oberland, SERVUS ZUKUNFT has been designed to bring the reins together.

Miesbacher Oberland is the home of outperformers such as OPED, a company that has declared war on casts and is turning the field of medical supplies upside down with lightweight plastic splints, and of clever inventions such as reacha, a lightweight trailer that conveys the local lifestyle, and of the carpenters at Schreinerei EHAM, whose designs in old wood have revolutionized the taste of an entire generation.

Oberland is on the move!
On Tegernsee Lake you find prize-winning cuisine and a hotel landscape that is among the most exclusive in Germany. fasson magazine (German Design Award 2017) established by photographer and designer Mathias Leidgschwender has become a stage for young artists. In Schliersee, Dietmar Rexhausen builds violins for the world’s top players; in Waakirchen, Marcus Hoppe makes craft beer; on the Auerberg, Christoph Böniger has turned a cowshed into a crystallization venue for contemporary design. Fraunhofer Institut in Valley and paper manufacturers GMUND and Louisenthal show that technology is a perfect match for the Alp region. LTN develops innovative components for wind power plants and sets new standards in the field of natural energy generation.

What makes the people in this unique cultural landscape so creative? It is the peerless combination of nature, culture, networks and close ties with Munich, the crafts steeped in tradition, the entrepreneurial spirit, the creative industry and the will to preserve and develop the region’s assets through ingenuity and readiness to embrace change.

SERVUS ZUKUNFT wants to bring all this together to pave the way into a shared future. In short:
Wearing your dirndl at the office and at the local festival? #Gehtbeiuns

As the Regional Partner of Munich Creative Business Week, the makers and doers in and around Miesbach are looking forward to welcoming a large number of visitors to the events in the district and at Creative Teatime at MCBW FORUM in Munich.

Left: Miesbacher Oberland – a model eco region (Max Kratzer)
Right: Traditional costumes staged in fasson magazine (Mathias Leidgschwender)
INITIATIVE / CAMPAIGN AND AWARD CEREMONY
**Blogger Market**  On the occasion of the opening of MCBW, MUCBOOK will host a one-day congress for representatives of the media in Munich who publish digital works off the beaten media track. Target groups include bloggers, e-book publishers, podcasters, Instagram influencers and, most notably, vloggers. In addition to offering a comprehensive lecture and workshop program, Blogger Market is a platform and forum for presentation – a market of opportunities for publishers to position, place and present themselves.

**TILT BRUSH: virtual reality for art and business**  The TILT BRUSH paint app for virtual rooms offers entirely new opportunities to give your creative side a whirl and make art and application projects. During MCBW we will set up three tilt brush by Google stations (Vive) where you can enter the medium, get wildly creative and design virtual rooms. For an overview of what you can do with TILT BRUSH, please go to www.youtube.com/watch?v=TckqNdrdbgk.

**da.portfolio: session at designaffairs**  designaffairs will host a portfolio workshop for creative people. Our experienced team will evaluate your portfolio and give you useful tips. Are you a UI, UX or industrial designer, a techie or a developer? Send your portfolio to katharina.krueger@designaffairs.com to find out! Then, visit our studio during da.open house to network with Munich’s designers, have snacks and beer and discuss the future of design(ers). We look forward to receiving your portfolio!

**Adventure Safari Party**  It’s time to get wild! This MCBW season, elusive creatures from all corners of the design scene will migrate towards IXDS’ creative habitat. On March 8, join the hunt for emerging trends on our interactive Adventure Safari – a chance to explore, experience and marvel at the many venture ecosystems that make up IXDS. At 6 pm, listen for the distinct call of a party you don’t want to miss. Follow the sounds to Ganghoferstraße, where our tour guides will equip you with all the drinks and snacks you’ll need to make it through the night. See you at the watering hole!
**iF design award night 2018**  
The global design scene will gather at the glamorous iF design award night 2018 ceremony. Close to 2000 guests from 40 countries have been invited to BMW Welt to honor this year’s winners. The ceremony will be followed by a get-together and partying until morning.

**Münchner Modepreis 2018**  
Every two years since 2016, the city of Munich presents the Münchner Modepreis to move young fashion designers to the limelight and draw attention to its strengths as a site for fashion. The award honors graduates of the renowned institutions AMD Akademie Mode & Design, Deutsche Meisterschule für Mode/Designschule München and Mediadesign Hochschule (MD.H). The first, second and third winners who are selected by an independent jury of experts receive 10,000, 7000 and, respectively, 3000 euros. An Audience Award also will be presented.

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**Location**  
BMW Welt  
Am Olympiapark 1  
80809 München

**Promoter**  
iF International Forum Design GmbH

www.ifworlddesign-guide.com

subject to a fee, registration required

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**Location**  
Alter Rathaussaal  
Marienplatz 15  
80331 München

**Promoter**  
Landeshauptstadt München  
Referat für Arbeit und Wirtschaft

Wirtschaftsförderung is the connecting link between the corporate sector and the city administration and offers an array of consulting services to support companies in a wide range of industries.

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**Event-Code 1176**  
Product/industrial design  
9 – 10 MAR | 6 pm – 2 am

**Event-Code 1179**  
Fashion/accessory  
9 MAR | 7 pm – 11 pm

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**CAMPAIGN AND AWARD CEREMONY**

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**Take 5**  
Design by Ece & Öğuz Yalım

Just 5 minutes for your health ‘officially’ in a work hour. Not behind the desk!
Ulrich Müller: Munich has a vibrant club and gastronomy scene where high cultures and subcultures meet – especially at the venues run by Sandra Forster. I suppose the two of you have crossed paths there.

Sandra Forster: We’ve known each other forever.

Ayzit Bostan: You knew my work and I knew who you were anyway. We were part of similar circles and even worked together at one point. We did great projects together ...

Sandra Forster: At Charlie, for example, every month for two years we presented an edition for which we worked with Munich-based artists. Ayzit had designed awesome napkins with a Charlie Brown figure which we then gave away to our regular customers.

Ayzit Bostan: The special thing about these editions was that they were only handed out on the evening of the presentation. For editions that were particularly successful we even received requests from Japan. During the project I met a creative director who invited me to join a major project this year and asked me to design tea bag handbags for a tea company because I also design bags ...

Sandra Forster: What are tea bag handbags?

Ayzit Bostan: They are tea bags in a handbag format, five small designer bags filled with tea. A super packaging, manufactured extremely well.

Sandra Forster: And these handbags resembled your modern bags ...

Ayzit Bostan: Well, they were a bit different. I didn’t want to repeat my work because I thought this assignment also was an assignment for bag design. The tea bags are gifts for good customers. I hope they don’t use them as actual tea bags.

Ulrich Müller: Both of you represent Munich in many ways – design, fashion, nightlife and good food – and you share a passion for rooms and room concepts.

Sandra Forster: Yes, rooms! I find developing concepts much more interesting than opening venues. Of course I enjoy running them, but my real passion is adjusting, fine-tuning concepts to the respective rooms. However, the main question in Munich is what type of rooms you can actually get your hands on. Space in the city is very, very limited, which for me is one of the few disadvantages of Munich: There is no space to live, for life, to be creative, to do business. Space in Munich is fought over hard. The people here are relatively successful because they simply have to be, there is no other way. Without at least a bit of success, you couldn’t afford an atelier or office space.
In Munich, people are pressured into being successful, which is why a relatively large number of successful creative minds come from Munich. What I enjoy most is designing rooms. I believe there is much potential in the small parts: It is not only about the floor, but also about the furniture, the dishes, the clothes for waiters and waitresses and then it is about what the food looks like, how it is dressed on the plate, what types of plates are used, what the menu looks like...

SF: You are right. Everything is extreme now. The same applies to looks – you can barely keep up. I really would like to hide in a secluded mountain cabin for a year before opening the next venue so that I am free from all these images, the latest styles and looks. It is very hard to create something from within yourself, from nothing but your creativity.

AB: All of that is design! I see my work as holistic as well: I cannot be only a fashion designer. Everything begins with what my atelier looks like, the photos I take of my things, or how these photos are then circulated – all of that falls under expression and attitude. The major challenges are to develop your own hallmark and to avoid repeating yourself.

SF: That is why I value your work – you never repeat yourself. We never are one hundred percent free from influences that manifest themselves in the results. But when I see your work, I think to myself that I have never seen anything like it. I try that in my projects, too: I don’t want to do anything that has been done a thousand times before, like choosing a lamp or a material that everyone is using. Currently, for example, everything is made from copper. I don’t want to bore myself, let alone other people.

AB: Just look at all these pictures! When something new happens, people immediately post pictures on Instagram. That is so different from the underground in the old days – because you didn’t immediately have pictures of new things or trends, everything was given a chance to grow slowly. Everything that is new stops being special within a week.

SF: Today, a picture of an art project appears on Instagram and three weeks later they ship large quantities of that piece of art from China. And that was that. The way things are disseminated and copied is extreme.

AB: People are important to me if they care about the person behind a new design. Who contributed the idea? Who thought about or published something for the first time? In my opinion, it is incredible that some people don’t even notice that they are copying somebody else’s work.

Ayzit Bostan
Artist and fashion designer

Ayzit Bostan was born in Ankara in 1968 and has been living in Germany since 1972. After completing her vocational training to become a seamstress, she trained to be a pattern technician at Meisterschule für Mode in Munich where she also founded her own label.

Bostan’s work has evolved at the interface of design and art, exhibitions and the fashion industry. Rather than presenting her new collections at fashion shows, she introduced them as performance events and in videos and installations at galleries and museums including MMK in Frankfurt, BQ in Berlin, Goethe-Institut in Tokyo and Kunstverein in Munich.

Sandra Forster
Restaurateur

With the power of a globally acting law firm grown for over 135 years, with the expertise of 30 mostly Chem/Tech PhD holding patent attorneys, with the dynamics of a company having its finger on the pulse of time, with the reliability of people who have a passion for patent cases, we take care of your IP.

Prosecution – Litigation – Invalidation – Due Diligence – Opinion Work
Smart Interaction  How do networked technologies, virtual realities and innovative interaction influence the future of design? Be it gestures in a room or the virtual worlds of the small holodeck – with an exhibition of experimental projects, UID and Lightshape will bring the future of interaction to life.

da.open house: The Future of Design-(ers)  What does the future hold for design-(ers)? The digital transformation entails diverse challenges for designers and companies: big data, IoT, HMI, machine learning. Join us for a discussion at da.open house. What design professions will there be in the future? What challenges will they face? What new fields will open to them? designaffairs’ studio in Munich will be open to the public following the da.portfolio session. Join us and our guests for discussions, snacks and beer and look around our CMUI Lab and Tinkering Corner!
Beyond Corporate Branding & Packaging Design
For the first time, Markenliaison will introduce itself at its premises under the term Beyond. We invite you to learn more about product branding. We will show you how we develop the perfect casing for a product, a popular brand of character, or a unique logo. Take a look behind the scenes of our multiple-award-winning Munich-based agency and be there when our designers get creative based on a customer’s briefing, give shapes to emotions and brand value, and run riot with designs.

hw.design backstage
We are passionate about communication and branding. Our exhibition is a showcase of the best digital and print projects related to corporate communications, corporate design, and trade fair stands. To join us, please register.

Culture Incorporated
Change the rules of the game.
Authentic creative culture is a competitive advantage for the most innovative companies. Rare as it is precious, it can be frustratingly difficult to achieve and sustain.

Management consultants have tried to purchase it. Corporations invest in labs to foster it. And, as they grow, start-ups struggle to preserve it. To succeed, organisations must be designed to nurture long-term customer relationships, respond with speed and agility, and be free to seize new opportunities.

Join frog during MCBW to discuss how more diverse and dynamic organisations are being designed.

Event Tickets
https://frog.mcbw.eventbrite.co.uk
Ulrich Müller: The fashion designer from Berlin and the professor for industrial design from Munich – even though both of you devote your work to innovation in design and conduct research in similar fields, you never have met. One of your common themes is biofacts. What are they and what makes them so fascinating?

Fritz Frenkler: Nowhere in Germany or in the rest of the world you find fruits, vegetables or other foodstuffs that are not manipulated, manipulated by breeding. Pigs’ ribs, for example, are manipulated. Another aspect: Eliminating food from cultivation, for example, cucumbers because they are wrinkled or apples because they have small dark spots. This selection turns products automatically into biofacts. This is where design comes in: There are civil servants in Europe or at the ministry for agriculture or economic affairs who decide what cucumbers must look like. This selection has repercussions on people – our children have never seen a cucumber that wasn’t straight. Those are biofacts.

Lisa Lang: My definition of biofacts is a bit different. The fashion industry in which we work is incredibly wasteful and harms the environment. Chemicals are used in abundance. Fast Fashion calculates 30 to 40% surplus per collection – an incredible amount of waste, completely perverted. But things are changing, you can see that in the use of fur – nobody wears fur anymore. The new issue is that we no longer wear leather because wearing leather means killing animals. In addition, the chemical processes for tanning and dying leather are extremely harmful to the environment.

Fritz Frenkler: It’s not as bad as it used to be, but in general you are right.

Lisa Lang: We are not aiming at reinventing the wheel. What we do is approach chemical companies, for example, and tell them that the materials they are using could be used in a different context. One example: A large chemical company in Germany has started to cultivate giant algae plantations for animal feed. In some ways, algae are really smart technology that protects us against UV light. They can be made into textiles that are breathable, balance our body moisture and are truly biodegradable.
We also looked into EU subsidies – it would have the support you need just takes too long. No one supports you. We inquired with the Senate in Berlin, but were told that we don’t cause no one supports you. We asked them: “It’s great you are working on this anyway! Let’s just put it into a new context.” Our mission is to say to the market: “Hey, look! Have you ever thought about that?”

FF We have to leave these traditional cycles behind us. The only ones that can achieve that are start-ups and small companies. The problem is that there hasn’t been enough promotion of entrepreneurship in Germany. These ideas are often are pursued at universities or discussed at the kitchen table or the workshop in the cellar. Unfortunately, they are not brought together in one place and communicated. If the industrial sector sponsors them, they return to this sector and often are buried in a drawer. I ask my students not to write their final papers in cooperation with the industrial sector because most of these papers end up under lock and key. They are sponsored with 20,000 or 30,000 euros and the results are just gone and the students can’t even include them in their portfolios. That is the problem. In addition, we need a platform for all the “crafters” out there to share methods or results – our research matches your research. So far, politicians have failed to recognize the potential.

FF Today, I also teach my students how to prevent products and how to get paid for providing consultation services in this field. In industrial design, we have to step on the brake and say: We have everything, everything is there already! Is the new toaster really necessary? No! We don’t need any new toasters! What we do have to consider is whether eating even more bread is the right thing to do. If I make a toaster, I promote the eating of bread. Now, in Germany you have to furnish scientific proof if you want someone to accept your idea. So you say: “We won’t make toasters, but we will conduct an investigation for you.” This investigation then will show that we don’t need any more toasters – what we need are digital flies because they make people happy.

LL Or we pulverize ants because they have much more protein.

FF This way, you can prove that customers save millions and, at the same time, you increase your value as a designer considerably. Fifty percent of all products and services that made it to market fail. Until they reach the market, they are developed through and through, there is advertising, a product, a tool, technology, you name it. But then they flop. Why? Because marketing still is at the Stone Age level.

LL Let me translate the example of the toaster to textiles. What comes to mind is washing machines. Originally, we did not want any washing machines. Why do we wash our clothes? Why do we have to transport them? Can we not travel without luggage, without clothes? We would save weight, resources to transport the weight, and so on. What if I printed a dress, picked it from the compost and put it back in the compost? Or is there a machine somewhere that gives me a shirt and takes back my old one?

ElektroCouture – fuses fashion and technology to create new designs.
Lisa Lang
Fashion designer
Lisa Lang is a digital information technology and new media game changer. She has worked for big international technology organizations like Campus Party, Smashing Magazine, SitePoint and Twilio (a Silicon Valley unicorn), and has extensive experience as team and business leader.

Lisa has been named one of the top 100 most influential people in wearable tech worldwide, 25 leaders in fashion and technology worldwide, 50 most important women for innovation & startups in the EU.

Since 2012 has Lisa volunteered for the Berlin Geekettes (Women in Technology) as evangelista, managing events (Europe’s biggest female hackathon sponsored by Coca Cola) and mentoring young women in technology in business leadership (Google mentorship program). She’s mentoring at programs like Techstars and Startupbootcamp and developed education concept for FashionTech for Fablabs, Esmod Fashion university and Goethe Institute.

In 2016, she was appointed as the expert mentor for FashionTech for the German Fashion Council scholarship program for H&M.

Lisa Lang is a seasoned business developer, having founded six different fashion tech companies in the last four years and turned them into thriving businesses. She’s now dedicated to establish a European fashion tech network to support innovation but also manufacture and scale sustainable products. She’s a part of the Fraunhofer Institute and DIN house network where she’s working on standardising processes for fashion tech manufacturing.

Prof. Fritz Frenkler
Industrial designer
After completing his studies in industrial design at HBK in Braunschweig, Fritz Frenkler worked at frogdesign in Germany and the USA. In 1986, he established and lead frogdesign Asia in Tokyo. From 1992 to 1999, Frenkler was managing director of wiege Wilkhahn Entwicklungsgesellschaft, head of design at Deutsche Bahn AG, and managing director of Deutsche Bahn Medien GmbH.

In addition to his responsibilities as managing director and consulting partner of f/p design gmbh, Frenkler is a board member of IF Industrie Forum Design e. V. in Hannover, chairman of the IF Product Design Award jury, a regional advisor for WDO in Montreal, and a member of Akademie der Künste in Berlin, architecture section.

In 2005, Frenkler was nominated honorary professor for industrial design at HBK in Braunschweig. In 2006, he accepted the position of university professor for industrial design at the department of architecture at Technische Universität in Munich.

In 2005, Frenkler was nominated honorary professor for industrial design at HBK in Braunschweig. In 2006, he accepted the position of university professor for industrial design at the department of architecture at Technische Universität in Munich.
Unterwegs in der Region


Die Ströer Gruppe ist ein führendes Medienhaus und bietet ein breites Portfolio an Kommunikationslösungen, die Marken und Produkte mit Zielgruppen verbinden. Online und offline.

So erreicht Ströer Menschen überall dort, wo sie leben und sich bewegen.
CONFERENCE

Design management
Green Products in the 5-Year Plan – Opportunities for German Products

Architecture/Urban planning
ARCHITECTURE MATTERS

Social Design
A vision of 2030: neuroscience and Blockchain are changing the world

Communication design/branding
TOCA ME 18

Communication design/branding
EDCH – Editorial Design Conference and Festival

Architecture/Urban planning
ABGEFAHREN – symposium and exhibition during MCBW 2018

Architecture/Urban planning
Live better affordably. Transformation in an urban context

Architectural/Urban planning
Symposium – 3D-printed Architecture

Architecture/Urban planning
ABGEFAHREN – symposium and exhibition during MCBW 2018

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Symposium – 3D-printed Architecture

Communication design/branding
TOCA ME 18
TOCA ME 18  The TOCA ME design conference 2018 will take place on March 3, 2018 at Alte Kongresshalle in Munich. Speakers: creative coding legend Jared Tarbell; Malika Favre, one of the UK’s most popular graphic artists; Mr Bingo, known for his drawings, ad hoc rap interludes, and hate-mail project; British artist and designer Patrick Thomas; sculptor Wilfrid Wood; motion graphics artists Susi Sie and Remo Gambacciani of studio Materia in Berlin who will also direct the official Opening Titles. Information and tickets: www.toca-me.com

Symposium – 3D-printed Architecture  The Professorship of Architectural Design and Building Envelope will provide professionals and enthusiasts with an insight into the latest research on and application of 3D-printed architectural projects. The meaningfulness of additive manufacturing in the production of parts of or entire buildings and its current and future potential will be illustrated based on examples and the lecturers’ stances.

Live better affordably. Transformation in an urban context  On Tuesday, March 6, 2018, a symposium on transformation and urbanity will take place concurrently with the exhibition Never demolish!. The symposium has been designed to find answers to the question of how to implement new and unusual room concepts despite the limitations to the construction of affordable housing? We have invited representatives of international architectural firms to present their innovative construction projects and show how innovative room concepts, redesign, reuse and expansion can lead to spatial and aesthetic enhancement.

11th GERMAN INNOVATION SUMMIT  GERMAN INNOVATION SUMMIT – digitalization, innovations, sustainability and strategies are the pillars of this unique, cross-industry and cross-technology meeting of decision-makers. In addition to an exclusive transfer of knowledge, this leading business platform that even has been discussed in the news offers inspiration and fresh impetus for your work and allows you to create business models, meet customers and establish contacts at the C level.

Location
Alte Kongresshalle
Theresienhöhe 15
80339 München
Promoter
TOCA ME – Crea & Merce GmbH
www.toca-me.com
free, registration not required

Location
Vorhoelzer Forum/TU München Arcistr. 21
80333 München
Promoter
TUM Architekturfakultät
Professor für Entwerfen und Gebäudehülle
free, registration not required

Location
AIT-ArchitekturSalon
Hotterstr. 12
80331 München
Promoter
AIT-ArchitekturSalon
muENCHEN.aIT-architektur-
salon.de/
free, registration required

Location
The Charles Hotel
Sophienstr. 28
80333 München
Promoter
PREVIEW Event & Communication
www.deutscher-innovationsgipfel.de
subject to a fee, registration required

The GERMAN INNOVATION SUMMIT – digitalization, innovations, sustainability and strategies are the main pillars of this unique cross-industry and cross-technology conference for decision-makers.
EDCH – The Idea Conference  A fantastic three-day festival for Editorial Designers, Art Directors, Juniors and Students, for Journalists, Publishers and Storyteller, for Photographers, Infographic designers, Illustrators and everyone enthralled by outstanding creativity. In keeping with our heading look behind and beyond portfolios more than 60 international creative celebrities offer deep insight into their work: magazine or newspaper, blog or post, magalog, eMag or newsletter, independent or classical, public or special, corporate or niche. The EDCH Conference provides 500 participants with knowledge and inspiration for their daily work and new projects, creating a unique setting for you to network and exchange views and experiences, for presentations, workshops and exhibitions, performances and parties.

ABGEFAHREN – symposium and exhibition during MCBW 2018  During a full-day symposium, we want to show examples of and discuss rural mobility, urban mobility and the future of mobility. Interdisciplinary panels, lectures and workshops will cover the impact of postfossil mobility, autonomous driving, car-sharing and alternative mobility concepts on urban planning. What are the objectives for architects and urban planners in changing mobility patterns? As urban planners, do we need new tools such as architectural scripting? And how can we bring the technological, sociological and economic forces together when shaping our urban and rural environment?

Green Products in the 5-Year Plan – Opportunities for German Products  Green products are an essential element of China’s five-year plan and diverse agendas have been developed around them: sourcing 10,000 green products included in the government’s official shopping list, establishing international green design centers, attracting German companies, licensing international patents, etc. The Business Forum will introduce these agendas in Germany for the first time to demonstrate ways for German companies and their products and services to participate, active matchmaking included. Experts will speak about their experiences and activities in the Chinese market.
ARCHITECTURE MATTERS

ARCHITECTURE MATTERS is an international conference on architecture, urban planning and the future. A provocative platform for the curious and the courageous – exploring urban utopias and entrepreneurial visions. ARCHITECTURE MATTERS brings together relevant stakeholders – from architecture, real estate, industry, politics and society – to address fundamental issues of our time: digitalization, economic conditions affecting architecture and cities, Europe, and the dialog between East and West. Lectures, discussion panels, music, workshops, dinner performances, etc.

www.architecturematters.eu

A vision of 2030: neuroscience and Blockchain are changing the world

The Money of Good team will present the project and discuss how the fusion of neuroscience and Blockchain will shape the future economy and consciousness and help reach the UN Millennium Development Goals. Money of Good is a system based on neuroscience and Blockchain technology where people can make money by practicing meditation and, with this income, foster a new economic model that is much more just and sustainable. TEAM MARCELO BOHRER – Design Strategist CAROLINE BALDASSO – Neuroscientist BRAINBOOST – Agency for Neurofeedback JORGE MELLO – Buddhist Economist VALKIRIA – Design Studio

MCBWmeetsMB #Symposium

The bottom line of the first MCBWmeetsMB symposium we hosted in March 2017 at Tegernsee Lake was that cities main creativity. Philosophers and designers asked what cities can learn from rural areas. In 2018, we will think beyond the urban-rural relationship and look at two regions that have demonstrated how identity can be created by design and architecture. Join our speakers from Vorarlberg and South Tyrol in the discussion about the correlation of region, architecture and design. Find more information soon at mcbw.de or servuszukunft.de.

Admission: € 20 incl. catering during the day

Location
Künstlerhaus Lenbachplatz 8
80333 München
Promoter
plan A
www.we-are-plan-a.com
subject to a fee, registration required

Location
BurdaBootcamp
Arabellastrasse 23 – 2floor
81925 München
Promoter
Good X Institut
www.moneyofgood.org
free, registration not required

The Good X Institute is cooperation between design and tech companies to develop a system based on neuroscience and blockchain technology with extensive positive social impact.

Location
Blütenpapierfabrik Gmund GmbH & Co. KG
Mangfallstr. 5
83703 Gmund
Promoter
Standortmarketing Gesellschaft Landkreis Miesbach mbH
www.smg-mb.de
subject to a fee, registration required

Business development and regional marketing for the Miesbach district

03.03. – 11.03.2018
Presentation of the collection and new design objects by edition van Treeck.

Sacha Walckhoff
Sebastian Herkner
RelvaoKellermann
Mirko Borsche
Saskia Diez
david/nicolás
David Lehmann
Steffen Kehrle
Elisa Strozyk
Karim Rashid
Arwed Guderian
Christoph Böninger
Christian Haas
Ayzit Bostan
<table>
<thead>
<tr>
<th>Event Code</th>
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<th>Time</th>
<th>Category</th>
<th>Title</th>
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<td>1244</td>
<td>8 MAR</td>
<td>6.30 pm – 10 pm</td>
<td>Design/innovation consultation</td>
<td>Creative Spax: Design x Augmented Intelligence</td>
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<tr>
<td>1395</td>
<td>7 MAR</td>
<td>8.30 pm – 10 pm</td>
<td>Interior design</td>
<td>Creating the Link between Learning and Innovation</td>
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<tr>
<td>1282</td>
<td>6 MAR</td>
<td>10 am – 11.30 am</td>
<td>Architecture/Urban planning</td>
<td>Future-Proofing the Future of Façades</td>
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<tr>
<td>1241</td>
<td>8 MAR</td>
<td>6.30 pm – 10 pm</td>
<td>Design/innovation consultation</td>
<td>Culture Incorporated</td>
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<tr>
<td>1323</td>
<td>8 MAR</td>
<td>7.30 pm – 10 pm</td>
<td>Transportation Design</td>
<td>un/bubbled Public Burst</td>
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<td>1413</td>
<td>6 MAR</td>
<td>7 pm – 10 pm</td>
<td>Interior design</td>
<td>Fast forward: new paths in architecture/studies</td>
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<tr>
<td>1256</td>
<td>7 MAR</td>
<td>6 pm – 8 pm</td>
<td>Digital Innovation</td>
<td>Discuss &amp; Explore: Smart Interaction</td>
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<tr>
<td>1348</td>
<td>7 MAR</td>
<td>7 pm – 9 pm</td>
<td>Art and Design</td>
<td>creating value for the city and the region</td>
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<tr>
<td>1390</td>
<td>7 MAR</td>
<td>8.30 pm – 10 pm</td>
<td>Smart digital solutions</td>
<td>premium interior design</td>
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<tr>
<td>1239</td>
<td>10 MAR</td>
<td>11 am – 2 pm</td>
<td>Product/industrial design</td>
<td>Hangover breakfast – with Nurus and Villeroy &amp; Boch</td>
</tr>
<tr>
<td>1412</td>
<td>10 MAR</td>
<td>4.30 pm – 6 pm</td>
<td>Architecture/Urban planning</td>
<td>Audiovisual explanation of the building culture in Munich</td>
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<tr>
<td>1235</td>
<td>7 MAR</td>
<td>7 pm – 11 pm</td>
<td>Digital Innovation</td>
<td>Digital Water</td>
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<td>1343</td>
<td>7 MAR</td>
<td>7 pm – 11 pm</td>
<td>Interior design</td>
<td>Coalesse and Modern Craft</td>
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<td>1411</td>
<td>8 MAR</td>
<td>6.30 pm – 10 pm</td>
<td>Design/innovation consultation</td>
<td>Creative Breakfast – Fast forward: new paths in architecture/studies</td>
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<tr>
<td>1342</td>
<td>6 MAR</td>
<td>9 pm – 10 pm</td>
<td>Design/innovation consultation</td>
<td>Designing Positive Futures</td>
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<tr>
<td>1341</td>
<td>8 MAR</td>
<td>6.30 pm – 10 pm</td>
<td>Design/innovation consultation</td>
<td>Creative Breakfast – Changing Shifts: Turn Your Desk into a Studio!</td>
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<tr>
<td>1340</td>
<td>7 MAR</td>
<td>8 pm – 10 pm</td>
<td>Digital Innovation</td>
<td>Universal design</td>
</tr>
<tr>
<td>1339</td>
<td>10 MAR</td>
<td>11 am – 2 pm</td>
<td>Product/industrial design</td>
<td>7th Designers’ Breakfast: FAKEtime – handling alternative facts</td>
</tr>
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</table>
Creative Breakfast – Changing Shifts: Turn Your Desk into a Studio! Ralf Groene of Wolfsburg started out as a maker of analog tools. As the lead designer for Microsoft Hardware, today he designs digital tools. His motto: Function Follows Benefit. Tools must meet users’ work requirements. Sample question: How can we enhance the functions of the desktop-monitor combination to offer new work options for designers? The solution: an all-in-one PC that supports touch and pen and has a 20° angle studio mode similar to a drafting table. In the workshop you can learn to unleash your creativity with Autodesk and Adobe programs.

Creative Breakfast – Fast forward: new paths in architecture/studies Architects think in other dimensions – and conquer new content! The discussion panel with Prof. Meike Weber (DETAIL), Christos Chantzaras (TUM), Lisbeth Fischbacher, Daniel Hoheneder (flissade) and Michael Reifer (FRENER & REIFER) will offer insight and outlook: how a semester paper turned into a multiple award-winning start-up, how colleges and universities are starting to foster entrepreneurial potential, how to enter existing and new markets. From new production chains and space-optimized living to digital platforms for interaction – architecture is moving forward, fast!

Creating the Link between Learning and Innovation Every CEO is talking about disruption, the notion that new digital technologies, globalization, new business models and the emerging Artificial Intelligence lead to new winners and losers in every industry. The keys to survival are rapid innovation and continuous learning. The faster an organization can facilitate the learning of its people and adapt to the unpredictable, the more likely it is to succeed and grow. Join four experts involved in the design and development of the Steelcase Learning and Innovation Center in the discussion.

Creative Breakfast – Coalesse and Modern Craft We will discuss the four traits of craft and how we are working to better understand and connect the things we make with the things we cherish. This will be an interactive discussion with participation from the whole group and everyone will leave with an object to remember the experience by.
Discuss & Explore: Smart Interaction

With an exhibition of experimental projects and a panel discussion, UID will demonstrate how networked technologies, virtual realities and innovative interaction influence the future of design. At the nexus of technology and design, the exhibits provide insight into future interaction concepts. The display also includes Lightshape’s small holodeck. Keynote speeches by Manfred Dorn, Henrik Rieß (both UID) and 3D specialist Lightshape will precede the panel discussion.

Transformation in Architecture and Education

Architectural practice is changing. Aside from designs for buildings, transformation processes are gaining in importance – how we live, move, work and find new solutions to increasingly complex issues. At the open evening event, international speakers will describe the growing relevance of research to architecture and the application of research findings to the challenges of our cities, from living, working and innovating to mobility and sustainability. Learn about how the architectural profession is actively evolving into new fields and markets.

Festivals matter – creating value for the city and the region

Festivals bring people, art, design, music, the city and the surrounding region together. At a meeting of the Cultural and Creative Industries team and the Munich Metropolitan Region (EMM e.V.), we will explore the importance of the interaction of the region and the city and between the corporate sector and creative people for festivals held in the region. Creative festival directors will discuss how the reciprocal effects of this collaboration add value to the region and boost its image and will present new and established festivals. Networkers are welcome!
Digital Water  Water probably is the most important resource on our planet. Water means life, energy and wellbeing, water is the basis of our existence, a valuable and archaic commodity. What impact do trends such as the ever-increasing digitalization of the world we live in, individualization and self-optimization have on this basic element and the way we handle it? Our experts will discuss the opportunities and challenges of creating a digital ecosystem that starts from an existential, non-digital element.

Smart digital solutions for premium interior design  The shift in paradigms caused by digitalization has resulted in drastic changes in the construction industry. Everyone is talking about BIM. Torben Hansen (of Schotten und Hansen GmbH) and Brückner Architekten (of Munich) have developed the Digital Interior Manufacturing (d.i.m.) tool for premium individualized interior design based on digital 3D technologies. The panel of experts will discuss solutions that meet the challenges of the digital world.

Designing Positive Futures  Macromedia University invites you to a panel discussion on DESIGNING POSITIVE FUTURES – an innovation project for and with Syrian refugees. Initiated by Prof. Oliver Szasz, the R&D project was conducted by students in the international Design Management master program. The multidisciplinary innovation teams made up of master students and Syrian refugees will present their concepts developed based on design thinking. Findings and challenges will then be discussed with guests from the public, corporate and science sectors.

Culture Incorporated  Authentic creative culture is a competitive advantage for the most innovative companies. Rare as it is precious, it can be frustratingly difficult to achieve and sustain. Management consultants have tried to purchase it, corporations invest in labs to foster it, and, as they grow, start-ups struggle to preserve it. To succeed, organizations must be designed to nurture long-term customer relationships, respond with speed and agility, and be free to seize new opportunities. Join frog during MCBW to discuss how diverse and dynamic organizations are being designed to change the rules of the game.
Together, data, algorithms and machine learning constitute a new medium for design. They can be crafted and shaped by people who think about what the world should be like and have the imagination to do that and the technical skills to actually build the things.

Data science is a different way of shaping the world. Tim Brown CEO of IDEO. As part of its Creative Sparx series, IDEO will organize a panel of data scientists and enthusiasts to explore the potential of AI-enabled systems. Please register by March 2, 2018 at RSVP@ideo.com.

un/bubbled Public Burst: Join us to hear about the findings of the workshop sessions and discuss them! un/bubbled – the workshop format that helps you change perspectives. The session is about the increasing transformation of mobility (self-driving cars, car-sharing, e-mobility, etc.). The interior and other parts of cars need new purposes – but what are they? What if the solutions are provided by people other than car designers? Public Burst: 7:30 pm to 10 pm. Developed and organized by ZIBERT+FRIENDS www.zibert.com

OUT OF THE BOX – identity in times of digitalization: Digitalization has increased our risk of drowning in the masses. Real and digital identities are making it difficult to differentiate between appearance and reality. This is why the quest for identity has become a key topic for the creative sector. To be successful, companies have to create a strong identity and present it to others skillfully. How do they do that? What is the role of digitalization in this? We invited players of the creative sector to answer these questions in give brief, inspirational lectures and discuss their opinions with us.

Creative Sparx: Design x Augmented Intelligence. Together, data, algorithms and machine learning constitute a new medium for design. They can be crafted and shaped by people who think about what the world should be like and have the imagination to do that and the technical skills to actually build the things.

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Creative Breakfast – Future-Proofing the Future of Façades: Material and technological innovations open up opportunities to change façades into important urban interfaces. Filippo Lodi, Head of Innovation and Knowledge Management at UNStudio, will talk about innovations in façade design. UNStudio and MDT-tex are developing a multifunctional membrane structure system called Cirrus. Two prototypes have been developed based on the framed membrane strategy over the course of two years and will be further developed and optimized so they can be used as façades, second skin or shelter structures.

MATES is a co-working space and network for creative freelancers, self-employed professionals and start-ups in the media and communication industry.

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7th Designers’ Breakfast: FAKEtime – handling alternative facts  In our political, social, electronic and real lives we are free to choose from among alternative facts. How do we deal with them? How do we use them to our advantage? Do they impact our work? The discussion with designers and guests will be hosted by Andreas Enslin, Head of Miele Design Studio and Vice-President of VDID.

Hangover breakfast – with Nurus and VilleroY & Boch  The IF Award Night is over – time to refresh body and mind with fresh content – and a hearty breakfast to mitigate any possible after-effects: Renan Gökyay, CEO of Nurus and James Nutting, Director Sales Development for VilleroY & Boch exchange views on preferences and disadvantages of traditional family business vs. classic large corporations, the challenges of demographically diverse employee structures, new ways of working, cultures and worlds. An exciting conversation including Rollmops & Alka Seltzer!

Audiovisual explanation of the building culture in Munich  Two award-winning partners – OutOfOffice and its uniquely designed venues for workshops and seminars and the Stuttgart-based architectural firm VON M (alias Matthias Siegert and Prof. Dennis Mueller) will tend to Munich’s construction culture for one day. “Audiovisual debates” will be staged in the form of live VJ sets with improvised music to interpret the city’s key structures. Participants can use the breaks between sets to enjoy a drink and share what is on their minds in the casual ambiance of OutOfOffice’s premises at Glockenbachviertel.
Behance Portfolio Review  
During the day, we will organize the UX Games contest, in the evening we will host inspiring talks about technology and design. To participate in UX Games, your team will be given an offbeat topic and you will have until the evening to come up with a groundbreaking concept and an operational prototype. The pitch and the award ceremony will take place during the talks and there will be ample opportunities to drink – a soirée with no (creative) boundaries.

DEsigned in Bavaria  
Vernissage with keynote speech “FAKEtime – handling alternative facts” The exhibition: a product show for form and function with sense and emotion. A world without industrial design?! Unthinkable. We would not have taps, dishes or furniture. The keynote speech: In our political, social, electronic and real lives we are free to choose from among alternative facts. How do we deal with them? How do we use them to our advantage? Do they impact our work?

ADC’s seminar on social media  
#FromGiesingToWorld A global outdoor brand, an online insurance company, and affordable design hotel – we at Hello will show you what it takes to be successful in social media such as Facebook or Instagram, and what you want to avoid. To do so, we will share three clients’ forays into the social media world openly, honestly, without adornment and including setbacks.

Transformation!  
How to navigate successfully through times that call for transformation  
During MCBW, design and innovation agency FLUID (formerly LUNAR Europe) invites you to its premises on Fraunhoferstraße. Expect interesting lectures about transformation from diverse perspectives. For more information on registration, visit mcbw.de.
The Tale of Storytelling  Stories of failure and success – learn how to use content for your business. An eventful soirée at the Office Bar of fischerAppelt and Ligalux. Since advertising and PR discovered the importance of storytelling, it is used for all types of products, from frozen cakes to cloud servers. It takes one who knows about it to talk about it. We will discuss failures and successes so at the end of the day you will know what makes a good story. With Dirk Benninghoff, editor-in-chief at fischerAppelt, and other storytellers.

Shifting customers’ expectations regarding automobility experiences  Customer expectations regarding automobility and ownership are rapidly changing. Holistic experiences, which will incorporate converging spaces and products, will soon be mandatory in order to meet user needs and desires. Focusing on the user journey, our automotive experts will share their visions of a near tangible future of automobility and what it will mean to be a brand in this heavily disrupted industry. English-language only. Places are limited for the discussion and drinks; please register with Armine Khurshudyan at mcbw2018@cogniance.com.

High Creativity  A one-day event with work reports and lectures presented by renowned designers, architects and/or artists with catering and musical entertainment. Glas Trösch and the partners of designerwerkschau invite you to Fruchthof in Munich for the 2018 event highlight. Partners: Glas Trösch | arper | créationbaumann | Florim | Laufen | Lintex | louis poulsen | Merten | Modular | Raico | Ritto

ADC’s seminar on Feminista, the world’s first political perfume  How are the world’s best perfumer and a movie connected? How do you disrupt the cosmetics industry? Why does it make sense to communicate with the rest of the world while you are developing products? Who exactly has to fear feminism? A sensual-political-strategic lecture by Ulrike Hager and Helmut Hartl, founders/partners of Hero’s Journey Travel Agency.
px Zündfunken  The latest on Work 4.0 a creative environment The times of punching the time clock and personalizing your desk are long gone. Trust-based working hours and desk-sharing are the new buzzwords. At planworx, the agency for experiential marketing, the future of work has already begun. Learn about the ordinary course of business at what probably is the most modern agency in Germany and join our experts in the discussion.

netzblicke – virtual reality between creativity and reality  As a topic of innovation, virtual reality (VR) is sure to make it into the mainstream. What ways exist to generate sustainable value with this new technology? What content can be reproduced on what platforms? What must be kept in mind during production? Learn how VR opens up entirely new opportunities. We will select a number of examples from the field, for example, fashion design, graffiti writing, a virtual company tour and an explanatory graphic for a TV show.

Universal Design Studies  Initiated by Universal Design Forum e.V., Sigmund Freud Universität (Vienna), design for all Austria, design for all Spain, Institut für Universal Design and hi.pe.at developed a 12-module work-based study program. The modules are taught at alternating locations (Barcelona, Milan, Vienna, Tokio) and are followed by a practical stint at a non-profit organization. Teachers and initiators will present the project that is scheduled to start in the summer of 2018.
new spaces for art  Art has distanced itself from us. It scores astronomical prices in the overheated market. The elitist art sector revolves around itself in its own echo chamber. We have to go marvel at it in its perfectly temperate, illuminated and secured temples. Distance has replaced relationships. What can art do to come closer again? What do new rooms for art look like where relationships and encounters can take place? We invite 6 x 6 participants to join us at the Unvollendete Räume at Schloss Herrenchiemsee to reinvent the experiencing of art.

#kreativmuenchen: consulting services for creative people  Our consulting services have been developed for designers and professionals in the cultural and creative sectors seeking support and advice. Our services are open to founders, start-ups, self-employed people and freelancers who have been pursuing a career in a creative field for some time. We will be happy to answer your questions about planning, financing, acquisition, pricing, marketing, general orientation, networks and premises.
UX GAMES  During the day, we will organize the UX Games contest, in the evening we will host inspiring talks about technology and design. To participate in UX Games, your team will be given an offbeat topic and you will have until the evening to come up with a ground-breaking concept and an operational prototype. The pitch and the award ceremony will take place during the talks and there will be ample opportunities to drink – a soirée with no (creative) boundaries.

Ads in Motion – the challenge of digital out-of-home advertising  Digital out-of-home media are leaving their mark on perception in urban environments. Animated pictures in shopping malls or public transportation, at train stations or the roadside – more and more advertising messages compete for the consumer’s attention. In the workshop, experts of Ströer Media Creation (SMC) will illustrate how they link their creative aspirations with their media-specific communication skills. In addition, SMC will introduce itself as Ströer’s new creative agency that builds on more than 20 years of experience in the digital creation of DooH pioneer Infoscreen.

Circular Product Design  Product design professionals, design consultants and design companies are invited to participate in the free international Circular Product Design workshop coordinated by Dr. Ana Mestre, researcher at Nottingham Trent University (NTU) and the UK Research Centre for Industrial Energy, Materials & Products (CIE-MAP). The workshop supports professionals in designing for the circular economy by presenting and discussing a recently developed conceptual framework for circular product design. Participants are welcome to apply what they learned to practical design projects.

Location  COBE GmbH  Baaderstr. 7 80469 München  Promoter  COBE GmbH  www.cobeisfresh.com  free, registration required  

Location  Ströer Deutsche Städte Medien GmbH  Balanstr. 73 81541 München  Promoter  Ströer Deutsche Städte Medien GmbH  free, registration required  

Location  COKREA  Nordendstr. 64 81081 München  Promoter  Nottingham Trent University/CIE-MAP  www.ntu.ac.uk  free, registration required  

Location  NOTTINGHAM TRENT UNIVERSITY  The NTU / CIE-MAP, one of the UK End Use Energy Demand (EUED) research centres, aims to identify opportunities along the product supply chain towards carbon reduction and material efficiency  

Participants:
- rural mobility  – Arnold Hirschbühl, Mayor of Krumbach
- – Carolin Hertdle, Sociologist ISME
- – Melanie Herget, Environmental scientist, InnoZ
- urban mobility  – Hubert Klumpner and Alfredo Brillembourg, architects and urban planners, Urban Think Tank
- – Andreas Schuster, Green City e. V.
- – Prof. Dr.(I) Elisabeth Merk, Head of Department of Urban Planning and Building Regulation, City of Munich
- the future of mobility  – Areti Markopoulou, architect and urban technologist, IAAC Barcelona
- – Sophie Stigliano, Director Urban Standards
- – Alex Erath, Project Leader at Singapore ETH Centre
- – Emma Costa Argemi, Competence Center E-mobility  

curated by  Julia Hinderink, Schnitzer&
iam lab/be curious  Interior designers are researchers of future trends in materials, colors and new, individualized challenges of an ever-demanding society. At the get-together, iam Lab will introduce itself and present current and future influences, materials and trends for you to experience and test. In the ensuing lecture, Julia Schneider will summarize the new impressions.

ADC’s seminar on language design  In times when products and services become more and more similar and looks become increasingly exchangeable, the best chance for a brand to stand out, to be liked and, ultimately, to persuade consumers is its language. This language can be designed. Join our language design seminar to find out how. Using a concrete example and its position in the market, step by step we will develop a useful toolbox that helps the brand communicate in its unique language anytime and anywhere.

**Location**
iam interior architects
Münch
Pündterplatz 4
80803 München
Promoter
iam interior architects Munich
www.interior-architects-munich.com
free, registration required

**Location**
The interior designers of iam in Munich provide end-to-end support for office design, trade show construction, home living and retail projects including corporate design.

**Location**
Art Directors Club für Deutschland (ADC) e.V.
www.adc.de
free, registration required

ADC considers itself a benchmark for creative excellence and honors outstanding communication. It organizes seminars and other events and has authored numerous publications.

**Event-Code 1219**
Interior design
6 MAR | 6 pm – 10 pm

**Event-Code 1152**
Communication design/branding
7 MAR | 1 pm – 4 pm
**Ads in Motion – the challenge of digital out-of-home advertising**  
Digital out-of-home media are leaving their mark on perception in urban environments. Animated pictures in shopping malls or public transportation, at train stations or the roadside – more and more advertising messages compete for the consumer’s attention. In the workshop, experts of Ströer Media Creation (SMC) will illustrate how they link their creative aspirations with their media-specific communication skills. In addition, SMC will introduce itself as Ströer’s new creative agency that builds on more than 20 years of experience in the digital creation of DooH pioneer Infoscreen.

**Lost in Digitalization? Mindful communication vs. AI as an opportunity**  
Ask Google what salt tastes like ... In times, when people are but IP addresses and Artificial Intelligence executes logical work processes, our open workshop will deal with the question of how we have to develop to continue playing a key role for our customers and our staff. Join us if you are interested in the topic or want to learn more about trust and leadership in a digital world. smartacademy looks forward to seeing you in Munich!

**Brain Design meets Change Management**  
Breitenstein does Change Management! Be it in our offices at Altheimer Eck 7, in our Training Center in the Bavarian Alps – or with our customers all over the world. We know that “true beauty” comes from within. Companies can only use digital transformation successfully if they can also live internally what they want to communicate to the external world. And here, the employees are the critical success factor. We design change processes which make organizations more agile, more open and increase mutual trust and respect, and where teams can learn how participation and co-creation.

**Protecting creative ideas and creations**  
The two-hour lecture will include an overview of the opportunities and snares creative people should know about and consider when protecting their ideas and creations. The speaker also will give tips regarding protection against plagiarism and will answer questions after the lecture. Participation is free of charge. Please register at info@messerlaw.de. Heidi Messer is an attorney in the field of intellectual property law. She teaches fashion and design law at AMD Akademie für Mode und Design and is the co-author of the book Urheberrecht für Architekten und Ingenieure published by C.H. Beck.
BRAIN DESIGN A HOUSE FULL OF IDEAS: Interaction I Knowledge I Actions I Entertainment = Brain Design
Sternthaler’s Campaign-Lab wants to interact with you and make the future of communication a real and a virtual experience. We will show you why digital analogies make for fluid campaign management and how Artificial Intelligence can make customer contact more personal. If you miss our Intelligence Connectivity across rooms and floors, you will miss the future. That applies to all sectors, be it automotive, industrial, services or media.

Creative Breakfast – how the IoT can support the disruptions of life  There is a big hype around IoT. IoT can bring our lives to a new level – so it often seems in these discussions. But in most cases the debates are still very abstract. In our workshop we invite you to join a live experiment with our very own IoT-Kit, that has been developed out of the frustration of a designer and an engineer in order to give IoT a more tangible face. Together we will use the IoT-kit to find hands-on solutions for selected problems of your business lives. Join us to learn more about how to use and play with the kit to create smarter and better IoT-services for your business.

Brand Thinking Master Class – Brand-Driven Companies For what will your company be known in the future? What narrative will be its compass? We are convinced that journeys of this nature require tools, not rules. Delving into the issue of leadership will be more effective than dealing with marketing topics first. Join our master class to learn how you can create a shiny brand with your sense-driven company and what key steps you can take within your business without having to resort to external consultants.

ADC’s seminar on the world’s best students Twice a year, creative-talent scouts throughout Germany champion the graduates of Akademie U5 in Munich. It is the alma mater of Marcello Serpa, the creative frontrunner in South America; of Michael Keller and Knut Maierhofer, the founders of KMS, one of the most spectacular brand and event agencies; of Cannes Grand Prix winners such as Alexander Nagel; and of whiz kids such as Stephan Westerwelle. Alex Bartel and Hans-Peter Albrecht, directors (and alumni) of Akademie U5, will show examples of diploma theses and field work created by 2000 U5 students – the best in the world.

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sternthaler Werbeagentur
GmbH
Altheimer Eck 7
80331 München
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GmbH
www.sternthaler.com
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MCBW FORUM
Museumsinsel/Ludwigsbrücke
80538 München
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futurice GmbH
futurice.com
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CREATIVITY, FUTURE-PROOF! Data protection/data security in agencies

While creative chaos is common in agencies, data protection, data security and other topics have made an impact on the creative sector as well. In 2018, data protection laws will become more stringent. Many clients audit their agencies to determine whether their processes and data security measures comply with industrial norms. How do agencies deal with the subject? Do they need to take action at all? If yes, what are the best initial steps? Our workshop has been designed to provide creative people with an overview, information on potential approaches, and practical tips.

Design-Driven Innovation

Our workshop will be about methods that are based on designers’ mindsets, such as design thinking, lean start-up and agile work. The corporate sector, researchers and politicians increasingly are becoming aware of the potential of teams that focus on people. We will show you techniques that foster collaborative creativity that can help find holistic and user-centered answers to problems and how and when to use these techniques effectively. Admission (incl. beverages and snacks): € 50 plus VAT.

Location
nextwork GmbH
Amalienstr. 62
80799 München
Promoter
nextwork GmbH
www.nextwork.de
free, registration required

Location
creaffective GmbH
Rosenheimer Str. 189
81671 München
Promoter
creaffective GmbH
www.creaffective.de
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Our consultancy supports organizations with developing their innovation culture and creative processes in a way that allows them to create innovative solutions and adapt to changing circumstances.

Location
nextwork supports agencies and professional teams with digitalizing their administrative and creative processes, develops future-oriented IT infrastructures and ensures data security.

un/bubbled workshop sessions  

un/bubbled – the workshop format that helps you change perspectives www.unbubbled.me The session is about the increasing transformation of mobility (self-driving cars, car-sharing, etc.). The interior and other parts of cars need new purposes – but what are they? What new types of cooperation are possible? What if the solutions are provided by people other than car designers? Burst Sessions for workshop participants: 4.30 pm to 7 pm followed by a Public Burst with the audience (ends around 10 pm)

Developed and organized by ZIBERT+FRIENDS www.zibert.com

Workshop on IP strategies  
As part of the workshop, we will introduce you to diverse topics related to intellectual property rights (brand rights, design rights, copyrights, competition law, patents and utility models) based on practical examples. Expand your practical knowledge and learn how to implement, market and, most importantly, protect your business ideas. Join us for a lively discussion and a glass of Chamwhisky afterwards.

PERSONAL BRANDING CANVAS  
The Personal Branding Canvas is the free visual tool for designing personal branding strategies. It has been translated into 10 languages. Inspired by best practices in business design, the workshop has a proven format tested all around Europe. The session will introduce the new Canvas format in an experiential way, enabling participants to design the very first prototype of their own personal branding strategy.

Intelligence Augmentation – Machine Learning for Designers  
In the exciting age of Artificial Intelligence and machine learning, our workshop will help you to design a service that supports and supplements human thinking. How will that work? We start by discussing what AI is, and what it’s good for. Then we take a deep dive into the special considerations that designers must make when adding machine learning to a service, without losing sight of the human factor. Join our Data Scientist and Service Design experts and enjoy some hands-on time to design using tools and approaches we have been creating for this emerging area.

ZIBERT + FRIENDS  
The agency for interactive consulting, creative concept design, and inspiration. We help our customers get ready for the future and develop tailor-made concepts and intelligently curated content.

W E I C K M A N N  &  W E I C K M A N N  
Weickmann & Weickmann is one of the oldest law firms in Germany to specialize in the field of intellectual and industrial property.

Location  
The Lovelace  
Kardinal-Faulhaber-Str. 1  
80333 München  
Promoter  
ZIBERT + FRIENDS GmbH  
www.zibert.com  
free, registration required

Location  
Weickmann & Weickmann  
Patent- und Rechtsanwälte  
PartmbB  
Richard-Strauss-Str. 80  
81679 München  
Promoter  
Weickmann & Weickmann  
Patent- und Rechtsanwälte  
PartmbB  
www.weickmann.de  
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C O K R E A  
COKREA is a place to rent and to learn from others. Ideal for Meetings, Workshops, Training, Speaker- and Networking Events, Exhibitions, Product & Press Launches and Receptions.

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Futurice GmbH  
Implerstr. 7  
81371 München  
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Futurice GmbH  
www.futurice.com  
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Loco, founded 2000 in Helsinki, is a fast-growing digital consultancy that designs and creates innovative digital services for companies across a wide variety of industries.
**A new Agenda for Strategic Brand Management**

Today’s brands are identities that define entire companies – far more sophisticated than the simple products or services that stood in their place a century ago. They counter the complexity of the digital revolution with their identity-forming qualities. In the future, we will interact with brands in specific theme-based patterns using innovative new interfaces. The challenge: brands have to send signals differently to achieve a convergence of virtual and real interaction. We sound out the tasks of brand management in the age of digital transformation.  
#digitalfirst #dontmissout

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**Business Models for Teams**

A set of visual tools to enable teams to better understand each other, their work and group goals. The co-creation approach to team modeling engages group members emotionally and boosts commitment to behavioral change. Review your knowledge of modeling, methods and best practices. Explore enterprise, individual and team business models with a focus on teams and individuals. Identify problems, challenges and opportunities.

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**BarCamp Oberland – Digital Transformation & Design**

Computers are incredibly fast, accurate and stupid. Human beings are incredibly slow, inaccurate and brilliant. Together they are powerful beyond imagination. – Leo Cherne Design works without digital transformation – but does digital transformation work without design? Let’s discuss at BarCamp! Rather than following fixed agendas, BarCamps go with the flow. Lectures, discussions or workshops are proposed and offered by the participants themselves. Find more information at servuszukunft.de or mcbw.de.

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**ADC’s seminar on commercials**

How do I come up with ideas for a commercial? The seminar will start by showing you how to best draw inspiration for good ideas from the medium itself. In hour two, after a briefing you will have time to find an idea for a film. In the third hour, all teams will have a few minutes to pitch their ideas in concise sentences. This no-frills seminar will be as straightforward as a commercial.

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**Location**

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Promoter  
KMS TEAM GmbH  
www.kms-team.com  
subject to a fee, registration required

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**Location**

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Gesellschaft Landkreis Miesbach mbH  
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ADC considers itself a benchmark for creative excellence and honors outstanding communication. It organizes seminars and other events and has authored numerous publications.
CREATIVE LEADERSHIP SALON N°3 – MCBW Special – Future of Work

The Creative Leadership Salon is Munich’s place to go for ambitious change makers. We invite professionals working at the intersection of leadership, creativity and business. Our mission is to help our leadership culture to leap forward.

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UX LIGHTNING TALKS BY ICON INCAR
Back when we founded icon incar, automobile cockpit digitalization was ushering in a paradigm shift. Ten years in, we have settled in at the eye of the digital storm. E-mobility, car sharing, driverless cars: every day our team at icon incar works at the cutting edge of tomorrow’s automotive UX design. But to do so, it is essential to promote a culture of sharing and exchanging. We want you to be part of it: join us for a colorful display of brief Pecha Kucha presentations, some totally-out-there use cases and prototypes, and the requisite icon incar kitchen party.

HEARME – designing new service models for museums
The world of museums has changed dramatically in recent digital decades. In this workshop, you experience a real case implementation by understanding how to 1. build deep connections between young generations and museums/galleries, 2. develop the skills of museum educators for open youth programs based on young people’s participation, expectations, wishes and needs, 3. incorporate proven advanced methods into museum activities, and 4. design a new business model to help museums become a desirable source of inspiration, innovation and collective intelligence.

Location
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icon incar is a highly specialized global design studio for automotive user experience, connectivity concepts, mobility ecosystems, and research and development.

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edch-conference.com

München
Alte Kongresshalle
8. bis 10. März 2018
Die EDCH findet im Rahmen der MCBW statt und wird gefördert von bayern design und dem Bayerischen Staatsministerium für Wirtschaft und Medien, Energie und Technologie.
Ulrich Müller: Let’s start by talking about Digital Transformation, the guiding principle of this year’s MCBW. At the Seoul Biennale of Architecture, Büro HENN presented an interactive installation in which a computer-controlled industrial robot translated the sound of visitors’ voices into a sculpture, giving it a spatial form. What was the statement behind the installation?

Gunter Henn: Our goal was to make the invisible visible and to allow visitors to experience the voices which are audible yet invisible. This concept is closely connected to architecture, which also makes the invisible – or that which cannot be perceived – visible. What is invisible are the differences that makes things emerge in the first place. Architects create spatial experiences of social, temporal or factual differences by using these differences and seeing architecture not only as an aesthetic sculpture, but by working with its performance.

UM: What we saw was a robot that cut the wave form of each sound spectrum of each visitor’s voice from a block of foam material, handing the positive form to the visitor as a gift and adding the negative form, that is, the other half of the block to a growing wall sculpture made from many such negative forms.

Boris Kochan: I found the idea very intriguing because these negative forms reminded me of sound-absorbing surfaces in practice rooms for bands and studios. Ultimately, they represented a diversity of voices and, as a relief on the wall, absorbed what they initially had triggered.

GH: That’s correct. The positive form represents perception, the negative form reminds us that we need a medium to make this scribbling possible. However, we normally don’t see or hear the medium. We wanted to make it visible and, thus, form a contrast to what is perceptible. We make perception perceptible, if you will. This is one of the tasks of modern architecture: We do not simply foster communication, we have too much of it already. Instead, we make communication visible so that people can refer to it, orient themselves in it. This helps us improve our communication.

So many things happen simultaneously and people cannot take them all in and process. We must reduce this complexity. However, our options to do so at the cognitive level are limited – but we have options at the perceptive and the observing levels. Architecture tells us, whatever happens and whatever you do, it happens here or there, under these or other portents. This can be the foundation for new orders that do not eliminate or destroy complexity but make it accessible.

BK: Reducing complexity plays a key role for designers as well. In my opinion, contrary to common belief designers are very neat people because they have to create a new order for the extensive information they receive. On the other side, another aspect of being creative is pushing boundaries – that is, orders – deliberately and using the creative chaos to have the neat order on one side and its counterpart on the other side. What is the role of chaos in architecture? As a designer, I am curious what the architect thinks ...

ULRICH MÜLLER INTERVIEWED ARCHITECT PROF. DR.-ING. GUNTER HENN AND DESIGNER BORIS KOCHAN

Communication Landscapes – an interactive installation at Seoul Biennale 2017

MCBW DESIGN DIALOGS

Project House – in the Research and Innovation Centre of the BMW Group
Mr. Kochan, we are innovating for an hour tomorrow at 11 and maybe Mr. Müller will happen to join us. That won’t work. So we constructed a square building with a large atrium at the center. This atrium has a four-story glass structure, which can be looked into and is accessible from all sides. This is where rapid prototyping takes place for all to see. Everything that is imagined and decided around this structure is built here in real time. This way, all the knowledge, everything created in the minds around it, is externalized and becomes visible. If all three of us – Mr. Müller, who is responsible for headlights, Mr. Kochan, who is in charge of designing the fender, and I, who has been tasked with controlling – see that they are building something we came up with, we will of course go there and maybe start talking, even if we don’t know each other. We create this unpredicted – or, if you will, chaotic – element, that is what real time is. The decisive factor is that we put it in perspective with the orderly world of the departments around us.

BK To improve internal communication at our agency, five years ago we experimented with space. In addition to building our centrally located cafeteria, the function of which in part is similar to the glass structure at BMW and you can look inside from all sides, we wanted to experience the work of interdisciplinary teams in a 700 m² loft. Without losing sight of the three major challenges of every open-plan office – air, light and noise – we wanted to make the entire room, from where you can look into the cafeteria, perceivable by everyone all the time and to create protected work spaces in which staff members enjoy the familiarity and intimacy they want. To achieve our goal, we procured sound-absorbing lightweight walls, approximately 1.5 m² and only 1.20 meters tall, which can be configured as needed. This new level of flexibility called for a number of rules, for example, a clean-desk policy that stipulates that staff members must tidy their desks before the leave the office in the evening. However, very soon we realized we needed something I like to refer as chaos rooms, where things can be left on desks and drafts can be pinned to walls for a few days – rooms that allow you to return to and continue working in the same situation as the day before.

UM Talking about work – let’s discuss the future of work and, thus, responsibility. Since 2016, Boris Kochan has been the president of Deutscher Designitag, an association that deals intensely with the issue of the responsibility of design, especially in the context of the future of work. What are the roles of designers and architects in it?

BK Paul Watzlawick once said that people cannot design. All the time and everywhere, we are confronted with the results of design, be it from amateurs or from trained designers or architects. In the past, these results used to be products – billboards, bus stops or teaspoons –; today, they are man-machine interfaces, or displays, for example. I believe we all remember Steve Jobs’ wonderful gesture when he used three fingers to enlarge a photo on the display of the first iPhone. It was this feature that had truly groundbreaking quality, not the smartphone itself. When it comes to the issue of responsibility with regard to the future of work, I believe we need a new level of open-mindedness for all things procedural, society must be willing to accept trial and error. Also, we need to involve users in the development process, especially in the many complex tasks. Thanks to their ability to concretize what is not there yet, designers have the potential to foster innovation significantly – or, as Paola Antonelli, the curator for design at the Museum for Modern Art, once said: “Designers are the enzyme for innovations.”

GH I believe that dialog between design and architecture should be intensified. In an essay for the FAZ daily last year, Dirk Baeker wrote that the world wants to be designed. We have to stop being so presumptuous and claim that architects are the only ones who know how to make life good. Being driven by utopia only doesn’t work anymore because we need reciprocal changes in behavior. We change the behavior of those for whom architecture is made, and they, in turn, change architecture and design. This a highly complex process of interaction.

GH Chaos is always there from the onset. Architecture deals with the interrelation of chaos and order, of indeterminacy and determination. In my opinion, chaos means experiencing complexity without being able to grasp it – at least as long as I cannot make out any patterns. Architects cannot simply ignore complexity, they have to be able to take it. For example, we are building a research center for 20,000 people. For it to work and for us to avoid ending up simply with 20,000 workstations, we have to deal with the complexity connected with it and have to try to transfer and transform it. This means I have to be an observer of the second order, so that I don’t see only the patterns but also why these patterns occur and how I can design and stabilize them.

GH First and foremost, we expect architecture to ensure order, orientation and persistence. Visitors and users must feel safe in the building rather than one day getting the feeling that something has suddenly changed, for example, we came in through this door, but it won’t be there anymore when we want to leave. The basic elements have to be enduring, almost archaic. However, when we are talking about enabling processes, for example, in communication, we have to ask ourselves how we attain the break, the chaos? When we were building the project house for BMW, a building at the research center where series are concentrated, I asked the manager what problem he wanted us to solve. He said: “Real time.” What he meant was: How can I make the three right people come together to discuss a specific topic at the crucial moment. How can I set them in motion to avoid saying:

KochanPartner Aquathek – open plan cafeteria with transparent glass

“Schillerplatten” – sound-absorbing lightweight walls which can be configured as needed
The longevity aspect of architecture is not its materialness because it uses stone and concrete, or its dimensions because buildings tend to be very tall structures. Commodities also can survive for thousands of years. Architecture is long-lived because of the differences it brings into the world. You see good examples in cities where the contrast between public life and private life is maintained and preserved across construction measures. It would be interesting to switch jobs for a year, you and I, and see how we change.
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For assistance planning your visit to MCBW or to learn about the locations throughout Munich where you can get a hard copy of the program or magazine, please contact us by e-mail at service@mcbw.de or call our hotline at +49 89 38 66 76 60. The team is available Monday through Friday from 9:30 am to 6 pm and will be on hand every day during MCBW (March 3 to 11, 2018).

Tel. +49 89 38 66 76 60
E-mail: service@mcbw.de

As part of its Creative Sparx series, IDEO is hosting an open discussion with a panel of data scientists and enthusiasts.

"Data and algorithms and machine learning—all of these things collectively together are a new medium for design. They can be crafted and shaped by people who think about what the world should be like, who have the imagination to do that, and have the technical skills to actually build the things. Data science is really a different way of shaping the world."

— Tim Brown, CEO of IDEO

This event is part of Munich Creative Business Week 2018. The discussion will be in English.

PLEASE REGISTER BY MARCH 2ND 2018 AT RSVP@IDEO.COM. SPACE IS LIMITED.
All the details of all the events were not available at the time this brochure was printed. The Program Partners are responsible for the events and the text pertaining thereto. The updated program, which is subject to change, can be viewed at www.mcbw.de/en.

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CREATE BUSINESS!
Initiated by bayern design, MCBW START UP is the founders’ platform for companies and designers. With diverse event formats, MCBW START UP fosters purposeful exchange among design-oriented start-ups, young and experienced designers, business experts and the general public to facilitate successful professional careers.
CREATIVE DEMO NIGHT
6 Mar, 5 pm – 9 pm
Muffathalle
This public product and concept show is the visitor magnet of MCBW START UP. It provides an inspiring overview of current topics and developments in the design and creative sectors. From artisanal workshops and digital and technological applications to ecologic and social challenges – on March 6, 2018, 40 outstanding start-ups will introduce themselves and their innovative products, concepts and services at Muffathalle in Munich. Open criticism, outsiders’ views and contact with the right experts will help put new approaches to the test. Dialog can drive and implement ideas in the long term.

Start-ups from these industries will introduce themselves:
- Lifestyle & Fashion
- Media Design & Digital Service
- Medical & Healthcare
- Mobility & Logistics
- Social Design & Entrepreneurship
- Technology & Material

BEST OF CREATIVE DEMO NIGHT
Creative Demo Night 2018 will see the first-ever presentation of awards in the Product Design and Digital Design categories and a Special Prize for Concept to honor the best start-ups. The winners will introduce their start-ups on stage and receive customized coaching packages to obtain the best possible assistance during the founding process. The coaching sessions will be conducted by leading founders’ institutions and renowned agencies and companies that offer their expertise to the winners free of charge.

An independent jury of experts in the fields of design, industry and investment assessed the entries prior to MCBW and will make recommendations for coaching.

TOOLS FOR FOUNDERS
3 – 9 Mar
alternating locations
Besides Creative Demo Night, Tools for Founders is the second mainstay of MCBW START UP. For the entire duration of MCBW, partner companies will offer workshops, coaching and/or lectures to help young entrepreneurs develop and establish their start-ups, from the initial vision of a new business idea to the result-oriented implementation. Key topics will include team building, business planning, intellectual property and crowdfunding.

DESIGN FOR ZERO HUNGER PITCH NIGHT
8 Mar
The United Nations World Food Programme Innovation Center has invited start-ups to submit their entries for a contest to participate in a boot camp during MCBW. Teams will receive professional coaching and will work on their projects, which then will be presented during Pitch Night.

“Creative Demo Night helped boost our start-up. The discussions, the questions, the requests – you don’t get feedback directly from your target group very often. The relaxed atmosphere and the interested audience allowed us to establish useful contacts.”

ALEXANDRA BRÜCKNER
founder and owner of Matchworking

“Bringing innovative ideas and experts together, MCBW START UP is an exciting platform for start-ups. In-depth dialog with others help turn good ideas into trailblazing innovations. I wouldn’t miss it!”

DOROTHEE ANDERMANN
Visio2actio, Program Partner and sponsor

“We will participate in MCBW START UP because we want to meet designers and creative minds for our work towards a world without hunger.”

BERNHARD KOWATSCH
United Nations World Food Programme Innovation Center, CEO

“As a media start-up, keeping in the loop with regard to the latest trends and technologies and meeting decision-makers is important. Creative Demo Night is the ideal platform.”

HIGGS Livestreaming technologies UG

“We particularly benefitted from Tools for Founders, the workshops and coaching. Both the individual sessions offered by different and the workshop on agile methods conducted by Brainbirds GmbH were great and provided food for thought on specific topics. We have been using these tools often to think things through from the customer’s perspective and continue optimizing our shop.”

ANDREA FLOTZINGER
founder and managing director of lumbono GmbH

“Bringing innovative ideas and experts together, MCBW START UP is an exciting platform for start-ups. In-depth dialog with others help turn good ideas into trailblazing innovations. I wouldn’t miss it!”

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**MCBW START UP – workshop: business modeling tools**
Increase the chances for success for your start-up with the business modeling method Alex Osterwalder created the Business Model Canvas, a strategic management and business tool that has been used by more than five million people. It makes it easier to develop, describe, revise, challenge and reinvent your business model in a clearly structured, visual manner. Combine the Business Model Canvas with your own business model (Business Model You) and see how compatible you and your team are.

**MCBW START UP – Workshop: Design Management**
(Not) everybody can (use) design?! The workshop has been designed based on a mix of inspiration and discussion to show users and suppliers how design – which is more than the exterior of a product – can be used to contribute to their companies’ success: – What design services support their business the most effectively? – How can they be implemented in their companies? – What is the most effective way for clients and designers to collaborate? Join us and other participants in finding the answers.

**MCBW START UP – coaching: scaling for success**
To be successful in the market in the long term despite limited resources, start-ups have to work on their processes and the scalability thereof. They must ensure customer satisfaction, even when their customer base expands. Requirements regarding the quality of products increase with the level of use. How can the additional workload be tackled efficiently? Do you need to reallocate tasks and roles? Do you have to expand your team or your internal and external communication? Find answers to these and other questions in our coaching session.

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The Strascheg Center for Entrepreneurship (SCE) is the business development center of Hochschule München. We offer support for start-ups, education and research in Munich and beyond.

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www.visio2actio.com
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**Location**
Visio2Actio provides consulting services for start-ups, from the vision to result-oriented implementation. Dorothee Andermann has more than 18 years of experience launching digital products.

**Event-Code 1271**
Design/innovation consultation
3 MAR | 1 pm – 5 pm

**Event-Code 1207**
Design management
5 MAR | 9.30 am – 12.30 am

**Event-Code 1279**
Design/innovation consultation
5 MAR | 9.30 am – 12.30 am

**Event-Code 1171**
Design/innovation consultation
5 MAR | 9.30 am – 4.30 pm
MCBW START UP – Workshop: Strategic design and innovation

From first idea to successful product – a hands-on demonstration of strategic design. This interactive workshop will be run by the design|brand|innovation consultancy The Deep Bench. Join us if you want to learn more about the strategic design process and how its methods and tools can help to focus your innovation and make it relevant – and desirable – for the user.

MCBW START UP – workshop: the benefits of co-working and co-living

smartvillage will discuss its concept for co-working to show you how co-working can help start-ups and corporates find more efficient links between innovation and networks. – Brief presentation of smartvillage’s concept – Using co-working spaces for network communities – About digital workers and the environments and communities that help them grow Workshop with a round-table discussion based on three examples from the field We look forward to seeing you at smartvillage!

Location
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THE DEEP BENCH GMBH
www.thedeepbench.com
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Location
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smartvillage is the home of start-ups, freelancers and established companies that live and love the new way of working in innovative environments. Work smarter, not harder.

Allianz deutscher Designer (AGD) e. V. | www.agd.de | Wöhlerstraße 20 | 10115 Berlin | info@agd.de
**MCBW START UP – workshop: Customer Journey Mapping**

Customer Journey Mapping is a powerful tool for designing customer-centered products and services at all stages of development and aligning them with the needs of (future) consumers. It helps identify moments of truth at an early stage, tap opportunities for proactive improvement, and circumvent potential pitfalls when planning a business and/or designing offers. Participants will learn about the basics of customer journey mapping ( personas, stakeholder and journey maps) and to apply these tools in the respective context.

**MCBW START UP – Augsburg: Protect your Design!**

German, European and international registration helps protect your design. In addition to the visible exterior, however, design and design ideas often include other features that can be protected as intellectual property. We will discuss relevant practical examples to take a holistic view of other options to protect intellectual property which often are unknown or inaccessible to designers. Questions will be answered in the ensuing discussion.

**MCBW START UP – Creative Demo Night**

Showcase your business! In the fourth edition of the product and concept show curated by bayern design, 40 design-oriented start-ups will offer visitors the opportunity to experience their innovations hands-on. Founders, experts and fans of design will have ample opportunities to discuss their products, services and business models. The three best start-ups will be determined in advance by an independent jury of design, industrial and investment experts and will be presented live on stage. Admission starts at 5 pm (last-minute registration at the entrance is possible)

**MCBW START UP – workshop: PR & storytelling**

Our workshop on PR & storytelling has been designed to show start-ups how to develop sophisticated PR strategies for their brands and use storytelling techniques to strengthen their brand image and stand out. Participants will be provided with individualized itineraries for their start-ups that enable them to get started on a small budget.

**MCBW START UP – universal design**

6 MAR | 5 pm – 9 pm

**MCBW START UP – Design/innovation consultation**

7 MAR | 9.30 am – 12.30 am

**MCBW START UP – Design/innovation consultation**

7 MAR | 10 am – 12 am
IHK Start-up Couch: start-ups live and in the raw

Personal recommendations for establishing a business, tips on key mistakes to avoid, information about the relevant players in the ecosystem and interesting stories about starting a company. We will interview representatives of selected start-ups about their journeys from aspiration to reality and about what it means to establish a company successfully. After the interviews, the IHK Startup Unit, your point of contact at IHK, will answer your questions about starting your own business. www.ihk-muenchen.de/startup

MCBW START UP – focus: crowd & finance

What types of funding exist and what crowd options are there? Focusing on crowd funding and financing, the documentary created by Timon Birkhofer and Jørg M. Kundinger titled CAPITAL C (in German/2015/89 minutes) has been shown at several international film festivals. We look forward to a lively panel discussion with our experts after the film: Markus Sauerhammer (Startnext Crowdfunding), Dr. Cornelia Kolb (BayStartUP, Financing Network), Nikola Nikolic (Stadtsparkasse München, Start-up Center)

© photo: Jørg M. Kundinger

Location
smartvillage Coworking München
Winzererstr. 47 D
80797 München
Promoter
IHK für München und Oberbayern
www.ihk-muenchen.de
free, registration required

Location
WERK1
Grafinger Str. 6
81671 München
Promoter
bayern design GmbH
free, registration required

With approximately 380,000 member companies, IHK München is the largest chamber of industry and commerce in Germany. Its main goal is to create the best conditions for sustainable business success.

Stefan Baasner las in impulse über das Schlüssel-Schloss-Prinzip, mit dem sich Kunden an einen Messesstand locken lassen. Sein Team setzte die Idee um – mit Erfolg. Das Berliner Start-up m2g-Consult mit Spezialisierung auf intelligentes Messwesen sicherte sich wertvolle neue Aufträge.
START UP

**MCBW START-UP – workshop: design-driven innovation**

Our workshop will be about methods, such as design thinking or lean start-up, that are based on designers’ mindsets and can help start-ups develop innovative solutions. The goals of these methods are to identify suitable target groups and their needs and develop a plan for scaling your ideas. Let us show you how you can develop user-centered products and services successfully and validate your business ideas quickly and effectively based on customers’ feedback.

**MCBW START UP – workshop: start-up recruiting**

The workshop will be about the personality of founders and the importance of strengthening specific features and characteristics to drive your business. To establish your company successfully, you need an efficient team. We will discuss ways to allocate tasks and roles and why some constellations work better than others. Also, we will explain how teams can enhance their appeal and what investors or customers expect.

**MCBW START UP – workshop: business planning in a nutshell**

Do you have a promising business idea? BayStartUP supports founders and young companies with optimizing their strategies, establishing their businesses and finding start-up and growth capital. Join our business planning sessions to develop a sound business strategy for the next three to five years. Use your business plan to navigate through the establishment of your company and prepare your business expansion in detail and as your calling card for potential partners and investors.

**MCBW START UP – lecture: crash course in legal matters**

Design firms are compelled to contribute to social insurance for artists to avoid fees and other types of penalties. What are these payments for? Which payments to shareholders or managers are dutiable? What leeway is there? How do image copyrights work? How far can redesign go? When will a warning be issued? How do you protect your design effectively and affordably? Our crash course in legal matters that addresses start-ups will deal with these and other (your!) questions. Know the risks and avoid costs!

**Location**

creaffective GmbH
Rosenheimer Str. 189
81671 München
Promoter
creaffective GmbH
www.creaffective.de
free, registration required

BayStartUP prepares start-ups for meetings with investors and incorporates them into a network of several hundred investors and business angels.

**Location**

Lausen Rechtsanwälte
Residenzstr. 25
80333 München
Promoter
Lausen Rechtsanwälte
www.lausen.com
free, registration required

Our consultancy supports organizations with developing their innovation culture and creative processes in a way that allows them to create innovative solutions and adapt to changing circumstances.

**Location**

MATES/Lehel
Thierschstr. 20
80538 München
Promoter
UnternehmerTUM GmbH
www.unternehmertum.de
free, registration required

Our consultancy supports organizations with developing their innovation culture and creative processes in a way that allows them to create innovative solutions and adapt to changing circumstances.

**Location**

Center for Innovation and Business Creation at TU München

Both start-ups and investors will benefit from the event.

**Event-Code 1158**

Design/innovation consultation
8 MAR | 9.30 am – 1 pm

**Event-Code 1183**

Design/innovation consultation
8 MAR | 9.30 am – 12.30 am

**Event-Code 1216**

Design/innovation consultation
8 MAR | 1.30 pm – 4.30 pm

**Event-Code 1212**

Design/innovation consultation
8 MAR | 5.30 pm – 7 pm
START UP

MCBW START UP – workshop: cultural entrepreneurship in global cities

Greece, Indonesia, South Africa: In cooperation with Strascheg Center for Entrepreneurship, Goethe-Institut has established creative business centers in Thessaloniki, Jakarta and Johannesburg. These hubs for cultural entrepreneurship provide professionals in the cultural sector with entrepreneurial know-how and establish contacts with their peers in the creative scene in Germany. In the workshop, we will present our results and discuss how representatives of the German cultural and creative industries can network with the international hubs to leverage global synergies.

Event-Code: 1280
Location: Strascheg Center for Entrepreneurship
SCE R1.113
Heßstr. 89
80797 München
Promoter: Strascheg Center for Entrepreneurship
www.sce.de
Free, registration required

MCBW START UP – WFP Innovation Accelerator Pitch Night

As part of the “Designing Innovation for Zero Hunger” challenge, the World Food Programme Innovation Accelerator will invite several international teams to a boot camp week in Munich to drive innovative projects that can help us to end hunger by 2030. At the WFP Innovation Accelerator Pitch Night, the boot camp teams will have the opportunity to pitch their ideas and projects to potential investors, partners and experts. Meet the teams and our Accelerator community at the reception after the main event! Venue: tba www.mcbw.de

Event-Code: 1318
Location: United Nations World Food Programme Innovation Accelerator
check www.mcbw.de
Promoter: United Nations World Food Programme Innovation Accelerator
dwfp.org
Free, registration required

MCBW START UP – pitch training: final rehearsal

Build your own brand! Venture capital yes or no? Delivering a convincing pitch is essential for start-ups. Optimize your performance in the final rehearsal: Pitch your topic for 10 minutes and get valuable feedback. Regina Mehler is an expert at marketing and at building personal brands and an experienced keynote speaker. Do you know the dos and don’ts on stage?

Event-Code: 1161
Location: XPRENEURS Incubator
Mies-van-der-Rohe-Str. 6
80807 München
Promoter: XPRENEURS Incubator
1ST ROW/WOMEN SPEAKER FOUNDATION
www.1st-row.de
Free, registration required

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SCE R1.113
Heßstr. 89
80797 München
Promoter: Strascheg Center for Entrepreneurship
www.sce.de
Free, registration required
Simply scan the QR Code or enter the internet address www.mcbw-designtalk.de and take part in the draw to win 5 x 10 tickets for the panel discussion followed by a lunch at one of five roundtables.

One of 96 MCBW Events for Professionals

**MCBW-Matinee***
on Sunday, March 4, 2018

Boris Kochan and Ulrich Müller debate with Prof Fritz Frenkler, Prof Dr Melanie Kurz, Julia Peglow-Peters, Amandus Sattler, Ruedi Baur and hopefully with you!