Design connects!
Design inspires innovation and stands for an active-creative, human implementation of change. With this in mind, the MCBW presents with the program area MCBW CREATE BUSINESS! groundbreaking ideas, sustainable trends and new products in conferences, symposiums and workshops, at receptions and many other events. The 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.

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The MCBW Program for Professionals

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GREETINGS
Dear Fans of Design, dear Sir or Madam,

Last year, 78,000 people attended the MUNICH CREATIVE BUSINESS WEEK (MCBW), turning our Bavarian state into the meeting point for all matters design in Germany – Design connects!

Design connects aesthetics and function, people and technology, the analog and the digital. This year’s focus on film and how common it is today for film-makers to use animation and visual effects is a good example. And this is why the MCBW FORUM is the perfect venue to welcome Munich’s Hochschule für Fernsehen und Film for the first time.

Design connects all the disciplines of the cultural and creative sectors and it impacts other fields as well. The Create Business! program segment fosters cross-industry networks to facilitate joint innovations to improve our everyday life and create value in Bavaria. I am extremely pleased with the example set by the partner region of Miesbach showing that all Bavarian regions can benefit from the MCBW at the international design hub that is Munich.

Design and politics are very similar – they originate in creative power, impart a message, and affect society, our surroundings, and the economy. However, this is conditional on respect for people and the environment. With this slightly modified concept of designer Victor Papanek, allow me to wish you fascinating experiences during the nine days of the MCBW.

Dear Sir or Madam,

For the eighth time, Munich is hosting and promoting the leading design event in Germany and welcomes guests from around the world. When it comes to inspiring innovation, design in particular plays a key role in the region’s economy and is held in high esteem in Munich.

Following the motto “Design connects!”, the MUNICH CREATIVE BUSINESS WEEK (MCBW) offers a platform for companies, experts, and everyone else interested in design to showcase their design competence to the public and to connect and enter into dialog with others. Come to the MCBW to hear about trends, sustainable developments, and ideas. Join the discussion and take advantage of the opportunity to tap synergies across disciplines.

Cities need creative spaces to be alive and to explore uncharted territory. These spaces are made visible at the MCBW and can be found at the creative spots and the rooms for interim use initiated by the city’s Kompetenzzentrum Kultur- und Kreativwirtschaft. Examples include the Alte Akademie, a large space temporarily used for collaborative work among creative minds; Coco Monaco, a small but exquisite department store for design; and the Donisl store window which provides exhibition space for creative people.

I hope you enjoy experiencing all the options available in the design city of Munich during the MCBW!
As creative sites, Munich and Bavaria embody an outstanding entrepreneurial alliance of innovation, design and economy. The MUNICH CREATIVE BUSINESS WEEK has become the largest design event in Germany, a platform for companies that stand for a culture of innovation and link sustainable trends and customers’ needs in the market. Therefore, it is only natural that we as a partner support the event because transformation and innovation also set the course for Ströer and we create innovative communication solutions.

Digitization and smart cities currently are by far the most important topics for the entire industry. Going forward, the media industry will continue to evolve and will change at a faster pace than we can imagine today. TV, print and radio will be compelled to leave the analog world and convert to digital. Innovation and entrepreneurial acumen are in high demand. What we need is the courage to try out new things and pursue dialog with industries and innovative companies. The MUNICH CREATIVE BUSINESS WEEK is the place to do exactly that.
Good design connects the economy and society, aesthetics and function, the present and the past. Connecting creative innovation and entrepreneurial expertise is a fundamental prerequisite for business success in the 21st century. To be successful in increasingly saturated markets, companies must be innovative and quick to implement new ideas. Entrepreneurs and employees who set up their company’s structures and processes in a way that allows for a culture of innovation to emerge are in high demand. Moreover, we need links between sustainable trends and customers’ needs in the market.

Especially in times of disruptive economic developments, demand for creative methods such as design thinking is increasing. Designers assume special roles as inspirers. With their ability to challenge existing structures and products critically and to deliver ideas and solutions beyond the traditional, they provide valuable inspiration for the economy and society. Product and communication designers often work hand in hand with architects to create innovative and participatory life and work environments that enable us to live, work, and communicate creatively.

The current exhibition titled “Politics of Design. Design of Politics.” created by architect, designer and design theorist Friedrich von Borries for Neue Sammlung – The Design Museum in Munich illustrates the area of tension in which designers and architects need to act today if they want to create politically responsible design. In turn, politics are responsible for developing guardrails for areas that leave sufficient room for utopias and self-reflection and in which society’s extremes – old and young, urban and rural, national and international – are not pitted against each other.

Against this background, the MCBW 2019 will focus on Architecture & Urban Planning, Design & Innovation, Digitization, Communication Design & Branding, and Social Design & Universal Design and will shed light on these themes from diverse angles. Other highlights of the largest design event in Germany will include the dovetailing of crafts and design and the numerous workshops for young creative people at MCBW START UP.

It is understood that the MCBW is not open only to an international audience of experts; under the DESIGN SCHAU! label it also offers a variety of events for design aficionados. Experts are welcome to attend these inspiring events.

On behalf of bayern design, I wish all partners and visitors of the MCBW 2019 an inspiration-filled week.
Design paints a picture of the future.

We see design as more than just styling, colors, forms, and materials. Design is the entire experience, starting with the very first impression. For this reason, everything we do revolves around people, their expectations, and their experiences.

Increasingly, technology is remaining in the background, unfolding its impact invisibly below the surface. Technology does not step in until it is needed. Shy Tech is our response to the request for more and more complex functions and, at the same time, for consistently tangible experiences. In all of this, design is the decisive factor – it brings ideas, innovations and information to life.

The BMW Vision iNEXT is a prime example: The vehicle stands for the future of the joy of driving. Highly automated, emission-free and fully connected, the BMW Vision iNEXT is the first vehicle to embody all the strategic fields of innovation and demonstrate what a vehicle that no longer needs to – but can – be driven.

The BMW Vision iNEXT makes a bold and positive statement embracing the future. The vision vehicle gives a human answer to the question “How does the BMW Group design a vehicle that no longer needs to – but can – be driven?”

With its brands BMW, MINI, Rolls-Royce and BMW Motorrad, BMW Group is the leading international manufacturer of premium automobiles and motorcycles and a provider of premium financial and mobility services. BMW Group’s production network is made up of 30 production and assembly locations in 14 countries. The company operates a global distribution network with representation in more than 140 countries.

A future-oriented mindset and responsible action always have been at the foundation of BMW Group’s economic success. Ecologic and social sustainability along the entire value chain, comprehensive product responsibility, and clear commitment to resource preservation are fixed elements of BMW Group’s strategy.

BMW Group is a partner of the MCBW 2019.

Design paints a picture of the future.
Most workers would like to be more creative in their job

Businesses are at risk of a creativity crisis with over half of workers across the world stating they would like to be more creative in their job. Creativity is often thought of as an artistic pursuit, when really it means solving problems in new ways. Globally, organisations are demanding more creativity from employees and evidently there is a business case for companies that recognise the importance of creativity and design a workplace that supports it. Yet the Steelcase Creativity at Work Report* indicates that employees are not given the time and space they need to be creative, or that creativity isn’t prioritized by their organisation.

Creativity barriers
The research shows that the biggest hindrance to workplace creativity are organisational processes or existing workloads; with over a third of employees saying one of these limits their ability to think creatively as part of their role. Other highly influential factors include working in an uninspiring space, outdated technology and a lack of guidance and permission to be creative.

With 93% of the employees surveyed expressing the want to increase or maintain their level of creativity, a significant amount of importance is evidently put upon it as a workplace skill. Organisations must realise that creativity doesn’t just happen; it needs to be encouraged and supported in the context of a creative environment.

Inspirational environment to foster creativity
It is true that, some organisations are simply not set up to encourage and support creative processes, as Beatriz Arantes, WorkSpace Futures at Steelcase, has commented: “large organizations have been traditionally structured around the efficient execution of known processes. The mind-set and skills that helps an organisation reach that kind of reliability and predictability can create a social environment that is hostile to creativity – which is all about doing things differently and getting unexpected results.” To foster a creative culture, organisations should consider:

- Nurturing creative confidence: build a culture of self-expression and improvement whereby employees are empowered to ask for forgiveness rather than permission for trying something different
- Factoring creativity into the process: leaders have a role to play in setting an example of how creative thinking can become part of everyday process
- Creating an emotional connection: build an open and trusting team culture through ambient inspiration and thoughtful design elements
- Building a fluid ecosystem: creativity is a process; provide a variety of spaces

Most workers would like to be more creative in their job

* The Steelcase Creativity at Work Report explores the attitudes of employees toward creativity in the workplace. The research was carried out by Harris Interactive, on behalf of Steelcase, in August 2017.
Ströer has made it his mission to be the most customer-centered media company in Germany. Expanding its portfolio and including a dialog marketing segment has enabled Ströer to offer its customers one-stop communication and sales solutions, from location- or content-based reach and interaction to the entire dialog marketing spectrum and transactions. Ströer continuously follows up on top trends and global developments and evaluates new business models successively. Mega trends such as virtual reality, big data, smart services or responsive cities can bring about significant changes. Each of these trends plays a key role in disruptive transformations. For example, the interplay between the Internet and the Outernet is one of the central challenges facing Ströer. The company started promoting digitized outdoor advertising many years ago and is continuously expanding its product portfolio.

One of Ströer’s core products is Public Video, currently the largest public network of moving images comprising approximately 4,700 screens at train stations, in public transportation, and at POSs in shopping malls throughout Germany. With Public Video, Ströer reaches close to 38 million unique users and generates approximately five billion moving image contacts every month. As a partner of cities, Ströer also focuses on the development of services and the integration thereof into the cities’ responsive systems. With digital urban information systems on the streets, Ströer has built an infrastructure cities and municipalities can use to communicate with citizens. The company received a Smart City Award for this innovative solution. Ströer delivers convergent solutions and intelligent concepts that help customers reach their communication objectives. This portfolio is complemented by the full-service creative offerings of Ströer Media Creation in Munich that provides Ströer’s customers with design and communication solutions for creating advertising campaigns in all of Ströer’s media, from the communication idea to the complete, cross-media advertising tool, analog or digital.
A POP UP INNOVATION HUB for the Oberland region

On March 15 and 16, the warehouse of Büttenpapierfabrik Gmund will be transformed into a center of innovation for the doers of tomorrow to test, puzzle, learn and design.

What if ... ? While we all certainly have asked ourselves that question, we also know that turning mind games into reality is a whole other story. The Oberland region is taking off the gloves, creating a testing location for the future.

The power to innovate is one of the most sought-after skills of our time. Last year’s MCBW Symposium in Gmund on Lake Tegernsee in the Miesbach district showed how these skills can be learned and what type of environment is needed. This year, the Oberland region is taking a step further, creating a prototype of an all-in-one venue combining a platform, an interface, an event location and a lab. The POP-UP INNOVATION HUB created specifically for the MCBW offers creative people and doers the opportunity to present their business models, conduct workshops, and share know-how in panels and lectures. All events will focus on exchanging and sharing.

Unlike at traditional industry events, visitors of the POP-UP INNOVATION HUB will arrange their own programs. Depending on their gusto, participants can network at the Dinner with Strangers, scout for talent at the Business Speed Dating event or try out the Coworking Area. If you prefer inspiration and exercise, join the (entirely analog) guided hike in the mountains around Lake Tegernsee or a yoga class. Food trucks will offer a variety of delicacies and the café will take care of your caffeine supply. Whether you are a crafter, a digital pioneer, a designer or a manager, at the POP-UP INNOVATION HUB you can broaden your horizons and expand your network.
Boris Kochan on the excellent passions of Erik Kurtz
Printing still is the most suitable form of duplication, at least if permanence is what you are looking for. By duplication, Erik Kurtz understands variety rather than quantity. Kurtz who manages one of the most important – and oldest – printing houses for books has a quiet yet emphatic passion for major correlations as well as for minute details.

Speaking volumes comes to mind when a printer is pleased with the font of a printed product or relates the content of a book before stroking its linen cover structure almost affectionately and recounting with a smile how for many years he and his colleagues not only tried their hand at premium linen printing.

Every manufacturer for publishing houses knows Kösel of Altusried near Kempten, as does every producer looking for special bookbinding innovations. Everyone is made and feels welcome at Kösel.

Many printers and bookbinders have tried to face up to the strong competition in the industry by optimizing and rationalizing. Kurtz and his colleagues also have accepted these challenges but have focused on ideas on how the specific possibilities of the intense haptic experience of “books” can be further developed – as a conscious differentiation and complement to the customer journey strategies that are often only thought of online. Innovations such as the Kösel color section printed digitally using the inkjet process or the DuoDecke and the Book-in-Book system are the result.

For its products and innovations, Kösel has received numerous design awards such as iF and Red Dot and prizes presented for technical achievements such as the Bayerischer Printmedienpreis, the MfG-Award or the DID-Award for innovative print processing.
Looking back on 425 years of company history, Kösel is one of the oldest printing shops in Germany. The company was established in 1593 as Typographia Ducalis Campidonensis and initially was owned by Fürstenstift Kempten for 200 years, publishing liturgical, theological, scientific and legal materials. Since Joseph Kösel took over the printing shop, publishing house and bookstore in 1805, the company has been bearing his name. Today, Erik Kurtz and Clemens Kippes are the managing directors of Kösel GmbH & Co. KG and its close to 200 employees. Services include printing, bookbinding, typesetting and logistics.

All these awards have one thing in common: They are about techniques that are, at least in part, industrialized and do not focus on highly sophisticated crafted solutions. For example, for its Lamello technique for book covers, Kösel transferred the art of craftsmanship to an industrialized technology than can be employed for large editions.

The Kösel Coloured Edge makes it possible to inkjet print the entire surface of all three open sides of a book, for example, with negatively recessed font. Thanks to digital controls, Coloured Edge also can be used for personalized single editions. The idea for Book-in-Book originates in management reports which typically comprise two very different parts, one on finances and operations and one on image. The highlight is that the removable content is fully integrated into the book and does not become an independent product until the pages are turned.

Kurtz is happy to give you a tour of the company and walk you through the machines and their functions in much detail. Joining him at his library and philosophizing about the value of books and incidentally learning why haptics play a key role in the process of, literally, grasping books is even more interesting.

Rethinking an old craft: The Lamello technology can now be applied to industrial use for larger runs.

Two in one: Book-in-book binding allows you to remove part of the content.
The MCBW FORUM 2019 – Exhibition, Meeting Point, Design Cinema

The MCBW FORUM, the heart of the MUNICH CREATIVE BUSINESS WEEK, invites all design enthusiasts for the first time to the University for Television and Film (HFF) Munich, where they can linger, chat and get informed. From 9 to 17 March 2019, visitors can enjoy the inspiring atmosphere of the exhibition „Future Lights in Ceramics“ and indulge themselves with culinary treats from Cantina Conviva in the MCBW Steelcase Lounge. At the MCBW Info Point, professionals from the industry as well as design lovers can get all the important information concerning the more than 200 events and receive competent advice.

The extraordinary location also provides the space for a new format: MCBW DESIGN-KINO (DESIGN CINEMA), where the visitors can experience design on the screen! For the first time, the MUNICH CREATIVE BUSINESS WEEK will be presenting documentaries and films on the subject of design in the in-house cinemas of the University of Television and Film: for example, a piece on the history of the porcelain workshops, documentaries such as “Rams – a film about Dieter Rams by Gary Hustwit” and “Vom Bauen der Zukunft – 100 Jahre Bauhaus”, a tribute to the Bauhaus movement, as well as the film “Konstantin Grcic – Design is work”.

In addition, the MCBW FORUM is a vibrant venue for numerous events such as the “Blogger Market” by MUCBOOK, the MCBW START UP workshops, and the Editorial Design Conference EDCH. At the “Blogger Market” by MUCBOOK on 9 March 2019, the blogger scene meets to get to know each other and to experiment. The authors and creative minds introduce their blogs in detail. The highlight of the evening: the „MUCBOOK Creative Night – Network Night of the Bavarian Creative Industries“, an all-area festival and unconventional happening event!

The Bavarian Research Alliance (BayFOR) offers the free workshop „Circular Economy: Your trash is my treasure“ on 11 March 2019. Here all participants get to experience inspiring keynote speeches and interactive sessions with experts discussing topics like waste prevention, resource efficiency, and new business models.

From 14 to 16 March 2019, editorial designers, publishers, and storytellers will be meeting at the Editorial Design Conference EDCH to discuss the current global trends in the industry.

The company LEONHARD KURZ also invites the so-inclined visitor to the experimental workshop „Surface matters – discovering new possibilities with KURZ stamping foils“ on March 11, 2019. The design experts explain the different materials and techniques using tangible examples. After that, the participants can get creative themselves.

Exceptional works made of porcelain – in the exhibition “Future Lights in Ceramics” at the MCBW FORUM, by Sophie Southgate.
MCBW START UP Workshops

Initiated by bayern design, MCBW START UP is a founders’ platform for companies and designers aimed at the targeted exchange between design-oriented start-ups, young and experienced designers and experts in the corporate world to promote successful careers in this industry.

Tools for Founders, 11 to 16 March

Die Partnerunternehmen der MCBW START UP geben mit Gründerworkshops und Coachings konkrete Hilfestellungen zu Themen wie Teambildung, Designstrategie/-planung, Finanzierung und Marken kommunikation.

In workshops for founders and in coaching sessions, the partnering companies of MCBW START UP will support participants in teambuilding, design strategies and planning, financing and brand communication. A company is as good as its staff – the Start-up Recruiting workshop offered by UnternehmerTUM will address beginners; Konzepthaus Consulting will offer the It’s a match! – Team Creation workshop to support companies in their search for people to complement their existing teams.

You are still looking for the right strategy for your start-up? Find support in any of these workshops: Kollaborative Kreativität (design thinking mindset) organized by THE DEEP BENCH, Business Modelling Tools (business model canvas) offered by COKREA, Journey and Stakeholder Mapping for Start-Ups (customer journey mapping) hosted by More than Metrics, or BayStartUP’s Businessplanung kompakt.

• The workshop titled Designmanagement offered by Allianz Deutscher Designer (AGD) will address designers and founders of start-ups looking for the right design services for their businesses.

• Reasonable financing models for your start-up will be presented in these two workshops: Crowdfunding – mehr als nur Geld hosted by Startnext Crowdfunding, and Alternative Finanzierungsformen + Bankgespräch offered by Stadtsparkasse München.

• 1ST ROW/WOMEN SPEAKER FOUNDATION invites you to its Pitch Training: GENERALPROBE, which will include constructive feedback.

• The patent attorneys of CHARRIER RAPP & LIEBAU from Augsburg will provide answers to your questions regarding design protection.

• At the workshop titled Cultural Entrepreneurship in Global Cities, the Strascheg Center for Entrepreneurship will introduce you to its international centers for the creative sector. The resulting know-how can be connected with hubs in Germany.

• In addition, there will be two workshops on brand communication: Instagrammable Design als Erfolgsfaktor (Instagram for businesses) by MATES, and PR & Storytelling (PR strategy and storytelling techniques) by Startup Communication e.K.

• Fun and business will be merged at smartvillage’s 9th Reversed Pitching: the founders of three start-ups will present each others’ pitch decks unknowingly.

Please refer to the program for more information.
Start Up Moonshot, 9 to 12 March
Munich Spaceport – the rocket is in position, the countdown is about to begin. Roundabout 100 experts are getting ready to transform a patent, an early-stage start-up, a research result or a brilliant idea into a viable enterprise and catapult it into the global market.

For the first time, bayern design and Design Offices are cooperating to bring one of the most innovative start-up events to Munich for the MCBW: the Start Up Moonshot, initiated by the platform Innovation 4.X. In only 72 hours, the pros work highly focused on the new enterprise, drafting accurate plans for a business case, investment, business plan, name, logo, website, market strategy, product design, growth hacking, printed forms, CSR basics or HR and organizational scenarios. Speed is the critical factor in this matter, pushing the players to put all their passion into the creative process and to achieve peak performances. The name Moonshot was selected due to the moon landing analogy, since also then numerous experts had joined forces to shoot three people to the moon.

So, on 9 March 9 2019 it’s 10, 9, 8, 7 ...!

Further information on all MCBW START UP events can be found in the following program section, starting on page 118.
# Conference Overview

All MCBW conferences at a glance.

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10 am – 5 pm / Event-Code 1629

New materials, new design ...
recurring event ➔ page 39
11 am – 4 pm / Event-Code 1627

TOCA ME Design Conference 2019
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1 pm – 1 am / Event-Code 1495

FUTURE 1959 – Dematerialization of the product
page 40
1 pm – 4 pm / Event-Code 1559

Silent MOONSHOT Tour (day 1)
page 42
3 pm – 5 pm / Event-Code 1563

MUCBOOK Creative Night
page 42
7 pm – 1 am / Event-Code 1630

9 MAR
SATURDAY
DAY 1

ANIMATION // DESIGN // CGI
WWW.ANIMAGO.COM
100+ proven economy experts transform an outstanding idea into an upcoming world market leader. The whole process takes only 72 hours and is based on elements like collective intelligence, sovereignty and connected islands processing by I4.X. The MOONSHOT is not a theoretical happening. Everything needed in order to rocket the start-up into its future as a global leader is being realized by highly professional service providers and top level managers. This worldwide unique process enables start-ups to get into real business within only 3 days. Crowdfunding, investments and connections included.

**BRAIN-FRIENDLY SLIDES**
9 am – 4.30 pm / 9 MAR / P 1578
Communication design/Branding // Workshop

Design meets neuroscience to improve how you sell your products and services and how you drive the actual purchase decision-making.

Why are brain-friendly slides a game changer? Because how slides are used in 95% of presentations distracts from the message without the audience or the speaker noticing it. And this includes high-end corporate slides too. The workshop helps you feel this first. Then it offers a range of easily applicable solutions for designing slides that give your message and storytelling the brain-friendly visual superpower to drive the decisions you want.

**Blogger Market – The Content Conference**
10 am – 5 pm / 9 MAR / P 1629
Digital innovation // Conference

Conference and workshops on content creation and content marketing. A must-visit for anyone looking for a compact overview of storytelling trends in digital media.

On Saturday, 9 March 2019, the community of MUCBOOK invites bloggers, influencers, social media experts, digital natives, and content strategists to learn and network. The venue for this year is the HFF. Blogging, content marketing and storytelling – practice-oriented, PR experts, lifestyle influencers and journalists report on topics and trends. Fans of the BLOGGER MARKET Conference appreciate not only the important insights but also the networking with the many inspiring players in the scene. Tickets via bloggermarket.de

**MUCBOOK**
With MUCBOOK, SLOW DOWN and GREEN & GLORIA, Medienhaus München publishes print and online magazines that are receiving much attention with their strategies as innovation drivers of media change.

**Kusch+Co**
Kusch+Co is a leading manufacturer in the field of contract seating. For three generations now, Kusch+Co develops, creates and manufactures design-oriented seating, tables and table configurations.
TOCA ME Design Conference 2019
1 pm – 1 am / 9 MAR / P 1495
Communication design/Branding // Conference

Since 2003, the TOCA ME design conference assembles international design giants in Munich – from graphic design, illustration and animation to creative coding, VR and net art.

TOCA ME 19 will happen on 9 March 2019 in Munich’s Alte Kongresshalle. Amongst the speakers is Montreal-based artist and creative technologist James Paterson and Annie Atkins, Oscar-winning graphic designer in the film industry, as well as artist and activist Evan Roth, filmmaker and animation director Anna Ginsburg, British designer Anthony Burrill, and computational artist Memo Akten. The talks on stage are accompanied by installations and actions of local creative heads. Information and tickets: www.toca-me.com

FUTURE 1959 – Dematerialization of the product?
1 pm – 4 pm / 9 MAR / P 1559
Product/Industrial design // Campaign

How much design does mankind need? The Association of German Industrial Designers (VDID) dedicates the “DEsigned in Bavaria” program to the challenges of the future.

Will pixels become a product? Are algorithms better designers? And how much design does man need in the year 2059? The Association of German Industrial Designers was founded in 1959 and is dedicating the 60th edition of its “DEsigned in Bavaria” program to the past, the present and, of course, the challenges of the future. How, for example, do digital products change society? At the vernissage on 11 March, architect, curator and university lecturer Friedrich von Borries will shed light on the current tension between man, product, industry and politics.

Alte Kongresshalle
München
Theresienhöhe 15
80339 München
subject to a fee registration required

USM Showroom
München
Wittelsbacherplatz 1
80333 München
free no registration required

Founded in 1959 as a professional association, VDID is the federation representing qualified and professionally working industrial designers in Germany.
Silent MOONSHOT Tour (day 1)
3 pm – 5 pm / 9 MAR / P 1563
Design/Innovation consultation // Campaign

The Silent MOONSHOT Tour offers insights into a new start-up paradigm – a process enabling the transformation of early-stage start-ups into global market leaders within only 72 hours.

The START UP MOONSHOT transforms early-stage start-ups within only 72 hours into upcoming global market players by using collective intelligence, socio-cracy and design thinking. We rocket the winner of the final pitch into his future as a world market leader. The Silent MOONSHOT Tour offers you the chance to eyewitness parts of this revolutionary process.

MUCBOOK Creative Night
7 pm – 1 am / 9 MAR / P 1630
Digital innovation // Campaign

Network Night of the Bavarian Creative Industries – the festival to kick off the MCBW with talks, events, exhibitions, flash mobs, music, fashion, film, party & speed-dating beyond industry boundaries.

All area festival at HFF – The innovative heads of Bavaria celebrate and network at the MUCBOOK Creative Night. In various forms and formats, the players present exciting, innovative, visionary things and bring together people from the fields of film, design, architecture, fashion and the media. An unconventional happening that inspires and whets your appetite for the MCBW 2019 program. The big get-together of the creative industry – organized by the city magazine MUCBOOK. Tickets via bloggermarket.de
Available here for free:

**MAGAZIN**
Fünf Höfe · Kardinal-Faulhaber-Straße 11
80333 München

**CAIRO Designstore München**
Tal 30 · 80331 München

**Hugendubel am Stachus**
Karlsplatz 11–12 · 80335 München

**AmbienteDirect Store**
Lenbachplatz 3 · 80333 München

**Hochschule für Fernsehen und Film München**
Bernd-Eichinger-Platz, 80333 München

**Tourist Info und Stadtinformation**
at the town hall, Marienplatz 1, 80331 München
at the main station München, 80335 München

**INFO POINTS** providing all printed media as well as consulting services can be found during the MCBW (9–17 MAR 2019) at Pinakothek der Moderne as well as at the MCBW FORUM in the foyer of the Hochschule für Fernsehen und Film München.

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**Olaf Leu’s sewing kit**

11 am – 1 pm / Event-Code 1603

**The Human Enterprise Symposium**

12 pm – 4 pm / Event-Code 1575

**Silent MOONSHOT Tour (day 2)**

3 pm – 5 pm / Event-Code 1564
Olaf Leu’s sewing kit
11 am – 1 pm / 10 MAR / P 1603
Communication design/Branding // Speech

A journey through the early works of Olaf Leu, one of the protagonists of a time when “commercial art” was still applied artistic graphic design.

After the end of the Second World War, the companies made an effort “to create as impressive a picture as possible outside” – produced without exception by “commercial artists”. What was created between 1950 and the mid-1980s can be classified in the category of applied artistic graphic design. Then, under the emerging dictates of marketing and the new technology of the digital, design was assigned a different role. The “artistic graphic design” therefore only played a subordinate role. Olaf Leu was one of the protagonists of this “early period”.

The Human Enterprise Symposium
12 pm – 4 pm / 10 MAR / P 1575
Social design // Speech

Space for the key challenges to entrepreneurship. Learn what doughnut economics has to do with design and what links art to leadership. We invite you to join us for a lecture and discussion.

“An enterprise is an ambitious endeavour,” writes Len Fehskens. But what makes a company truly human? Is it imagination and inventiveness, i.e. the continuous improvement of our living conditions, that make such a company so special? Is it companies that operate in harmony with their environment? Or is it companies whose activities are characterized by a poetic, creative quality? We set impulses to think about the design and management of companies – and invite for discussion and exchange.

Silent MOONSHOT Tour (day 2)
3 pm – 5 pm / 10 MAR / P 1564
Design-/Innovation consultation // Campaign

The Silent MOONSHOT Tour offers insights into a new start-up paradigm – a process enabling the transformation of early-stage start-ups into global market leaders within only 72 hours.

The START UP MOONSHOT transforms early-stage start-ups within only 72 hours into upcoming global market players by using collective intelligence, socio-cracy and design thinking. We rocket the winner of the final pitch into his future as a world market leader. The Silent MOONSHOT Tour offers you the chance to eyewitness parts of this revolutionary process.

The location numbers refer to the locations on the maps in the Complete Guide.
New materials, new design … recurring event page 39
10 am – 7 pm / Event-Code 1627

Agile4all – Practical approach to understanding Agile
page 50
9 am – 4:30 pm / Event-Code 1574

Handlettering with Petra Wöhrmann
page 50
10 am – 6 pm / Event-Code 1604

Surface matters – rethinking surface by using KURZ foil solutions
page 51
10:30 am – 4 pm / Event-Code 1674

Creative power to sternhaler recurring event page 51
2 pm – 5 pm / Event-Code 1649

ADC Seminar “Corporate Language”
page 52
2 pm – 5 pm / Event-Code 1500

ADC Seminar “User Experience Identity”
page 52
3 pm – 6 pm / Event-Code 1501

After Work Open Office
page 54
6 pm – 9 pm / Event-Code 1502

Memories of the Future: 10 years of studiomem
page 54
6 pm – 11:30 pm / Event-Code 1546

PERSONAL BRANDING CANVAS
page 55
6:30 pm – 9:30 pm / Event-Code 1580

MCBW START UP – workshop: start-up recruiting
page 121
9 am – 12:30 pm / Event-Code 1551

MCBW START UP – workshop: journey/stakeholder mapping for start-ups
page 121
1 pm – 5:30 pm / Event-Code 1472

MCBW START UP – Workshop: instagrammable design as factor of success
page 122
6 pm – 8 pm / Event-Code 1572
The digital transformation is deeply connected to Business Agility and how well you understand the needs of your clients looking for innovation and permanent contact. Organisations need to implement multidisciplinary teams to take advantage of everyone’s know-how to explore and serve clients from different angles. Like any framework, Agile/SCRUM has its own jargon, particular words or expressions used by a profession or group that are difficult for others to understand. In this workshop we approach the understanding of the Agile/SCRUM framework with a series of practical exercises.

The desire for the personal and the handwritten grows parallel to the speed of our digital world, and the need for a breath of deceleration becomes more noticeable – a time-out into the analog.

This workshop is about delightful letter-juggling and focused writing. To make sure this works, we use the capricious pointed nib. We start with materials science and then dive into beautiful writing forms. We practice letters, extend them to words and write amusing sentences. After an excursion into letter proportions and capitals, we draw, write and construct with a lot of inspiration. Combining different writing styles, we transform words and quotations into lettering couture. The results are personal and very unique.

While looking at a packaging, the first thing you notice is the surface. The KURZ company is specialized on surfaces. During this experimental workshop, KURZ design experts will demonstrate design possibilities using a wide range of different foils and technologies. Fascinating colors and effects are waiting for you!

We deal with typography! The Typographische Gesellschaft München e. V. (TGM) stands for dialog and education promoting enhanced quality in the communications industry.

We are looking for creative free thinkers for all marketing areas. Interns and freelance professionals with a strong personality and fresh ideas are most welcome.

As part of its Junior Program, the sternthaler advertising agency offers motivated up-and-coming talents the opportunity to learn to manage digital and analog projects actively in several months of internships. Freelancers are welcome to join our pool of experts in graphic design, artwork, text, video, social media and PR. We look forward to meeting and chatting with talented non-conformists.
ADC Seminar “Corporate Language”  
2 pm – 5 pm / 11 MAR / P 1500  
Communication design/Branding // Workshop

Language is becoming increasingly important for marketers. How can it be designed to stand out, be likeable and entice customers? Answers will be provided at the ADC seminar “Corporate Language”.

As the linguistic equivalent to corporate design, corporate language is becoming more and more important for marketers. Traditional touch points of brands and consumers in stores, magazines, etc. are losing relevance, not least because of the introduction of language assistants. In times when products and services are becoming increasingly similar, language is the biggest opportunity for brands to stand out, become likeable, and trigger impulses to buy. This language can be designed – to learn how, join us at the ADC seminar “Corporate Language”.

ADC Seminar “User Experience Identity”  
3 pm – 6 pm / 11 MAR / P 1501  
Communication design/Branding // Workshop

Every digital product triggers associations. At the introductory User Experience Identity seminar, you can learn how to design the perception of the brand and its digital products congruently.

Because of its design, every digital product triggers conscious and unconscious associations. At the ADC Seminar “User Experience Identity”, Felix van de Sand, inventor of the applied UXi Method, will use findings in the field of neuroscience and behavioral economics to design the perception of a company’s brand and digital products congruently, and thus increase the success of the digital products. A good UX triggers mental concepts deliberately.
Die Location-Nummern zeigen Ihnen die Standorte auf den Karten im Event Guide.

**After Work Open Office**
6 pm – 9 pm / 11 MAR / P 1502
*Communication design/Branding // Campaign*

Networking event after the inspiring MCBW opening – from 6 to 9 pm at COBE in Munich.

Together with co-founder and ADC seminar speaker Felix van de Sand, the Art Directors Club für Deutschland looks forward to discussing user experience identity with you, enjoying excellent creative communication, good music, drinks and finger food. MCBW visitors who are not participants of the ADC’s introductory seminars are welcome to join!

**Memories of the Future: 10 years of studiomem**
6 pm – 11.30 pm / 11 MAR / P 1546
*Design/Innovation consultation // Lab*

studiomem designs the next generation of products & services. We connect a wide range of disciplines and skills across different industries to create what will matter in our clients’ future.

This year, the design and innovation agency studiomem celebrates its 10-year anniversary, and you are all invited to celebrate with us in our studio in the heart of Sendling. After 10 years, it is time to peek at our past and jump into the future to create new memories. Are you ready to join us on this journey? We look forward to welcoming you at studiomem for an inspiring evening, discussions, snacks, drinks and a vision for the future. Come and leave with new Memories of the Future!

**PERSONAL BRANDING CANVAS**
6.30 pm – 9.30 pm / 11 MAR / P 1580
*Communication design/Branding // Workshop*

The Personal Branding Canvas is the free visual tool for designing your personal branding strategy and developing a consistent & authentic professional image. It has been translated in 10+ languages.

Design thinking applied to personal branding: inspired by best practices in business design, the workshop has a proven format tested all around Europe. This 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.

**COBE GmbH**
Rosenheimer Str. 145d
81671 München
*free registration required*

**studiomem**
Kochelseestr. 8 – 10
81371 München
*free registration required*

**COKREA**
Nordendstr. 64
80801 München
*subject to a fee registration required*

COKREA is a rental location where learning is supposed to be fun. It’s ideal for meetings, workshops, trainings, speaker & networking events, exhibitions, product & press launches and receptions.

Customer Experience is more than Metrics!
Service Design hilft dabei, Dienstleistungen kundenzentriert zu gestalten und Kunden langfristig zu binden.

More than Metrics entwickelt Software für Unternehmen, die die Erlebnisse ihrer Kunden verbessern möchten.
12 MAR
TUESDAY
DAY 4

New materials, new design ...
recurring event  page 39
10 am – 7 pm / Event-Code 1627

Creative power to sternthaler
recurring event  page 51
2 pm – 5 pm / Event-Code 1649

Advertising drives mobility –
digital out-of-home media
page 58
12 am – 6 pm / Event-Code 1666

Certified Scrum Product Owner
recurring event  page 58
10 am – 6 pm / Event-Code 1581

Circular Economy:
Your trash is my treasure
page 59
10 am – 4 pm / Event-Code 1646

#kreativmuenchen:
consulting services for creative people
page 60
10 am – 5 pm / Event-Code 1522

Public MOONSHOT Pitch
page 60
2:30 pm – 4 pm / Event-Code 1566

INTER/CULTURAL/CONNECTED
page 62
5 pm – 11 pm / Event-Code 1510

Avoid costs for social insurance for artists
and design protection
page 62
5:30 pm – 7 pm / Event-Code 1527

BAUHAUS 4.0 – the future is made of design
page 64
6:30 pm – 8:30 pm / Event-Code 1601

Creativity is everywhere!
page 64
6:30 pm – 10 pm / Event-Code 1512

New materials
page 65
7 pm – 10 pm / Event-Code 1628

Albers and Stölzl: reviving Bauhaus
textile design
A conversation with Susan Lyons and
Dr. Angelika Nollert
page 65
7 pm – 10 pm / Event-Code 1669

MCBW START UP – Lab:
Innovation Café Design
page 122
6 pm – 8 pm / Event-Code 1494
Advertising drives mobility – digital out-of-home media
10 am – 12 pm / 12 MAR / P 1666
Communication design/Branding // Speech

Digital out-of-home media (DOOH) are increasingly shaping perceptions in urban environments – animated images can be found at malls and stations, in public transportation and on the street.

Presenting the nitty-gritty in a very short timeframe without the support of audio in a variety of receptive situations – DOOH pose a challenge to creative people. In the workshop, experts of Ströer Media Creation (SMC) will discuss ways to link creativity standards with media-specific strength of communication. SMC will introduce itself as Ströer’s creative cross-media in-house agency that builds on more than 20 years of digital creation experience of DOOH pioneer Infoscreen.

Circular Economy: Your trash is my treasure
10 am – 4 pm / 12 MAR / P 1646
Product/Industrial design // Workshop

Waste prevention, resource efficiency and new business models – both the economy and the environment can benefit from a circular economy. This workshop will focus entirely on circular economy.

As part of the free Circular Economy Workshop, you can expect inspiring keynote speeches from experts as well as interactive elements on the following topics: principles of the circular economy, financing and funding opportunities, new business models for circular economy, best practice examples, interactive workshop sessions. Participation is free of charge. The workshop will be held in German. The event is organized by the MOVECO project (www.interreg-danube.eu/moveco), which is co-funded by the European Union (ERDF, IPA).

Certified Scrum Product Owner
12 – 14 MAR / P 1581
recurring event
dates at www.mcbw.de/en
Design/Innovation consultation // Workshop

For product owners, Scrum masters, clients, product managers or sales consultants, Certified Scrum Product Owner (Xtra) means diving deep into agile planning, estimates and leadership.

This course enables you (with the support of your Scrum team) to lead agile projects, from the vision to their successful completion – and that doesn’t apply to software development only. Participants will benefit from the coach’s multiple experiences and will be thrilled with the interaction and the energy.

Ströer Deutsche Städte Medien GmbH
St.-Martin-Str. 106
81669 München
free registration required

COKREA
Nordendstr. 64
80801 München
subject to a fee registration required

COKREA
is a rental location where learning is supposed to be fun. It’s ideal for meetings, workshops, trainings, speaker & networking events, exhibitions, product & press launches and receptions.

Ströer is a leading media house and delivers one-stop solutions along the entire value chain. Its mission is to be the most customer-centered media company.

The Bavarian Research Alliance (BayFOR) is a private company that promotes Bavaria as a centre for science and innovation within the European Research Area.
#kreativmuenchen: consulting services for creative people
10 am – 5 pm / 12 MAR / P 1522
Design/Innovation consultation // Educational/Coaching

In one-hour consulting sessions we will inform you about financing, financial assistance, networking and qualification options and provide you with tips for crowdfunding.

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 professionals 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.

Public MOONSHOT Pitch
2.30 pm – 4 pm / 12 MAR / P 1566
Design-/Innovation consultation // Campaign

We proudly present the result of three days of hard and inspired work for the winner of the MUNICH START UP MOONSHOT. Investors, business partners and the audience are welcome!

If you want to find out the result of hard and inspired MOONSHOT work of more than 100 superbrains: you are warmly invited to join the first and ever public pitch of the winning project. You will learn and understand why we dare to say that the START UP MOONSHOT is a new paradigm. Why we claim that we can transform an idea into an upcoming global player within only 72 hours. And why the MOONSHOT is more than just an efficient method. It is pure inspiration and it also proves what focused collaboration can create under highest pressure. As said before: you are warmly invited!
How do we experience our connection with the world through a small screen? How important is culture in the worldwide web? A discussion about intercultural “connectedness”.

Digital communication happens all over the world, all the time, to any and all – at a tap of the finger. But what does global communication mean with regard to local cultures? What does intercultural work look like? What does culture contribute to a digital world that is “limitless” by definition? An evening about device-independent intercultural connections.

Avoid costs for social insurance for artists and design protection
5.30 pm – 7 pm / 12 MAR / P 1527
Design management // Speech

Come to downtown Munich for a free concise overview of your rights where social security for artists and design protection are concerned, to ask questions and enjoy a glass of wine.

Design firms have to pay into social security for artists to avoid late fees and other penalties. What exactly is this insurance for? Which payments to shareholders-managers are dutiable? What leeway is there? Other questions to be discussed: How do image copyrights work? How far can re-design go? When must warnings be expected? How do you protect your design effectively and affordably? Our legal crash course for companies will deal with these and other (your!) questions. You have to know the risks to avoid costs!
BAUHAUS 4.0 – the future is made of design
6.30 pm – 8.30 pm / 12 MAR / P 1601
Product/Industrial design // Panel discussion

A Creative Salon for designers, manufacturers and clients. A soirée to celebrate 100 years of Bauhaus.

How can we leverage Bauhaus’ utopian potential to be able to not only react to developments in society but help shape them actively? How do we learn from the most sustainable design school in history? Today, competences of designers and architects generally are in high demand to ensure – with much bravery to innovate – trust, accessibility, security and identification in a world in upheaval.

Creativity is everywhere!
6.30 pm – 10 pm / 12 MAR / P 1512
Design/Innovation consultation // Speech

Creativity can be found in the most unexpected areas. The design and innovation agency FLUID invites you to witness speakers from diverse fields shedding light on how creativity is essential to their success.

Creativity is not limited to certain groups of people. It can be found in very different and, above all, the most unexpected areas. During MCBW, the design and innovation agency FLUID (former LUNAR Europe) invites you to witness speakers from diverse fields shedding light on how creativity is an essential part of their success. Look forward to an interesting evening that might shift your perspective on what it means to be creative.

New materials
7 pm – 10 pm / 12 MAR / P 1628
Universal design // Panel discussion

The panel discussion at the soirée hosted by Kusch+Co and the KAP Forum partners will be about exciting material innovations and their impact on architecture and design.

Can carbon fibers break? How effective are switchable panes? Over the past 15 years, we have not been able to do without spectacular material innovations in architecture and design. Intelligent materials are supposed to revolutionize the construction industry. It’s time to take stock: what are the results of the advertised progress, and what do designers think of the new materials?

FLUID Design GmbH
Fraunhoferstr. 23h
80469 München
free
registration required

FLUID is an award-winning design and innovation consultancy located in Munich and San Francisco, working for clients from all over the world.

KUSCH+CO
Kusch+Co is a leading manufacturer in the field of contract seating. For three generations now, Kusch+Co develops, creates and manufactures design-oriented seating, tables and table configurations.

Albers and Stölzl: reviving Bauhaus textile design
7 pm – 10 pm / 12 MAR / P 1669
Interior design // Panel discussion

Join Susan Lyons, Angelika Nollert, and Monika Stadler for a conversation about the idea of Bauhaus as a role model for modern company culture.

Marking the 100th anniversary of Bauhaus, Designtex – the leading American company for design and applied materials manufacturing – is relaunching a textile collection featuring the designs of Gunta Stölzl and Anni Albers; two iconic female designers who shaped the textile design industry. In Susan Lyons’ conversation with an award-winning design critic, you will have a chance to learn more about this spectacular project and the remarkable stories of Albers and Stölzl.

Steelcase AG
Brienner Str. 42
80333 München
free
registration required

Since 1912, Steelcase has supported leading organizations around the world with substantiated knowledge based on a wealth of experience – wherever people are at work.
New materials, new design … recurring event page 39
10 am – 7 pm / Event-Code 1627

Creative power to sternthaler recurring event page 51
2 pm – 5 pm / Event-Code 1649

Certified Scrum Product Owner recurring event page 58
9 am – 5 pm / Event-Code 1581

“Future Technologies” open lab recurring event page 68
4 pm – 9 pm / Event-Code 1552

Smart Living – no escape page 68
3:30 pm – 8:30 pm / Event-Code 1536

Advertising drives mobility – digital out-of-home media page 69
4 pm – 6 pm / Event-Code 1667

“Future Technologies” workshop page 70
5 pm – 8 pm / Event-Code 1553

FutureDesign page 70
5 pm – 7 pm / Event-Code 1539

#kreativmuenchen: urban and rural areas and everything in between page 71
6 pm – 8 pm / Event-Code 1523

Start-up Architecture – Transforming Practices in Built Environment page 71
6 pm – 10 pm / Event-Code 1547

c.o.n.n.e.c.t.e.d. page 72
6:30 pm – 8 pm / Event-Code 1532

Designing a Human-Centered Future page 72
6:30 pm – 9:30 pm / Event-Code 1568

Artificial intelligence and creation – from Otl Aicher to algorithms page 74
6:30 pm – 9:30 pm / Event-Code 1511

No-Line Dinner page 74
6:30 pm – 11 pm / Event-Code 1549

px Zündfunken: the planworx triple page 75
6:30 pm – 10 pm / Event-Code 1537

TULP talk page 75
6:30 pm – 10 pm / Event-Code 1600

Our Non-Human Colleagues – Designing for AI and Cobots page 78
6:30 pm – 9 pm / Event-Code 1469

Designing the Future of Urban – Who’s your city? page 78
7 pm – 10 pm / Event-Code 1513

Decades of Innovation page 79
7 pm – 11 pm / Event-Code 1595

Money of Good Seminar – Neuroscience + Blockchain page 79
7:30 pm – 9 pm / Event-Code 1596

MCBW START UP – workshop: alternative financing + bank meeting page 123
9 am – 12 pm / Event-Code 1542

MCBW START UP – workshop: cultural entrepreneurship in global cities page 123
9:30 – 12:30 pm / Event-Code 1493

MCBW START UP – workshop: Crowdfunding – more than just money page 124
10 am – 1 pm / Event-Code 1544

MCBW START UP – Augsburg: Protect your Design! page 124
3 pm – 5 pm / Event-Code 1535

MCBW START UP – workshop: business Planning in a nutshell page 125
3 pm – 6 pm / Event-Code 1477

MCBW START UP – workshop: PR & storytelling page 125
3 pm – 6 pm / Event-Code 1599
The location numbers refer to the locations on the maps in the Complete Guide.
“Future Technologies” workshop
5 pm – 8 pm / 13 MAR / P 1539
Digital innovation // Workshop

Build your own simple AI bot and experiment with future technologies hands-on. The highlight: your robot is yours to keep!

Developing a robot usually takes months or years – not in our workshop! You will build your own small crawl bot in only a few hours: with Arduino and a straightforward AI algorithm (reinforcement learning), your bot learns autonomously how to move and to improve its forward AI algorithm in only a few hours: with Arduino and a straightforward AI algorithm (reinforcement learning), your bot

FutureDesign
5 pm – 7 pm / 13 MAR / P 1539
Design research // Speech

Lecture | FutureDesign | Speaker Professor
Dr. Christian Zagel | University Coburg | Presentation of innovative technologies and their clever use to address customers at the Siedle Studio in Munich.

Based on examples of the textile and fashion industry, Christian Zagel shows in his talk how innovative technologies can be applied to consumer-focused use cases in a store. Through a targeted application, it is possible to not only excite consumers but to generate additional profits and to position a company as an innovation leader on the market. The basis for these success stories and innovations is a new and interdisciplinary understanding of innovation, which is a primary element of the extra-occupational Master course “ZukunftsDesign”.

#kreativmuenchen: urban and rural areas and everything in between
6 pm – 8 pm / 13 MAR / P 1523
Architecture/Urban planning // Panel discussion

Urban and rural areas need free creative spaces so that new things can evolve. Interim usage can foster experiments. We will introduce you to players from Munich and the metropolitan region.

Interim usage means filling the period between two types of usage with a third, a novel type to generate added value for all. The substance is preserved, vacancies are avoided, the area is enlivened, and space for creative experiments is created. At the event hosted jointly by Kompetenzzentrum Kultur- und Kreativwirtschaft and EMM e.V., we will look into examples from Munich and the metropolitan region. Creative room designers will discuss what these interim spaces are capable of, what can evolve in them and from them. Ample opportunities to network will be provided.

Start-up Architecture – Transforming Practices in Built Environment
6 pm – 10 pm / 13 MAR / P 1547
Architecture/Urban planning // Panel discussion

Insight talks and discussions on digitalization in the built environment and the creation of new practices in architecture.

At the intersection of technology, society and design, architecture offers approaches to positively impact and create the digital transformations in the built environment. With Start-Up Architecture, the TUM Department of Architecture shows current research, educational formats and successful founders that will shape future design, planning and construction processes. Digitization will be seen in the context of new competitors from IT, consulting and platform economies, which raise focus on buildings, cities and urban infrastructures.

UID

UID is the market leader in user experience design. Our team of 100 usability experts, UX designers and software engineers creates positive user experiences.

S S S S I E D L E

Siedle’s new studio is located in a historic building directly at Maximiliansplatz in Munich. Business hours: Monday to Friday 10 am – 6.30 pm Saturday 10 am – 4.30 pm

#kreativmuenchen: urban and rural areas and everything in between
6 pm – 8 pm / 13 MAR / P 1523
Architecture/Urban planning // Panel discussion

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c.o.n.n.e.c.t.e.d.
6.30 pm – 8 pm / 13 MAR / P 1532
Architecture/Urban planning // Panel discussion

WORK.LIFE.LEISURE ON THE MOVE

MCBW talk about mobility concepts and urban utopias with protagonists of the Munich design scene, the Schwabinger Tor, BMW and others, hosted by MUCBOOK publisher Marco Eisenack.

Designing a Human-Centered Future
6.30 pm – 9.30 pm / 13 MAR / P 1568
Design/Innovation consultation // Workshop

In the hands-on workshop, YOUSE will share insights into the user-centered design of future technologies and experiences with the human-centered design of radical innovations.

How can work in times of increasing digitization and Industry 4.0 be user-, customer- and people-centered? How can you support the development of innovative products and services that have the potential to radically change our and society’s everyday lives? User- and human-centered design has never been more important. In the workshop, experts of YOUSE GmbH will use practical examples and exercises to demonstrate how they support the development and implementation of radical future technologies and connect user-friendliness, ethics and acceptance in the process.

Andaz München Schwabinger Tor
Leopoldstr. 170
80804 München
free registration required

YOUSE GmbH
Theresienhöhe 1
80339 München
free registration required

YOUSE GmbH supports companies and research projects in the user-centered development and evaluation of products and services with the aim of ensuring high acceptance.

Andaz München Schwabinger Tor, Germany’s first Luxury Lifestyle Hotel, is the venue for free cosmopolitan spirits, both locals and visitors. Opening on 1 February 2019.

A talk at Andaz Munich Schwabinger Tor
March 13, 2019 / 6.30 pm
Leopoldstrasse 170 | 80804 München
Artificial intelligence and creation – from Otl Aicher to algorithms
6.30 pm – 9.30 pm / 13 MAR / P 1511
Digital innovation // Speech

We focus on how algorithms can support or complement creative processes and where human creativity is and will remain indispensable.

In what ways have creative work processes changed? Can computer-generated design hold a candle to Otl Aicher’s timeless excellence? What are the advantages of the interplay of data and creation? These topics will be discussed in lectures about the Campaign Algorithm and Visual Experience Scan approaches developed by fischerAppelt. Also, we are planning a vernissage with Galerie Brandt’s original Olympia 72 posters and motives. Otl Aicher contributed substantially to the visual appearance of these materials. Expect a lively soirée at our Office Bar.

No-Line Dinner
6.30 pm – 11 pm / 13 MAR / P 1549
Design/Innovation consultation // Lab

How does tomorrow’s customer interaction taste? Join us on a culinary-technological journey and experience with all your senses how brands will reach their customers in the future.

Customers want to experience brands without breaks in both the digital and the physical world: the distinction between online and offline is becoming increasingly blurred. It’s time to think outside the box: start a journey of discovery with us and let yourself be inspired by different taste experiences, which can be combined according to desire, mood and gusto: No-Line! At the individual culinary stations, our rpc experts will convey exciting information canapés from design, strategy, data analytics and coaching. Look forward to new ingredients!

px Zündfunken: the planworx triple
6.30 pm – 10 pm / 13 MAR / P 1537
Design/Innovation consultation // Speech

Which is the right strategy to break free from old paradigms and gridlocked structures? What images support a change of perspective? How do interactive events foster digital transformation?

Strategy | Graphics | Event: Which strategy is the right one to break free from traditional paradigms and gridlocked company structures? What images support the required change of perspectives? How does digital transformation succeed with interactive events? Look forward to inspiring thoughts by: Christiane Brandes-Visbeck, ahoi consulting, Daniel Blockus, Lead Innovation and Creation, planworx AG.

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TOGETHER WE CREATE
A NEW FUTURE

DESIGN. EMOTIONEN.
DATEN. MEHRWERTE.
NO-LINE DINNER


Mi, 13.03.2019, 18:30 - 23:00 Uhr
Pelkovenstraße 145, 80992 München

The Retail Performance Company (rpc) wurde 2013 als Joint Venture von der BMW Group und der h&z Unternehmensberatung AG gegründet und bietet ihren Kunden mit den Service-Bereichen Consulting, Coaching, Training, HR Services, Design und Data Analytics ganzheitliche Lösungen an, um sie auf dem Weg zu einer kundenorientierten Transformation zu begleiten.

INSPIRING CUSTOMER-CENTRIC TRANSFORMATION
A new player has emerged at the intersection of artificial intelligence, mechatronics and funny dog videos: collaborative robots, or “cobots” in short. Cobots in the workplace will be alien, physically superior and right next to us. So, how might we disperse fears, shape workflows and foster communication with them? In this session, we will draw inspiration from existing best practices and actionable recommendations.

Cities are changing massively. By personalisation, smart mobility or pop-up services. This will affect not only the cities but also us as humans. Let’s be conscious and explore the future of urban.

Built environment is a user interface to culture. Popular cities have a unique vibe which we experience differently as residents or as tourists. If you could design a city from scratch today – what would it look like? Can technology enhance the local vibe? Can we become more sustainable without losing the “joie de vivre”? Will services come to us or do we get carried to places? Will buildings talk to us, and will our neighbours be robots? Let’s explore these questions to take conscious decisions about our future. Join our futurist Virpi Vaittinen’s talk and discuss our urban vision.

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**Money of Good Seminar – Neuroscience + Blockchain**

7:30 pm – 9 pm / 13 MAR / P 1596

Social design // Conference

Marcelo Bohrer, founder of Money of Good, and the Brainboost team will present this revolutionary social program where people can earn money as a reward for practicing meditation.

In the seminar, Brainboost and the MOG team will present the innovative solutions of the platform and promote a debate about using neuroscience and blockchain to improve global health and reduce social inequality. Plus, you will be able to test the neuro-feedback systems connected to Money of Good.
New materials, new design …
recurring event ➔ page 39
10 am – 7 pm / Event-Code 1627

Creative power to sternhaler
recurring event ➔ page 51
2 pm – 5 pm / Event-Code 1649

Certified Scrum Product Owner
recurring event ➔ page 58
9 am – 5 pm / Event-Code 1581

“Future Technologies” open lab
recurring event ➔ page 68
4 pm – 9 pm / Event-Code 1552

12th GERMAN INNOVATION SUMMIT
page 82
8 am – 6 pm / Event-Code 1490

Infographics Workshop 1
page 82
10:30 am – 5:30 pm / Event-Code 1689

Workshop Information Graphics 2
page 84
10:30 am – 5:30 pm / Event-Code 1690

Workshop Designing high-profile
magazine covers
page 84
10:30 am – 5:30 pm / Event-Code 1691

Masterclass Illustration
page 85
1:30 pm – 5:30 pm / Event-Code 1688

DEsign IT!
page 86
3 pm – 7 pm / Event-Code 1467

“Future Technologies” short talks
page 86
5 pm – 10 pm / Event-Code 1554

Meet Our Agile Experts
page 87
5:30 pm – 8:30 pm / Event-Code 1507

EDCH Salon 2019 – The Idea Conference
recurring event ➔ page 90
6 pm – 10 pm / Event-Code 1509

netzblicke series – how to design your
website the right way
page 90
6 pm – 8 pm / Event-Code 1642

Purpose: Navigating the Unknowable
page 91
6 pm – 9 pm / Event-Code 1489

Workshop on IP strategies
page 92
6 pm – 9 pm / Event-Code 1475

Why without design, businesses will fail
page 92
6 pm – 11 pm / Event-Code 1519

GRACE – cultivating compassion in the
work space
page 94
6:30 pm – 9:30 pm / Event-Code 1651

Design Thinking Versus Design Doing:
Grow Design Leadership Program
page 94
7 pm – 8 pm / Event-Code 1557

Are management consultancies better
agencies?
page 96
7 pm – 10 pm / Event-Code 1571

The future of automotive industry –
chances and risks
page 96
7 pm – 10:30 pm / Event-Code 1569

Digital was yesterday –
good collaboration stays analog
page 98
7 pm – 9 pm / Event-Code 1607

iam lab / CONNECTS
page 98
7 pm – 10 pm / Event-Code 1517

Impact Hub Tour
page 100
7 pm – 10 pm / Event-Code 1613

KMS Workout. 100 stances on the work
of the future.
page 100
4:30 pm – 11 pm / Event-Code 1521
12th GERMAN INNOVATION SUMMIT
8 am – 6 pm / 14 MAR / € 1450
Digital innovation // Conference

GERMAN INNOVATION SUMMIT – the cross-industry and cross-technology meeting of decision-makers. Quality contacts are established and knowledge is shared on the most innovative day of the year.

The cross-industry and cross-technology meeting of decision-makers is a forum for movers and shakers. Networks, partnerships and alliances are built on the “most innovative day of the year”. Participants share innovative ideas and knowledge, create business models and acquire top-level customers and leads. Key note speeches, the showroom, CxO Talk, Executives & Speakers Dinner, innovationLAB tour, interactive intensive workshops and other dovetailed modules make for an efficient transfer of knowledge and know-how.

Infographics Workshop 1
10.30 am – 5.30 pm / 14 MAR / € 1689
Communication design/Branding // Workshop

All-day workshop with Simon Scarr (Thomson Reuters) on Information graphics and data visualization.

Simon Scarr is Deputy Head of Graphics for ThomsonReuters, the world’s largest international multimedia news provider. Simon is responsible for directing information graphic products, managing the team in Singapore and working closely with graphics desks in London and New York on a range of graphics including breaking news, financial data and sports.

The Charles
Sophienstr. 28
80333 München
subject to a fee
registration required

The GERMAN INNOVATION SUMMIT – the unique cross-industry and cross-technology conference for decision-makers – the most innovative day of the year.

Editorial design is alive!
The EDCH Conference is the largest European festival for magazines and editorial design. It fosters creative exchange and shows groundbreaking trends.

Visit us at
www.combine-consulting.com | www.combine-design.de
Workshop Information Graphics 2
10.30 am – 5.30 pm / 14 MAR / P 1690
Communication design/Branding // Workshop
All-day workshop with Eric Rodenbeck (Stamen Design).

In 2001, Eric Rodenbeck founded the data visualization and design studio Stamen Design in San Francisco, USA. As Creative Director and CEO, he is responsible for promoting the company’s high bar for elegant, data-driven design, which has inspired many brilliant data artists, designers and technologists. In 2017, the studio’s pioneering work in the field of data visualization was honored with the National Design Award for Interaction Design by the Cooper Hewitt Smithsonian Museum.

Workshop THINK COVER!
Designing high-profile magazine covers
10.30 am – 5.30 pm / 14 MAR / P 1691
Communication design/Branding // Workshop
All-day workshop for beginners and students with Stefan Kiefer (former cover design and art director at DER SPIEGEL).

A great magazine cover reflects the content of the cover story in the most condensed, striking and captivating manner. But how do you keep coming up with brilliant ideas and implement them successfully? As head of cover design and art director at DER SPIEGEL, Stefan Kiefer has developed and designed magazine covers for more than 18 years. Week after week, with more than a million copies sold per issue. In the workshop “Think cover!”, he offers insight into his wealth of experience and provides tips on how to develop fresh ideas and turn them into an intelligent cover with a gripping headline.

Masterclass Illustration
1.30 pm – 5.30 pm / 14 MAR / P 1688
Communication design/Branding // Workshop
Half-day Masterclass workshop with the artist and illustrator Edel Rodriguez (DER SPIEGEL, Time Magazine etc.).

The New Yorker of Cuban origin Edel Rodriguez is gaining international success with his strong positions on the current situation in the USA under Donald Trump. Especially his outstanding DER SPIEGEL cover illustrations have been receiving a lot of attention. His credo: “Powerful illustrations can get a discussion going”. Edel Rodriguez will also give a speech at the EDCH Conference.
“Future Technologies” short talks
5 pm – 10 pm / 14 MAR / P 1554
Digital innovation // Speech
Discuss the future! In our Short Talks on future technologies you will gain cutting-edge knowledge and exciting insights quickly. Join our discussion and get up to speed!
Trend topics to go? Future technologies are changing our personal and professional lives radically. Whether it’s AR, AI or IoT, UX designers, software engineers and researchers have to keep up with technological changes to be able to help shape the future. Our brief lectures will get you up to speed:
5 pm: Digital Learning with Chatbots, AR and AI
6 pm: Future UI – Emerging Technologies
7 pm: Smart Gardening – Green Offices with IoT and AI
8 pm: Management 4 Design – from IT Manager to Designer Whisperer
9 pm: AR – Brain Surgery with HoloLens

Meet Our Agile Experts
5.30 pm – 8.30 pm / 14 MAR / P 1507
Digital innovation // Educational/Coaching
Benefit from our agile coaches’ experience in interactive sessions held at our campus – snacks, tasty craft beer and high spirits included.
Brainbirds coaches are experts in their fields and methods and have vast practical experience. Most of them are entrepreneurs who know how to turn ideas into success. In three interactive sessions held at our campus, our coaches offer orientation for leadership, transformation, agile methods and digital skills. Combining theory, practice and reflection, the Brainbirds method is based on concentrated content, interactive elements and room for insights in particularly motivating experiences.

German-Italian design conference with a focus on the economic positioning of design in Italy and Germany. Topics: Introduction to trends, innovations and visions for the design, sustainability and internationalization of brands, design, Retail 4.0 and design protection. The event addresses entrepreneurs interested in internationalizing, in particular in the Italian market. Organized by AHK Italien and IHK München in cooperation with ItalCam and the Italian Embassy with kind support from bayern design and BMW Welt.
Design Thinking versus Design Doing

"Everyone is talking about Design Thinking, but who actually does the design? This is where design leadership comes in."

Find out more, visit us at MCBW 14.03 | 19.00-20.00
USM Showroom München | Wittelsbacherplatz 1 | Event Code 1557
www.grow.empdl.com

empowering tomorrow’s design leaders
Die Location-Nummern zeigen Ihnen die Standorte auf den Karten im Event Guide.

EDCH Salon 2019
14 – 16 MAR / P 1509
recurring event
Communication design/Branding // Conference

Pure inspiration for creatives of all sorts: in 2019, Europe’s largest Editorial Design Conference, EDCH, becomes a salon of ideas.

Once again the EDCH Conference celebrates the diverse topics of editorial design and shows the best positions of visual storytelling, digital content and infographics. National and international speakers will provide insights into current trends in magazine and magazine design, both off- and online, and show the potential of this medium using selected examples.

For companies as a corporate publishing solution, for PR departments for use in the context of cooperations, for publishers and designers from all disciplines.

The location numbers refer to the locations on the maps in the Complete Guide.

Hochschule für Fernsehen und Film
Bernd-Eichinger-Platz 1
80333 München

subject to a fee
registration required

IHK Akademie München
Orteansstr. 10 – 12
81669 München

free registration required

IHK für München und Oberbayern is the first point of contact for companies, from the establishment to internationalization and innovation.

IDEO GmbH
Kellerstr. 27
81667 München

free registration required

IDEO is a global design and innovation company. We create positive impact through design.
Workshop on IP strategies
6 pm – 9 pm / 14 MAR / P 1475
Design/Innovation consultation // Workshop

The workshop will be an introduction to the various issues of intellectual property rights based on practical examples.

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 Cham whisky afterwards.

Weickmann & Weickmann Patent- und Rechtsanwälte PartmbB
Richard-Strauss-Str. 80
81679 München

IXDS GmbH
Ganghoferstr. 68b
80339 München

free registration not required

IXDS is one of the oldest law firms in Germany to specialize in the field of intellectual and industrial property.
GRACE – cultivating compassion in the work space
6.30 pm – 9.30 pm / 14 MAR / P 1651
Social design // Workshop

GRACE is a compassion-based practice connecting into our individual resources of stability, clarity and energy to navigate unknown territories and personal and professional challenges.

In this session we will learn & experience how to create enabling conditions in self, our work environment & our life to be the best version of ourselves. GRACE cultivates the ability to perceive context, think & act from a fresh and unifying perspective, overcoming habitual thinking patterns to bring out what serves best in any given situation. The GRACE process stimulates authenticity, innovation & genuine care for self, others & the environment we work and live in. The model draws in neuroscience, social psychology, ethics, moral standards and the wisdom of contemplative practices.

Design Thinking Versus Design Doing:
Grow Design Leadership Program
7 pm – 8 pm / 14 MAR / P 1557
Design management // Speech

Everyone is talking about Design Thinking, but who actually does the design? This is where design leadership comes in. In this exciting lecture, you will find out exactly what this is all about.

We are experiencing a fundamental shift in social values that doesn’t stop at the gates of design topics. That’s why today more than ever, design deserves to be given a key role. This requires competent and confident leadership to integrate and manage Design Doing in business-compatible processes.

Frans Joziasse, design coach and founder of Grow, a training program for design management, will lead through the event.

COKREA
Nordendstr. 64
80801 München

subject to a fee
registration required

COKREA

COKREA is a rental location where learning is supposed to be fun. It’s ideal for meetings, workshops, trainings, speaker & networking events, exhibitions, product & press launches and receptions.

USM Showroom
München
Wittelsbacherplatz 1
80333 München

free registration required

18

Founded in 1959 as a professional association, VDID is the federation representing qualified and professionally working industrial designers in Germany.

www.internetworld-expo.de
Are management consultancies better agencies?

7 pm – 10 pm / 14 MAR / P 1571
Design/Innovation consultation // Panel discussion

Business consultancies are more and more occupying areas that until recently have been in the firm grip of agencies. However, both industries could hardly be any more different.

This change became particularly tangible during the Cannes Lions 2018, when big consultants not only submitted their own work but were also part of the jury. This trend raises questions and is reason enough for us to discuss this hot topic with experts from the industries concerned: why are consultancies penetrating the agencies market? What challenges are thereby involved on both sides? Which role do consulting services play in agencies, and are they sufficiently prepared for this change?

The future of automotive industry – chances and risks

7 pm – 10.30 pm / 14 MAR / P 1569
Design/Innovation consultation // Panel discussion

Our discussion will be about the topic “together we create a new car future”. What are the challenges? Which new fields are opening up for the industry?

It appears that the automotive industry in Germany has had its day. What will follow now that styling is becoming increasingly irrelevant and differentiation is based on enormous experience? What if going forward people have so many other – perfectly attractive – offerings to choose from that less than 50% will still own a vehicle? Together with our players in the creative and automotive industries we will exchange views on these and many other topics. Join us at our CMU! Lab for discussions, snacks and beer.
Digital was yesterday – good collaboration stays analog
7 pm – 9 pm / 14 MAR / P 1517
Design/Innovation consultation // Speech

Digitalization is on everyone’s lips. Increased technical support in everyday life changes our tasks and activities in all areas of work, especially in the field of collaboration.

Modern work environments have to face this challenge; new requirements for the design of office landscapes are emerging. They are no longer places to work off set tasks. Offices are supposed to promote inspiration and creative collaboration among all employees. At the same time, analog thinking tools are experiencing a heyday and enable a high-quality communicative exchange. New things can be created. We invite you to learn more about it at combine!

iam LAB / CONNECTS
7 pm – 10 pm / 14 MAR / P 1517
Interior design // Lab

The megatrend of connectivity is closely linked to the process of digitalization, creating diverse social networks that connect people in new ways.

The interior designer as a medium between space and user. We place desires in a spatial context with the help of material and light. The iam Lab presents itself and connects the visitors in a playful way – iam connects.
Impact Hub Tour
7 pm – 10 pm / 14 MAR / 1613
Interior design // Architecture/Fashion atelier

Rooms that turn change into something natural.

Rooms influence our behavior. What do future-oriented work environments focusing on innovation and creativity need? How can we design rooms in which collaborative work becomes self-evident? Come and experience the venue and the people that stand for Impact Hub München.

KMS Workout.
100 stances on the work of the future.
4.30 pm – 11 pm / 14 MAR / 1521
Universal design // Lab

What would a job look like that gave you more than a salary? Creative space between slow and breakneck speed? Join us to devise viable perspectives for the future of work.

As part of our corporate culture, we often concern ourselves with the question of how to do right by personality and work, for example, when alibi benefits conflict with personal development, the digital office with analog enthusiasm, freedom with responsibility. At the KMS Workout, in diverse interactive formats we will put 100 stances on the work of the future up for discussion, evaluation and ultimately for raising our glasses. Interested? Register! We’ll put the beer in the fridge.

For the first time at the Hochschule für Fernsehen und Film
15 MAR
FRIDAY
DAY 7

New materials, new design ... recurring event ▶ page 39
10 am – 7 pm / Event-Code 1627

Creative power to sternthaler recurring event ▶ page 51
2 pm – 5 pm / Event-Code 1649

EDCH Salon 2019 recurring event ▶ page 90
9 am – 9 pm / Event-Code 1509

CreativeMornings Munich #WATER page 104
8 am – 10 am / Event-Code 1653

TEAM DESIGN – Business Models for Teams page 104
9 am – 4:30 pm / Event-Code 1576

Back from the Future of Work – Workshop page 106
9:30 – 5:30 pm / Event-Code 1659

Breakfast With Eggs page 106
10 am – 12 pm / Event-Code 1516

POP UP INNOVATION HUB recurring event ▶ page 107
12 pm – 8 pm / Event-Code 1543

Compass BIM page 108
5 pm – 8 pm / Event-Code 1598

iF design award night 2019 page 108
6 pm – 2 am / Event-Code 1518

CREATIVE LEADERSHIP SALON – MCBW Special page 110
6:30 pm – 9:30 pm / Event-Code 1577

THE LEGENDARY UX LIGHTNING TALKS BY ICON INCAR page 110
7 pm – 12 pm / Event-Code 1471

A new space for art page 111
7 pm – 10 pm / Event-Code 1621

MCBW START UP – Pitch Training: GENERALPROBE page 126
9:30 am – 5 pm / Event-Code 1637

MCBW START UP – workshop: Design Management page 126
10 am – 2 pm / Event-Code 1470

MCBW START UP – workshop: It’s a match! – Team-Creation page 127
1 pm – 6 pm / Event-Code 1525

MCBW START UP – workshop: Collaborative Creativity page 127
3 pm – 6 pm / Event-Code 1474

MCBW START UP – Event: 9th Reversed Pitching page 128
7:30 pm – 10 pm / Event-Code 1492
CreativeMornings Munich #WATER
8.30 am – 10 am / 15 MAR / P 1653
Media design // Speech

CreativeMornings is a breakfast lecture series for the creative community. In our special MCBW edition, we will talk about #water with an inspiring speaker, followed by an interactive discussion.

Every month we come together to talk about an important and creative topic. The one selected for March 2019 by our headquarters in the USA is #water. Check our website for more information and the upcoming sessions: https://creativemornings.com/

TEAM DESIGN – Business Models for Teams
9 am – 4.30 pm / 15 MAR / P 1576
Social design // Workshop

A set of visual and playful tools to enable teams to better understand each other, their work and group goals.

Experience in a playful way a set of visual tools to understand enterprise, individual and team business models with a focus on teams (WE) and individuals (ME). Identify problems, challenges and opportunities. The goal is to shift people toward WE behavior by recognizing everyone’s ME, understanding where people best fit in and can contribute most. The co-creation approach to team modeling engages group members emotionally and boosts commitment to behavioral change.
Back from the Future of Work – Workshop
9.30 am – 5.30 pm / 15 MAR / P 1659
Social design // Workshop

AI, robotics, decentralization – the future of work is already on its way, its possible paths are infinite. We explore future scenarios and their importance for today through Speculative Design.

At the workshop you will learn about cutting-edge methods of futurology, what work can look like in the future – beyond the usual forecasts – and how these scenarios apply to you today. What lies beyond the obvious and the probable is plausible and desirable within the realm of possibility at the same time? Based on social, technologic, economic and ecologic signals, we will develop future scenarios relevant to work environments, will assess their meaning in the now and discuss how you can become a pioneer on this journey.

Breakfast With Eggs
10 am – 12 pm / 15 MAR / P 1516
Design/Innovation consultation // Conference

A speculative breakfast meeting, assembled to find out if putting more effort into „culture” instead of “strategy” might allow us all to work more happily.

Ten guests will be part of a small breakfast conference. A quote by Peter Drucker serves as our leitmotiv: “Culture eats strategy for breakfast!” Does this mean that we need more cultural than strategic advisors? What is the importance of culture when it comes to hatching ideas? Will even a “blind hen” find more grains in the right culture? And: culture calls for a straight attitude. At “Breakfast With Eggs”, we hope to get many controversial ideas from our guests. Table conversations about the culture of co-working and its effect on internal and external processes will also be included.

The location numbers refer to the locations on the maps in the Complete Guide.
Compass BIM
5 pm – 8 pm / 15 MAR / P 1598
Architecture/Urban planning // Conference

International panel discussion on Building Information Modeling, organized by Schnitzer& during the MCBW 2019.

More and more architect’s offices in Germany face a similar problem: the building market is booming, but while the turnover is increasing, the profit is decreasing. BIM is a tool to help architects keep up with the pace of digital planning. The aim of our panel discussion is to broaden the view on BIM and to lower the bar. We want to encourage all architects to fully embrace the potential of BIM and start co-determining the rules in Germany. International architect’s offices from all corners of the world will talk about successes and failures, similarities and differences.

iF design award night 2019
6 pm – 2 am / 15 MAR / P 1518
Product/Industrial design // Award ceremony

This is where the international design scene celebrates: at the glamorous ceremony of the iF DESIGN AWARD at BMW Welt. Following the ceremony, you can party till the break of dawn.

The “iF design award night” has become one of the most important design events in the world. 2,000 guests from the design industry, business, culture, politics and media come together to honor the winners of the “iF DESIGN AWARD 2019”. Every year the iF International Forum Design GmbH in Hannover grants this globally renowned prize for design. An international independent jury of experts decides on the allocation of the award. The 75 best designs will be honored by iF CEO Ralph Wiegmann with an iF gold award on stage. Over 6,500 entries from 50 countries were entered in the competition.

Schnitzer& has distributed ARCHICAD in Munich and Upper, Northern and Eastern Bavaria since 1997 and fosters the architectural and building culture scene in Bavaria.

iF International Forum Design GmbH is one of the world’s leading independent design institutions. It has presented the IF DESIGN AWARD, one of the most prestigious design prizes worldwide, since 1953.

Hochschule München
Campus Karlstraße
Karlstr. 6
80333 München
free registration required

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Subject to a fee
registration required

iF

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10 BMW Welt
Am Olympiapark 1
80809 München
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iF
What is Creative Leadership? Businesses have become playgrounds for collaboration, leadership & technology. We designed the Creative Leadership Salon as a space to share experiences, insights & ideas.

A new kind of event series for a new kind of thinking. We believe that companies become more successful if they care about mankind, the planet and their profits to the same degree. We believe that our world needs leaders that are able to change the present first and then the future. We follow our mind, heart and experience. We connect professionals from the intersection of leadership, creativity and business. Our mission is to help our leadership culture to make a leap. Join us, bring some cheese ... and let us take care of everything else. For more information, go to: www.creativeleadershipsalon.com

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Day after day, icon incar helps advance the future of mobility. Start-ups in China and the U.S.A are the driving forces behind one of the biggest revolutions since the car was invented. European design and know-how are in greater demand than ever; our work as designers has become a strategic success factor. To be able to take on these challenges, we must evolve continuously and maintain a culture of exchange. We invite you to be part of it and join us for a cornucopia of brief lectures, funky prototypes and our legendary icon incar kitchen party.

The location numbers refer to the locations on the maps in the Complete Guide.
16 MAR
SATURDAY
DAY 8

**New materials, new design ...**
recurring event  page 39
11 am – 4 pm / Event-Code 1627

**EDCH Salon 2019**
recurring event  page 90
9 am – 9 pm / Event-Code 1509

**POP UP INNOVATION HUB**
recurring event  page 107
12 pm – 8 pm / Event-Code 1543

**Creative Founders Talk**
page 114
9:30 am – 12 pm / Event-Code 1675

**8th Designers’ Breakfast: TIME OUT! Ethics of digitization**
page 114
10 am – 2 pm / Event-Code 1555

**Move design with us**
page 115
10 am – 5 pm / Event-Code 1488

**MCBW START UP – workshop: business modeling tools**
page 128
10 am – 4 pm / Event-Code 1579
Die Location-Nummern zeigen Ihnen die Standorte auf den Karten im Event Guide.

Creative Founders Talk
9.30 am – 12 pm / 16 MAR / P 1675
Product/Industrielle Design // Panel discussion

Creative Founders Talk ist ein Forum für erfolgreiche Gründer und Unternehmer, die über ihre Erfahrungen im kreativen Business zu sprechen und praktische Tipps zu geben.


8th Designers’ Breakfast: TIME OUT!
Ethics of digitization
10 am – 2 pm / 16 MAR / P 1555
Product/Industrielle Design // Panel discussion


Move design with us
10 am – 5 pm / 16 MAR / P 1488
Communication design/Branding // Workshop

Design verbindet. hw.design öffnet seine Türen und lädt Sie ein, an Hands-on-Lecture und Workshops teilzunehmen. Das Ziel: neu und erfrischendes Design denken.


80 USM Showroom
München
Wittelsbacherplatz 1
80333 München

free registration required

Kartenmacherei

Isarpost
Sonnenstr. 24
80331 München

free registration required

Kartenmacherei ist der führende Anbieter von anpassungsfähiger Event Stationery auf dem Internet.

USM Showroom
München
Wittelsbacherplatz 1
80333 München

free registration required

VDID ist die Bundesskulptur der qualifiziert und professionell arbeitenden Industriedesigner in Deutschland.

hw.design gmbh
Türkenstr. 55 – 57
80799 München

free registration required

The moment that changes the direction - based on its passion for creating game-changers, hw.design has developed brands and stories for companies of all sizes since 1995.

A NEW SPACE FOR ART

A PROJECT WITH THE MUNICH SYMPHONY ORCHESTRA
BY BLACKSPACE
The founders network initiated by bayern design for start-up companies and designers, promotes the targeted exchange between design-oriented start-ups, young and experienced designers as well as experts from the business sector to thereby enable professional and successful careers in the industry.

Further education and informational events are also included in the format.
MCBW START UP – workshop: start-up recruiting
9 am – 12:30 pm / Event-Code 1551

MCBW START UP – workshop: journey/stakeholder mapping for start-ups
1 pm – 5:30 pm / Event-Code 1472

MCBW START UP – workshop: Instagrammable design as factor of success
6 pm – 8 pm / Event-Code 1572

MCBW START UP – Lab: Innovation Café Design
6 pm – 8 pm / Event-Code 1494

MCBW START UP – workshop: alternative financing + bank meeting
9 am – 12 pm / Event-Code 1542

MCBW START UP – workshop: cultural entrepreneurship in global cities
9:30 am – 12:30 pm / Event-Code 1493

MCBW START UP – workshop: Crowdfunding – more than just money
10 am – 1 pm / Event-Code 1544

MCBW START UP – Augsburg: Protect your Design!
3 pm – 5 pm / Event-Code 1535

MCBW START UP – workshop: business planning in a nutshell
3 pm – 6 pm / Event-Code 1477

MCBW START UP – workshop: PR & storytelling
page 125
3 pm – 6 pm / Event-Code 1599

MCBW START UP – Pitch Training: GENERALPROBE
9:30 am – 5 pm / Event-Code 1637

MCBW START UP – workshop: Design Management
10 am – 2 pm / Event-Code 1470

MCBW START UP – workshop: It’s a match! – Team-creation
page 127
1 pm – 6 pm / Event-Code 1525

MCBW START UP – workshop: Collaborative Creativity
3 pm – 6 pm / Event-Code 1474

MCBW START UP – Event: 9th Reversed Pitching
7:30 pm – 10 pm / Event-Code 1492

MCBW START UP – workshop: business modeling tools
10 am – 4 pm / Event-Code 1579

MCBW START UP – workshop: start-up recruiting
9 am – 12:30 pm / 11 MAR / P 1551
Design/Innovation consultation // Workshop

Your entrepreneurial strengths, newest headhunting techniques, tech start-up team fit, 1-min pitches at events, 0€-budget employer branding – discover these recruiting hacks in our workshop!

The 3-hour workshop will teach you how to find and engage the right co-founder/talents for tech start-ups – and how to build a winning team! We will identify the personality of founders, the importance of strengthening specific characteristics, and reveal how to identify these through not-so-obvious interview questions. We will discuss ways to allocate tasks and roles and analyze 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: journey/stakeholder mapping for start-ups
1 pm – 5:30 pm / 11 MAR / P 1472
Design/Innovation consultation // Workshop

Customer Journey Mapping helps to co-creatively design and innovate on products, services and workflows in a customer-centric way.

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 to 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.
The influence of Instagram on how we understand design is out of the question. It goes way beyond the platform boundaries. As an example, hotels and product concepts are nowadays adjusted in terms of Instagrammability. Design/Innovation consultation / Lab

Strascheg Center for Entrepreneurship and the Department of Design of Hochschule München invite you to the Innovation Café for and with Instagrammable Design.

Design start-ups from the Incubator at Hochschule München für Angewandte Wissenschaften and of Strascheg Center for Entrepreneurship will introduce themselves and their founding process – a lab for asking, looking, participating and discussing your ideas for founding.

Finding suitable financing and preparing optimally for a meeting with your bank – here’s how!

What is the best form of financing for me? How can I structure my idea? How can I prepare for a meeting with the bank? In a relaxed setting, we will identify the best form of financing for you and offer tips for your meeting about financing. Register now – spaces are limited. We look forward to seeing you!

Intercultural entrepreneurship – it is both exciting and challenging when different entrepreneurial cultures meet. Concrete projects are presented and discussed.

Greece, Indonesia, South Africa: in cooperation with the 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.

MCBW START UP – workshop: alternative financing + bank meeting
9 am – 12 pm / 13 MAR / #1542
Design/Innovation consultation // Workshop

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MCBW START UP – workshop: cultural entrepreneurship in global cities
9.30 am – 12.30 pm / 13 MAR / #1493
Social design // Workshop

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MCBW START UP – workshop: Instagrammable Design
6 pm – 8 pm / 12 MAR / #1572
Design/Innovation consultation // Workshop

Instagram changes our perception of Design. Hotels, product concepts or museums are geared toward Instagrammability. Discover why Instagrammable design is valuable to your business.

The influence of Instagram on how we understand design is out of the question. It goes way beyond the platform boundaries. As an example, hotels and product concepts are nowadays adjusted in terms of Instagrammability. Communication on Instagram is shaping our physical world. But why is this so, and how does it happen? In this workshop, you will learn more about the impact of Instagrammable Design, get to know inspirational cases and develop yourself toward Instagrammability. Discover why Instagrammable design is valuable to your business.

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MCBW START UP – workshop:
Crowdfunding – more than just money
10 am – 1 pm / 13 MAR / P 1544
Design/Innovation consultation // Workshop
Markus Streichardt of the Startnext platform will offer tips for successful crowdfunding for your projects. The workshop is your chance to get active and plan your campaign.

You have developed a new product and want to find out what your target group thinks or how to finance it? Crowdfunding is the solution! Markus Streichardt of the Startnext platform will offer tips for successful projects, present best cases, and discuss why crowdfunding is much more than a tool for financing. The workshop is your chance to get active, find out if crowdfunding is right for your idea and get answers to your questions.

MCBW START UP – Augsburg:
Protect your Design!
3 pm – 5 pm / 13 MAR / P 1535
Design/Innovation consultation // Speech
Despite the basic awareness of intellectual property issues, practical questions are often cumbersome to designers and need fast and proper answers for further proceedings.

For the safeguarding of your designs, we would like to discuss relevant practical examples with the audience to identify characteristic problems with regard to the protection of designs.

MCBW START UP – workshop:
business planning in a nutshell
3 pm – 6 pm / 13 MAR / P 1477
Design/Innovation consultation // Workshop
If you’re an early-phase start-up and/or interested in business planning, then this is the workshop for you. BayStartUP Coach Markus is providing you with the basics for a business plan.

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 “business card” to address potential partners and investors.

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MCBW START UP – Pitch Training: GENERALPROBE
9.30 am – 5 pm / 15 MAR / P 1637
Communication design/Branding // Workshop

You are the brand! Bring your dynamics, achievements and vision to the point. With the rehearsal format “GENERALPROBE” you develop a confident pitch with a clear strategy.

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 format called “GENERALPROBE”: pitch your topic for 10 minutes and get valuable feedback. Regina Mehler is an expert at marketing and building personal brands as well as an experienced keynote speaker. Do you know the dos and don’ts on stage?

In addition to planning, driving and controlling operational design processes and managing the protagonists involved, design management is a complex entrepreneurial design-related task.

(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. Registration required by 1 March.

MCBW START UP – workshop: Design Management
10 am – 2 pm / 15 MAR / P 1470
Design management // Workshop

Konzepthaus founders Daniel Schoenfeldt and Martin Groschwitz invite you to talks and workshops for start-ups and HR managers to help with this search. Around the topic of recruiting in the area of design, with attention to all needs and peculiarities of start-ups, they answer questions, share experiences and knowledge from the headhunting, recruitment and strategy consulting. RSVP at workshop@konzepthaus-consulting.com.

MCBW START UP – workshop: It’s a Match – Team-Creation
1 pm – 6 pm / 15 MAR / P 1525
Design management // Workshop

Konzepthaus founders Daniel Schoenfeldt and Martin Groschwitz answer questions about design recruitment and support start-ups with experience and knowledge.

Looking for that one person with whom synergy arises and creativity can escalate limitlessly? The Konzepthaus founders Daniel Schoenfeldt and Martin Groschwitz answer questions about design recruitment and support start-ups with experience and knowledge.

Design thinking has become an integral element of innovation today. Therefore the need for interdisciplinary and intercultural teams to creatively work together is stronger than ever. However, to get the best results and fully harvest the wisdom and creativity of the group it is important to acknowledge people’s different perspectives. In this short workshop we want to highlight some considerations that can help foster a creative mindset and thereby lay the foundation for a productive design thinking process. Registration required by 1 March.

MCBW START UP – workshop: Collaborative Creativity
3 pm – 6 pm / 15 MAR / P 1474
Design/Innovation consultation // Workshop

This workshop will address the challenges of working in creative teams – and share approaches to help create innovative and inspiring outcomes.

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Das novum Mini-Abo: Jetzt novum mit 35% Rabatt testen

www.novum.graphics

MCBW START UP – Event: 9th Reversed Pitching
7.30 pm – 10 pm / 15 MAR / P 1492
Design/Innovation consultation // Campaign

Munich’s most entertaining start-up event is back for the 9th time. Look forward to 3 start-up founders giving impromptu presentations of each other’s pitch decks this time. Entertainment guaranteed.

The reversed pitching has become a true classic in the Munich start-up events scene. The event combines business with fun using the innovative concept of reversed pitching. It’s a must-see – simply unique!

MCBW START UP – workshop: business modeling tools
10 am – 4 pm / 16 MAR / P 1579
Design/Innovation consultation // Workshop

Increase the chances for success for your start-up with the business modeling method. The Business Model Canvas makes it easier to develop, describe, revise, challenge and reinvent your business.

A business model is the logic by which an individual, team, or enterprise creates and delivers value to customers, and is compensated for doing so. 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 are with your team.

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Design/Innovation consultation // Workshop

Increase the chances for success for your start-up with the business modeling method. The Business Model Canvas makes it easier to develop, describe, revise, challenge and reinvent your business.

A business model is the logic by which an individual, team, or enterprise creates and delivers value to customers, and is compensated for doing so. 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 are with your team.
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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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