

MCBW START UP – Innovation and Design!

Nuremberg/Munich – What will innovation and design look like in 2020? What topics are trending? How are new technologies and design connected? The MCBW START UP exhibition at Munich Airport is offering a foretaste of Munich Creative Business Week (MCBW), the largest design event in Germany. From February 6 through April 20, 2020, selected design start-ups will showcase their design projects covering everything from sustainability to innovative applications. MCBW START UP, the founders' platform for companies and designers, is sponsored by the Bavarian State Ministry for Economic Affairs. The exhibition will be complemented by a symposium scheduled for March 10 and the TOOLS FOR FOUNDERS workshop series conducted throughout the duration of MCBW. At these workshops founders will become acquainted with the tools they need to establish their enterprises successfully. The exhibition (Terminal 2, Level 04, Check-in Area South) and the symposium are being hosted in cooperation with Munich Airport.

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Thirteen exciting start-ups from Bavaria

The projects presented at the exhibition at Munich Airport stand out because of the innovative approaches taken by the young companies showcasing them.

In cooperation with AUDI AG, Aerofoils GmbH of Garching promises surfing fun without wind or waves. The start-up opened a new dimension in aquatic sports when it developed a surfboard that has an electric drive: Users can glide over water virtually soundlessly on a hydrofoil surfboard at speeds of up to 45 km/h.

Innovative driving fun is the objective of the electric, self-balancing mini vehicle UrmO created by the Munich-based start-up of the same name. Steered without a handlebar, the two-wheeled board has been designed to complement existing public transportation.

Another exciting innovation is the mouse control application devised by the start-up 4tiitoo of Munich. Called NUIA, this eye-tracking software allows users to control the movements of their cursors on their screens with their eyes. Combined with artificial intelligence, NUIA accelerates digital work and reduces unnecessary mouse movements.

cosinuss° of Munich has designed cosinuss° One, a high-performance fitness tracker for professional athletes. This tracker monitors a series of vital parameters with a high level of accuracy. Via LED light and a temperature sensor attached to the user's ear, cosinuss° One measures heart rate, heart rate variability, and body temperature.

Annu, a start-up formed by international designers and Nuremberg-based craftspeople, uses cutting edge technology to design timeless, sustainable eye-glasses. All frames are 3D printed in line with the latest standards of additive manufacturing and can be adjusted to fit the shape of the user's face. The temples, made of titanium, are clamped to the frame with no screws required. Even though the finished eye-glasses weigh less than a sheet of paper, they are flexible and robust.

Two of the start-ups participating in the exhibition operate in the field of interior design. The first, HEAVN of Munich, designs and distributes lamps for office environments. HEAVN's lamps intelligently align the intensity, color temperature, and direction of the light emitted with the time of day or the respective application. The lamp's 10.000 lux light can be regulated, ranges from reddish to blueish tones, and has activating and calming effects. The other start-up, Sandhelden of Gersthofen, has managed to print bathroom fixtures, for example, sinks and bathtubs, using sand. In an additive process, sand and glue are pressed into shape layer by layer using high-precision nozzles. All products can be customized to meet the user's requirements.

Innovative products and functions also have been developed for use outdoors. Höfats of Kempten, a young design firm, has reinvented open fires with its development of a multi-functional campfire named CUBE. When turned, in a matter of seconds the powder-coated stainless steel stool transforms into a fire pit for cozy barbecue events. This unique combination definitely is innovative!

Good design drives sustainability as can be seen in the exhibits contributed to the MCBW START UP Innovation and Design exhibition by other start-ups.

The mobility industry is represented by two young companies focusing on driving sustainable products. Sono Motors is in the process of developing a battery-operated electric vehicle named Sion which can be charged with electricity from the grid as well as through solar cells integrated into its body. The entire concept behind Sion is built on sustainability – from the procurement of raw materials to the production of the vehicle using 100% green electricity. In addition, the vehicle operates on a renewable energy source. Jointly with diverse project partners, the start-up Adaptive City Mobility (ACM) has devised a mobility concept for inner-city traffic. The concept comprises a battery-operated electric vehicle, a network of stations for exchanging battery modules, and a digital infrastructure for renting the cars.

The Munich-based start-up WYE produces Neolign, a sustainable material, 85% of which is made of recycled wood fibers, and uses the material to create functional tables and seating concepts. Originating as waste products of the wood industry, the fibers are combined with colored pastes and polymers into Neolign. The innovative material follows the cradle-to-cradle principle and can be re-shaped into new pieces of furniture again and again.

The remodeling industry has produced a number of innovative and sustainable solutions as well: flissade, a movable floor-length window front for living environments, was developed by two architects from Munich. Moved via rails on the ceiling and the floor, flissade makes it possible to integrate a balcony into the living area. Thanks to triple glazing, the product offers optimal heat and sound insulation and seals against the elements.

Pfeffer & Frost, a Nuremberg-based start-up in the packaging industry, offers a new, plastic-free concept for packing traditional Nuremberg gingerbread. The gingerbread is enveloped in a biodegradable plastic wrap and then packed into a newly designed stable cardboard box. The colorful, expressive design on the box differs substantially from the typical design of traditional gingerbread packaging.

The MCBW START UP exhibition at Munich Airport's Terminal 2, Level 04, Check-in Area South, will run until April 20, 2020.

Save the Date: MCBW START UP Symposium

The MCBW START UP Symposium on Innovation and Design to be held on March 10, 2020 at the Munich Airport Press Center will address people interested in learning about the 20 founders' design projects and discussing their innovations.

The top-caliber keynote speakers and motivating panel discussion will focus on innovation, the future, and business establishment. Two inspiring speakers will use practical examples to delve into the topic of INNOVATION AND DESIGN.

Tuesday, March 10, 2020, 5:00 p.m. – 10:00 p.m.

Munich Airport Press Center

- 5:30 Welcome, greeting by Peter Brodag, StMWi
- 5:45 Keynote speech 1: *Sion – Designed for Solar Integration. Designed to be shared.* Achim Staude, Manager Design, Sono Motors
- 6:15 Keynote speech 2: *Minimum Whatever Products.* Heiko Tullney, Creative Director, Indeed Innovation
- 6:45 Achim Staude, Manager Design, Sono Motors; Heiko Tullney, Creative Director, Indeed Innovation; Prof. Dr. Annika Frye, Design Scientist and Designer, Muthesius University of Fine Arts and Design; Dr. Marc Wagener, CEO, LabCampus
- 7:45 Get-together event; approximate end: 10:00

Facilitator: Martina Merz, Designer

Register now at www.mcbw-start-up-symposium.eventbrite.de.

About bayern design

bayern design GmbH is sponsored by the Bavarian State Ministry for Economic Affairs, Regional Development and Energy and has been entrusted with fostering the introduction and development of sustainable design strategies created by companies and institutions in Bavaria. Its goal is to promote the state's reputation as a location of international renown in innovation and design. bayern design GmbH organizes Munich Creative Business Week (MCBW), the largest event of its kind in Germany for designers and their clients. The next MCBW will take place in Munich from March 7 to 15, 2020.

For more information, please visit us online at www.bayern-design.de and www.mcbw.de.