

MCBW START UP – Design for Change

Munich/Nuremberg, Germany – As part of the MCBW START UP platform, beginning March 6 sustainable, trailblazing and inspirational solutions and design approaches originating in Bavaria will be presented in a digital exhibition and discussed in a hybrid symposium. First and foremost, the digital exhibition will showcase ecologically sound and socially responsible products along with digital and technological applications.

Initiated by bayern design, MCBW START UP fosters targeted dialog among design-oriented start-ups, designers, business experts, and the general public. The platform will be offered during Munich Creative Business Week (MCBW) which will take place in a predominantly digital form from March 6 through 14 this year.

Using Shaping Futures by Design, the motto of MCBW 2021, as a frame, focus of MCBW START UP this year will be on the variety of options up-and-coming companies have to help shape the economy and society in general in an innovative and sustainable way. Start-ups and designers assume special roles in these developments: They create trendsetting applications for new technologies and devise and design product and service cycles.

Highlights of the virtual exhibition

The common denominator of the start-ups contributing to the exhibition is their design and their innovative entrepreneurial approach. Contributors will include Ambiletics, CAALA, ECOFARIO, freisicht, Hyperganic Technologies, kommod, MARI&ANNE, nojin, OUTENTIC, Puray, Qwello, Sause, tacterion, Tjiko, and urbandoo.

The products and services showcased are concrete examples of how these start-ups use design as a method, a development environment, and a creative tool successfully at all stages in the development. The spectrum of products and services includes architecture and interior design, healthcare and nursing, fashion, e-mobility, and artificial intelligence.

Ecofario, a green-tech start-up based in Munich, has developed a filtration system that eliminates even minute particles of microplastics from water without the need for physical filters. The High-G-Separator has only nine components, making installation easy and maintenance user-friendly.

The cross-disciplinary team from the start-up Puray is made up of students and graduates of Munich Technical University and is active in the field of healthcare. Puray's hand disinfectant device uses UVC light waves to eliminate all pathogens detected on the skin without damaging any human cells. The use of the disinfectant is intuitive and contact-free.

Intuitive usability is a central goal for Qwello as well. This start-up develops charging stations for electric vehicles based on the operation of conventional fuel pumps. These charging stations require a minimum

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amount of space, particularly desirable in urban settings. Qwello's mobile app can be used to check availability and to make reservations.

Hyperganic, a software platform for trailblazing design and engineering, uses artificial intelligence to assist in the design of objects that can be printed on industrial 3D printers for use in innovative applications such as rocket engines.

In contrast, the team at the start-up nojin of Nuremberg focuses on genuine hand manufacturing: Its gender-neutral collection of durable slow-fashion products combines timeless and versatile design with craftsmanship. To keep the waste of materials to a minimum, nojin produces in small batches and based on demand.

All these products and services can be explored interactively in a dedicated virtual exhibition room developed exclusively for MCBW in cooperation with Schroeder Rauch and Studio Jester Blank.

Symposium

The aim of the symposium is to provide top-caliber guests in the design sector with an opportunity to discuss topics related to MCBW START UP. Two themed segments will be offered to illustrate the role of design in transforming key sustainable and innovative developments and technologies into the products and services of tomorrow.

On the topic of circular design, one panel will deliberate how start-ups design and create products for a functional circular economy; the other panel will investigate ways in which start-ups can develop intelligent and emotional products designed for digital innovations.

Encompassing keynote speeches and brief Q&A sessions, the symposium addresses start-ups, companies, and all other fans of design interested in learning about partnerships among designers and companies and other organizations.

Hands-on workshops for successful start-ups

During the entire duration of MCBW, cooperation partners will offer concise workshops, sprint sessions, and coaching to provide practical assistance in the successful development of start-ups. The design methods and creative techniques introduced in the workshops will ensure a cross-disciplinary transfer of knowledge for start-ups and future founders. For more information, please visit the MCBW START UP website at <https://www.mcbw.de/mcbw-start-up/>.

Overview:

Exhibition

Virtual exhibition room at

<https://www.mcbw.de/programm/detail/event/mcbw-start-up-design-for-change-ausstellung/> from March 6 through 14, 2021

Symposium

Live stream from the MCBW Forum at HFF in Munich, March 9, 2021, 3:00 p.m. to 5:15 p.m. Guests: Leif Huff, partner at IDEO; Hon.-Prof. Dr. Sascha Peters, Haute Innovation; Yedan Qian, Senior Interaction Designer at Designworks – A BMW Group Company; and Lisa Katzenberger, Director of Communications at hyperganic technologies

Workshops

- Design Methods for Research and Science
Department of Architecture at Munich Technical University
Monday, March 8, 2021, 9:30 a.m. to 1:30 p.m.
- Lab: Design Your Future
Strascheg Center for Entrepreneurship
Tuesday, March 9, 2021, 6:00 p.m. to 8:00 p.m.
- Creative Entrepreneurship – Founding a Company in the Field of Music, Art, or Media
Wave Lab at Hochschule für Musik in Munich
Thursday, March 11, 2021, 4:00 p.m. to 5:30 p.m.
- From Prototyping to Testing
Grace – Accelerate Female Entrepreneurship
Thursday, March 11, 2021, 9:30 a.m. to 11:30 a.m.

More information: [MCBW START UP Design for Change | Exhibition, Symposium, Workshops](#)

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 sustainably fostering the introduction and development of 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 6 to 14, 2021.

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