CONNECTS bayern design
To design means to shape the future. Every business should contemplate this statement. Even with a secure place in the top international tier, state-of-the-art technology companies in Bavaria must face their competition every day. Regardless of the industry, companies will not succeed in the long run if they fail to implement market-oriented design strategies, describe their products in clear language, and differentiate themselves positively from other players in the market.

Results of studies show Bavaria to have outstanding prestige as a site where creativity is revered. When it comes to having a reputation as a creative community, Munich ranks fourth in Europe and first in Germany. Bavaria’s highly dynamic design industry is considered the catalyst for the region’s success. Numerous creative agencies have set up shop in the state over the past ten years.

Securing the competitive and innovative edge for established businesses in the industrial, trade, crafts, and services sectors is a priority for the Bavarian Ministry of Economic Affairs. As part of our extensive innovation program, bayern design GmbH in Nuremberg is the contact for companies where design is held to be a factor for success.

By promoting Munich Creative Business Week (MCBW), we take a unique stance. MCBW is the platform on which Bavaria introduces itself to both national and international audiences as an innovative, creative, economic powerhouse and MCBW highlights Munich as a design metropolis to bank on!

We hope all entrepreneurs, designers, creative people, and admirers of good design enjoy reading this handbook about Bavaria as a site of design excellence!

Ilse Aigner
Design connects –
knowledge, technology, and
crafts made in Bavaria

Design builds bridges. Design is the key to turning our visions for the economy and for society into reality. Aesthetic forms are not the only aspects determined over the course of the design process; design determines the level of sustainability of products, buildings, and services as well as their long-term usability and the way we handle them.

»Design is the key to turning our visions for the economy and for society into reality.«

This handbook provides new insight into the design resources thriving in Bavaria. The state meets all the requirements of excellent design performance. Building on a tradition of craftsmanship and technological advancements, Bavaria’s professional design competence ensures the visibility and authenticity of products and services on which globally renowned brands are based. The creative sector is particularly relevant: By reviewing existing structures and products critically and delivering ideas and solutions that extend beyond the traditional course, the creative people of Bavaria provide valuable impetus to the entire economic sector and to society. Their services combine expertise with creativity.

Design is the hidden champion of the Bavarian business sector and is a fascinating topic that provides food for thought as well as inspiration. To design means to assume responsibility; this is why we encourage you to view things from a different – a design-oriented – perspective.

We wish you much inspiration while gaining intriguing insight into Bavaria as a site of design excellence!

Dr. Silke Claus
and the bayern design team

Guillaume Alvarez
Senior Vice President, EMEA for Steelcase Inc.

»The design week brings together creative people from very diverse professional horizons and offers a powerful platform to swap ideas. We believe that this event is key to foster innovation and are delighted about our new partnership with the MCBW.«

Dr. Angelika Nollert
Director, Die Neue Sammlung – The International Design Museum Munich

»Because of its abundance of players who attract much attention and inspire each other to optimize their quality continuously, Bavaria is an ideal site for design. The numerous institutions located in the state – vocational schools for crafts, design universities, production and trade establishments, museums, trade fairs, galleries, auction houses as well as publishing and media companies – interact perfectly.«

Adrian van Hooydonk
Senior Vice President BMW Group Design

»MCBW is the perfect platform for raising the awareness of companies, creative professionals, and all other interested parties in the latest design trends. As a designer, I am always curious about how the latest developments will affect the future.«
Creativity is the foundation for good design, though not the only one. Good design requires craftsmanship and a habitat, a task, a goal, an application, a great deal of open-mindedness and, most importantly, jobs and spending power. The unique economic power of the state of Bavaria has built a home for design.
Even well-established companies in Bavaria must face their competition every day. All industries – from crafts and manufacturers to service providers – understand that companies will not succeed in the long run if they fail to implement future-oriented design strategies and differentiate themselves visibly and qualitatively from other players in the market.

This understanding laid the foundation for the establishment of a design center by the Bavarian economic sector in 1987, initiated by Anton W. Graf von Faber-Castell. On behalf of the Bavarian State Ministry for Economic Affairs, since 2001 bayern design also has coordinated all public design activities in Bavaria and has hosted the annual Munich Creative Business Week (MCBW) since 2012.

Companies in Bavaria can draw on premium creative potential right on site because the state is an excellent site for creative minds. According to the EU Commission, Munich has the strongest cluster of creative businesses in Europe preceded only by Paris and London.

Upper Bavaria and Central Franconia are the hubs of the Bavarian design industry. Fifty-seven percent of the state’s design agencies are headquartered in the European Metropolitan Regions of Munich and Nuremberg, 58 percent of companies with in-house design departments are headquartered in and around the two cities. However, the vast majority of designers are freelancers or work for agencies, and only 13 percent are employed in the design departments of Bavarian organizations.

Companies’ high level of expertise with craftsmanship and production technology is what makes Bavaria a particularly attractive site for designers. Here they find suitable partners in the manufacturing trade to help them put their visionary ideas into practice.

The unceasing demand abroad for design made in Germany, the high level of Bavarian academic institutions, and the state’s proximity to European target markets continues to appeal to customers and designers from Germany and abroad. Hence, it does not come as a surprise that the largest design event for clients and designers, MCBW, has made a home in Munich.
We are impatient: As soon as technology fails to work and amaze us at first touch, we push it aside. However, there are always new products that find their way into our everyday life, come close to our body, shape our behavior. The main prerequisite: These products need to be designed well. Design provides a home for technology; it materializes ideas, makes them visible, palpable, usable – and perceptible among the masses. Munich is one major place in Europe where creative innovators come together, courtesy of numerous companies, agencies, institutions, and products that conquer the global markets.

To ensure that design not only materializes ideas but makes them emerge in the first place, STEELCASE of Munich, the leading global manufacturer of office furnishings and solutions for spaces, has materialized its very own idea: After several studies conducted by STEELCASE showed how high-performance work environments can foster employee creativity and, thus, impact a company’s power of innovation, STEELCASE founded the »Learning + Innovation Center« in downtown Munich. Here, customers and experts design innovative solutions to support new working styles. One question remains: Which was first, the room where the idea was created, or the idea for the room?

What is going on in industrial mass production? The Transformers have landed and are on the lookout for friends. ROBOCHOP is the vision of Munich-based designers Clemens Weisshaar and Reed Kram regarding individualized manufacturing using the means of mass production. At the international CeBIT trade fair, Internet users around the world deployed the 3D web app to transmit their own designs for small pieces of furniture and abstract objects to the four ROBOCHOP robots developed by KUKA of Augsburg. The robots tailored the designs from rigid foam cubes during the show and sent them to the clients promptly thereafter. Will all of us soon have access to industrial production system anytime and anywhere, even for unique pieces?

Lunar Europe’s VELA bike is recognizable only at second sight. As a design object it adds a refining touch to every living room and reveals its exercise bike alter ego only at close inspection. While its bulky counterparts at the home gym in the guest room or basement often are marginalized, VELA has its feet firmly on the ground, both as a sculpture and an exercise device that rewards users with a wide range of light effects varying with the level of physical activity.
Cohabitation is shaped by changes of heart. We support crowdfunding projects we believe can make a difference. We share cars, office space, contacts, and expertise. We differentiate less and less between living and working, connecting the two worlds, connecting with other people and technological aids, connecting them with each other. This helps us create space for our ideas.

MAKER SPACE does not offer its members a living room, but rather a versatile space for making innovation happen in Munich. Founders and inventors can use the publicly accessible 1500 sq.m. high-tech workshop to build prototypes and products in small series. Divided into engineering, metalworking, woodworking, textile and electric sections, MAKER SPACE is equipped with software, 3D printers, laser cutters, a water jet cutting machine, and a vast array of other tools. Events and workshops are conducted at regular intervals to strengthen the local connections between the City of Munich and its universities, start-ups, industrial sector, and creative scene.

Impact Hub Munich takes the co-working spirit to a new level – the social level. Following the maxim Enabling people to do good, Impact Hub is the space for a community with an entrepreneurial spirit that works with the common good in mind. It is a place where dedicated start-ups, creative freelancers, and visionary organizations find stimulation. A sense of community and networks are essential parts of Impact Hub: Many projects thrive on the advice offered by other members, or find supporters willing to commit. The number of Impact Hubs worldwide has increased to 70.

What tools does our motivation need? It needs RUNTASTIC developed by Franconian sporting goods manufacturer adidas. We measure our performance in sports, connect the chest strap, GPS watch or body-fat balance with the app, and analyze our data including speed, heart rate, or calories burnt. The RUNTASTIC Orbit wrist band goes one level higher: It records not only the steps we take but also our sleep. Wearables are on our pulse and have become an essential part of our everyday life.
The question at issue is not only what but also how – how do we want to design our microcosm called life? How do we want to treat others, give meaning, assume responsibility? The answer is: to a reasonable extent. More and more companies and undertakings have achieved what people still are grappling with: finding a balance between must and want, between hard numbers and free choice, between income and content, between profitability and sustainability. Design is the liaison between these poles because to design responsibly means to start by asking questions.

Gmund Paper on Lake Tegernsee provides an impressive answer: The energy used for manufacturing the fine paper which, for example, is made into the gold-colored envelopes for the Academy Awards, is up to 75 percent regenerative. The company’s own plants use hydro power, solar energy, and cogeneration systems to generate power without any CO₂ emissions. A cutting-edge ozone water cleansing machine makes it possible to reuse waste water for the production process up to seven times without the need for chemicals. The rewards: the Bavarian State Medal for merits in the environmental and health sector, the Environmental Award of the State of Bavaria, the Münchener Oberland Sustainability Award, and a customer base comprising diverse DAX-listed corporations around the globe. Seventy five percent of paper manufactured by Gmund are exported, the main sales markets include Europe, Asia, the U.S.A., and the Middle East. GMUND has sponsored the paper – BLOCKER Perfect White (lakepaper) – used for this book.

Creating a sense of purpose and assuming responsibility also are the goals of the students of design at Munich Technical University. They provide correctional facilities in Bavaria with consultation services for establishing their own brand, Haftsache, and develop special designs which then are produced and marketed by inmates. This way, convicts have a purposeful occupation and receive better education for smoother reintegration into society.

Baufritz in Erkheim in Swabia deals with another central question in everything it does: How do we want to live? Of all the producers of prefab homes, Baufritz has the most ecologically sound approach to building: Wood panels, insulation with pressed wood shavings, wood pellet heating plus solar units or heat pumps optimize your eco balance. At the company’s planning center, the customer and the team of home designers, energy consultants, and construction biologists devise the houses together. Baufritz holds more than 40 domestic and international patents for environmentally-friendly construction and was presented the 2009 German Sustainability Award as the most sustainable company in Germany.
Digitalization and Media

A conflict area with the potential for subversion: More and more traditional industries such as automotive or publishing are digitalizing their offerings and find themselves compelled to break new ground without neglecting their roots. They must shape their future themselves. In this process, mainly companies that pursue their own analog or digital paths will remain visible on the map.

Providers of mobility services already have taken new approaches to the near future. One of these approaches is car sharing. DriveNow, the solution offered by BMW, MINI, and SIXT, has been designed for ad hoc use. Via your smartphone, tablet, PC or phone you locate a vehicle nearby and open it with your customer card. The cars need not be returned to any specific station, and users do not have to worry about anything because the costs for fuel and insurance are included in the rental fees and the cars are refueled, cleaned and serviced on a regular basis. Users who think urban mobility through opt for the BMW i3 which is equipped with an electric drive for noise reduction, is emission-free and has a parking assistance and a collision warning system.

Ready for take-off? Developed by Hyve of Munich, the ICAROS system combines gaming, exercise, excitement and innovation. As an athlete, you can enjoy gliding through virtual worlds while training your entire body on this futuristic device. Your core muscles are given a real workout while you fly through virtual canyons. Designed to become the exercise machine of the 21st century and revolutionize fitness training, ICAROS comprises the device, a controller fitted with sensors, a VR headset and an app. Try it and you will never want to walk again! ICAROS also is the perfect example of digitalization and game design transforming traditional activities like bodybuilding.

MUH addresses its readers with a lot more noise and from the bottom of its heart. Originating in the heartland of Bavaria, the print magazine for Bavarian character and non-character, culture and non-culture, conviviality and non-conviviality is as unconventional in its design as it is in the selection of its topics. Four times a year, publisher Stefan Dettl, singer and trumpeter of the brass band LaBrassBanda, and former staff members of Musikexpress create these remarkable journals that express an interest in the sense of belonging, challenge it and try to get to the bottom of it – and sometimes simply take pleasure in it.
Brands and Trends

Different materials and applications, an identical maxim:
Good design thrives in Bavaria in the most vivid colors.

1. **Writing in style**: Faber-Castell’s AMBITION Cocos writing utensils are made of exotically veined coconut wood.
2. **Fusion**: Steffen Kehrle stages Mirko Borsche’s poster art at Pinakothek der Moderne.
3. **Everyday heroes**: Blazer by Munich based fashion designer Ayzit Bostan.
4. **A feast for the eyes**: Nymphenburg porcelain manufacture has declared the spoon itself a delicacy.
5. **Black magic**: Saskia Diez’ black ME sunglasses are cut from one piece.
6. **The principle of football**: Konstantin Grcic’s Chair One combines geometric segments into one whole.
7. **Floating thoughts**: Ingo Maurer’s Zettel’z 5 illuminates memories of friends around the globe.
8. **Electrifying**: The silent, emission-free BMW i3 comes with a 170 PS electric drive.
9. **The power of now**: Rosenthal’s Squall vase is the epitome of a porcelain tornado.
Promoting young talent – designing tomorrow today

Design makes the future visible. What will make design in Bavaria visible in the future? To answer this question, the Bavarian State Ministry for Economic Affairs has presented the Bavarian State Prize for Young Designers since 1987 and, since 2015, also has sponsored MCBW START UP. Universities and academies are doing an excellent job to ensure that the high standards for education in Bavaria are maintained.

The Bavarian State Ministry for Economic Affairs has presented the Bavarian State Prize for Young Designers every other year since 1987. This prize offers young talent the opportunity to present their latest works and draw businesses’ attention to their creative potential. The award ceremony takes place during MCBW; prizes are presented in eight categories including industrial and fashion design as well as applied crafts. Every category is endowed with 7,500 euros, and the winning works as well as other entries selected by the jury are displayed in the ensuing special exhibition.

To make a difference, companies need creative minds and fresh ideas. Creative minds need platforms on which to introduce their innovative products and business ideas. This is why it is so important to support young entrepreneurs and to bring together and match representatives from diverse industries. Fostering young professionals means investing in the future in the most direct way possible: The business sector and our society are looking for fresh, genial, and out-of-the-box ideas that are practical. Sponsored by the Bavarian State Ministry for Economic Affairs, MCBW START UP provides a platform for these ideas.

The key elements of Bavaria’s future in design are its universities and academies, not least because curricula and projects combine technological innovation and design. Examples to be found in Munich include Technical University, one of the largest technical academic institutions in Germany; the University of Television and Film; the University of Applied Sciences; and the German Master School of Fashion. Role models also are available in other parts of Bavaria: Coburg University of Applied Sciences, Nuremberg Technical University, and the Universities of Augsburg and of Würzburg-Schweinfurt.

Awards ceremony for the Bavarian State Prize for Young Designers
www.staatspreis.de

University of Television and Film Munich
www.hff-muenchen.de

Product and concept show at Creative Demo Night by MCBW START UP
www.mcbw.de/mcbw-start-up

Paper meets fashion created by students of Deutsche Meisterschule für Mode during Munich Creative Business Week
blog.mcbw.de/en/2016/the-mcbws-media-day
Just like the instruments in an orchestra, the museums, show rooms, stores, metro stations, bars and buildings located throughout the city of Munich create an opus that touches every life differently. In addition to suits and ties, the Bavarian metropolis wears dirndls and lederhosen, torn jeans and t-shirt. The city is an auditorium of inspiration. Who calls the tune?
In local pubs, lamps designed by Ingo Maurer hang from carved wood paneling. Guests order a wheat bear with their Pad Thai. The skyline is shaped by futuristic architecture such as that of BMW Welt and Allianz Arena as well as by gothic and classicist masterpieces such as the Church of Our Lady and Königsplatz Square. Munich is called Isar Valley or Business Center with a Heart of Gingerbread because of the myriad IT and software, automotive, engineering and electrical technology companies, financial services providers and insurers that have found a home in the traditional surroundings of the city. Between Haus der Kunst and the Bavarian National Museum, surfers ride the waves on Eisbach River. In the trendy quarters, hundreds of start-ups with innovative ideas and tiny fashion boutiques open shop, and renowned design agencies shape the future.

The museums in the city are crucial contributors to the site; they include the Pinakothek museums with their world-renowned collections of paintings, DIE NEUE SAMMLUNG – The Design Museum that houses the world’s most comprehensive permanent collection of industrial, product and jewelry designs, Deutsches Museum with its natural science and technological masterpieces, and BMW Museum with close to 125 of the corporation’s most valuable and most attractive cars, motorcycles and engines.
concept. Inspiring locations both large and small can be found throughout Munich, for example, while sipping cocktails at Goldene Bar inside Haus der Kunst, at the furnishing store and planning office of Neue Werkstätten, at the concept stores of shoe label Trippen and of ice cream manufacturer Ballabeni, or at Allianz Arena soccer stadium that beams over the city and is the home of Germany’s most successful team, FC Bayern München.

Munich has mastered the art of calling diverse tunes and combining them into a harmonious whole.

BMW Museum is part of BMW Welt, an architectural gem reminiscent of a glass and steel tornado vortex. The complex is a gigantic show room made up of areas for exhibitions, vehicle delivery, adventure and events. Another, perhaps even more impressive show room is Nymphenburg Castle. Completed in 1675, it remains one of the largest royal palaces in Europe. In addition to Marstall Museum with one of the continent’s most prominent collections of carriages, and the Gallery of Beauties implemented by Ludwig I of Bavaria, the castle houses the Porcelain Museum and Nymphenburg porcelain manufactury.

Ingo Maurer is deemed to be the lighthouse among light designers. His works shine as brightly in his Schwabing show room as they do at the Westfriedhof or at Münchner Freiheit metro station for which Maurer designed the light
Munich Creative Business Week

The highlight in every designer’s calendar. The annual Munich Creative Business Week is a showcase of the economic power of Bavaria that fosters high-quality design and the potential of the international city of Munich as an experimental field for creative people. Can success be measured? Facts and figures about the largest event of its kind for designers and customers.

MCBW is the meeting point for top-caliber designers, architects, representatives of the corporate sector, and fans of good design from around the world. At close to 230 events and exhibitions hosted throughout Munich, representatives of the design sector’s top tier provide insight into their work, more than 430 speakers share their experiences with more than 65,000 visitors, ideas and opinions are exchanged, and a network of the makers and the users of our crafted environment develops.
**Facts and Figures**

### Visitors

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>17000</td>
</tr>
<tr>
<td>2013</td>
<td>37000</td>
</tr>
<tr>
<td>2014</td>
<td>44800</td>
</tr>
<tr>
<td>2015</td>
<td>53500</td>
</tr>
<tr>
<td>2016</td>
<td>61100</td>
</tr>
<tr>
<td>2017</td>
<td>65000</td>
</tr>
</tbody>
</table>

### Partners

| Partners | 75 | 108 | 152 | 195 | 206 |

### Events

| Events | 119 | 145 | 163 | 191 | 236 |

### Speakers

| Speakers | No Data Given | 170 | 174 | 335 | 430 |

MCBW took place for the sixth time from March 4 to 12, 2017. Focus was on the smart revolution. In times of the Internet of Things and digital lifestyle, we must remember that all human experience is analog.

MCBW 2017 illustrated how this experience can be designed in the future. The number of visitors to MCBW has increased five-fold since the inception of the show that has become one of the international design scene’s most appealing points of attraction and connection. This success is owed to strong partners and sponsors including the Bavarian State Ministry for the Economy and Media, Energy and Technology, the City of Munich, if, BMW Group, Steelcase, and fascinating partner countries such as Denmark, the Netherlands and the Republic of Korea.

Due to the major success of MCBW over the past few years, in 2017 it was time to address issues concerning the MCBW brand and the growing requirements of Program Partners and visitors. Starting in 2018, MCBW will have two program segments: DESIGN SCHAU! for the general public, and CREATE BUSINESS! for experts.

Trade visitors for whom MCBW has been a fixed date in the calendar for many years will be offered ample opportunities for networking, acquiring, sharing, and presenting at CREATE BUSINESS! Approaching the players in the creative sector in a targeted manner will open doors and opportunities. DESIGN SCHAU! will be a city-wide showcase of design and will turn Munich into the capital of design for nine days.
CREATE BUSINESS!

Rethinking, lateral thinking, redesigning – methods and approaches used by designers are both pragmatic and visionary. Rather than serving only to determine the final form, they help optimize processes, and often are participatory and allow for more than one result. Assisted by designers, business consultants develop end-to-end business processes, achieving entirely new results. Be it concrete objects or open processes, in its core all good design is based on the same motivation: Driven by the will to change, it improves our quality of life.

Provide a platform for creative businesses to facilitate dialog at the highest level, by networking, acquisition, in the form of workshops and substantial transfer of knowledge: MCBW DESIGN DIALOGS foster professional exchange among designers, agencies, companies and decision-makers.
DESIGN SCHAU!

Munich has a lively design culture. Starting in 2018, for nine days during MCBW, DESIGN SCHAU! will provide the time and the space for this culture to introduce itself. The exhibitions, events and campaigns held at more than 100 locations during DESIGN SCHAU! address design aficionados and experts and all other people who enjoy experiencing design. DESIGN SCHAU! is a showcase of Munich as the capital of design.

MCBW FORUM is the heart of MCBW: It offers insights into the design sector and fosters critical dialog. Also, it is a meeting point for the public at large and a venue for sharing and meeting with experts. The exhibition presented at MCBW FORUM deals with the contemporary meaning of design in focal themes and from diverse perspectives.

EXHIBITION
CREATIVE TEATIME
SPEECHES
PRODUCT PRESENTATIONS
TOURS
INFOPOINT

EVENTS

EXHIBITIONS

MEET & GREET

JOIN US

LETS YOURSELF BE AMAZED

MUNICH

EXPERIENCE DESIGN

INSPIRATION
Design connects the world

Design builds bridges. Good design is acknowledged around the globe and is valued as a relevant business factor. Against this background, Munich Creative Business Week (MCBW) is not only the Bavarian design sector’s window to the world, but also an ideal forum for Denmark, the Netherlands, the Republic of Korea and other partner countries to introduce their visions of design to an international audience.

Jointly with alternating partner countries MCBW strives to drive the global design discourse, establish long-term contacts, promote Bavaria as an international site of design, and offer its partners a supreme forum in Germany.

The Netherlands know that consistent cooperation with designers and companies can result in intelligent solutions to global challenges. At MCBW 2016, visitors learned how Dutch designers and architects have mastered the art of proactive reflection and out-of-the-box thinking.

The Republic of Korea was the third MCBW partner country. The leader in design and its traditional craftsmanship, calligraphy and high-tech design were showcased in Germany in 2017.
The publisher does not assume responsibility for unsolicited documents transmitted. The use including, but not limited to, duplication and dissemination of the copyrighted magazine and of all text and images contained therein without the publisher’s previous written consent shall be prohibited and shall constitute a criminal offence, unless stipulated otherwise in the laws on copyright. In particular, saving or processing in data systems the contents of the magazine, which also are provided in an electronic form, without the publisher’s consent shall be prohibited.

Idea, concept and design:
Kochan & Partner GmbH
Hirschgartenallee 25
80333 Munich
Germany
www.kochan.de

Picture credits: