

Press information and conference



bayern design – a network for the promotion of innovation and design

The design sector's role in providing supply chain innovations is increasing steadily. The center of excellence for design of the Free State of Bavaria, bayern design, has been entrusted with strengthening the introduction and further development of the design strategies of companies and institutions in Bavaria in a sustainable manner to position the state as a globally acknowledged site of innovation and design. bayern design acts as the main contact between the creative and the corporate sectors – bundling, coordinating and advancing design activities throughout the state and driving knowledge about design as a factor of success. Focusing on design in innovative processes, universal design and eco design, bayern design's programs are sponsored by the Bavarian State Ministry of Economic Affairs, Regional Development and Energy. bayern design cooperates closely with industrial and trade chambers, representatives of international institutions, craft chambers, professional associations, educational institutions, companies and individuals.

Also, bayern design is supported by the supporting association and partner bayern design forum e. V. The association was founded in 1987 and looked back in the year 2017 on a 30-year success story.

In addition, bayern design organizes Munich Creative Business Week (MCBW), the largest design event in Germany.

MCBW Press Preview

MCBW Press Preview, 28th of February 2019, 12:00 to 14:00, Hochschule für Fernsehen und Film München, Bernd-Eichinger-Platz 1, 80333 München

Taking place from the 9th to the 17th of March 2019, the eighth Munich Creative Business Week MCBW (www.mcbw.de/en) will be a meeting point for designers, architects, and representatives of both the creative sector and the corporate world. At the MCBW Press Preview, bayern design will present the highlights of the Design Week.

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