Design connects!
The long week of design
7 to 15 March 2020

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MUNICH CREATIVE BUSINESS WEEK

7 to 15 March 2020

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For sustained business.
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The Future of Communication, Innovation, Digitization, Cities, Fashion, Work
Dear design lovers, ladies and gentlemen,

The MUNICH CREATIVE BUSINESS WEEK is the Bavarian lighthouse for design, and the MCBW 2020 will make this light shine even brighter.

Numerous new partners with truly spectacular program items are awaiting us, as well as a new partner region: the Lower Bavarian region of Landshut. I am particularly pleased that my home region can benefit from the international significance of Munich within the design scene. With approximately 20 events, it will help diversify the MCBW even more.

In the last monitoring report of the European Commission, the “Cultural and Creative Cities Monitor”, Munich surpassed London for the first time and is now second in Europe. In my capacity as Bavarian Minister of Economic Affairs, this makes me incredibly proud, and it is not just because the cultural and the creative industry have the highest gainful employment rate in Germany. As drivers of growth and enablers of transformation beyond industry boundaries, especially service design and cross-innovation are of paramount importance for the changing Bavarian economy.

With “Sustain by Design”, the MCBW 2020 has chosen a focus theme that expresses the ever-increasing importance of design and design thinking for the future of our economy, of our working environment, and of our social environment.

I look forward to nine insightful days of MCBW with you.

Ladies and gentlemen,

On behalf of the state capital of Munich, I extend to you my warmest welcome to the MUNICH CREATIVE BUSINESS WEEK (MCBW) following the claim “Design connects!”. As Germany’s largest design event, the MCBW 2020 focuses on an important issue for the future with the focus topic “Sustain by Design”.

Munich is very pleased to be both host and patron of this forward-looking event. The state capital has just been labeled “Leading Creative Business Metropolis in Germany” by the monitor of the European Commission 2019. We have long been relying on networking and internationalization in order to generate innovative, sustainable ideas and to keep Munich as a business location viable for the future.

Here, the MCBW offers an excellent platform for enterprises, designers of all disciplines, scientists, creatives and young talents to present themselves and to exchange ideas across national and international disciplines.

A special highlight is the Munich Fashion Award, which for the third time will be awarded to young graduates of renowned Munich training institutes. The prize serves to promote young talent and wants to show the general public the potential nurtured in this fashion metropolis.

Get to know Munich as a design and a creative location in all its facets during the MCBW. I wish you stimulating impulses and inspiring encounters!
"Munich as a creative business location" stands for an outstanding entrepreneurial connection between innovation, design, and business. The MUNICH CREATIVE BUSINESS WEEK has established itself as the largest German design event. It is a platform for companies that stand for a culture of innovation and at the same time connect with sustainable trends and customer needs in the market. It is, therefore, no surprise that we support this event as a partner, since transformation and innovation are just as essential for Ströer in order to create innovative communication solutions.

Currently, digitization and smart city are by far the biggest topics for the entire industry. The media industry will continue to change in the future, and even faster than we can imagine today. TV, print and radio must leave their analog habitat and convert it into a digital biosphere. It takes innovation and entrepreneurial spirit, the courage to try new things and to seek the exchange of industries and innovative companies. And the MUNICH CREATIVE BUSINESS WEEK is just the right place to do so."

Close enough to the largest Bavarian metropolis, and yet far enough away for creative autonomy: the Lower Bavarian region of Landshut is bursting with good ideas and presents its entrepreneurial, artistic and design skills and potential at the MUNICH CREATIVE BUSINESS WEEK. With the regional partnership, we want to contribute to promoting the manifold achievements of founders, agencies, architects, designers, self-employed individuals, enterprises and cultural workers beyond Lower Bavarian borders. Creative professionals from Landshut can not only use the MCBW as a platform to showcase their achievements but also for goal-oriented networking activities. Since 2016, substantial steps in this direction have been taken in the region: for example, the Consultation Day for the cultural and the creative industries of the city and the district of Landshut, in cooperation with the Competence Team for the cultural and the creative industries of the state capital of Munich.

Alexander Stotz
CEO Ströer Media Germany GmbH

Dr. Olaf Heinrich
District Council President

Alexander Putz
Lord Mayor Landshut

Peter Dreier
District Administrator of the Landshut County

The MCBW shows the creative know-how and competence of an entire region. The district of Lower Bavaria, the district of Landshut, the city of Landshut, the Silicon Vilstal initiative and the “Niederbayern-Forum” association as the sponsor of the regional partnership look forward to presenting the economic dynamism and the potential of the region. During the MCBW 2020, there will be two focus points for the regional partner Landshut: a „CREATE BUSINESS!“ focus day on Tuesday, 10 March in Munich, and a “DESIGN SCHAU!” weekend on 14/15 March in the Landshut region.
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Design connects!
Bavaria enjoys international acknowledgment as a creative epicenter thanks to its outstanding entrepreneurial connections between design and economy. The MUNICH CREATIVE BUSINESS WEEK (MCBW), the largest German design event organized annually by bayern design, highlights the great potential lying in the topic of design: hence, committed program partners use the event to create a unique platform for design-savvy companies, designers and design agencies from all disciplines – including architecture and advertising – as well as for all design aficionados. Attracted by the slogan “Design connects!” more than 70,000 visitors find substantial knowledge transfer and unique design experiences in the two program areas: CREATE BUSINESS! for a professional audience, and DESIGN SCHAU! for all design lovers.

MCBW underlines its concept- and content-related direction by choosing alternating focus areas. The MCBW 2020’s theme is “Sustain by Design”, which isn’t merely due to the ongoing discussions about climate change and energy transition. Initiatives such as Fridays for Future, Made by Vielfalt and so many more make it clear: it is time to take action – and good design is a substantial driver of sustainability in the ecological, the economical and the social sense. At the same time, design is a catalyst for innovation that stands for an active as well as a creative and humane molding of change. Designers are both practical individuals and visionaries, and their work is far from serving only the purpose of final form-finding but also the optimization of processes, services and entire systems. In this spirit, the MCBW presents great ideas, sustainable trends and new products in conferences, symposiums and workshops, at receptions and numerous other events. It promotes the initiation of business contacts as well as the in-depth transfer of know-how and vivid discussions – between the economy and the design business on the one hand, and between the different creative disciplines on the other. In various topics, the future of media, work, cities, fashion, digitization and innovation will be presented and discussed.

An innovative economy and a high attractiveness of cities and regions is a declared political goal of the Free State of Bavaria. Today, measures to stimulate economic activities are in alignment with a broad concept of innovation that addresses technology, society and design in equal measure. Designers create visible brands and values and develop spaces, products and services that generate social added value.

On behalf of the bayern design team, I wish all the partners and the visitors of the MCBW 2020 a stimulating week.
We firmly believe that design not only makes the present conceivable but also holds/is the key to the future. It has the power to harness ideas, think beyond what is possible, and even initiate new developments.

And so, aside from monitoring the change that affects us as a company and as part of society, we actively shape it. We claim to be the most sustainable premium provider of individual mobility – and the most successful one. This ambitious goal is reflected in our products, in our services, in the evolution of cities and in our responsibility for people, production and resources.

Our design is an essential driving force in the process. It gives shape to the functions, and, what is more: it surprises, it touches, and it brings joy.

This is particularly true for the BMW i3. Far ahead of its time back then, it is now a worldwide icon for electric driving pleasure, sustainability and intelligent networking. Designed and manufactured with a holistic concept for the responsible use of resources – especially in the selection of materials and the manufacturing process. Equipped with recycled synthetic materials and textile fibers, natural kenaf fibers and European certified eucalyptus wood. And designed in a way that just makes you want to experience/drive it.

The BMW Group

With its brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles as well as a provider of premium financial and mobility services. The BMW Group production network comprises 31 production and assembly sites in 15 countries; the company has a global distribution network with representatives in more than 140 countries.

Long-term thinking and responsible action have always been the foundation for the economic success of the BMW Group. Hence, environmental and social sustainability along the entire value chain, comprehensive product responsibility and a clear commitment to resource conservation are firmly anchored in the company’s strategy.

www.bmwgroup.com

Speed. Complexity. Ground-breaking changes. Companies have to deal with these issues on a daily basis if they want to survive and grow. They need to create innovation – and that requires a culture that is tailored to a new breed of highly efficient teams.

Studies confirm that when people work together in teams, innovation accelerates and work results improve. Also, the work-related satisfaction increases. In fact, companies that promote teamwork are up to five times more efficient, and thus make higher profits.

However, teams need to move faster today than ever before. The work approach of highly efficient teams is radically different from the one applied until recently. These new teams bundle their strengths around the clock: they work in short iterative cycles, making sure they perpetually exchange information and ideas. Their tasks are interwoven and the projects are flexibly adaptable.

How is this new kind of teamwork different from the previous form of cooperation? Today’s teams have to maneuver through their tasks at a rapid pace, interacting with other team members on a regular basis, repeating this multiple times, and advancing each other’s ideas. Each individual is responsible for a project to make progress.

An optimal work environment meets the demands of teamwork without neglecting the needs of the individual. The individual should definitely be considered in the team context. Forget about what your football coach said – because there actually is an “I” in the team.

Join us for our panel discussion “Will we go back to the cell or break all barriers?” With Prof. Uli Weinberg, Head of the School of Design Thinking at the Hasso Plattner Institute, Sabine Sauber, Head of Marketing Design Offices GmbH, and Michael Held, Industrial Designer and Director Global Design at Steelcase.

10 March at 6 pm at the Steelcase Learning and Innovation Center at Briennerstrasse 42, Munich. Beginning of the event at 6:30 pm, admission starts at 6 pm.
Transformation through Disruption

STRÖER

Ströer is pursuing its self-defined goal of being the most customer-centric media company in Germany. With the addition of the dialog marketing segment, Ströer can offer its customers complete communication and sales solutions – from location- or content-based reach and interaction across the entire spectrum of dialog marketing to transactions. Ströer deals extensively with the top trends. Global developments are constantly being pursued, and new business models are being evaluated successively. Megatrends such as Virtual Reality, Big Data, Smart Services or Responsive City can lead to massive upheaval. Each of these trends is significantly responsible for disruptive transformations. The interaction between Internet and Outernet is one of the central issues Ströer is addressing. The company has been focusing on the digitization of outdoor advertising for many years, ranks as a pioneer of digital outdoor advertising with its Munich-based subsidiary Infoscreen, and is constantly expanding its product portfolio. One of the core products is called Public Video and is currently the largest public video network, with up to 5,000 screens nationwide at train stations, in public transport and at the POS in shopping malls. Ströer reaches around 40 million unique users per month and generates more than 5 billion moving-image contacts per month.

As a partner of the cities, the focus is placed on the further development and the integration of services in their responsive systems. With digital city information systems on the street, Ströer has created an infrastructure the cities can use to communicate with their citizens. Ströer offers intelligent concepts to reach every customer’s communication goal. As a long-standing partner of many municipalities and infrastructure providers, Ströer also wants to make a sustainable contribution to a healthier city life: the Ströer Research & Development division is working on various solutions in this regard – for example, the integration of dynamic air filters, the subject of sensor technology, or the use of moss on advertising media such as bus stops.

This is complemented by the full-service creative offer of Ströer Media Creation in Munich, through which the media company offers its customers design solutions for the creation of advertising campaigns on all Ströer media: from the communication concept to the final cross-media advertising material – analog or digital.
While other Lower Bavarian regions suffer from rural exodus, both the city and the district of Landshut are growing substantially: the steadily increasing population shows that people feel comfortable living here but also how strong the – still predominantly medium-sized – economy is. The Landshut district has had full employment for several years now – and in the Lower Bavarian ranking, together with the bordering regions of Straubing-Bogen and Dingolfing-Landau, the Landshut district regularly ranges among the top places regarding the unemployment rates. But also the economic development of the city of Landshut is extremely positive, for example, the number of employees subject to social insurance is at record levels.

Down-to-earth and humble, and yet with a firm vision of the future: despite the good economic situation, which is based above all on the strong medium-sized craftsman structure and the settlement of large industrial enterprises, it is our declared goal to establish a healthy mix of industries over the long term to thereby meet the global and trailblazing challenge of "digitization".

That’s why together with the local university, the city and the district of Landshut have established the founders’ center LINK e. V. with the purpose of providing a platform, a network and start-up support for young creative start-ups and their business ideas. The region’s vast innovative potential is optimally utilized by the high-quality infrastructure for start-ups in the field of digitization as well as by the viable network and unfolds its full appeal throughout Lower Bavaria. The incubator and the university: they are the two indispensable cogwheels in the large gearbox of digitization.

Young, thriving talents in the digital economy with their fresh innovative ideas can not only revitalize and stimulate the domestic economy but ideally establish themselves on the market, expand and create new jobs.

Thanks to intelligent and close networking, the founders’ center Digitalisierung Bayern brings out perfectly the synergy effects between the renowned university and the economy in the Landshut region. Forwardlooking, sustainable and consistent: these three premises are the foundation of the decisions of both the city and the district of Landshut. Because only together we can make the economy in the region viable for the future – true to the motto already lived by in many ways: “City and country, hand in hand”.

Purchasing power, population, unemployment rate: in many statistics and rankings, the Landshut region regularly finds itself amongst the top spots. This development is no accident, since infrastructure and location offer a decisive advantage: a predominantly rural surrounding district, an independent city with all possibilities as a geographical center, and the federal capital of Munich including the international airport within striking distance. A solid economy, excellent work and training opportunities and the realistic dream of homeownership – these are just a few of the many aspects that make the Landshut region an area worth living and loving.

The Landshut region is one of the most attractive locations in Europe.

Boom area in the heart of Europe
Munich goes smart

New design for the magazine „New to Munich 2020“: read articles and stories from and about the capital of Bavaria and discover how and where the city is developing further. Join us on a culinary trip through Westend and get some inspiration from our more than 100 culture tips.

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Sustain by Design
Fridays for Future, Made by Vielfalt and many more initiatives make it clear: it is time to take action. That doesn’t apply only to climate protection but also to education, integration, transport, housing, etc. Good design drives sustainability: ecologically, economically and socially. In six topic areas, the MCBW presents what design can and will contribute to that:

**Sustain by Design**

**MCBW Topic Areas**

**The Future of Innovation**
- Globalization, knowledge, security ... how can we think the big issues in a way that the new will sustain and take effect tomorrow? What does design-driven innovation provide? How long is a start-up a start-up?
- Knowledge Culture
- Globalization
- Health
- Security
- Design-driven Innovation
- Start-up Culture

**The Future of Communication**
- If everyone joins the conversation ... who is still listening? Am I really meant by personalization? Do I lose sight of the world if everything is being filtered according to my bubble?
- Individualization
- Interactivity
- Cultural Integration
- Two-tier Internet

**The Future of Cities**
- Will the smart city unite nature and technology?
- Can using instead of owning create new (wiggle) rooms? How can mobility be designed vertically?
- Mobility
- Urbanization
- Housing
- Nutrition
- Driving Bans
- Urban Planning
- Rural Exodus
- MuseumsQuartier

**The Future of Work**
- How much space does work require? Can New Work be designed? What does identity mean in the workplace?
- New Work
- Innovation & Change
- Management
- Design Thinking
- Agile Workflows

**The Future of Fashion**
- Can I earn karma points with my jeans? Is a clean conscience stylish? How much of tomorrow’s out is in today’s outfit?
- Ecology
- Sustainability
- Zero Waste
- Cradle-to-Cradle
- New Lifestyle

**The Future of Communication**
- Is there an Artificial Intelligence Quotient?
- What happens to love in the digital age? Who does actually design the new social codes?
- Artificial Intelligence
- Connectivity
- Social Cohesion
- Ethical Framework
- Internet of Things
- Accountability of Platforms
- Augmented Reality
- Virtual Reality

**The Future of Digitization**
- Is there an Artificial Intelligence Quotient?
- What happens to love in the digital age? Who does actually design the new social codes?
- Artificial Intelligence
- Connectivity
- Social Cohesion
- Ethical Framework
- Internet of Things
- Accountability of Platforms
- Augmented Reality
- Virtual Reality

**The Future of Sustain by Design**
- Fridays for Future, Made by Vielfalt and many more initiatives make it clear: it is time to take action. That doesn’t apply only to climate protection but also to education, integration, transport, housing, etc. Good design drives sustainability: ecologically, economically and socially. In six topic areas, the MCBW presents what design can and will contribute to that:
Designers for Future

Sustainability is timeless. Originally with a background in ecology, demand for more sustainability has spilled over into the corporate and cultural sectors in particular and society in general. Once considered very hackneyed, the term sustainability has become respectable again – and the urgency for sustainability is (by and large) undisputed. The time has come to take action and to design our tomorrow. What an incredible task for designers! What may come as a surprise to amateurs has become normal for creators in all disciplines around the world: Good design is a solution!

How can the world of tomorrow be worth living in?
How do we want to work in the future? How do we want to live, communicate? Will the focus still be on whether we want to or will it shift to whether we are able to? To ensure that can do turns into want to, we have to put our heads together and make wiggle room for design!

Who is better suited to make wiggle room for design than designers?!
Designers work at the interface of people and society, the economy and the environment. They use their tools to bring together form and function as well as to develop strategies and systems. They are about much more than making pretty things. Designers create value.

Good design starts at the roots.
Good design considers the roots of a problem, sees it coming, works its way up, is systematic and follows a process: define the goal, challenge, research, analyze, synthesize, brainstorm, draft, prototype, implement, commission, and finetune.

The future needs models, ideas, visions and mindfulness.
Good design drives sustainability. Design shapes the future together with and across many other disciplines, and it involves research and science. How will we live, dress, move, and communicate tomorrow? It is all a matter of design. In six themed areas, MCBW will showcase what design can do, is doing, and will do in this regard.

Human beings don’t have a pollution problem; they have a design problem. If humans were to devise products, tools, furniture, homes, factories, and cities more intelligently from the start, they wouldn’t even need to think in terms of waste, or contamination, or scarcity. Good design would allow for abundance, endless reuse, and pleasure.

The Upcycle by authors Michael Braungart and William McDonough, 2013

We have asked experts to share their – in part very personal – view on the six themed areas. You can read their brief essays on the following pages.
Communication of the Our communication has evolved radically over the past several decades. What types of changes are ahead?

It seems the transformation of people to communicating hybrids is virtually unstoppable. Straightforward communication devices such as virtual reality headsets or smart necklaces will replace smartphones and eventually we will be wearing chips with the latest communication technologies under our skin. Perhaps we will skip this step and go directly to communicating with electronic brain impulses translated by implants or electrodes. We are designing ourselves as multi-sensorial communication devices. Will we be able to smell information, taste messages, and perceive greetings on our skin?

Language assistants have started to crack the primacy of visuality: Text is out, 360° video streaming and virtual reality will become increasingly common and physical presence gradually will be replaced with its virtual counterpart. The individual areas of our lives will become more and more interconnected and the boundaries between private and public communication, information and advertisement will blur further. More than ever, targeted communications will make us follow trends and consume.

Will a large part of communicated content be regarded as strategic content marketing in the future? If so, how will this impact society, social coexistence and politics? What if communication channels no longer are fed by people but rather by chatbots and algorithms? Will the providers of communication options continue to offer these products mainly so they can collect data on us? We urgently need better means to protect the data traces we leave through communications against unwanted access. Moreover, the question of how we can protect ourselves against other people’s communications will remain paramount. Donna Haraway’s utopia of cyberspace as a safe space has been overwritten by the present. Will we have design for virtual spaces that block fake news, shitstorms and cyberbullying?

Will future communication design estrange people or bring them closer? Even today, digital simultaneous interpreters facilitate verbal communication in areas where no type of communication was possible before. The automated translation of all information will progress. Will it enhance understanding or cause confusion? How will lost in translation feel then? Who will be flooded with content, and who will be cut off from it? The global population will split into those who have access to a communication infrastructure and those who do not. Will we rebel against it? Will we make noise?

Perhaps design in the distant future will help establish a type of communication we have buried in oblivion: patting each other on the back, looking someone in the eye, having good conversations, not flipping through profiles but seeing real people without being flooded with news, advertising or other information…
Abstinence From Abstinence

When rebels pursue an end-to-end approach to innovation

Karel J. Golta
Agile Perfection

When interdisciplinarity is recognized as a crucial factor for long-term transformation

Roman Gebhard

Since industrialization, ingenuity and resulting technical innovations have spawned strong brands in Europe, and innovation in our part of the world has been characterized by the desire to bring a basic product to technical perfection.

Continuous product development has made it easier for companies and their employees to plan and channel processes. In turn, customers know they can rely on a tried and tested product portfolio – what they see is what they get. This is how the corporate design of iconic brands and products has consolidated here over time.

As part of my studies, in the mid-1990s I spent some time in San Francisco, the epicenter of Silicon Valley. I became acquainted with a whole other aspect of innovation: Everything can be challenged, there are no conventions, everything is possible – just do it! Companies were just starting to reinvent all types of consumer products and services digitally and to open up new lucrative business models.

In Europe we currently are experiencing a clash of these two different, culturally influenced approaches to innovation that complement each other but also can be challenging. The disruptive potential of this new world has taken a hold of everyone and everything – global brands and manufacturers as well as SMEs in the mechanical engineering sector that previously seemed to be far away from these digital developments.

Exploring the issue of digital transformation is essential. The Internet of Things and increasingly close interconnectedness offer new options, especially for companies that owe their success to technologized products. Thanks to huge data volumes, machine learning and AI make it possible to learn patterns that enhance the usability of products and services. We designers face the challenges of devising entire customer journeys, unveiling additional opportunities and developing enhancing digital services and new sustainable business models.

The design profession has a central function in the digitization process. Its goal is to tackle this crucial topic comprehensively and creatively without bias. Digital transformation also enables us to rid ourselves of old habits and to learn from experiences, current processes, and the users of our products so that we can redesign processes based on these findings.

I believe this is possible only in a team in which diverse backgrounds and skillsets are invested in reaching one shared goal. This set-up is conditional upon all participants having revised their respective opinions beforehand and having taken the new understanding of the culture of innovation to heart. This is the only way transformation can become reality.
Identification by Co-Creation

When participation turns into sustainability

Ole Schilling

Digitization provides opportunities for urban and rural development

While western cities are becoming increasingly dense due to migration, other regions are thinning out. This results in challenges affecting many areas of society including mobility, healthcare, education, administration, and resource management. Most municipalities see digitization as an opportunity to address this trend, for example, by optimizing administrative processes to work more efficiently or by improving traffic flows to facilitate sustainable mobility. The positive effects on the quality of air also increase the quality of life for their residents.

However, very few of these cities and regions have strategies in place for accepting the challenges by means of digitization. The reasons are varied: On the one hand, the number of relevant stakeholders is increasing. For example, 54% of people in western countries choose to participate in the development of their respective cities. On the other hand, municipalities lack skills and resources, that is, qualified personnel. In addition, we see insecurity about the options and risks resulting from the use of data in a municipal context.

Faster results with co-creation

What role can design play in this context? One approach that is relatively new and has established itself through participatory and agile convergence is co-creation. Co-creation gets citizens and other stakeholders involved in the development process so that topics with the highest relevance can be identified at an early stage. This reduces complexity and at the same time increases the level of sustainability because developments are based on stakeholders’ needs. The risk of implementation failing, as do 74% of IoT projects in a digital context, is reduced significantly.

The co-creation approach helps cities and regions develop solutions. It encompasses training and development for administrative personnel (Co-Creation Training & Toolbox) and the formation of urban communities in the co-creation program. The resulting developer communities address all the challenges in unison and synergistically.

Does participation slow down development?

The participatory approach not only yields economic success, it also increases satisfaction of residents. The recommendation rate of cities and communities is at 87% (NPS 47). While these results definitively constitute leaps in the development of a city or region, in most cases they are evolutionary or incremental, unlike in Asian countries that were not founded on federalism.

However, the challenges facing western cities and regions require disruptive innovations. One question remains: Do participation and federalist structures in public, urban and regional areas even allow for these innovations?
The Zipper-Inspired Revolt

When technology and fashion design are dovetailed
Lisa Lang

In 1938, the U.S. edition of VOGUE magazine asked fashion designers, What will Eve wear in the year 2000? – regardless of technical feasibility. Ideas included apparel that adapts to the body and climate, luminous electronics, and wireless telephones and decorative radios that attach to belts. Fast forward to late 2019. All these ideas have become even more important. We find ourselves in the midst of radical changes yet again – we live longer, travel faster, and are becoming more productive. Accordingly, we must design our environment more efficiently: better and more adaptive computers, mobile phones, homes, planes – and clothes.

The idea of integrating technology into garments is not new. Let’s look at the zipper, for example. Engineers invented it in 1851 for bags and footwear. Designers soon recognized the opportunity the zipper offered for clothes: getting dressed and undressed more quickly! This revolution took place in a time of transition, when cars refashioned mobility and made life faster, longer, and more efficient. Sound familiar? It does. Fashion designers solved problems by introducing wearable technology: up, down, quickly on and off, and pretty to boot.

The zipper genuinely is the perfect image. If design and technology could be dovetailed to the same degree, we could overcome numerous challenges. After all, fashion always has been future-oriented. The first computer was a knitting machine, sewing machines constituted near-robots, and stretch fabrics were borrowed from space travel. However, in the past 30 years the fashion industry has only focused on globalization and innovation has fallen by the wayside despite the fact that the market is in dire need of a new type of clothing. Why else would sports apparel be in fashion? Because it is wearable function, comfortable and versatile. However, this product innovation originates in the sports industry, not in fashion.

The movie, music, hospitality, transportation and other sectors have experienced a similar transformation as they were passed by Spotify, Airbnb and UBER – by people who invented new solutions based on new technologies. In a nutshell: If the original hesitates to change, somebody else will do it. No, sustainability as such is NOT innovation! Sustainability in the sense of longevity must be the standard at any rate, which it tends to be for European manufacturers. The true innovation is new materials made with modern production methods that help us advance in terms of function, reduced use of resources, and environmental protection. Our clothes need to do more than look good, for example, generate energy, foster our health, or be so breathable they no longer need to be washed.

What should we do? Back to the zipper: Designers recognized its potential, adjusted it, and started a revolution. We can do it again! To the fashion designers I say, that is your job now. Your industry is not coming up with anything innovative. So go out there, do research, ask questions, experiment, and learn!
Do you like to go to work? Yes? Good for you – me too. Have you ever asked yourself why? We find affirmation in our work. I know this from team sports: In a well-working team, each member contributes his or her skills in a way that an outstanding result can be achieved. In football, I was always proud when my team won and I had done my part. What I want to say is, we thrive on the feeling of having contributed to advancing our team.

New Work expert Professor Carsten Schermuly differentiates between structural and psychological empowerment. In lectures, articles and meetings dealing with New Work exploration often is made into structural measures to break down hierarchies, introduce new room concepts, reduce the number of processes and increase accountability. New Work is said to cause a cultural transformation. However, I do not believe structural measures lead to such transformation.

Since the middle of this year, 49% of our company has been held by the nurdemteam cooperative. Shares are offered only to employees of iteratec. If all goes as planned, nurdemteam eG soon will own 100% of iteratec GmbH. These changes also are of a structural nature and they are by no means small. We know that we owe it mainly to our culture that from day one more than 70% of our colleagues have paid a significant amount to join the cooperative. Despite all this, we are aware that a lot remains to be done. We still are committed to the idea we had when we founded iteratec in 1996. Iterative work and a high level of accountability help us improve our projects and achieve better results. In the 15 years since I joined iteratec I have experienced that people matter here.

Key factors contributing to our success include encouraging each employee to leverage the freedoms they are offered, fulfill their roles in an entrepreneurial and accountable manner, carry out their tasks in the flow as often as possible, and ultimately be satisfied with themselves, their roles, and their tasks.

In my opinion, this works only if all colleagues
are confident enough to master their tasks,
regard their tasks as important to themselves, to the company, and even to society,
can carry out their tasks as they see fit and are free to decide when they want to do what and how, and are convinced they can influence their tasks as required.

Together, these four aspects determine the wellbeing of my colleagues in their roles and with their responsibilities within the company. When all four aspects are in sync, you have a strong team and probably a coach like Jürgen Klopp.

Allow me to emphasize one point. Because every person has a different combination of the four aspects, everyone must be challenged and promoted differently. To find out how we can improve in this area, I like to get ideas and feedback from as many interesting people and companies as possible. This said, I would like very much to see you at MCBW 2020 to exchange ideas.
Das Designmagazin zum Wohlfühlen, 10 Mal im Jahr, über
WOHNEN, DESIGN, ARCHITEKTUR, MODERN ART, MEDIA & MOBILITÄT.

Das Haus 2020
von Craft Architekten
ARCHITECTURE, Bauplan und Master-Interior
FÜR DIE STATE-OF-THE-ART-VILLA
SOUND DESIGN & INTERIOR
VORWERK

IM MODERNEN LEBEN ZU HÄUSE

“[…] there is great beauty in the obvious or everyday.”

Jasper Morrison
MCBW FORUM
MCBW START UP
MCBW meets IHM

MCBW
Program
The MCBW FORUM at the University of Television and Film (HFF) Munich is the first point of contact to gather information on the MCBW program. However, it’s also a vibrant meeting point for design lovers as well as for the professional audience offering manifold inspiring program items. The MCBW Steelcase Lounge again provides the ideal space for networking activities, and after last year’s great success, also the MCBW DESIGNKINO (DESIGN CINEMA) is ready for round two – this time with the focus areas fashion, architecture, design in films, and, of course, the animago AWARDS 2019 best-of.

What do the favorite design objects of renowned creative professionals look like? In the “Vogle Creatives” exhibition, the Vogl printing house tells individual stories about the relationship between man and product, visualized in cards of such unique artistry that makes the cards design objects themselves.

How to introduce kids and young people to the topic of design is the focus of the open cartoon workshop “Stop-Motion-Trickfilmstudio” organized by the team of Kinderkunsthaus (Kids Art House): the kids will knead characters, design a background and actually shoot an animated cartoon, which then can be uploaded to the Kinderkunsthaus YouTube channel – and in the twinkle of an eye, their debut film goes viral!

To those who care for a self-ironic glance at the world of design, Prof. Markus Frenzl’s book reading is a must-go. In his recently published book “Designerglück” (Designer’s Bliss), he addresses design-specific phenomena and the absurdity of designs, satirizes buzzwords and hypes of the design scene. The author won’t even shy away from asking what the golden curtains in Trump’s Oval Office say about his leadership style.

The multi-faceted program offers numerous highlights for the professional audience. At the “MUCBOOK Creative Night”, the creative scene of Bavaria meets to network. At the evening of the MCBW Partner District, global enterprises located in the Lower Bavarian region of Landshut introduce themselves. During “Recruiting Day”, leading design agencies, enterprises and the Munich University discuss how the right employees meet the right employer. DESIGNERDOCK, an HR consulting firm for the entire communications industry, is available to answer questions revolving around the job topic at one of the info points. COKREA invites the American journalist and writer Cal Fussman to Munich. The Corporate Language Institute deals with “Language Design” and the opportunities of a brand that has its own language. Last, but not least, the “Forward Festival” brings together the best international and national creative minds.
The funding of start-ups and innovative business ideas is, therefore, a direct investment in the future: economy and society seek innovative and sustainable concepts that are both unconventional and feasible.

MCBW START UP, the start-up platform for enterprises and designers initiated by bayern design, supports the presentation of start-ups and the transfer of design expertise to founders for the sixth time in 2020 in order to enable professional and successful careers in the industry.

**MCBW START UP – Exhibition**
1 February – 20 April 2020
Terminal 2, Munich Airport

In cooperation with MCBW START UP, the founders’ platform for enterprises and designers supported by the Bavarian Ministry of Economic Affairs, bayern design presents selected start-ups and product ideas in Terminal 2 of Munich Airport. An inspiring exhibition with riveting projects, which are characterized by design and creation being essential components.

**MCBW START UP – Symposium**
10 March 2020
Press Center, Munich Airport

Top-class keynote speeches and an exciting panel discussion focus on the topics of innovation, future and start-up. Experts talk about spaces for promoting innovation, backgrounds and correlations with design and report on the everyday life of their advisory function. In the subsequent get-together at the exhibition in Terminal 2, visitors can experience interesting start-up exhibits live and network directly with young designers and founders.

**MCBW START UP – TOOLS FOR FOUNDERS**
7 – 15 March 2020
Munich

For the entire MCBW duration, partner companies offer concrete guidance in start-up workshops, coaching and lectures, which is important for the successful development and establishment of a start-up. From the vision of a new business idea to the result-oriented implementation, founders are being provided professional tools.

The detailed MCBW START UP program can be found in the program book and on mcbw.de/en

Design competence and creativity techniques are essential drivers of innovation. Design methods serve the brainstorming process as well as the successful and customer-oriented implementation of a product or service. Designers give meaning, form and function to new business ideas. They make the product or service more approachable, attractive, easier to use, friendlier and more valuable in the eyes of the user.
Internationale Handwerksmesse is the most important fair for craft-trade businesses. One focus topic at the special exhibition in the entrance area is Surface Technology. In this field, the design factory Sixth Sense Design develops and produces unique sustainable surfaces that dazzle the beholder with their unparalleled aesthetics, appeal to all the senses – and, very deservedly, received the German Design Award 2020.

The «Handwerk & Design» exhibition has been presenting stellar craftsmanship and artistic design for 12 years. The exhibition „Design connects!” showcases remarkable samples from the area of fashion and textiles. For instance, BeWooden offers handcrafted accessories made of noble woods, high-quality fabrics and vegetable-tanned leather. Quality, uniqueness and an eco-conscious manufacturing process are the top priorities in the production of these small works of art, e.g. jewelry, bags and wooden bow ties. Thus, not a single tree is felled to produce these wooden products, since the materials used are provided exclusively by local carpenters and the remnants from their furniture production.

Garten München is the largest German indoor gardening trade fair. It exhibits the latest trends for garden, terrace and balcony. However, in densely populated cities, fewer and fewer people manage to have a garden of their own. After all, how can you grow your own vegetables in the middle of the city? Thoughtful design can offer solutions. For example, Schreinerei Becker, one of the exhibiting carpenters, has developed an indoor greenhouse that allows you to grow not only ornamental plants but also all sorts of vegetables and herbs in your apartment. Thanks to the aesthetic simplicity of its design and the possibility to choose the wood type individually, it can be integrated in any space.

All exhibitors have found design-oriented solutions for tackling the challenges of the future with the help of sustainable designs, materials and concepts. You are invited to marvel, to test, to discuss and to shop!

What do design-oriented solutions for mastering the challenges of the future look like? How can we make our lives more sustainable without sacrificing diversity, quality and the delight of beautiful things?

Once again in 2020, Internationale Handwerksmesse (IHM) – incl. «Handwerk & Design» and Garten München – and MUNICH CREATIVE BUSINESS WEEK (MCBW) join forces to provide answers to these questions. On three isles, the exhibition “Design connects!” presents innovative labels from various industries who showcase trailblazing products in alignment with the different fair sections. Their common denominator: Sustain by Design!

11 – 15/03/2020, West Entrance, Messe München Fairground.
MCBW DESIGN KINO

8 to 15 March 2020
MCBW FORUM
University for Television and Film Munich

Experience design on the screen!
Documentaries, animations, features

Architecture, fashion, animago AWARD 2019, film design and more (edited)

www.mcbw.de/en/designkino

Submit now!
www.animago.com
Let’s get started
### All exhibitions at a glance

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### Wood fire fascination – Japanese aesthetics in pottery
4 pm – 5 pm / 1862
⇒ page 83

### Rural Design Days
recurring event
5 pm – 9 pm / 1907
⇒ page 84

### In dialog: A different perspective. African ceramics
5.30 pm – 6.30 pm / 1727
⇒ page 139

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### Making “Landshuter Mama”
10 am – 12 pm / 1838
⇒ page 80

### Designing “Landshuter Mama” bags
recurring event
10 am – 12 pm and 14 pm – 16 pm / 1839
⇒ page 79

### 9th VDID Designers’ Breakfast: Start up a new culture!
10 am – 2.30 pm / 1756
⇒ page 160

### TypeTech MeetUp Munich
10.30 am – 5 pm / 1948
⇒ page 148

### Introduction into visual thinking
recurring event
10.30 am – 2 pm / 1813
⇒ page 130

### UNIVERSAL DESIGN Consumer Jury Session
11 am – 3.30 pm / 1797
⇒ page 133

### oursuperstore
recurring event
11 am – 6 pm / 1802
⇒ page 126

### Open House: tour of the exhibition and the workshop
recurring event
11 am – 5 pm / 1930
⇒ page 80

### TransFORMations
recurring event
11 am – 3 pm / 1928
⇒ page 80

### Global success “Designed in Lower Bavaria”
2 pm – 6 pm / 1934
⇒ page 82
Discover the Lower Bavarian region of Landshut
When it comes to creativity and business, the regional partner of MCBW 2020 has a lot to offer: global companies, successful agencies, and design competence in connection with craftsmanship. Impulses from within the region: With lectures and a panel discussion, key regional players will offer insights into their work, explain trends and their strategies for them, and discuss answers to questions concerning the future. Leverage the potential of knowledge transfer, be inspired for your own work and/or meet attractive employers. The ensuing get-together will give you the opportunity to talk to the protagonists in person. Find program details at www.mcbw.de/en.

### Regional Partner Events

#### The Landshut region in Lower Bavaria: inspiration and know-how

<table>
<thead>
<tr>
<th>Event</th>
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<td>keramikschule – handcraft meets design</td>
<td>11 – 12, 14 – 15 MAR / 1859</td>
<td>Mannenplatz 8, 84028 Landshut</td>
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<tr>
<td>It’s clay time – Vocational training to become a ceramicist</td>
<td>11 – 12, 14 – 15 MAR / 1861</td>
<td>Mannenplatz 8, 84028 Landshut</td>
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<tr>
<td>Holzwerthaus*: form &amp; function</td>
<td>4 pm – 6 pm / 11 MAR / 1820</td>
<td>Johannesstr. 1, 84101 Obersüßbach</td>
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</tbody>
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#### keramikschule – handcraft meets design

You want a job that’s out of the ordinary? That is more than a mere source of income? Discover the multifaceted training to be a ceramicist! A guided tour through the school and its facilities shows the broad range of training opportunities at Keramikschule Landshut. You can visit all the different departments and workshops. It is also possible to watch students at work. On 13 and 14 March, the vocational training and additional training possibilities (dual system, vocational school, master school) are presented as well as the educational content and the career prospects.

#### It’s clay time – Vocational training to become a ceramicist

You want a job that’s out of the ordinary? That is more than a mere source of income? Discover the multifaceted training to be a ceramicist! A guided tour through the school and its facilities shows the broad range of training opportunities at Keramikschule Landshut. You can visit all the different departments and workshops. It is also possible to watch students at work. On 13 and 14 March, the vocational training and additional training possibilities (dual system, vocational school, master school) are presented as well as the educational content and the career prospects.

#### Holzwerthaus*: form & function

Building with wood means protecting our climate actively. Explore how creative planning facilitates modern and ecologic homes made from naturally renewable raw materials. The buzzwords of climate protection and CO2 reduction are all over the news programs and newspapers. At FRIEDL, we talk about it, but we also act. Here in our home region in Lower Bavaria we produce the parts for our Holzwerthaus element by element. Because they are made predominantly of natural wood they protect the climate actively as early as their creation. Look over the shoulders of the specialists in our company that has been run by our family for seventy years and see the results for yourself at our show home.

### Darlapp Küchenhaus

Darlapp Küchenhaus am Bischof-Sailer-Platz

Vom Granitblock zum Kochblock Inselblock und Wandzeile in Granit Nero Assoluto, Hoch- und Ober­schrank in Eukalyptus Noble

bayern design GmbH is sponsored by the Bavarian Ministry for Economic Affairs to promote the free state’s reputation as an internationally renowned hotspot for innovation and design.
We see ourselves as a design agency with print, web and digital sectors. Our core task is the development of multimedia marketing strategies in the competitive advantage when it comes to highlighting one’s own USP. Good design rules and is no coincidence! We show you how. PLAKATIV is a workshop for design aficionados and for entrepreneurs who want to develop or improve their skills in visual design with professional support. With simple means, we will show you how to compose appealing and professional posters. With a predefined set of graphic means and tools, we send you into the ring and help you create your own poster, analyze and stand by you for professional support. The workshop ends with a small PLAKATIV poster show that includes all participants. subject to a fee / registration required

How does design impact usability and user experience? The experts of Campodus and Adito Software will open their treasure chest and share their experiences. Let’s talk about links among web design, UX and usability. Two of the leading software companies in the Landshut region will share their knowledge of and experiences with the influence of design on successful software development. Successful software development is reflected in the market success, and – in addition to the individual functions – customers’ needs regarding usability and user experience are becoming increasingly important.

Due to their effects on our emotions, cans are lasting advertising mediums in households and thus are regarded as highly sales-promoting and value-enhancing packaging. Every packaging is a customizable design object. Special printing and embossing techniques allow creativity to run wild. Let us show you how a can is created from the concept to the final product. Our construction, marketing and sales staff will be available to answer questions and look forward to interesting talks. Children are invited to design their own tin plates which will then be produced after the event and mailed to the young creators.

Individualized consultation services about planning, financing, acquisition, pricing, marketing, general orientation and networks for people in the cultural and creative sectors. The consultation services are geared towards designers, self-employed persons, and companies in all areas of the cultural and creative sectors looking for expert support and advice. The services are available to start-ups, self-employed persons, and freelancers who have pursued a creative enterprise for some time. Questions can relate to financing, acquisition, pricing, marketing, general orientation and networks. Please register at kreativ@muench.de free / registration required

Individualized consultation for the cultural and creative sectors 10 am – 5 pm / 13 MAR / p 1918 Design/Innovation consultation // Educational/Coaching

Packaging design and production 2 pm – 6 pm / 13 MAR / p 1957 Product/industrial design // Campaign

Design defines markets 6 pm – 8.30 pm / 12 MAR / p 1828 Media design // Speech

PLAKATIV – Poster workshop for creative basics 11 – 14 MAR / p 1853 recurring event dates at www.mcbw.de/en Communication design/Branding // Workshop

For experts and non-professionals, good design is both support and competitive advantage when it comes to highlighting one’s own USP. Good design rules and is no coincidence! We show you how. PLAKATIV is a workshop for design aficionados and for entrepreneurs who want to develop or improve their skills in visual design with professional support. With simple means, we will show you how to compose appealing and professional posters. With a predefined set of graphic means and tools, we send you into the ring and help you create your own poster, analyze and stand by you for professional support. The workshop ends with a small PLAKATIV poster show that includes all participants. subject to a fee / registration required
Rooms of a restored medieval block structure are now used by an architectural firm and form the framework for opinions, questions, and potential approaches to treating historic building fabric. An attempt to converge the sense and nonsense of current ways of treating historic buildings. Exhibition at the premises of the architectural firm on 13 and 14 March 2020. Plans and drafts for restoring historic and landmark buildings. Photographs of conditions prior to the restoration, quotes from life in the processing of historic buildings and monuments and models. Introduction event prior to the vernissage in the patio of the architectural firm, including a brief lecture on 13 March 2020. Plus the option to tour the restored offices. Free / registration required.

Thoughts about landmarks
4 pm – 6 pm / 13 – 14 MAR / P 1851
Architecture/Urban planning // Exhibition

Tour of a modern and sustainable brick production
4 pm – 6 pm / 13 MAR / P 1925
Product/industrial design // Guided company tour

Decorative items – with salt and pepper
13 – 15 MAR / P 1819
dates at www.mcbw.de/en
Product/industrial design // Exhibition

Exhibition of “Sewn Architecture” (clothing), unique jewelry and modern spice mills. Vernissage of the exhibition on Friday, 13 March 2020 at 6.30 pm. Architect Anke Frese Brammer photographs favourite objects such as old houses, animals, morbid technology, power lines. With her photographs, which are partly edited, partly supplemented with drawings, she creates fabrics and sews clothes, skirts and bags that tell stories. Art to go. Vera Bosdorf creates unique jewelry with geometric forms that go well with the sewn architecture. Her work focuses on jewelry made of precious woods and unusual materials such as sea urchins. All of that is being seasoned with fashionably designed spice mills made of precious woods. Free / no registration required.

Montepatone Pop-up Store
13 – 15 MAR / P 1785
dates at www.mcbw.de/en
Manufacturing & crafts // Exhibition

Accessories revisited; jewelry and bags handcrafted of high-quality materials are turned into truly unique pieces, thereby conveying a new presence as an individual companion.
What do you find at the Montepatone pop-up store? At the presentation at Gallery Q in Landshut, you can get to know the label Montepatone. My creative concept is determined by haptics and the color design of materials bearing their own expressiveness. I get my inspiration from traveling and from exciting encounters – with people, countries, and cultures. The exhibition of my new collection places its focus on pictures and aspects of our world, facets and snapshots telling stories and evoking associations. The Montepatone pop-up store opens on Friday with a vernissage and live music at 7 pm. Free / no registration required.
Keramikschule Landshut is literally on fire! Stop by and learn about the different fascinating firing techniques! On Saturday, we offer the possibility to glaze and decorate prefabricated pottery. The pieces will be treated with the Raku technique. Raku is a Japanese low temperature firing process, during which the pottery is removed from the kiln while still glowing hot. The treatment results in unique surface effects. On Sunday, a kiln will be fired up to 1300°C with wood only. During the final stage of the process, soda is added to the combustion zone of the kiln in order to create a salt glaze. Pieces of both firing techniques are on display in our exhibition spaces.

We are passionate about our suppliers, about what we do, and about our customers. Jointly with HOUIDINI, we want to show you that sustainable apparel can be well-designed and timeless. The displays in our store give you a pretty good impression of the production chains. For us, every beginning is more than talking continuously instead of acting – and with sophisticated design in the picture, our store may just be what you are looking for.

free / no registration required

A kitchen island made entirely of stone – is that possible? We say it is, and we show you how it works. See, feel and experience the new Darlapp Küchenhaus. The exhibitions in our “From the Granite Block to the Cooking Block” series illustrate the steps required to be taken at diverse production locations at our natural-stone processing company. Lovers of good design and premium craftsmanship also can marvel at a series of granite samples on Saturday, 14 March 2020 at Küchenhaus on Bischof-Sailer-Platz. Come by for a visit without commitment; at Darlapp Küchenhaus, we look forward to seeing you.

free / no registration required

Designing “Landshuter Mama” bags and learn about the creation of the “Landshuter Mama” magazine. Workshop on Saturday, 14 March from 10 am to 12 pm and from 2 pm to 4 pm as part of a special exhibition about the development of the “Landshuter Mama” magazine: We invite you to design your very own “Landshuter Mama” textile bags with colors, stones, and sequins to take home. In addition, from 10 am to 12 pm you can look over the shoulders of our ten child reporters and be there when a new section of the “Landshuter Mama” magazine is brought into being.

free / no registration required
Landshuter Mama is the ultimate city magazine for families in Landshut and its surrounds.

For 15 years, the architects of Stenger2 have focused on the sustainable reconstruction of buildings in and around Munich.

The ongoing transformation of a 500-year-old log house in the center of Landshut is an ideal platform for demonstrating and discussing the manifestations of wood in construction.

Children can learn about working on a magazine and help create a series about companies in the region for the “Landshuter Mama” magazine throughout the year. Join us in creating “Landshuter Mama”, a free magazine for families in the Landshut region, and look over the shoulders of the child reporters. In addition, throughout the MCBW, the KASiMiRmuseum will host an exhibition illustrating all the steps in the production of “Landshuter Mama”.

How are initial ideas collected? How are they turned into a concept for an article? How are stories around Munich. (re)construction of buildings in and around Munich. For 15 years, the architects of Stenger2 have focused on the sustainable reconstruction of buildings in and around Munich.

The small, nondescript log house at Pfeftarbgasse in Landshut holds strange secrets from times when design and fashion were irrelevant. How is this relict compatible with current ways of handling construction materials and wood? Masterpieces and unique solutions for furniture will be staged in front of the old, patina-covered walls to retell history and stories.

Explore craftsmanship at the highest level that meets cutting-edge digital standards. A consistently digital work environment helps schreinerei baier master new challenges. We will open our exhibition and our workshop for you. Our kitchens are not only for show – of course you can test all their functions on site. Our chef will prepare an assortment of dishes that you can eat in our uniquely designed work environment. Zellhuber’s latest work includes a reinterpreted hair pin and large-scale sculptures knitted from cable.

Presentation of atelier z’s new works and the new rooms as part of “Kunst im Grünen – 84166 Grünn” and live demonstrations hosted in cooperation with program partners. Artist Theresa Zellhuber will show her new sculptures, paintings, and jewelry. She focuses on creating neck jewelry: She knits silver and gold wire into fine pieces, combines them with high-grade wood and precious stones and processes them into valuable jewelry. Zellhuber’s latest work includes a reinterpreted hair pin and large-scale sculptures knitted from cable.

Free / no registration required.

Kunst im Grünnen
84166 Grünn

Erleben Sie neue Arbeiten aus dem atelier z – zugleich mit der Präsentation der neuen Räume.


Wo: Grün 2, 84166 Adlkofen.

KASiMiRmuseum
Alter Franziskanerplatz 483
84028 Landshut

Blockhaus
Pfeftarbgasse 7
84034 Landshut

schreinerei baier
Bachstr. 7
84137 Villingen-Schwenningen

atelier z
Grün 2, 84166 Adlkofen bei Landshut

atelier z focuses its work on jewelry in addition to sculptures and paintings. Theresa Zellhuber uses a dolly to knit silver, titanium and gold wire the old-fashioned way.

Free / no registration required.

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Free / no registration required.
Angstlareal in Geisenhausen – from the farm to a community center
2 pm – 4 pm / 14 MAR / p 1830
Architecture/Urban planning // Architectural tour

Fascinating light at we lite Lichtstudio
2 pm – 3 pm / 14 MAR / p 1927
Interior design // Speech

Global success “Designed in Lower Bavaria”
2 pm – 6 pm / 14 MAR / p 1934
Design/Innovation consultation // Speech

How are architectural drafts created? What is the ratio of power of artistic design and of meticulous engineering? In what way do users’ interests find consideration in the planning phase?
We will provide deep insights into the work of our architectural firm, in particular the process of creating architecture, based on the new community center in Geisenhausen. Participants in the Interactive Workshop Talk will have the opportunity to become involved in the creative decision-making process. We will present the winner’s draft and will show charts and offer an open discussion to clarify the steps required for drafting and the process structure. During the tour of the construction site you can experience the spatial situation physically.
free / no registration required

Would you like to see the impact of individual light concepts up close? Come to we lite Lichtstudio for inspiration! Light is becoming more and more individualized and varied! Our goal is to find the best lighting solution for every customer by ensuring that function, lighting effects, and design are in line with the project requirements. Based on images of exemplary products and projects, the lecture will illustrate how you can set the mood, attract customers, put workplaces in the best light, or emphasize architecture. In addition to sound knowledge, the feel-good factor always plays an important part.
free / registration required

Global players with roots in the Lower Bavarian region of Landshut share the art of engineering, design competence, and craftsmanship coupled with a passion for innovation.
From car interiors to centrifuges, the companies produce premium products sold around the world. The companies not only are the region’s engine, they also drive innovation and ensure their products are sustainable. What role does design play in the functionality and success of these products? What design-oriented solutions to the challenges of the future exist?
The lecture series will provide you with unique insights into the work of champions in Lower Bavaria including DRAFLMAIER, Flottweg, KLANN Packaging and B/E Aerospace Fischer GmbH.
free / no registration required

Ceramic Collector Rudolf Strasser takes you on a journey to get to know the design and firing technique of Japanese ceramics!
In ancient times, pottery was burned in open fire. Today, electric or gas-fired kilns offer a controlled firing process. In Asia, special wood-firing techniques based on the experience gathered over generations have remained until the present. The ashes arising from the wood fire alight on the surface of the ceramic objects, thereby generating particularly appealing aesthetics. This technique, which is complex and risky but also fascinating, is taught exclusively at Keramikschule Landshut. Ceramic collector and Japan expert Rudolf Strasser provides insight in his lecture.
free / no registration required
Shared discoveries in a house at the forest: Rural Design | Design from rural areas | Countryside | Land Art

In Grün 2, a small property at the forest, interested parties, architects and designers meet with doers and shakers from the country. There is a “Rural Design” exhibition as well as German and international speakers relating to this still young concept. Together we want to explore “rural design” and discuss it in a relaxed fireplace atmosphere. Is there a “rural” design? Is it different than in the city? What can design and architecture do for rural areas? What does the country offer designers to work there creatively?

free, no registration required

Take a look behind the scenes of kitchen design and learn about new combinations of materials, the latest appliances and sustainable production.

In the spotlight: the kitchen. It is no coincidence that parties typically end in the kitchen: Guests and hosts enjoy gathering around hearths and watering holes – even though modern ones – since they are spaces for recreation and experiences that define our quality of life. Cooking together and sharing meals have made a comeback in recent years. The boundaries between cooking and living are becoming increasingly blurred. There are countless options to meet these requirements. Join us at Open Night of Kitchen Design and be inspired by Wenninger Möbelwerkstätten.

free, no registration required
A concise overview of how design increases attention to communication in museums and contributes to establishing museums as brands. Lecture followed by a tour of the LANDSHUTmuseum.

The more appealing and convincing a museum’s overall appearance, the more effectively it can be placed and established among competitive cultural, educational and entertainment offerings. At the same time, attractive, high-quality design is the museum’s way to express its value proposition to which it is accountable internally and externally. In his lecture, Oliver Haller will walk you through the creation of a harmonious overall appearance and perception of Landshuter Museen, from traditional means of communication (brochures, posters, website) to exhibitions and supporting publications.

free / registration required

An overview of the latest developments in social media. Facebook, Instagram & Co. have changed rapidly in recent years and play an increasingly important role. Performance marketing, influencer marketing or content marketing are just some of the buzzwords of recent years. All enterprises need to stand their ground on the “Battlefield of Brands”. Which developments and opportunities exist and why “creatives” are becoming more and more important will be conveyed in the lecture by Philipp Ehrenberger. Date, time and venue of the event will be announced shortly on the MCBW website.

free / registration required
Look and Feel
The neon installation DESIGN! or NO SIGN? was created exclusively for MCBW 2020. Artist Jan Kuck explored the meaning of design for the shaping of the future. Design processes go far beyond creating aesthetic products. Successful design clearly makes a mark and delineates the future in multi-dimensional ways. This aspect of deliberate creation in particular is reflected in the installation and transferred into an oversized light signal – on a distinguished architectural monument featuring high-quality design. Since its reconstruction in 1958 the phrase above the relief reads “Dedicated to victory, destroyed by war, urging peace,” turning a war memorial into a peace memorial – the Siegestor (Victory Gate) also makes a clear mark!

How will urban life be shaped in the future? Designers present their ideas and visions, seek dialogue and invite you to shape the future together. In the FUTURE FORUM by BMW Welt.

The future is already being shaped today. In the newly created FUTURE FORUM by BMW Welt you can take a look into the future. Which concepts and technologies will determine the urban life of the future? Designers provide an insight into their ideas and visions, seek the dialog and invite you to shape the future together. Experience exciting live formats during the MCBW, where BMW experts and thought leaders from various industries discuss current projects and future challenges with you. Find out more at www.mcbw.de.

Light installation at Siegestor: 18 FEB – 17 MAR 2020

Space for visions: The FUTURE FORUM by BMW Welt. 9 am – 12 am / 7 – 15 MAR / p 1923

BMW i3 Urban Suite – Mobile luxury in the smallest space 7 – 15 MAR / p 1924
dates at www.mcbw.de/en

Digital Innovation // Exhibition

European premiere: During this year’s MCBW, the BMW Group presents the BMW i3 Urban Suite with a fleet of exclusive BMW i3 models converted for chauffeur use. In each BMW i3 Urban Suite, a driver takes a passenger to the desired destination. Since mobility providers often only carry one person today, the BMW i3 Urban Suite focuses on one passenger and creates a place for them to stay. The unique concept celebrated its world premiere in January at the CES in Las Vegas.

Free / no registration required

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Free / no registration required
Once again, Vitsoe furniture will be the home of an exhibition of jewelry pieces, concepts and ideas crafted by students and teachers of the art academy Central Saint Martins. “Considerations” is an exhibition of new and selected work by students, staff, and graduates of the BA Jewelry Design course from Central Saint Martins London, presented at Vitsoe. Creativity, design & production require considerations of varying kinds at each step. It is this thinking process that links the work displayed to the home of an exhibition of jewelry in its resting on, hangs from and interacts with. During the evening event on Friday, 13 March, second-year students will wear and discuss their work designed & made in response to current considerations and technological methods of design and manufacture. 

free / no registration required

Porcelain, design and the question of responsibility. Combined in one work of art. On display at the Rosenthal Store in Munich. Rosenthal and the Faculty of Design at the Munich University of Applied Sciences collaborate for the MCBW 2020. Professor Peter Naumann and his students have designed an installation illustrating the fragility of porcelain as a metaphor for the preservation of our frail environment. The installation will be presented at the Rosenthal Store Munich during the entire MCBW on a daily basis from 10am to 7pm. On Wednesday, 11 March, Rosenthal invites to a Design Cocktail from 5 to 7pm with after-work drinks and networking. 

free / no registration required

A collective of young companies from the Munich surroundings invites to the exhibition, to shop and to network. It’s all about interior design – furniture/accessories/textiles. Hi, we are Collective MAT: NEUVONFRISCH, rotmilan, zita products, LPJ Studios, Nata Y Limon, franzen bettenbauer. As part of the MCBW, Kollektiv MAT will be presenting the latest works. We create unique products and experiences. Each product emerges from a powerful narrative and is driven by our interest in human behavior and human interaction with objects. We focus on contemporary, globally local crafting techniques. At the same time, we attach importance to sensible materials, high-quality workmanship and a deferential inter-action with nature. 

free / no registration required

In cooperation with the Nowy Styl Group, Kusch+Co will illustrate how innovative and ergonomic office furniture can be used to create environments for working flexibly, creatively and productively. New Work is the talk of the town across industries and companies. The term refers to modern ways of working, digitization and spatial reorganization. In the New Work process, modern contract furnishing is among every company’s visible and tangible factors for success. Tomorrow’s ways of working require new concepts. In cooperation with Nowy Styl Group, Kusch+Co will illustrate how innovative and ergonomic office furniture can be used to create environments for working flexibly, creatively and productively. 

free / no registration required

As little design as possible

“When we concentrate on the essential elements in design, when we omit all superfluous elements, we find forms become: quiet, comfortable, understandable and, most importantly, long-lasting.”

Dieter Rams, 1976

92 PROGRAM
shaping the way we sit
Our competence center for education and training in fashion and communication design is sponsored by the city of Munich. Deutsche Meisterschule für Mode/Designschule München will host exhibitions, presentations and fashion shows of the latest works and projects in the fields of fashion and communication design.

free / no registration required

The importance of Universal Design evolving into a hub for sustainable and conscious design becomes abundantly clear in this year’s program. Join the Universal Design community!

Universal Design is considered a key topic of MCBW. As a business factor, Universal Design combines economic action with social responsibility and social empathy. The annual Universal Design Exhibition provides the framework for various formats (talk, lecture, workshop) and is regarded as an interdisciplinary network meeting for all Universal Designers. The one-week series of events will be supported and accompanied by bayern design and the Bavarian State Ministry for Economic Affairs, Regional Development and Energy.

free / no registration required

We see universal design as a meta discipline of design. We support companies, the science sector and society in the development of analog and digital products, services and concepts.

Deutsche Meisterschule für Mode / Designschule München
Rolmarkt 15
80331 München

We are a center of competence for fashion and communication design training, sponsored by the city of Munich.

Oskar von Miller Forum
Oskar-von-Miller-Ring 25
80333 München

We see universal design as a meta discipline of design. We support companies, the science sector and society in the development of analog and digital products, services and concepts.
News from KASTL modern furniture – Opening
6 pm – 10 pm / 7 MAR / # 1749
Product/industrial design // Vernissage/Finissage

Vogl Creatives favorite design objects & Vogl printing specialties
8 – 15 MAR / # 1790
dates at www.mcbw.de/en Art and design // Exhibition

oursuperstore Opening
2 pm – 4 pm / 8 MAR / # 1805
Social design // Vernissage/Finissage

Start with us into the MCBW DESIGN SCHAU! In our small showroom, we present our new elegant small furniture with useful features. The tables and small furniture of the designer Volker Kastl consist essentially of two elements – steel and HPL. In a reduced design language, he combines filigree steel frames with high-quality HPL panels to create elegant designs. His furniture fits easily into different interiors and is equally suitable for the living and the office space.

The Vogl Creatives exhibition showcases favorite design objects from renowned creative minds combined with unique printing specialties you can experience with all your senses.

With Vogl Creatives, Druckerei Vogl brings the key elements of its work together in one box: creative people in diverse disciplines, good design that fascinates people, and high-quality printing specialties. The Vogl Creatives exhibition showcases the sumptuous cards in this design project, lets you experience printing specialties with all your senses, and tells personalized stories about the favorite design objects of renowned artists and creatives. This showcase will be complemented by a number of original design objects.

The idea to establish oursuperstore was born during MCBW 2018, two years later the store with a twist will open during MCBW 2020.

Welcome! oursuperstore is based on the idea to bring social economy manufacturers and the world of design together. Leveling the playing field for design and the social economy naturally facilitates inclusion. Products created in cooperation by designers and social institutions will not be presented prominently at the vernissage, they will naturally be purchased. The proceeds will go to the manufacturers and their designers. Welcome to a “sweet” opening – and don’t forget to bring your shopping bag! PS: A Bauhaus Atelier Weimar special is included.

free / no registration required

KASTL moderne möbel
Artilleriestr. 7
80636 München

KASTL moderne möbel is the label of furniture designer Volker Kastl. The collection includes a series of light contemporary tables, manufactured after original Kastl designs.

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

Druckerei Vogl is a printing house located in Zorneding. We love modern printing technology as well as realizing technically demanding print projects as a reliable partner.

We see universal design as a meta discipline of design. We support companies, the science sector and society in the development of analog and digital products, services and concepts.

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

EXHIBITION // VERNISSAGE/FINISSAGE

98 PROGRAM
In our small exhibition, we present chairs at different stages of the development process. From the first sketch and test setup to the finished chair: in our small exhibition, we show the process of chair development. Whether it’s a simple cardboard model or photo-realistic renderings – there are many options to present form and function to client and user. We also take a closer look at ergonomics, trends, function and manufacturing techniques. Just drop by. We are happy to see you.
free / no registration required

A collection of extraordinary tables – pure and simple – awaits you in our small showroom. During MCBW, we present our new products – elegant small furniture with useful functions. The tables and small furniture of the designer Volker Kastl consist essentially of two elements – steel and HPL. In a reduced design language, he combines filigree steel frames with high-quality HPL panels to create elegant designs. His furniture fits easily into different interiors and are equally suitable for the living and office area. The designer’s own production allows for the realization of individual customer wishes regarding size, shape and color.
free / no registration required
Opening of the exhibition HIDE : SEEK. The Munich-based artist Stefan Saalfeld shows his abstract digital artworks at Kroher/Strobel. The large formats of Stefan Saalfeld’s works are inspired by the tradition of classical painting and the possibilities of digital technology. The artist transforms familiar structures by computer and adds them up to multilayered models. An image becomes part of an endless stream of codes and medial signals. Seemingly certain connections fall apart and take new shapes in an infinite play of HIDE and SEEK.

**HIDE : SEEK Opening**
5 pm – 9 pm / 9 MAR / P 1941
Art and design // Vernissage/Finissage

**HIDE : SEEK**
9 – 11, 13. MAR / P 1942
dates at www.mcbw.de/en
Art and design // Exhibition

**Schauraum Licht**
3 pm – 6 pm / 10 – 14 MAR / P 1939
Art and design // Exhibition

The Munich-based artist Stefan Saalfeld shows his abstract digital artworks at Kroher/Strobel. The large formats of Stefan Saalfeld’s works are inspired by the tradition of classical painting and the possibilities of digital technology. The artist transforms familiar structures by computer and adds them up to multilayered models. An image becomes part of an endless stream of codes and medial signals. Seemingly certain connections fall apart and take new shapes in an infinite play of HIDE and SEEK.

**Ben Wirth Licht. Licht & Light. Wirth’s lights worth showing.**
In a room, bright room. Zoom: EXHIBITION, 10 – 14 March, 3 – 7 pm. Look around, spellbound, eye-catcher, light-catcher, rapture, capture... U! Lights on! We will be opening the doors of our new showroom and exhibit lights, lighting systems and our so-called “Lichtfänger” (light catchers) by Ben Wirth. Light catchers? Just four words: Light catchers are no lights! The exhibition will take place from 10 to 14 March and will be open from 3 to 7 pm. New lights guaranteed! You will see ... if you come.

Free / no registration required
ERLEBEN
ENTDECKEN
& EINKAUFEN

Über 250 handverlesene Aussteller präsentieren ihre erstklassigen Produkte – persönlich und exklusiv. Finden Sie das Besondere!

11.-15.03.2020
Messegelände München
www.ihm-handwerk-design.com

Ihre Messe fürs Bauen, Sanieren, Modernisieren.

11.-15.3.2020
Messegelände München
www.ihm-handwerk-design.com

Design connects!
Ausstellung, 11. bis 15. März 2020, Messe München Eingang West

11.-15.03.2020


www.ihm-handwerk-design.com
In the West Entrance of Messe München, an exhibition of groundbreaking products and drafts created by extraordinarily innovative enterprises from different industries awaits the visitors.

GHM and bayern design will introduce developments in contemporary jewelry: Young goldsmiths and established jewelery designers from around the world will present their latest works to illustrate the power of artistic and manual innovation in this discipline. Outstanding works will be awarded the Herbert Hofmann Prize. (Photo: Ruddt Peters / Photographer: Ulrika Paemuru) subject to a fee / no registration required

EXEMPLA 2020
9.30 am – 6 pm / 11 – 15 MAR / P 1868
Manufacturing & crafts // Exhibition

EXEMPLA is celebrating its 50th anniversary in 2020 – reason enough to look back on the most impactful topics, the most interesting contributions, and the most distinguished people.

The exhibition showcases selected results of excellent craftsmanship that confirm that services provided by tradespeople are an essential part of our everyday culture and crafts are a central cultural element of our society. The exhibition is a forum that shows European crafts compared to international standards and highlights the special quality of handicraft products in the realm of technology and design. In line with the principle of this special exhibition, most of the contributions are being visualized by “living workshops”. (Photo: Schröter GmbH) subject to a fee / no registration required

Experience, explore, shop – at the Crafts & Design show «Handwerk & Design», the hot-spot venue for excellent craftwork and design from all over the world.

As part of the International Crafts Fair, the Crafts & Design show «Handwerk & Design» presents premium craftsmanship, top-caliber artisan work and artistic design. The highlights and audience favorites include the special international shows EXEMPLA, TALENTE, SCHMUCK, and MASTERS OF MODERNITY. The Crafts & Design show is a meeting point for fans of all things beautiful, special, practical and innovative. Known far beyond regional borders, the event attracts craftspeople, artists and designers from Germany and abroad. subject to a fee / no registration required

Masters of Modernity – an exhibition of world-class contemporary pieces of handicraft and applied arts.

The ten best designers worldwide have been invited to this special show. It is the treasure chest of the International Crafts Fair, filled with jewelry and works made of glass, wood, ceramics, metal or textiles. (Photo: Anda Munkevica, Lithuania) subject to a fee / no registration required

Style-defining since 1959, and gateway for new trends in contemporary jewelry design: the special show SCHMUCK 2020.

SCHMUCK – a world-renowned international exhibition that accompanies developments in contemporary jewelry. Young goldsmiths and established jewelery designers from around the world will present their latest works to illustrate the power of artistic and manual innovation in this discipline. Outstanding works will be awarded the Herbert Hofmann Prize. (Photo: Ruddt Peters / Photographer: Ulrika Paemuru) subject to a fee / no registration required

TALENTE 2020
9.30 am – 6 pm / 11 – 15 MAR / P 1872
Manufacturing & crafts // Exhibition

TALENTE – as part of this international contest for craftspeople, talented newcomers present their innovative ideas for design and technology to a wide audience. TALENTE – a kaleidoscope of ideas. Young designers show what is new, riveting and not impossible at all. They experiment with manual techniques and new materials to turn their unclouded view of the essentials into a new impetus for design and technology. The best works of these young international talents will be awarded the renowned TALENTE Prize. (Photo: Joshua Kerley) subject to a fee / no registration required
Design at the Armory:
Social Pavilion
11 – 15 MAR / ① 1772
dates at www.mcbw.de/en
Social design // Exhibition

ANNIVERSARY GRADUATE SHOW:
20 | 2020
5 pm – 10 pm / ① 1788
Media design // Exhibition

The Department of Design shows and discusses projects from the work field “Social Change and Transformative Processes”. Vernissage: 12 March, 6 – 10 pm. Exhibition: 11 – 15 March, 12 pm – 8 pm (daily)
The pavilion is the centre of the historical armoury of the Department of Design. At the MCBW 2020, it will become the “Social Pavilion”, where projects from the work field “Social Change and Transformative Processes” will be presented and discussed. Both courses and all fields of study address different facets of social and transformative design. They show that the design of and in collaboration with society and the confrontation with pressing issues of our time has permeated all areas of design and has become crucial to design education.
free / no registration required

Graduates and students from the faculties of Digital Film Design, Design Management, Game Design, Media Design as well as Fashion Design and Fashion Management present their works to the public eye. The 20th MD.H Annual Graduate Show highlights the Open Doors Day at MD.H. Feel free to come and enjoy this Anniversary Show, get in touch with students, graduates and our professors and be inspired by the variety of interactive, animated, virtual, critical, strategic and classical exhibits as well as the latest fashion collections. The after-show party starts at 10 pm.
free / no registration required

Face the future.

Donnerstag, 12. März –
Sonntag, 15. März 2020
jeweils von 12:00 – 20:00 Uhr

Technische Universität München
Fakultät für Architektur
Lehrstuhl für Industrial Design
Arcisstraße 21
80333 München
www.id.ar.tum.de

Hochschule für Angewandte Wissenschaften München – Fakultät für Design
Lothstr. 17
80335 München

Mediadesign Hochschule
Claudius-Keller-Str. 7
81639 München

At MD.H, students design, develop, analyze and conduct hands-on research into game design, digital film design, media design, fashion design, media & communication management, and fashion management.
Make a wish
7.9 – 14 MAR / 1933
dates at www.mcbw.de/en
Product/industrial design // Exhibition

Stones – the last cut
11 – 15 MAR / 1883
dates at www.mcbw.de/en
Art and design // Exhibition

AI Fashion – Exhibition
9 am – 6 pm / 12 – 13 MAR / 1833
Digital innovation // Exhibition

Can joy be reproduced?
During the MCBW, AmbienteDirect will present a project implemented jointly by Rosenthal and the Industrial Design Department of Kunstakademie Stuttgart. The works created under the supervision of Professors Aylin Langreuter and Christophe de la Fontaine illustrate the future designers’ ways to determine whether and how joy can be triggered and shaped into a specific form. The event on Wednesday, 11 March 2020 at 6 pm at the AmbienteDirect Store at Lenbachplatz 3 will begin with an introduction of the designers’ findings, followed by a discussion at 7.30 pm. Snacks will be served.
free / no registration required

The exhibition is dedicated to the contemporary interest in gemstones and the various formal design possibilities. The exhibition is dedicated to the current interest in gemstones in contemporary jewelry. For centuries, valuable stones had been important attributes of the goldsmith’s craft, until after 1960 a reorientation in jewelry design led to replacing precious stones with base materials. However, there has been a change in thinking for some years now. The exhibition presents the most important contemporary protagonists of a handcrafted and artistically unusual stone application in jewelry and shows how the handling of gemstones can be expressed today.
free / no registration required

As part of AI FASHION, fashion and IT experts exhibit opportunities and challenges of AI in the fashion industry. In collaboration with local and international fashion and IT experts, AI FASHION examines and presents current opportunities, potentials and challenges of artificial intelligence within the most diverse applications and design forms of fashion. The event responds to the disruptive changes within the global fashion industry. The aim of the project is to promote young creatives, the transfer of innovative technologies and the establishment of international exchange.
free / no registration required

FUTURE LIVING
INTERIOR CONGRESS
12. MÄRZ 2020
9.30 – 18.00 Uhr, Literaturhaus München, 3. Stock, Salvatorplatz 1, 80333 München

„Wie werden wir in Zukunft wohnen?“
Wissen, Lernen und Networking für Innenarchitekten, Inneneinrichter, Raumausstatter und Architekten

Partner der Veranstaltung:
MÜNCHNER STOFF FRÜHLING is the showroom event for interior architects, designers, decorators and craftspeople, organized by leading international manufacturers of fabrics, wallpapers and rugs. 40 international manufacturers present their current collections in freshly decorated showrooms and also offer an exhilarating supporting program. Circulating shuttle buses connect all locations with each other. Further information and free registration for the event, the “Guided Tours” and the “Interior Congress” with top-class speakers can be found at www.stoff-fruehling.de
free / registration required

**Face the future.** The Department of Industrial Design at TU München will juxtapose current questions regarding the future with projects developed as part of master theses and seminars. What options do living organisms offer when it comes to recycling plastics? How will we handle materials in the future? How do we involve people in shaping their immediate environment? How can this be used as a basis for socially acceptable and human-centered entrepreneurial concepts? The Department of Industrial Design at TU München will juxtapose current questions regarding the future with projects developed as part of master theses and seminars. Visitors are invited to become acquainted with and discuss processes and stances. Face to face.
free / no registration required

**Presentation of the winners’ collections at Crafts & Design**
4.30 pm – 6 pm / 12 MAR / p 1777
Fashion/Accessory / Exhibition

**Ben Wirth Licht, licht = light, Wirth’s lights worth showing.** In a room: 12/03, 6 pm. Doors open, eyes wide open! Light, room, roam. Rum? No! Wine! Fine, yes! Have a drink! You’ll see. See you! Lights on! We would like to celebrate the opening of our new showroom on 12 March 2020, starting at 6 pm. Join us, meet new people and maybe old friends! Mingle with a tasty glass of white or red wine directly from the stocks of our next-door neighbor GARIBALDI. What else to expect? Beautiful lights and lighting systems by Ben Wirth, some new, some old. And his so-called “Lichtfänger”. Light catchers? Just four words: Lichtfänger are no lights! You will see ...
If you come.
free / no registration required

**Schauraum Licht – Opening**
6 pm – 11 pm / 12 MAR / p 1940
Art and design // Vernissage/Finishage

Since 2006, the Department of Industrial Design has focused its teaching and research on sustainable value creation through design, cross-generation design, and design for start-ups.

The department’s Business Promotion Office liaises between companies and the city administration and offers a variety of consultation and other services geared towards the industries in the city.

The Münchner Modepreis and the winners will be presented during Crafts & Design at the International Crafts Fair (IHM).
This year’s winners of the Münchner Modepreis will present their collections on stage and will discuss their concepts and motivation – a great opportunity for all those who want to know more about Munich’s next generation of fashion designers and be center stage at a fashion show. The event will be moderated by popular Radio Arabella presenter Steffi Schaller. The winners will be presented during Crafts & Design at the International Crafts Fair (IHM).

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ANDERS Gesehen
AFRIKANISCHE KERAMI
27.09.2019 – 29.03.2020
NVGTR feat. materialscout. An evening with first insights into one of the most radical projects of this new era. A talk by Efrat Friedland, materialscout, introduces a view on Circular Materials.

Design is at the center of a paradigm shift from a linear to a regenerative economy. Hence, sustainability, society relation and modular circular economy are the answers to the most pressing questions of our product society – with a focus on computational design, seat farming and the beauty in regeneration. NVGTR therefore invites you to a circular economy evening, provides insights into one of the most radical projects of this new era, starts the discourse about it and offers drinks. Registration and traveling by public transport will be appreciated.

free / registration required

Open House at spitzbart – design meets architecture meets art. Explore how steel shapes room architecture in a new and sustainable fashion and how the innovative staircase climb it! opens up space.

Every spitzbart staircase merges design and innovation into a new space for living. Steel shapes the architecture of the room in a new – and sustainable – fashion. Explore climb it!, the innovative staircase developed by spitzbart treppen, designed by Gerd Streng. free / no registration required

NVGTR
Isabellastr. 38
80796 München

The family business spitzbart treppen produces high-class design stairs for private & commercial use. Since 2016, Heavy Metal Interior, design furniture made of untreated steel, complements spitzbart.

kontrastmoment GmbH
Fraunhoferstr. 5
80469 München

kontrastmoment is an independent, owner-operated company focusing on digital experience design. The team consists of over 60 specialists from 20 countries in over 20 design disciplines.

km: experience area
10 am – 8 pm / 13 – 14 MAR / P 1778
Digital innovation // Exhibition

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free / no registration required

NVGTR – the vastly experienced strategy & design studio based in Munich. We create tangible visions.

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Fraunhoferstr. 5
80469 München

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The Danner Rotunda and Kookmin University in Seoul
7 pm – 10 pm / 13 MAR / p 1720
Art and design // Vernissage/Finissage

Collective MAT – Finissage
7 pm – 11 pm / 13 MAR / p 1849
Product/industrial design // Vernissage/Finissage

Introducing a new magazine
7 pm – 11 pm / 13 MAR / p 1875
Universal design // Vernissage/Finissage

The Danner Rotunda – new curation
10 am – 6 pm / 14 – 15 MAR / p 1715
Art and design // Exhibition

Under the Stairs: Kookmin University in Seoul
10 am – 6 pm / 14 – 15 MAR / p 1728
Art and design // Exhibition

Reopening of the Danner Rotunda, Jewelry Space at Pinakothek der Moderne, and opening of the exhibition of the Department of Metalwork and Jewelry at the College of Design of Kookmin University, Seoul
The annual jewelry events of Die Neue Sammlung are initiated by the reopening of the Danner Rotunda – newly curated by Mikiko Minewaki, Hiko Mizuno College, Tokyo, Hans Stofe, Burg Giebichenstein, Halle, and the Munich-based jewelry artist Alexander Blank. The same evening, the exhibition of the Department of Metalwork and Jewelry from the Munich surroundings and aesthetic communication in her owner-managed office run by Victoria Sarapina, who strives for both profitable business and self-deprecating view of today’s creative sector. For designers. For all the future potential designers. And for their parents trying desperately to prevent that. So what’s on the menu that night? Entertaining speeches, challenging debates, improv battling for the audience’s good graces. A lightly sparkling kickstarter, washed down with a good chaser – because after all, the way to someone’s heart goes through their stomach. Or maybe through their ears? That’s why there will also be music. And good conversation guaranteed. Why else would people come?
free / no registration required

“Schwarzenkörer” offers a wickedly self-deprecatting view of today’s creative sector. For designers. For all the future potential designers. And for their parents trying desperately to prevent that. So what’s on the menu that night? Entertaining speeches, challenging debates, improv battling for the audience’s good graces. A lightly sparkling kickstarter, washed down with a good chaser – because after all, the way to someone’s heart goes through their stomach. Or maybe through their ears? That’s why there will also be music. And good conversation guaranteed. Why else would people come?
free / registration required

New curation by Mikiko Minewaki, Hans Stofe, Alexander Blank | neon signs – Yang Liu Design, Berlin | lighting concept – Flavia Thumshirn, München | virtual visitors guide – bildwerk art, Bamberg. With Mikiko Minewaki, Hans Stofe and Alexander Blank, Die Neue Sammlung – The Design Museum managed to win over three internationally renowned jewelry artists to the new curation of the Jewelry Space at Pinakothek der Moderne. Among around 400 items on display, there are several that have never been showcased before. Yang Liu Design, Berlin, has designed a neon lighting for the entrance. Light designer Flavia Thumshirn, Munich, is responsible for the new lighting concept, and “bildwerk art”, Bamberg, has developed a digital tour providing further information on the jewelry pieces. subject to a fee / no registration required

Innovative Korean works from the Department of Metalwork and Jewelry of Kookmin University in Seoul, headed by the jewelry artist and professor Dongchun Lee. Korean works from the department of design and jewelry are held in especially high regard because of their innovative approach, the unusual handling of materials, and their groundbreaking design language. Following the exhibition “Korea. Design + Poster” in 2017, Die Neue Sammlung is delighted to welcome one of the world’s most progressive jewelry classes “Under the Stairs”: the Department of Metalwork and Jewelry at the College of Design of Kookmin University in Seoul, headed by Professor Dongchun Lee – a jewelry artist who completed part of his training in Germany.
free / no registration required

- Pinakothek der Moderne
  Barer Str. 40
  80333 München

- Thokk Thokk Studio
  Baaderstr. 33
  80469 München

- Deutsche Meisterschule für Mode / Designschule München
  Rollmarkt 15
  80331 München

- »Manufaktur für Grafikdesign« is a small, owner-managed office run by Victoria Sarapina, who strives for both profitable and aesthetic communication in her work for clients.

- Pinakothek der Moderne
  Barer Str. 40
  80333 München

- Pinakothek der Moderne
  Barer Str. 40
  80333 München

- Die Neue Sammlung – The Design Museum: one of the leading design museums in the world.

- Die Neue Sammlung – The Design Museum: one of the leading design museums in the world.
Campaign, Award, Design Shops, Markets, Events For Kids

And Action!
A sound walk through Maxvorstadt where the participants dive into unexpected sounds and noises. Be ready to discover new perspectives on the world around you. Bring your own cell phone and headphones. In this sound walk, the keyframe "Design connects!" is transformed into an audio experience. Visitors begin at HFF and go to certain places in the area, start a special sound playlist, hear unexpected sounds that cast a new perspective on this particular location. The next stop will be revealed at the end of each track. Bring your own cell phone and headphones. All links and info at the MCBW website and found-waves.com.

Subject to a fee / no registration required

Sound walk – Connective listening
12 am – 12 am / 7 – 15 MAR / p 1809 recurring event
Film/Stage // Campaign

StijlMarkt Munich
11 am – 6 pm / 7 – 8 MAR / p 1904 recurring event
Manufacturing & crafts // Design shops

Kleidertiacht mit Green City – MCBW 2020 Special
11 am – 4 pm / 7 MAR / p 1886
Social design // Campaign

UNIVERSAL DESIGN Expert Session
11 am – 6 pm / 7 MAR / p 1796
Universal design // Campaign

Swap clothes, save the planet and money. Bring 1–10 well-preserved items you’d like to swap, do good and make new friends. Dress swapping party for environmentally conscious citizens. Well-preserved garments like trousers, jackets, t-shirts, skirts, sweaters, shoes, accessories, etc. find new owners and people find new friends in a relaxed atmosphere with hot & cold drinks, snacks and fresh waffles at the COKREA Coffee Bar. Sure enough, all contributions will be donated to Green City e.V.

Subject to a fee / no registration required

This session is not only aimed at evaluating; it fosters dialog among jurors, designers and manufacturers – unique, challenging, and always one step towards improvement for all!

A rather unique approach in the design contest universe: experts and users together evaluate the entries from all over the world to the “UNIVERSAL DESIGN competition 2020”. Today is the expert jury day. Probably just as unique: designers, manufacturers and students have the opportunity to present in person their entries to the jury panels – the very epitome of a participatory Universal Design strategy.

Free / registration required

Found Waves has been established in 2018 by Kata Dumur, composer/producer and sound artist. We help innovative brands, creative companies and individuals tell their stories using sound and music.

We, as a young, owner-operated project developer, support a new generation of creatives to sell their products and showcase their ideas. Online and offline, since 2009.

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

We see universal design as a meta discipline of design. We support companies, the science sector and society in the development of analog and digital products, services and concepts.
Together we cook and eat from what can be done to avoid it. At 7 pm, Günes Seyfarth, founder of Foodsharing München e. V., talks about food waste and what this says about us as a society. Günes will explain where food is wasted, which effect it has on us and on the climate and what we can do about it.

free / registration required

With the professional guidance of the Kinderkunsthaus team children and youngsters can make their own animated films from 2 pm to 5 pm at HFF Forum. Assisted by the Kinderkunsthaus team, children and youngsters can make their own short movies during the open cartoon workshop. They form characters from putty, design a background, and then produce a stop-motion movie easily with a laptop and camera. The combination of media and traditional creative techniques appeals to all age groups. Once completed, the putty movies can be uploaded to the Kinderkunsthaus YouTube channel. No prior experience required. For children and accompanying adults.

free / no registration required

Young professionals design tomorrow’s lifestyle: Explore innovative concepts that integrate health and sustainability into our everyday lives and meet the people behind the ideas.

What ways are there to design our actions in an eventful and sustainable manner? How do we keep up with a performance-oriented society without neglecting ourselves? Young trailblazers will present their approaches to fundamental questions of our time. Learn about groundbreaking concepts and prototypical live on site. Use this opportunity to network. The top-caliber event at Haus der Kunst will bring up and coming talent and opinion leaders in Munich’s creative and entrepreneurial scene together.

We bring creative people from Munich together to contribute to tackling the climate crisis. "CreativesForFuture Munich" does not exist yet. Together with you all, we are starting this initiative right here at this event. We will discuss what we can do, and then we get going. Bring your ideas. Meet like-minded people. Take action!

free / registration required
The city of Munich presents the Münchner Modepreis for the third time. Nominees include nine graduates of training institutions including AMD Akademie Mode & Design, Deutsche Meisterschule für Mode/Designschule München, and Mediadesign Hochschule (MD.H) and comes with 10,000 euros (1st place), 7,000 euros (2nd place) and 3,000 euros (3rd place). The winners will be selected by an independent jury of experts.

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Introduction into visual thinking
12 – 14 MAR / p 1813 recurring event
dates at www.mcbw.de/en
Social design // Campaign

6.30 pm – 10 pm / 12 MAR / p 1741
Design/Innovation consultation // Campaign

SALOME TANZ – an interactive ballet night
7.30 pm – 9 pm / 12 MAR / p 1912
Film/Stage // Campaign

Discover new ways of communication. Visualization is much more than pretty pictures and illustrations. In communication, visual techniques help us unwrap and understand the heart of a problem. Visual techniques as well as the usage of pictures enable us to enter into communication on a profound level for a better understanding of an actual problem. Enjoy a deep dive into this topic at a three-day exhibition. In addition, you are invited to gather real experience and to test yourself in a workshop. Dates: exhibition from 10.30 am to 4.30 pm followed by the workshop. Suited for professionals of all industries as well as for the interested public.
free / no registration required

FLUID Design (formerly LUNAR Europe) and SENNHEISER invite you to join an extraordinary event with amazing design, innovative sound experiences & drinks.
FLUID Design (formerly LUNAR Europe) and the world-leading sound expert SENNHEISER invite you to join an extraordinary event with amazing design, innovative sound experiences & drinks. Let us surprise you! The event takes place at the FLUID studio on Fraunhoferstrasse, in the heart of Munich’s creative Glockenbach district. For more information on the registration, visit www.mcbw.de
free / registration required

Which fate awaits Salome? The audience decides anew in each show. Choreographer Eyal Dadon embarks on an exciting journey to interactively break through the fourth wall.
Salome dances and turns the heads of all the men around her. Only John the Baptist seems immune to her charm. If she can’t have him alive, she wants him dead – so the story goes. But what if things turned out differently? In Eyal Dadon’s choreographic interpretation of the Salome narrative, you help determine the course of action and experience the ballet as a literally unique interactive event. The keyword MCBW grants you a 10% discount on the ticket price for the show on 12 March 2020.
subject to a fee / registration required
Universal design as the junction between crafts and design and as a key element of training for designers in crafts. This competence also will be introduced on stage at IHM. The older we get, the more generation-friendly we want our environment to be designed. The crafts sector plays a key role in this design. Graduates of Akademie des Handwerks will present prize-winning projects and products in a pop-up exhibition during the International Crafts Fair 2020. The highlight: the UNIVERSAL DESIGN competition 2020 awards will be presented live on site. subject to a fee / no registration required

For 2.5 days, GREENSTYLE munich brings together great eco brands and inspiring speakers at Isarforum at Deutsches Museum to prepare and introduce a change in awareness. How does change become possible? What can politics do? What is the consumer’s responsibility? How does the textile industry have to adjust? Representatives of more than 40 brands, 40 speakers from politics, the corporate sector, the retail industry, NGOs and more than 2,000 visitors will join us in a discussion about the approaches and solution strategies that can lead us into a fair future. We want to explore new paths together because we want eco to be the new normal. GMUC is our contribution. Save the date: The fantastic collections will be on display at a fashion show Friday evening. subject to a fee / no registration required

A level playing field. Designers, users and manufacturers in dialog about Universal Design. A rather unique approach in the design contest universe: experts and users together evaluate the entries from all over the world to the "UNIVERSAL DESIGN Competition 2020". Today is the user jury day. Probably just as unique: designers, manufacturers and students have the opportunity to present in person their entries to the jury panels – the very epitome of a participatory Universal Design strategy.

free / registration required

You took part in the decision-making process but still have crucial questions? At the public discussion following SALOME Tanz, members of the creative team will be available to give you the answers.

Following the SALOME TANZ show on 12 March, audience members have the possibility to discuss crucial questions with ballet director Karl Alfred Schreiner and dramaturg Andras Borbély T. Tickets are not required. Reservations are welcome at marketing@gaertnerplatztheater.de with the keyword MCBW.

An MCBW classic in its 8th edition: Zuckerkuchen (sugar cake), originally a recipe from Hamburg, made by a Munich bakery. All our neighbors, citizens and design friends are welcome to join us at Oskar von Miller Forum. Also, we invite our UNIVERSAL DESIGN friends and sponsors to enjoy a delicious piece of cake after an exhilarating day at MCBW 2020.

Free / no registration required.

Haus der Kunst, München.
9. März 2020, Open doors ab 21.00 Uhr

The future moving in.

Siemens Home Appliances Design Award 2020
Aufstrebende Talente treffen auf Meinungsführer. Erleben Sie: Visions that work.

Siemens Home Appliances

Oskar von Miller Forum
Oskar-von-Miller-Ring 25
80333 München

We see universal design as a meta discipline of design. We support companies, the science sector and society in the development of analog and digital products, services and concepts.
Behind the scenes


The Era Of Creativity – New Approaches For A New Business Paradigm
2 pm – 7 pm / 7 MAR / p 1916
Design / innovation consultation // Guided company tour

Program for Teenagers: A different perspective. African ceramics
1 pm – 2 pm / 8 MAR / p 1725
Art and design // Guided company tour

Schwabinger Tor – architectural tour with an outlook into the future
5 pm – 5.45 pm, 10, 12 MAR / p 1810
Architecture / Urban planning // Architectural tour

City tour: Creative Schwabing
5 pm – 7 pm / 11 MAR / p 1717
Art and design // Architectural tour

An entertaining walk through the creative quarter of Schwabing led by an official München Tourismus tour guide

Simply Schwabing – retracing the steps of shining lights and local heroes: Join us on a diverting walk through the creative parts of Schwabing, talk with industry insiders, and learn more about Munich as one the key cultural and creative regions in Europe. Participants will meet at the event location.

Expert guides share their knowledge about the fascinating construction of the Olympic buildings. This tour is specially designed for admirers of architecture. At the beginning, there is a film dating from the construction days that shows the gigantic building site from which the unique collection of Olympic centers originated. The covering of the roof structure is one of the many highlights. Our expert guides also use models to explain the design and construction of the building. They go into more detail during the round trip, depending on how much the participants already know. Tour only in German.

In dialog: A different perspective. African ceramics
5.30 pm – 6.30 pm / 15 MAR / p 1727
Art and design // Guided company tour

What are the potentials of inspirational artifacts, meaningful sensory worlds and embodied metaphors in a management context? Culturesphere opens up room for new perspectives.
Creativity, the basis for innovation capability, is an essential key factor to entrepreneurial success today. Established approaches are no longer suitable for the complex challenges of today’s digital transformation. New work cultures with fundamentally new ways of thinking, new structures and processes ask for frameworks that foster creativity effectively. What are the potentials of inspirational artifacts, meaningful sensory worlds and embodied metaphors in a management context? Culturesphere opens up room for new perspectives.

**Culturesphere GmbH**
Horenstr. 30
80336 München

Culturesphere fosters innovation cultures and activates people’s creative potentials with a focus on three essential spheres of innovation: CREATIVE ENVIRONMENTS, ENABLING PROCESSES, SHARED VALUES.

**Pinakothek der Moderne**
Barer Str. 40
80333 München

**Tramhaltestelle Schwabinger Tor**
Leopoldstr. 180
80804 München

**DEUBL Glass Cube (Kiosk)**
neben der Tramhaltestelle 23
Münchner Freiheit 7
80802 München

**Olympiapark München**
Spindl-Louis Ring 3
80809 München

**Pinakothek der Moderne**
Barer Str. 40
80333 München

**Die Neue Sammlung – The Design Museum**
one of the leading design museums in the world.

**THE ERA OF CREATIVITY**
with a focus on three essential spheres of
Creativesphere fosters innovation cultures and activates people’s creative potentials

Culturesphere opens up room for new perspectives.

A new urban quarter that provides room for future ways of living and working. Learn more during the “Talent. Sharing. Tolerance.” tour.

Schwabinger Tor at Leopoldstraße is a new urban quarter that provides room for future ways of living and working. A new space for living, working, exploring, and shopping is evolving around the nine buildings. A project of Jost Hurler Group and one of the largest inner-city construction projects in Germany, Schwabinger Tor pursues the idea of sharing as a vision of an urban lifestyle. Learn more during the “Talent. Sharing. Tolerance.” tour.

For more information, visit www.mcbw.de
Learning from the professionals
The long week of design

10 years MCBW
6 – 14 MAR 2021

Save the Date!

www.mcbw.de/en  📷  #mcbw
Panel discussion and exhibition on social, sustainable and future-oriented architectural projects, organized by Schnitzer & during the MUNICH CREATIVE BUSINESS WEEK 2020.

In times of substantial climate and societal changes, approaches and behavior in the fields of architecture and urban planning also must be scrutinized. The goal of the symposium is to show and discuss different approaches developed at universities and by planners as part of social design build projects. The key issue is the basic need for cover. Among other things, we will discuss the following questions: What lessons do the changing climate conditions teach us and our regions? In what way do experiences affect the actors over the long term?

free / registration required

Digital pioneers and trailblazers will share their knowledge. Keynotes, a showroom, a CxO Talk, an executive dinner, a LAB.Tour and workshops will be offered for a comprehensive transfer of knowledge.

Join us at this cross-industry and cross-technology meeting of decision-makers and meet creative people who are trailblazers, inspire us, sweep us off our feet, and share their knowledge and experiences. We use a dovetailed modular concept to generate premium contacts and business models with perspectives for the future, win partners and new customers, and expand networks across industries. Selected start-ups will introduce business models that any company can use. The InnovationLAB. Tour (March 12) will allow you to meet decision-makers and business leaders.

subject to a fee / registration required

dmi: Symposium Munich "45 Years of Impact by Design: Connecting and Creating Value."

The dmi Symposium Munich at the BMW Welt Business Center will be a fast-paced, immersive event hosted in partnership with bayern design, the Bavarian State Ministry and MCBW. The theme is "45 Years of Impact by Design: Connecting and Creating Value." Keynote sessions and small workshops will focus on new ways that design connects to humanize technology, simplify complexity, and drive innovation to add value in large organizations, small and medium enterprises (SME), start-ups and the public sector.

subject to a fee / registration required

The dmi: Symposium Munich #dmiMunich is where global innovation leaders will meet at the distinctive BMW Welt Center to learn, discuss and debate "45 Years of Impact by Design: Connecting and Creating Value."

A fast-paced, immersive 1.5-day event hosted in partnership with bayern design, The Bavarian State Ministry, and Munich Creative Business Week (MCBW).

Keynote talks and small group workshops will focus on new ways that Design connects to humanize technology, simplify complexity, and drive innovation to add value in large organizations, small and medium enterprises (SME), startups, and the public sector.

"The content that DMI deals with usually answers all the questions that many people are afraid to ask, or don’t know who to ask." - Executive Design Management, Fossil

Agenda at a Glance

(Register: dmi.org/Munich2020)

10 March TUESDAY
• Afternoon Innovation Tours
• Brewery Reception

11 March WEDNESDAY
• Full Day Symposium at BMW Welt
• 8:15 Coffee 8:45am program begins
• Keynotes / Lunch / Workshops
• 5:30pm Evening Drinks Reception on the Terrace

To learn more or register visit: dmi.org/Munich2020Overview

DMI is the premier global non-profit organization of emerging and senior leaders that connects, promotes and elevates the role of Design, Design Management, and Innovation in business, culture and society.
**“FUTURE LIVING – How will we live in the future?” INTERIOR CONGRESS** for (interior) architects, interior designers and interior decorators. With the first edition of this new full-day congress format, we want to stimulate you with multifaceted topics, high-caliber speakers, captivating interviews and exhilarating design talk, encourage new thinking and convey the latest developments in architecture and design. Doing so, we illuminate the backgrounds, convey the latest findings and offer future-oriented solutions.

Forward brings the best international and national creative minds together to share their stories of success. The conference will be complemented by workshops, happenings and networking events. Over the past six years, Forward has become a central platform for the creative scene throughout the German-speaking regions. In addition to Hamburg and Berlin, the festival of creativity, design and communication originating in Vienna will return to Munich during MCBW, bringing together well-known and up and coming people in diverse creative disciplines.

The motto of the 2020 edition is DIGITAL EYES, reflecting the wish to assess new technologies and their meaning to the creative community from diverse angles.

As part of AI FASHION, fashion and IT experts meet to identify opportunities and challenges of AI in the fashion industry and to promote the transfer of knowledge and international exchange.

In collaboration with local and international fashion and IT experts, AI FASHION examines and presents current opportunities, potentials and challenges of artificial intelligence within the most diverse applications and design forms of fashion. The event responds to the disruptive changes within the global fashion industry. The aim of the project is to promote young creatives, the transfer of innovative technologies and the establishment of international exchange.

The Responsive Fashion Institute develops, promotes and tests experimental, future-oriented and sustainable technologies for local and global issues in the global fashion industry.

Subject to a fee / registration required

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**FORWARD FESTIVAL**

<table>
<thead>
<tr>
<th>MUNICH</th>
<th>VIENNA</th>
<th>BERLIN</th>
<th>HAMBURG</th>
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<td>12–13.03</td>
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**DIGITAL EYES**

- Annie Atkins
- Rek Anadol
- Stefan Sagmeister
- Martha Cooper
- Mirko Borsche
- Rizon Parel
- Erik Kessels
- Anton & Irene
- Irma Boom
- Hartmut Esslinger
- Jonathan Castro
- and many more

Subject to a fee / registration required
At the two-day TypeTech MeetUp organized by ATypI and GRANSHAN, web designers and developers meet with type designers and typeface users: conference, workshops, roundtables. OS developers and type designers discuss the challenges of VR and AR applications; CSS and UI experts jointly introduce the latest variable fonts; typographers deliberate over exemplary AI solutions together with system developers, and many more. The TypeTech MeetUp is a forum for intensive dialog, also aimed at fostering the integration of emerging technologies into the digital communication of the future. On Friday with international speakers at Google, on Saturday with workshops, roundtables and a public final statement at Kochan & Partner.

Nähere Informationen und Anmeldung hier: https://cutt.ly/TypeTechMunich

GRANSHAN is the hub for global visual identity. We celebrate typefaces and typography, design and communication.
In the spotlight
Urbanes Leben und Arbeiten auf dem Land – MCBW 2020 Special
2 pm – 5 pm / 8 MAR / p 1887
Architecture/Urban planning // Panel discussion

The Power of Questions?
Creative Leadership Salon #13 mit Cal Fussman
6.30 pm – 9.30 pm / 9 MAR / p 1889
Communication design/Branding // Panel discussion

Munich Talks on Urban Development Culture
7 pm – 8.30 pm / 9 MAR / p 1748
Architecture/Urban planning // Panel discussion

EDCH TALK: DESIGN EDUCATION
5 pm – 9.30 pm / 10 MAR / p 1921
Communication design/Branding // Panel discussion

Lack of space, overpriced rents, obsolete living and working models: A new generation of founders is looking into counter-concepts of life and work and reinvents urban country life with KoDorf. With great media attention, the KoDorf movement was founded to rethink living and working. KoDorf is the answer to anonymous and overpriced city life on one hand and empty villages on the other: close to nature, collaborative, and reduced to the essentials. The first KoDorf, 60 minutes from downtown Berlin, consists of 40 houses, spacious common grounds, coworking space, a guesthouse, and a tavern. We talk about what drives us to build urban villages and report on the status of follow-up projects, new forms of living, qualities of city and village life and forms of communal living and working.

free / registration required

Question hack – The Power of Questions in Communication: Cal Fussman discusses with creative leaders how questions help connect with humans, better their lives and have people invest in your success. A fishbowl discussion with the New York Times bestselling author & writer icon Cal Fussman and a selected group of creative leaders, who share their experience on why most organizations don’t have a culture of questioning, why leaders don’t want to ask questions, why employees are not trained to ask questions, why every question is a test, why asking questions makes people understand you care, and why WHY cannot be explained in one word.
subject to a fee / registration required

Prof. Dr. (I) Elisabeth Merk, Head of the Munich Department of Urban Development, will discuss urban development culture with Max Otto Zitzelsberger, architect based in Munich and Kneiting. Urban development culture comprises a variety of facets, from constructed space and urban life to the political dimension of the city. During the Munich Talks on Urban Development Culture, light will be shed from different angles on topics that are key to the development of Munich beyond the everyday professional routine. Prof. Dr. (I) Elisabeth Merk invites people with different backgrounds, professions and opinions to join the discussion about current challenges. Find more information at muenchen.de/stadtbaukultur

free / registration required

Live video podcast including public broadcasting at Oskar von Miller Forum – EDCH goes live magazine. A forum about design, creativity and technology with an added educational mission for society.
Be there live when editorial designers and magazine makers meet educational visionaries from the design scene and become the magazine of today themselves – with interviews and interventions, discussions and sessions, in a video podcast with public broadcasting. EDCH tracks down the inventors, the visionaries and the practitioners, and together we look behind the scenes and think outside the box: How can we devise new education and training methods and anchor them in society over the long term? Digital storytelling at its best ... subject to a fee / registration required
**Agile yet planable project management**
5.30 pm – 8 pm / 10 MAR / 1729
Design management // Panel discussion

**Experience is the new currency! Sustainable experience design.**
6 pm – 9 pm / 10 MAR / 1786
Trade fair & exhibition design // Panel discussion

**Are we returning to the cell or are we breaking down all barriers?**
6.30 pm – 8.30 pm / 10 MAR / 1729
Design/Innovation consultation // Panel discussion

**KuK Connect: Creative Young Professionals**
6 pm – 8 pm / 11 MAR / 1822
Design management // Panel discussion

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**Expert panel discussion about questions on the agile methodology, its challenges and ways to plan it.**
Even though the agile project management methodology is widely used in the digital creative economy, many projects start with the challenge, for example, of explaining the budget and the functional scope to the customer. Is it possible to manage design processes in an agile manner? These aspects keep leading back to hybrid or classic approaches. A panel of seasoned experts will discuss and answer questions about the agile methodology and ways to plan it. Details on the experts will be published on the booking page.

*free / registration required*

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**How can we design brand experiences that reach people emotionally?**

How can spatial, analog and digital design achieve maximum effect together?

Communication has changed substantially: In view of the myriad of messages, tweets and promises, it is genuine experiences that count. They anchor attitudes, draw attention, and create emotional connections with brands. How do experiences have to be designed to continue having a lasting effect going forward, real or digital? These questions will be discussed by design experts live and digitally. What can individual disciplines learn from each other? How can they complement each other in the most effective way? How strongly can and must the connections among them be?

*free / registration required*

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**Discussion with Prof. Uli Weinberg, Director School of Design Thinking, Hasso Plattner Institute Potsdam; Sabine Sauber, Head of Marketing Design Offices GmbH; Michael Held, Director Design, Steelcase**

Expect an insightful, probably controversial discussion with Prof. Uli Weinberg, Director of the School of Design Thinking at Hasso Plattner Institute Potsdam, one of the best university institutes for IT in Germany and the European pivot of Design Thinking; Sabine Sauber, Spokeswoman and Head of Marketing at Design Offices GmbH, the largest provider of corporate co-working spaces in Germany offering 162,000 sq.m.; and Michael Held, industrial designer and Director Global Design at Steelcase.

*free / registration required*

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**We will showcase spaces for young professionals to experiment and will introduce creative professionals and their different paths, from crowdfunding and intermediate use to professional networks.**

Try your hand at taking your first steps – but how? After university, many young, highly trained designers have these questions: How and where can I explore my limits? Where can I place my ideas? How can I develop professionally? Am I the entrepreneur or do I look for an employer? We want to use this soirée to showcase spaces for young professionals to experiment and to introduce up and coming creative people and their different paths, from crowdfunding and intermediate use to professional networks. Please register at kreativ@muenchen.de

*free / registration required*
EDCH TALKs
Live video podcasts with public viewing
Oskar-von-Miller-Forum

Witness and take part when editorial designers and magazine makers meet live with educational visionaries from the design scene and thus become the magazine of today with interviews and interventions, discussions and sessions – a video podcast with public viewing. EDCH tracks down the inventors, visionaries and practitioners, and looks together with them behind the scenes and beyond: How do we achieve to permeate formatively a new education, further education and training in society? Digital Storytelling at its best...

Tuesday 10 March 2020, 5 to 9.30 pm
EDCH TALK:
DESIGN EDUCATION

Thursday 12 March 2020, 5 to 9.30 pm
EDCH TALK:
DESIGNING SOCIETY
The Gate to the Urban Future. The Talk.
6.30 pm – 8.30 pm / 11 MAR / 1812
Architecture/Urban planning // Panel discussion

Revolutionizing Living Space – Individualized Living in the Future
6.30 pm – 9 pm / 11 MAR / 1746
Design/Innovation consultation // Panel discussion

MAGAZIN LECTURE:
WHAT’S ON OUR MINDS
7.30 pm – 10 pm / 11 MAR / 1944
Product/industrial design // Panel discussion

EDCH TALK: DESIGNING SOCIETY
5 pm – 9.30 pm / 12 MAR / 1922
Communication design/Branding // Panel discussion

Women in the Media
6 pm – 9.30 pm / 12 MAR / 1850
Media design // Panel discussion

An impulse evening on current research, practice and urban interventions to activate Munich as “weird city”.
The cities we value are full of complexity, diversity and contradiction. They offer spaces to engage and areas to explore and discover – the sources of creativity, innovation and an evolving, responsible urban society. The digital transformation has an impact on our spatial environment. The panel discusses the importance and interdependence of creativity, innovation and physical space. Make Munich Weird opens the dialog on activating urban environments as labs to develop new ways of working and creating – and on putting Munich back on the map for the creative class.
free / registration required

Urban space is scarce. Or is it? How will cities manage to make their spaces accessible? Schwabinger Tor becomes the Gate to the Urban Future. Discussion with futurologist Michael Carl and guests. According to the myth, space in large modern cities is scarce. However, many houses and offices are vacant for lengthy periods of time. How will cities manage to make their spaces accessible? “The Gate to the Urban Future. The Talk.” will open Schwabinger Tor to the future and offer new room for dialog about urban living and working. How can buildings become more flexible? How will cities allocate new usage to public spaces? Futurologist Michael Carl and his guests in the industrial, research and other sectors will discuss these questions at the Hotel Andaz Munich Schwabinger Tor.
subject to a fee / registration required

Quality of life needs a lobby! Panel discussion with Peter Machtold and Hamid Faraehmand, founders of SPACE FOUNDER, and Thomas Schmolz, Sales Director of KOBE Interior Design. While housing is becoming scarce, people’s desire for individuality is increasing – a challenge for major cities such as Munich. Lightweight modular construction for homes, made in Germany, can offer solutions. SPACE FOUNDER develops space concepts for student housing, ateliers, hotels, offices, and industrial settings. Each of the SPACES has a lightweight, robust and sturdy casing that can be produced in almost any shape. Discussion topics will include aspects of redensification, potential applications, target groups, and using KOBE materials to achieve individuality.
subject to a fee / registration required

Blue or green? Up or down? What’s in the air – what’s on our minds? News from the MAGAZIN world: Designers, thinkers and creatives will read and deliver text and words, thoughts and considerations on topics that are on our minds – and on yours.
free / no registration required

Live video podcast including public broadcasting at Oskar von Miller Forum – EDCH goes live magazin. A forum about design, creativity and technology with an added educational mission for society. Be there live when editorial designers and magazine makers meet society shapers from the design scene and become the magazine of today themselves – with interviews and interventions, discussions and sessions, in a video podcast with public broadcasting. EDCH tracks down the inventors, the visionaries and the practitioners, and together we look behind the scenes and think outside the box: How can we devise new education and training methods and anchor them in society over the long term? Digital storytelling at its best … subject to a fee / registration required

Women in the Media
6 pm – 9.30 pm / 12 MAR / 1850
Media design // Panel discussion

The question of the “gender gap” concerns society, politics and industry equally. What is the answer of the media industry? The decision-makers in many areas of the media industry are still men – but that is currently changing. The dynamic media industry offers women particularly good opportunities to break through male power structures. Especially in creative projects and innovative working environments, new working time and employment models can be tried out. Is this already an expression of sustainable change in the industry? Successful women from the media industry report on their experiences – discuss with them what the status quo looks like and where developments are heading.
free / registration required

In cooperation with the Architecture Research Incubator (ARI) and international universities, the Department of Architecture of TU München develops architectural training and the profession.

Andaz München Schwabinger Tor
Leopoldstr. 170
80804 München

KOBE Interior Design München
Ottstr. 3
80333 München

Oskar von Miller Forum
Oskar-von-Miller-Ring 25
80333 München

SAE Institute München
Bayerwaldstr. 43
81737 München

World leading private media campus with the following departments: Audio Engineering, Digital Film Production, Game Art & 3D Animation, Games Programming, Visual FX & 3D Animation, Web Development.
Designing the Future: How Innovation Leaders Create Lasting Impact
6 pm – 11 pm / 12 MAR / # 1743
Design/Innovation consultation // Panel discussion

Learn from the best: What inspires decision-makers, industry leaders and award winners? What drives them? How do they create a meaningful impact?
At IXDS, we believe the future is not predicted – it’s designed. Every day we work closely with prestigious drivers of innovation on projects that share one common thread: human-centered, lasting impact. At the MCBW 2020, we will put this approach center-stage. At our Pioneers’ Dinner, we will bring together innovation champions from multiple disciplines to learn from their insights, plans and dreams. What inspires these decision-makers, industry leaders and award winners? What drives them? How do they create a meaningful impact?
free / registration required

AI Fashion – Panel Discussion
7 pm – 8.30 pm / 12 MAR / # 1834
Digital innovation // Panel discussion

As part of AI FASHION, fashion and IT experts meet to discuss and identify opportunities and challenges of AI in the fashion industry. In collaboration with local and international fashion and IT experts, AI FASHION examines and presents current opportunities, potentials and challenges of artificial intelligence within the most diverse applications and design forms of fashion. The event responds to the disruptive changes within the global fashion industry. The aim of the project is to promote young creatives, the transfer of innovative technologies and the establishment of international exchange.
subject to a fee / registration required

9th VDID Designers’ Breakfast:
Start up a new culture!
10 am – 2.30 pm / 14 MAR / # 1756
Product / industrial design // Panel discussion

Designers are strongly represented in the start-up scene and contribute substantially to shaping our innovation culture. That & other topics will be vividly discussed at the VDID Designers’ Breakfast.
Start-ups fly to the moon; they revolutionize the way we travel, commute and transport goods; they make the dream of flying come true for everyone, or they simply eliminate the annoying queue on the phone. What formerly used to be an unachievable utopia is now just being accomplished with ease. Designers help shape an entirely new culture of innovation, and countless examples demonstrate the successful shift from “problem solver” to “problem owner”. We invite renowned founders, innovators, investors and representatives from research and design to join our roundtable discussion.
free / registration required

DESIGN BUS: Professor Tulga Beyerle and Stefan Diez – Line 1
2 pm – 4 pm / 15 MAR / # 1781
Universal design // Panel discussion

Join us to visit the favorite spots of professor Tulga Beyerle and Stefan Diez. They talk about good design, about places of inspiration and about what really matters both in life and design.
She is the Director of Museum für Kunst und Gewerbe in Hamburg, he is one of the best known designers in Germany – together, Professor Tulga Beyerle and Stefan Diez will ride the bus through Munich, show their favorite places, and talk about good design, urban communities, and life in general. During the 90-minute bus ride they will share their thoughts – a bus ride that will move you.
subject to a fee / registration required
Join us to visit the favorite spots of Dr. Angelika Nollert and Mirko Borsche. They talk about good design, about places of inspiration and about what really matters both in life and design. She is the Director of Neue Sammlung – The Design Museum in Munich, he is one of the best known designers in Germany – together, Dr. Angelika Nollert and Mirko Borsche will ride the bus through Munich, show their favorite places, and talk about good design, urban communities, and life in general. During the 90-minute bus ride they will share their thoughts – a bus ride that will move you. subject to a fee / registration required
Get inspired
Lecture: Bye bye Old Work, hello New Work!
2 pm – 4 pm / 7 MAR / p 1880
Universal design // Speech

Expert lecture on New Work. New Work is the talk of the town across industries and companies. The term refers to modern ways of working, digitization and spatial reorganization. In the New Work process, modern contract furnishing is among every company’s visible and tangible factors for success. Kusch+Co has invited an expert to its Munich showroom to give an insightful lecture on this topical subject. Please consult the website for details and the schedule.

free / no registration required

NEW EDUCATION CIRCLE
7 – 8 MAR / p 1949
dates at www.mcbw.de/en
Design management // Speech

International RoundTable on design education and part-time training: After two days, the protagonists of a new academic design education will present the results to the public.

For two days, the RoundTable will bring together experts from around the world to discuss the future of primary and secondary design education from complementary school programs to new types of academic design training and development programs for working professionals. To round off the event, the results will be compiled into the “Agenda 2025” and presented to the public.

free / registration required

Storytelling in Your Brand Stories –
Cal Fussman MCBW 2020 Special
9.30 am – 12 pm / 9 MAR / p 1890
Communication design/Branding // Speech

Discover tools for successful communication through unique storytelling. Cal will share techniques that will captivate your audience and tools to ask better questions to build stronger relationships. Successful design or business has to stand for, communicate or add value to something. In this COKREA high-light talk on the future of communication, Cal Fussman explains how storytelling, curiosity and the power of asking the right questions create unique design, grow new business and establish lasting connections. Cal’s insights are derived from decades of learning and talking to the world’s most extraordinary individuals of the last half-century: Mikhail Gorbachev, Jeff Bezos, Richard Branson, Serena Williams, Jimmy Carter, Jack Welch, Mary Berra, Al Pacino, Muhammad Ali and hundreds more.

subject to a fee / registration required

DESIGN LOVES CHANGE!
6.30 pm – 9.30 pm / 9 MAR / p 1758
Design/Innovation consultation // Speech

This will be the unmistakable message the Designworks team will bring to you when we meet for our next Designworks KIOSK during MCBW in March 2020. Join us for a creative get-together with talks and drinks and leave reassured that design is perfectly placed to accompany companies through uncertainty and complexity on their way into the future! What will the evening hold for you? Expect a diversified creative session made up of talks, case studies and discussions. We will be focusing on the role of design in the future city, on the responsibility of designers to support the next creative generation, and we will share a very special project that keeps inspiring us to go beyond what seems possible or sometimes even reasonable today.

free / registration required

For more information please scan the QR-Code or visit our website: www.cokrea.com
Thomas Mayfried will talk about his design principles and his work, including the graphic appearance of the Haus der Kunst for Chris Dercon.

Thomas Mayfried stands for a visual communication which in its reduction and decisiveness moves fundamental questions of design to the center of perception. The means and tools he uses are supposedly simple, often it’s about setting letters or pictures in a specific way. His work includes the graphic appearance of the Haus der Kunst in Munich, which Mayfried had newly developed in 2003 for Chris Dercon’s program. After training as a photographer and studies in graphic design, Thomas Mayfried now works in Munich and currently teaches at the Free University of Bolzano.

free / no registration required

How should Europe respond to the “data capitalism” of the IT monopolists and the “data totalitarianism” of authoritarian regimes?

Keynote: Where do we stand, in times of digitization and Big Data? Which path should we follow? How can we make sure that shaping our future isn’t left in the hands of a few big players in the industry who make profits worth billions but rejects responsibility for the social consequences of their activities? ARS ELECTRONICA, the platform for “Digital Humanism”, initiates a broad debate: What could be Europe’s answer to the “data capitalism” of monopolists in IT and the “data totalitarianism” of authoritarian regimes?

subject to a fee / registration required

Join us for an exciting journey through scenarios of human-centered mobility, and learn how design and tech need to collabo­rate to create a truly lovable and fair urban mobility ecosystem.

When we think about the future of urban mobility, we dream of seamless and enjoyable trips from A to B. Delays are as passé as crowded metros. To make this dream come true, we need data. A lot of it. But will we know who is storing our data? Or do we happily give away our privacy to enjoy certain benefits? Can we still travel without sharing our data? Or are we second-class citizens if we refuse to reveal them? Join us for an exciting journey through scenarios of urban mobility that puts the human being first.

free / registration required

Since 2019, new trademark types such as sound marks, motion marks, hologram marks, and multimedia marks can contribute to the complementary or enhanced protection of designs.

Amendments of the Trademark Law in 2019 established a large number of new trademark types, like sound marks, motion marks, hologram marks and multimedia brands. How these trademark types can help enhance or complement the protection of designs is what we want to illustrate using specific examples and discuss with the participants in a relaxed atmosphere.

design for the social conse­quences of digitization and Big Data –, we offer professional advice in the heart of the Roman-founded city of Augsburg.

With over 80 years of experience in the field of intellectual property matters – patents, registered design, brands –, we offer professional advice in the heart of the Roman-founded city of Augsburg.

We create digital products and services and unleash a culture of innovation that makes you future capable.

We are an international digital innovation company.

Our business is built on a solid bedrock foundation of technological, design and consulting excellence forged over 19 years in more than 3000 projects. We build user-centric services that work. Our own tools and methodologies, like Lean Service Creation, IoT Service Kit or IA Design Kit, always put the user first. We work with organisations and help them change to weather turbulent times. We cooperate with our clients to drive change that helps them harness the full innovative potential of their employees, emerging technologies like artifi­cial and augmented intelligence, and disruptive ways to develop business, such as joint ventures and startups.
Accessible Communication: New Research and Practical Advice

4 pm – 5.30 pm / 11 MAR / 1808
Universal design / / Speech

We see universal design as a meta product, service, and concept. The development of analog and digital language, barrier-free programming and design. But what is really necessary for successful communication? The lecture provides an overview of the current research and shows practical examples. In addition, marketing managers receive a checklist for companies and public authorities. An overview of design and responsibility in our agile organisation. Come on over and let our presentations inspire you.

free / no registration required

Made in Creativity – guide to creative companies of tomorrow

6 pm – 7.30 pm / 11 MAR / 1873
Design/Innovation consultation / / Speech

In various presentations, we share our expertise with you, highlighting somewhat unusual aspects of sharing in the world of user experience. Sharing is the new ownership, made possible by digitization. This goes far beyond sharing cars, books, sofas, apartments or jobs, encompassing aspects like sharing management and responsibility in our agile organisation. What will tomorrow’s companies look like? Dr. Reinhold Rapp and Andreas Gaertner will venture an outlook into 2050 from the perspectives of futurologists, consultants, entrepreneurs and artists. Going forward, companies will employ a different, a creative leadership style, will be more flexible and at the same time will have a more robust organization and will leverage the power of co-creating with customers and partners. Based on 1,400 years of company history, Dr. Reinhold Rapp and Andreas Gaertner will venture an outlook into 2050 from the perspective of futurologists, consultants, entrepreneurs and artists. Continuous disruption requires managers and entrepreneurs to choose a path of creative redesign.

free / no registration required

Shared World: What’s mine is yOurs!

6 pm – 9 pm / 11 MAR / 1753
Digital innovation / / Speech

In various presentations, we share our expertise with you, highlighting somewhat unusual aspects of sharing in the world of user experience. Sharing is the new ownership, made possible by digitization. This goes far beyond sharing cars, books, sofas, apartments or jobs, encompassing aspects like sharing management and responsibility in our agile organisation. Come on over and let our presentations inspire you.

free / no registration required

Food 4.0: Recipes for What and How We Will Eat

6.30 pm / 11 MAR / 1831
Design/Innovation consultation / / Speech

Remember your last meal? Would your grandparents enjoy it? And will your grandkids even remember that dish? Today, the very definition of food is evolving. Are you as hungry for change as we are? Our cultures around food are as diverse and adaptable as humanity itself. With today’s exponential shifts in design and technology, we can envision and build entirely new forms of food—from production and supply networks to cooking and eating. In this session, we will take a look at the digitization of the food industry, our relationship with the ingredients, dietary alternatives, and personalized nutrition. Whether you’re a connoisseur or an enthusiast: join us to be inspired and learn about the best practices around the future of food!

free / registration required

Oskar von Miller Forum
Oskar-von-Miller-Ring 25
80335 München

Heinrich Hugendubel GmbH & Co KG
Karlsplatz 11-12
80333 München

User Interface Design GmbH
Claudius-Keller-Str. 3c
81669 München

Star
Bayerstr. 85a
80335 München

With more than 150 branches across Germany and our online shop hugendubel.de, Hugendubel is one of the country’s largest owner-operated book retailers in the fifth generation. UID is the market leader in user experience design. Our team of 100 usability experts, UX designers and software engineers creates positive user experiences.

Star is a global consultancy consisting of 750 innovators, strategists, designers, engineers and marketers, who exist to make great ideas shine.

Made in Creativity – guide to creative companies of tomorrow

6 pm – 7.30 pm / 11 MAR / 1873
Design/Innovation consultation / / Speech

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free / registration required
Oliver Eisenbiegler, lecturer in the M.A. Study Programs Design Management / Media and Communications Management, talks about our challenge to match ecological demands with a modern economy. Climate change, extinction of species, microplastics – it has become more than obvious by now that our way of life produces an overload for our natural resources. If we want future generations to have a functioning ecological system on earth, we will have to gear our economic system(s) to the needs of sustainable development. Oliver Eisenbiegler provides some ideas on how sustainability can be integrated into existing and future business models using creative methods. 

**Free / no registration required**

Good design thrives on a strong story, and every story begins with a creative thinking process. Let’s talk about the results: design, impact, experiences.

We will talk about the design of stories over the course of human history. Good design thrives on a strong story, and every story begins with a creative thinking process. At the soirée we will talk about stories that have made history, for example, bizarre stories that blossomed into successful companies, video games that need a great story to come to life, or illustrators who use design to tell a story. Together we will discuss the results – design, impact, experiences.

**Free / no registration required**

This lecture aims to convey the knowledge to recognize the inherent quality of Ingo Maurer’s lighting designs by providing insight into the manufacturing process and a design-theoretic analysis. Many of Munich’s public spaces are hard to imagine without the lamps of lighting designer Ingo Maurer. His designs embrace elegance, playfulness and even humor – and yet they are rarely attributed to him in the public realm. To gain a more conscious view of the design quality inherent in his objects, this lecture will take a close look at his serially produced lamps and at unique pieces from a design-theoretic point of view. The speaker will also provide insight into the design approaches as well as on the manufacturing process and analyze the formative aspect of the lighting objects.

**Subject to a fee / registration required**

**Creativity and Ethics – Ideas for a Sustainable Management**
6.30 pm – 8 pm / 11 MAR / p 1789
*Design management / Speech*

**Story is Design**
6.30 pm – 9.30 pm / 11 MAR / p 1716
*Design/Innovation consultation / Speech*

**The Lamps of Ingo Maurer**
8 pm – 10 pm / 11 MAR / p 1726
*Art and design / Speech*

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**Mediadesign Hochschule**
Clau ds-Keller-Str. 7
81669 München

At MD.H, students design, develop, analyze and conduct hands-on research into game design, digital film design, media design, fashion design, media & communication management, and fashion management.

**fischerAppelt AG**
Oth-Aicher-Str. 64
80807 München

Our group of eight content agencies and special units covers all the disciplines of a content marketing agency and of content creation.

**Gasteig, Carl-Ameriy-Saal**
Rosenheimer Str. 5
81667 München

Die Neue Sammlung – The Design Museum: one of the leading design museums in the world.

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**OUR PROGRAM**

**Tue, March 10**
**Shared Bits & Bytes**
5.00 pm  Workshop Physical Computing

**Wed, March 11**
**Shared Experience**
3.30 pm  Meet our Experts
6.00 pm  Lectures

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**SPEECH**

**Mediadesign Hochschule**
Clau ds-Keller-Str. 7
81669 München

Want to be part of it? We’re looking forward!

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**MD.H**

**172 PROGRAM**

Want to be part of it? We’re looking forward!

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**UserID Design GmbH**

**User Interface Design GmbH**

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**www.uid.com**

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**WHAT'S MY MINE IS YOURS?**
VDID Entrepreneur Forum:
Shaping the future through design
1 pm – 6 pm / 12 MAR / P 1757
Design/innovation consultation // Speech

A forum for entrepreneurs. Can companies still react to the rapid change of the industrial culture? Can the increasingly complex requirements be mastered using agile processes and design methods? Economic and social structures are changing at a pace and in a way that is accelerating exponentially. Established structures seem to fail in many places and do not lead to the results the market demands. Hence, a fresh start in our corporate culture is urgently required. Design competence and design methods are decisive factors in the process. In light of these developments, the VDID – Association of Industrial Designers – invites to the Entrepreneur Forum. Experienced design entrepreneurs and a cross-section of medium-sized companies discuss and present vividly their successful processes.

free / registration required

Are you lacking courage? You feel it every day. The status quo is intolerable. Don’t hide behind complacency. Waiting is no longer an option. It’s time. Be the change. Now.

In his talk, managing director Leif Geuder leads us through the exhibition “Mach kaputt was dich kaputt macht.” (Destroy what destroys you) and illustrates unexpected possibilities and strategies to break from routine.

free / registration required

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free / registration required

Food 4.0
Recipes for What and How We Will Eat

Come join us on
Wednesday, March 11 at 18:30

Please register at
mcbw2020@star.global

Star | Bayerstraße 85a | 80335 Munich
www.star.global

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free / registration required
Integrative communication as the central prerequisite for prevailing in today’s competitive environment. The lecture conveys ELEMENT C’s integrative approach to communication: We combine PR and brand design into a contextual and visual brand identity, thus creating the requirements for their successful anchoring in the market. Using examples from our agency’s 17-year history, we will explain how this approach works and why it is so sustainable and valuable in the myriad of daily brand contacts. Join us for snacks, drinks and networking after the lecture.

free / no registration required

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Successful websites require a lot of effort. This involves the design as well as the usability. Our two experts will give insights into how to create your website and the customer experience itself! Websites are fundamental topics of digitization. A lot must be kept in mind regarding user experience, and even the best site has to be redesigned at some point. The first lecture in the ‘netzblicke’ (net glimpses) series will focus on user experience. Learn the basics of good websites and the roles of users and imagery. In the second lecture, you will be provided with insights into website redesign and goals and reasons for redesigning your own site, including positive and negative examples.

free / registration required

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The NTT DATA Design Network consists of more than 400 designers in 14 studios. We combine a user-centric approach with the outstanding technology expertise of our parent company to develop innovative products and services.
Join our international panel, including some of the industry’s brightest professionals, and discuss how we can merge design and technology to guide the way towards a more sustainable future. What are the first things that come to your mind when you think of Japan, Italy, and Germany? Sushi, pasta, and beer, maybe? For us, it’s Japanese innovation, Italian design, and quality “Made in Germany”. Join our international panelists to discover the future challenges we will need to face and find out which opportunities emerging technologies, integrated design and speculative design offer to transform the world for the better. 

ATOSS & ERGOSIGN will provide you with an insight story about our UX approach using the example of a workforce management software. We shed light on our top UX methods and emphasize the human-centered approach with the help of use cases for efficient workforce management. Our field-proven methods address the needs of interdisciplinary teams. We look forward to seeing you there! 

free / registration required
Moodle Munich GmbH
Georgenstraße 66  |  www.moodley.de

**SAVE THE DATE!**

**The design of sustainable culture.**
March 12, 2019 – 7 pm

**TULP TALK: Design is Leadership**
6:30 pm – 10 pm / 12 MAR / 1752
Design/Innovation consultation // Speech

Maik Schober and Alexander Striegl, founders of TULP Design, explain why design processes are nothing less than thinking processes that help us make corporate decisions with farsightedness. It is no longer a secret that design leads companies to success. And since McKinsey & Company integrated their own design index into their services in 2018, the world of consulting has become aware that design is a relevant factor that belongs to the management level. In our opinion, design is one of the most strategic investments a company can make. So let’s talk about how and where design makes the difference. The TULP TALK takes place three times a year to explore topics that affect all of our thinking and working.

**The Design of Sustainable Culture**
7 pm – 10 pm / 12 MAR / 1751
Service design // Speech

Find out how we use people-centric design methods to transform organizations. By applying tools from product and service design, we create an organizational culture with purpose. How can a company implement sustainability? If businesses are aiming for sustainability, the subject has to be rooted in the culture and conduct of the organization. But which steps need to be taken? And what does “sustainable culture” even mean in an agile context? Simon Hörauf (moodley) and guests talk about the challenges and specific outcomes of such a transformation and about how to make it conceivable using integrated design and service design tools.

**FREE / REGISTRATION REQUIRED**

**In cooperation with**

MATES
Georgenstr. 66
80799 München

“*We believe that the space where you are shapes your perspective*”. For 20 years, TULP has been developing brand spaces focusing on New Work, Brand, Content, Showroom, Trade fair, Event and Exhibition.
**WE ♡ MONDAY**

**Well-being in the office – How much space does your success need?**
7 pm – 10 pm / 12 MAR / 1829
*Interior design // Speech*

**Redefining the microphone for the digital age**
7.30 pm – 10 pm / 12 MAR / 1840
*Product/industrial design // Speech*

**CreativeMornings Munich on #IDENTITY**
8.30 am – 10 am / 13 MAR / 1914
*Art and design // Speech*

“So you think, let’s just squeeze in a couple of colorful couches and we’re happy?!” New work environments can actually put both employees and planners to the test. Well-being in the office is easier said than done! How do changes in the work environment affect the emotions and sensitivities of employees, and how does this change the job profile of the planner? Which competences do we need to bring to the table in order to detect fears and needs and to consider them in the planning process? We would like to approach these questions with you in a lecture at our offices. We look forward to an enriching discussion and a vivid exchange of experiences. PLUS: yummy snacks and drinks will be provided, of course! *free / registration required*

SMAL invites you to learn more about the process, insights and outcome of their latest product vision: JESTER, a new kind of microphone, redefined for the gamers and streamers of the digital age. The microphone is one of the most essential tools for musicians, singers, and broadcasters. Yet microphones still look, feel, and are built the same as they used to be. From the beginning, SMAL’s goal for designing a new microphone was to create a product vision with superior user experience and innovative design that is evolved in every aspect. JESTER – a boundary-pushing microphone, redefined for a digitally native target group: gamers and streamers – with the JESTER microphone, designed to seamlessly integrate with the workflow and the tools those content creators use today. *free / registration required*

CreativeMornings is a breakfast lecture series for the creative community. In our special MCBW edition, we will talk to an inspiring speaker about #IDENTITY, followed by an interactive discussion. How about starting a day with a free breakfast & coffee next to an inspiring talk? CreativeMornings is a global breakfast lecture series for the creative community. We invite you to learn more about the process, insights and outcome of their latest product vision: JESTER, a new kind of microphone, redefined for the gamers and streamers of the digital age. The microphone is one of the most essential tools for musicians, singers, and broadcasters. Yet microphones still look, feel, and are built the same as they used to be. From the beginning, SMAL’s goal for designing a new microphone was to create a product vision with superior user experience and innovative design that is evolved in every aspect. JESTER – a boundary-pushing microphone, redefined for a digitally native target group: gamers and streamers – with the JESTER microphone, designed to seamlessly integrate with the workflow and the tools those content creators use today. *free / registration required*

Die Planstelle GmbH is a team of ‘natural born planners’. Motivated by this passion, we develop magnificent spaces with our clients. SO: how much space does your success need?

**SMAL.**

SMAL is an award-winning design and development agency based in Munich, Amsterdam and San Francisco.

**DIE PLANSTELLE**

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KuK Campus: How to Devise your own Crowdfunding Campaign
10 am – 12 pm / 13 MAR / p 1863
Design/Innovation consultation // Speech

At this event we will discuss the criteria for planning successful campaigns and will provide practical tips and information regarding the city’s funding programs. Implementing projects can be challenging for companies in many ways. Crowdfunding is an exciting financing and marketing tool that allows them to have direct contact with their target groups (customers, spectators, fans, visitors, etc.). At this event, we will discuss the criteria for planning successful campaigns and will provide practical tips and information regarding the funding programs offered by the city of Munich. In addition, a project starter will introduce his latest campaign and share his experiences.
free / registration required

USM Talking Lunch: Leadership in the New Work Era
12.30 pm – 2.30 pm / 13 MAR / p 1899
Interior design // Speech

The end of the 2010s and the dawn of the 2020s are characterized by changes in work environments that are unprecedented, especially where their speed is concerned. Sustainability, the relentless war for talent, diversity, and digital transformation are central topics for corporate leaders. Harald R. Fortmann, Executive Partner at the HR consultancy five14 and ambassador of the work environment of the future at Bundesverband Digitale Wirtschaft (BVDW) e.V., will give an inspirational speech about the effects of the New Work era on society and the labor market and will discuss the topic with distinguished executives.
free / registration required

Creating Magical Moments!
6 pm – 12 am / 13 MAR / p 1898
Interior design // Speech

The increasing digitalization brings with it a great desire for genuine experiences and touchable things. How can our concepts blow peoples’ minds again? The models and creations of The Heckhaus Brand Spaces and the world-renowned architectural firm Powerhouse Company are evolved into statements in three-dimensional spaces with the intention to make the ‘magical moment’ experienceable. Join us during MCBW at the inauguration of our new premises and obtain insights and answers. We will offer compelling lectures and share our stance on the position from an architectural, interior and design perspective.
free / registration required

USM Showroom München
Wittelsbacherplatz 1
80333 München
USM is a manufacturer of modular furniture. The product lines reflect USM’s vision of unparalleled innovation, genuine quality and excellent design.

Heckhaus GmbH & Co. KG
x Powerhouse Company GmbH
Luisenstraße S5
80333 München
The Heckhaus Brand Spaces – We design spaces for people and brands. Powerhouse Company – Munich|Rotterdam|Oslo|Beijing. We design large-scale architecture projects.

www.usm.com

Freigeist

www.usm.com

Kompetenzzentrum Kultur- und Kreativwirtschaft der Landeshauptstadt München
Schwere-Reiter-Str. 2b
80637 München
Kompetenzzentrum Kultur- und Kreativwirtschaft is a service provided by the city of Munich to support the creative sector in Munich and the metropolitan region.

Program Prog ram
**Event search on www.mcbw.de**

**Prof. Markus Frenzl reads from his recently published book "Designer­glück" (Designer’s Bliss) – followed by a panel discussion. Moderation: Sabine Unger, Head of MCBW**

What do the golden curtains in Trump’s Oval Office say about his leadership style? How did digital refusal become a hipster attitude? When did Bauhaus become a marketing term? In his column "Designer­glück" (Designer’s Bliss), Markus Frenzl considers phenomena of everyday culture or design-specific relevance to be semiotic phenomena, addresses the absurdity of designs, satirizes buzzwords and hypes of the design scene. His recently published book "Designer­glück", from which the author will read, gathers all his columns, thus offering a pointed, self-ironic view of the design world.

**The jewelry artist Kiff Slemmons (born 1944, USA) gives insights into her work: from the toolbox with rings to the paper jewelry made in collaboration with the artists from Arte Papel Oaxaca, Mexico. With Kiff Slemmons (born 1944), Die Neue Sammlung has invited to its Sunday matinée a jewelry artist who is renowned in America but amazingly is less well-known in Europe. Famous items include Slemmon’s toolbox containing rings with sections of old-fashioned rulers, her “Hands of Heroes” brooches, with which she knowledgeably honors important personalities from music, art, literature and politics, or her intricately formed paper jewelry that is sometimes highly colorful and other times neutral and was created in collaboration with the artists from Arte Papel Oaxaca in Mexico.**

Prof. Markus Frenzl is Professor for Design and Media Theory at the Department of Design at Munich University of Applied Sciences, design consultant and design critic.
Let’s work together
Wherein lies the potential of women in the future of design? A practical design workshop with plenty of interactivity and dialog. Wherein lies the potential of women in the future of design? Our hands-on workshop uses the inventive methods of the Creativity Lab to reveal the resources and ideas of the participants.

Penelope Richardson and Carola Conradt inspire new ideas, processes and changes in their Creativity Labs with methodologies in perspective using form, color and dialog. 

In a practice-oriented workshop with plenty of dynamic group dialog, participants are meant to be fun. It’s ideal for meetings, workshops, trainings, speaker & network events, exhibitions, product & press launches as well as receptions.

The consultation services are geared towards designers and people in the cultural and creative sectors looking for expert support and advice. Questions can relate to planning, financing (e.g., crowdfunding), acquisition, pricing, marketing, general orientation, networks and/or location scouting. Please note: Requests for appointments (reference: MCBW) will be accepted only at kreativ@muenchen.de free / no registration required

**Agile Creativity Lab:**
**Women design differently!**
2 pm – 3.30 pm / 8 MAR / p 1905
Design/Innovation consultation // Workshop

**Master your Personal Brand with Luigi Centenario – MCBW 2020 Special**
9 am – 4 pm / 9 MAR / p 1888
Communication design/Branding // Workshop

**#kreativmuenchen:**
CONSULTATION for the cultural and creative sectors
9 am – 4 pm / 9 – 12 MAR / p 1821
Design/Innovation consultation // Educational/Coaching

**Language Design**
11 am – 6 pm / 9 MAR / p 1764
Communication design/Branding // Workshop

How to design a language and turn ordinary people into dedicated drinkers.

Corporate Language is the equivalent to Corporate Design. And it’s getting more and more important. Because in times where products and services become more alike and looks become more identical each day, the biggest opportunity for a brand is its language. Which you can design. The Language Design seminar shows how. Along with the accompanying exhibition. Using a specific example and beer.

free / no registration required

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**COKREA**
Nordendstr. 64
80801 München

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

**Kompetenzteam Kultur- und Kreativwirtschaft der Landeshauptstadt München**
Schwere-Reiter-Str. 2b
80637 München

Kompetenzteam Kultur- und Kreativwirtschaft is service provided by the city of Munich to support the creative sector in Munich and the metropolitan region.

**SALON F – Club & Coworking für Frauen**
Leopoldstr. 7
80802 München

Penelope Richardson and Carola Conradt inspire new ideas, processes and changes in perspective using form, color and dialog in their Creativity Labs with methodologies from design and art.

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

Language design and its application. We develop the language of a brand and make sure it speaks in its own unique way – anytime, anywhere.

www.hyve.net
CONNEC TING

Auf der Suche nach spannenden Connections? Dann seid Ihr bei uns genau richtig.

In unserem Daily Business kombinieren wir Brand Design und PR zu individuellen Kommunikationslösungen.

Während der MCBW geben wir Einblicke in unsere Arbeitsweise und unsere Connecting Culture – Designer, Storyteller, Strategen und PR-Profi freuen sich auf Euch und inspirierende Gespräche am ELEMENT C Tresen!

Join us at MCBW: Dienstag, 10.03.2020, 17-18:30 Uhr und Donnerstag, 12.03.2020, 17-20 Uhr
We invite innovation drivers and managers, futurists and trend scouts to help shape #3 of the 17 Global Goals of the United Nations. We are not alone in our endeavors. Together with customers from our network, in this session we will deal with future scenarios of the health care system. Our partners show how they make their contribution and share their current challenges on their way to a more sustainable future. We rely on the principle of Open Innovation and on your inspiration, impulses, ideas and feedback regarding the concepts!

Let’s co-create the future:

4 pm – 7 pm / 10 MAR / p. 1841
Design/Innovation consultation // Workshop

Brand Design for Brands and Companies – Definition, Goals, Measures
5 pm – 6.30 pm / 10 MAR / p. 1877
Communication design/Branding // Workshop

Shared Bits & Bytes: Workshop Physical Computing
5 pm – 8 pm / 10 MAR / p. 1754
Digital innovation // Workshop

Brain-friendly Slides – MCBW 2020 Special
9 am – 5 pm / 11 MAR / p. 1892
Communication design/Branding // Workshop

#3 Good Health & Well-being:
No time to lose to make the world a better and more sustainable place!
In pursuit of this goal, we invite creative mavericks & inventors to join our co-creation session.
We invite innovation drivers and managers, futurists and trend scouts to help shape #3 of the 17 Global Goals of the United Nations. We are not alone in our endeavors. Together with customers from our network, in this session we will deal with future scenarios of the health care system. Our partners show how they make their contribution and share their current challenges on their way to a more sustainable future. We rely on the principle of Open Innovation and on your inspiration, impulses, ideas and feedback regarding the concepts!

free / no registration required

Basic principles of brand strategies to address new creative directions and fundamental characteristics of brand identity.
The workshop will offer answers to key questions regarding brand design. Participants will become acquainted with the basic principles of brand strategies and the necessary elements of a brand identity. The workshop will provide an understanding of new creative directions and help analyze and define fundamental traits of brand identity (typography, color, shape). Join us for an after-work beer and a round of networking after the workshop.

free / no registration required

Experimenting, discussing and programming – take action and build your own interactive prototype in our Physical Computing Workshop.
Physical Computing combines the analog and the digital worlds. In our workshop, you can find out how this can be achieved: With the help of our experts, you can experiment with, control and program sensors and actors, creating your very own little, fully operational prototype you can even take home with you.

free / registration required

Design, neuroscience and brain-friendly slides: How do you take decision-makers to the next level?
Why are brain-friendly slides a game-changer? Up to 95% of the generic presentations distract from the message without the audience or the speaker even noticing it. During this full-day workshop, Ákos will first help you realize why. Then he offers a wide range of easily applicable solutions on how to design slides that give your message and storytelling the brain-friendly visual superpower that helps you take decision-makers to the next level. Subject to a fee / registration required

 ciągła innowacji oraz na inspirację, wzmocnienia, pomysły i zgłoszenia dotyczące koncepcji!

Unia Dla przyszłości:

4 pm – 7 pm / 10 MAR / p. 1841
Konsultacje/Innowacyjna rozmowa // Workshop

Brand Design for Brands and Companies – Definicja, cele, wskaźniki
5 pm – 6.30 pm / 10 MAR / p. 1877
Wdrażanie komunikacji/Marka // Workshop

Shared Bits & Bytes: Workshop Fizyczne Wykorzystanie
5 pm – 8 pm / 10 MAR / p. 1754
Innowacje cyfrowe // Workshop

Brain-friendly Slides – MCBW 2020 Special
9 am – 5 pm / 11 MAR / p. 1892
Wdrażanie komunikacji/Marka // Workshop

#3 Dobra Zdrowie & Wspólnotowość:
Bez czasu do utraty, aby zmienić świat do lepszego i bardziej trwalszego!
W celu realizacji tego celu, zapraszamy twórców innowacji oraz inwestorów do nawiązania współpracy.


Niederschlag / keine Registrierung erforderlich

Grundprinzipien der Markenstrategien, um neue kreative Richtungen und fundamentale Merkmale der Markenidentität zu adressieren.
Der Workshop bietet Antworten auf wichtige Fragen hinsichtlich der Markenentwicklung. Die Teilnehmer werden mit den grundlegenden Prinzipien der Markenstrategien und den notwendigen Elementen einer Markenidentität vertraut gemacht. Der Workshop bietet einen Einblick in neue kreative Richtungen und hilft, analytisch und definiert grundlegende Merkmale der Markenidentität (Typografie, Farbe, Form) zu verstehen. Hierfür laden wir Sie zum Nacharbend-Bier und Netzwerkgespräch nach dem Workshop ein.

Niederschlag / keine Registrierung erforderlich

Experimentieren, Diskutieren und Programmieren – handeln und Ihr eigenes interaktives Prototypen in unserem Fizykal Computing Workshop. 

Niederschlag / Registrierung erforderlich

Design, Neurobiologie und brain-friendly Slides: Wie stellen Sie Entscheidungsgeber auf den nächsten Niveau? 

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

Anmeldec e unter: uherberth@weickmann.de 
ebaek@weickmann.de 
Weitere Informationen zur Veranstaltung unter: www.mcbw.de
ADC’s introductory seminar “Creative Techniques and Brain-storming”
12 pm – 3 pm / 11 MAR / p 1950 Communication design.Branding // Workshop

The introductory seminar will offer new perspectives, alleviate your fear of blank pages, and prove that when you leave your comfort zone you may come up with concepts that exceed your expectations.

1. What do we come up with when we can’t seem to come up with anything? Where do we find inspiration?
2. How do we find ideas when time is of the essence? Ideas and concepts are the currency of creative people’s daily work but developing ideas requires experience, intuition, and courage.
3. Creativity and inspiration can be fostered! The ADC’s introductory seminar will help challenge your own ideas and will introduce you to processes and methods you can use to evolve concepts, assess their quality and improve them.

subject to a fee / registration required

Exploring the young discipline of UX Writing, this workshop shows participants how to get “good” writing into their digital products and how to find the right tone of voice for their brand.

UX Writing grows in popularity: there is an increasing awareness about how the right words can improve the user experience in all kinds of digital interfaces – ranging from apps and websites to the dashboard screen of autonomously driving cars to the interface of your coffee machine. However, most companies seem to struggle when it comes to finding a systematic way to integrate UX Writing into their existing processes. In this short course, participants will learn how to put UX Writing into practice – from crafting efficient microscopy to finding their company’s brand-specific tone of voice.

“We can’t write it down, you don’t really know it.” It’s so hard to get to the heart of your story: who you are, what you do, and what’s so special about it. Find out in our workshop!

A good story is not only a basic requirement for business, it also creates identity, positions, convinces, inspires the audience – and is able to change you and your business as a self-fulfilling prophecy. Our workshop “Design Your Story” is based on many years of experience in brand consulting, our experience with design and creative processes as well as universal story principles. Modular structure, talk, interactive exercises and writing sprints, book recommendations, discussion and exchange in a group of like-minded people.

subject to a fee / registration required

We share our knowledge and answer all your questions relating to UX, design and software.

Do you have questions on a specific project? Do you need an evaluation of your portfolio? Or are you interested in exchanging ideas on a certain topic? From UX concepts to user research, design or software – our experts provide feedback and tips on your individual questions. After that, you can seize promising networking opportunities in the Munich design scene or watch our presentations on “Shared world: What’s mine is YOURS!” and let our showcases inspire you.

free / no registration required

Short Workshop UX Writing: Small Words, Big Impact!
2 pm – 5 pm / 11 MAR / p 1900 Media design // Workshop

Design Your Story – Workshop for designers, entrepreneurs & founders
3 pm – 5 pm / 11 MAR / p 1792 Design/Innovation consultation // Workshop

Design Your Story – Workshop for designers, entrepreneurs & founders
3 pm – 5 pm / 11 MAR / p 1792 Design/Innovation consultation // Workshop

More than 700 leading minds in creative communication are joining forces in the ADC as the benchmark of creative excellence. In this position, the ADC is awarding outstanding communication.

Since 2012, COBE uses its own UX method to conceptualize and design brand-driven digital products and services for clients like Vodafone, Bosch, and Wirecard.

Storytelling Consultancy and digital age blog. Through our workshop and coaching program «digital age skills», entrepreneurs can learn to anchor storytelling and purpose in their culture.

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free / no registration required

Shared experience: Meet our experts
3.30 pm – 6 pm / 11 MAR / p 1755 Design/Innovation consultation // Educational/Coaching

We share our knowledge and answer all your questions relating to UXUX, design and software.

Do you have questions on a specific project? Do you need an evaluation of your portfolio? Or are you interested in exchanging ideas on a certain topic? From UX concepts to user research, design or software – our experts provide feedback and tips on your individual questions. After that, you can seize promising networking opportunities in the Munich design scene or watch our presentations on “Shared world: What’s mine is YOURS!” and let our showcases inspire you.

free / no registration required

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

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UID is the market leader in user experience design. Our team of 100 usability experts, UX designers and software engineers creates positive user experiences.
The future holds many possibilities. And we are excited about it! Yesterday, today was the future. What will our world look like tomorrow? That and more will be discussed in our joint workshop.

To explore the future digitization trends, working worlds, the role of people and the values of work in society, we are organizing an interactive, participatory CoLab workshop on our premises at Schwabinger Tor. Together with our team of architects, designers and speakers, we will guide curious participants through an experimental, exciting process of exchange, formulation of ideas and impulses up to the development of their own solutions for a modern working environment. We focus on interactive settings with design thinking, mood boards, icons and design cards.

free / registration required

Workshop "IP Strategy"
6 pm – 9 pm / 11 MAR / p 1714
Design/Innovation consultation // Workshop

The workshop will provide 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.

free / registration required

Co-create the future of the United Nations: #11 Sustainable Cities
4 pm – 7 pm / 11 MAR / p 1844
Design/Innovation consultation // Workshop

The changes on innovative working environments due to digitization
5.30 pm – 9 pm / 11 MAR / p 1740
Interior design // Workshop

#11 Sustainable Cities: No time to lose to make the world a better and more sustainable place! In pursuit of this goal, we invite creative mavericks & inventors to join our co-creation session.

We invite innovation drivers and managers, futurologists and trend scouts to help shape #11 of the 17 Global Goals of the United Nations. Together with Traton, in this session we will deal with the future scenario of public transportation. We look forward to impulses and insights into Traton’s first concept ideas from Natascha Giannakopoulos, Product Strategy Manager at Traton Innovation, and Thorsten Bergmaier-Trede, Transportation Designer at MAN. We rely on the principle of Open Innovation and on your inspiration, impulses, ideas and feedback on the concepts!

free / registration required

The workshop will provide 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.

free / registration required

Further information at www.mcbw.de
Agile Creativity Lab: Make it last!
6.30 pm – 8.30 pm / 11 MAR / € 1906
Design/Innovation consultation // Workshop

Responsibility and behavioral change
7 pm – 9 pm / 11 MAR / € 1837
Social design // Workshop

TEAM DESIGN – From ME to WE – 5 Tools MCBW 2020 Special
9 am – 5 pm / 12 MAR / € 1894
Social design // Workshop

Co-create the future: 17 Goals.
4 pm – 7 pm / 12 MAR / € 1843
Design/Innovation consultation // Workshop

What does design need to be truly sustainable – and what not? A practical design workshop with lots of buzzing dialog and team action. What does design need to be truly sustainable – and what not? Our workshop uses the generative methods of the Creativity Lab to outline criteria and visions for a durable design. Fast, practical and through dialog, we create designs in teams. Ideas and materials combine to form micro-cells for sustainable development and design. 
subject to a fee / registration required

Interactive Workshop to introduce our Responsibility Journey: a month-long experiment to measure our CO₂ footprint that led to great insights on how to trigger and sustain behavioral change.
It all started with a month of detailed observation and measuring. We wanted to know the CO₂ footprint of our office. However, it quickly turned into a larger experiment giving us great insights into behavioral change. We are looking forward to sharing our experiences with you in this workshop. We want to introduce our “Behavioral Change Kit”, preferably in a not too serious atmosphere, and discuss with you how this change can be sustained in the long run. A little teaser on how we got here: https://vimeo.com/361235168
free / registration required

Experience a set of visual and playful tools to enable teams to better understand each other, their work and group goals and achieve goals more easily.
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 visual co-creation approach to Business, Team and Personal Modeling (Business Model You® supported by LEGO SERIOUS PLAY®) engages group members emotionally and boosts commitment to behavioral change. subject to a fee / registration required

#12 Responsible Production: No time to lose to make the world a better and more sustainable place!
In pursuit of this goal, we invite creative mavericks & inventors to join our co-creation session.
We invite innovation drivers and managers, futurologists and trend scouts to help shape #12 of the 17 Global Goals of the United Nations. We are not alone in our endeavors. Together with customers from our network, in this session we will deal with sustainable consumption and packaging. Our partners show how they make their contribution and share their current challenges on their way to a more sustainable future. We rely on the principle of Open Innovation and on your inspiration, impulses, ideas and feedback on the concepts!
free / registration required
Take part in a discussion about the visualization of buzzwords and their meanings. This helps you understand how visualizations support clarity in the dialog. First, we demonstrate various possibilities of visualization. Next, you will understand how to display buzzwords with drawing techniques by showing diverse interpretations – in the literal sense – in an appealing and partially humorous way. Third, you can share your experience in small groups by talking about the different topics and by learning how picture language provides clarity and efficiency to communication. Visualization skills are not required for this workshop. Subject to a fee / registration required.

Let’s discuss ways to protect your brand or design effectively against copycats. Creativity and pragmatism are not only required on your part. Trademark protection is essential, especially to defend against copycats and free riders after starting your business or introducing new products. How can this be done in view of the large number of trademarks? How can I ensure the effective protection of my brand or design while keeping costs under control? Together with you and based on your own examples, we will develop creative solutions you can implement for you and your company. We will continue the discussion while enjoying drinks and snacks. Free / registration required.

Join us for a speculative design workshop at the World Food Programme Innovation Accelerator to experiment with ideas for how emerging tech could radically change humanitarian response. Humanitarian response is changing. Emerging technologies are set to disrupt the humanitarian world, changing the way support is delivered and development is fostered. At the United Nations World Food Programme Innovation Accelerator, we work to source, support and create startups that can disrupt global hunger. What: a co-design speculative futures workshop – 3 hours including an opportunity for socializing. Who: up to 60 people from the design, business, tech, humanitarian and creative sectors. Why: because change is coming, and we’d like your help to consider the possible futures.

Free / registration required.

What is behind the mysterious relationship between brands and customers? And more importantly: what does the future hold? Join us on our quest for the grail! What motivates customers to trade their time for brand experiences? And how must these experiences be designed to create value? Some try to find patterns in the data labyrinth. Others seek their salvation in design and the promises of customer experience evangelists. But more than anything, it’s about people. Crafting the perfect customer interaction is like searching for the grail – the journey is the reward. All those on the quest stand a good chance of still being relevant to their customers tomorrow – and will encounter some culinary treasures on their journey. Free / registration required.

Crafting the perfect customer interaction is like searching for the grail. Those on the quest have a good chance of still being relevant to their customers tomorrow – and will find many culinary treasures on their journey. Would you like to join us?

**DATA. DESIGN. EXPERIENCE. VALUE.**

What motivates customers to spend their precious time interacting with a brand? And how must these experiences be designed to create value for both sides?

Some try to find patterns in the labyrinth of data. Others seek their salvation in design or follow the promises of customer experience evangelists.

202 PROGRAM

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**About the importance of creative and pragmatic brand protection**

**The Future of Humanitarian Response 2025: Speculative Design Workshop**
Our attitude towards mobility will change fundamentally. Technology and climate change require new solutions and new behaviors. Together with Volkswagen, a team of design and communications agencies is working on the mobility brand for the digital society. The Volkswagen rebranding is one of the biggest in the industry worldwide. We show how Powerhouse worked with new agile and interconnected work processes. And in record time of only nine months, the Volkswagen New Brand Design was developed, discussed, documented and implemented. The result is a future-proof system that fits the new interaction patterns of a digital society.

subject to a fee / registration required

Digitization is radically changing our working environment – whether we like it or not. How can we overcome fear, get involved and develop a positive and proactive MINDSET?

Digitization is radically changing our working environment, and we find ourselves talking only about the technological aspects that are evolving so rapidly – whether we like it or not. In order to make meaningful use of our digital potential, we need to understand the positive factors, reduce fears, develop interest and engage with a proactive MINDSET. In this workshop, we will apply the LEGO® SERIOUS PLAY® method to facilitate communication, understanding and collaboration, reduce fears, become EMPOWERED and turn into active protagonists of digitization.

subject to a fee / registration required

YouX prepares students to make important decisions about life beyond school. It replaces linear career path planning with a revolutionary method already used by millions of professionals worldwide.

YouX is training that prepares students to make important decisions about life beyond school. YouX replaces old and outmoded linear career path planning with a revolutionary method already used by millions of professionals worldwide. Finally, a career education that is about work. The YouX Curriculum imparts an experiential understanding of how organizations operate and what people actually do at work by using a visual tool called the Work Model Canvas. The Work Model Canvas is developed in line with Canvas methods such as Business Modeling.

free / registration required

At Powerhouse, all project participants and agencies come together to collaborate. The idea is to overcome the classic customer-agency concept and to accelerate the decision-making process.

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

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12. März 2020, 18.30–22.00 h, Haus der Kunst, München
Creativity is about innovating & creating something new. But are we living up to our creative potential? Is the fear of failure & perfectionism killing our creativity? Let’s talk and share our views.

Creativity isn’t just about filling art gallery walls. It’s about innovating ideas, about creating something new. Driven by everyone’s imagination, personality and experiences. Are we as individuals living up to our creative potential? Our event brings together the brightest minds from different angles to discuss how we can transform creative sparks into flames:

Günes Seyfahrt, Next Entrepreneurs – Sabine Sauber, Design Offices – Isabel Bernheimer, Bernheimer Contemporary. SheSays (weareshe says.com) is an award-winning global network focused on the engagement, exchange & empowerment of women.

free / registration required

This question is asked by the Next Entrepreneurs students from the age of 12 to the Co-Host Design Offices. With experienced start-up founders and mentors, the students find solutions to the problems.

The average age of founders, currently 32 years, needs to change. If we want to understand what the world will look like in a few years, we have to start with the youngest. If kids know better how to use a cell phone than the 50-year-olds do, we should start to accept that our previous way of thinking may not take us any further. In the future, we will work in a team with new creative methods! With constantly improving approaches like Design Thinking, Lean Startup or hundreds of tools and apps, our young ones will simply build their world.

free / no registration required

In the two workshops with Susn Kohl, you will learn how to design your immediate environment in such a way that you can complete unpopular routine tasks with more ease and pleasure.

Information and things multiply steadily, our world is getting more complex. Simplicity transforms into something valuable. Daily tasks such as orderliness and administration can be made much simpler by applying visual and aesthetic rules. You win time, space and energy. You will learn how perception works, how colors and materials affect you, what makes a good tool and what is the right arrangement. You will navigate more easily and intuitively through the jungle of things and data.

Workshop 1: 2 pm–3.30 pm // Workshop 2: 4 pm–6 pm.

Expense contribution per person: 25 €.

Design Offices ist the leading provider of corporate co-working in Germany. The New Work pioneer implemented his visionary concept for innovative work environments in 35 locations throughout Germany

Design Offices Münch en Atlas
Rosenheimer Str. 143C
81671 München

In her Studio for Everyday Design, artist and designer Susn Kohl creates techniques and products to simplify daily routines by applying aesthetic rules.

More information here: www.adc.de/seminare
Fuel for achievers
Numerous institutions contributed to a diverse and broad start-up landscape in Bavaria. bayern design is now showing the most exciting young companies with a connection to the design industry. From February to April 2020, bayern design presents 20 selected start-ups and product ideas from the design sector in Terminal 2 of Munich Airport within the framework of MCBW START UP, a founders’ platform for companies and designers sponsored by the Bavarian Ministry of Economic Affairs. In this inspiring product and concept exhibition, young creatives present their products and business models. As part of the MCBW program, the exhibition is accompanied by a symposium on 10 March 2020 and the TOOLS FOR FOUNDERS series, which provides tools for a successful career.

If you’re an early-phase start-up and/or interested in business planning, this is the workshop for you. BayStartUP Coach Markus provides you with the basics for a business plan. You have a promising business idea? From the mix of impulses and discussion offered at this workshop you can learn how as a user and a provider of design – which means more than merely creating things – can use design for your business in a way that it contributes to your company’s success effectively: What design service offers the best support for my business? What is the best way to implement it in my company? What is the most effective way for clients and designers to cooperate? Hosted in cooperation with IHK für München und Oberbayern subject to a fee / registration required.

In addition to planning, steering and controlling operational design processes and leading the players involved, managing design is a complex entrepreneurial task in the creation process. (Not) everyone can (use) design?! From the mix of impulses and discussion offered at this workshop you can learn how as a user and a provider of design – which means more than merely creating things – can use design for your business in a way that it contributes to your company’s success effectively. What design service offers the best support for my business? What is the best way to implement it in my company? What is the most effective way for clients and designers to cooperate? Hosted in cooperation with IHK für München und Oberbayern subject to a fee / registration required.

The founders network initiated by bayern design for start-up companies and designers, promotes the targeted exchange between design-oriented startups, 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
Ausstellungen, Workshops und Symposium
McBw startup workshop on crowdfunding – more than just money
10 am – 1 pm / 10 MAR / p 1733 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 financing tool for financing. The workshop is your chance to get active and plan your campaign. Participants will be provided with individualized itineraries for their start-ups that enable them to get started on a small budget.
free / registration required

How to tell your story!
Our workshop on PR & storytelling has been designed to show start-ups how to develop sophisticated PR strategies for their brands and use storytelling techniques to strengthen their brand image and stand out. Participants will be provided with individualized itineraries for their start-ups that enable them to get started on a small budget.
free / registration required

In view of the rich Bavarian start-up landscape, bayern design presents a symposium on “Innovation and Design” as part of McBw startup at the press center of Munich Airport. As part of the McBw startup exhibition in Terminal 2 at Munich Airport, bayern design organizes a symposium on 10 March 2020 at the MAC Press Center on the subject of “Innovation and Design”, supported by the Bavarian Ministry of Economic Affairs. Following the symposium, all the exhibits can be experienced first hand in a guided tour of the exhibition with the purpose of enabling a direct exchange of ideas as well as some networking with the young designers and founders.
free / registration required

The Strascheg Center for Entrepreneurship and the Department of Architecture of Hochschule München at the campus on Karlstrasse invites you to the networking event “Innovation Café”. Start-ups, multipliers from the fields of design and architecture, from the incubator at Hochschule München for angewandte Wissenschaften as well as from the Strascheg Center for Entrepreneurship will introduce themselves and their founding process. Once again, this will be an inspiring lab for asking, looking, participating and discussing your start-up ideas.
free / no registration required

Montag 09.03.2020
14:00–18:00
in der IHK für München und Oberbayern
Max-Joseph-Straße 2
80333 München
Veranstalter:
Allianz deutscher Designer (AGD) e. V.
www.agd.de

Design kann (nicht) jeder (nutzen).

In der IHK für München und Oberbayern
Max-Joseph-Straße 2
80333 München
mit Victoria Ringleb und Christhard Landgraf

Startnext is the largest crowdfunding platform for ideas, projects and start-ups in Germany, Austria and Switzerland.

Startup Communication is a PR and social media agency for start-ups. We are passionate about storytelling – on paper and around the digital campfire.

As the main contact for organizations and designers in Bavaria, bayern design bundles, coordinates and promotes all design-related activities in the free state.

The Strascheg Center for Entrepreneurship (SCE) is the business development center of Hochschule München. We offer support for start-ups, education and research in Munich and beyond.

The Strascheg Center for Entrepreneurship and the Department of Architecture of Hochschule München at the campus on Karlstrasse invites you to the networking event “Innovation Café”. Start-ups, multipliers from the fields of design and architecture, from the incubator at Hochschule München for angewandte Wissenschaften as well as from the Strascheg Center for Entrepreneurship will introduce themselves and their founding process. Once again, this will be an inspiring lab for asking, looking, participating and discussing your start-up ideas.
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Veranstalter:
Allianz deutscher Designer (AGD) e. V.
www.agd.de
Is there a “female architecture”? How can women build with ideas from a new perspective and shape urban spaces today, and is such diversity of perspectives already noticeable in the public space? The exhibition brings current study models to the public and into open audience. The event results from a practical curricular program event at the Faculty of Architecture in the rooms of the Munich University of Applied Sciences. Starting from this university course creation, the entire urban space of Munich will also be brought into discussion with individual buildings and with its public spaces. Participants and guests of the exhibition can comment on individual models, and formulate their own impressions and impulses to play them through into further entrepreneurial ideas.

**Free / registration required**

Increase the chances for success for your start-up with the Business Modeling Method and upgrade your pitching skills. The Business Model Canvas helps develop, challenge and reinvent your business. A Business Model (BM) is the logic by which an individual, team or enterprise creates and delivers value to customers. A. Osterwalder created this globally successful strategic tool. It makes it easier to develop, describe, challenge and reinvent your business in a structured, visual manner. Expand the BM Canvas to your own BM (Business Model You®) and see how compatible you and your team are. The day is spiced up with tools from improv theater to enrich your pitching and presentation skills. In a fun way, you learn to empathize with customers and convince with your storytelling.

**Subject to a fee / registration required**

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**MCBW START UP – Female Architecture?**
9 am – 12 pm / 13 MAR / 1762
Social design // Exhibition

**Business Modeling for Start-ups & Improv Pitching – MCBW 2020 Special**
10 am – 7.30 pm / 14 MAR / 1897
Social design // Workshop

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**COKREA**
Nordendstr. 64
80801 München

COKREA is a rental location where learning is meant to be fun. It’s idea for meetings, workshop, trainings, speaker & networking events, exhibitions, product & press launches as well as receptions.

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The Strascheg Center for Entrepreneurship (SCE) is the business development center of Hochschule München. We offer support for start-ups, education and research in Munich and beyond.
See and be seen
Students Career Meet & Greet
10 am – 12 pm / 9 MAR / p 1842
Design/Innovation consultation // Recruiting/Match-making

MEET YOUR MATE
7 pm – 10 pm / 9 MAR / p 1723
Universal design // Recruiting/Match-making

Meet & Greet with DESIGNER-DOCK
10 am – 6 pm / 11 MAR / p 1763
Communication design/Branding // Recruiting/Match-making

At our Students Career Meet & Greet, HYVE opens the door to the House of Innovation for students. We’ll show you what career opportunities there are and how to apply best! HYVE opens its doors to all those who are looking for an innovative internship or a student trainee job. What awaits you: Brief introduction to HYVE – the innovation company || Tour through the House of Innovation || Meet & Greet with the teams || We guarantee a steep learning curve, fun at work, exciting topics and a great team.

free / registration required

At MEET YOUR MATE, we connect creatives who – just like yourself – are looking for inspiration and creative exchange. Relate with each other in an uncomplicated and entertaining way, spread your ideas, learn what fires your counterpart’s imagination and boost your professional network!

MEET YOUR MATE combines elements of classic speed networking and gamification to create an exceptional and easy-going networking experience. Everyone is welcome, and if there is one thing we can guarantee for sure, it’s the promise: you are amongst MATES. Snacks & Drinks are included. Please note that the event requires a minimum of 10 attendees.

subject to a fee / registration required

Welcome to the info point of DESIGNERDOCK. Our team is here for you to answer any questions regarding jobs. We look forward to many exciting encounters with designers, agencies and companies. DESIGNERDOCK is the most successful recruitment agency in the communications field for the German-speaking market. We provide permanent and freelance jobs. And we know what we are talking about. All our consultants are professionals from the field they are in charge of. This know-how, coupled with a personal and long-term relationship with the candidates and companies, makes us unique. We are always happy to give advice and suggestions or inform you about the current demands and trends. If you want, you can bring your portfolio for a portfolio check. All spontaneous and straightforward.

free / no registration required

HYVE – the innovation company
Schellingstr. 45
80799 München

MATES
Georgestr. 66
80799 München

MATES is a coworking space, network, and community for freelance creatives, self-employed professionals and start-ups in the design and communications industry.

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

Recruiting network for the communication industry >>> good stuff good stuff <<<

DESIGNERDOCK

220 PROGRAM
Introduction to Start-up Recruiting. Headhunting techniques, team fit exercises, 0 €-budget employer branding, 1-min pitches: 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 your tech start-up! We will identify your entrepreneurial strengths, the importance of developing specific characteristics, and how to identify these through not-so-obvious interview questions. You’ll also learn the most important headhunting techniques, team fit exercises, 0 €-budget employer branding, and 1-min elevator pitches! subject to a fee / registration required

How to learn to find your true talents, make the most of them, and land the job that will make you happy. Employability is the ability to adapt to the market and its needs, to tackle career opportunities and land the job that makes you happy. Make employability one of your key competences and be prepared for the Future of Work. Employability & Business Model You! In this workshop, Mercedes Hoss introduces you to “Business Model You!”, a creative, simple, structured and visual method to develop your “personal business model”. Employability & Business Model You! Find out more here: https://bookboon.com/de/employability-selbsterkenntnis-und-empowerment ebook www.businessmodelyou.com subject to a fee / registration required

Looking for a new job or for qualified staff? The focus has shifted from meeting the needs of the company to meeting the expectations of candidates. More than ever, applicants want to ensure the step they are taking is the right one for their careers. Wanted: the right strategy. Find ideas and answers at our Inspiration Talks! Participants: hw design: Employer Branding – the team carries the brand || She Says Munich: Networking, the new recruiting tool? || EIGHTYDOTS: You are who you hire || Bálint gyvári: Boosting creativity with design and innovation process. But what exactly does a designer do? The designer’s role in an increasingly complex environment. Nowadays, design is much more than just a neat packaging. Good designers provide answers to strategic questions and often act as consultants, which is why they play an important role in the design and innovation process. But what exactly does a designer do? How does design school prepare students for the business? And how does this new role affect the recruitment process of enterprises? These are the questions we will be discussing with interesting guests. Following the panel, there will be time for further exchange in a get-together.

free / no registration required

The Secret of Creativity

Maus Tastatur
Word InDesign Photoshop Filzstift Papier Sand Wasser Schlamm

Was diese Begriffe aus zwei Welten – der professionellen Arbeitswelt und der Kindheit (oder dem Nachmittag mit den eigenen Kindern) – miteinander verbindet ist klar:

Kreativität. Die Begeisterung, etwas Neues zu entwickeln. Die Freude, etwas zu schaffen, was andere genauso berührt wie einen selbst.

hwdesign hebt einen Abend lang die Grenzen zwischen den beiden Welten auf und lädt ein zu einer ganz besonderen kreativen Reise, bei der es auch Tips für zukünftige Bewerber gibt.

12
03
20
THE SECRET OF CREATIVITY
5 pm – 10 pm / 12 MAR / ID 1742
Communication design/Branding // Recruiting/Match-making

Creativity. Enthusiastic about developing something new. hw design plans to blur the boundaries between the analog and the digital world and invites you to embark on a very special creative journey.

Mouse, keyboard, Word, InDesign, Photoshop, marker, paper, sand, water, mud – the common denominator of these terms originating in two worlds, professional work environments and the world of our childhood (or a playdate with our own children), is apparent: creativity. The enthusiasm to develop something new. The joy of creating something which touches others in the same way it touches us. For one evening, hw design will erase the boundaries between the two worlds and invite you to embark on a very special creative journey which includes tips for future applicants.

free / registration required

hw design gmbh
Türkenstr. 55–57
80799 München

HYVE – the innovation company
Schellingstr. 45
80799 München

We explore and empower the new.
We are a multidisciplinary innovation agency. Together with our clients, we develop solutions people love and need.

Young Professionals Career Meet & Greet
4 pm – 6 pm / 9 MAR / ID 1845
Design/Innovation consultation // Recruiting/Match-making

At Career Meet & Greet for Young Professionals, HYVE opens the door to the House of Innovation for young professionals. We show you the career opportunities at HYVE! HYVE opens its doors to all those who are looking for a new challenge or an innovative job entry. What awaits you: Short introduction of HYVE – the innovation company // Tour through the House of Innovation // Meet & Greet with the teams // We guarantee a steep learning curve, responsibility, a family atmosphere, fun at work, exciting topics and a great team.

free / registration required

HYVE – the innovation company
Schellingstr. 45
80799 München

The moment that changes the direction.
Driven by their passion for creating game changers, hw design has been developing brands and stories for companies of all sizes since 1995.
Das novum Mini-Abo: Jetzt novum mit 35% Rabatt testen
www.novum.graphics
Vorwort


Setzen Sie sich mit uns in Verbindung, denn wir machen jedes Produkt einzigartig.

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vertrieb@bavaria-direktmarketing.de · www.bavaria-direktmarketing.de
PRESS INFORMATION AND CONTACT

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www.mcbw.de/en/press

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Phone: +49 89 893 563 3
E-mail: pressoffice@mcbw.de

When using image and text data, kindly send us a link or a sample by post or PDF.

To plan your visit to the MCBW, our telephone hotline is available Mon – Fri from 9 am to 6 pm, and every day during the MCBW from 7 to 15 March 2020. There you can find out the central locations where the program booklet and the event guide can be obtained in Munich. You are also welcome to contact us by e-mail.

Phone: +49 89 38 66 76 60
E-mail: service@mcbw.de

MCBW 2020

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WWW.IGEPA.DE/SELECTION

MCBW FORUM
University of Television and Film Munich (HFF)
Bernd-Eichinger-Platz 1
80333 Munich

Business hours Info point
Sunday, 08/03/2020: 2 pm – 6 pm
Monday, 09/03 – Saturday, 14/03/2020: 10 am – 8 pm
Sunday, 15/03/2020: 10 am – 6 pm

MAGAZIN
5 Höfe
Kardinal-Faulhaber-Str. 11
80331 Munich

Opening hours
Monday – Thursday, 10 am – 7 pm
Friday – Saturday, 10 am – 8 pm

Tourist Information
Landshut City Hall
Altstadt 315
84028 Landshut

Business hours Info point
Saturday, 07/03/2020: 10 am – 2 pm
Monday, 09/03 – Friday, 13/03/2020: 9 am – 5 pm
Saturday, 14/03/2020: 10 am – 2 pm

Die Neue Sammlung – The Design Museum
Pinaotheek der Moderne
Barrer Str. 40
80333 Munich

Business hours Info point
Saturday, 29/02 – Sunday, 01/03/2020: 10 am – 6 pm
Saturday, 07/03 – Sunday, 08/03/2020: 10 am – 6 pm
Thursday, 12/03/2020: 10 am – 8 pm

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SIMP 2020

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#SIMP 2020
At the time of the print materials deadline, not all event details had yet been finalized. The program partners are responsible for the event content and texts. We reserve the right to make changes. You can find the current program at www.mcbw.de.

Organizer

MCBW is organized by bayern design GmbH, whose mission is to sustainably enhance design strategies in corporations. The idea is to emphasize the impact of the creative industries in order to position the Free State as an internationally recognized hotspot for innovations and design. The networking of regional and international partners is of paramount importance in the process.

The activities of bayern design GmbH are sponsored by the Bavarian State Ministry for Economic Affairs, Regional Development and Energy. MCBW is additionally sponsored by the City of Munich, BMW Group, Steelcase, and Ströer provide substantial support as MCBW partners. Trade fair partner is Internationale Handwerksmesse, and regional partner, the Lower Bavarian region of Landshut.

Concept, Design & Production

Kochan & Partner, Hirschgartenallee 25, 80639 Munich, www.kochan.de

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The MCBW word and figurative mark has been developed by Kochan & Partner.

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www.igeapa.de

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www.eberl.de

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DESIGN IS NOT JUST
WHAT IT LOOKS LIKE
AND FEELS LIKE.

DESIGN IS HOW IT WORKS.
Wir erreichen Ihre Zielgruppe – online und offline!


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HAVE FUN GETTING THERE.