

### **Nadine Vicentini takes over as managing director of bayern design GmbH**

Nuremberg, Germany – On April 1, 2021, Nadine Vicentini became the new managing director of bayern design GmbH, Bavaria's center for design competence and organizer of Munich Creative Business Week (MCBW).

Ms Vicentini is assuming the position during a transitional period at bayern design. She succeeds Dr. Silke Claus (1965-2020) who from 2009 to 2020 developed bayern design into an internationally distinguished design entity and expanded MCBW into the largest design event in Germany. As bayern design's new managing director Ms Vicentini faces the challenge of creating credible and tangible visions for companies, organizations, and individuals in this exacting time. bayern design will continue to play a key role in anticipating future scenarios and promoting and communicating developments in the field of design.

After attaining a Master of Arts degree in Media, Communications and Cultural Studies at Roskilde University in Denmark, Ms Vicentini worked as a marketing manager, an account director, and a team leader for renowned design and architectural firms including KMS Team, Blackspace, and Schmidhuber. In 2014, she took up freelance consulting assignments in brand development and design strategy; in 2018 she added dvct-certified systemic business coach to her services portfolio. In addition, Ms Vicentini lectured on design strategy and brand awareness at AMD Akademie für Mode & Design in Munich on a freelance basis.

Says Ms Vicentini about her new position: "Design as a transformational discipline to create new space for opportunities to shape our future is an inspiring goal that could not be more relevant than it is at this time. The past few months have shown the potential design and creative, positive thinking can have in the development of new ideas. I look forward to working with bayern design's diversified team and extensive network of partners."

Rolf Schifferens, 1st chair and representative of bayern design's shareholder, bayern design forum e. V., commented on the appointment: "We are excited to have Ms Vicentini on board. In her, we have found a leader with many years of experience in the creative sector, marketing, communications, and strategic consulting."

#### **About bayern design GmbH**

bayern design GmbH is sponsored by the Bavarian State Ministry for Economic Affairs, Regional Development and Energy and has been entrusted with sustainably fostering the introduction and development of design strategies created by companies and institutions in Bavaria. Its goal is to promote the state's reputation as a location of international renown in innovation and design. bayern design GmbH organizes Munich Creative Business Week (MCBW), the largest event of its kind in Germany, for designers and their clients. The next MCBW will take place in Munich from March 5 to 13, 2022.

For more information, please visit us at [www.bayern-design.de](http://www.bayern-design.de) and [www.mcbw.de](http://www.mcbw.de).

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