

Press Release

**bayern
design**

MATERIAL+ Future Challenges in Design
bayern design to curate a design exhibition and supporting program at
Nuremberg's Neues Museum

bayern design GmbH
Luitpoldstraße 3
90402 Nuremberg
Germany

Timeline: April 21 through September 3, 2023

Inauguration ceremony: Thursday April 20, 2023, 7 p.m.

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Nuremberg, Germany - In cooperation with the Neues Museum in Nuremberg, bayern design will showcase a design exhibition about new materials. Spread over six façade rooms, the exhibition will explore new materials needed today and for the future as well as particularly sustainable ways to process and employ them. Displays will include design objects, research projects, and speculative models. The supporting program will encompass special tours, a talk event about design, and a workshop.

New materials have always had great influence on the discipline of design. However, confronting resource scarcity and climate and biodiversity crises has increased the need to reflect, including for designers, and has driven the urgency to apply materials. Environmental requirements and their social and economic premises are priority concerns. While the role new materials play in the overall context of sustainable design is not unique, it is important.

The three-chaptered exhibition will showcase a selection of pieces made using new materials which have been researched, including as design elements. Topics will include diverse phases of the cycle of the material from raw material extraction through processing to the application, use and reuse, or recirculation back into the environment. The objective is to illustrate that while sustainable design focuses on selecting new materials, it always keeps the entire cycle of the material in mind.

Raw Materials and Processing

Packaging made from food waste? Chairs grown from minerals? Footwear made from lignin? The *Raw Materials and Processing* chapter will deal with the development and application of new materials based on renewable or recycled raw materials. The exhibits will explain how designs that use these materials can help protect resources. Examples presented will include exhibits by Tom Dixon and Maurizio Montalti.

Use Stage and Lifetime

The *Use Stage and Lifetime* chapter will address the development and application of new materials on a usage basis. Be it textiles made with cellulose or seating made from recycled plastics, to avoid unnecessary waste and reduce energy and raw material consumption the durability of materials should align with the object's expected duration of use. Authors of applications displayed will include Stefan Diez and Steelcase.

Recirculation and Cycle

Design begins long before a material is deployed and ends long after the use phase of the product expires. The *Recirculation and Cycle* chapter will concern the development and application of new materials that can be recirculated into mostly natural cycles as easily and with as little residue as possible. Objects such as acoustic panels made from fungus mycelium, vessels made from algae, and single-use packaging made from seagrass do not release any harmful substances or microplastics into the environment. Applications of these materials on display include entries by Studio Klarenbeek & Dros and Notpla.

The exhibition in six façade rooms is curated by bayern design and is presented in collaboration with the Neues Museum Nuremberg and bayern design.

Our cooperation partner's team will be happy to make **individual press appointments** including a visit to the exhibition. For an appointment, please call

Ms Andrea Kriegsch, Neues Museum Nuremberg secretariate, at 0911 240 20 20
or

Ms Eva Martin, Director of Press and Public Relations of Neues Museum
Nuremberg, at 0911 240 20-41

BUSINESS HOURS

Tuesday through Sunday 10 a.m. - 6 p.m.; Thursday 10 a.m. - 8 p.m.; closed
Monday

TICKET PRICES

Exhibition and collection – regular fee: EUR 7; discounted fee: EUR 6; free
entry for children up to 18 years of age

SUPPORTING PROGRAM

TOURS | TALK EVENT | WORKSHOP

CURATOR'S TOUR

with Killian Fabich, bayern design

Wednesday May 24, 2023, 5 p.m.

THEMED TOUR: *Designing for the use of waste materials*

with Killian Fabich, bayern design

Wednesday June 21, 2023, 5 p.m.

DIRECTOR'S TOUR

with Simone Schimpf, Neues Museum Nuremberg

Thursday August 3, 2023, 6 p.m.

Additional fee: EUR 3

DIRECTOR'S TOUR: *Art on the rocks*

with Simone Schimpf, followed by a meet and greet with drinks and talks at

Falco's Manufaktur

Friday June 23, 2023, 6 p.m.

Fee: EUR 12 (one beverage included), register at museumspaedagogik@nmn.de

TALK EVENT: *perspectives by design. material innovations*

Developments and sample applications of new and sustainable materials will be introduced in brief presentations and talks to illustrate how international designers are using innovative materials as design elements and are involved in researching materials and processes.

Tuesday May 16, 2023, 6 p.m.

Regular fee: EUR 19, discounted/early-bird fee: EUR 10 (entry included)
Tickets available at material-innovations.eventbrite.de and box office
A bayern design event

WORKSHOP: *Future-Making-Lab: Designing for the use of new materials. How do materials shape our future?*

Devised by UnDesignUnit, Future-Making-Lab will offer interdisciplinary groups an experimental space to explore bio-based materials and formulate future-oriented applications using speculative design. The workshop addresses creative professionals, design aficionados and representatives of companies, research institutions, and cultural institutions.

Tuesday July 18, 2023, 2 p.m. - 6 p.m.

Free entry. Registration and details at mail@undesignunit.com.
The workshop is sponsored by bayern design and the Bavarian State Ministry of Economic Affairs, Regional Development and Energy.

About bayern design

bayern design provides a focal point for knowledge sharing and alliances about design in Bavaria. Its projects are dedicated to highlighting the importance of the key role design plays in the management of economic, societal, and sustainable transformation. bayern design GmbH is sponsored by the Bavarian State Ministry of Economic Affairs, Regional Development and Energy and is the organizer of Munich Creative Business Week (MCBW), the largest event of its kind in Germany, which will take place from May 6 to 14, 2023. The supporting association, bayern design forum e.V., is made up of design-oriented companies, agencies, freelancers across design disciplines, architectural firms, trade chambers, universities, and associations. For more information, visit us online at www.bayern-design.de and www.mcbw.de.