

**MUNICH
CREATIVE
BUSINESS
WEEK**



CREATE BUSINESS!
MCBW for
Professionals

DESIGN SCHAU!
MCBW for
Design Lovers

Design connects!

**The long week of design
7 to 15 March 2020**

Program

www.mcbw.de/en

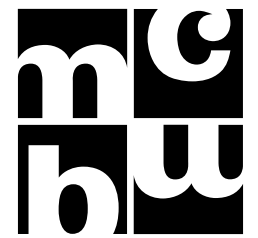


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7 to 15 March 2020



**MUNICH
CREATIVE
BUSINESS
WEEK**

**MCBW is a
platform
for outstanding
design.**

For sustained business.

**For jointly
shaping the future:**

**locally, regionally,
globally.**

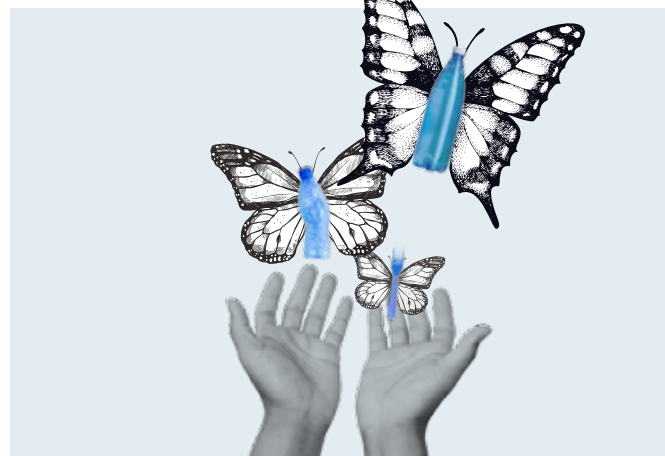
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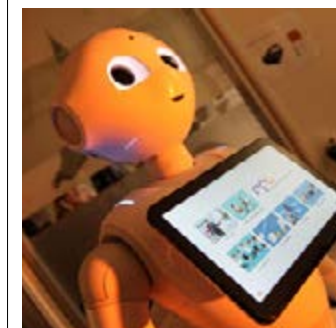
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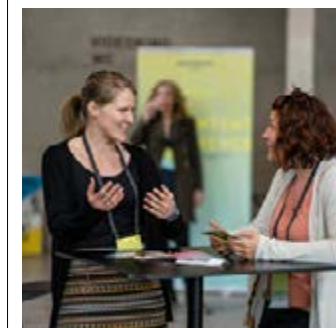
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Dear design lovers, ladies and gentlemen,

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.



Hubert Aiwanger
Minister of State
Bavarian Ministry of Economic
Affairs, Regional Development
and Energy

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!



Clemens Baumgärtner
Spokesman for
Labor and Economy

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



Dr. Olaf Heinrich
District Council
President



Alexander Putz
Lord Mayor Landshut



Peter Dreier
District Administrator
of the Landshut County

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.

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.

"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."



Alexander Stotz
CEO Ströer Media
Germany GmbH

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design

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**MCBW
2020**

**Design
connections!**





Dr. Silke Claus
 Dr. Silke Claus
 Managing Director
 bayern design GmbH,
 organizer of the MCBW

MCBW 2020

Sustain by Design

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 a 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.



Design illustrates the future.

BMW Group



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 world-wide 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

Steelcase

New Work. New Rules.



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.



Workspaces that support team-based work should offer employees the following opportunities:

- + to create a foundation that allows the team to fully immerse themselves in the project and to visualize and present their ideas and ideas
- + to switch rapidly between team collaboration and focused individual work
- + to remodel the room on their own initiative, depending on the environment needed for each stage of the project
- + to engage physically with the work content, remodel the facility and develop new perspectives as well as the possibility to change the body posture continually
- + to switch rapidly between digital and analog tools that advance thinking processes, help the design process, and support collaboration

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.



Landshut region

Boom area in the heart of Europe

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

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.



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".

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".

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.



Ein Produkt von Münchner Merkur + tz für nur 9,90 Euro (zzgl. Versandkosten)

The advertisement features a woman with a high, spiky black hairstyle, wearing a red and black striped top and a red skirt. She is holding a large yellow shopping bag. The text 'MÜNCHNER MODERPREIS' is written in large, bold, black letters across the top. A red banner at the bottom right says 'Publikumspreis 2020 Favoriten wählen und City-Gutscheine gewinnen!' with the website 'www.muenchen.de/modepreis2020'. Logos for 'CityPartner München e.V.', 'DESIGN SCHAFF', and 'muenchen.de' are visible. A mouse cursor points to the website URL.

Mit freundlicher Unterstützung:



Online-Voting und Ausstellung der Kollektionen vom 26. Februar bis 07. März 2020
in folgenden Geschäften: Breiter Hut & Mode, GALERIA Kaufhof am Stachus,
GALERIA KARSTADT Bahnhofplatz, JEANS by KALTENBACH, KONEN, LODENFREY,
OBERPOLLINGER, stierblut menswear, THOMAS Schuhe



The Future of
Communication,
Innovation,
Digitization,
Cities,
Fashion,
Work

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 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 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 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 Cities

Will the smart city unite nature and technology? Can using instead of owning create new (wiggly) rooms? How can mobility be designed vertically?

Mobility
Urbanization
Housing
Nutrition
Driving Bans
Urban Planning
Rural Exodus
MuseumsQuartier

The Future of Fashion

Can I earn karma points with my jeans? Is a clean conscience stylish? How much of tomorrow's outfit is in today's outfit?

Ecology
Sustainability
Zero Waste
Cradle-to-Cradle
New Lifestyle

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

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.



Lost in Inundation

When communication returns to good conversations

Mara Recklies

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 visibility: 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 ...

EVENT RECOMMENDATIONS:

(Location) brand museum: the role of design in communication
2 pm – 4 pm / 15 MAR / P 1874
↳ page 86

Design Your Story – Workshop for designers, entrepreneurs & founders
3 pm – 5 pm / 11 MAR / P 1792
↳ page 196

Storytelling in Your Brand Stories – Cal Fussman MCBW 2020 Special
9.30 am – 12 pm / 9 MAR / P 1890
↳ page 166

PR & Brand Design – the winning team in brand communication
5 pm – 8 pm / 12 MAR / P 1878
↳ page 176

QUEST FOR THE GRAIL // DATA. DESIGN. EXPERIENCE. VALUE.
6.30 pm – 10.30 pm / 12 MAR / P 1836
↳ page 203

Forward Festival Munich 2020
1 pm – 10 pm / 12–13 MAR / P 1881
↳ page 146

PLAKATIV – Poster workshop for creative basics
6 pm – 8.30 pm / 11 – 13 MAR and
2 pm – 4.30 pm / 14 MAR / P 1853
↳ page 74



Mara Recklies
Philosopher

Abstinence From Abstinence

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

Karel J. Golta



Here's to innovation and design! Over the past 200 years, they have increased our life expectancy almost threefold, filled our bellies, brought us prosperity, and democratized half the world. No matter which industry you are looking at, techies, researchers, engineers and designers everywhere have brought about progress and improvement and have made our lives easier and more convenient.

However, there is the other side to the coin: We have established an innovation legacy at the same time. As we have progressed, we have packed a bag with the relics and drawbacks of our actions, and this bag has started to crush us. The excess of well-nurtured people is crowding out the biodiversity on our planet in the most radical way possible. The climate is suffering because we prefer animal proteins. Digitization will cause global energy consumption to increase manifold over the next 10 years. Data needs energy, a lot of energy!

As a member of the design avant-garde I also contribute to allowing people to find their digitized lives to be so attractive and value-adding. Can we go on this way? Do we designers only need to twiddle the knobs a bit, or are we merely slowing down the growth of our innovation legacy?

The establishment is not expected to bring about any changes. We need a rebellion. For a rebellion we need innovation rebels and a concept for alternatives to the abstinence debate and to global ignorance.

Innovation rebels understand that we cannot solve the problems at hand with the same methods that caused these problems over the past centuries. Innovation rebels approach problems from a very different angle.

Most of us focus on producing less CO₂ or generating less waste in order to be less bad. However, this will only make us continue in this negative way because at the end of the day, less bad still is bad – and not good. Innovation rebels think in patterns of more of the good instead of less of the bad.

When developing solutions, innovation rebels do not perceive the economy, environment or society as opposing forces. Rather, they harmonize them without compromising them. A solution is right when it is 100% good for the planet, 100% fair to society, and 100% economical in the sense of the circular economy.

We have to change our mindsets radically. Why not generate food, energy and goods from contaminants to achieve the best lives for all?

Is this crazy? Absolutely, but we need a plan B for mankind, not for the planet. Let's create innovation rebels in society, a design act that one day may end up being the be-all and end-all.

EVENT RECOMMENDATIONS:

Global success "Designed in Lower Bavaria"

2 pm – 6 pm / 14 MAR / P 1934
↳ page 82

Co-create the future of the United Nations: #11 Sustainable Cities

4 pm – 7 pm / 11 MAR / P 1844
↳ page 198

dmi: Symposium Munich

8.15 am – 7 pm / 11 MAR / P 1920
↳ page 144

Food 4.0: Recipes for What and How We Will Eat

6.30 pm – 10 pm / 11 MAR / P 1831
↳ page 171

Bar camp style event: Cultivating Creativity

7 pm – 9.30 pm / 13 MAR / P 1903
↳ page 206

Weekend Creativity Lab: "What's bugging me, what do I change?"

9 am – 6 pm / 14 – 15 MAR / P 1902
↳ page 206

TULP TALK: Design is Leadership

6.30 pm – 10 pm / 12 MAR / P 1752
↳ page 180



Karel J. Golta

Founder & CEO INDEED
Innovation GmbH

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 IoT 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.

EVENT RECOMMENDATIONS:

Design defines markets
6 pm – 8.30 pm / 12 MAR / P 1828
↳ page 74

Shaping tomorrow through technology & design
6.30 pm – 10 pm / 12 MAR / P 1945
↳ page 179

The Content Conference by MUCBOOK
10 am – 5 pm / 7 MAR / P 1718
↳ page 142

The Power of Words: UX Writing in a Diverse World
6.30 pm – 8 pm / 11 MAR / P 1901
↳ page 128

Digital Humanism: Europe's Answer to Big Data
11 am – 11.45 am / 10 MAR / P 1784
↳ page 168

Sustainable workplace design
6 pm – 9.30 pm / 12 MAR / P 1736
↳ page 178

Shared experience: Meet our experts
3.30 pm – 6 pm / 11 MAR / P 1755
↳ page 197



Roman Gebhard
Co-Founder & Managing Partner
FLUID Design GmbH



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 increases the quality of life of 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?

EVENT RECOMMENDATIONS:

Thoughts about landmarks
4 pm – 6 pm / 13 – 14 MAR / P 1851
↳ page 76

COVERED social.design.build
4 pm – 9 pm / 10 MAR / P 1882
↳ page 144

The Gate to the Urban Future. The Talk.
6.30 pm – 8.30 pm / 11 MAR / P 1812
↳ page 158

Socio City: Designing Urbanity!
10 am – 10.30 pm / 9 MAR / P 1804
↳ page 142

Responsibility and behavioral change
7 pm – 9 pm / 11 MAR / P 1837
↳ page 200

Night at the workshop. In the spotlight: the kitchen
6 pm – 10 pm / 14 MAR / P 1847
↳ page 85

DESIGN BUS: Professor Tulga Beyerle and Stefan Diez – Line 1
2 pm – 4 pm / 15 MAR / P 1781
↳ page 161



Ole Schilling
VP Market Development
Smart Cities & Regions
T-Systems International GmbH

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!

EVENT RECOMMENDATIONS:

HOUDINI – sustainability & design at AlpenStrand

9.30 am – 4 pm / 14 MAR / P 1946

↳ page 78

GREENSTYLE munich fair and conference

dates at www.mcbw.de/en / 13–15 MAR / P 1769

↳ page 132

Presentation of the winners' collections at Crafts & Design

4.30 pm – 6 pm / 12 MAR / P 1777

↳ page 114

Kleidertausch mit Green City – MCBW 2020 Special

11 am – 4 pm / 7 MAR / P 1886

↳ page 124

AI Fashion – Conference

6 pm – 11 pm / 12 MAR / P 1832

↳ page 146

Open House 2020

10 am – 4 pm / 7 MAR / P 1735

↳ page 96

StijlMarkt Munich

11 am – 6 pm / 7–8 MAR / P 1904

↳ page 124



Lisa Lang

Visionary founder of „ThePowerHouse“ and „ElektroCouture“ and pioneer for future trends

From a Company to a Cooperative

When New Work concepts are expanded consistently

Stefan Rauch

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.

EVENT RECOMMENDATIONS:

**VDID Entrepreneur Forum:
Shaping the future through design**
1 pm – 6 pm / 12 MAR / P 1757
↳ page 175

EDCH TALK: DESIGN EDUCATION
5 pm – 9.30 pm / 10 MAR / P 1921
↳ page 153

MCBW START UP workshop on design management
2 pm – 6 pm / 9 MAR / P 1732
↳ page 211

USM Talking Lunch: Leadership in the New Work Era
12.30 pm – 2.30 pm / 13 MAR / P 1899
↳ page 184

**(Re)Thinking Design.
Panel Discussion & Get-together**
7 pm – 10 pm / 11 MAR / P 1724
↳ page 223

**KuK Connect:
Creative Young Professionals**
6 pm – 8 pm / 11 MAR / P 1822
↳ page 155

**Lecture: Bye bye Old Work,
hello New Work!**
2 pm – 4 pm / 7 MAR / P 1880
↳ page 166



Stefan Rauch
Digital Innovation Officer and
Member of the Board at iteratec

H.O.M.E.

IM MODERNEN LEBEN ZU HAUSE

Das Designmagazin zum Wohlfühlen, 10 Mal im Jahr, über
WOHNEN, DESIGN, ARCHITEKTUR, MODERN ART, MEDIA & MOBILITÄT.

20
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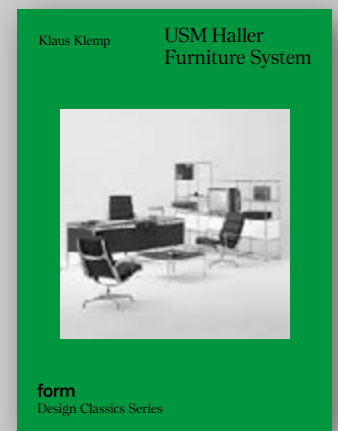
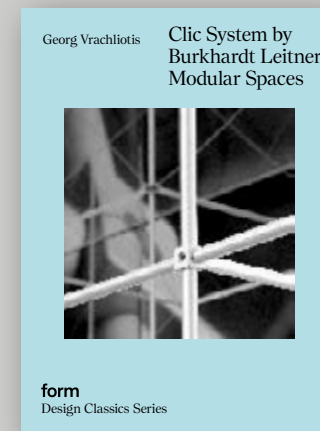
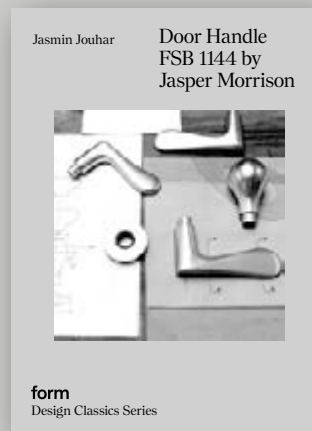


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MCBW FORUM
MCBW START UP
MCBW meets IHM



MCBW Program



MCBW FORUM

Curtains up for the first design shop of MUNICH CREATIVE BUSINESS WEEK

oursuperstore, the design shop with a twist, celebrates its premiere at the MCBW FORUM. The Institute for Universal Design presents close to 30 curated products developed and produced by social enterprises in cooperation with designers. Visitors will see eye-candy designs and get the opportunity to shop! As a welcome side-effect, each purchase supports the social economy.



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!

**Eight days of design in all its facets:
the entire MCBW FORUM program can be found at
<https://www.mcbw.de/en/mcbw-forum>**

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.



MCBW START UP

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.

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





MCBW meets IHM

DESIGN CONNECTS!

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.

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!



MCBW DESIGN KINO

8 to 15 March 2020
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Let's get started

All exhibitions at a glance

	7 March Saturday	8 March Sunday	9 March Monday	10 March Tuesday	11 March Wednesday	12 March Thursday	13 March Friday	14 March Saturday	15 March Sunday
EXHIBITIONS IN THE LOWER BAVARIAN REGION OF LANDSHUT									
#keramikschule – handcraft meets design → page 72						11 March	12 March	13 March	14 March
Thoughts about landmarks → page 76							13 March	14 March	15 March
Decorative items – with salt and pepper → page 76							13 March	14 March	15 March
Montepatone Pop-up Store → page 77							13 March	14 March	15 March
From the Granite Block to the Cooking Block → page 78								14 March	15 March
“Kunst im Grünen – 84166 Grün” → page 81								14 March	15 March
EXHIBITIONS IN MUNICH									
Light installation at Siegestor 18 FEB – 17 MAR, 2020 → page 90	7 March	8 March	9 March	10 March	11 March	12 March	13 March	14 March	15 March
MCBW START UP → page 211	7 March	8 March	9 March	10 March	11 March	12 March	13 March	14 March	15 March
Space for visions: The FUTURE FORUM by BMW Welt → page 90	7 March	8 March	9 March	10 March	11 March	12 March	13 March	14 March	15 March
BMW i3 Urban Suite – Mobile luxury in the smallest space → page 90	7 March	8 March	9 March	10 March	11 March	12 March	13 March	14 March	15 March
Make a wish → page 112	7 March	8 March	9 March	10 March	11 March	12 March	13 March	14 March	15 March
Open House 2020 → page 96	7 March	8 March	9 March	10 March	11 March	12 March	13 March	14 March	15 March
Exhibition “Bye bye Old Work, Hello New Work!” → page 93	7 March	8 March	9 March	10 March	11 March	12 March	13 March	14 March	15 March
Times of fragility → page 92	7 March	8 March	9 March	10 March	11 March	12 March	13 March	14 March	15 March
Collective MAT – Exhibition → page 92	7 March	8 March	9 March	10 March	11 March	12 March	13 March	14 March	15 March
Considerations → page 92	7 March	8 March	9 March	10 March	11 March	12 March	13 March	14 March	15 March
Universal Design: Exhibition, Discourse, Statements, Campaigns → page 97	7 March	8 March	9 March	10 March	11 March	12 March	13 March	14 March	15 March
Vogl Creatives favorite design objects & Vogl printing specialties → page 98		8 March	9 March	10 March	11 March	12 March	13 March	14 March	15 March
MAKING CHAIRS → page 100			9 March	10 March	11 March	12 March	13 March	14 March	15 March
KASTL modern furniture – retrospective → page 101			9 March	10 March	11 March	12 March	13 March	14 March	15 March
HIDE : SEEK → page 102			9 March	10 March	11 March	12 March	13 March	14 March	15 March

All exhibitions at a glance

EXHIBITIONS IN MUNICH	7 March Saturday	8 March Sunday	9 March Monday	10 March Tuesday	11 March Wednesday	12 March Thursday	13 March Friday	14 March Saturday	15 March Sunday
Schauraum Licht ↪ page 102				[Yellow bar from 10 March to 14 March]					
Design connects! MCBW meets IHM ↪ page 108					[Yellow bar from 11 March to 15 March]				
EXEMPLA 2020 ↪ page 108					[Yellow bar from 11 March to 15 March]				
International Crafts Fair 2020 ↪ page 108					[Yellow bar from 11 March to 15 March]				
MASTERS OF MODERNITY 2020 ↪ page 109					[Yellow bar from 11 March to 15 March]				
SCHMUCK 2020 ↪ page 109					[Yellow bar from 11 March to 15 March]				
TALENTE 2020 ↪ page 109					[Yellow bar from 11 March to 15 March]				
Design at the Armory: Social Pavilion ↪ Seite 110					[Yellow bar from 11 March to 15 March]				
ANNIVERSARY GRADUATE SHOW: 20 2020 ↪ page 111					[Yellow bar from 11 March to 12 March]				
Stones – the last cut ↪ page 112					[Yellow bar from 11 March to 15 March]				
AI Fashion – Exhibition ↪ page 112					[Yellow bar from 12 March to 14 March]				
MÜNCHNER STOFF FRÜHLING ↪ page 114						[Blue bar from 12 March to 15 March]			
Face the future. ↪ page 114					[Yellow bar from 12 March to 15 March]				
Presentation of the winners' collections at Crafts & Design ↪ page 114					[Yellow bar from 12 March to 13 March]				
MCBW START UP – Female Architecture? ↪ page 216						[Yellow bar from 13 March to 14 March]			
km: experience area ↪ page 118						[Blue bar from 13 March to 15 March]			
open house at spitzbart ↪ page 118						[Yellow bar from 13 March to 14 March]			
The Danner Rotunda – new curation ↪ page 121								[Yellow bar from 14 March to 15 March]	
Under the Stairs: Kookmin University in Seoul ↪ page 121								[Yellow bar from 14 March to 15 March]	

Day 1 Saturday 7 MAR

Sound walk – Connective listening

recurring event
12 am – midnight / P 1809
→ page 124

The Content Conference by MUCBOOK

10 am – 5 pm / P 1718
→ page 142

Kleidertausch mit Green City – MCBW 2020 Special

11 am – 4 pm / P 1886
→ page 124

UNIVERSAL DESIGN Expert Session

11 am – 6 pm / P 1796
→ page 125

StijlMarkt Munich

recurring event
11 am – 6 pm / P 1904
→ page 124

TOCA ME Design Conference 2020

12.30 pm – 1 am / P 1737
→ page 142

The Era Of Creativity – New Approaches For A New Business Paradigm

2 pm – 7 pm / P 1916
→ page 138

Lecture: Bye bye Old Work, hello New Work!

2 pm – 4 pm / P 1880
→ page 166

Aktiv gegen Lebensmittelverschwendung – MCBW 2020 Special

5 pm – 9 pm / P 1929
→ page 126

News from KASTL modern furniture – Opening

6 pm – 10 pm / P 1749
→ page 98

MUCBOOK Creative Night – network night of the creative industry

6.30 pm – midnight / P 1719
→ page 126

Day 2 Sunday 8 MAR

Sound walk – Connective listening

recurring event
12 am – midnight / P 1809
→ page 124

oursuperstore

recurring event
11 am – 6 pm / P 1802
→ page 126

StijlMarkt Munich

recurring event
11 am – 6 pm / P 1904
→ page 124

Program for Teenagers: A different perspective. African ceramics

1 pm – 2 pm / P 1725
→ page 138

MCBW workshop for children: stop-motion cartoon studio

2 pm – 5 pm / P 1936
→ page 127

Urbanes Leben und Arbeiten auf dem Land – MCBW 2020 Special

2 pm – 5 pm / P 1887
→ page 152

oursuperstore Opening

2 pm – 4 pm / P 1805
→ page 98

Agile Creativity Lab: Women design differently!

2 pm – 3.30 pm / P 1905
→ page 190

NEW EDUCATION CIRCLE

3 pm – 4.30 pm / P 1949
→ page 166

Day 3 Monday 9 MAR

Sound walk – Connective listening

recurring event
12 am – midnight / P 1809
→ page 124

Master your Personal Brand with Luigi Centenario – MCBW 2020 Special

9 am – 4 pm / P 1888
→ page 190

#kreativmuenchen: CONSULTATION for the cultural and creative sectors

recurring event
9 am – 4 pm / P 1821
→ page 190

Storytelling in Your Brand Stories – Cal Fussman MCBW 2020 Special

9.30 am – 12 pm / P 1890
→ page 166

MCBW START UP – Workshop: Business Planning in a Nutshell

10 am – 1 pm / P 1731
→ page 211

Students Career Meet & Greet

10 am – 12 pm / P 1842
→ page 220

Socio City: Designing Urbanity!

10 am – 10.30 pm / P 1804
→ page 142

Language Design

11 am – 6 pm / P 1764
→ page 191

oursuperstore

recurring event
11 am – 6 pm / P 1802
→ page 126

MCBW START UP workshop on design management

2 pm – 6 pm / P 1732
→ page 211

Young Professionals Career Meet & Greet

4 pm – 6 pm / P 1845
→ page 192

HIDE : SEEK Opening

5 pm – 9 pm / P 1941
→ page 102

The Power of Questions? Creative Leadership Salon #13 mit Cal Fussman

6.30 pm – 9.30 pm / P 1889
→ page 152

DESIGN LOVES CHANGE!

6.30 pm – 9.30 pm / P 1768
→ page 167

Thomas Mayfreid – Between Art and Communication

7 pm – 9.30 pm / P 1919
→ page 168

Munich Talks on Urban Development Culture

7 pm – 8.30 pm / P 1748
→ page 152

MEET YOUR MATE

7 pm – 10 pm / P 1723
→ page 220

Siemens Home Appliances Design Award 2020

9 pm – open end / P 1947
→ page 127

Day 4 Tuesday 10 MAR

Sound walk – Connective listening

recurring event
12 am – midnight / P 1809
→ page 124

Brand, Business und Leadership Storytelling – Workshop mit Cal Fussman

9 am – 6 pm / P 1891
→ page 192

#kreativmuenchen: CONSULTATION for the cultural and creative sectors

recurring event
9 am – 4 pm / P 1821
→ page 190

MCBW START UP workshop on crowdfunding – more than just money

10 am – 1 pm / P 1733
→ page 214

Digital Humanism: Europe's Answer to Big Data

11 am – 11.45 am / P 1784
→ page 168

oursuperstore

recurring event
11 am – 6 pm / P 1802
→ page 126

Design Strategy for Hightech Start-ups

11.30 am – 3.30 pm / P 1801
→ page 192

MCBW START UP – Workshop: PR & Storytelling

1.30 pm – 4.30 pm / P 1734
→ page 214

Let's co-create the future:

17 Goals. Deadline 2030. United Nations.

4 pm – 7 pm / P 1841
→ page 194

COVERED social.design.build

4 pm – 9 pm / P 1882
→ page 144

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

5 pm – 8 pm / P 1910
→ page 72

EDCH TALK: DESIGN EDUCATION

5 pm – 9.30 pm / P 1921
→ page 153

Brand Design for Brands and Companies – Definition, Goals, Measures

5 pm – 6.30 pm / P 1877
→ page 194

Schwabinger Tor – architectural tour with an outlook into the future

recurring event
5 pm – 5.45 pm / P 1810
→ page 138

Shared Bits & Bytes: Workshop Physical Computing

5 pm – 8 pm / P 1754
→ page 194

Agile yet planable project management

5.30 pm – 8 pm / P 1759
→ page 154

MCBW START UP – Symposium6 pm – 9 pm / P [1818](#)

↳ page 214

Experience is the new currency!**Sustainable experience design.**6 pm – 9 pm / P [1786](#)

↳ page 154

Birth hour of “CreativesForFuture” Munich6.30 pm – 9.30 pm / P [1783](#)

↳ page 127

Are we returning to the cell or are we breaking down all barriers?6.30 pm – 8.30 pm / P [1729](#)

↳ page 154

Are we human or are we data – when creating great urban mobility?7 pm – 10 pm / P [1722](#)

↳ page 168

Münchner Modepreis 20207 pm – 11 pm / P [1776](#)

↳ page 128

Day 5 Wednesday 11 MAR

Sound walk – Connective listening

recurring event

12 am – midnight / P [1809](#)

↳ page 124

13th GERMAN INNOVATION SUMMIT8 am – 7 pm / P [1937](#)

↳ page 144

dmi: Symposium Munich8.15 am – 7 pm / P [1920](#)

↳ page 144

Brain-friendly Slides – MCBW 2020 Special9 am – 5 pm / P [1892](#)

↳ page 195

#kreativmuenchen: CONSULTATION for the cultural and creative sectors

recurring event

9 am – 4 pm / P [1821](#)

↳ page 190

Meet & Greet with DESIGNERDOCK10 am – 6 pm / P [1763](#)

↳ page 220

MCBW START UP – Workshop: Start-up Recruiting10 am – 1 pm / P [1791](#)

↳ page 222

oursuperstore

recurring event

11 am – 6 pm / P [1802](#)

↳ page 126

ADC’s introductory seminar “Creative Techniques and Brainstorming”12 pm – 3 pm / P [1950](#)

↳ page 196

Employability & Business Model You – MCBW 2020 Special1.30 pm – 4.30 pm / P [1893](#)

↳ page 222

Short Workshop UX Writing: Small Words, Big Impact!2 pm – 5 pm / P [1900](#)

↳ page 196

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

recurring event

2 pm – 4 pm / P [1861](#)

↳ page 72

Design Protection versus Trademark Protection3 pm – 5 pm / P [1730](#)

↳ page 169

Design Your Story – Workshop for designers, entrepreneurs & founders3 pm – 5 pm / P [1792](#)

↳ page 196

Shared experience: Meet our experts3.30 pm – 6 pm / P [1755](#)

↳ page 197

Holzwerthaus®: form & function4 pm – 6 pm / P [1820](#)

↳ page 73

Co-create the future of the United Nations: #11 Sustainable Cities4 pm – 7 pm / P [1844](#)

↳ page 198

Accessible Communication: New Research and Practical Advice4 pm – 5.30 pm / P [1808](#)

↳ page 170

OPEN CAMPUS DAY4 pm – 12 am / P [1787](#)

↳ page 128

City tour: Creative Schwabing5 pm – 7 pm / P [1717](#)

↳ page 139

Recruiting: look in the right places and you will find!5.30 pm – 6.30 pm / P [1935](#)

↳ page 222

The changes on innovative working environments due to digitization5.30 pm – 9 pm / P [1740](#)

↳ page 198

Made in Creativity – guide to creative companies of tomorrow6 pm – 7.30 pm / P [1873](#)

↳ page 170

KuK Connect: Creative Young Professionals6 pm – 8 pm / P [1822](#)

↳ page 155

Make Munich Weird – The Importance of Creativity, Innovation & Space6 pm – 9 pm / P [1835](#)

↳ page 158

Shared World: What’s mine is YOURS!6 pm – 9 pm / P [1753](#)

↳ page 170

Workshop “IP Strategy”6 pm – 9 pm / P [1714](#)

↳ page 198

PLAKATIV – Poster workshop for creative basics

recurring event

6 pm – 8.30 pm / P [1853](#)

↳ page 74

The Power of Words: UX Writing in a Diverse World6.30 pm – 8 pm / P [1901](#)

↳ page 128

Story is Design6.30 pm – 9.30 pm / P [1716](#)

↳ page 172

The Gate to the Urban Future. The Talk.6.30 pm – 8.30 pm / P [1812](#)

↳ page 158

Revolutionizing Living Space – Individualized Living in the Future6.30 pm – 9 pm / P [1746](#)

↳ page 158

Creativity and Ethics – Ideas for a Sustainable Management6.30 pm – 8 pm / P [1789](#)

↳ page 172

Agile Creativity Lab: Make it last!6.30 pm – 8.30 pm / P [1906](#)

↳ page 200

Food 4.0: Recipes for What and How We Will Eat6.30 pm – 10 pm / P [1831](#)

↳ page 171

Hans Sauer Award 2020 Ceremony7 pm – 9 pm / P [1803](#)

↳ page 129

(Re)Thinking Design. Panel Discussion & Get-together7 pm – 10 pm / P [1724](#)

↳ page 223

Responsibility and behavioral change7 pm – 9 pm / P [1837](#)

↳ page 200

MAGAZIN LECTURE: WHAT’S ON OUR MINDS7.30 pm – 10 pm / P [1944](#)

↳ page 159

The Lamps of Ingo Maurer8 pm – 10 pm / P [1726](#)

↳ page 172

Day 6 Thursday 12 MAR

Sound walk – Connective listening

recurring event

12 am – midnight / P [1809](#)

↳ page 124

13th GERMAN INNOVATION SUMMIT8 am – 7 pm / P [1937](#)

↳ page 144

TEAM DESIGN – From ME to WE – 5 Tools MCBW 2020 Special9 am – 5 pm / P [1894](#)

↳ page 200

#kreativmuenchen: CONSULTATION for the cultural and creative sectors

recurring event

9 am – 4 pm / P [1821](#)

↳ page 190

INTERIOR CONGRESS9 am – 7 pm / P [1766](#)

↳ page 146

Introduction into visual thinking

recurring event

10.30 am – 4.30 pm / P [1813](#)

↳ page 130

Destroy what destroys you.11 am – 12.30 pm / P [1885](#)

↳ page 174

oursuperstore

recurring event

11 am – 6 pm / P [1802](#)

↳ page 126

Forward Festival Munich 20201 pm – 10 pm / P [1881](#)

↳ page 146

VDID Entrepreneur Forum: Shaping the future through design1 pm – 6 pm / P [1757](#)

↳ page 175

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

recurring event

2 pm – 4 pm / P [1861](#)

↳ page 72

Co-create the future: 17 Goals. Deadline 2030. United Nations.4 pm – 7 pm / P [1843](#)

↳ page 201

Visual Thinking – Workshop

recurring event
4.30 pm – 6 pm / P [1814](#)
↳ page 202

EDCH TALK: DESIGNING SOCIETY

5 pm – 9.30 pm / P [1922](#)
↳ page 159

PR & Brand Design – the winning team in brand communication

5 pm – 8 pm / P [1878](#)
↳ page 176

THE SECRET OF CREATIVITY

5 pm – 10 pm / P [1742](#)
↳ page 224

Schwabinger Tor – architectural tour with an outlook into the future

recurring event
5 pm – 5.45 pm / P [1810](#)
↳ page 138

Creative & Management Stories

6 pm – 10 pm / P [1884](#)
↳ page 176

Schauraum Licht – Opening

6 pm – 11 pm / P [1940](#)
↳ page 115

Sustainable workplace design

6 pm – 9.30 pm / P [1736](#)
↳ page 178

net glimpses: webdesign and usability – pick up users successfully

6 pm – 8 pm / P [1773](#)
↳ page 176

Designing the Future: How Innovation Leaders Create Lasting Impact

6 pm – 11 pm / P [1743](#)
↳ page 160

About the importance of creative and pragmatic brand protection

6 pm – 8 pm / P [1739](#)
↳ page 202

Design defines markets

6 pm – 8.30 pm / P [1828](#)
↳ page 74

AI Fashion – Conference

6 pm – 11 pm / P [1832](#)
↳ page 146

Women in the Media

6 pm – 9.30 pm / P [1850](#)
↳ page 159

MCBW START UP – Lab: Innovation Café

6 pm – 9 pm / P [1761](#)
↳ page 215

The Future of Humanitarian Response 2025: Speculative Design Workshop

6 pm – 9 pm / P [1771](#)
↳ page 202

PLAKATIV – Poster workshop for creative basics

recurring event
6 pm – 8.30 pm / P [1853](#)
↳ page 74

Digitalisierung und wo bleibt der Mensch? LEGO® SERIOUS PLAY®

6.30 pm – 9.30 pm / P [1895](#)
↳ page 204

Design. Sound. Drinks.

6.30 pm – 10 pm / P [1741](#)
↳ page 130

Shaping tomorrow through technology & design

6.30 pm – 10 pm / P [1945](#)
↳ page 179

CIRCULAR UTOPIA – Design in times of change

6.30 pm – 10 pm / P [1774](#)
↳ page 118

Brand Design Masterclass

6.30 pm – 10 pm / P [1745](#)
↳ page 204

QUEST FOR THE GRAIL // DATA. DESIGN. EXPERIENCE. VALUE.

6.30 pm – 10.30 pm / P [1836](#)
↳ page 203

TULP TALK: Design is Leadership

6.30 pm – 10 pm / P [1752](#)
↳ page 180

Well-being in the office – How much space does your success need?

7 pm – 10 pm / P [1829](#)
↳ page 182

The Design of Sustainable Culture

7 pm – 10 pm / P [1751](#)
↳ page 181

AI Fashion – Panel Discussion

7 pm – 8.30 pm / P [1834](#)
↳ page 160

Redefining the microphone for the digital age

7.30 pm – 10 pm / P [1840](#)
↳ page 182

SALOME TANZ – an interactive ballet night

7.30 pm – 9 pm / P [1912](#)
↳ page 130

Audience discussion following SALOME TANZ

9.15 pm – 10 pm / P [1913](#)
↳ page 132

Day 7

Friday

13 MAR

Sound walk – Connective listening

recurring event
12 am – midnight / P [1809](#)
↳ page 124

CreativeMornings Munich on #IDENTITY

8.30 am – 10 am / P [1914](#)
↳ page 182

TypeTech MeetUp Munich

9.30 am – 6 pm / P [1948](#)
↳ page 148

KuK Campus: How to Devise your own Crowdfunding Campaign

10 am – 12 pm / P [1863](#)
↳ page 184

Individualized consultation for the cultural and creative sectors

10 am – 5 pm / P [1918](#)
↳ page 74

Introduction into visual thinking

recurring event
10.30 am – 4.30 pm / P [1813](#)
↳ page 130

oursuperstore

recurring event
11 am – 6 pm / P [1802](#)
↳ page 126

USM Talking Lunch: Leadership in the New Work Era

12.30 pm – 2.30 pm / P [1899](#)
↳ page 184

Forward Festival Munich 2020

1 pm – 10 pm / P [1881](#)
↳ page 146

Business Model Youth Workshop – MCBW 2020 Special

1.30 pm – 6 pm / P [1896](#)
↳ page 204

Craft meets Universal Design

2 pm – 2.45 pm / P [1795](#)
↳ page 132

Packaging design and production

2 pm – 6 pm / P [1857](#)
↳ page 75

Tour of a modern and sustainable brick production

4 pm – 6 pm / P [1925](#)
↳ page 76

Architec-Tour through the Olympic Park

4 pm – 6 pm / P [1738](#)
↳ page 139

Visual Thinking – Workshop

recurring event
4.30 pm – 6 pm / P [1814](#)
↳ page 202

GREENSTYLE munich fair and conference

5 pm – 10 pm / P [1769](#)
↳ page 132

Creating Magical Moments!

6 pm – 12 am / P [1898](#)
↳ page 184

PLAKATIV – Poster workshop for creative basics

recurring event
6 pm – 8.30 pm / P [1853](#)
↳ page 74

Bar camp style event: Cultivating Creativity

7 pm – 9.30 pm / P [1903](#)
↳ page 206

The Danner Rotunda and Kookmin University in Seoul

7 pm – 10 pm / P [1720](#)
↳ page 120

Introducing a new magazine

7 pm – 11 pm / P [1875](#)
↳ page 120

Collective MAT – Finissage

7 pm – 11 pm / P [1849](#)
↳ page 120

Day 8

Saturday

14 MAR

Sound walk – Connective listening

recurring event
12 am – midnight / P [1809](#)
↳ page 124

Weekend Creativity Lab: “What’s bugging me, what do I change?”

recurring event
9 am – 6 pm / P [1902](#)
↳ page 206

HOUDINI – sustainability & design at AlpenStrand

9.30 am – 4 pm / P [1946](#)
↳ page 78

Business Modeling for Start-ups & Improv Pitching – MCBW 2020 Special

10 am – 7.30 pm / P [1897](#)
↳ page 216

GREENSTYLE munich fair and conference

10 am – 7 pm / P [1769](#)
↳ page 132

School’s on fire!

recurring event
10 am – 4 pm / P [1860](#)
↳ page 78

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

recurring event
10 am – 12 pm and 14 pm – 16 pm / P [1861](#)
↳ page 72

Making “Landshuter Mama”

10 am – 12 pm / P 1838

↳ page 80

Designing “Landshuter Mama” bags

recurring event

10 am – 12 pm and 14 pm – 16 pm /

P 1839

↳ page 79

9th VDID Designers’ Breakfast: Start up a new culture!

10 am – 2.30 pm / P 1756

↳ page 160

TypeTech MeetUp Munich

10.30 am – 5 pm / P 1948

↳ page 148

Introduction into visual thinking

recurring event

10.30 am – 2 pm / P 1813

↳ page 130

UNIVERSAL DESIGN Consumer Jury Session

11 am – 3.30 pm / P 1797

↳ page 133

oursuperstore

recurring event

11 am – 6 pm / P 1802

↳ page 126

Open House: tour of the exhibition and the workshop

recurring event

11 am – 5 pm / P 1930

↳ page 80

TransFORMations

recurring event

11 am – 3 pm / P 1928

↳ page 80

Global success “Designed in Lower Bavaria”

2 pm – 6 pm / P 1934

↳ page 82

MCBW workshop for children: stop-motion cartoon studio

2 pm – 5 pm / P 1936

↳ page 127

Angstlereal in Geisenhausen – from the farm to a community center

2 pm – 4 pm / P 1830

↳ page 82

Simplify your routines

recurring event

2 pm – 3.30 pm and 4 pm – 6 pm /

P 1770

↳ page 206

Fascinating light at we lite Lichtstudio

2 pm – 3 pm / P 1927

↳ page 82

PLAKATIV – Poster workshop for creative basics

recurring event

2 pm – 4.30 pm / P 1853

↳ page 74

Wood fire fascination – Japanese aesthetics in pottery

4 pm – 5 pm / P 1862

↳ page 83

Rural Design Days

recurring event

5 pm – 9 pm / P 1907

↳ page 84

Book Reading: Designerglück (Designer’s Bliss)

6 pm – 7.30 pm / P 1917

↳ page 186

Night at the workshop.**In the spotlight: the kitchen**

6 pm – 10 pm / P 1847

↳ page 85

Day 9

Sunday

15 MAR

Sound walk – Connective listening

recurring event

12 am – midnight / P 1809

↳ page 124

Weekend Creativity Lab: “What’s bugging me, what do I change?”

recurring event

9 am – 6 pm / P 1902

↳ page 206

GREENSTYLE munich fair and conference

10 am – 5 pm / P 1769

↳ page 132

School’s on fire!

recurring event

10 am – 4 pm / P 1860

↳ page 78

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

recurring event

10 am – 12 pm and 14 pm – 16 pm /

P 1861

↳ page 72

Kiff Slemmons: All about me

11 am – 1 pm / P 1721

↳ page 186

oursuperstore

recurring event

11 am – 6 pm / P 1802

↳ page 126

Open House: tour of the exhibition and the workshop

recurring event

11 am – 5 pm / P 1930

↳ page 80

TransFORMations

recurring event

11 am – 3 pm / P 1928

↳ page 80

(Location) brand museum: the role of design in communication

2 pm – 4 pm / P 1874

↳ page 86

DESIGN BUS: Professor Tulga Beyerle and Stefan Diez – Line 1

2 pm – 4 pm / P 1781

↳ page 161

Sugar Cake and Design

3 pm – 5 pm / P 1799

↳ page 135

DESIGN BUS: Dr. Angelika Nollert and Mirko Borsche – Line 2

4 pm – 6 pm / P 1782

↳ page 163

Rural Design Days

recurring event

5 pm – 9 pm / P 1907

↳ page 84

In dialog: A different perspective. African ceramics

5.30 pm – 6.30 pm / P 1727

↳ page 139

**Discover the
Lower Bavarian
region of
Landshut**



REGIONAL PARTNER EVENTS



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

5 pm – 8 pm / 10 MAR / P 1910
[Design/Innovation consultation // Panel discussion](#)

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/forum
free / no registration required



#keramikschule – handcraft meets design

11 – 12, 14 – 15 MAR / P 1859
 dates at www.mcbw.de/en
[Manufacturing & crafts // Exhibition](#)

When craftsmanship meets design, you are in the exhibition spaces of Keramikschule Landshut. Discover the latest trends in ceramics! Selected pieces of the graduation classes and competition works are displayed in an exhibition. On this occasion, the way from the initial idea over design studies to the resulting pottery piece, including the accompanying portfolios, is being shown here. The presented ceramics mirror the broad range of educational content and creative quality.
free / no registration required



It's clay time – Vocational training to become a ceramicist

11 – 12, 14 – 15 MAR / P 1861
 recurring event
 dates at www.mcbw.de/en
[Manufacturing & crafts // Recruiting/Match-making](#)

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.
free / no registration required



Holzwerthaus®: form & function

4 pm – 6 pm / 11 MAR / P 1820
[Architecture/Urban planning // Architectural tour](#)

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.
free / registration required

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

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.



211 Keramikschule Landshut
 Marienplatz 8
 84028 Landshut

Connecting pottery with design, arts & crafts is the aim Keramikschule Landshut wants to pass on to its students. Practical applications & theory are conveyed both to journeymen and master students.



211 Keramikschule Landshut
 Marienplatz 8
 84028 Landshut

Connecting pottery with design, arts & crafts is the aim Keramikschule Landshut wants to pass on to its students. Practical applications & theory are conveyed both to journeymen and master students.



205 FRIEDL Holzbau GmbH
 Johannesstr. 1
 84101 Obersüßbach

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 am Bischof-Sailer-Platz



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 Bischof-Sailer-Platz 421 · 84028 Landshut
 T 0871 925460

www.darlappkuechenhaus.de

REGIONAL PARTNER EVENTS



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 pre-defined 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



Design defines markets

6 pm – 8.30 pm / 12 MAR / P 1828

[Media design // Speech](#)

How does design impact usability and user experience? The experts of Campudus 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.

free / registration required



Individualized consultation for the cultural and creative sectors

10 am – 5 pm / 13 MAR / P 1918

[Design/Innovation consultation // Educational/Coaching](#)

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@muenchen.de

free / registration required



Packaging design and production

2 pm – 6 pm / 13 MAR / P 1857

[Product/Industrial design // Campaign](#)

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.

free / no registration required

219 Werbeagentur madmoses
Altstadt 97
84028 Landshut

We see ourselves as a design agency with focus on innovative brand communication. Our core task is the development of multimedia marketing strategies in the print, web and digital sectors.



213 LINKWork
Benzstr. 13
84030 Landshut

Gründerzentrum Landshut is the go-to place for startups and founders of the region. We offer coaching, consulting, matching opportunities, networks and help with all questions on business foundation.



212 LINK. Das Gründerzentrum
Altstadt 357
84028 Landshut

The Cultural Affairs Office and the Business Promotion Office of the city of Landshut support the cultural and creative sectors in the Landshut region.



209 KLANN Packaging GmbH
Waldkirchener Str. 11
84030 Landshut

KLANN Packaging GmbH produces decorative and exclusive premium tinplate packaging made in Germany.



FREILAUFEND,

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Wir erstellen Ihren Firmenauftritt von der Namensentwicklung über Logo bis hin zur Website und Ihren Printmedien.



WERBEAGENTUR
MADMOSES

REGIONAL PARTNER EVENTS



Thoughts about landmarks

4 pm – 6 pm / 13 – 14 MAR / P 1851

Architecture/Urban planning // Exhibition

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 landmarked 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

217 Wager Gärtner Knoch Architekten GmbH
Am Graben 23
84036 Landshut

One of the firm's focal points is working with historic buildings, mainly landmarks. The recently renovated structure built in 1496 offers an appealing setting for events and exhibitions.

WAGER GÄRTNER KNOCH-ARCHITEKTEN



Tour of a modern and sustainable brick production

4 pm – 6 pm / 13 MAR / P 1925

Product/industrial design // Guided company tour

Learn about the production of bricks up close at one of the leaders in brick products for concrete structures in the German-speaking regions.

Bavaria is and always has been a region of bricks. For more than 2000 years, bricks have been used for construction. Raw materials such as loam and clay can be found on our doorstep. The focus is on natural raw materials, sustainable production, and the resulting healthy living. You have always wanted to look into the production of the number one building material? We will be happy to give you a tour of our sites.

free / registration required

214 Leipfinger-Bader GmbH
Ziegeleistr. 15
84172 Buch am Erlbach

LEIPFINGER-BADER is one of the longest-standing family-owned companies in the German construction materials industry.



Decorative items – with salt and pepper

13 – 15 MAR / P 1819

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

203 CorpusArt – Vera Bosdorf
Freyung 626a
84028 Landshut

CorpusArt – Vera Bosdorf Atelier for unique, artistically designed jewelry, and gallery for visual arts



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

206 Galerie Q Landshut
Papierestr. 10
84034 Landshut

Jewelry and bags emanating easiness and attention to detail – handmade with passion.



KLANN

METAL BOXES MADE FROM TINPLATE

PACKAGING DESIGN AND MANUFACTURE



Please visit www.klann.de for further information

REGIONAL PARTNER EVENTS



School's on fire!

10 am – 4 pm / 14 – 15 MAR / P 1860
recurring event

Manufacturing & crafts // Campaign

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.

free / no registration required

211 Keramikschule Landshut
Marienplatz 8
84028 Landshut

Connecting pottery with design, arts & crafts is the aim Keramikschule Landshut wants to pass on to its students. Practical applications & theory are conveyed both to journeymen and master students.



HOUDINI – sustainability & design at AlpenStrand

9.30 am – 4 pm / 14 MAR / P 1946

Fashion/Accessory // Campaign

We are passionate about our suppliers, about what we do, and about our customers.

Jointly with HOUDINI, 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

201 AlpenStrand
Neustadt 464
84028 Landshut

AlpenStrand – home of outdoor & sports equipment. Because we are who we are, we are more colorful, courageous and different.



From the Granite Block to the Cooking Block

10 am – 3 pm / 14 MAR / P 1943

Interior design // Exhibition

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

207 Gottfried Darlapp Küchenhaus GmbH
Bischof-Sailer-Platz 421
84028 Landshut

Established in its current location in Landshut in 1974, Darlapp Küchenhaus is one of the oldest kitchen furniture retailers.



Designing “Landshuter Mama” bags

14 MAR / P 1839

recurring event

dates at www.mcbw.de/en

Media design // Event for kids

Design your own “Landshuter Mama” bag 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

208 KASIMiRmuseum
Alter Franziskanerplatz 483
84028 Landshut

Landshuter Mama is the ultimate city magazine for families in Landshut and its surrounds.



Jede Mama hat
eine Mama
wie Unsere verdient!

Ausgabe 19
Oktober | November 2019
www.landshuter-mama.de

Landshuter
mama
Das Magazin für Familien in Landshut und Umgebung



spannende **Themen** gute **Ratschläge**

Unterhaltung jede Menge **Freizeittipps**

interessante **Informationen** viel **Gefühl**

www.landshuter-mama.de

@landshutermama LandshuterMama

REGIONAL PARTNER EVENTS



Making "Landshuter Mama"
10 am – 12 pm / 14 MAR / P 1838
Media design // Event for kids

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 entire magazine edition? How is the layout employed to harmonize the look despite different theme blocks? How does a file become a printed product you can take home? KASiMiRmuseum opens Tue – Sat, 10 am – 5 pm.
free / no registration required

208 KASiMiRmuseum
Alter Franziskanerplatz 483
84028 Landshut

Landshuter Mama is the ultimate city magazine for families in Landshut and its surrounds.



TransFORMations
11 am – 3 pm / 14 – 15 MAR / P 1928
recurring event
Architecture/Urban planning // Architectural tour

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. In times of fierce debates about sustainability and CO₂ neutrality, looking to long-forgotten constructive solutions for the building sector makes sense. The small, nondescript log house at Pfettrachgasse 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.
free / no registration required

202 Blockhaus
Pfettrachgasse 7
84034 Landshut

For 15 years, the architects of Stenger2 have focused on the sustainable (re)construction of buildings in and around Munich.



Open House: tour of the exhibition and the workshop
11 am – 5 pm / 14 – 15 MAR / P 1930
recurring event
Manufacturing & crafts // Guided company tour

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 delicacies in the exhibition space. Come and experience the digital world of a company of craftspeople through lectures and presentations of machines.
free / no registration required

221 schreinerei baier
Bachstr. 7
84137 Vilsbiburg

schreinerei baier specializes in interiors and implements entire home concepts, from kitchens to bathroom furniture, in line with customers' requirements.



"Kunst im Grünen – 84166 Grün"
12 pm – 8 pm / 14 – 15 MAR / P 1926
Art and design // Exhibition

Presentation of atelier z's new works and the new rooms as part of "Kunst im Grünen – 84166 Grün" 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

220 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.



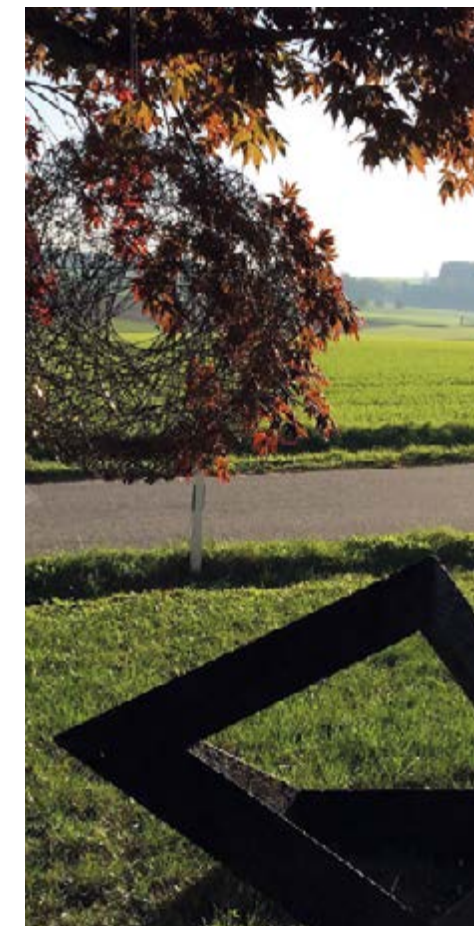
Kunst im Grünen

84166 Grün

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

Wann: am 14. und 15. März 2020, jeweils von 12-20 Uhr.

Wo: Grün 2, 84166 Adlkofen.



atelier z · Theresa Zellhuber · Abt-Häfele-Str. 34 · 85560 Ebersberg
Tel. +49 160 90162053 · www.atelier-zellhuber.de

REGIONAL PARTNER EVENTS



Angstlareal in Geisenhausen – from the farm to a community center

2 pm – 4 pm / 14 MAR / P 1830
Architecture/Urban planning // Architectural tour

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

215 Rathaus Markt Geisenhausen
 Marktplatz 6
 84144 Geisenhausen

Founded by brothers Rudolf Scherzer and Ronald Scherzer-Heidenberger, architectural and urban development firm scherzer architekten partnerschaft operates offices in Nuremberg and Leipzig.

scherzer architekten partnerschaft



Fascinating light at we lite Lichtstudio

2 pm – 3 pm / 14 MAR / P 1927
Interior design // Speech

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

222 we lite Lichtstudio GmbH
 Herrngasse 383
 84028 Landshut

The we lite lighting studio in the heart of the old town of Landshut focuses on individual advice and manufacturer-neutral lighting design.



Global success "Designed in Lower Bavaria"

2 pm – 6 pm / 14 MAR / P 1934
Design/Innovation consultation // Speech

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 region produces 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 DRÄXLMAIER, Flottweg, KLANN Packaging and B/E Aerospace Fischer GmbH.

free / no registration required

216 Tagungszentrum Landshut
 Bürgermeister-Zeiler-Str. 1
 84036 Landshut

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.



Wood fire fascination – Japanese aesthetics in pottery

4 pm – 5 pm / 14 MAR / P 1862
Manufacturing & crafts // Speech

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

211 Keramikschule Landshut
 Marienplatz 8
 84028 Landshut

Connecting pottery with design, arts & crafts is the aim Keramikschule Landshut wants to pass on to its students. Practical applications & theory are conveyed both to journeymen and master students.



Events for professionals

Events for design lovers

Info point

ceramic

earth water air fire



Keramikschule Landshut

Staatliche Meisterschule für Keramik und Design
 Staatliche Berufsfachschule für Keramik
 Staatliche Berufsschule III für Keramik Landshut

Marienplatz 8 - 84028 Landshut
 Tel: 0871 - 922 388 20
 Mail: sekretariat@keramikschule.de
 Web: www.keramikschule.de
 www.facebook.com/keramikschule



ceramics: Christina Grünberger - photo: Peter Litvai

museum (place) branding

What is the role of design in communication and how important is it for conveying the museums value?

15 March
Talk in the
KOENIGmuseum
Landshut

Guided tour
after the
talk
LANDSHUTmuseum

Photo: H. Zdera

Kreativoli
media. design. advertising.

www.kreativoli.de



Rural Design Days

5 pm – 9 pm / 14 – 15 MAR / P 1907
recurring event

Art and design // Campaign

Shared discoveries in a house at the forest: Rural Design | Design from rural areas | Design for 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

204 Ein Haus am Wald
Grün 2
84166 Adlkofen bei Landshut

Home to new ideas. Silicon Vilstal is a non-profit initiative from Lower Bavaria. We promote open social innovation and make digital opportunities in rural regions tangible.

SiliconVilstal



Night at the workshop. In the spotlight: the kitchen

6 pm – 10 pm / 14 MAR / P 1847

Manufacturing & crafts // Campaign

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

218 Wenninger Möbelwerkstätten GmbH
Unholzinger Str. 6
84103 Postau

Established in 1928, Wenninger Möbelwerkstätten specializes in designing and producing high-quality kitchens, office furnishings, and furniture.

WENNINGER
MÖBELWERKSTÄTTEN

WENNINGER
MÖBELWERKSTÄTTEN



Küchen.

Design aus Niederbayern

Besuchen Sie unsere Veranstaltung
im Rahmen der MCBW

Im Mittelpunkt: Die Küche

Wir laden Sie ein zu einem Blick hinter die Kulissen des Küchendesigns.

Am Samstag, 14. März 2020 von 18 bis 22 Uhr

Wenninger Möbelwerkstätten GmbH

Unholzinger Straße 6 – 10
D-84103 Postau

T +49. (0)87 02.22 22

F +49. (0)87 02.36 26

info@wenninger-postau.de
www.wenninger-postau.de

2 * Locations with * are not listed in the maps to follow.

P Event search on www.mcbw.de

E Events for professionals

D Events for design lovers

i Info point

KONFERENZEN




(Location) Brand museum: the role of design in communication
2 pm – 4 pm / 15 MAR / P 1874
[Communication design/Branding // Speech](#)

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 Haßler 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

 KOENIGmuseum
Am Prantlgarten 1
84028 Landshut

Located in the center of Landshut, Kreativoli is a non-industry-specific media/advertising agency committed to comprehensive corporate communications for print and digital media.



Social Media – Welcome to the Battlefield of Brands
P 1852
[dates at www.mcbw.de/en](#)
[Digital innovation // Speech](#)

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

 Location:
see [www.mcbw.de/en](#)

In our "powerhouse of ideas", we develop and realize all wishes for national and international customers in the following areas: MOVIE, SOCIAL MEDIA, CONTENT MARKETING, COMMUNICATION.



Silicon Vilstal Rural Design Days

Gemeinsame Entdeckungen auf dem Land

14. bis 15. März 2020 | Grönn 2 bei Geisenhausen

Rural Design | Ländliches Design | Design vom Land
Design für das Land | Countryside | Land Art

Grönn 2 liegt zwischen Adlkofen und Geisenhausen. Am Wochenende 14./15.3. je 17–21 h wollen wir mit Ausstellungen und Vorträgen »Rural Design« gemeinsam entdecken. Weitere Termine: Silicon Vilstal Hub Grüne Woche 17.–26.1.2020
Silicon Vilstal Erlebnisfestival 17.–20.9.2020

**MCBW
PARTNER
REGION
LANDSHUT**
powered by Silicon Vilstal

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gemeinnützige UG
(haftungsbeschränkt)



@siliconvilstal
[www.siliconvilstal.de](#)

Exhibition,
Vernissage, Finissage

Look and Feel





**Light installation at Siegestor:
18 FEB – 17 MAR 2020**

⒑ 1908

Art and design // Exhibition

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!
free / no registration required

66 Siegestor
Leopoldstr. 1
80539 München

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.



Space for visions: The FUTURE FORUM by BMW Welt.

9 am – 12 am / 7 – 15 MAR / ⒑ 1923

Universal design // Exhibition

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
free / no registration required

6 BMW Welt
Am Olympiapark 1
80809 München

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles.



BMW i3 Urban Suite – Mobile luxury in the smallest space

7 – 15 MAR / ⒑ 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

89 5 Höfe
Theaterstr. 15
80333 München

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles.



bayern
design

Ein leuchtender Beitrag
des Konzeptkünstlers
Jan Kuck



ZUR

Munich Creative Business Week 2020
am Münchner Siegestor

18.02.2020 – 17.03.2020



Photo by Martin Falbisoner | editing and artwork by Jan Kuck

Gefördert durch

Bayerisches Staatsministerium für
Wirtschaft, Landesentwicklung und Energie



Gefördert durch





Considerations

7 – 15 MAR / P 1713
 dates at www.mcbw.de/en
Art and design // Exhibition



Times of fragility

10 am – 7 pm / 7 – 15 MAR / P 1846
Art and design // Exhibition



Collective MAT – Exhibition

7 – 10, 12 – 14 MAR / P 1848
 dates at www.mcbw.de/en
Product/industrial design // Exhibition



Exhibition: Bye bye Old Work, hello New Work!

7, 9 – 14 MAR / P 1747
 dates at www.mcbw.de/en
Universal design // Exhibition

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 furniture it rests 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 10 am to 7 pm. On Wednesday, 11 March, Rosenthal invites to a Design Cocktail from 5 to 7 pm 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: NEUVON-FRISCH, rotmilan, zita products, LPJ Studios, Nata Y Limón, franz 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 interaction 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

82 VITSOE
 Türkenstr. 36
 80799 München

We have been producing durable furniture since 1959 – always in pursuit of making things better rather than newer.

VITSOE

62 Rosenthal Store
 Kardinal-Faulhaber-Str. 5
 80333 München

On more than 300 m² on two levels, the Rosenthal Store in Munich presents object design and innovations for interiors.

Rosenthal

77 ThokkThokk Studio
 Baaderstr. 33
 80469 München

We can plane, saw, glue, research, grind, draw, talk on the phone, compress, write, drill, brush, screw, mill, hammer, measure, experiment, and much more.

rotmilan

45 Kusch+Co GmbH
 Nymphenburger Str. 51
 80335 München

Kusch+Co is a leading manufacturer of contract furnishing, who has been developing, creating & manufacturing high-class design-oriented seating, tables and table configurations for three generations.

KUSCH+CO

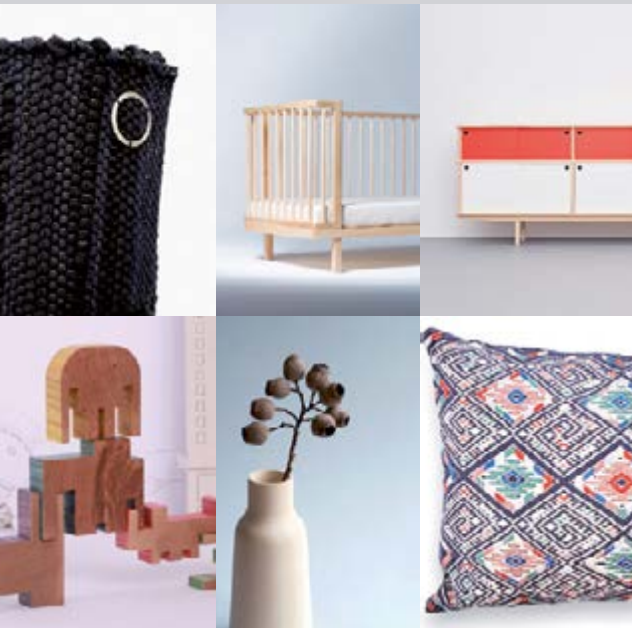
shaping the way we sit

Kollektiv MAT

NEUVONFRISCH
rotmilan
zita products
LPJ Studios
Nata Y Limón
franz bettenbauer



Wir laden ein...
zur Ausstellung
zum Shoppen
zum Netzwerken



ÖFFNUNGSZEITEN POP UP STORE
Sa/So 11:00 - 19:00h
Mo/Mi/Do/Fr 11:00 - 19:00h

ORT
ThokkThokk Studio
Baaderstraße 33
Gärtnerplatzviertel



Open House 2020
10 am – 4 pm / 7 MAR / P 1735
Communication design/Branding // Exhibition

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

15 Deutsche Meisterschule für Mode / Designschule München
Roßmarkt 15
80331 München

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

deutsche meisterschule für mode-
designschule münchen



Universal Design: Exhibition, Discourse, Statements, Campaigns
7 – 15 MAR / P 1798
dates at www.mcbw.de/en
Universal design // Exhibition

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

58 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.

IUD
International Universal Design

2 * Locations with * are not listed in the maps to follow.

P Event search on www.mcbw.de

E Events for professionals

D Events for design lovers

i Info point



Landeshauptstadt
München
Referat für
Bildung und Sport

deutsche meisterschule für mode
designschule münchen

wir sind ein kompetenzzentrum
der landeshauptstadt münchen
für mode und für
kommunikationsdesign

meisterschule-fuer-mode.de
designschule-muenchen.de



News from KASTL modern furniture – Opening
6 pm – 10 pm / 7 MAR / P 1749
Product/industrial 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.

free / no registration required

41 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.



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

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.

free / no registration required

34 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.



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

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 for design and the social economy naturally facilitates inclusion. Products created in co-operation 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

34 Hochschule für Fernsehen und Film München
Bernd-Eichinger-Platz 1
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.



Institut für Universal Design



Foto: Valentin Heidorn

6. bis 15. März 2020

EXHIBITION | TALK | EVENT | WORKSHOP

Oskar-von-Miller-Forum — Oskar-von-Miller-Ring 25 — 80333 München — 11 bis 18 Uhr



12
Donnerstag

schauraum
licht
vernissage
12. märz
ab 18 uhr
lecker
wein!
unbedingt



MAKING CHAIRS

1 pm – 8 pm / 9 – 13 MAR / P 1866
[Product/industrial design // Exhibition](#)

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

20 FourPlus Design
Adelgundenstr. 12
80538 München

FourPlus is a design studio for innovative product solutions.



KASTL modern furniture – retrospective

9 – 14 MAR / P 1750
dates at www.mcbw.de/en
[Product/industrial design // Exhibition](#)

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

41 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.



Events for professionals

Events for design lovers

Info point

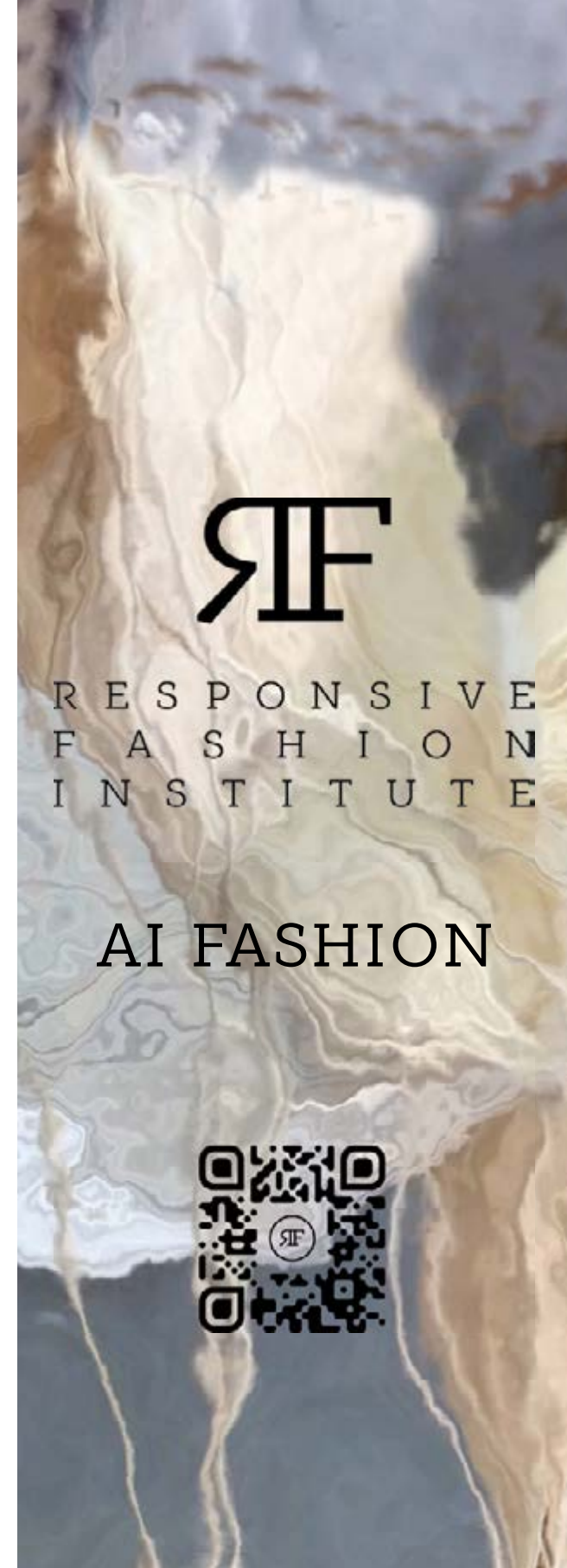
benwirth licht

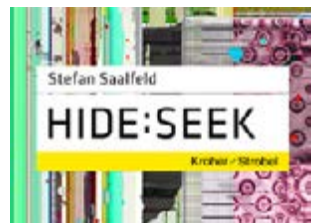
Frohschammerstrasse 14 80807 München
info@benwirth.de www.benwirth.de



2 **18** Locations with * are not listed in the maps to follow.

Event search on www.mcbw.de



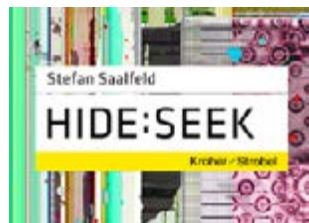


HIDE : SEEK Opening

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

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 shape in an infinite play of HIDE and SEEK.

free / no registration required

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.

free / no registration required

Ben Wirth Licht, Licht4light, 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 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

44 Kroher Strobel Rechts- und Patentanwalt PartmbB
Bavariaring 20
80336 München

The Munich-based artist Stefan Saalfeld mainly uses digital tools to create his multilayered works.

Stefan Saalfeld

44 Kroher Strobel Rechts- und Patentanwalt PartmbB
Bavariaring 20
80336 München

The Munich-based artist Stefan Saalfeld mainly uses digital tools to create his multilayered works.

Stefan Saalfeld

84 benwirth licht GmbH
Frohschammerstr. 14
80807 München

benwirth licht was founded in 2006 by the architect Ben Wirth, winner of several design awards. The company designs and builds lights, light installations and one-offs.



EIN SCHÖNER GARTEN IST, WAS DU DARAUSS MACHST

Mittwoch – Sonntag
11.–15. März 2020
Messegelände München

www.garten-muenchen.de



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Indoor-Gartenmesse

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11.-15. MÄRZ 2020
MESSEGELENDEN MÜNCHEN
www.ihm.de

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HANDWERKSMESSE**

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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

**HANDWERK
& DESIGN**

auf der Internationalen Handwerksmesse



Design connects!

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



Design connects!

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

SCHMUCK 2020

Auf der Internationalen
Handwerksmesse
11.-15.03.2020

Stilprägend und faszinierend! Die internationale Ausstellung mit Weltruf ist Wegbegleiter der Entwicklungen im zeitgenössischen Schmuck. Junge Goldschmiede und international bekannte Schmuckgestalter zeigen ihre neuesten Arbeiten und verweisen auf die künstlerische und handwerkliche Innovationskraft dieser Disziplin. Herausragende Arbeiten werden mit dem Herbert-Hofmann-Preis ausgezeichnet.

www.ihm-handwerk-design.com

*Gefördert durch:



Bundesministerium
für Wirtschaft
und Energie

aufgrund eines Beschlusses
des Deutschen Bundestages

*Gefördert durch:



Bayerisches Staatsministerium für
Wirtschaft, Landentwicklung und Energie

HANDWERK & DESIGN

auf der Internationalen Handwerksmesse



Erstklassiges Kunsthandwerk, hohe Handwerkskunst und kunstvolles Design zum Anfassen und Mitnehmen. Besuchen Sie unsere einzigartigen Sonderschauen EXEMPLA (Thema 2020 „50 Jahre EXEMPLA“), TALENTE, MEISTER DER MODERNE und SCHMUCK. Willkommen auf der «Handwerk & Design».

11.-15.03.2020

Messegelände München
www.ihm-handwerk-design.com

HANDWERK & DESIGN

auf der Internationalen Handwerksmesse



Design connects! MCBW meets IHM
9.30 am – 6 pm / 11 – 15 MAR / P 1909
Manufacturing & crafts // Exhibition



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



International Crafts Fair 2020
9.30 am – 6 pm / 11 – 15 MAR / P 1869
Manufacturing & crafts // Exhibition



MASTERS OF MODERNITY 2020
9.30 am – 6 pm / 11 – 15 MAR / P 1870
Manufacturing & crafts // Exhibition



SCHMUCK 2020
9.30 am – 6 pm / 11 – 15 MAR / P 1871
Manufacturing & crafts // Exhibition



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

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 trends of three trade fairs – International Crafts Fair, Craft & Design and Garden Munich – for an exclusive foretaste of what visitors can expect at the fairgrounds. The exhibitors have one thing in common: Sustain by Design! Innovative labels in diverse industries have based their design-oriented solutions to challenges of the future on sustainable models, materials and concepts. Join us to marvel, test, discuss, and shop.

subject to a fee / no registration required

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 handcrafted 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 jewelry 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: Ruudt Peters / Photographer: Ulrika Paemurru)

subject to a fee / no registration required

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

Messegelände München
Am Messesee
81829 München

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Am Messesee
81829 München

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.

bayern
design

The GHM (organization for crafts fairs) develops, hosts and organizes important fairs for all branches related to crafts and the mid-sized sector.

HANDWERK
& DESIGN
auf der Internationalen
von Fachverbänden

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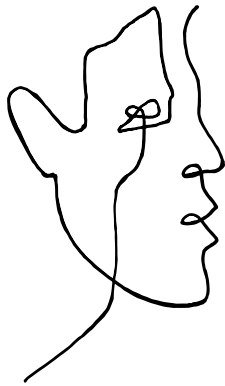
HANDWERK
& DESIGN
auf der Internationalen
von Fachverbänden

The GHM (organization for crafts fairs) develops, hosts and organizes important fairs for all branches related to crafts and the mid-sized sector.

HANDWERK
& DESIGN
auf der Internationalen
von Fachverbänden



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

DESIGN IM ZEUGHAUS MCBW 2020 SOCIAL PAVILION

**Design at the Armory:
Social Pavilion**

11 – 15 MAR / P 1772
dates at www.mcbw.de/en
Social 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 armory 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

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

The Department of Design (Munich University of Applied Sciences) is Munich's biggest public institution for academic design education and research. It is located in the armory dating back to 1866.



2 **18** * Locations with * are not listed in the maps to follow.

P Event search on www.mcbw.de



**ANNIVERSARY GRADUATE SHOW:
20 | 2020**

5 pm – 10 pm / 11 MAR / P 1788
Media design // Exhibition

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, strategical and classical exhibits as well as the latest fashion collections. The after-show party starts at 10 pm.

free / no registration required

52 Mediadesign Hochschule
Claudius-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.



E Events for professionals

D Events for design lovers

i Info point



Programmpartner
**DESIGN
SCHAU!**



Wunschkonzert: Ist Glück reproduzierbar?

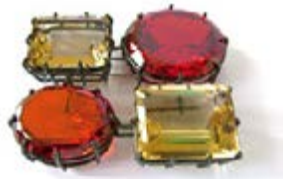
AmbienteDirect präsentiert, im Rahmen der MCBW, das Kooperationsprojekt von Rosenthal und dem Industrial Design Department der Kunstakademie Stuttgart.

Wann: Mittwoch, 11.3.2020
Wo: ab 18 Uhr im AmbienteDirect Store, Lenbachplatz 3, 80333 München





Make a wish
7, 9 – 14 MAR / P 1933
dates at www.mcbw.de/en
Product/industrial design // Exhibition



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



AI Fashion – Exhibition
9 am – 6 pm / 12 – 13 MAR / P 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

3 AmbienteDirect Store
Lenbachplatz 3
80333 München

Since the spring of 2018, AmbienteDirect, the first online shop in Germany in the design segment, offers its exclusive products at its retail store at Lenbachplatz.



23 Galerie Handwerk, Handwerkskammer für München und Oberbayern
Max-Joseph-Str. 4
80333 München

Galerie Handwerk is the cultural establishment of the Chamber of Crafts and Small Industries for Munich and Upper Bavaria.



• Location:
see www.mcbw.de/en

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



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
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Anmeldung:
www.interiorcongress.de

Partner der Veranstaltung:



**MÜNCHNER STOFF FRÜHLING**

12 – 15 MAR / P 1765

dates at www.mcbw.de/en

Trade fair & exhibition design // Exhibition

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**

Location:
see www.mcbw.de/en

MÜNCHNER STOFF FRÜHLING is the showroom event for architects, interior designers and decorators from the leading international manufacturers of fabrics, wallcoverings and rugs.

**Face the future.**

12 pm – 8 pm / 12 – 15 MAR / P 1915

Product/industrial design // Exhibition

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

74 TUM – Lehrstuhl für Industrial Design
Arcisstr. 21
80333 München

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.

**Presentation of the winners' collections at Crafts & Design**

4.30 pm – 6 pm / 12 MAR / P 1777

Fashion/Accessory // Exhibition

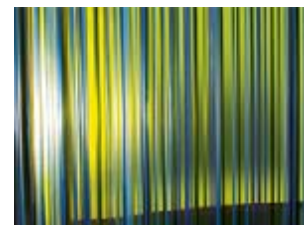
The Münchner Modepreis and the winners will be presented during Crafts & Design at the International Crafts Fair (IHM).

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.

subject to a fee / no registration required

53 Messegelände München
Am Messesee
81829 München

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.

**Schauraum Licht – Opening**

6 pm – 11 pm / 12 MAR / P 1940

Art and design // Vernissage/Finissage

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. 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

84 benwirth licht GmbH
Frohschammerstr. 14
80807 München

benwirth licht was founded in 2006 by the architect Ben Wirth, winner of several design awards. The company designs and builds lights, light installations and one-offs.





**ANDERS GESEHEN
AFRIKANISCHE KERAMIK
27.09.2019 – 29.03.2020**

**ON
THE
DESIGN
MUSEUM**
**NEUE
SAMMLUNG**
EH
THE
DIE

**PINAKOTHEK
DER
MODERNE**



CIRCULAR UTOPIA – Design in times of change
6.30 pm – 10 pm / 12 MAR / P 1774
Product/industrial design // Vernissage/Finissage



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



open house at spitzbart
5 pm – 8 pm / 13 MAR / P 1876
Manufacturing & crafts // Exhibition

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

Interface designers are mediators between the human and the technological world. We are the translators between competences. Here we create a space to pause and reflect.

On the occasion of the MCBW, kon-trastmoment opens up a new space for interaction and exchange in the former rooms of the design office: the “km: experience area”. This space shall be used now for gatherings, shared experiences and dialog. Internal and external workshops, conferences and exhibitions shall be organized here. It is located in Fraunhoferstr. 5 in the basement of the rear building. On these two days, three multisensory VR experiences (mind, soul, spirit) will be presented there, exhibits will be displayed, and the “km: talk” will find a new home for its interdisciplinary panel.

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

56 NVGTR
Isabellastr. 38
80796 München

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

N V G T R

88 kontrastmoment GmbH
Fraunhoferstr. 5
80469 München

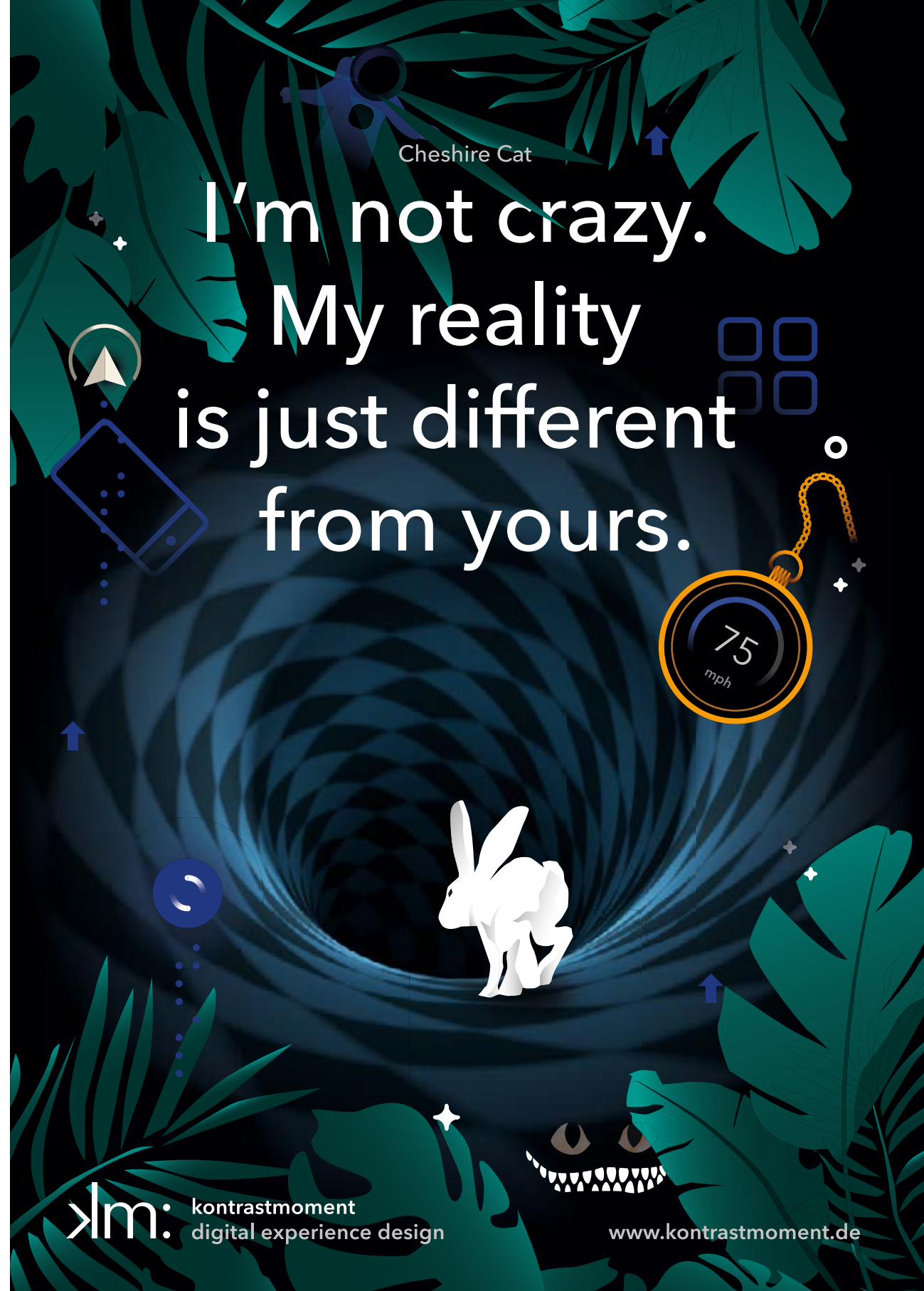
kontrastmoment is an independent, owner-operated company focusing on digital experience design. The team consists of over 60 specialists from 20 countries in over 20 design disciplines.

km:

67 Spitzbart Treppen
Leopoldstr. 126
80802 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.

spitzbart treppen



km: kontrastmoment digital experience design

www.kontrastmoment.de



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

SCHMUCK
JEWELRY

DANNER
ROTUNDE

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 Stofer, 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 College of Design at Kookmin University, Seoul, will open “Under the Stairs”. The school stands out for its unusual handling of materials and its groundbreaking design language. You are cordially invited.

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: NEUVON-FRISCH, rotmilan, zita products, LPJ Studios, Nata Y Limón, franz 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 interaction with nature.

free / no registration required

“Schwarzdenker” offers a wickedly 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 / registration required

New curation by Mikiko Minewaki, Hans Stofer, Alexander Blank | neon signs – Yang Liu Design, Berlin | lighting concept – Flavia Thumshirn, München | virtual visitors guide – bildwerk art, Bamberg.

With Mikiko Minewaki, Hans Stofer 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 lettering 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
59 80333 München

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



ThokkThokk Studio
Baaderstr. 33
77 80469 München

We can plane, saw, glue, research, grind, draw, talk on the phone, compress, write, drill, brush, screw, mill, hammer, measure, experiment, and much more.

rotmilan

Deutsche Meisterschule für
Mode / Designschule München
15 Roßmarkt 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.

MANUFAKTUR

Pinakothek der Moderne
Barer Str. 40
59 80333 München

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



Pinakothek der Moderne
Barer Str. 40
59 80333 München

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!**





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



Kleidertausch 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

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

free / no registration required

Pop-up market for upcoming designers from the areas of fashion, living & lifestyle.

StijlMarkt offers young designers, creatives and labels from all over Germany and neighboring countries a temporary home to present and sell unusual ideas and products. As a market place and platform for new things, there are design products, clothing, handicrafts, furniture, jewelry, paper goods as well as lots of inspiration and contacts. Unusual side events by young creatives enrich the event.

subject to a fee / no registration required

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, tees, 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

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

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.



60 Praterinsel
Praterinsel 3-4
80538 München

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.



8 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.



58 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.



QUITTUNG

Datum: 8.–15. März 2020
täglich geöffnet

Menge	Artikel	Preis
1	Sozialwirtschaft	1,00
1	Design	1,00
Zwischensumme		2,00
Mehrwert Kooperation		1,00
Gesamt		3,00

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

www.oursuperstore.org



Aktiv gegen Lebensmittelverschwendung – MCBW 2020 Special
5 pm – 9 pm / 7 MAR / P 1929
Social design // Campaign



MUCBOOK Creative Night – network night of the creative industry
6.30 pm – 12 am / 7 MAR / P 1719
Art and design // Campaign



oursuperstore
11 am – 6 pm / 8 – 15 MAR / P 1802
recurring event
Social design // Design shops



MCBW workshop for children: stop-motion cartoon studio
2 pm – 5 pm, 8, 14 MAR / P 1936
Film/Stage // Event for kids



Siemens Home Appliances Design Award 2020
9 pm – open end / 9 MAR / P 1947
Product/industrial design // Award ceremony



Birth hour of CreativesForFuture Munich
6.30 pm – 9.30 pm / 10 MAR / P 1783
Communication design/Branding // Campaign

Communal cooking from leftovers. We are organizing a food-sharing party. At 7 pm, Günes Seyfarth, founder of Foodsharing München e. V., talks about food waste and what can be done to avoid it.
Together we cook and eat from donated food leftovers. Everyone is welcome to bring along whatever he/she wants to contribute. After dinner, Günes Seyfarth, founder of Food-sharing 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 this has on us and on the climate and what we can do about it.
free / registration required

Network Night of the Bavarian Creative Industries – the festival to kick off the MCBW with talks, events, exhibitions, flash mobs, music, fashion, film & party across industry boundaries.
All area festival at HFF – at the MUCBOOK Creative Night, the innovative heads of Bavaria gather to party and to network. See stakeholders from the fields of film, design, architecture, fashion and the media present themselves in talks, discussions and workshops held in the HFF auditoriums. Get in touch with new people over a beer and experience an inspiring evening that whets your appetite for the program of the MCBW 2020. The big get-together of the creative industry – organized by the city magazine MUCBOOK. Tickets & infos at mucbook.de
subject to a fee / registration required

oursuperstore, the design shop with a twist, presents well-designed products developed by social enterprises. And yes, they are for sale! A win-win situation both for you and the social economy.
Premiere: oursuperstore is a different type of design shop: It offers a selection of close to 30 curated products developed and produced by social enterprises in cooperation with designers. The idea to establish oursuperstore was born in 2018 during an MCBW workshop attended by representatives of AWO München and of Herzogsägmühle, students of design at TU München, Veronika Egger, Edith Bauer, Moritz Seegers, and coordinators Martin Fössleitner (hi-pe.at) and Thomas Bade (Institut für Universal Design). oursuperstore (also) will become digital after the analog premiere.
free / no registration required

With the professional guidance of the Kinderkunsthhaus team children and youngsters can make their own animated films from 2 pm to 5 pm at HFF Forum.
Assisted by the Kinderkunsthhaus 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 Kinderkunsthhaus 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 yet 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 prototypes 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.
free / no registration required

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

9 COKREA – ein Projekt der Off-Time GmbH
Zenettstraße 34
80337 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.



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

With MUCBOOK, SLOW DOWN and GREEN & GLORIA, Medienhaus München publishes print & online magazines that receive much attention for their strategies as innovation drivers of the media transition.



34 Hochschule für Fernsehen und Film München
Bernd-Eichinger-Platz 1
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.



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

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.



28 Haus der Kunst / West Wing
Prinzregentenstr. 1
80538 München

Siemens is the number one household appliances brand in Germany. A company of BSH Hausgeräte GmbH, it sets the global benchmark for technology, innovation and design across the entire product line.



i Location:
see www.mcbw.de/en

We are a design agency. We build brands using graphic design, animation, interior design, illustration, a pinch of text, and a bit of programming.





Münchener Modepreis 2020
7 pm – 11 pm / 10 MAR / P 1776
[Fashion/Accessory // Award ceremony](#)



OPEN CAMPUS DAY
4 pm – 12 pm / 11 MAR / P 1787
[Media design // Campaign](#)



The Power of Words: UX Writing in a Diverse World
6.30 pm – 8 pm / 11 MAR / P 1901
[Media design // Campaign](#)



Hans Sauer Award 2020 Ceremony
7 pm – 9 pm / 11 MAR / P 1803
[Social design // Award ceremony](#)

The city of Munich presents the Münchener Modepreis for the third time. Nominees include nine graduates of training institutions in Munich. The awards ceremony will take place on 10 March 2020.

In 2016, the city of Munich established the Münchener Modepreis to support young designers in Munich and draw attention to the strength of Munich as a city of fashion. The award which will be presented for the third time this year honors graduates of renowned 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.

free / registration required

Day of open doors at one of the leading universities for creative studies: workshops, lectures, projects, presentations on Design, Games, VR, Animation, VFX and more – come, take part and be inspired.

In the afternoon, we invite you to take part in creative workshops, a sculpting presentation to create monsters in 3D or to immerse in a VR experience. Afterwards, graduates and students present a wide range of inspiring Bachelor, Master and semester projects as well as the latest fashion collections in their Graduate Show. The lecture on “Creativity and Ethic – Ideas for a Sustainable Management” at 8.30 pm leaves enough time to enjoy the Graduate Show before it closes. After Show Party at 10 pm. As all actions take place on MD.H premises, you will experience genuine campus feeling.

free / no registration required

What kind of verbal communication do our digital products really need? This inspirational talk explains why good UX Writing needs to go far beyond catchy phrases.

UX Writing is a rising star in the discipline of design. Those who seek to explore the young discipline will mostly find best practice examples of inspiring, humorous, and quirky lines. But is this really all we got? After discussing the characteristics of a “better” UX Writing, let’s have drinks and snacks during our Open Office evening.

free / registration required

The Hans Sauer Foundation will present the Hans Sauer Award 2020: “Designing Circularity in the Built Environment – A Dutch-German Competition” at Oskar von Miller Forum.

Currently, the construction sector devours the lion share of our resources. That is also why the Hans Sauer Award 2020 addresses the subject of Circularity in the Built Environment. The Netherlands has proved repeatedly to have found innovative solutions to the biggest challenge of the construction industry nowadays. The award honors German and Dutch projects in three different categories: Best Practice/Design, Mediation/Education and Tools/Materials, and wants to enable transfer of knowledge between the two countries.

free / registration required

47 Altes Rathaus
Marienplatz 15
80331 München

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.



52 Mediadesign Hochschule
Claudius-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.



7 COBE GmbH
Rosenheimer Str. 145D
81671 München

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



58 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.



Digitalization.

Everyone is talking about it.

We do it.

Designing your future success.

wearefluid.com



Introduction into visual thinking

12 – 14 MAR / P 1813

recurring event

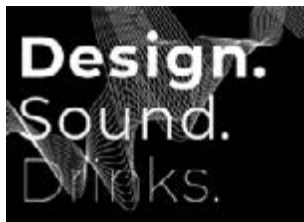
dates at www.mcbw.de/en

Social design // 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



Design. Sound. Drinks.

6.30 pm – 10 pm / 12 MAR / P 1741

Design/Innovation consultation //

Campaign

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



SALOME TANZ – an interactive ballet night

7.30 pm – 9 pm / 12 MAR / P 1912

Film/Stage // Campaign

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

22 GRAPHIC-RECORDER.EU
Arcisstr. 55, Rgb.
80799 München

Room for visual thinking. The future of communication. As visual facilitators we provide support for groups in the development process.



18 FLUID Design GmbH
Fraunhoferstr. 23h
80469 München

FLUID is an award-winning design and innovation consultancy located in Munich and San Francisco, catering to a world-wide client base.



68 Staatstheater am Gärtnerplatz
Gärtnerplatz 3
80469 München

For more than 150 years, Gärtnerplatz-theater has been shaping Munich's cultural scene and presenting musical entertainment theatre at the highest level.



NICHT DEN KOPF VERLIEREN

SALOME TANZ

Ballett von Eyal Dadon

Uraufführung

Sie entscheiden die Geschichte von Salome interaktiv mit und kreieren dadurch an jedem Abend ein neues Ballett.

AB 28.2.2020



Audience discussion following SALOME TANZ

9.15 pm – 10 pm / 12 MAR / P 1913
 Film/Stage // Campaign

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.

free / registration required

68 Staatstheater am Gärtnerplatz
 Gärtnerplatz 3
 80469 München

For more than 150 years, Gärtnerplatz-theater has been shaping Munich's cultural scene and presenting musical entertainment theatre at the highest level.



Craft meets Universal Design

2 pm – 2.45 pm / 13 MAR / P 1795
 Universal design // Award ceremony

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

53 Messengelände München
 Am Messesee
 81829 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.



GREENSTYLE munich fair and conference

13 – 15 MAR / P 1769
 dates at www.mcbw.de/en
 Fashion/Accessory // Design shops

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

39 Isarforum im Deutschen Museum
 Ludwigsbrücke 1
 80538 München

MEET the MAKERS – CHANGE the GAME: with GMUC, we make sustainable fashion brands more visible and pursue our goal of winning over consumers to informed consumption with the help of smart speakers.



UNIVERSAL DESIGN Consumer Jury Session

11 am – 3.30 pm / 14 MAR / P 1797
 Universal design // Campaign

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

58 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.



LET'S MAKE ECO THE NEW NORMAL.

FAIR FASHION
 45 Brands, 40 Speaker
 13.-15. März 2020
 Isarforum
 im Deutschen Museum München
www.greenstyle-muc.com

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Mit Unterstützung von



SIEMENS

Siemens Home Appliances Design Award 2020

Aufstrebende Talente treffen auf Meinungsführer.
Erleben Sie: Visions that work.

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

The future moving in.

Siemens Home Appliances

BSH Hausgeräte GmbH ist Markenlizenznehmerin der Siemens AG.



Sugar Cake and Design

3 pm – 5 pm / 15 MAR / P 1799

Universal design // Campaign

Chat with neighbors. Meet MCBW partners. Discuss. Gossip. Relax. Join the MCBW family and friends for a farewell.

An MCBW classic in its 8th edition: Zuckerbrotchen (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

58 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.



Events for professionals

Events for design lovers



Info point



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*

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.

free / no registration required

11 Culturesphere GmbH
Horemansstr. 30
80636 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.

CULTURESHERE



**Program for Teenagers:
A different perspective. African
ceramics**

1 pm – 2 pm / 8 MAR / P 1725
*Art and design //
Guided company tour*

A different perspective – Africa in Germany. A view from the diaspora. "A different perspective – Africa in Germany. A view from the diaspora." is a guided exhibition tour, followed by a talk for teenagers.

subject to a fee / no registration required

59 Pinakothek der Moderne
Barer Str. 40
80333 München

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



**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*

Schwabinger Tor is an 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 Gruppe 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.

free / no registration required

78 Tramhaltestelle Schwabinger Tor
Leopoldstr. 180
80804 München

The Jost Hurler Group developed the new city district Schwabinger Tor on Leopoldstraße, which is oriented towards future ways of life and work and pursues the concept of sharing.

SCHWABINGER
TOR



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.

subject to a fee / registration required

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

München Tourismus is the city's central tourist organization and is part of the City of Munich's Department of Labour and Economic Development.



Events for
professionals

Events for
design lovers



**Architec-Tour through the
Olympic Park**
4 pm – 6 pm / 13 MAR / P 1738
*Architecture/Urban planning //
Architectural tour*

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 high-lights. 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.

subject to a fee / registration required

57 Olympiapark München
Spiridon-Louis Ring 3
80809 München

Olympiapark München is an international event center, sports and recreational park and tourist attraction operated by Olympiapark München GmbH (OMG), a wholly-owned subsidiary of the city of Munich.



Info point



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

In dialog with the exhibition "A different perspective. African ceramics".

Interactive guided tours: In dialog with the exhibition "A different perspective. African ceramics". Young academics will accompany you through the exhibition and discuss with you design and context of the objects on display.

subject to a fee / no registration required

59 Pinakothek der Moderne
Barer Str. 40
80333 München

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



Learning from the professionals

CONFERENCE



The Content Conference by MUCBOOK
10 am – 5 pm / 7 MAR / P 1718
[Digital innovation // Conference](#)



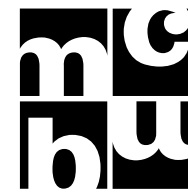
TOCA ME Design Conference 2020
12.30 pm – 1 am / 7 MAR / P 1737
[Communication design/Branding // Conference](#)



Forum für Entwerfen e.V.

Initiative für gebrauchtorientierte Gestaltung und gestaltungsrelevante Wissenschaften

Socio City: Designing Urbanity!
10 am – 10.30 pm / 9 MAR / P 1804
[Architecture/Urban planning // Conference](#)



MUNICH CREATIVE BUSINESS WEEK

Conference and workshops on content creation and content marketing. A must-visit for anyone looking for a compact overview of storytelling trends in digital media. Storytelling, podcasting, media law, monetarizing, social media and much more – at HFF, we make your brain cells and notepads spark. Join our Content Conference at our premises on Saturday, 7 March 2020. Expect the best sessions, workshops and talks, be there when experts share their secrets, establish contacts, and enjoy networking coffee breaks and more. Tickets & info at mucbook.de. Tickets include entry to the MUCBOOK Creative Night during the Night of the Bavarian Creative Economy.

subject to a fee / registration required

TOCA ME 20 – Analog meets Digital. Passion meets Design. On 7 March, Munich's Alte Kongresshalle turns into the meeting point for some of the best international designers and local creative minds.

TOCA ME Design Conference 2020 takes place on 7 March 2020 at Munich's Alte Kongresshalle. Amongst the speakers are the award-winning Japanese illustrator Yuko Shimizu and Erik Kessels, founder of Kessels-Kramer. Also, British artist and technologist Brendan Dawes, graphic designer Ariane Spanier, new media artist, computer scientist Christian Mio Loclair, and motion graphics studio Uber Eck. The talks on stage are accompanied by installations and campaigns of local creative heads. Information and tickets at: www.toca-me.com

subject to a fee / registration required

The concept of “urbanity” reaches its limits, it is not suited to meet future socio-psychological requirements. A new urbanity is necessary – and must be developed with integral social design.

People who live in cities have a lower stress resilience than people living in rural areas (see ZIM/Prof. Meyer-Lindenberg). Disruptive changes with increasing insecurity transform metropolitan areas into touchy tension motors of society; anonymity and social coldness are drivers of crisis. The Smart City concept does not overcome this. The new urbanity needs to intensely promote social interaction, socio-cultural and community identity in order to strengthen social peace. At the symposium “Socio City: Designing urbanity!”, concepts will be presented and perspectives discussed.

free / no registration required

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

With MUCBOOK, SLOW DOWN and GREEN & GLORIA, Medienhaus München publishes print & online magazines that receive much attention for their strategies as innovation drivers of the media transition.

MUCBOOK

2 Alte Kongresshalle
Am Bavariapark 14
80339 München

Since 2003, the TOCA ME design conference assembles international design giants in Munich – from graphic design, illustration and animation to creative coding, VR and net art.

TOCA ME

58 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.



Design connects!

The long week of design

10 years MCBW
6 – 14 MAR 2021

Save the Date!

www.mcbw.de/en #mcbw

CREATE BUSINESS!
MCBW for Professionals

DESIGN SCHAU!
MCBW for Design Lovers



COVERED social.design.build
4 pm – 9 pm / 10 MAR / P 1882
[Architecture/Urban planning // Conference](#)

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

32 Hochschule München
Karlstr. 6
80333 München

Schnitzer& distributes ARCHICAD in Munich and Upper, Northern and Eastern Bavaria since 1997 and acts as a sponsor for the architectural and building culture scene in Bavaria.

Schnitzer&



13th GERMAN INNOVATION SUMMIT
8 am – 7 pm / 11 – 12 MAR / P 1937
[Digital innovation // Conference](#)

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 at innovation centers of renowned companies.

subject to a fee / registration required

75 The Charles Hotel
Sophienstr. 28
80333 München

GERMAN INNOVATION SUMMIT – the unique cross-industry and cross-technology conference for decision-makers – the most innovative day of the year.



dmi: Symposium Munich
8.15 am – 7 pm / 11 MAR / P 1920
[Design management // Conference](#)

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

6 BMW Welt
Am Olympiapark 1
80809 München

DMI is the premier global organization of emerging and senior leaders that connects, promotes and elevates the role of Design, Design Management, and Innovation in business, culture and society.



MUNICH

dmi: Symposium

March 11, 2020

BMW World Museum

"Connecting & Creating Value"

“The people, the people, the people - A DMI Conference is like no other! It's a chance to connect w/ global innovation leaders to share and to discuss and debate topics and ideas.”
- A DMI Attendee

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

BMW Group Headquarters

Arrive to BMW early on 10 March to explore the BMW Group Headquarters.

The compound includes the BMW Museum, BMW Group Plant, cafe, BMW merchandise shop, even a spot to take a test drive.

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

Partners



bayern design

Bayerisches Staatsministerium für
Wirtschaft und Medien, Energie und Technologie



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.

dmi: **45TH** ANNIVERSARY
2020

FUTURE LIVING
INTERIOR
CONGRESS

INTERIOR CONGRESS

9 am – 7 pm / 12 MAR / P 1766
Interior design // Conference

“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. You have the opportunity to network extensively and to enjoy the unique atmosphere on the “Rooftop” of the Literaturhaus with a wonderful view over the city of Munich. Your physical well-being will also be catered for.
subject to a fee / registration required

46 LITERATURHAUS München
Salvatorplatz 1
80333 München

MÜNCHNER STOFF FRÜHLING is the showroom event for architects, interior designers and decorators from the leading international manufacturers of fabrics, wallcoverings and rugs.



Forward Festival Munich 2020

1 pm – 10 pm / 12–13 MAR / P 1881
Digital innovation // Conference

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.
subject to a fee / registration required

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

Forward Creatives is a future-oriented strategy, storytelling and event development company. We focus our work on inspiring encounters, people and stories.



AI Fashion – Conference

6 pm – 11 pm / 12 MAR / P 1832
Digital innovation // Conference

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.
subject to a fee / registration required

Location:
see www.mcbw.de/en

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



FORWARD FESTIVAL

MUNICH



12–13. MARCH

HFF

MUNICH	VIENNA	BERLIN	HAMBURG
12–13.03	16–17.04	29.05	02–03.07



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

#forwardfestival

forward-festival.com



Gefördert durch
Bayerisches Staatsministerium für
Wirtschaft, Landesentwicklung und Energie





TypeTechMunich
13/14 March 2020

Beim zweitägigen
TypeTech MeetUp von
ATypI und GRANSHAN
treffen sich Webdesigner
und -entwickler mit
Type Designern und
Schriftanwendern:
Konferenz, Workshops,
Roundtables.

Freitag, 13. März 2020,
9:00 bis ca. 18:30 Uhr

Samstag, 14. März 2020,
10:30 bis ca. 17:00 Uhr

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



TypeTech MeetUp Munich
13 – 14 MAR / P 1948
dates at www.mcbw.de/en
*Communication design/Branding //
Conference*

At the two-day TypeTech MeetUp
organized by ATypI and GRANSHAN,
web designers and developers
meet with type designers and type-
face 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 foster-
ing the integration of emerging tech-
nologies into the digital communi-
cation of the future. On Friday with
international speakers at Google,
on Saturday with workshops, round-
tables and a public final statement at
Kochan & Partner.

subject to a fee / registration required

25 Google
Erika-Mann-Str. 33
80636 München

GRANSHAN is the hub for global visual
identity. We celebrate typefaces and
typography, design and communication.



2 * Locations with * are not listed in
18 * the maps to follow.

P Event search
on www.mcbw.de

MAGAZIN[®]

magazin.com



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5HÖFEN

MÖBEL | WOHNZUBEHÖR | LEUCHTEN | BAD | HAUSHALT | KÜCHE | SCHREIBBEDARF | UNTERWEGS | DRAUSSEN

In the spotlight



PANEL DISCUSSION



Urbanes Leben und Arbeiten auf dem Land – MCBW 2020 Special
2 pm – 5 pm / 8 MAR / P 1887
[Architecture/Urban planning // 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

8 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.

COKREA



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](#)

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 fish-bowl 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

8 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.

COKREA



Munich Talks on Urban Development Culture
7 pm – 8.30 pm / 9 MAR / P 1748
[Architecture/Urban planning // Panel discussion](#)

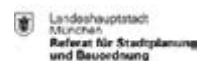
Prof. Dr. (I) Elisabeth Merk, Head of the Munich Department of Urban Development, will discuss urban development culture with Max Otto Zitzelsberger, architect based in Munich and Kneiting.

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

40 Jüdisches Museum München
St.-Jakobs-Platz 16
80333 München

Our department's scope of responsibilities ranges from urban development to land-use planning, from housing promotion to urban renewal, from building permit to monument protection.



EDCH TALK: DESIGN EDUCATION
5 pm – 9.30 pm / 10 MAR / P 1921
[Communication design/Branding // Panel discussion](#)

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 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

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

True to its eponymous motto »EDITORIAL CHanges«, EDCH will become a new, digital, interactive design magazine in the form of a live video podcast with public viewing under the title EDCH TALK.



Events for professionals

Events for design lovers

Info point

Studio creating innovative solutions in digital media through strategic expertise and creative skills.

FORMAT D

PANEL DISCUSSION



Agile yet planable project management

5.30 pm – 8 pm / 10 MAR / P 1759

[Design management](#) // [Panel discussion](#)

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



Experience is the new currency! Sustainable experience design.

6 pm – 9 pm / 10 MAR / P 1786

[Trade fair & exhibition design](#) // [Panel discussion](#)

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



Are we returning to the cell or are we breaking down all barriers?

6.30 pm – 8.30 pm / 10 MAR / P 1729

[Design/Innovation consultation](#) // [Panel discussion](#)

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



KuK Connect: Creative Young Professionals

6 pm – 8 pm / 11 MAR / P 1822

[Design management](#) // [Panel discussion](#)

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



EXPERIENCE IS THE NEW CURRENCY!

HOW TO DESIGN SUSTAINABLE EXPERIENCES.



We are looking forward to start the dialogue with you and our guests on the podium!

Tue., 10 March 2020 | 6 pm
METZLER VATER GROUP
Campus M
Balanstraße 69b | 81541 Munich

19 Format D
Hofmannstr. 25-27
81379 München

As a digital agency with strategic creativity, we conceive & design digital brand experiences through target-group oriented applications, implementing those on the most sophisticated technical level.



51 METZLER : VATER group GmbH
Balanstr. 69b
81541 München

METZLER VATER – The Experience Group is an agency group for multidisciplinary, cross-media brand experience, connecting the units DESIGN, SPACE, LIVE, DIGITAL and SERVICES.



70 Steelcase AG
Brienner Str. 42
80333 München

Since 1912, Steelcase has supported leading organizations around the world with in-depth knowledge based on a wealth of experience – in any place where work is happening.



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

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





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

EDCH Foundation e.V. in cooperation with
IUD - Institut für Universal Design GmbH & Co. KG
Oskar-von-Miller-Ring 25, 80333 München



Supported by bayern design and sponsored
by the Bavarian Ministry of Economic Affairs,
Regional Development and Energy.



WEAR YOUR SOFA!

DEKORATIONSTOFFE

POLSTERSTOFFE

WANDBEKLEIDUNG

KOBE
INTERIOR DESIGN

Kobe.eu | Showroom München Ottostraße 3



Make Munich Weird – The Importance of Creativity, Innovation & Space
6 pm – 9 pm / 11 MAR / P 1835
[Architecture/Urban planning // Panel discussion](#)

An impulse evening on current activities in 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-MunichWeird 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

73 TUM – Fakultät für Architektur
Arcisstr. 21
80333 München

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



The Gate to the Urban Future. The Talk.
6.30 pm – 8.30 pm / 11 MAR / P 1812
[Architecture/Urban planning // Panel discussion](#)

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 homes 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

4 Andaz München Schwabinger Tor
Leopoldstr. 170
80804 München

The Jost Hurler Group developed the new city district Schwabinger Tor on Leopoldstraße, which is oriented towards future ways of life and work and pursues the concept of sharing.



Revolutionizing Living Space – Individualized Living in the Future
6.30 pm – 9 pm / 11 MAR / P 1746
[Design/Innovation consultation // Panel discussion](#)

Quality of life needs a lobby! Panel discussion with Peter Mechtold and Hamid Farahmand, founders of SPACE FOUNDER, and Thomas Schmölz, 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.
free / registration required

42 KOBE Interior Design München
Ottostr. 3
80333 München

KOBE, the Dutch publisher for interior fabrics, specializes in solutions for domestic and contract usage. Its focus lies on quality materials and techniques as well as on an international trend research.



MAGAZIN LECTURE: WHAT’S ON OUR MINDS
7.30 pm – 10 pm / 11 MAR / P 1944
[Product/industrial design // Panel discussion](#)

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 delivers text and words, thoughts and considerations on topics that are on our minds – and on yours.
free / no registration required

48 MAGAZIN
5 Höfe, Kardinal-Faulhaber-Str. 11
80333 München

Everything you buy at MAGAZIN has high quality in terms of design and physicality. We assemble our top-class preselection using the fishing pole rather than the trawl net.



EDCH TALK: DESIGNING SOCIETY
5 pm – 9.30 pm / 12 MAR / P 1922
[Communication design/Branding // Panel discussion](#)

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

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

True to its eponymous motto »EDitorial CHanges«, EDCH will become a new, digital, interactive design magazine in the form of a live video podcast with public viewing under the title EDCH TALK.



Women in the Media
6 pm – 9.30 pm / 12 MAR / P 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

63 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.



PANEL DISCUSSION



Designing the Future: How Innovation Leaders Create Lasting Impact

6 pm – 11 pm / 12 MAR / P 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 / P 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

 Location:
see www.mcbw.de/en

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




9th VDID Designers' Breakfast: Start up a new culture!

10 am – 2.30 pm / 14 MAR / P 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

 **26** HYVE – the innovation company
Schellingstr. 45
80799 München

Founded in 1959 as a professional association, VDID is the federation representing qualified and professionally working industrial designers in Germany.





DESIGN BUS: Professor Tulga Beyerle and Stefan Diez – Line 1

2 pm – 4 pm / 15 MAR / P 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

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

Dr. Oliver Herwig, Journalist



 **38** IXDS GmbH
Ganghoferstr. 68b
80339 München

IXDS is a leading innovation studio, pioneering at the intersection of experience, technology and business. Through fast and iterative prototyping we help companies design their future.



— DER TALK

Das Tor zur urbanen Zukunft.



11. MÄRZ 2020 —
18:30 UHR

ANDAZ MUNICH SCHWABINGER TOR
Leopoldstrasse 170

Urbaner Raum, das knappe Gut. Wie erschließt die Stadt der Zukunft ihre Flächen? Der Talk mit Zukunftsforscher Michael Carl und Gästen. Das Schwabinger Tor wird zum „Tor zur urbanen Zukunft“. Seien Sie dabei!

SCHWABINGER TOR



Landeshauptstadt
München

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www.kreativ-muenchen-crowdfunding.de

Kompetenzteam
Kultur • Kreativwirtschaft
München



City of Munich
Department of
Urban Planning



**DESIGN BUS: Dr. Angelika Nollert
and Mirko Borsche – Line 2**

4 pm – 6 pm / 15 MAR / P 1782

Universal design // Panel discussion

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

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

Dr. Oliver Herwig, Journalist

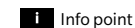
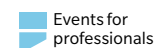


MAX OTTO ZITZEL SBER GER ELI SAB ETH MERK

Urban Talk

Jewish Museum Munich
St.-Jakobs-Platz 16
9th March, 7 pm

muenchen.de/stadtbaukultur



Get inspired



SPEECH



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

45 Kusch+Co GmbH
Nymphenburger Str. 51
80335 München

Kusch+Co is a leading manufacturer of contract furnishing, who has been developing, creating & manufacturing high-class design-oriented seating, tables and table configurations for three generations.

KUSCH+CO



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

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

Organizers are the umbrella association of German design organizations Deutscher Designtag and bayern design, the platform in Freistadt

Deutscher Designtag bayern design



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 highlight 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

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

COKREA



DESIGN LOVES CHANGE!

6.30 pm – 9.30 pm / 9 MAR / P 1768
[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

14 Designworks – A BMW Group Company
Infanteriestr. 11A / Haus B1
80797 München

The Architects of Future: Designworks, a BMW Group affiliate and thinktank, is a global creative consultancy offering services that foster innovation and business growth for companies worldwide.

Designworks & BMW Group Consulting

Events for professionals Events for design lovers

i Info point

The Future of Communication

STORYTELLING IN YOUR BRAND STORIES



DESIGN TALK
CAL FUSSMAN

New York Times Bestseller,
Journalist Icon & Podcaster.
Los Angeles, California.

MARCH 9, 2020 | 9:30-12:00
HFF – MUNICH, KINO 1

For more information please scan the QR-Code or visit our website: www.cokrea.com
Event organizer:

COKREA

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CREATE BUSINESS!

bayern design COKREA

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Wirtschaft, Landesentwicklung und Energie



SPEECH



Thomas Mayfried – Between Art and Communication
7 pm – 9.30 pm / 9 MAR / P 1919
Art and design // Speech

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



Digital Humanism: Europe's Answer to Big Data
11 am – 11.45 am / 10 MAR / P 1784
Digital innovation // Speech

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



Are we human or are we data – when creating great urban mobility?
7 pm – 10 pm / 10 MAR / P 1722
Digital innovation // Speech

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



Design Protection versus Trademark Protection
3 pm – 5 pm / 11 MAR / P 1730
Design/Innovation consultation // Speech

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.
free / registration required

23 Galerie Handwerk, Handwerkskammer für München und Oberbayern
Max-Joseph-Str. 4
80333 München

Galerie Handwerk is the cultural establishment of the Chamber of Crafts and Small Industries for Munich and Upper Bavaria.



37 INTERNET WORLD EXPO 2020
Paul-Henri-Spaak-Str. 55, Rgb. C5/C6
81829 München

INTERNET WORLD EXPO is the leading "commerce e-xperience" platform for digital retail. With 19,000 visitors, 420 exhibitors and 173 speakers, the fair shapes the future of commerce.



21 Futurice GmbH
Isarwinkel 14
81379 München

Futurice is an international digital innovation company with 600 people. We create digital products and services and unleash a culture of innovation to make you future-capable.



• Technologiezentrum Augsburg
Am Technologiezentrum 5
86159 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 are an international digital innovation company.

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

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.

futurice



Sign up for Futurice News

SPEECH



Accessible Communication: New Research and Practical Advice

4 pm – 5.30 pm / 11 MAR / P 1808

Universal design // Speech

A guide to accessible communication for companies and public authorities. An overview of design research, design examples and practical tips.

Accessible communication is crucial for companies and public authorities. An entire industry offers easy or plain 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 that enables them to create briefings and evaluate the results.

free / registration required

58 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.



Made in Creativity – guide to creative companies of tomorrow

6 pm – 7.30 pm / 11 MAR / P 1873

Design/Innovation consultation // Speech

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

30 Heinrich Hugendubel GmbH & Co KG
Karlsplatz 11-12
80335 München

With more than 150 branches across Germany and our online shop on hugendubel.de, Hugendubel is one of the country's largest owner-operated book retailers in the fifth generation.



Shared World: What's mine is yOURS!

6 pm – 9 pm / 11 MAR / P 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 organization. Come on over and let our presentations inspire you: 6 pm | Shared Economy: How sharing changes our lives and our work || 6.45 pm | Shared Leadership: Autonomous teams, fewer hierarchies, agile processes – our way to becoming an agile enterprise || 7.30 pm | Shared Reality: What to consider when designing augmented reality applications

free / no registration required

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

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



Food 4.0: Recipes for What and How We Will Eat

6.30 pm – 10 pm / 11 MAR / P 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

69 Star
Bayerstr. 85a
80335 München

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



Events for professionals

Events for design lovers

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www.hugendubel.de/veranstaltungen

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SPEECH



Creativity and Ethics – Ideas for a Sustainable Management

6.30 pm – 8 pm / 11 MAR / P 1789
[Design management](#) // [Speech](#)

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



Story is Design

6.30 pm – 9.30 pm / 11 MAR / P 1716
[Design/Innovation consultation](#) // [Speech](#)

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



The Lamps of Ingo Maurer

8 pm – 10 pm / 11 MAR / P 1726
[Art and design](#) // [Speech](#)

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

52 Mediadesign Hochschule
Claudius-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.

MD.H

172 PROGRAM

86 fischerAppelt AG
Otl-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.



24 Gasteig, Carl-Amery-Saal
Rosenheimer Str. 5
81667 München

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



2 * Locations with * are not listed in the maps to follow.
18 *

P Event search on www.mcbw.de

UID

User Interface Design GmbH

SHARED WORLD

What's mine is YOURS!

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

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



www.uid.com

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



2 **18** * Locations with * are not listed in the maps to follow.

P Event search on www.mcbw.de



Destroy what destroys you.
11 am – 12.30 pm / 12 MAR / P 1885
Communication design/Branding // Speech

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

5 BECC Agency GmbH
Leopoldstr. 250 / B
80807 München

We give brands relevance and a story. And experiences worth staying in your mind. In other words: Strategy, Verbal Identity, Visual Identity, and Sensory Experiences.

BECC



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

65 Seidlvilla, Kulturzentrum
Nikolaiplatz 1b
80802 München

Founded in 1959 as a professional association, VDID is the federation representing qualified and professionally working industrial designers in Germany.



E Events for professionals

D Events for design lovers

i Info point

Story is

A good design depends on a strong story. And each story begins with a creative thought.

Using examples of such good stories, we are going to talk about what they can lead to. Namely design, experiences and impact. Among the guests are authors, game developers and illustrators, who are going to speak about the design process of a good story.

Wednesday, 11 March
6.30 – 9.30 p.m.

fischerAppelt
Otl-Aicher-Str. 64
80807 München

fA

SPEECH



PR & Brand Design – the winning team in brand communication

5 pm – 8 pm / 12 MAR / P 1878

[Communication design/Branding // Speech](#)

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

17 ELEMENT C GmbH
Aberlestr. 18
81371 München

ELEMENT C is an owner-operated communication agency for contextual and visual brand identity with PR and Brand Design units.



Creative & Management Stories

6 pm – 10 pm / 12 MAR / P 1884

[Design management // Speech](#)

We will present the creative works of AMD designers and journalists. Students and graduates will tell short stories dealing with their work.

The AMD works exhibition will allow you to see and experience fashion, zeitgeist, trends, brand worlds and other topics visually and orally. Professors and students will introduce scientific problems and the results of research on changes in society in the context of innovative management processes. Brief lectures about connectivity, power of innovation, creativity, virtuality, knowledge, and the digital transformation will illustrate the responsible position our academy has taken. The exhibition is open Wednesday, 11 March and Thursday, 12 March 2020 from 10 am to 5 pm.

free / registration required

1 AMD Akademie Mode & Design GmbH
Infanteriestr. 11A / Haus E2
80797 München

Fashion, media, management and design – for 30 years now, AMD Akademie Mode & Design has been offering training for innovative and management-oriented professions in the creative industry.



net glimpses: webdesign and usability – pick up users successfully

6 pm – 8 pm / 12 MAR / P 1773

[Media design // Speech](#)

Successful websites require a lot of effort. This involves the design as well as the usability. Our two experts will give insights in 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

35 IHK Akademie München
Orleansstr. 10-12
81669 München

IHK für München und Oberbayern is the first point of contact for companies, from the establishment to internationalization and innovation.



NDDN NTT DATA DESIGN NETWORK



WE HUMANIZE COMPLEXITY

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.

Partner der



Kostenfrei am
09.03.2020 im
IHK-Stammhaus

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- Betriebswirtschaftliche Beratung
- Förderung & Finanzierung
- Steuerrecht – Tipps & Hinweise
- Betrieblicher Versicherungsschutz
- Rechtssicher im Internet
- Krisenmanagement

Stelle deine Fragen direkt oder lass dir einen Termin mit einem Fachberater geben:

- @ selbststaendig@muenchen.ihk.de
- ☎ 089 5116-0
- ihk-muenchen.de/selbststaendige

- Spezial zur MCBW**
IHK in Kooperation mit:
- BayStartUP GmbH
Workshop „Business Planning kompakt“
 - Allianz Deutscher Designer (AGD) e. V.
Workshop „Designmanagement“

Bilder: iStockphoto.com, Bildnachweis: AdobeStock © MJM Photography



Sustainable workplace design
6 pm – 9.30 pm / 12 MAR / P 1736
[Design/Innovation consultation // Speech](#)

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

13 Design Offices München Atlas
Rosenheimer Str. 143C
81671 München

We design and develop UX for the best customer experience. With our human-centered and collaborative full service approach, we create digital solutions that inspire customers!



Shaping tomorrow through technology & design
6.30 pm – 10 pm / 12 MAR / P 1945
[Design/Innovation consultation // Speech](#)

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.
free / registration required

55 NTT DATA Deutschland GmbH
Hans-Döllgast-Str. 26
80807 München

The NTT DATA Design Network is home to over 400 designers in over 14 studios. We combine a human-centered approach with our mother company's leading-edge technology to design meaningful services.



VORTRAG ZUM THEMA

Kollaboratives Arbeiten

INSIGHTS AUS DER
Gestaltung einer Workforce-Management-Software

12. März 2020
Einlass 18 Uhr | Beginn 18:30 Uhr

ATLAS im Werksviertel
Design Offices / Work Lab 6
Rosenheimer Str. 143C
81671 München

- UX DESIGN
- DESIGN METHODEN
- COLLABORATIVE UX
- UI DESIGN

Anmeldung & mehr Informationen unter:
<http://bit.ly/2DjxTFY>



Präsentiert von:



SAVE THE DATE!

The design of sustainable culture.

March 12, 2019 – 7 pm



IN COOPERATION WITH

MATES

Moodley Munich GmbH

Georgenstraße 66 www.moodley.de



TULP TALK: Design is Leadership

6.30 pm – 10 pm / 12 MAR / P 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.

free / registration required

72 TULP DESIGN GmbH
Gotzinger Str. 52b
81371 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.



2 * Locations with * are not listed in the maps to follow.

P Event search on www.mcbw.de



The Design of Sustainable Culture

7 pm – 10 pm / 12 MAR / P 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

49 MATES
Georgenstr. 66
80799 München

moodley design group is an owner-managed, internationally operating agency with a focus on strategy, design, interactive and product. Offices in Graz, Vienna, Munich, Detroit, Oslo.

moodley

E Events for professionals

D Events for design lovers

i Info point

LOVE
~~I HATE~~
MONDAY

12/ 03/ 2020 7 PM
BAADERSTRASSE 7

DIE PLANSTELLE

WE ♥ MONDAY

Well-being in the office – How much space does your success need?

7 pm – 10 pm / 12 MAR / P 1829
Interior 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*

16 Die Planstelle GmbH Innenarchitektur
Baaderstr. 7
80469 München

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?

DIE PLANSTELLE



Redefining the microphone for the digital age

7.30 pm – 10 pm / 12 MAR / P 1840
Product/industrial design // Speech

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*

54 Mindspace Office Stachus
Herzogspitalstr. 24
80332 München

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

SMAL.



CreativeMornings Munich on #IDENTITY

8.30 am – 10 am / 13 MAR / P 1914
Art and design // Speech

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 organize monthly events and our March theme is #IDENTITY. Our speaker will approach the topic from the creative point of view to inspire us and start the day right. More than 200 cities around the world will speak on the topic of #IDENTITY in March, Munich being one of them. Join us for a creative breakfast talk.

free / registration required

Location:
see www.mcbw.de/en

CreativeMornings is a global breakfast lecture series for the creative community. We host free monthly events with short talks and breakfast. CreativeMornings Munich was part of the MCBW in 2019.



in
design
architecture
& interior

JOIN US

**Friday 18h
13.03.2020**

**Luisenstraße 55
München**

**CREATING
MAGICAL
MOMENTS**

The Heckhaus Brand Spaces
x
Powerhouse Company

invites you to our Evening Event.



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 digitization 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

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

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



79 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.



29 Heckhaus GmbH & Co.KG
x Powerhouse Company GmbH
Luisenstraße 55
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.



Freigeist

Große Ideen brauchen Platz. Der mechanisch höhenverstellbare Tisch USM Kitos M schafft dynamische Arbeitsplätze in der kreativen Co-Working-Atmosphäre – und das ganz ohne störende Kabel.

www.usm.com

Besuchen Sie uns in unserem USM Showroom am Wittelsbacherplatz 1, München.

Wir freuen uns auf Sie.

SPEECH



Book Reading: Designerglück (Designer's Bliss)
6 pm – 7.30 pm / 14 MAR / P 1917
Design theory // Speech

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.

free / no registration required

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

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.



Kiff Slemmons: All about me
11 am – 1 pm / 15 MAR / P 1721
Art and design // Speech

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 Slemmons' 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.

free / no registration required

59 Pinakothek der Moderne
Barer Str. 40
80333 München

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



MUCBOOK CLUBHAUS

MAKE MUNICH A BETTER PLACE FOR GOOD PEOPLE.

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#meetup
#coworking
#creativebusiness**



Büro kann so Club sein!

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www.clubhaus.mucbook.de

Marco Eisenack

marco.eisenack@medienhausmuenchen.de
+49 (0)89 21 59 54 -21



Schillerstr. 3a & Westendstr. 78



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Mit Vergnügen München

Workshop, Lab,
Further Training,
Coaching

**Let's work
together**



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

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. In a practice-oriented workshop with plenty of dynamic group dialog, synergies between ideas and materials arise from the initial idea to generating the first process and product sketches.

subject to a fee / registration required



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

Time to work on your personal brand with the Personal Branding Canvas! If you're sick of trainings and articles about Personal Branding that don't explain how it's done, then this is for you.

The Personal Branding Canvas will help you understand your personal brand and how to improve it. Inspired by best practices from Design Thinking, the format is being tested across Europe in companies like LinkedIn, ABB, Sanofi, Allianz, IBM, and in business schools like St Gallen, IE Madrid, ESSEC Paris, and others. The full-day masterclass will enable the participants to design and present their own Personal Branding and LinkedIn Strategy under the guidance of Luigi Centenario, one of the most experienced international experts in the field.

subject to a fee / registration required



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

Individualized consultation services about business-related topics (planning, financing, marketing, networks, location scouting, etc.). Appointments (reference: MCBW) only at kreativ@muenchen.de

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 / registration required



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

64 SALON F – Club & Coworking für Frauen
 Leopoldstr. 7, 5. OG
 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.



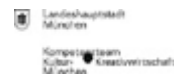
8 COKREA
 Nordendstr. 64
 80801 München

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.



43 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.



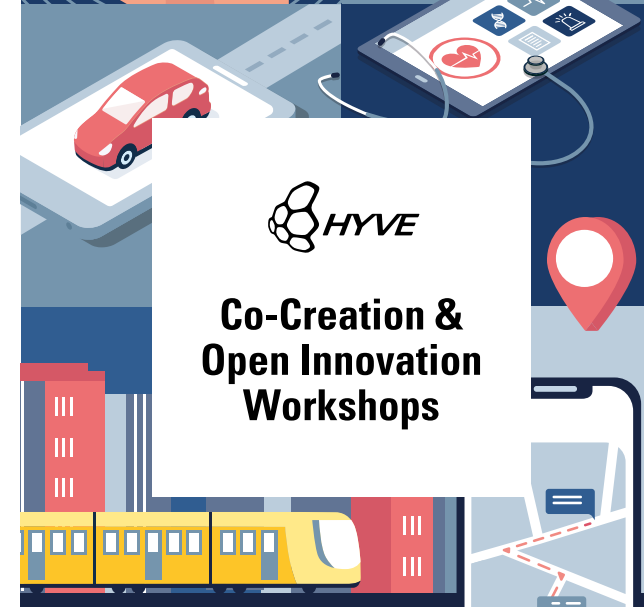
34 Hochschule für Fernsehen und Film München
 Bernd-Eichinger-Platz 1
 80333 München

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



March 10

Good Health & Well-being
 Co-Creation Session

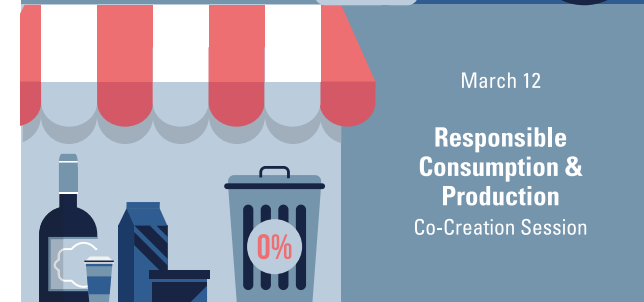


Co-Creation & Open Innovation Workshops



March 11

Sustainable Cities & Communities
 Co-Creation Session



March 12

Responsible Consumption & Production
 Co-Creation Session



March 9

Career Meet & Greet

Sign up on Eventbrite





Young Professionals Career Meet & Greet

4 pm – 6 pm / 9 MAR / P 1845

Design/Innovation consultation // Recruiting/Match-making

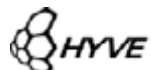
At Career Meet & Greet for Young Professionals, HYVE opens the door to the House of Innovation for young professionals. We show you the career opportunities at HYVE!

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

26 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.



Brand, Business und Leadership Storytelling – Workshop mit Cal Fussman

9 am – 6 pm / 10 MAR / P 1891

Communication design/Branding // Workshop

Communication is everything. It's how you inspire and influence using the right tools. Cal Fussman will teach you WHY, HOW and WHAT unique and compelling communication creates lasting impact.

Every individual or business needs to say something, communicate or explain an added value. The key to success is to find the right words to impact the heart, mind and soul of your audience in and outside your organization. During this exclusive masterclass, Cal shares his knowledge, experience, tools & shortcuts for unique storytelling, genuine curiosity and the power of engaging questions with a selected group of individuals. In this workshop, you can showcase your product and Cal will assist you personally in designing and framing a unique story about your company, your product or yourself.

subject to a fee / registration required

8 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.



Design Strategy for Hightech Start-ups

11.30 am – 3.30 pm / 10 MAR / P 1801

Product/industrial design // Workshop

During the event, the participants will develop approaches for a design strategy with the support of f/p design, taking into account human-centered design and UX design.

New services and products only stand a chance in the markets with an appealing appearance and a convincing user experience. For a successful performance, numerous points are important to consider, from the unique design DNA to the distinctive corporate identity to the precisely executed corporate design. f/p design explains many aspects of these topics during the event. For example: how can start-ups set the right course in product design and product development at an early stage? And how can human-centered design and UX design be realized intelligently?

free / registration required

58 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.



CONNECTING



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-Profis 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

www.elementc.de



**Let's co-create the future:
17 Goals. Deadline 2030. United Nations.**

4 pm – 7 pm / 10 MAR / P 1841
[Design/Innovation consultation // Workshop](#)

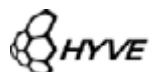
**#3 Good Health & Well-being:
No time to lose to make the world a better and more sustainable place!
In pursuit of this goal, we invite creative mavericks & inventors to join our co-creation session.**

We invite innovation drivers and managers, futurologists 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 / registration required

26 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.



Brand Design for Brands and Companies – Definition, Goals, Measures

5 pm – 6.30 pm / 10 MAR / P 1877
[Communication design/Branding // Workshop](#)

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

17 ELEMENT C GmbH
Aberlestr. 18
81371 München

ELEMENT C is an owner-operated communication agency for contextual and visual brand identity with PR and Brand Design units.



**Shared Bits & Bytes:
Workshop Physical Computing**

5 pm – 8 pm / 10 MAR / P 1754
[Digital innovation // Workshop](#)

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

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

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



Brain-friendly Slides – MCBW 2020 Special

9 am – 5 pm / 11 MAR / P 1892
[Communication design/Branding // Workshop](#)

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

8 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.



With the **power** and history of a **globally acting** IP firm grown over 135 years, with the **expertise** of 150 people, with the **dynamics** of a firm having its finger on the **pulse of time**, with the **reliability** of those people who have a **passion** for IP, **we take care of your intellectual property.**

Patents – Trademarks – Design

Workshop

IP Strategy

Termin:

Mittwoch, 11.03.2020
18:00-21:00 Uhr

Veranstaltungsort:

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

Anmeldung unter:

uherberth@weickmann.de
ebaek@weickmann.de

Weitere Informationen
zur Veranstaltung unter:

www.mcbw.de



ADC's introductory seminar "Creative Techniques and Brainstorming"
 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.

What do we come up with when we can't seem to come up with anything? Where do we find inspiration? How can we preserve our joy in brainstorming in our daily operations? 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. The good news: 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**

31 Heye GmbH
 Blumenstr. 28
 80331 München

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.



Short Workshop UX Writing: Small Words, Big Impact!
 2 pm – 5 pm / 11 MAR / P 1900
[Media design // Workshop](#)

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 microcopy to finding their company's brand-specific tone of voice. **subject to a fee / registration required**

7 COBE GmbH
 Rosenheimer Str. 145D
 81671 München

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



Design Your Story – Workshop for designers, entrepreneurs & founders
 3 pm – 5 pm / 11 MAR / P 1792
[Design/Innovation consultation // Workshop](#)

"If you 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

85 diary of the digital age
 Sophienstr. 20
 80333 München

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.



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 UUX, 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

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

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



Events for professionals

Events for design lovers

Info point





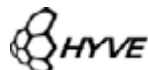
Co-create the future of the United Nations: #11 Sustainable Cities
4 pm – 7 pm / 11 MAR / P 1844
[Design/Innovation consultation // Workshop](#)

#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

26 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.



The changes on innovative working environments due to digitization
5.30 pm – 9 pm / 11 MAR / P 1740
[Interior design // Workshop](#)

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

10 Carpus+Partner AG
Leopoldstr. 164
80804 München

We are an globally operating consulting and planning firm for complex construction projects, with 300 employees at four locations in Germany.



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

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

Weickmann & Weickmann is one of the oldest law firms in Germany to specialize in the field of intellectual and industrial property.



The Future of Humanitarian Response 2025: Speculative Design Workshop

12 March 2020
WFP Innovation Accelerator, Munich





Agile Creativity Lab: Make it last!
6.30 pm – 8.30 pm / 11 MAR / P 1906
[Design/Innovation consultation // Workshop](#)



Responsibility and behavioral change
7 pm – 9 pm / 11 MAR / P 1837
[Social design // Workshop](#)



TEAM DESIGN – From ME to WE – 5 Tools MCBW 2020 Special
9 am – 5 pm / 12 MAR / P 1894
[Social design // Workshop](#)



Co-create the future: 17 Goals. Deadline 2030. United Nations.
4 pm – 7 pm / 12 MAR / P 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

64 SALON F – Club & Coworking für Frauen
Leopoldstr. 7, 5. OG
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.



71 THE DEEP BENCH GMBH
Schyrenstr. 9
81543 München

We are a creative consultancy, driving transformation at the intersection of design, brand and innovation.



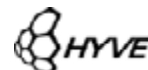
8 COKREA
Nordendstr. 64
80801 München

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.



26 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.





Visual Thinking – Workshop

4.30 pm – 6 pm / 12–13 MAR / P 1814
recurring event

[Social design // Workshop](#)

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



About the importance of creative and pragmatic brand protection

6 pm – 8 pm / 12 MAR / P 1739

[Design/Innovation consultation // Workshop](#)

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



The Future of Humanitarian Response 2025: Speculative Design Workshop

6 pm – 9 pm / 12 MAR / P 1771

[Digital innovation // Workshop](#)

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 start-ups 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



QUEST FOR THE GRAIL // DATA. DESIGN. EXPERIENCE. VALUE.

6.30 pm – 10.30 pm / 12 MAR / P 1836

[Design/Innovation consultation // Lab](#)

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



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.

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?

12 March 2020, 6:30 p.m.
Pelkovenstraße 145
80992 Munich, Germany

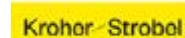
22 GRAPHIC-RECORDER.EU
Arcisstr. 55, Rgb.
80799 München

Room for visual thinking. The future of communication. As visual facilitators we provide support for groups in the development process.



44 Kroher Strobel Rechts- und Patentanwalt PartmbB
Bavariaring 20
80336 München

The lawyers and patent attorneys of our firm provide competent, swift and honest advice in all matters concerning intellectual property. Doing so, we actively support you in achieving your goals.



80 United Nations World Food Programme – Innovation Accelerator
Buttermelcherstr. 16
80469 München

The UN WFP is the leading humanitarian organization to fight hunger. The WFP Innovation Accelerator identifies, supports and scales high-potential solutions to battle hunger worldwide.



76 The Retail Performance Company (rpc)
Pelkovenstr. 145
80992 München

The Retail Performance Company (rpc) provides sales consulting services for companies on their journey to customer-oriented transformation.





Brand Design Masterclass

6.30 pm – 10 pm / 12 MAR / P 1745
[Communication design/Branding // Lab](#)

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

27 Haus der Kunst / Terrassensaal
 Prinzregentenstr. 1
 80538 München

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.

Powerhouse



Digitalisierung und wo bleibt der Mensch? LEGO® SERIOUS PLAY®

6.30 pm – 9.30 pm / 12 MAR / P 1895
[Design/Innovation consultation // Workshop](#)

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

8 COKREA
 Nordendstr. 64
 80801 München

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COKREA



Business Model Youth Workshop – MCBW 2020 Special

1.30 pm – 6 pm / 13 MAR / P 1896
[Social design // Workshop](#)

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

8 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.

COKREA

Brand Design Master Class



12. März 2020, 18.30 – 22.00 h, Haus der Kunst, München



Bar camp style event: Cultivating Creativity

7 pm – 9.30 pm / 13 MAR / P 1903

Art and design // Lab

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 (weareshesays.com) is an award-winning global network focused on the engagement, exchange & empowerment of women.

free / registration required



Weekend Creativity Lab: "What's bugging me, what do I change?"

9 am – 6 pm / 14–15 MAR / P 1902

recurring event
Design/Innovation consultation // Lab

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



Simplify your routines

14 MAR / P 1770

recurring event
dates at www.mcbw.de/en
Universal design // Workshop Lab

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 €. subject to a fee / registration required

13 Design Offices München Atlas
Rosenheimer Str. 143C
81671 München

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

206 PROGRAM

13 Design Offices München Atlas
Rosenheimer Str. 143C
81671 München

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

61 Raum für Visuelles Denken
Arcisstr. 55, Rgb.
80469 München

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



2 **18** * Locations with * are not listed in the maps to follow.

P Event search on www.mcbw.de



Learn from the best at the ADC seminars

Join our *trial seminar* at the *MCBW*



More information here:
www.adc.de/seminare

Fuel for achievers



MCBW START UP
 7 – 15 MAR / P 1817
 dates at www.mcbw.de/en
Design management // Exhibition



**MCBW START UP – Workshop:
 Business Planning in a Nutshell**
 10 am – 1 pm / 9 MAR / P 1731
Design/Innovation consultation // Workshop




**MCBW START UP workshop on
 design management**
 2 pm – 6 pm / 9 MAR / P 1732
Design management // Workshop

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.

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.

free / no registration required

 Flughafen München / Terminal 2,
 Ebene 04
 Terminalstr. Mitte
 85356 München-Flughafen


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



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? BayStartUP supports founders and young companies in optimizing their strategies, establishing their businesses and finding start-up and growth capital. Join our business planning sessions to develop a sound business strategy for the next three to five years. Use your business plan to navigate through the foundation of your company and prepare your business expansion in detail – and as your "business card" to address potential partners and investors. In cooperation with IHK.

free / registration required

 36 IHK für München und Oberbayern
 Max-Joseph-Str. 2
 80333 München

BayStartUP prepares start-ups for meetings with investors and incorporates them into a network of several hundred investors and business angels.




 Info point

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

 36 IHK für München und Oberbayern
 Max-Joseph-Str. 2
 80333 München

As a trade association for self-employed designers, we engage in society, politics and the business sector. We provide advice and support for professionalization and partnership endeavors.



 Events for professionals

 Events for design lovers



MUNICH
CREATIVE
BUSINESS
WEEK

CREATE BUSINESS!
MCBW for
Professionals

DESIGN SCHAU!
MCBW for
Design Lovers

MCBW START UP

Ausstellungen,
Workshops
und Symposium



Gefördert durch

Bayerisches Staatsministerium für
Wirtschaft, Landesentwicklung und Energie

MCBW START UP



MCBW START UP 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 tool for financing. The workshop is your chance to get active, find out if crowdfunding is right for your idea and get answers to your questions.
free / registration required



MCBW START UP – Workshop: PR & Storytelling

1.30 pm – 4.30 pm / 10 MAR / P 1734
[Communication design/Branding // Workshop](#)

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



MCBW START UP – Symposium

6 pm – 9 pm / 10 MAR / P 1818
[Design management // Speech](#)

In view of the rich Bavarian start-up landscape, bayern design presents a symposium on “Innovation and Design” as part of MCBW START UP at the press center of Munich Airport.

As part of the MCBW START UP 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



MCBW START UP – Lab: Innovation Café

6 pm – 9 pm / 12 MAR / P 1761
[Design/Innovation consultation // Lab](#)

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 für 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

50 MATES
Thierschstr. 20
80538 München

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



50 MATES
Thierschstr. 20
80538 München

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



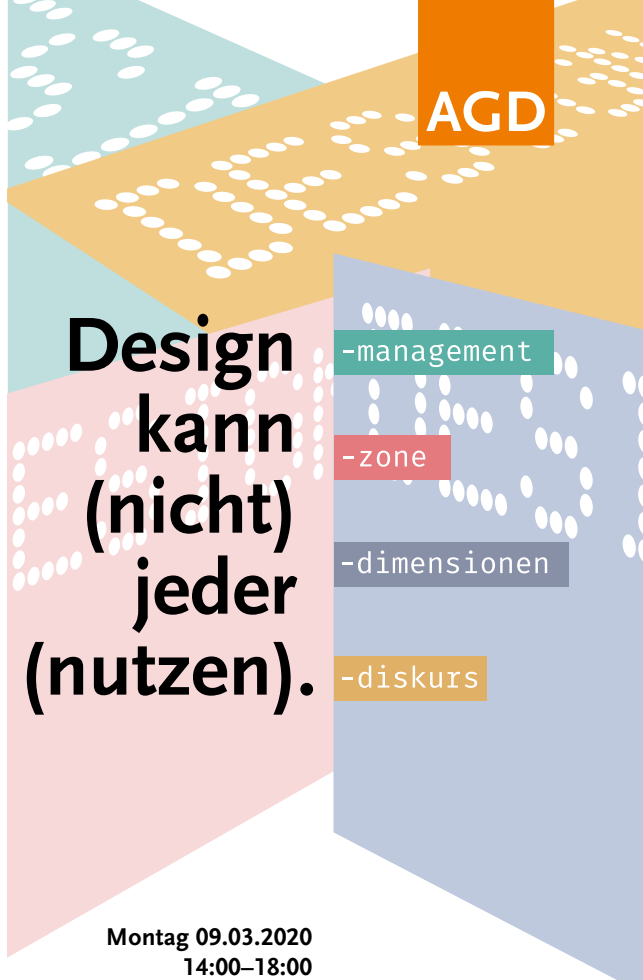
• Flughafen München / Pressezentrum
Terminalstr. Mitte
85356 München-Flughafen

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



32 Hochschule München
Karlstr. 6
80333 München

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.



Montag 09.03.2020
14:00–18:00

MCBW START UP
Workshop
Designmanagement

in der IHK für
München und Oberbayern
Max-Joseph-Straße 2
80333 München

Veranstalter:
Allianz deutscher Designer
(AGD) e. V.
www.agd.de

mit Victoria Ringleb
und Christhard Landgraf



Informationen und Anmeldung

in Kooperation mit





MCBW START UP – Female Architecture?


9 am – 12 pm / 13 MAR / P 1762

Social design // Exhibition

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

 Hochschule München
Karlstr. 6
80333 München

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.



Business Modeling for Start-ups & Improv Pitching – MCBW 2020 Special


10 am – 7.30 pm / 14 MAR / P 1897

Social design // Workshop

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

 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.





See
and be seen

MCBW RECRUITING



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: your are amongst MATES. Snacks & Drinks are included. Please note that the event requires a minimum of 10 attendees.

subject to a fee / registration required

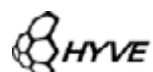
Welcome to the info point of DESIGNERDOCK. Our team is here for you to answer any questions regarding jobs. We look forward to many exciting encounters with designers, agencies and companies.

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

26 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.



49 MATES
Georgenstr. 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.



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

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

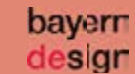


MATES

A PANEL DISCUSSION | 11.03.2020 | 19 UHR | HFF

(RE)THINKING DESIGN: DIE ROLLE DES DESIGNERS IN EINER IMMER KOMPLEXEREN WELT

IN COOPERATION WITH



COWORKING WITHIN A CREATIVE COMMUNITY?

www.mates.network

The **MATES COWORKING** spaces provide the ideal workplace which offers everything creatives need. The spaces are designed to foster exchange and creativity. And the coworking passes guarantee maximum freedom and flexibility to meet the needs of the creative industry.

The **MATES COMMUNITY** connects creative talents and helps them boost their careers by expanding their professional network. Based on the belief that working with the right people makes an important difference, MATES focuses on personal connections.

MCBW RECRUITING



MCBW START UP – Workshop: Start-up Recruiting

10 am – 1 pm / 11 MAR / P 1791

[Design/Innovation consultation // Recruiting/Match-making](#)

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

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

Center for Innovation and Business Creation at TU München.

UNTERNEHMER TUM



Employability & Business Model You – MCBW 2020 Special

1.30 pm – 4.30 pm / 11 MAR / P 1893

[Social design // Recruiting/Match-making](#)

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

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

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COKREA



Recruiting: look in the right places and you will find!

5.30 pm – 6.30 pm / 11 MAR / P 1935

[Design/Innovation consultation // Recruiting/Match-making](#)

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 || SheSays Munich: Networking, the new recruiting tool? || EIGHTYDOTS: You are who you hire || Bálint Somogyvári: Boosting creativity with an international team || frog: Ideas to support your next career choice

free / no registration required

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

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.

bayern design



(Re)Thinking Design. Panel Discussion & Get-together

7 pm – 10 pm / 11 MAR / P 1724

[Design/Innovation consultation // Panel discussion](#)

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 / registration required

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

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

MATES

Events for professionals

Events for design lovers

i Info point



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.

12
03
20

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



THE SECRET OF CREATIVITY

5 pm – 10 pm / 12 MAR / P 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

87 hw.design gmbh
Türkenstr. 55–57
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.



Young Professionals Career

Meet & Greet

4 pm – 6 pm / 9 MAR / P 1845

Design/Innovation consultation // Recruiting/Match-making

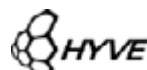
At Career Meet & Greet for Young Professionals, HYVE opens the door to the House of Innovation for young professionals. We show you the career opportunities at HYVE!

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

26 HYVE – the innovation company
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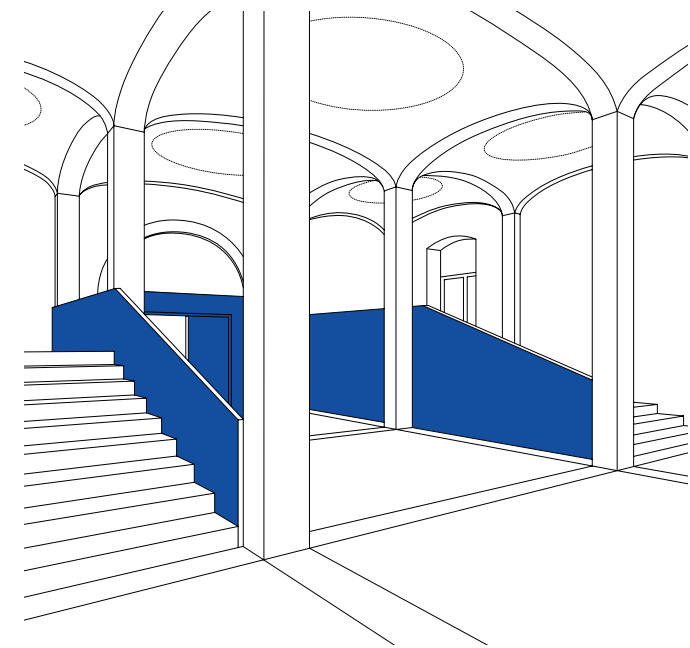
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von O&O Baukunst
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by O&O Baukunst

Fakultät für Design
von Staab Architekten
Design Faculty
by Staab Architekten

12.2019

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MEHR WERT SCHAFFEN



Inspiration ist oft die Grundlage für Designer, um neue Ideen zu entwickeln und Mehrwert zu schaffen. KURZ ist der kompetente Partner in der Realisierung hochwertiger Veredelungen. Mit inspirierenden Tools, individueller Beratung und einer einzigartigen Produktpalette von Heißpräge- und Kalttransferprodukten.

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



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www.mcbw.de/en/press

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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

i INFO POINTS

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

Die Neue Sammlung – The Design Museum Pinakothek der Moderne

Barer 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

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:
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Monday, 09/03 – Friday,
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Saturday, 14/03/2020:
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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
The MCBW word and figurative mark has been developed by Kochan & Partner.

The Slate Pro font used in the program booklet has been provided by Monotype:
www.monotype.com

Paper

Printed on Holmen TRND 2.0, a product of Holmen Paper, distributed via Igepa group.
www.igepa.de

Printing and Binding

EBERL PRINT GmbH, Kirchplatz 6, 87509 Immenstadt
www.eberl.de

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Design gibt der Zukunft ein Bild.



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