

**MUNICH  
CREATIVE  
BUSINESS  
WEEK**



**CREATE BUSINESS!  
MCBW for  
Professionals**

**DESIGN SCHAU!  
MCBW for  
Design Lovers**

# **Design connects!**

**6 to 14 MARCH 2021**

**The long week of Design**

**[www.mcbw.de/en](http://www.mcbw.de/en)**

## Mission Statement

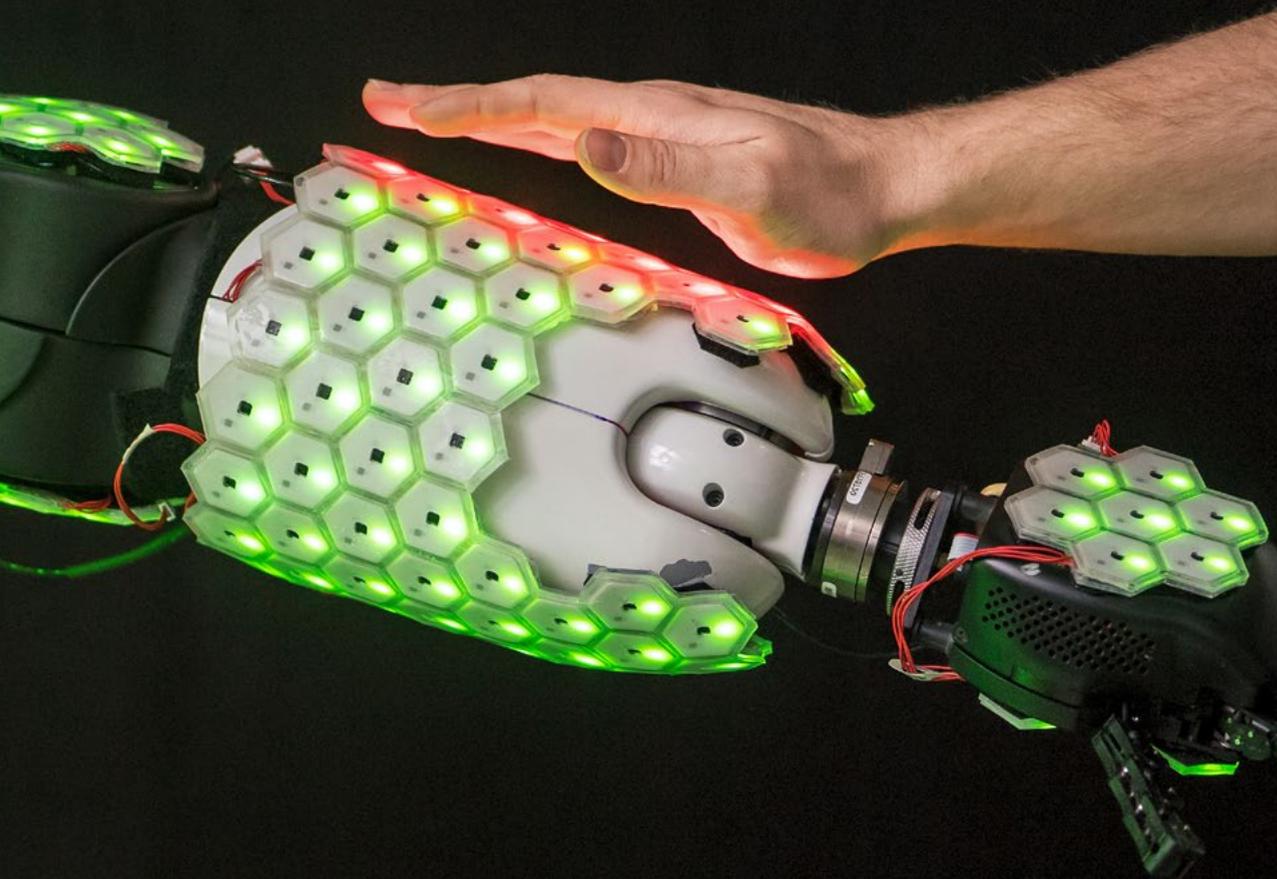
**MCBW is a platform  
for outstanding design.**

**For sustained business.**

**For jointly shaping  
the future:**

**locally, regionally, globally.**

**Design  
connects!**



## Motivation

# MCBW 2021

As Germany's largest design event, the MUNICH CREATIVE BUSINESS WEEK (MCBW) has become an indispensable date in the design industry's calendar. With our 2021 anniversary, we look back with great pride on a whole decade of MCBW and on the innovative strength our program partners have provided the MCBW with. The challenges of recent times have shown us more than ever how important ideas and stimulating effects are for Bavaria as a creative hub as well as for the economy and the society in general.

With 237 planned events, 145 program partners and 365 speakers, the MCBW 2020 had shown more diversity and visibility than ever before. At bayern design, we are filled with enthusiasm and anticipation to further expand the program together with you in the upcoming anniversary year.

“As the new Head of MCBW, the design week is a task that I am approaching with a curious mind and an optimistic spirit – despite the numerous imponderables.”



**Lisa Braun**  
Head of MCBW

“MCBW has grown into Germany's largest design week. The great variety of partners and events promises inspiring design experiences.”



**Dr. Silke Claus**  
Managing Director  
bayern design GmbH

MCBW in Public

# MCBW 2020 in Munich



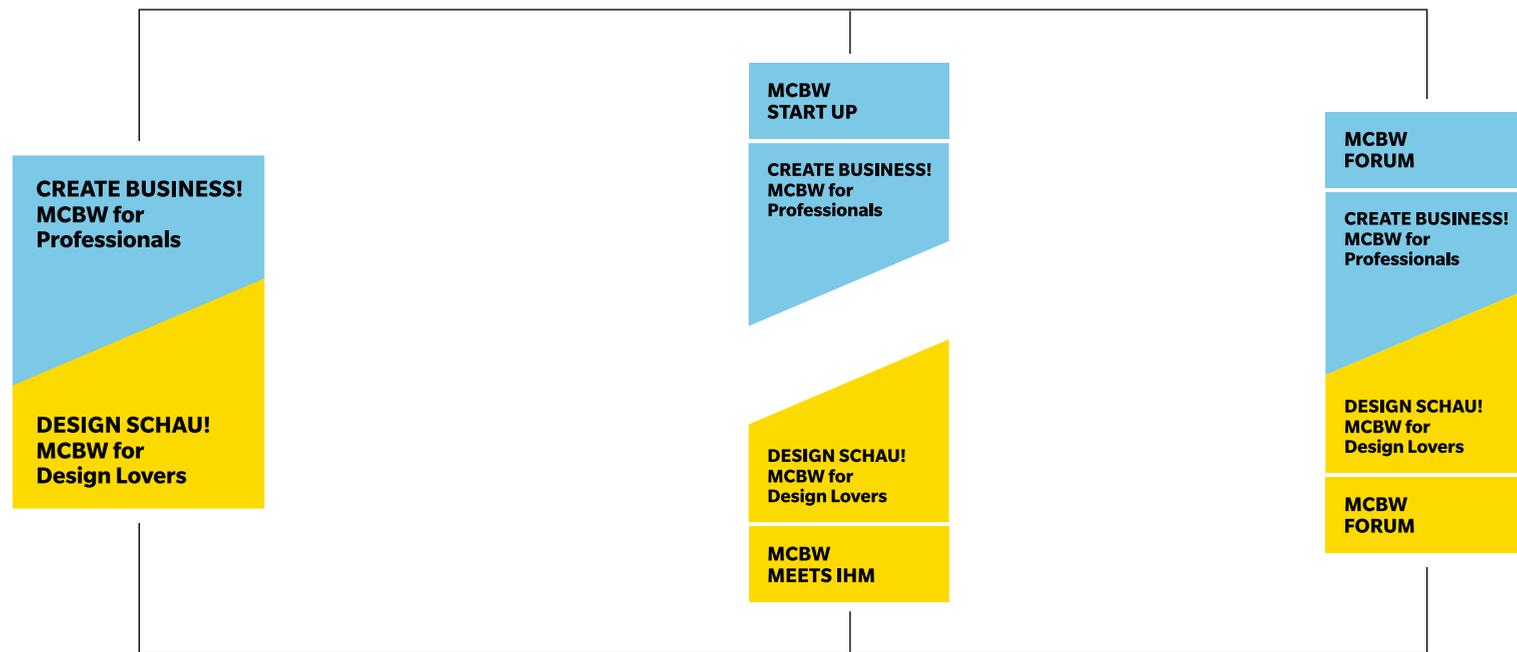
## MCBW Program Areas

### CREATE BUSINESS!

The MCBW dialog and networking platform for professionals

The program area **“CREATE BUSINESS! for Professionals”** makes design visible as a stimulus for innovation, presenting groundbreaking ideas, sustainable trends and new products in conferences, symposiums and workshops, at receptions and many more events. MCBW enables the initiation of business contacts as well as the transfer of expertise and vivid discussions – between the corporate world and the design sector on the one hand, and among the manifold creative disciplines on the other.

**The MCBW Connector provides overview:**  
Each event gets assigned to one of the two program areas.



### DESIGN SCHAU!

The MCBW showcase for the design-savvy public

In the program area **“DESIGN SCHAU! for Design Lovers”**, design in all its facets can be experienced, tried out and understood up during 9 days. Exhibitions, vernissages, events and other initiatives in more than 150 locations in Munich and Bavaria lead the audience into the very heart of German and international design culture: DESIGN SCHAU! showcases Munich as an immensely vibrant center of design.

## MCBW Main Topic 2021

How do we want to live tomorrow? Designers of all stripes are particularly important when it comes to reflecting upon this question – from finding ideas or materials to developing processes and structures to designing living spaces and relationships. Where mindful, responsible, sustained thinking and design are applied, the result is a future that is actually worth living in. This too is a reason for the MCBW 2021 slogan:

# Shaping futures by Design

### Future of Health

Can a fitness app replace self care? How can encounters in public spaces be designed? How much information can graphics provide when things get complex? How can we stop disabling people with disabilities?

### Future of Security

What will border crossing look like tomorrow? How do airport security checks work after Corona? What role can design play in ensuring civil liberties? How does culture work without a seat neighbor?

### Future of Work

How does corporate culture succeed when everyone works from home? At what point does New Work become normal? How do designers get involved in the workflow of companies? How much co-working can Corona tolerate?

## MCBW Topic Areas

### Future of Education

Do the eyes learn too? How can design encourage a desire for knowledge? Can education be fun too? What will learning spaces look like in the future? Why is Learning 4.0 imminent?

### Future of Communication

How does technology change human interaction? Or how does man change the interactive technology? How can we identify fake news more easily? How much value did the analog media regain during the crisis?

### Future of Cities

Will the Smart City unite nature and technology? Will sharing instead of owning generate new (play) space? How can vertical mobility be designed?

## Become a Program Partner

The MCBW is network, platform and multiplier. The MCBW creates visibility for local companies, agencies and designers. It interconnects the Munich design industry, and it shows how the current challenges can be met using creativity and innovative power as a shared opportunity.

As a program partner of the MCBW 2021, you will fill these nine days with your own events, exhibitions and campaigns to be part of this long week of design. The program items shall be developed along the main topic “Shaping futures by Design” and within the framework of the six topic areas.

## Be part. Become a partner! Partner program 2021

# Good reasons to become a program partner

**Visibility** at the largest German design event. With a live event for the local scene as well as digital and global accessibility with an online format.

Providing **momentum** and actively shaping the future of the regional and international design community in cooperation with experts from the industry.

Positioning your own company and boosting the **appeal** of your activities.

Sharing **knowledge and experience** and making the qualities of design accessible to the general public.

Expanding your own **network** sustainably, exchanging information with new target groups and customers and developing future-proof partnerships.

Become a Program Partner

# Get on board!

## We welcome ...

Enterprises, retailers, colleges, museums, associations, publishers, theaters, designers, agencies, trade fairs, design hotels, institutions from the creative industry, consultants ... and more



## For each partner the right choice ...

Program partner DESIGN SCHAU! & CREATE BUSINESS!  
DESIGN SCHAU! All year  
Location partner  
Media partner  
Network partner



## Find the design discipline which best represents you ...

Architecture & Urban Planning,  
Design & Innovation Management,  
Film & Stage,  
Interior Design & Furniture Design,  
Branding & Communication Design,  
Art & Design,  
Manufacture & Handicraft,  
Trade Fair & Exhibition Design,  
Fashion & Accessories,  
Product & Industrial Design,  
Service Design, Universal Design,  
User Experience & Interface Design  
... and more



## Enhance the diversity of the event formats both on and offline ...

Campaign, Exhibition, Film,  
Guided tours, Conference, Panel Discussion, Award Ceremony,  
Events for Kids,  
Vernissage/Finissage, Speech,  
Workshop, Fair & Design Market,  
Coaching Session,  
Recruiting & Matchmaking  
... and more



Become a Program Partner

# Visitor testimonials

“Very varied and many free offers.”

“A good mix of formats for both expert audience and general public.”

“Broadly diversified and highly inspirational.”

“Fantastic topics and amazing keynote speakers.”



# Partner testimonials

“A great platform! Very well organized, and a genuine added value for the regional design scene!”

“Fine well-known manufacturers. Even the smaller events were showcased nicely. Wide range of programs.”

“We enjoyed our events very much, and the preceding inspiration from the bayern design team was priceless. We'll definitely be on board again next year.”

Become a Program Partner

Click here for registration:  
**[www.mcbw.de/en](http://www.mcbw.de/en)**

Application period: until **1 December 2020**

Final entry of all data for the MCBW Creative Book:  
until **15 November 2020**

Final entry of all data for the website:  
until **14 December 2020**

Release of the program on the website:  
**15 December 2020**

Dispatch of advertising material and program media:  
**mid-February 2021**



## We support you

In the selection of the right partner package and in the conception of your event as well as with recommendations for the optimal execution of your event in light of the current situation. The bayern design team will be happy to assist you with all questions concerning the MCBW:



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MCBW is organized by bayern design GmbH, whose task is to sustainably increase the design strategies of regional enterprises, showcasing thereby the importance of the Bavarian creative industry to position the Free State as an internationally renowned hotspot for innovation and design. A successful networking between regional and international partners is vital to the process. The programs of bayern design GmbH are sponsored by the Bavarian Ministry for Economic Affairs, Regional Development and Energy as well as by the City of Munich.

Steelcase and Ströer provide substantial support as current MCBW partners. Internationale Handwerksmesse is MCBW exhibition partner, the new regional partner is the Lower-Bavarian region of Landshut.

Design Austria provides fresh design stimulus from Austria in 2021.

For further information and support  
for your event, please contact

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Bavarian Ministry of Economic Affairs,  
Regional Development and Energy

