

## PRESS RELEASE

### Neon-Siegestor and Burning Isar: The MCBW makes Munich think

+++ The artist Jan Kuck transforms the Siegestor on the occasion of the MCBW into a radiant design artwork made of neon colors  
+++ Additionally, the Isar becomes the Burning River

**Munich, February 18, 2020 | Munich will become a showplace of design and art on the occasion of the Munich Creative Business Week (MCBW): Not only the Siegestor shines in neon colors as a landmark of the Bavarian capital, but also the Isar river radiates in a fiery red glow as a warning light sign. The well-known concept artist Jan Kuck is the creator of these installations.**

#### DESIGN! or NO SIGN?, from February 18 until March 17

Munich's Siegestor sets a clear signal – and it does so with a profound question: "DESIGN! or NO SIGN? In his work, the artist Jan Kuck deals with the responsibility of design to shape the future. The design process is more than just the creation of an aesthetic product. Successful design means attitude, it sets clear signs. An architectural monument with high quality in design and symbolic meaning reflects exactly this aspect. The neon installation will be created exclusively for the MCBW 2020 and shine far beyond Leopoldstraße from February 18 until March 17. It is sponsored by the Bavarian State Ministry of Economic Affairs, Regional Development and Energy and as well as Allianz. The installation is curated by Bernheimer Contemporary.

#### The Burning River, 7th till the 15th of March

Not only the Siegestor is illuminated during the MCBW but also the Isar river becomes a spectacular work of light art by Jan Kuck: every day at 6 p.m., the river around the Praterinsel transforms into a 'Burning River' and shines in a fiery red glow as a warning light sign. Projected onto the bank wall of the island, the question 'What are you burning for?' shows the different values and passionate goals of Munich residents and their guests who can submit them to Bernheimer Contemporary at <http://www.the-burning-river.com> from February 18. The aim is to deal with personal convictions on a deeper level and make them visible. To draw attention to the campaign, Jan Kuck will also be illuminating 14 shop windows of the Ludwig Beck department store starting March 5.

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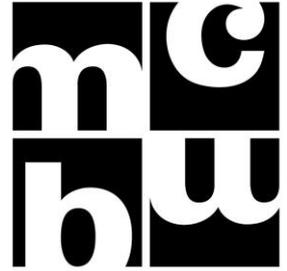
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The project is supported by MONSUN GmbH, the Bavarian Ministry of Economic Affairs, the Munich Trade Fair Center, environmental authorities and regional sponsors, all of whom hold the river, the city, design and art as well as involving the citizens very close to their hearts.

"The two light installations by Jan Kuck show the leverage design can develop besides the purely aesthetic expression and to what extent design can support a social discourse. The MCBW creates the space for this," says Dr. Silke Claus, Managing Director of bayern design, organiser of the MCBW.

"Designing means taking responsibility," says concept artist Jan Kuck. "For me, art is philosophy that starts where words alone are no longer sufficient to ask disturbing and burning questions."

### About the MCBW

The MCBW is organized by bayern design GmbH and sponsored by the Bavarian Ministry of Economic Affairs, Energy and Technology as well as by the City of Munich. BMW Group, Steelcase and Ströer provide substantial support as MCBW partners.

Visual materials are available in our online [press section](#). The MCBW is also on [Facebook](#) and [Instagram](#).

