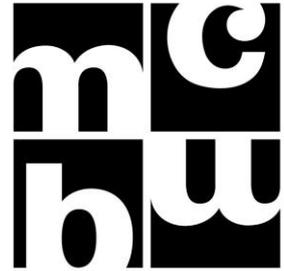


PRESS RELEASE



Outlook to MCBW 2021

- +++ Shaping Futures by Design – the 10th edition of MCBW shifts its focus
- +++ designaustria is a partner promoting exchanges between Austria and Bavaria
- +++ Program partners can register now to contribute to the comprehensive program
- +++ Landshut in Lower Bavaria remains the exclusive regional partner of MCBW 2021

Munich, July 16, 2020 | In its tenth year, Munich Creative Business Week (MCBW) is zeroing in on the future: *Shaping futures by Design* is the new slogan of the largest design event in Germany. The slogan is reflected in the key visual created for the event, epitomizing the encounter of evolution and future, nature and technology. This relationship is worthy of much attention because it has the potential for innovation and at the same time, it is extremely vulnerable. Thus, mankind has a special responsibility to ensure the success of this relationship.

“How will we want to live tomorrow? When it comes to answering this question, designers across disciplines play an important role as they propose ideas, develop processes and structures and/or shape living environments and relationships. A future worth living is created in environments in which mindsets and design are attentive, responsible, and sustainable. The COVID-19 pandemic has demonstrated the importance of being agile and flexible in today’s world and using our gift for innovation to develop new ‘futures.’ This is one of the reasons why the slogan of MCBW 2021 is *Shaping futures by Design*,” says Dr. Silke Claus, Managing Director of the organizer, bayern design. Focus will be on the future – Future of Health, Future of Security, Future of Work, Future of Education, Future of Communication, and Future of Cities. These themes will set the course for the content of the program.

designaustria

Established in 1927, designaustria is the third oldest design organization in Europe. Its members, currently more than 1400 active in diverse fields, see design as the main driver of innovation and thus a key factor in society’s development and economic success. As MCBW 2021’s cooperation partner, designaustria plans to make the close ties between Bavaria and Austria more visible and to intensify and cultivate these ties with the goal of expanding the excellent neighborly relationship.

Register now to become a program partner

MCBW is an initiator, a platform, and a multiplier. The event fosters visibility for companies, agencies, and designers and connections among them, professionals, and the public. MCBW also showcases ways to use creativity and the power of innovation to transform current challenges into shared opportunities. Companies, agencies, and designers opting to become program partners have the opportunity to complement

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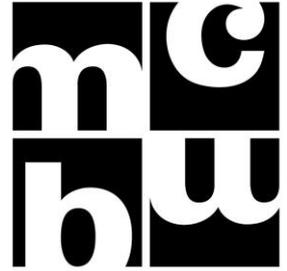
July 16, 2020



Sponsored by

Bavarian Ministry of Economic Affairs,
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MCBW 2021 with their own events, exhibitions, and campaigns and to become part of this design week. Additions to the program can be developed based on the slogan Shaping futures by Design. Interested partners are invited to register their events at www.mcbw.de/en now.

Partner Region of Landshut

The Landshut region in Lower Bavaria already has registered to participate. It will continue its partnership with MCBW which began favorably in 2020, and is confident that all the events scheduled for the 2021 edition will take place after so many plans had to be cancelled in 2020 due to the pandemic.

To be better prepared for situations such as the coronavirus crisis, MCBW's organizers will strengthen their focus on combining analog and digital formats. The MCBW website will become the main platform for communicating details of the program and the planned MCBW Creative Book will provide more in-depth information.

About MCBW

MCBW is organized by bayern design GmbH and sponsored by the Bavarian State Ministry for Economic Affairs, Regional Development and Energy, and the City of Munich. As partners, BMW Group, Steelcase, and Ströer provide substantial support for the event.

Discover MCBW online at www.mcbw.de/en, on Facebook www.facebook.com/MunichCreativeBusinessWeekand on Instagram www.instagram.com/munich_creative_business_week

Images are available in the [Press Section](#).

