MCBW Presents New Key Visual for 2020

+++ Zebra + Monstera leaf - Sustainable design in nature becomes the key visual of the Munich Creative Business Week 2020
+++ Design connects! Surprising phenomena create new connections

Munich, September 17, 2019 | In the MCBW's new key visual, memorable design creates completely new connections: At first glance, a zebra, prototype camouflage wrap, and a monstera leaf don't seem to belong together. The framework of the key visual succeeds through the device of the analogy. The extravagant pattern connects across all disparities in species, size, color and function. Design connects! - True to the theme of Germany's largest design week.

"The key visual of the MCBW exemplifies the effectivity and sustainability of nature's design in a special way. Through formal and content-related analogies, it produces all manner of connections to the design. Fashion and graphic designers, for example, prefer working with black and white contrasts. The camouflage wrap in the car industry uses the visual confusion of the pattern. Furthermore, formal analogies have been a popular stylistic device in advertising, but also the design of everyday objects. Just think of the citrus press 'Juicy Salif' by Philippe Starck or the foam seating sculpture 'Pratone' by the Gruppo Strum," explains Dr. Silke Claus, Managing Director of bayern design, the organizer of the MCBW.

Further information on the background of the key visual, such as the confusing effect of the black and white contrast and the role of the 'monstera delicosa', is available in the MCBW story on the key visual of the MCBW 2020.

Design, conception and idea of the key visual was once again realized by the Munich marketing agency KOCHAN & PARTNER.

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: http://www.mcbw.de/en/press

The next MCBW takes place from March 7 to 15, 2020 with the focus ‘Sustain by Design’.