

## PRESSEMELDUNG

### MCBW 2020 sets new accent: SUSTAIN BY DESIGN Start of application phase for the Munich Design Week

- +++ MCBW provides local, regional and global impulses for Munich and Bavaria as creative locations
- +++ Lower Bavarian region Landshut becomes MCBW regional partner 2020/2021

**Munich, July 25th 2019 | Today starts the application phase for the program partners of the 9th MUNICH CREATIVE BUSINESS WEEK (MCBW) from March 7th to March 15th 2020. Until the 20th of October 2019 interested designers, architects, companies, organizations and institutions can register for Germany's largest design event on the website at [www.mcbw.de/en](http://www.mcbw.de/en).**

The MCBW, organized annually in the first quarter of the year by bayern design GmbH, is the networking platform in Germany for design and business on which new local, regional and global impulses are set for Munich and Bavaria as a location for creative industries. The leitmotif Design connects! will continue to be the driving force behind outstanding and moving design themes during the next Design Week. However the next MCBW will have a special focus: SUSTAIN BY DESIGN. "Design and business need each other more than ever, work on current tasks, create problem solutions and design sustainable models for tomorrow. Good design drives sustainability - ecologically, economically and socially. We invite our program partners to present their inspiring views on SUSTAIN BY DESIGN to a professional audience as well as design interested people at the MCBW 2020 and look forward to a sustainable exchange," explains Dr. Silke Claus, Managing Director of bayern design, organizer of the MCBW.

The future is inconceivable without sustainability. In this context, there will be further theme clusters for the program partners of the MCBW under the main theme of SUSTAIN BY DESIGN, dedicated to the future of innovation, digitization, communication, work, cities and fashion. "We have developed theme clusters such as design-driven innovations in start-up culture, New Works design thinking approaches or urban planning to inspire our partners", Dr. Claus continues.

#### Landshut becomes new MCBW regional partner

The Lower Bavarian region of Landshut will be the MCBW regional partner in 2020/2021. This partnership is supported by the district of Lower Bavaria, the district of Landshut, the city of Landshut, the Silicon Vilstal initiative and the Lower Bavaria Forum. The region is characterized by great economic dynamism. It provides numerous creative impulses which are to be presented to a broader

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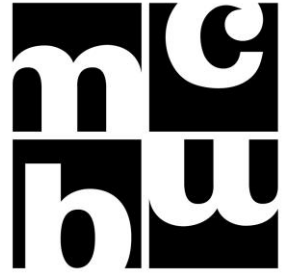
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public within the framework of the MCBW regional partnership. Also important is networking of companies, creative people and cultural workers beyond the region.

### MCBW - The long week of Design

At the last MCBW there were around 215 events and over 120 program partners. Germany's largest design week presented itself for nine days as a lively, sympathetic and forward-looking event for design. More than 70,000 visitors found substantial knowledge transfer and inspiring design experiences in the two program areas CREATE BUSINESS! for the trade public and DESIGN SCHAU! for the design interested public.

In the CREATE BUSINESS! program area, design can be experienced as a source of inspiration for innovations and an active and humane shaping of change: great ideas, sustainable trends and new products are presented in conferences, symposia and workshops, at receptions and many other events. The initiation of business contacts is promoted as well as the exchange of knowledge and discussions - on the one hand between business and design and on the other hand between various creative disciplines such as design, marketing and architecture.

At DESIGN SCHAU! for design lovers, good design in all its facets can be experienced, tried out and understood up close. Exhibitions, vernissages, events and campaigns at more than 150 locations in Munich and Bavaria lead right into the heart of German and international design culture, in which architecture also has its place.

### 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. Steelcase and Ströer provide substantial support as MCBW partners.

Discover MCBW online at [www.mcbw.de/en](http://www.mcbw.de/en), on Facebook [www.facebook.com/MunichCreativeBusinessWeekand](https://www.facebook.com/MunichCreativeBusinessWeekand) on Instagram [www.instagram.com/munich\\_creative\\_business\\_week](https://www.instagram.com/munich_creative_business_week)

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