

## PRESS RELEASE

### REVIEW OF MUNICH CREATIVE BUSINESS WEEK 2020: – the design industry showcases sustainable innovation

- +++ MCBW keeps its status as key design event despite coronavirus crisis
- +++ Sustain by Design – MCBW 2020 centered on sustainability
- +++ Save the date: MCBW 2021 from March 6 to 14

**Munich, April 1, 2020 | Organized by bayern design, the 9<sup>th</sup> edition of Munich Creative Business Week (MCBW) which took place from March 7 to 13, 2020 strengthened its status as Germany’s key design event despite the coronavirus crisis. Although some items on the agenda had to be cancelled and the entire event was cut short because of the increasingly critical situation around the world, numerous remarkable events went ahead as scheduled. Following the motto of this year’s MCBW, Sustain by Design, several companies and organizations introduced their innovative concepts, demonstrating the great strides that have made in the field of sustainable design.**

#### Design increases sustainable value

Good design drives sustainability. Designers work at the interface between people and society and the interface between the economy and the environment. Designers’ skills and craftsmanship enable them to combine form and function and to develop strategies and systems for solutions for a sustainable future. Many events and workshops hosted at MCBW 2020 dealt with ways of working, living, communicating, dressing, and traveling in the future. In cooperation with other disciplines and along with the research and science sectors, design develops the future – a future which must be designed. Divided into six themes – the future of digitization, innovation, communication, cities, fashion, and work – MCBW illustrated in an inspiring manner what design can do, is doing, and will do in these fields.

Sustainability-themed events during MCBW included the clothing swap campaign organized by Green City, the Socio City Conference, and the Schnitzer& sponsored symposium and exhibition titled ÜBERDACHT social.design.build.

Dr. Silke Claus, Managing Director of bayern design GmbH, the organizer of MCBW, says: “A future without sustainability is inconceivable. The interplay of the design industry and the corporate sector facilitates the advancement of solutions to problems and the development of sustainable models for tomorrow. The events

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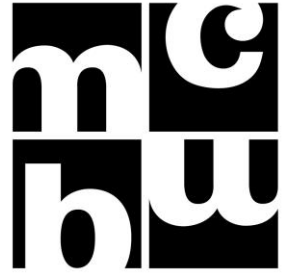
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at MCBW this year demonstrated ways in which approaches to sustainable design can impact our society.”

### Other MCBW highlights

Highlights of MCBW 2020 included the awards ceremony for Münchner Modepreis presented by the City of Munich, the DMI Boston Symposium, and the Interior Congress organized by Münchner Stoff Frühling. Also a sight to see: unique light installations created by celebrity concept artist Jan Kuck. Radiating throughout Munich during MCBW, these installations immersed the Victory Gate and also turned the Isar into the Burning River with a fire-red glow – a warning light. The event attracted numerous spectators and continued until their scheduled end.

### Regional Partner: Landshut in Lower Bavaria

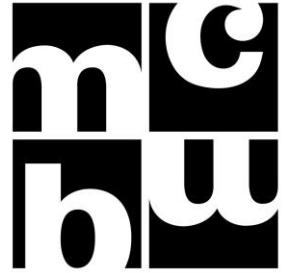
This year MCBW's Regional Partner, the Lower Bavarian region of Landshut, showcased its powers of innovation and its affinity with design at several events concerning architecture, communication, and crafts. One of the main features was Regional Partner Day held at MCBW FORUM. The second report on the cultural and creative industries in Bavaria compiled by bayernkreativ, the center of Bavaria's cultural and creative sectors, was presented at MCBW FORUM as well. Landshut also will be the Regional Partner of MCBW 2021.

### MCBW FORUM

MCBW FORUM, the central point of contact during the design week, again took place at the premises of HFF Munich. Visitors had the opportunity to acquaint themselves with MCBW's program and to participate in compelling events including MUCBOOK Creative Night, MCBW DESIGNKINO, the opening of the oversuperstore design shop, and Recruiting Day.

The next MCBW will take place from March 6 to 14, 2021.





### 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.

Images are available in the [Press Section](#). MCBW also is represented on [Facebook](#) and [Instagram](#).

**10 years of MCBW:**  
The next edition of MCBW will take place from March 6 to 14, 2021.

