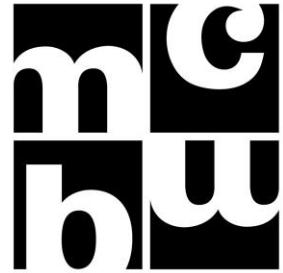


PORTRAIT



The MCBW – The Design Week in Munich

The Munich Creative Business Week (MCBW) is Germany's biggest design event and has, since 2012, annually taken place in the first quarter of the year in Munich. For nine days, the Bavarian capital is transformed into a hot spot for the design community: on every corner, visitors can participate in presentations, workshops, conferences, symposia, receptions, exhibitions, openings, events, and promotions in the disciplines of fashion, architecture, art, and business. In 2019, the MCBW totaled 215 events and more than 75,000 visitors.

Guiding Theme

Under the guiding theme 'design connects', substantial transfer of knowledge and inspiring design experiences take place in two areas of the program: 'CREATE BUSINESS!' addresses the specialized audience while 'DESIGN SCHAU!' is geared towards the design-savvy public.

Locations

The events of the MCBW not only take place in the entire city area, but also in the respective partner region (2021 again in Landshut) and selected further hot spots in Bavaria. During the MCBW, the MCBW FORUM with a central info point is set up at the University of Television and Film Munich, at which visitors can inform themselves and seek advice.

Events

With the variety of ways in which design is represented in business, but also in the daily life of each individual, the MCBW is aimed at professionals as well as the interested public. In order to satisfy the diverse expectations and interests of the visitors, both specialist events and more open formats take place during the MCBW. They can be classified into two program areas:

- > CREATE BUSINESS!: Events for design professionals
- > DESIGN SCHAU!: Events for design lovers

>CREATE BUSINESS! Dialogue and Networking Platform for Professionals

Design, as a trend setter for innovations, represents an active, creative, and humane form of change. In this spirit, the MCBW presents big ideas, sustainable trends, and new products in conferences, symposia, and workshops, at receptions and many more events. The MCBW promotes the initiation of new business contacts in the same way it does the transfer of know-how and lively discussions - between business and design business on the one hand and different creative disciplines on the other.

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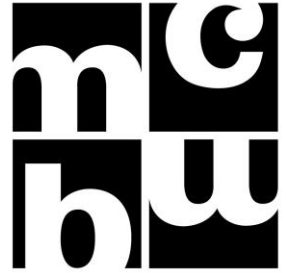
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MCBW START UP, the founding platform for entrepreneurs and designers initiated by bayern design, therein supports the specific exchange between design-oriented startups, young and experienced designers as well as business experts in order to facilitate professional and successful careers.

> DESIGN SCHAU! Display Window for Design Lovers

DESIGN SCHAU! presents Munich as an exceedingly lively German design metropolis. Nine days of understanding, testing, and experiencing design up close. Exhibitions, gallery openings, events, and promotions at over 150 places in Munich and Bavaria allow a deep dive into Bavarian and international design culture.

Starting January each year, all interested people can visit mcbw.de to find information and sign up for events in both program areas.

Organizer and Sponsor

The MCBW is organized by the bayern design GmbH and sponsored by the Bavarian Ministry of Economic Affairs, Regional Development and Energy as well as the City of Munich. Founding partner is iF International Forum Design GmbH. BMW, Steelcase and Ströer significantly support the MCBW as partners.

**The next MCBW takes place from March 6 to 14, 2021
with the focus 'Shaping Futures by Design'.**

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

Visual materials are available in our online press section: <http://www.mcbw.de/en/press>

