

PRESS RELEASE

Shaping futures by Design: MCBW 2021 Program

- +++ One decade of MCBW: 10th edition to take place March 6 through 14
- +++ Transformation has modified MCBW presentation: digital, hybrid, and analog
- +++ Focus is on design as a tool for creating the future
- +++ Highlight: [DIS CONNECTED](#) video installation at HFF

Munich, Germany, January 14, 2021 | This year, MCBW will commemorate its tenth anniversary. The [program](#) for the upcoming edition, which will focus on the future with the slogan *Shaping futures by Design* and will take place from March 6 to 14, 2021, will be published today. After suffering severe repercussions due to the first lockdown in March of 2020, MCBW has been repositioned and will be presented using an entirely new approach: Fans can look forward to a blend of digital, hybrid, and analog events including broad-based workshops, conferences, symposiums, webinars, virtual exhibitions, and streams such as the [Brand Design Master Class](#) and the [FORWARD FESTIVAL](#). A video installation developed exclusively for MCBW seizes on this year's focal theme, *Shaping futures by Design*, in a spectacular manner and will be projected onto the façade of the Hochschule für Film und Fernsehen (HFF) building in the evenings over the course of nine days.

Desperately seeking a future: Shaping futures by Design

MCBW is organized by bayern design, the Bavarian center for design competence. The slogan, [Shaping futures by Design](#), has been chosen deliberately because at present the world is zeroing in on one topic alone: our future. The COVID-19 crisis has unearthed a number of painful issues and has intensified others – in many cases design is both the solution and the great hope. A cornucopia of approximately 100 digital, hybrid, and analog events that will engender new, multi-faceted impulses awaits design experts and aficionados at this year's MCBW. Lisa Braun, Director of MCBW, says: "We also underwent a transformation process during the pandemic and, not least because of our ten-year anniversary, intensely explored ways to reposition ourselves. We want to set a good example and we want to show that new formats including virtual exhibitions, live streaming, and design walks can forge new paths. I look forward to a whole new MCBW with many exciting opportunities and experiences, especially on the occasion of our jubilee."

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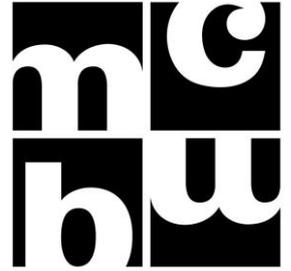
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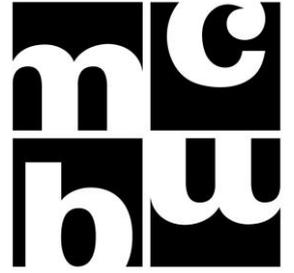
A range of new and known events

Again in 2021, MCBW will pivot around the [MCBW FORUM](#) – in any case virtually and also, to the extent possible, on site at the HFF. Depending on official regulations, a number of events will take place at the HFF in a digital, hybrid, or analog form including [oursuperstore](#), the [FORWARD FESTIVAL](#), the [MCBW START UP Symposium](#), [MCBW Talents](#), [DESIGN KIDS](#), and [MCBW DESIGNKINO](#). The team at the Live Streaming Studio at the MCBW FORUM will ensure events can be streamed should another lockdown be instituted. An entirely new format developed this year is the [MCBW DESIGNWALK](#). Visitors participating in this curated urban walk can stop in at approximately ten stations throughout Munich's Kunstareal district independently at any time and can enjoy the accompanying audio interviews and discussions of exhibits showcased by local institutions, companies, and shops. We are pleased to announce that Landshut will again be the MCBW Partner Region and will present design events from Lower Bavaria.

The highlight of MCBW 2021: the DIS CONNECTED video installation

The [DIS CONNECTED](#) video installation seizes on this year's focal theme, *Shaping futures by Design*, in a spectacular manner and will be a highlight of MCBW 2021. Munich-based animation studios MOTOMOTO & UberEck developed the video exclusively for MCBW in line with the event's focus on shaping the future. The goal of the video installation is to sensitize people to a new way of living that has been accelerated by the pandemic: Digitization has impacted the social behavior we have "acquired," we are communicating in a variety of different ways, the term *space* has taken on a new meaning, and we are experiencing anonymity in a different way. The effect can be to bring people together and to distance them at the same time. The video shows floating idealized creatures dressed in black and white. They embody both the contrast and the balance in an artificially created space. The video installation will be projected onto the façade of the HFF building (corner of Gabelsbergerstraße and Barer Straße) throughout MCBW from 6:00 p.m. to 10:00 p.m.





About MCBW

MCBW is organized by bayern design GmbH and is 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 to the event.

Images are available in the [Press Section](#). The event also can be found on [Facebook](#) and on [Instagram](#).

