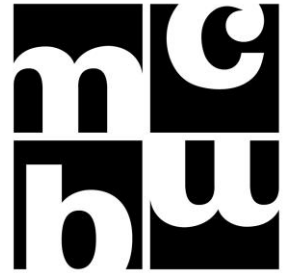


PRESS RELEASE



bayern design kicks off countdown to MCBW with presentation of brand-new study

+++ The study's results show the importance of design to the economy
+++ The start of Munich Creative Business Week (MCBW) is around the corner:
May 14
+++ Again this year, MCBW will include numerous analog events

Munich, Germany, April 2022 | Today, just before International Design Day takes place on April 27, bayern design hosted a press conference titled **Design as an Economic Factor – a Discussion on the occasion of MUNICH CREATIVE BUSINESS WEEK 2022**. The round of discussions was based on a study of the economic relevance of design. For the study, experienced industry leaders were interviewed both quantitatively and qualitatively. The conference took place at PresseClub München and was streamed live. An eyecatcher and one of the highlights of MCBW 2022, which is at the starting blocks, will be a swing installation at the MCBW Public Space. The installation will pick up on this year's theme in a spectacular way, offering playful ways to *move horizons*.

Ever since its inception, MCBW has given center stage to designers and their contributions to society. To what extent do creatives influence economic developments through their work? In the run-up to MCBW 2022, the organizer, bayern design, commissioned a study. Headed by lecturer, publicist and author Joachim Kobuss, the study addressed the impact of the COVID-19 pandemic on the creative sector in Bavaria. The results are fascinating: The unique set of circumstances brought about by the pandemic affected the economic situation to a much lesser extent than expected. However, the Ukraine war has put a damper on the positivity. Almost 60% of companies interviewed employ designers. The other 40% are freelancers active in the design industry, and medium-sized enterprises without in-house design departments. Only 10% of respondents offer design consultation, even though these services show great potential for the sector. Moreover, the results of the study show significant differences where skills are concerned, in particular relating to future-oriented fields of development. This represents a major opportunity for designers in Bavaria. In total, 84% of respondents classified the economic relevance of design as high. Nadine Vicentini, MCBW organizer and managing director of bayern design GmbH, and Dr. Markus Eder, head of section at the Bavarian State Ministry for Economic Affairs, Regional Development and Energy, also shared their perspectives on the current situation. The study is available [here](#).

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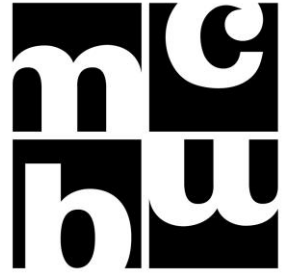
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MCBW 2022 program preview

The official launch of MCBW 2022 will take place 18 days from today. From May 14 through 22, designers across disciplines will provide experts and all others interested in design with insights into their world and with opportunities to share experiences digitally or on site. The portfolio of events includes the following:

A teaser will be set up on Tuesday, May 3 at the [MCBW Public Space](#) on the south lawn of Alte Pinakothek at Gabelsbergerstraße 33. The 38 meter long installation, a traverse spanning the entirety of the lawn, will have twelve swings – an open invitation to everybody to interact. Designed by OHA (Office Heinzelmann Ayadi) exclusively for MCBW, the installation will allow users and passersby to experience this year's theme, *Moving Horizons*, in a spectacular manner. The state of swinging symbolizes the juxtaposition of the horizon and the user's self-perception.

[MCBW TALK & CONNECT](#) will be held on Monday, May 16 and also will follow this year's theme. The talk will address requests for emotionally and cooperatively designed models and workstyles that can help people cope with unavoidable technical, sustainable, or cultural changes. Contributing to the interdisciplinary discussions along with Francesca Bria, president of the Italian National Innovation Fund and member of the European Commission's New European Bauhaus High-level Roundtable, will be author and journalist Wolf Lotter, whose work is focused on transformation and innovation; author, podcaster and brand strategist Sina Port; and Ursula Tischner, CEO of the Agency for Sustainable Design econcept.

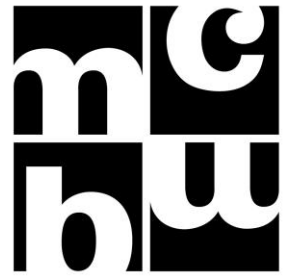
An MCBW highlight, the guided tour titled [VanMoof x Kunstareal München](#) will take place on kick-off day, Saturday, May 14, at Atelierstraße 14. During guided test rides on VanMoof e-bikes, visitors will be able to experience the Kunstareal München, one of Munich's most fascinating neighborhoods and one of the most impressive cultural quarters in Europe, from another angle. Fans of art, culture, and biking will get their thrills during the guided VanMoof rides organized in cooperation with Kunstareal München.

[SCIENCE MOONSHOT](#), a hybrid workshop for young professionals offered by VEREIN INNOVATION 4.X, will take place Wednesday, May 18 through Saturday, May 21 at SPACES – MUNICH WERKSQUIERTEL located at Mühlendorfstraße 8. The objective of this unique project is for altruistic teams of researchers to make available their cumulative skills and expertise and to complement them with all trades and requirements – in only 72 hours.

Awe-inspiring prototypes and products centered around the industrial Internet of Things will be showcased as part of an afterwork event in the [ProGlove open studio](#) exhibition hosted by Workaround GmbH on Thursday, May 19 at Rupert-Mayer-

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Str. 44. Industrial design, UX, UI, and communication design will merge in this exhibition in an exemplary manner.

The opening of [FJORD Munich's](#) studio also is eagerly anticipated. In cooperation with designers, researchers, and creative technologists, internationally renowned mastermind FJORD will introduce industrial design related works and trends to everyone at Balanstraße 73 on Thursday, May 19.

MCBW partner plan A is organizing [Architecture Matters](#), an international conference on architecture, urban planning, and the future, to take place at Munich Urban Colab at Freddie-Mercury-Straße 5 on Thursday, May 19 and Friday, May 20. Following the motto Dense City, experts will discuss the density of mixed-use cities which many view as a prerequisite to the achievement of climate neutrality by mid-century.

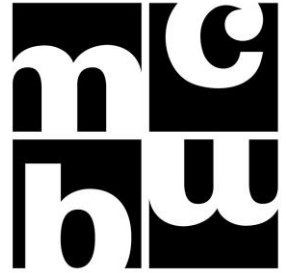
Close to 170 events, approximately 100 speakers, 160 program partners, and 40 registered design shops will make MCBW 2022 at least as impactful as its pre-COVID predecessors. While this MCBW will include a series of digital and hybrid events to enable people from beyond Munich and Germany to participate, analog events will again prevail, making encounters and experiences all the more memorable.



Picture from the left: Joachim Kobuss, Lisa Braun, Dr. Markus Eder, Nadine Vicentini, Dr. Kilian Steiner

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About MCBW

MUNICH CREATIVE BUSINESS WEEK is the largest design event in Germany and an international showcase of Bavaria's creative and design sector. 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 to the event.

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

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