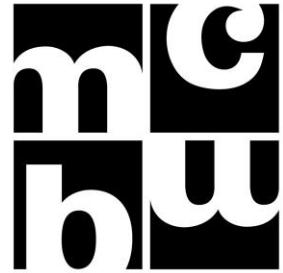


PORTRAIT



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 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. Despite the Corona crisis, in 2021 it was possible to carry out over 120 digital and hybrid workshops, conferences, symposiums, webinars, exhibitions and streams.

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 do not only take place in the whole city area but also at selected hot spots in Bavaria.

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.

bayern design GmbH

Luitpoldstr. 3
90402 Nürnberg
Germany

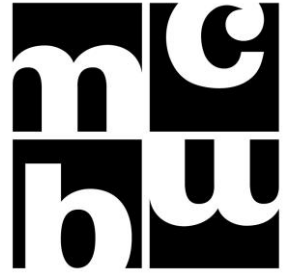
Tel.: +49 911 24022-30
Fax: +49 911 24022-39
kontakt@bayern-design.de
www.bayern-design.de
www.mcbw.de

Press contact

Lena Brenninger
Engel & Zimmermann GmbH
Am Schlosspark 15
82131 Gauting bei München
Germany

Tel.: +49 89 893563 551
pressoffice@mcbw.de





With a selected program of workshops, consulting, talks and panel discussions, MCBW TALENTS offers graduates of creative trainings and studies to build a solid knowledge, to acquire demanded skills and to sharpen their profile.

> 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 organised by the bayern design GmbH and is promoted by the Bayerisches Staatsministerium für Wirtschaft, Landesentwicklung und Energie as well as the state capital Munich. The BMW Group, Steelcase and Ströer promote the MCBW significantly as partner.

The next MCBW will take place from 14 to 22 May 2022.

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>

