

06-14 MAY
2023

mcbw
munich
creative
business
week

WHY
DISRUPTION
UNLEASHES
CREATIVITY

MCBW TALK&CONNECT – PROGRAM

16:00: Opening

16:30: Welcome address

- Dr. Sabine Jarothe (Head of Office, Ministerial Director, Bavarian State Ministry of Economic Affairs, Regional Development and Energy)
- Katrin Habenschaden (2nd Mayor City of Munich)
- Nadine Vicentini (Managing director bayern design)
- Lisa Braun (Head of munich creative business week)

17:00: Statements of the mcbw advisory board on “Why disruption unleashes creativity”

- Boris Kochan, President, German Design Day
- Prof. Dr. Angelika Nollert, Director, Die Neue Sammlung - The Design Museum
- Prof. Markus Frenzl, Faculty of Design, Munich University of Applied Sciences
- Dr. Dewi Schönbeck, Vice President Sales DACH, Steelcase GmbH
- Adrian van Hooydonk, Head of BMW Group Design

18:00: Keynote Prof. Dr. Sascha Friesike, Prof. Digital Innovation, UdK Berlin

18:25: Keynote Sep Verboom, Designer & Social Entrepreneur, Founder Livable® Platform

18:45: Recess with champagne reception & finger food

19:15: Keynote Dr. Leyla Acaroglu, CEO & Founder The UnSchool and Disrupt Design

19:50: Panel Talk with Dr. Leyla Acaroglu, Sep Verboom und Prof. Dr. Sascha Friesike

Moderation Prof. Annette Diefenthaler, Prof. Design & Transdisciplinarity, TUM – Technische Universität München

20:15: Networking with drinks & snacks

21:30: End

Date: 05/08/2023, 16:00-21:30

Location: Munich Urban Colab, Freddie-Mercury-Straße 5, 80797 München

The **mcbw talk&connect** is an event organized by bayern design.