

BECOME AN MCBW PARTNER

THE GERMAN DESIGN EVENT
11–19 MAY 2024

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bayern design GmbH

bayern design is the international centre of excellence for knowledge transfer and collaborations in the field of design in Bavaria.

Our projects seek to highlight the the relevance of design, as design without doubt has a key impact on managing the economical and social transformation towards sustainability.

The largest of our numerous events is the **munich creative** business week (mcbw).

**Design connects perspectives,
themes, disciplines, industries.**

design
connects
design
parts

munich creative business week (mcbw)

With more than a decade of innovative power and inspiration, mcbw continues to be Germany's largest design event as well as a meeting platform for the international creative and design industry.

Now more than ever, today's social, economic and, not least, ecological challenges make us appreciate the value of stimulus and cross-disciplinary exchange for both creative individuals and the economy.

In partnership with you, we seek to build on that and keep expanding the programs in the year ahead.



"Our mcbw embodies a basic notion of design: bringing people and disciplines together to collaboratively create new ideas and opportunities."

Nadine Vicentini
Managing Director bayern design GmbH





SAVE THE DATE
mcbw 2024
11-19 May

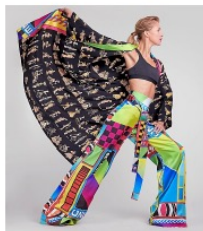


Vor der Alten Pinakothek wird es eine Hüpfburg geben. So stellen sich die Designer sie vor.
Studio Naiv

Die Welt der Kreativen hält Einzug in der Stadt

Während der Munich Creative Business Week kann man an verschiedenen Orten Kunst und Design erleben. Die Highlights

Machen wir's einfach: Das lautmalische Modewort „Disruption“ bedeutet Störung, Unterbrechung, Erschütterung. Wie so etwas die Kreativität im Designmetier entfesseln kann, untersucht in diesem Jahr die 12.



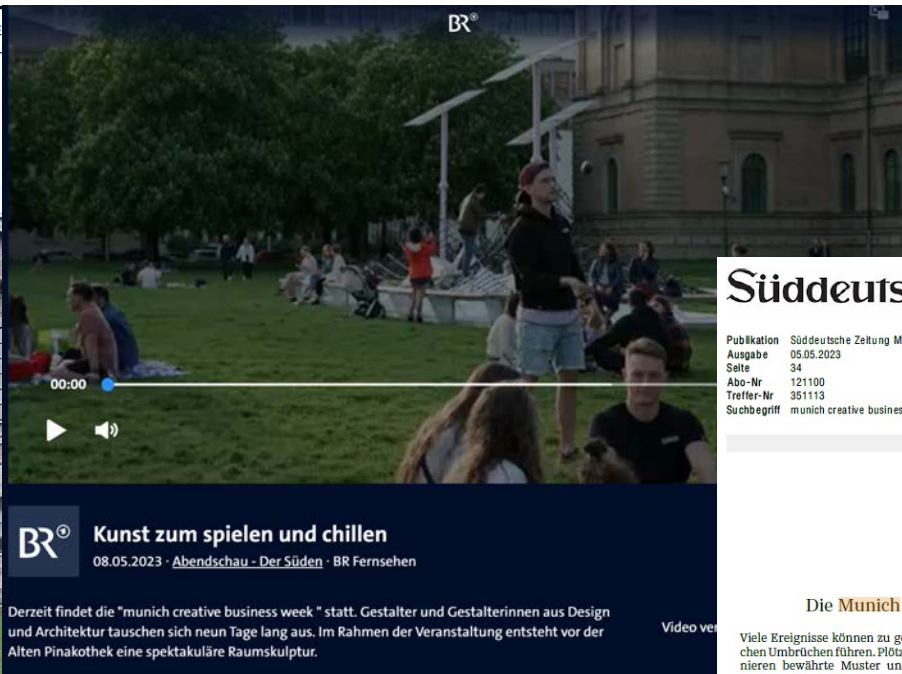
Im Tschechischen Zentrum werden berühmte Designstoffe der Marke Ascher neu interpretiert. A. Willow



Im XR Hub Bavaria kann man mit Datenbrillen experimentieren.
XR Hub Bavaria

bayerischen Designfakultäten, die sich mit den aktuellen Themen Nachhaltigkeit, Digitalität, Künstliche Intelligenz (KI), Entrepreneurship oder Inklusion beschäftigen.

Im Büro Henn fragt man am 10. Mai, ob Virtual Reality mit Hilfe von KI bald Pläne und Architekturmodelle ersetzen kann. Womöglich kann ein architektur-beflüsselter ChatBot sich nicht nur wie ChatGPT in NYT-Redakteure verlieben, sondern bald auch noch den einfühlsamen Architekten geben. Zukunfts-ängste weckt er jedenfalls



Kunst zum spielen und chillen
08.05.2023 · Abendschau - Der Süden · BR Fernsehen

Derzeit findet die "munich creative business week" statt. Gestalter und Gestalterinnen aus Design und Architektur tauschen sich neun Tage lang aus. Im Rahmen der Veranstaltung entsteht vor der Alten Pinakothek eine spektakuläre Raumschulptur.

Video von



munich creative business week

Deutschlands größter Designevent von 6.-14. Mai 23 Unter dem Jahresmotto „Why disruption unleashes creativity“ richtet sich das vielfältige Programm der von bayern design veranstalteten mcbw 2023 an die Design-interessierte Öffentlichkeit wie auch an ein Fachpublikum. Mehr als 130 unterschiedliche Veranstaltungsformate fördern den interdisziplinären Austausch und verwandeln den Münchner Stadtraum in ein pulsierendes Design-Festival.

Das vollständige Programm unter www.mcbw.de

Süddeutsche Zeitung

Publikation Süddeutsche Zeitung München PMO Neueste Nachrichten
Ausgabe 05.05.2023
Seite 34
Abo-Nr 121100
Treffer-Nr 351113
Suchbegriff munich creative business week (mcbw)

Autor*in Evelyn Vogel
Resort Vermischtes
Verlag Süddeutsche Zeitung GmbH
Medientyp Regional mit Vollredaktion
Branche Nicht branchenspezifisch
Bundesland Bayern

Reichweite 51996
Verbreitet 16474
Verkauft 16140
Gedruckt 11283
AAW/€ 2357,69
Erscheint täglich

Was Ideen verändern

Die Munich Creative Business Week widmet sich Kreativität im Umbruch

Viele Ereignisse können zu gesellschaftlichen Umbrüchen führen. Plötzlich funktionieren bewährte Muster und Strategien nicht mehr, die Gesellschaft, das Leben scheint in vielen Teilen wie gelähmt, allenthalben droht Stillstand. Und immer schwingt in Momenten wie diesen die Erkenntnis mit: Kann es danach so weitergehen wie bisher? Und geht es überhaupt irgendwie weiter?

Gerade hat die Corona-Pandemie weltweit zu solchen Schockmomenten geführt, wie man sie sich davor nicht hatte vorstellen können. Die Letzte Generation fühlt sich angesichts von Klimakrise und politischer Ignoranz gegenüber den Sorgen und Nöten junger Menschen an einem Wendepunkt. Aber auch insgesamt fühlen die Menschen die vielen Risse, die durch die Gesellschaft gehen. Umbruch und Disruption sind die Schlagworte unserer Zeit.

„Warum Umbrüche Kreativität entfesseln“ – dies ist etwa das Motto der diesjährigen Design-Woche MCBW, die vom 6. bis 14. Mai in München stattfindet. Denn nicht nur versteht sich die MCBW als internationale Plattform der bayerischen Kreativ- und Designwirtschaft für neue Ideen, Trends und Kreativität. Sie will auch den interdisziplinären Austausch fördern und zeigen, wie viel Kreativität in der Folge einschneidender gesellschaftlicher Veränderungen freigesetzt werden kann.

Dazu lädt sie zu Konferenzen, Gesprächen, Podiumsdiskussionen, Workshops und Symposien, aber auch zu Ausstellungen, Performances, Design-Walks und Kunstaktionen im öffentlichen Raum ein. Überall soll es darum gehen, wie Menschen mit besonders einschneidenden Veränderungen umgehen und welche Rolle dabei Gestaltung und Design einnehmen können. Aber auch das spielerische Moment

von Design, seine Schönheit und Leichtigkeit sollen nicht zu kurz kommen und die Menschen spüren lassen, dass gerade in schwierigen Zeiten Kreativität mehr denn je vonnöten ist.

Zu den besonders attraktiven Angeboten fürs breite Publikum dürfte die Glas- und Lichtinstallation auf dem Königsplatz vor den Propyläen zählen. Das Office Heinzmann Ayadi (OHA), vergangenes Jahr mit einer Riesenschaukel auf der Pinakothekswiese vertreten, und die Mosaik- und Glasmalereiwerkstätte Gustav van Treek inszenieren dort ein übergroßes Kaleidoskop für alle. Ein weiterer Public Space werden die „Disruptive Dunes“ im Kunstareal sein. Naiv Studios wird auf der Südseite bei der Alten Pinakothek ein Netz als interaktive Lichtinstallation schaffen, das man erklimmen und so beeinflussen kann. Im Zirkus in der Dachauer Straße entsteht mit „Voices Unleashed“ eine ebenfalls interaktive, audiovisuelle Installation des Designstudios Blackspace.

Ein kuratierter Stadtspariergang zu Gestaltenden und Münchner Traditionsgeschäften bietet Bayern Design an. Die Entdeckungstour führt analog und mit Hilfe eines QR-Codes im Audioformat über elf Stationen von der Altstadt zum Glockenbachviertel. In der Ausstellung „Ascher Challenge“ im Tschechischen Zentrum werden Originalstoffe des tschechischen Textilherstellers Ascher in Fashion-Entwürfen von Studierenden der Prager Akademie für Kunst, Architektur und Design neu interpretiert. Zikra Ascher, der sogenannte „Mad Silkman“ aus Prag, musste 1933 als Jude das Land verlassen und floh nach London. Weitere Präsentationen gibt es beispielsweise an der Hochschule München – Fakultät für Design, im Deutschen Museum, in der Pinakothek der Moderne und im Oskar von Miller Forum. Evelyn Vogel

MCBW, Munich Creative Business Week unter dem Titel „Why disruption unleashes creativity“, 6. - 14. Mai, div. Orte, Infos unter www.mcbw.de



Der Ausstellungscontainer mit der Installation von OHA und Gustav van Treek wird auf dem Königsplatz zu finden sein. FOTO: GUSTAV VAN TREEK GMBH MIT OHA/MCBW

Our network

In the 12 years since its launch, the mcbw network has continued to grow in many different areas. Here is a small selection:



Bayerisches Staatsministerium für
Wirtschaft, Landesentwicklung und Energie



Landeshauptstadt
München

**BMW
GROUP**



GMUND



STRÖER

Steelcase®

accenture

BATCHO»E

**BLA
CKSP
ACE**

CreativeNL



Designit

**DESIGN
WORKS**
A BMW Group Company



Fraunhofer

frog

FUTURIZE



Google

HAY

**HE
NN**

HM

**ICON
INCAR**

KISKA.

KMS TEAM

Kompetenzteam
Kultur-
München
Kreativwirtschaft

INHO MAURETZ

MUCBOOK

**THE
DESIGN
MUSEUM**

next125

pwc



TUM

USM



vitra.

WEICKMANN

International cooperations

International partnerships and global design talks are also key mcbw components that are constantly being expanded. Past collaborations have included Denmark (the first mcbw partner country), the Arctic Design Week, China, South Korea and the Netherlands.



Speakers

For the past two years, mcbw has been hosting its own talk format: the mcbw design summit, where the invited speakers talk in depth about the theme of the year.

The list includes:

Leyla Acaralou (designer, innovator for sustainability and educator), Francesa Bria (President of the Italian National Innovation Fund), Emily Cohen (consultant), Prof. Annette Diefenthaler (Professor of Design and Transdisciplinarity), Stefan Diez (industrial designer), Prof. Dr. Sascha Frieeseke (UDK Berlin), Prof. Hartmut Esslinger (product designer), Mathias Horx (publicist and trend researcher), Wolf Lotter (author and journalist), Sina Port (brand strategist Adidas), Stefan Sagmeister (graphic designer and typographer), Ursula Tischner (founder econcept), Sep Verboom (founder Livable) and many more.





All about the mcbw 2024

Powered by mcbw

Our proprietary formats cater to expert audiences as well as mcbw visitors with a passion for design.

Network & knowledge

mcbw opening (event for expert audiences)

mcbw design summit (conference for expert audiences)

Public space

mcbw pop-up (partner cooperation)

mcbw designwalk (curated neighbourhood walk)

mcbw public space (partner cooperation)

With our mcbw opening, we celebrate the start of nine days filled with inspiration, design and exchange. The next mcbw opening will take place on 10 May 2024 at Munich University of Applied Sciences.

The mcbw design summit is our largest talk format. This is where the creative explorer and prestigious keynote speakers investigate the theme of the year in greater depth. The next mcbw design summit will take place on 13 May 2024 at Munich Urban Colab.

munich
creative
business
week

18:47

munich
creative
business
week

mcbw

In 2024, there will once again be a festival headquarter, the mcbw hub. The shop space in the Ruffinihaus at Rindermarkt will be open throughout the design event. In addition as info point, there will be events organised by partners.

The mcbw pop-ups allow interested partners to share installations, exhibitions or artwork with a broad public.

The locations of the containers designated with each year's key visual will vary.

With the mcbw public space, we provide creative minds with the opportunity to stage a high-profile installation at a prominent location in the city.

The mcbw designwalk is a stroll through a city neighbourhood curated by bayern design. Visitors are directed to selected locations where they are introduced to the products and the works. In 2024 it will take place in Haidhausen.

mcbw.de



**WHY
DISRUPTION
UNLEASHES
CREATIVITY**

Why an mcbw?

mcbw is a hub for new ideas, trends and creativity; it promotes exchange across disciplines and brings design to life by connecting experts, designers, companies and students from the fields of design, architecture, fashion and business.

mcbw enhances the relevance of design in all of its disciplines; it emphasises strengths and potentials and makes them visible to the public; it shapes our views, and in doing so, it encourages a socially relevant discourse.

With that in mind, we set a new theme each year to highlight a particular issue and stimulate a focussed debate.



mcbw creative explorer Stefano Boeri

With his work, renowned Italian-born architect and professor of architecture Stefano Boeri is exemplary of the new mcbw motto, How to cocreate with nature.

Boeri is president of the Foundation for the Future of Cities, cochair of the World Forum on Urban Forests scientific committee, and is deemed to be one of the key players in the debate on climate change in the field of international architecture. Bosco Verticale is the first prototype of a residential building hosting more than 700 trees and 20,000 plants to integrate living nature and was ranked the world's best building by CTBUH (Chicago).

Boeri will be the keynote speaker at the mcbw design summit scheduled for May 13, 2024 at Munich Urban Colab.



HOW TO CO-CREATE WITH NATURE

Theme of the year

Let's face it: the world is still in a state of upheaval, and it is impacting all areas of life and all industries. One of our greatest challenges is our relationship with nature. The mcbw 2024 dedicates itself to this highly relevant topic for our society as a whole.

Together with our partners and other interested parties, we set out to explore the many ways in which design can help us (re-)learn how to work in partnership with nature, to accept it as a co-designer, and to live and grow side by side with it: collaboration instead of domination. To steer these reflections in a distinct direction, we have coined a tagline that sums up our concern and our mission for the future in a nutshell: **"How to co-create with nature"**. Get in on this riveting discourse, which takes on nothing less than the existential issue of how we can create a future that is worth living in.

Focus topics

Re-Learn

Design solutions modelled on nature

Potential focus areas: architecture, biology, services, etc.

Re-Generate

Design solutions that benefit nature (and humankind)

Potential focus areas: interior, food/agriculture, mobility, services, communication, etc.

Co-Work

Design solutions in collaboration with nature

Potential focus areas: craft, architecture, fashion/interior/art, etc.

Un-Limit

Design solutions that merge nature and technology

Potential focal areas: art, data management, control automation, etc.

Become a partner

You don't have to come from one of the classic design disciplines. If you have an affinity for design, if you see design as a socially relevant tool or if you can relate to the 2024 motto "**How to co-create with nature**", you can become an mcbw partner.

Your benefits as an mcbw partner



Design as a key feature of society and the economy

With the mcbw, we make sure that design in all of its disciplines gains greater relevance and attention.



Your exposure during the mcbw through a variety of measures

You will increase your visibility and thus raise your profile within our print and online communication measures, campaigns and events.



You can build connections within your line of business

We facilitate your exchange with colleagues, future clients or partners in our proprietary formats and partner events.

Your event – your design contribution



Reach your target group

With the theme of your event, you can address your target group directly.



Create momentum

Help shape the role of design and the future of the design industry as an expert in your field.



Communicate and share your know-how

Allow others, especially young design enthusiasts, to tap into your knowledge and increase your network as well as your exposure in the process.

Our communication – your exposure



Before and during the mcbw, a wide array of **communication measures** will be in place throughout Munich: posters and flags, the mcbw public space, the mcbw pop-ups and info material in the mcbw creative spots.



Another focus of communication happens **digitally** via the websites of mcbw and bayern design, the social media channels (Instagram, LinkedIn) and the mcbw newsletters.



In addition, there will be a printed and a digital **mcbw magazine** which grants companies, agencies and creative professionals the opportunity to present themselves in alignment with our annual theme.

Benefit from the growth of the mcbw



The mcbw channels are constantly increasing:

Newsletter – 2,000 subscriptions (12%)
Website – 165k page views (+37%)
Instagram – 8.400 follows (+49%)
LinkedIn – 2.750 follows (+60%)



The **mcbw magazine** is growing steadily with a circulation of 7,500 copies at last count. Secure your feature as part of a partnership.



With over 65,000 visitors, the mcbw 2023 was a tremendous success. In 2024, we intend to outdo 160 partners, 170 events and 333 speakers with your contribution!

Enrolment period and discounts

From **26 September** until **08 December 2023 resp. 15 March 2024 (depending on the package)** you have the opportunity to enrol for the mcbw.

All partner packages include the participation in the mcbw and the listing in the full programme on the website mcbw.de.

You can enjoy tax benefits through the deduction of advertising costs.

Members of the bayern design forum e.V. (annual membership fee starting at EUR 250) receive an additional 20% discount. Contact: contact@mcbw.de

Basic

Included services

- Online programme
- Community profile on the bayern design e.V. website
- PR promotion set

Rate: EUR 400.00 (plus VAT)

Each additional programme entry EUR 300.00 (plus VAT)

Scope of services: Basic

Registration deadline: 15 March 2024

Classic

Included services

- Online programme
- Community profile on the bayern design e.V. website
- PR promotion set
- mcbw opening (1 ticket)
- mcbw design summit (1 ticket)
- 1 social media post

Rate: EUR 700.00 (plus VAT)

Each additional programme entry EUR 300.00 (plus VAT)

Scope of services: Basic

Registration deadline: 15 March 2024

Advanced Digital

fully
booked

Included services

- Online programme
- Community profile on the bayern design e.V. website
- PR promotion set
- mcbw opening (2 tickets)
- mcbw design summit (2 tickets)
- 2 social media posts
- 1 Instagram Spotlight day
- 1 online article (linked with post)
- 1 mcbw newsletter article

Rate: EUR 1.900.00 (plus VAT)

Each additional programme entry EUR 300.00 (plus VAT)

Scope of services: Basic

Advanced Print

fully
booked

Included services

- Online programme
- Community profile on the bayern design e.V. website
- PR promotion set
- mcbw opening (2 tickets)
- mcbw design summit (2 tickets)
- 2 social media posts
- 2 page feature in the mcbw magazine (print and online)
- 1 mcbw newsletter article

Rate: EUR 1,900.00 (plus VAT)

Each additional programme entry EUR 300.00 (plus VAT)

Scope of services: Basic

Premium

Included services

- Online programme
- Community profile on the bayern design e.V. website
- PR promotion set
- mcbw opening (2 tickets)
- mcbw design summit (2 tickets)
- 2 social media posts
- 4 page feature in the mcbw magazine (print and online)
- 1 mcbw newsletter article
- 1 Instagram Spotlight day

Rate: EUR 2,900.00 (plus VAT)

Each additional programme entry EUR 300.00 (plus VAT)

Scope of services: Basic

fully
booked

Packages overview

	Basic	Classic	Advanced Digital	Advanced Print	Premium
Online programme	x	x	x	x	x
Ticket mcbw opening	–	x	x	x	x
Ticket mcbw design summit	–	x	fully booked	fully booked	fully booked
Social media post	–	x			
mcbw magazine feature	–	–	x	x	x
mcbw online magazine feature	–	–			
mcbw newsletter article	–	–	x	x	x
Insta Spotlight day	–	–	x	–	x
Entry bayern design	x	x	x	x	x
PR promotion set	x	x	x	x	x
Rate	EUR 400.00	EUR 700.00	EUR 1,900.00	EUR 1,900.00	EUR 2,900.00 EUR

Take part in our mcbw design summit

On 13 May 2024, our mcbw design summit will once again take place at Munich Urban Colab. In addition to lectures and discussion panels by and with speakers from a wide range of design disciplines, our creative explorer Stefano Boeri is also scheduled as keynote speaker. All contributions at the mcbw design summit will explore our annual theme "How to co-create with nature" and its four main topics: re-learn, re-generate, co-work and un-limit.

Experience a day full of exciting contributions, inspiration, snacks and drinks and expand your network.

Standard ticket: EUR 125,00

Students: EUR 70,00

As a member of bayern design you receive a 20% discount on all tickets.

Become an mcbw creative spot

Retail shops are an essential part of Munich's design sector and are thus also powerful mcbw multipliers.

Creative spots are for example shops, cafés, bars, galleries, etc. creative spots are not required to organise an event.

During the mcbw, they receive a generous PR promotion set in addition to an entry on the mcbw website.

Immediately after their enrolment, creative spots are included in our online communication with opening hours, contact details and a link.

The package rate is EUR 95.00 (plus VAT).

Your benefits

- Increased exposure during mcbw
- Communication on mcbw.de starts right after enrolment
- Visual integration as mcbw partner via window labelling (PR promotion set)
- Distribution point for the mcbw magazine and the info flyer
- No event required during mcbw

Enrolment must happen between 26 September 2023 and 15 March 2024.



Partner packages

How to become a partner

Step 1:

Register with your company information on our website mcbw.de.

Step 2:

Select your event or creative spot package.

Step 3:

Enter all your event details in the mcbw dashboard from 16 January to 15 March 2024 (not required for creative spots).

Step 4:

Approx. 3 weeks prior to the mcbw launch, you will receive your PR promotion set from us.

Apply for a wildcard

Your professional background is in Brand or Communication Design, Architecture or Interior Design, Urban Planning, Design and Innovation Management, Furniture Design, Industrial and Product Design, Communication in Space, Stage Design, Art, Fashion, Universal Design, User Experience and Interface Design, Animation or Film... and you are interested in joining the mcbw with an event (Exhibition, Conference, Panel Discussion, Lecture, Coaching, Vernissage/Finissage, Workshop, Networking Event ...)?

You think your event is one of a kind and deserves a wildcard?

If so, send us your concept at contact@mcbw.de

Once you have been nominated, you will receive a free admission to the mcbw.

Support us

Getting an event like the mcbw off the ground can only succeed with the help of strong partners. Almost all events are free of charge to ensure participation for all interested parties.

You can support us by providing

- locations and exhibition spaces for small or international partners
- venues for our own formats mcbw opening and mcbw design summit
- catering, furniture, services, materials, networks, etc.
- as well as financial back-up

In return, each supporter receives a free package or an entry in our logo list, depending on their package scope.



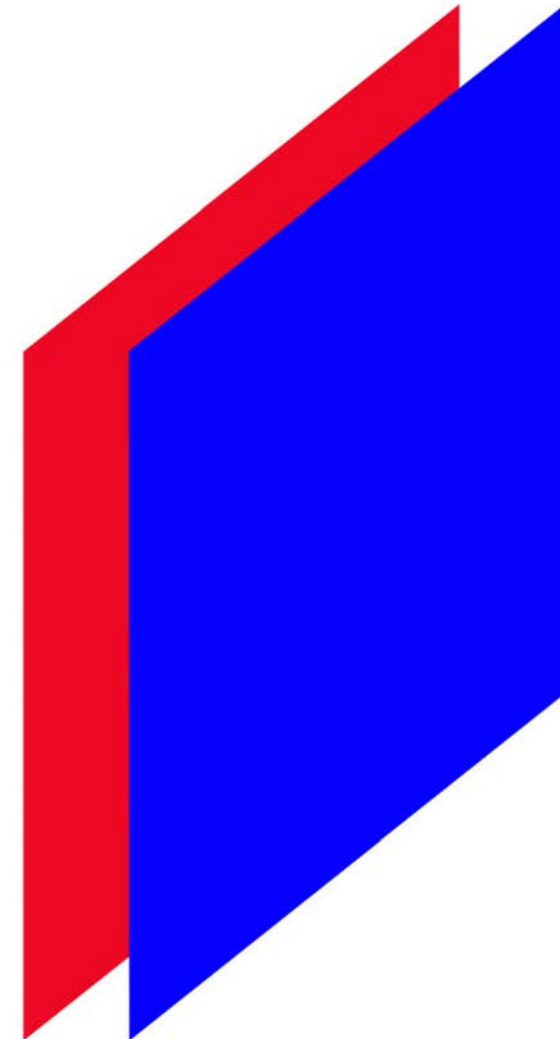
Become a member of the bayern design forum e.V.

We have been organising the munich creative business week (mcbw), the largest event of its kind in Germany, since 2012. It provides a platform for designers and their clients to find inspiration, build networks and showcase their skills.

Our goal is to promote Bavaria as an internationally acknowledged destination for innovation and design by boosting and highlighting Bavaria's design expertise. We also provide support for the implementation of design funding by the Free State.

As a member, you can enjoy a 20% discount on the five event packages.

Phone +49 89 520356-61
contact@mcbw.de





Good to know

We are here to help

For any questions regarding the registration or enrolment process, the packages or the mcbw in general, feel free to contact us:

+49 89 552692-61
contact@mcbw.de
www.mcbw.de

Timing

15 January 2024

Start entry of event information

15 March 2024

Registration deadline and end of event information entry for all packages

10.05.2024

mcbw opening

11–19 May 2024

mcbw 2024

13.05.2024

mcbw design summit

bayern
design

mc
hw
munich
creative
business
week

Gefördert durch

Bayerisches Staatsministerium für
Wirtschaft, Landesentwicklung und Energie



SEE YOU
THERE!