



PRRESS RELEASE

MCBW 2023 PROGRAM

- May 6 – 14, 2023 | 12th edition of munich creative business week
- www.mcbw.de | complete 2023 program online now
- Exciting exhibitions, installations, and discussions following this year's motto *Why disruption unleashes creativity*
- Key topics address experts and design aficionados
- May 5, 2023 | save the date: press conference and tour

Overview of mcbw

Organized by bayern design, **munich creative business week (mcbw)** is the largest design event in Germany. The 12th edition will take place this year from **May 6 through 14**. Following a new motto – *Why disruption unleashes creativity* – **mcbw 2023** will provide a platform for interdisciplinary dialog about the relationship between disruption and creativity.

Now at www.mcbw.de: mcbw 2023 program

mcbw 2023's eclectic nine-day program addresses experts in the fields of design and architecture, companies, the public interested in design, and anyone concerned with transformation. The exhibitions, installations, and discussions presented will inspire, promote interdisciplinary dialog, and convert the city of Munich into a pulsating design festival. Spectacular installations, including in public spaces, will offer all age groups opportunities to experience, interact, and marvel.

In a tried and tested manner, this year's program again will unite **mcbw's** own first-rate formats with more than 130 – and counting – exciting partner formats including those offered by BMW Group, USM, Fraunhofer-Gesellschaft, Die Neue Sammlung - The Design Museum, Goethe-Institut, Munich Urban Colab, Technical University of Munich, Moonpunks, and Deutsches Museum.

bayern design GmbH
Luitpoldstr. 3
90402 Nuremberg
Germany

www.bayern-design.de
www.mcbw.de

Media contact
Patricia Biebrich
NICKL PR
Goethestraße 25a
80336 München

T: +49 89 4807103
pressoffice@mcbw.de

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mcbw public spaces

At **mcbw public space** at Kunstareal, the young designers of Munich's Naiv Studios will install their creation of a walkable mesh and light installation measuring approximately 160 sqm that will stretch between Alte Pinakothek and Hochschule für Fernsehen und Film (HFF). This spectacular, interactive, spatial sculpture also will enrich the Kunstareal from May 5 to June 5, 2023. **mcbw public space** at ZIRKA Space will encompass design studio Blackspace's audiovisual installation which can be experienced by all the senses: Voices Unleashed encourages visitors to set foot in the installation, listen, and make contact with others – to become active participants.

mcbw designwalk

mcbw designwalk will be a fantastic design experience "in passing." On this curated urban tour, visitors can visit up to eleven stations between the Old Town and the Glockenbachviertel district – the choice of route is open. An audio guide (mcbw.de) will feature information and interviews including anecdotes about traditional Munich venues as well as about various products and their designers.

The complete program is published at www.mcbw.de.

Information on selected **key topics is provided on page 3 seq.** Details and images are available in the Download Section.

We would appreciate an announcement about mcbw or individual mcbw events! Please contact us if you need more information or if you are interested in an interview or shoot. We will be happy to coordinate appointments in the run-up to mcbw.

Save the date:

Press conference and tour

Friday, May 5, 2023 | 11 a.m. | location tbd

We cordially invite you to join us for the **mcbw 2023** inaugural press conference. Please save the date. Detailed information will be provided shortly. We look forward to seeing you!

About mcbw

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, Ströer, and Gmund provide substantial support to the event. Images are available in the [Press Section](#). The event also can be found on [Instagram](#), [LinkedIn](#), and [Facebook](#).

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KEY TOPICS OF MCBW 2023



Exhibitions, installations, discussions following the motto *Why disruption unleashes creativity* – selected key topics for experts and design aficionados:

- **mcbw talk&connect** | Keynote Speakers: Leyla Acaroglu, Sep Verboom, and Sascha Friesike; Moderator: Annette Diefenthaler | conference
- **mcbw public space** | interactive installation by Naiv Studios
- **mcbw public space** | Voices Unleashed | interactive installation by Blackspace
- **mcbw designwalk** | Munich discovery tour from the Old Town to the Glockenbachviertel district
- **mcbw pop up** | Glass and Light Installation | OHA x Gustav van Treeck | installation
- **HAY** | Sneak Preview of the BOA Table by Stefan Diez for Hay | design talk with Stefan Diez
- **Munich Urban Colab** | Creative City | discussion panel
- **Goethe-Institut** | Talks about Design in Jordan, Iraq, and Lebanon | discussion panel
- **Czech Center Munich** | Ascher Challenge | exhibition
- **Die Neue Sammlung – The Design Museum** | Hella Jongerius. Phoenix - Reborn Beauty | exhibition
- **XR HUB Bavaria @Medien.Bayern GmbH** | Design in Virtual Reality | workshop
- **Moonpunks GmbH** | Innoversum 23 - TATORT ZUKUNFT | conference
- **Deutsches Museum** | Deutscher Zukunftspreis | exhibition and talk
- **Hochschule München University of Applied Sciences** | Design Research in Bavaria. Present and Future | exhibition and symposium
- **USM** | Design Competence and Business Success | panel talk
- **Universal Design** | Auf Augenhöhe | exhibition

mcbw talk&connect | Why disruption unleashes creativity | conference

May 8, 4 p.m. – 9:30 p.m. | Munich Urban Colab, Freddy-Mercury-Str. 5, 80797 Munich

What happens after disruption has occurred? How do people cope with dramatic change? How do new conditions emanate from past and current transitions in our society? What is the role of design in all this? Highlights of the conference include keynote speeches by Sep Verboom (designer, social entrepreneur, and founder of Liveable Platform), Prof. Dr. Sascha Friesike (professor of digital innovation at UdK Berlin), and Creative Explorer Dr. Leyla Acaroglu (CEO and founder of The UnSchool and Disrupt Design). They will discuss how design drives societal, economic, and sustainable transformation for the better. mcbw talk&connect will be moderated by Prof. Annette Diefenthaler of Technical University of Munich.

mcbw public space | interactive installation by Naiv Studios

May 5 – June 5 | Kunstareal, south lawn at Alte Pinakothek, Gabelsbergerstr. 33, 80333 Munich

This year mcbw again will include an interactive installation in a public space. Between Alte Pinakothek and Hochschule für Fernsehen und Film (HFF), a walkable multi-level sculpture made of mesh will stretch across pillars of diverse heights to form a topography of peaks and valleys. Dynamic light projections will illuminate the textile from underneath causing constant variations in mood, intensity, and color. Visitors are encouraged to climb the mesh and influence the topography of the surface with their weight and their movements – to become disruptors themselves.

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mcbw public space | Voices Unleashed | interactive installation by Blackspace
May 6 – 11, 11 a.m. – 8 p.m. | ZIRKA, Dachauer Str. 110c, 80636 Munich

Voices Unleashed is an interactive, audiovisual installation created by design studio Blackspace. The piece, which can be experienced by all the senses, opens up space for thoughts and acoustic messages from Munich's creative scene. Spectators are encouraged to set foot in the installation at ZIRKA Space, to listen, to make contact with others – to become an active part of the installation.

mcbw designwalk | Munich discovery tour from the Old Town to the Glockenbachviertel district
11 stations | May 6 – 14 | analog and audio

Curated by bayern design, this year's mcbw designwalk will extend from Munich's Old Town to Glockenbachviertel district and will include stories and products from designers and companies with a rich history in the city. A QR code will be provided for every station so participants can enjoy interviews with mcbw partners. All visitors will need is a web-enabled smartphone and headphones. Ideally, the stations will be visited chronologically in accordance with the flyer. The Happy Club, Riviera Records, Schachinger Künstlerbedarf, Caspar Plautz, and STEA Store are partners of mcbw designwalk 2023.

mcbw pop up | Glass and Light Installation in a Glass Exhibition Container | OHA x Gustav van Treeck | Installation | May 6 – 14 | in front of the propylaea, Königsplatz, 80333 Munich

Office Heinzelmann Ayadi (OHA) and the Gustav van Treeck historic mosaic and glass painting studio will stage an oversized kaleidoscope open to all, at Königsplatz. In a glass container installed in front of the propylaea, discs hand-made by van Treeck will rotate. The installed spotlights will create a play of color and light on the wall of the propylaea, turning the power of stained glass and centuries-old craftsmanship into a lasting experience.

Jan Heinzelmann and Sami Ayadi (OHA) are also the authors of the Moving Horizons swing installation, a crowd pleaser at mcbw 2022.

HAY | Sneak Preview of the BOA Table by Stefan Diez for Hay | design talk with Stefan Diez
May 11, 7 p.m. | location and other speakers tbd

Design company HAY of Denmark will host an exclusive sneak preview of the new BOA Table by Stefan Diez for HAY (official launch: August 15, 2023) and a discussion with the designer about *Why disruption unleashes creativity*.

Munich-based industrial designer Stefan Diez conceptualizes products for the circular economy. He has summarized his understanding of design in ten Circular Design Guidelines to show ways to make commercially successful products with ecological and social accountability.

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Munich Urban Colab | Creative City | discussion panel

May 9, 5 p.m. – 7 p.m. | Munich Urban Colab, Freddy-Mercury-Str. 5, 80797 Munich

What ways exist to promote stronger synergies among the economic, scientific, and cultural sectors? What roles do new technologies play in art? Artist Tamiko Thiel, Dr. Andrea Lissoni (director of Haus der Kunst), and Olaf Kranz (head of the cultural and creative economy competence team of the City of Munich) will discuss the emergence of innovation, the special contributions artists and creatives make to the city, and the special strengths of Munich's cultural and tech scenes. Moderators: Sabine Hansky, Director Program Munich Urban Colab, and Professor Alexander Gutzmer, author and architectural publicist

Goethe-Institut | Talks about Design in Jordan, Iraq, and Lebanon | discussion panel

May 9, 6:30 p.m. – 8 p.m. | MINI Pavillion, Lenbachplatz 7a, 80330 Munich

Goethe-Institut will invite designers and curators from Jordan, Iraq, and Lebanon to explain the realities, challenges, and potential of the design scene in the MENA region. In addition to impressions of design production processes and products, the panel will present examples of innovative design. The members also will discuss the importance of alternative design education and qualification programs as key elements of the creative economy and will provide information on Goethe-Institut's contribution to supporting the development of the design scene in the three countries. Visualized input and discussion, followed by a Q&A session.

Czech Center Munich | Ascher Challenge | exhibition

May 6 – 12 | Czech Center Munich, Prinzregentenstr. 7, 80538 Munich

Designer fabrics made by renowned Czech textile manufacturer Ascher will be presented in new interpretations. In 1933, Ziká Ascher, the “Mad Silkman” of Prague and a Jew, had to go into exile and ended up in London where until the 1980s he and his wife Lída created coveted luxury fabrics for fashion houses including Balenciaga, Chanel, and Dior. The couple also collaborated with Cecil Beaton, Henri Matisse and other leading artists. The Ascher Challenge exhibition will showcase original Ascher fabrics used in fashion projects created by students of Prague's Academy of Arts, Architecture and Design. Modern technologies facilitate fruitful encounters between tradition and innovation.

Die Neue Sammlung – The Design Museum | Hella Jongerius. Phoenix - Reborn Beauty | exhibition

May 6 – June 18 | The Design Museum, Pinakothek der Moderne, Barer Str. 40, 80333 Munich

Internationally renowned designer Hella Jongerius will invite visitors to take their places at the table. The narratorial installation created by Hella Jongerius and Porzellan Manufaktur Nymphenburg will prompt a rediscovery tour on the topic of re-use – artistically, sustainably, and in a trend-setting way. In the future, Hella Jongerius will provide new looks/décors for historic, inherited, or gifted pieces of Nymphenburg porcelain at the company's premises.

The exhibition was designed in cooperation by Die Neue Sammlung - The Design Museum and Porzellan Manufaktur Nymphenburg on the occasion of mcbw 2023.

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XR HUB Bavaria @Medien.Bayern GmbH | Design in Virtual Reality | workshop
May 10, 10 a.m. – 1 p.m. | XR LAB of XR HUB Bavaria, Burgstr. 4, 80331 Munich

This creative workshop will convey insight into the key elements of creating and designing virtual rooms and experiences and an understanding of factors such as user experience, interactivity, animation, space design, and storytelling in virtual reality. Participants can learn to build their first VR projects even without programming skills.

Moonpunks GmbH | Innoversum 23 - TATORT ZUKUNFT | conference
May 12, 9 a.m. – 6 p.m. | überlab - House of Communication, Friedensstr. 24, 81671 Munich

The focus of this two-day conference will be on the trinity of design, industry, and research. Can this triumvirate solve the key problems of our time? There will be 12 speeches, two science pitches, three panels, and full-on interaction. Innoversum 23 - TATORT ZUKUNFT will kick-off Science Impact Circle, a pan-European science-to-business network.

Deutsches Museum | Deutscher Zukunftspreis | exhibition and talk
May 10, 6 p.m. | Deutsches Museum, Museumsinsel 1, 80538 Munich

At the exhibition on Deutscher Zukunftspreis – Preis des Bundespräsidenten für Technik und Innovation, Manfred Curbach, professor at TU Dresden's Institute of Concrete Studies, and professor Gunter Henn, founder of the global architectural firm HENN, will discuss carbon concrete, a fascinating material, and their vision of a "city of the future." A representative of HENN also will give a presentation at the company's Munich office.

Hochschule München | University of Applied Sciences | Design Research in Bavaria. Present and Future | exhibition and symposium of the Faculty of Design, Hochschule München University of Applied Sciences, Lothstr. 17, 80335 Munich

Exhibition: May 11 – 12 | Inauguration: May 10, 6 p.m. – 8 p.m. by State Minister Markus Blume
Symposium: May 11 in the morning, on Design Research – Disruption to Research Operations?

The Design Research in Bavaria. Present and Future exhibition will show research approaches and results from the five design faculties in Bavaria. The exhibits will exemplify current topics including sustainability, digitality, artificial intelligence, entrepreneurship, and inclusion. As an interface discipline, design can counterbalance the fragmentation among areas of knowledge and can drive innovation in the context of business, ecology, and society.

USM | Design Competence and Business Success | panel talk
May 11, 6 p.m. – 9 p.m. | USM Showroom, Wittelsbacherplatz 1, 80333 Munich

What exactly does designing effectively mean? How can this skill be developed and how does it correlate with business success? The panel talk featuring representatives of USM, Miele, and bayern design will be about design as a premise for a company's success. Prior to the discussion, Jan- Erik Baars, professor of design management at Lucerne University of Applied Sciences and Arts, will present the results of an

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extensive case study conducted in cooperation with USM and Miele that illustrates the development of a maturity model which helps companies identify their strengths and weaknesses and, based thereon, achieve design excellence.

Universal Design | Auf Augenhöhe | exhibition

Oskar von Miller Forum, Oskar-von-Miller-Ring 25, 80333 Munich

Universal Design forms a partnership with New European Bauhaus. The exhibitions, discussions, workshops, and universal-design sprints conducted in participatory formats at mcbw 2023 will decode and connect the close alliance between universal design and the New European Bauhaus movement. This year's event will be framed by the Universal Design Award Jury exhibition and the kick-off of the Auf Augenhöhe roadshow at Oskar von Miller Forum.

Media contact

Patricia Biebrich

NICKL PR | Goethestr. 25a | 80336 Munich | +49 89 4807103 | pressoffice@mcbw.de

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