

PRESS RELEASE

INVITATION TO THE KICK-OFF PRESS CONFERENCE AND RELEASE OF THE PRELIMINARY MCBW 2023 AGENDA

- **mcbw taking place from May 6 to 14, 2023 in Munich**
- **Creative Explorer Leyla Acaroglu and others at the kick-off press conference on February 16, 2023**
- **mcbw talk&connect on May 8, 2023 – Sep Verboom confirmed to speak**
- **First insights into the mcbw agenda of events**

Overview of mcbw 2023

Organized by bayern design, **munich creative business week (mcbw)** is the largest design event in Germany. With the claim ***Why disruption unleashes creativity***, from **May 6 to 14, 2023** the 12th edition will provide a platform for a cross-discipline exchange about the relationship between disruption and creativity. For nine days, creators in the fields of design and architecture along with representatives of the corporate world and visitors interested in design will have the opportunity to share ideas as part of a multifarious agenda implemented throughout the city by **mcbw** in cooperation with BMW, Fraunhofer-Gesellschaft, Designit, rpc, HAY, and other Program Partners. Plans also include an installation in a public space.

Invitation to the kick-off press conference

Thursday, February 16, 2023, 11:00 a.m. to 1:00 p.m.

Doors open at 10:30 a.m.

Location: PresseClub München e.V., Marienplatz 22, 80331 Munich
or online at <https://youtu.be/w3r0x877i8c>

Please refer to the press materials for the agenda of the press conference and let us know if you would like to participate.

For the first time, a kick-off press conference will be held three months before **mcbw**. Focus will be on ***Why disruption unleashes creativity*** and on providing insight into the planned events. **Leyla Acaroglu**, Creative Explorer of the 12th edition and highlight speaker at **mcbw talk&connect** on May 8, 2023, will participate live via the Internet. A globally acclaimed expert in disruptive design methods, she will share her perspective on the new claim

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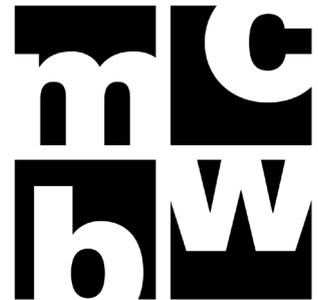
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and will offer initial motivation for thought. Representing the large variety of **mcbw** Program Partners, **Danusch Mahmoudi** (Managing Director of Designit Germany) and **Hannes Ziesler** (BMW Group Design) will participate in the press conference on site and will discuss their takes on the role of disruption in design. Updates on mcbw and the planned program will be offered by Nadine Vicentini (Managing Director of bayern design) and Lisa Braun (Head of mcbw).

The speakers attending in person will be available to answer questions after the press conference as well; interviews with Leyla Acaroglu online or during **mcbw talk&connect** can be set up after the event.

Initial mcbw 2023 events confirmed

mcbw talk&connect, May 8 – new speaker: Sep Verboom

Young Belgian designer and social entrepreneur Sep Verboom (ranked among the global top 100 creatives by AD in 2021) will join Leyla Acaroglu and others on May 8 in the well-established **mcbw** talk format. He follows and supports the development of innovative and sustainable products and projects on his Livable® platform. Early-bird tickets for **talk&connect** will be available as of February 16 for € 69. Date: Monday, May 8, 2023; start: 4:00 p.m.; location: Munich Urban Colab. Members of the press please register via NICKL PR.

Fraunhofer-Gesellschaft, the leading international organization for application-oriented research, will delve into **Why disruption unleashes creativity** with a multi-day exhibition which will be open to the public and will include supporting discussions and workshops. Held at Munich's Werksviertel district, *Form Follows Future* will be a showcase of innovative concepts, prototypes, and visions from the programs of Fraunhofer's *Wissenschaft, Kunst und Design* network. In addition, the opening soiree will include a panel discussion titled *Disruption and hope: Research and design's responsibility for society*. The date and time will be announced shortly.

The Retail Performance Company (rpc), another Program Partner, will host *rpc Design Talks* at a Munich downtown shop designed by rpc itself. The showroom will exemplify the interaction among design trends, customer needs, user experiences, and implementation in a retail environment.

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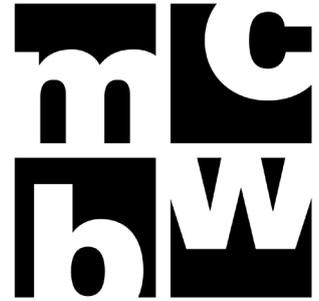
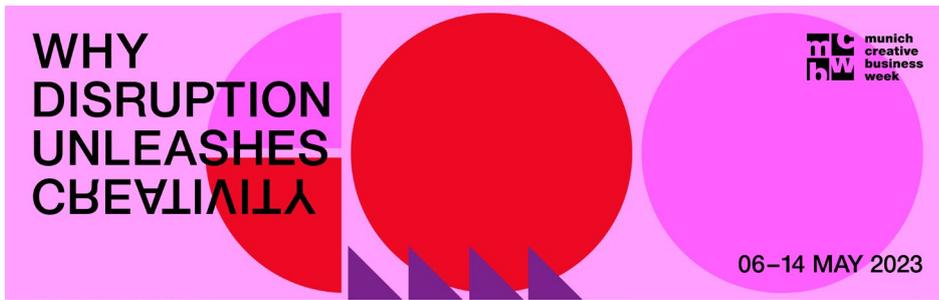
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mcbw Program Partner designdrives will present **DDX '23 - UX & Innovation Conference**: To start off the design week, on Saturday, May 6 at Munich Urban Colab, designers and creatives will demonstrate ways to assist companies wanting to adjust, modernize, and accelerate their own processes in an even shorter amount of time. Innovation and design experts from IBM, BMW, Cisco, SAP, Expedia, air up, Designit, and many other entities will help analyze diverse opportunities for design to drive innovation in diverse industries. Date: Saturday, May 6, 2023; location: Munich Urban Colab; subject to a fee.

The final mcbw 2023 program will be published in March (www.mcbw.de).

Save the date:

Press conference at the start of mcbw: May 5, 2023 at 11:00 a.m., location tbd

About mcbw

mcbw is organized by bayern design GmbH and sponsored by the Bavarian State Ministry for Economic Affairs, Regional Development and Energy, and by the City of Munich.

Images are available in the [Press Section](#). **mcbw** also can be found on [Instagram](#), [LinkedIn](#), and [Facebook](#).

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