

## PRESS RELEASE

### REVIEW KICK-OFF PRESS CONFERENCE & RELEASE OF FURTHER HIGHLIGHTS OF MCBW 2023

- **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 – Sascha Friesike confirmed as third speaker**
- **Further insights into the mcbw agenda of events**

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#### Overview of mcbw 2023

Organized by bayern design, **munic 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 12<sup>th</sup> 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. **mcbw** is implemented throughout the city in cooperation with partners like BMW, Fraunhofer-Gesellschaft, Designit, rpc, KISKA and HAY. Plans also include an installation in a public space.

This year's claim ***Why disruption unleashes creativity*** took center at the kick-off press conference on February 16, which offered first insights into the planned events. A recording of the press conference is available here:

<https://www.youtube.com/watch?v=Vp3FYwuB34I>

**Leyla Acaroglu**, „Creative Explorer“ at this year's mcbw and highlight-speaker **mcbw talk&connect** on Mai 8, 2023, participated live via internet. A globally acclaimed expert in disruptive design methods, she shared her perspective on the new claim and offered initial motivation for thought. Representing the large variety of mcbw Program Partners, **Danusch Mahmoudi** (Managing Director of Designit Germany) was on site at the press conference and discussed - representative of the many partners of mcbw - his opinions on the role of disruption in design. **Hannes Ziesler** (Head of Design Identity and Media, BMW Group) was prevented from attending at short

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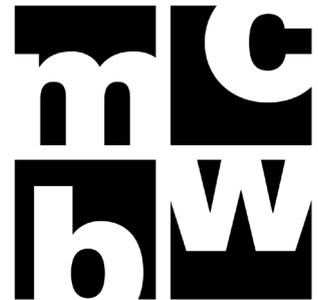
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notice. Nadine Vicentini (Managing Director of bayern design) and Lisa Braun (Head of mcbw) gave general information about mcbw and offered updates on the time table of events. The complete mcbw 2023 agenda will be published on March 16, 2023 ([www.mcbw.de](http://www.mcbw.de)).

#### Initial mcbw 2023 events confirmed

##### mcbw talk&connect, May 8 – new speaker: Sascha Friesike

The professor of design of digital innovations at Universität der Künste Berlin and director of Weizenbaum-Institut focuses his research on the role of the digital world when something new is created. He investigates digitalization in science and how creative minds work.

The **mcbw talk&connect** panel is now complete with **Leyla Acaroglu**, **Sep Verboom** and **Sascha Friesike**. Prof. **Annette Diefenthaler** of TU München will be hosting the event. Earlybird tickets for talk&connect are now available for 69 EUR. Date: Monday, May 8, 2023 – 4p.m. @ Munich Urban Colab / Members of the press please register via NICKL PR.

This year's installation in a public space during **mcbw** seeks interaction with visitors and is implemented by the multidisciplinary Munich design company **Naiv Studios**. The young designers plan a net-like installation made from mesh and fabric covering different heights where visitors can act as disruptive forces: They can climb the net and affect its shape with their movements.

As before, **mcbw** partners with **DOK.fest München**, taking place from May 3-14, 2023. Every year in May, DOK.fest brings highly artsy and socially relevant documentaries from all over the world into the city's cinemas. It adds diverse events to completed mcbw's motto „Why disruption unleashes creativity“. Documentaries featuring art and design will be shown at Ernst von Siemens Auditorium at Pinakothek der Moderne.

**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*

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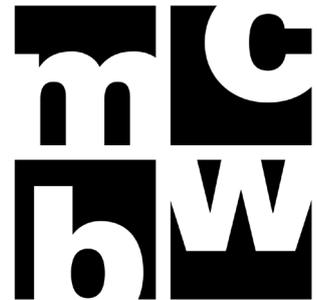
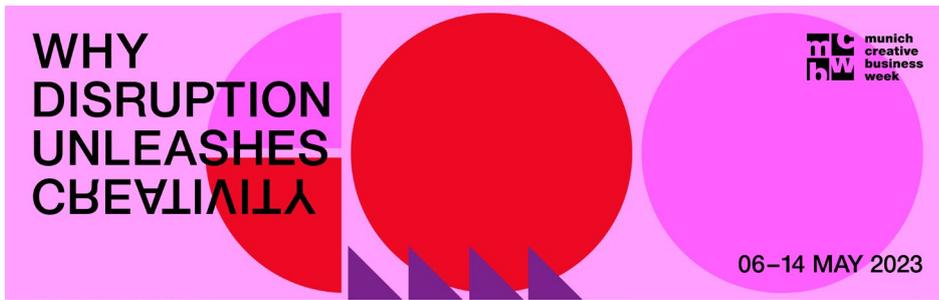
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*society*. Date: May 8-12, 2023 @ Project Room of the Fraunhofer-Gesellschaft for Industrial Engineering IAO, Werksviertel-Mitte

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.

**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 @ Munich Urban Colab; subject to a fee.

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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