



## AGENDA MCBW KICK-OFF PRESS CONFERENCE

THURSDAY, FEBRUARY 16, 2023, at 11 a.m. CET

PresseClub München e.V., Marienplatz 22 (entrance Rindermarkt), 80331 Munich

Type of event: Hybrid (online <https://youtu.be/w3r0x877i8c>)

Language: German with English-language interludes (live contribution)

PR Team: Nickl PR

**bayern design GmbH**  
Luitpoldstr. 3  
90402 Nuremberg  
Germany

[www.bayern-design.de](http://www.bayern-design.de)  
[www.mcbw.de](http://www.mcbw.de)

**Media contact**  
Patricia Biebrich  
NICKL PR  
Goethestraße 25a  
80336 Munich  
Germany

T: +49 89 4807103  
[pressoffice@mcbw.de](mailto:pressoffice@mcbw.de)

Feb 9, 2023

- 10:30 Admission press
- 11:00 Start of press conference mcbw 2023 on the topic ***Why disruption unleashes creativity***
  - Welcome & Course of events: Kilian Steiner  
(Head of PR, bayern design)
  - Introduction mcbw 2023: Nadine Vicentini  
(Managing director, bayern design)
- 11:15 live contribution: **Leyla Acaroglu** (mcbw Creative Explorer)
- 11:22 Q & A Leyla Acaroglu
- 11:30 Program mcbw 2023
  - Overview: Lisa Braun  
(Head of mcbw)
  - **Hannes Ziesler**  
(Head of Design Identity and Media, BMW Group)
  - **Danusch Mahmoudi**  
(Managing director, Designit Germany)
- 11:45 Q & A General
- 12:00 End press conference
- Afterwards:
  - Interviews
  - Networking
- 13:00 End of the event

SAVE THE DATE:

Opening press conference: May 5, 2023, 11 a.m., location tba.

Empowered by:

**bayern  
design**

Sponsors:



Bayerisches Staatsministerium für  
Wirtschaft, Landesentwicklung und Energie



Landeshauptstadt  
München