

# 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** | Disruptive Dunes | 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 & rpc – The Retail Performance** | Design Multiverse | Sneak Preview of the BOA Table by Stefan Diez for Hay | design talk with Stefan Diez and others
- **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
- **BMW Group Design & Die Neue Sammlung – The Design Museum** | New Modes II / New Collaborations | talk
- **XR HUB Bavaria @Medien.Bayern GmbH** | Design in Virtual Reality | workshop
- **Moonpunks GmbH** | Innovatum 23 - TATORT ZUKUNFT | conference
- **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
- **Steelcase & BMW Group Design** | Kreativitätssorte | Design-Talk with Stephanie Thatenhorst

**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** | Disruptive Dunes | 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. The installation was created with the support of Bayerische Staatsgemäldesammlung.

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**mcbw public space** | Voices Unleashed | interactive installation by Blackspace  
May 6 – 10, 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.

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**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.

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**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.*

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**HAY & rpc – The Retail Performance** | Sneak Preview of the BOA Table by Stefan Diez for Hay design talk with Stefan Diez and others  
May 11, 6 – 10 p.m. | Goldberg Studios, Müllerstraße 46A, 80469 Munich

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

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### **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.

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### **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.

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### **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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### **BMW Group Design | New Modes II / New Collaborations | talk**

May 9, 7 p.m. | X-D-E-P-O-T, Die Neue Sammlung - The Design Museum  
Pinakothek der Moderne, Barer Str. 40, 80333 Munich

A collaboration between BMW Group Design and Die Neue Sammlung - The Design Museum.

David Zilber, Kai Langer and Hella Jongerius discuss the potential of new collaborations between humans, nature and technology. How can new connections be created from existing resources? David Zilber led the fermentation lab at the world-renowned Danish restaurant Noma for five years and is now working on the democratization of fermentation and new climate-friendly foods. Kai Langer leads the BMW i Design Studio and was primarily responsible for the BMW i Vision Circular. Hella Jongerius founded her studio Jongeriuslab in 1993. Her designs combine the latest technological achievements with craft techniques, some of which are centuries old. She explores how design's mediating role between people and the world can be improved. Moderation Quentin Walesch, strategist, designer and member The Futures Collaborative Munich, Berlin.

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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.

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### **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.

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### **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.

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## 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 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.

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## 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.

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## Steelcase & BMW Group Design | Kreativitätssorte | design talk with Stephanie Thatenhorst

May 10, 7 p.m. | Steelcase, Brienner Straße 42, 80333 Munich

Whether it's a white wall or a staged living space, a workplace can be a powerful source of inspiration and creative thinking. What kind of environment do designers work in, how do they design and promote creative spaces - and can creativity be planned? Elena de Kan (Steelcase), Steffi Zimmermann (BMW Group Design) and Stephanie Thatenhorst (thatenhorst interior) talk to design expert Eva Steidl about how places where we work influence our creative thinking.

## Media contact

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## 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](#).

## bayern design GmbH

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