CREATE BUSINESS!

MUNICH CREATIVE BUSINESS WEEK

3–11 MAR 2018
HOW DOES DESIGN AFFECT OUR FUTURE?
FOUR PERSPECTIVES

Rethinking, lateral thinking, redesigning – methods and approaches used by designers are both pragmatic and visionary. Rather than serving only to determine the final form, they help optimize processes, and often are participatory and allow for more than one result.

Assisted by designers, business consultants develop end-to-end business processes, achieving entirely new results. Be it concrete objects or open processes, in its core all good design is based on the same motivation: Driven by the will to change, it improves our quality of life.

“Modern design generates impetus for change.”

Dr. Silke Claus
Managing Director of bayern design GmbH, organizer of MCBW

DESIGN STIMULATES PEOPLE

Design is touching: Good design comes to life when it helps us connect with an object, when rooms or products inspire us and spur us on to make new experiences. Design connects: It can foster understanding, move people, and overcome cultural boundaries.

DESIGN ENABLES TECHNOLOGY

What good is an idea that does not take shape? Design translates technology or turns new materials into items we can experience. In other words, design simplifies technology. What would MP3 have been without the iPod? Designers generate added value and take objects and processes to new levels.

DESIGN CHANGES BUSINESS

Modifying processes is an exciting element of design. Design thinking allows us to view processes from diverse perspectives and devise experimental scenarios with no defined results. Examples include new business models such as circular economy, upcycling, and new services.

DESIGN MAKES THE DIFFERENCE

What makes the difference? Sudden insight? A positive surprise? A minute finessse? A practical detail? All of the above and many other aspects that distinguish products from the competition.

DESIGN TRANSFORMS!
Provide a platform for creative businesses to facilitate dialog at the highest level, by networking, acquisition, in the form of workshops and substantial transfer of knowledge: MCBW DESIGN DIALOOGS foster professional exchange among designers, agencies, companies and decision-makers.

Promoting creative founders’ spirit through speeches, by bringing together young entrepreneurs and investors, and by offering workshops, coaching, lectures and direct information sharing: In 2018, MCBW START UP and Creative Demo Night at Muffathalle will again provide room for critical views from outside and facilitate contact with experts as well as open dialog.
ORGANIZER
bayern design GmbH is the organizer of MCBW. It has been entrusted with driving companies' design strategies sustainably and highlighting the importance of the Bavarian design sector to position the state as an acknowledged site for innovation and design. Linking regional and international partners plays an essential role. The programs implemented by bayern design GmbH are supported by the Bavarian State Ministry of Economic Affairs and Media, Energy and Technology. In addition, MCBW is sponsored by the City of Munich. ifi International Design Forum GmbH is an MCBW Cooperation Partner and Steelcase Werndl AG is a MCBW Partner.

BMW Group also is an MCBW Partner – fascinating design showcased at the most attractive venues in Munich, for example, at BMW Welt, BMW Museum and BMW Lenbachplatz.

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HELP CONTINUE MCBW’S SUCCESS STORY!

MORE THAN 430 TOP-CALIBER INTERNATIONAL SPEAKERS

EFFICIENT COOPERATION WITH MEDIA
650 ACTIVE PRESS CONTACTS

ACTIVE FACEBOOK COMMUNITY
ORGANIC REACH DURING MCBW: 28,400

VISIBILITY IN PUBLIC SPACES
26 ADVERTISING COLUMNS
500 POSTERS

2012
17,000

2013
37,000

2014
44,800

2015
53,500

2016
61,100

2017
65,000 VISITORS

APPLY BY OCTOBER 6, 2017
WWW.MCBW.DE

MCBW 2017

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280 MILLION CONTACTS

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DESIGN SCHAU!

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“Munich has a lively design culture. Starting in 2018, for nine days during MCBW, DESIGN SCHAU! will provide the time and the space for this culture to introduce itself. The exhibitions, events and campaigns held at more than 100 locations during DESIGN SCHAU! address design aficionados and experts and all other people who enjoy experiencing design. DESIGN SCHAU! is a showcase of Munich as the capital of design.”
MCBW FORUM is the heart of MCBW: It offers insights into the design sector and fosters critical dialog. Also, it is a meeting point for the public at large and a venue for sharing and meeting with experts. The exhibition presented at MCBW FORUM deals with the contemporary meaning of design in focal themes and from diverse perspectives.
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