Munich Creative Business Week 2018: March 3-11, 2018

bayern design initiates cross-disciplinary fashion project

+++ Deutsche Meisterschule für Mode | Designschule München to start the Expedition/Confession fashion design project in cooperation with Leonhard Kurz Stiftung & Co.KG
+++ Select models will be on display at MVG-Kundencenter at Marienplatz from February 19 to March 2, 2018
+++ Presentation during Open House Day at Deutsche Meisterschule für Mode | Designschule München

Munich, Germany, February 28, 2018 | Organized by bayern design, MCBW is the largest design week for customers and contractors. Establishing creative links between entrepreneurs and designers is a priority of MCBW. A good example is the affiliation of Deutsche Meisterschule für Mode | Designschule München, the City of Munich’s center for fashion and design competence, and Leonhard Kurz Stiftung & Co.KG, an international manufacturer of decorative and functional coatings. At the initiative of bayern design, the cooperation has brought about Expedition/Confession, a spectacular fashion collection that will be presented for the first time at Marienplatz in Munich in the run-up to MCBW.

Expedition and confession were the topics that provided inspiration for the works created by the students of Deutsche Meisterschule für Mode | Designschule München. According to Roland Müller-Neumeister, the institute’s artistic director, they expand on the realization that every external, physical adventure is a journey of discovery of the self. Every time a designer embarks to a new, unexplored world of form, he taps into and professes his own creative resources.

The complementary nature of this duo also is reflected in the contrast of materials and textures. The majority of the models are made of linen, one of the most primal and most traditional textiles. This natural fiber is inherently dirt-repellant and, thanks to its rigidity and smoothness, exudes austere, valuable and even spiritual purity. Linen always has been a preferred textile for equipment for expeditions and pilgrimages because of its cooling and anti-bacterial qualities and its resilience.

With their modern, lustrous metallic surfaces, the high-tech foils developed by Kurz provide fascinating counterpoints. From these innovative coatings, the students design and realize motifs, patterns and structural accents which then are integrated into their three-dimensional drafts created on a dressmaker’s
dummy. This alluring design element provides them with yet another opportunity to expand on and elucidate their respective interpretation of the topic aesthetically.

The 16 outfits designed by students of the department for cutting and drafting also will be on display on March 5, 2018 during the MCBW opening ceremony at BMW Welt. An exclusive selection of the models will be presented to the public from February 19 to March 2, 2018 at MVG-Kundencenter at Marienplatz in Munich. The results of the alliance will be introduced on March 3, 2018 during Open House Day at Deutsche Meisterschule für Mode | Designschule München and during the show of collections on July 19 and 20, 2018 at Muffathalle.

About MCBW:
MCBW is organized by bayern design GmbH with the support of the Bavarian Ministry of Economic Affairs and Media, Energy and Technology as well as the state capital Munich. MCBW was founded in collaboration with our partner iF International Forum Design GmbH. Other main partners of MCBW include BMW Group, Steelcase and Microsoft.

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