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

+++ Munich, design hub for design experts
+++ CREATE BUSINESS! – tailor-made events for knowledge transfer for experts
+++ Introduction of sustainable trends and new products as part of conferences, symposia and workshops

Munich, February 20, 2018 | In addition to the public events presented as part of DESIGN SCHAU!, Munich Creative Business Week (MCBW) 2018 will be the meeting point for creative experts. Following the theme “Design transforms”, the sector CREATE BUSINESS! will offer a broad range of workshops, conferences and networking events to exchange ideas, learn or simply network.

MCBW’s central meeting point for its expert audience will be MCBW FORUM at Museumsinsel. For nine days, guided tours of the exhibition, various business events, lectures and workshops offer a deeper insight into the importance of design while promoting a discourse for creative professionals.

About the programmed events at MCBW FORUM:

One of this year’s new additions will be the Art Directors Club of Germany (ADC). With their exclusive workshops for young creative minds, this organisation promotes the development of emerging talents and the transfer of knowledge. https://www.mcbw.de/create-business/design-dialogs-programm/detailseite/event/adc-seminar-feminista-das-erste-politische-parfum-der-welt.html

Also present at this year’s edition: the universal design competition at Oskar von Miller Forum, EDCH, newly positioned as “The Idea Conference for Editorial Design, Visual Storytelling and Digital Content” and TOCA ME. Both conferences will be held at Alte Kogresshalle and feature a broad range of outstanding speakers, who are renowned figures of their respective industries.

In 2018, MCBW START UP will enter its fourth edition, presenting 40 selected start-ups from the world of design. With CREATIVE DEMO NIGHT at Muffathalle – directly across from MCBW FORUM at Museumsinsel – it is also one of this year’s central meeting points for experts. https://www.mcbw.de/create-business/mcbw-start-up/ueber-mcbw-start-up.html
Selected highlights:

+++ Saturday, March 3, Bloggermarket
Everyone reads them, some write them and many finally want to get started on them. Blogs!
March 3, 10 am to 11 pm, Lovelace Hotel, Kardina-Faulhaber-Str. 1
https://www.mcbw.de/create-business/design-dialogs-programm/detailseite/event/blogger-market.html

+++ Sunday, March 4, Designtalk: MCBW Matinee
CITY 4.0: KREAPOLIS – Five leading creative minds will develop a new agenda for the city of tomorrow – hosted by Boris Kochan, President of Deutscher Designtag and Ulrich Müller, journalist.
March 4, 11 am to 12.30 pm, MCBW FORUM / DEUTSCHES MUSEUM followed by lunch at five themed tables. For registration, please go to: http://www.mcbw-designtalk.de

+++ Monday, March 5, DEmigned in Bavaria. Vernissage.
Opening of the exhibition with keynote speaker Professor Dr (PhD) Max Welch Guerra
Bauhaus Weimar
March 5, 7 pm to 10 pm, USM Showroom Munich, Wittelsbacherplatz 1
https://www.mcbw.de/create-business/design-dialogs-programm/detailseite/event/designed-in-bavaria.html

+++ Tuesday, March 6, Trying the Tilt Brush – Virtual Reality for Art and Business
Using the Tilt Brush painting app, visitors can access the medium, discover their creative potential and design virtual spaces.
March 6, 10 am to 5 pm, Hochschule für Fernsehen und Film, Bernd-Eichinger-Platz 1

+++ Wednesday, March 7, Digital Water™ – Designtalk by Phoenix Design
Experts will illustrate the opportunities and challenges arising from the design of digital ecosystems that have a non-digital, vital element as their starting point.
March 7, 7 pm to 11 pm, Phoenix Design, Hans-Fischer-Str. 10
https://www.mcbw.de/create-business/design-dialogs-programm/detailseite/event/digitales-wasser.html

+++ Thursday, March 8, Intelligence Augmentation – Machine Learning for Designers
A workshop illustrating how designers can use machine learning to their advantage.
March 8, 6.30 pm to 10 pm, Futurice GmbH, Lindwurmstr. 7
+++ Friday, March 9, iF Design Award Night 2018
The glamorous award ceremony of iF DESIGN AWARD will be the party location for an international design scene. Following the ceremony and get-together, the party will continue well into the early morning hours. March 9, 6 pm to 2 am, BMW Welt, Am Olympiapark 1
https://www.mcbw.de/create-business/design-dialogs-programm/detailseite/event/if-design-award-night-2018.html

+++ Saturday, March 10, MCBWmeetsMB #Symposium
Debate with speakers hailing from the Austrian regions Vorarlberg and South Tyrol on the interaction of region, architecture and design.
March 10, 10 am to 4.30 pm, Büttenpapierfabrik Gmund, Mangfallstraße 5, 83703 Gmund
https://www.mcbw.de/create-business/design-dialogs-programm/detailseite/event/mcbwmeetsmb-symposium.html

+++ Sunday, March 11, DESIGN SPIRIT – Workplaces and Products of Tomorrow
Craftsmen and small enterprises will find inspiration at “Design Spirit.” Developed as a collaborative project together with MCBW, this exhibition will be presented at the international trade fair for crafts, Internationale Handelsmesse (IHM).
Daily from March 7 to 13, 9.30 am to 6 pm, Messegelände München (exhibition grounds of Munich), Entrance West
https://www.mcbw.de/design-schau/programm/detailseite/event/design-spirit-arbeitswelten-und-produkte-von-morgen.html

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.

For further information regarding visitors, partners and sponsors, please visit: www.mcbw.de/en/
Discover MCBW on Facebook following www.facebook.com/MunichCreativeBusinessWeek and Instagram following https://instagram.com/munich_creative_business_week.

For photographic material, please visit the press section of our website following https://www.mcbw.de/en/press.html.