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

+++ Munich, a global design hub
+++ DESIGN SCHAU! – MCBW’s new shop window for design aficionados
+++ Over 150 events at 120 locations in and around Munich

Munich, February 20, 2018 | During the nine days of the 7th edition of Munich Creative Business Week (MCBW), the programme will offer exciting events tailor-made for design aficionados. As one of the world’s leading cities of design, Munich will be host to a range of exciting exhibitions, vernissages, events and other activities. Following the theme “Design transforms”, visitors are invited to discover design and give designing a try to better understand the field of design.

MCBW FORUM at Deutsches Museum will once again be at the heart of this year’s Munich Creative Business Week organised by bayern design. Open daily from 11 am to 6 pm, it will serve as the starting point of many exciting discovery journeys with its range of innovative projects to be explored at “DESIGN SCHAU! TRANSFORMATIONEN”. In addition to other highlights shown by Microsoft and Stroer, the futuristic BMW Motorrad VISION NEXT 100 will be on display, giving visitors a first taste of future driving experiences – without a helmet and featuring autonomous driving for public traffic.

https://www.mcbw.de/design-schau/mcbw-forum/ueber-das-forum.html

An absolute must for all the creative minds of Munich: MCBW Opening by MUCBOOK & Bloggermarket. On the first day of this year’s design event, the city magazine MUCBOOK will host the “MCBW Opening Party” at pop-up hotel The LOVELACE to offer all creative professionals the opportunity to network. Starting at 10 am at Bloggermarket, journalists, bloggers and Instagram influencers will offer an insight into the world of digital media in their lectures, workshops and talks. Starting at 7 pm, creative minds of the worlds of architecture, design, media, film and gaming will join the mix before the party begins. With the foyer home to an interactive dial featuring a Le Corbusier installation organised by the German Association of Interior Designers (bdia), the rest of the building will be offering an exceptional experience with its range of artistic interventions and performances. Accompanied by DJ Florian Keller’s beats, Munich’s creative design scene will then be invited to dance on several floors. For further information and tickets, please go to:

https://www.mucbook.de/bloggermarket/

Munich’s Werksviertel, the city’s newly created area for creative professionals, will also be well worth a visit this year. Guided architectural tours will introduce you to this new creative hot spot. Offering a relaxed atmosphere and a range of panel discussions, local agencies such as CSMM:CREATIVE APERITIVO will offer visitors an insight into the creative spaces of the state’s capital, its new workplaces and the interdisciplinary network of its industries. During an open talk founders of Berlin-based Sitzfeld, Steffen Kehrle and Manfred Jarisch, will answer questions regarding the development of design, visual language and photography. For further information regarding the events held at Werksviertel, please go to:
Selected highlights:

+++ Saturday, March 3 – Saturday, March 10: Exhibition “The original is made by Vitra”
Vitra’s exhibition “The Original” examines various furniture designs with regard to their history, design process and intrinsic features.
March 3 – 10, Tuesday to Friday, 11 am to 7 pm and Saturday 11 am to 5 pm at KOTON; Barer Str. 38
https://www.mcbw.de/design-schau/programm/detailseite/event/das-original-kommt-von-vitra.html

+++ Saturday, March 3 – Saturday, March 10: USM and VDID present “DESigned in Bavaria”
Designers of VDID will present products in exciting settings corresponding to the furniture of USM Haller
Monday to Friday, 10 am to 7 pm, Saturday 10 am to 4 pm, Monday, March 5 at 7 pm: vernissage and keynote address and live music
Saturday, March 3 at 4 pm: closing event at USM Showroom, Wittelsbacherplatz 1
https://www.mcbw.de/design-schau/programm/detailseite/event/designed-in-bavaria-1.html

+++ Sunday, March 4, open house by spitzbart – design meets architecture meets art
Sunday, March 4, 11 am to 6 pm, spitzbart showroom at Leopoldstr. 126,
artful staircases, interior design made from metal and art to touch and acquire at Dolci e Vino
https://www.mcbw.de/design-schau/programm/detailseite/event/open-house-bei-spitzbart.html

+++ Monday, March 5: Outlook on trends by LEONHARD KURZ – Current status quo. Future scenarios.
Based on the presentation of trends for clients from various industries, Annie Kuschel will explain current trends in her lecture, using examples from the worlds of imagery, colour and design.
Monday, March 5, 5 pm to 6 pm, MCBW FORUM Museumsinsel / Ludwigsbrücke
https://www.mcbw.de/design-schau/programm/detailseite/event/was-ist-was-kommt-trendperspektiven.html
+++ Tuesday, March 6: Guided tours of DESIGN SCHAU! TRANSFORMATIONEN!
Take a guided tour of the exhibition at MCBW FORUM and learn more about the exhibits and their importance for our future. 
Offered on different days including Tuesday, March 6, 3.30 pm to 5 pm, MCBW FORUM Museumsinsel / Ludwigsbrücke  
https://www.mcbw.de/design-schau/programm/detailseite/event/fuehrungen-durch-die-ausstellung-design-schau-transformationen-3.html

+++ Wednesday, March 7: lecture "From briefing to final product"
Using a newly developed commission for Christine Kröncke interior design GmbH, designer Stephan Veit describes the different stages of production processes from briefing and early ideas, sketches, prototypes and rendering to final product.  
March 7, 5 pm to 6 pm, Christine Kröncke interior design GmbH at Ludwigstr. 6  
https://www.mcbw.de/design-schau/programm/detailseite/event/vom-briefing-zum-produkt.html

+++ Thursday, March 8: lecture "culture of light" – Occhio
In her introductory lectures, Heidi Lindner, Head of academy & lighting design at Occhio, will give insights into the future of light and present ways of using lights to shape your individual living space.  
Occhio Store, opening hours 10 am to 10 pm. Introductory lectures: 6 pm to 9 pm, on the hour  
https://www.mcbw.de/design-schau/programm/detailseite/event/culture-of-light.html

+++ Thursday, March 8: Creative Teatime – How is the water? - Participatory Event
How much design does a single product need? We will examine this question using different concepts of water. Visitors of MCBW can taste each individual water and offer their opinion on their various designs. To what extent does the content deliver on the promises made by its packaging? Speakers: Michael Heintschel, Ute von Buch  
March 8, 5 pm to 6.30 pm, MCBW FORUM Museumsinsel / Ludwigsbrücke  
https://www.mcbw.de/design-schau/programm/detailseite/event/creative-teatime-wie-ist-das-wasser.html

+++ Friday, March 9: Opening of the jewellery exhibitions – Die Neue Sammlung
Opening of the exhibitions "Jablonec '68 – 1st International Symposium on Silver Jewellery" and "Under the stairs: The Academy of Fine Arts Nuremberg, Class of Fine Art / Goldsmithing and Silversmithing"  
March 9, 7 pm to 11 pm, Die Neue Sammlung, Türkenstr. 15  
https://www.mcbw.de/design-schau/programm/detailseite/event/eroeffnung-der-schmuckausstellungen.html
+++ Saturday, March 10: MCBW meets MB – Burning4Design
A burning ritual organised by MCBW’s partner region Miesbach to illustrate how nature and weather influence the creative scene. Carpentry Ehram and wood artist Markus Trinkl will be present among others. Following this unique show, dinner will be served at Gut Kaltenbrunnen. Registration is mandatory to attend the dinner.
March 10, 7 pm to 9 pm, Gut Kaltenbrunn by Käfer, Kaltenbrunner Str. 1, 83703 Gmund
https://www.mcbw.de/design-schau/programm/detailseite/event/mcbwmeetsmb-burning4design.html

+++ Sunday, March 11: Winner of the Munich Fashion Award at Internationale Handelsmesse, international fair of skilled crafts and design
Mayor Josef Schmid will present the winners of the Munich Fashion Award at this year’s Internationale Handelsmesse (IHM). Each designer will present their own collection as part of a fashion show and talk about their individual concept and motivation.
March 11, 2.30 pm to 3 pm, Messe München

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.