Munich Creative Business Week 2018: March 3 - 11, 2018
Central meeting point in the city centre:
MCBW FORUM at Deutsches Museum

+++ DESIGN SCHAU! TRANSFORMATIONS. The exhibition at MCBW FORUM
+++ Innovative exhibits and performances following this year’s leitmotif “Design transforms!”
+++ Creative breakfast, talks, workshops, lectures and much more

Munich, January 25, 2018 | From March 3 to 11, 2018, MCBW FORUM at Deutsches Museum will once again be transformed into the central meeting point of the 7th edition of Munich Creative Business Week (MCBW). Its exhibition offers exclusive insights into the world of design and promotes an exchange between design aficionados, professional designers and corporate representatives. Visitors will discover to what extent design has become an integral part of our everyday experience and how design triggers transformation processes that influence people, technology and markets alike. For further information regarding the wide range of events held across town, please visit the information desk at MCBW FORUM.

MCBW FORUM at Deutsches Museum at the heart of Munich is home to a large range of events. With its exhibition DESIGN SCHAU! TRANSFORMATIONEN leading the way, MCBW FORUM will present 28 exhibits and projects illustrating this year’s themes “Design Stimulates People”, “Design Enables Technology”, “Design Changes Business” and “Design Makes The Difference” featuring such diverse products as medical robots, coffins used as armoires, 3D-printed guitars and organically growing facades.

Dr Silke Claus, CEO of bayern design GmbH, organizer of MCBW, said, “Our exhibition DESIGN SCHAU! TRANSFORMATIONS at MCBW FORUM illustrates how design positively effects both technological and societal change with a view to promoting sustainable growth. We want to make the many different faces of design visible and we want people to experience its transformative powers. Good design focusses on people’s needs and in so doing improves our everyday lives. When it comes to bridging the gap between people and technology as well as to creating acceptancy of technology, design is key.”

New technologies and their rapid development are fascinating and frightening in equal measure. Whether we are talking about e-mobility, products for smart homes or manufacturing plants – never before has our world changed as rapidly or become connected as quickly. As a result of the Internet of Things, we need to develop new and creative approaches to our everyday life and the things in it. International brands such as BMW, Microsoft and Steelcase as well as internationally renowned research institutes such as Fraunhofer,
German Aerospace Center (DLR) or the Technical University of Munich and a variety of young, Munich-based companies including flissade and gridskin will present their vision of a future worth living with their many ideas, inventions and products featuring outstanding design at MCBW FORUM 2018.

Come and discover new food for thought or participate in exciting debates at our series of lectures, “Creative Teatime”, or any one of the events organised by other partners of MCBW.

Like all events held at MCBW FORUM, the exhibition at MCBW FORUM will be offered free of charge. Guided tours will be offered daily. Available on request for school classes.

DESIGNSCHAU! TRANSORMATIONS. – Highlights of the exhibition

Design Stimulates People
Design touches and connects; it reveals its transformatory powers when connections between objects and people are created and it can transcend boundaries.
+++ ICAROS GmbH: ICAROS Home – Virtual Reality Fitness
+++ SWM in collaboration with Makerspace: E-Trike – rental system for people with disabilities
+++ Fraunhofer CeRRi: Shaping Future – speculative research in design

Design Enables Technology
Design translates technology and helps people experience it; it simplifies complex constructions. As a result, designers add substantial value while designing our future.
+++ BMW: VISION NEXT 100 – The motorcycle of the future
+++ Microsoft: Surface Studio – All-in-one-PC featuring Surface-Dial
+++ DLR: Miro – Medical Robot

Design Changes Business
Design Thinking changes processes – how to adopt new perspectives on existing processes and create open and unbiased scenarios.
+++ Stroer: concepts for waiting halls developed in collaboration with renowned architects
+++ VAUDE: Green Shape Core Collection – sustainable outdoor gear
+++ flissade GmbH: movable sliding doors – how to transform balconies into indoor space

Design Makes The Difference
Design surprises, makes things workable and sets individual products apart from their competitors.
+++ Nicolai Bauchrowitz: Unicaster – electric guitars from 3D printer
+++ Nils Holger Moormann GmbH: funambulist – table top and legs held in place by rope only
+++ weiss ... beyond the grave: coffin turns armoire – to be used during one’s lifetime
Opening hours exhibition
Daily 11 am – 8 pm, please note exceptions on March 4: 1 pm – 8 pm and March 11: 11 am – 6 pm
All public events will be offered free of charge.

Other highlights at MCBW FORUM
CREATIVE BREAKFAST, Monday, March 5 to Friday, March 9, 2018, 8.30 – 10.30 am, presented by Microsoft, flissade, Steelcase, Futurice and UNStudio in collaboration with MDT-tex
CREATIVE TEATIME, Tuesday, March 6 to Friday, March 9, 2018, 4 – 6.30 pm, presented by SMG Miesbach, Why do birds, Heintschel Design, Medienetzwerk Bayern et al
In addition, a variety of events will be offered including workshops, talks and lectures.

MCBW FORUM will be supported by various partners including MDT-tex, Microsoft Surface, Steelcase and Ströer.

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.