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

The Partner Region of Miesbach brings MCBW to the Oberland

+++ Unique projects to be presented in Miesbach district
+++ MCBWmeetsMB – symposium and guided tour of Büttenfabrik Gmund
+++ Burn4Design – the MCBW Meteore in flames

Munich, Germany, February 28, 2018 | During MCBW, the largest design event in Germany, the Partner Region of Miesbach will offer customers a set of unique experiences and insight into the region’s creative sector. From design and art to architecture, software, gaming and film, Miesbach district has a blossoming creative scene.

Alexander Schmid, Managing Director of SMG Standortmarketing-Gesellschaft Landkreis Miesbach: “Employment and value creation from the culture and creative industries are high priorities in the region. Miesbach district offers employment in all eleven segments of the culture and creative industries.”

Christoph Böninger, designer at AUERBERG Produkte GmbH & Co. KG: “Small and mid-sized German companies often are referred to as hidden champions and the Oberland region is the creative industry’s hidden champion. At first glance, the region is limited to tourism and traditional lifestyle. Only when you take a second look you will see that it is home to creative minds who are active globally in many areas of design with global impact.”

Design agencies, co-working spaces, start-ups – thanks to its links with Munich, Miesbach district offers a unique environment for entrepreneurs and creative people. The district’s partnership with MCBW brings the urban and rural creative scenes closer together, thus fostering business relationships.

MCBWmeetsMB

#Symposium
Saturday, March 10, 10:00 a.m. to 4:30 p.m., Büttenfabrik Gmund GmbH & Co. KG, Mangfallstr. 5, Gmund Facilitated by Christoph Böninger, the symposium will begin with a welcome address by State Minister Ilse Aigner. Focus will be on the role of designers in and their relevance to the Oberland region. Expert-led workshops will be held to explore creativity, engage in upcycling activities, and expand on and/or change perspectives. Participants include artists, designers and creativity researchers Thomas and Martin Poschauko, Prof. Kuno Prey of the Department of Design and Arts at Freie Universität Bozen, and Jens Badura, cultural philosopher
and lecturer at Zürcher Hochschule der Künste. A guided tour of Büttenpapierfabrik Gmund will be optional.
https://www.mcbw.de/partnerregion/programm/detailseite/event/mcbwmeetsmb-symposium.html

Other events

#CreativeTeaTime in Munich
Tuesday, March 6, 5:00 p.m. to 6:30 p.m., MCBW FORUM at Deutsches Museum
Can traditional professions be dusted off and reinterpreted? What role do regional influences play? The speakers in this panel will discuss the transformation of their respective businesses.
https://www.mcbw.de/partnerregion/programm/detailseite/event/mcbw-meets-miesbach-creativeteatime.html

#Tannerhof – kitsch- and fake-free construction?
Wednesday, March 7, 4:00 p.m. to 6:00 p.m., Tannerhof, Tannerhofstr. 32, Bayrischzell
Redesigned and partly rebuilt by Florian Nagler, Tannerhof is an inspiring example of modern architecture in an alpine environment. The lecture will be followed by a guided tour of Tannerhof.
https://www.mcbw.de/design-schau/programm/detailseite/event/kitsch-und-kulissenfrei-die-alpine-architektur-von-florian-nagler.html

#BarCampOberland – digital and creative
Friday, March 9, 9:00 a.m. to 6:00 p.m., Hasenöhrlhof, Geitau 5, Bayrischzell
Initiated in cooperation with bayern kreativ and Choch3, this event will deal with the opportunities, perspectives and risks of digital transformation facing the cultural and creative industry.
Registration: vm@smg.de
https://www.mcbw.de/partnerregion/programm/detailseite/event/barcamp-oberland-digitale-transformation-design.html

#Burning4Design
Saturday, March 10, 6:00 p.m. to 11:00 p.m., Gut Kaltenbrunn by Käfer, Kaltenbrunnerstr. 1, Gmund
Burn4Design is the grand finale of MCBW in Miesbach district and the bidding farewell to winter. Symbolically, the carpenters of Eham and wood artist Markus Trinkl will burn the MCBW Meteorite, a four meter tall wooden sculpture. The evening will be rounded off with the After-Burn Dinner.
Registration: restaurant@kaefer-gut-kaltenbrunn.de
https://www.mcbw.de/partnerregion/programm/detailseite/event/mcbwmeetsmb-burning4design.html

Find more information on the program at https://www.mcbw.de/partnerregion/partnerschaft.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/
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