Munich Creative Business Week 2018

+++ MCBW 2018 more successful than ever
+++ DESIGN SCHAU! and CREATE BUSINESS! offered over 250 events and welcomed over 70,000 visitors
+++ New focus of MCBW 2018 enchanted public and experts alike
+++ Inauguration of award ceremony for five innovative start-ups of the design industry
+++ Save the Date MCBW 2019: March 9 to 17

Munich, March 20, 2018 | This year, bayern design, organiser of MCBW 2018, presented an even more exciting event offering its newly developed areas CREATE BUSINESS! and DESIGN SCHAU! to the audiences of professional designer, company representatives and design aficionados. With more than 250 events offered by 216 partners, its over 70,000 visitors were introduced to this year’s theme “Design transforms” – an illustration of how design promotes change, movement, freedom and networks. DESIGN SCHAU! made the idea of design visible throughout the entire city and helped transform Munich into an international hub of design. Following its great success of the previous year, MCBW FORUM was once again the central meeting point in 2018, featuring this year’s exhibition DESIGN SCHAU! TRANSFORMATIONEN., which presented a broad range of topics, lectures, panel discussions and creative encounters. With its many different events and CREATIVE DEMO NIGHT at Muffathalle hosting the award ceremony for the three most innovative start-ups, MCBW START UP also attracted more visitors than ever before.

For this year’s edition, following the theme “Design transforms”, Munich Creative Business Week presented two distinct programmes for the very first time. DESIGN SCHAU! surprised its visitors with new perspectives and novel insights into the multi-faceted design scene of the city of Munich. 150 events featuring exhibitions, lectures, interactive activities and shopping, all focussing on design, architecture, technology and innovation illustrated the topic of design to the many design aficionados on site. The newly developed area CREATE BUSINESS! also convinced its expert visitors with its wide range of events including conferences, symposia and workshops. At more than 100 events organised by MCBW’s partners, experts found many opportunities to network and exchange ideas. Dr Silke Claus, CEO of bayern design, said, “MCBW is based on the growing commitment and continued openness of our many partners. We are very proud that we are able to address both a broad range of companies and the public at large. MCBW is an internationally renowned platform attracting an audience from the world over.”

MCBW FORUM at Isarforum created a link between expert audiences and Munich’s design aficionados. In addition to the exhibition DESIGN SCHAU! TRANSFORMATIONEN., visitors were able to gain deeper insights into the notion of design and attend lectures, panel discussions, product launches and workshops. As a central meeting point at the heart of the city, MCBW FORUM showcased the world of design and offered...
inspiration to the public at large as well as business experts and professional designers. MCBW FORUM enjoyed the generous support of a range of partners including MDT-tex, Microsoft Surface, Steelcase and Ströer.

Another MCBW venture enjoying growing attendance was this year’s edition of MCBW START UP. All 19 events on offer focused on networking and knowledge transfer via workshops and coaching sessions. As part of CREATIVE DEMO NIGHT, the highlight held at Muffathalle, 40 hand-picked design start-ups presented themselves to both investors and visitors on site. For the very first time, awards were given to the winner of each of the three start-up categories: the winners of the category “Product Design” were Heygnut with their machine to make nut butter and Kewazo for their robotic solution for scaffolding. Meister-Immobilien won the category of “Service Design” with their virtual reality application allowing people to experience new and, most importantly, as of yet unbuilt buildings in real time. Styliamo.de won the “Concept” category. Their innovative 3D product editor and a market place for design is built to efficiently realise industrial on-demand production in lot size 1. Special mention was awarded to 1DRY2 for their multifunctional cyclist coat.

During the popular events of MCBW partner region Miesbach, which included highlights such as #BURNING4DESIGN or the symposium MCBWMeetsMB at paper manufacturer Büttenfabrik Gmund, the region showcased its high potential for design impressing Minister of State Ilse Aigner in the process.

MCBW’s cooperation with Internationale Handelsmesse (IHM), part of which is held at the same time, entered its third season. Having doubled in size, the fair presented this year’s theme “Design Spirit – Work Spaces and Products of Tomorrow” on its exhibition space of over 800 sqm.showcasing exciting innovations of young labels, IHM invited its visitors to discover the world of design and creative business, skilled crafts, manufacturing and work processes. Interactive stations presented by companies such as TUM, MakerSpace and FabLab München e.V. offered visitors the opportunity to actively partake and run their own tests.

On the occasion of the biannual fashion award of the state capital Munich, held as part of MCBW, the German fashion scene convened at the old hall at the city’s townhall. Following its mission statement, this prestigious award makes the work of emerging fashion designers in Munich visible and promotes Munich as a fashion hot spot. At the very same time, everyone who is anyone of the international design scene got together at BMW Welt to celebrate the glamorous iF design award night 2018.

MCBW 2019 will take place from March 9 to 17, 2019.
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. Discover MCBW on Facebook following www.facebook.com/MunichCreativeBusinessWeek and Instagram following https://instagram.com/munich_creative_business_week.

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