



**MUNICH  
CREATIVE  
BUSINESS  
WEEK**



**CREATE BUSINESS!**  
MCBW for  
Professionals

**DESIGN SCHAU!**  
MCBW for  
Design Lovers

# **Design connects!**

**The long week of design  
6 to 14 March 2021**

**MCBW Guide**  
[www.mcbw.de/en](http://www.mcbw.de/en)



# Work Better: Go back to a better experience

People want to come back to the office. But they want a work experience that's fundamentally better.

Find out more at : [www.steelcase.com/eu-en/research/360-magazine](http://www.steelcase.com/eu-en/research/360-magazine)



2021



**MCBW is a platform for  
outstanding design.**

**For sustained business.**

**For jointly shaping the future:  
locally – regionally – globally.**

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**Dear design lovers,  
ladies and gentlemen,**

Due to the COVID-19 pandemic, last year's MCBW had to end prematurely in March 2020. Even one year later, the cultural and creative industries in particular are still suffering severely from the impact. All the more reason to pay my respects to the cultural and creative professionals who have developed creative and innovative solutions based on initiative and vision!

The MCBW 2021 also presents itself in an innovative format: as the first hybrid edition of the prestigious design event!

In this year's motto »Shaping futures by Design«, the question of »How do we want to live tomorrow?« is being deliberately reflected. The primary focus lies on the intensive dialogue as well as the networking between the design community and the business sector.

The innovations emerging from this approach contribute to finding sustainable solutions to the challenges of our time.

My special gratitude goes to bayern design and all MCBW partners who have helped to successfully implement the new concept.

**I wish all visitors an interesting  
and stimulating  
MCBW 2021!**

**Hubert Aiwanger**  
Secretary of State at the  
Bavarian Ministry for  
Economic Affairs, Regional  
Development and Energy

**Dear ladies and gentlemen,**

On behalf of the City of Munich, it is my pleasure to welcome you to the MUNICH CREATIVE BUSINESS WEEK (MCBW) following the motto »Design connects!«.

MCBW has become an iconic institution in Munich's event calendar as a lighthouse project for the innovative power of Bavaria and an international showcase for design and creativity. Munich is therefore delighted to see this jointly initiated project is being continued despite the adverse climate of the COVID-19 crisis and sends a positive signal to the design community.

With the implementation of new hybrid event formats for the MCBW 2021, bayern design is addressing the current challenges in an innovative approach. With the theme of the year »Shaping futures by Design«, the participating companies as well as the designers from all disciplines show how important it is to transcend traditional boundaries and how the future can be shaped and driven by good design.

The MCBW is therefore becoming yet again a cross-disciplinary platform for companies as well as for creative and design-savvy individuals. In doing so, it provides key momentum for innovation and strengthens Bavaria as a design hub and Munich as a design mecca.

**I wish you a great deal of  
stimulation and inspiration!**



**Clemens Baumgärtner**  
Advisor for Labor and Economy



**Dear design lovers,  
ladies and gentlemen,**



After proving its entrepreneurial capacity and creativity in 2020, the Lower Bavarian region of Landshut will reappear as regional partner in the MUNICH CREATIVE BUSINESS WEEK 2021. Together with local project partners, the sponsors of the two-year regional partnership – district of Lower Bavaria, county of Landshut, city of Landshut, Silicon Vilstal initiative and Niederbayern Forum – will once again focus on the region’s wide-ranging potential. MCBW serves as a multiplier in this scenario: Where all industries, artists, self-employed professionals, start-up enterprises and long-established companies come together, knowledge and a rich variety of ideas are pooled to create cooperations and networks. »Shaping futures by Design« – the theme of this year’s MCBW addresses the shaping of the future in the fields of health, security, work, education, communication and cities. Innovative ideas, thinking out of the box, courage and motivation are the prerequisites for meeting the challenges of the future.



**Dr. Olaf Heinrich**  
District Council President

**Peter Dreier**  
County Commissioner

**Alexander Putz**  
Lord Mayor  
(from top to bottom)

The MUNICH CREATIVE BUSINESS WEEK 2021 has two focal points for the Landshut partner region: the »CREATE BUSINESS!« focus day on Thursday, 11 March in Munich, and the »DESIGN SCHAU!« weekend from 12 to 14 March in the city and district of Landshut, featuring workshops, presentations and exhibitions for experts as well as design lovers – all of which will be held both virtually and on-site.

**We wish all visitors an unforgettable  
MCBW 2021!**

**Dear MCBW visitors,  
ladies and gentlemen,**

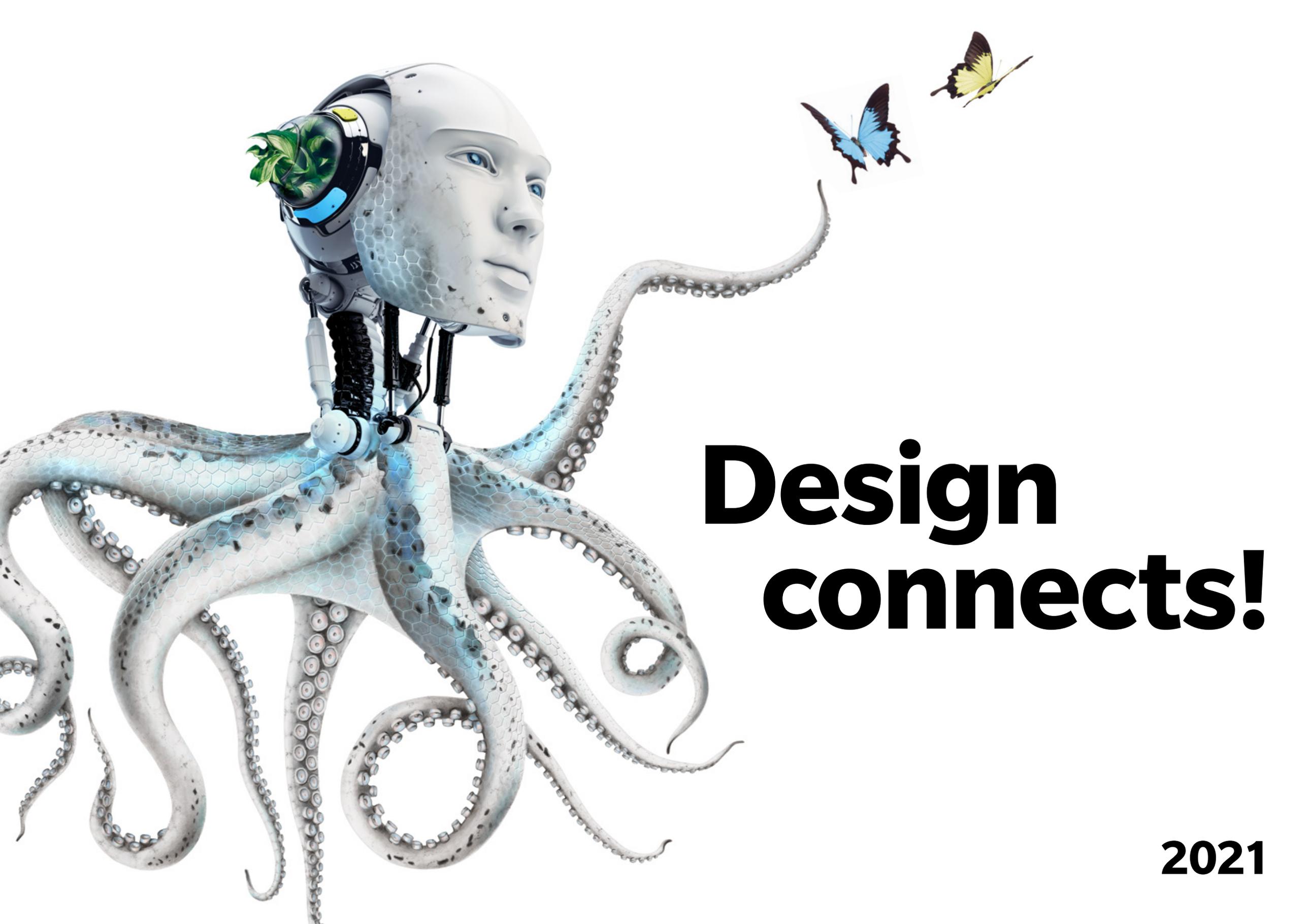
Munich as a creative business location stands for an outstanding entrepreneurial connection between innovation, design, and business. The MUNICH CREATIVE BUSINESS WEEK has established itself as the largest German design event. It is a platform for companies that stand for a culture of innovation and at the same time connect with sustainable trends and customer needs in the market. It is, therefore, no surprise that we support this event as a partner, since transformation and innovation are just as essential for Ströer in order to create innovative communication solutions.

Currently, digitization and smart city are by far the biggest topics for the entire industry. The media industry will continue to change in the future, and even faster than we can imagine today. TV, print and radio must leave their analog habitat and convert it into a digital biosphere. It takes innovation and entrepreneurial spirit, the courage to try new things and to seek the exchange of industries and innovative companies. And the MUNICH CREATIVE BUSINESS WEEK is the perfect place to do so.

**The MUNICH CREATIVE BUSINESS WEEK  
is the perfect place  
for exchange.**



**Alexander Stotz**  
CEO Ströer Media  
Germany GmbH



# Design connects!

2021



**Rolf Schifferens**

Partner representative of  
bayern design forum e.V.  
& Managing Director  
DURABLE · Hunke und  
Jochheim GmbH & Co. KG

# Shaping futures by Design

**The year 2020 has made us all acutely aware of what disruptiveness actually means. Literally overnight, old thought patterns, work and business models became obsolete or had to be radically adapted to the new reality.**



➤ However, the COVID pandemic is ultimately just speeding up a dynamic that had been underway for several years. Now, the digitalization of the educational and the healthcare system is also being pursued aggressively while working from home is being praised as a new work model.

In the quest for new confidence for companies and organizations, for each individual and society as a whole, we need images of the future – attractive on the one hand, credibly feasible on the other. No visions, no utopias. It is about that which designers know how to do particularly well: anticipate future and make it tangible!

Good design drives sustainability. In interaction with many other disciplines, with research and science, design creates perspectives that are worth living. How we live tomorrow, how we learn, communicate, work – this too is a matter of design.

This is why in its tenth year of existence as the largest German design event, the MUNICH CREATIVE BUSINESS WEEK (MCBW) is dealing explicitly with images of the future: »Shaping futures by Design«. In six thematic areas (Future of Cities, Education, Security, Work, Health and Communication), MCBW presents what designers and companies can do, will do and are doing already to address these issues.

MCBW and its program partners are also breaking new ground themselves: Digital formats are now being offered increasingly, and MCBW main events such as the MCBW FORUM are being planned as hybrid events so that MCBW 2021 can take place under all circumstances.

**On behalf of the MCBW host bayern design, I wish all partners and visitors an inspiring design week.**

# Urgently wanted: Future.

**We need new ideas, paths and models. Now and everywhere, for everyone and everything. Whether in research and development, education and communication, production and sales, marketing and logistics – very often the COVID-19 crisis has aggravated or simply exposed the known areas of concern.**

➤ That's precisely why addressing the future now, in the midst of the crisis, is essential. In its tenth year of existence, the MUNICH CREATIVE BUSINESS WEEK (MCBW) provides the ideal platform for doing so. Germany's largest design event unites masterminds, visionaries and solution providers across a broad array of industries. With the exchange between designers and the business sector, ideas are immediately submitted to a feasibility check, refined and spurred on. Besides that, the dialog with the design-interested public is also being fostered.

To allow for this to happen despite continued contact restrictions, bayern design as the host and numerous program partners have laid out their events as hybrid or digital formats well in advance of the MCBW to make sure they can be held under any circumstances. In addition, the MCBW FORUM has been equipped with a live streaming studio so that most events can be streamed live from the HFF should there be an extended lockdown. Furthermore, there will be outdoor events and premieres that can also be enjoyed individually. Safety is paramount to the MCBW 2021!

## MCBW FORUM

The MCBW FORUM at the University of Television and Film (HFF) Munich is also opening up to the outside world. A light installation by the Munich-based animation studio MOTOMOTO is picking up this year's main theme »Shaping futures by Design« in a truly spectacular setting by virtually ripping open the façade at the corner of Gabelsberger and Barer Strasse.

The MCBW FORUM is the venue for a variety of events hosted by bayern design and by partners for both the professional audience and the design-savvy public. Most of them are made available digitally or as a live stream. Thus, it accommodates formats initiated by bayern design such as MCBW START UP and MCBW TALENTS, plus the Regional Partner Day featuring an event of the MCBW regional partner – the Lower Bavarian region of Landshut – as well as the hybrid edition of the Forward Festival.

Furthermore, the Universal Design pop-up »oursuperstore« invites you to explore and shop socially acceptable design products

on the web and probably also on-site. MCBW DESIGNKINO as well as two online and two live workshops for kids workshops on animated film, programming and risography round off the package.

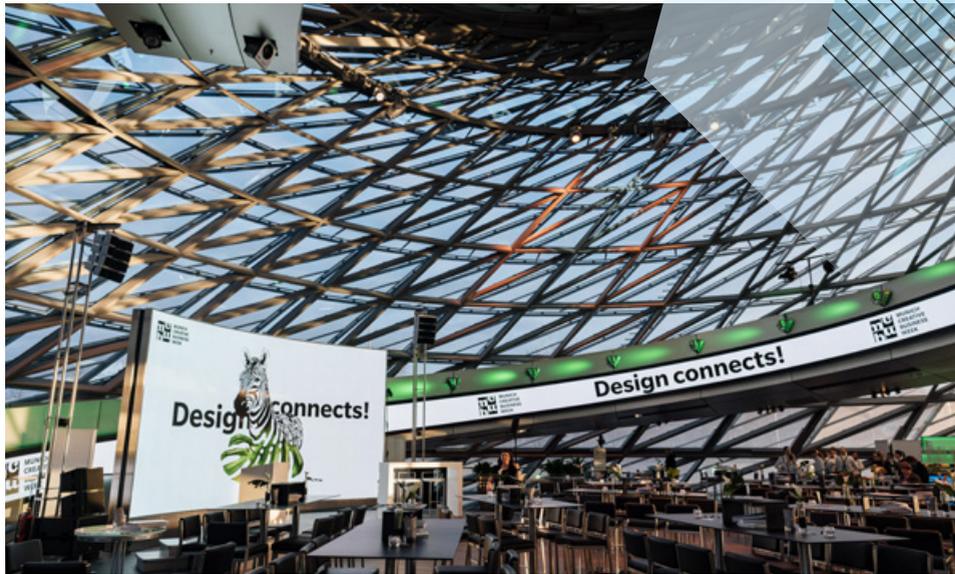
MCBW DESIGNKINO this year is being fully converted to a digital format. Consequently, each day one new design film is uploaded to the MCBW website and will be available for 24 hours as a free online stream. Design for you – free domicile!



MCBW FORUM 2020 at HFF

MCBW 2020 Welcome Desk at HFF





### MCBW DESIGNWALK

The first MCBW DESIGNWALK is a curated walk through the Maxvorstadt quarter, during which visitors can listen to conversations with local store owners, designers and institutions on their smartphones and view corresponding window displays. The MCBW DESIGNWALK is addressed to the design-interested public and is available around the clock during the MCBW week from 6 to 14 March 2021. Point of departure is the MCBW FORUM at HFF. Just scan the QR Code and off you go!

### MCBW POP UP

Another first beside the MCBW DESIGNWALK is the MCBW POP UP: a glass exhibition container set up in the Museum Quarter, in which different international projects, cooperations and subjects shall be on display in future. In 2021, MCBW POP UP will be used by designaustria, the Austrian design association, to illustrate among other things the manifold design-related ties between Austria and Bavaria.

### MCBW START UP

For the first time, this popular MCBW format for startups will be presenting trailblazing, inspiring solutions and design concepts for the world of tomorrow in a virtual exhibition on the Web as well as in a hybrid symposium staged at the MCBW FORUM. With the MCBW main topic »Shaping futures by Design« as a reference frame, the startup platform dedicates its 2021 program to the multitude of possibilities for young enterprises to help shape a sustainable and innovative economy and



MCBW 2020 in Munich



MCBW reception at BMW Welt

society. Throughout the entire MCBW, partner companies will also provide hands-on support in short workshops, sprint sessions and coachings, all of which are vital for developing and establishing a startup successfully.

discussions, MCBW TALENTS offers graduates of creative training and study programs the opportunity to gather solid knowledge, acquire sought-after skills and hone their profile. All events have a hybrid format and can also be conducted digitally.

### MCBW TALENTS

COVID-19 has turned the job market topsy-turvy and has altered many job profiles. Also the design business is currently re-organizing itself. But what does this entail for young professionals in the creative industries? Will they be the ones with better prospects on the job market? Especially skills such as empathy, creativity and flexibility, which are conveyed as part of design education and are recently in high demand across all industries due to the pandemic, are required to assess needs in society and develop adequate concepts for the crisis and the time after. With a selected program of workshops, consulting sessions, talks and panel

# Design is the key to the future

BMW Group

**Design to us is not just a shell and surface: it is our core. Because it drives us to think beyond what is technically feasible. It prompts us to launch developments and helps us find answers to questions that will concern us tomorrow.**

➤ For we believe that mobility is a basic need. A key driver in the shaping of our lives and our future. Yet to us, sustainability is not an opposing concept but rather the foundation for all our deliberations and solutions.

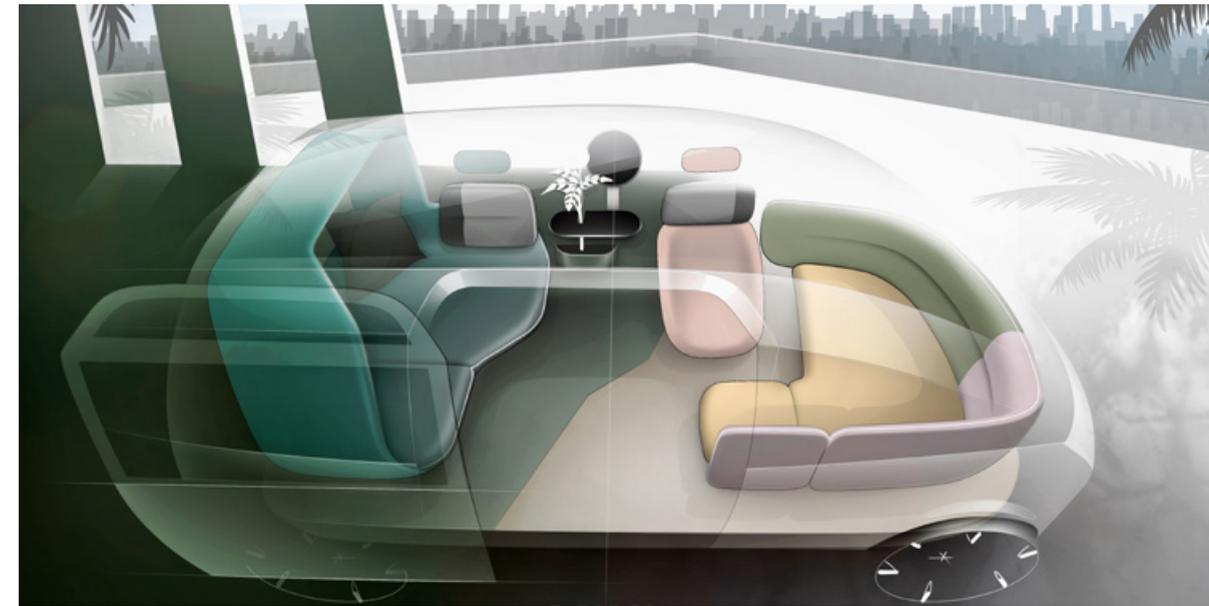
This becomes evident in the new BMW iX – the first vehicle of a new generation that is tailored entirely to the driving experience, the sense of spaciousness and the needs of its passengers. While the latest innovations in the fields of electrification, automated driving and connectivity ensure that comfort and mobility can be enjoyed to the max, the vehicle concept and design

reflect our holistic understanding of sustainability. This includes dispensing with critical raw materials from the area of the so-called rare earths as well as extremely low power consumption and the comprehensive use of natural materials, including recycled materials.

In other words, the BMW iX is designed down to the very last detail, which makes you want to experience it yourself right away.



The new BMW iX



MINI Vision Urbanaut

The MINI Vision Urbanaut takes it one step further into the future. This digital vision vehicle answers the question of how mobility fits even more naturally into everyday life, and shows how the private space can be expanded into the public sphere. The result is an innovative space concept on wheels – all according to our maxim »clever use of space«. With a surprisingly large and versatile interior on a minimal traffic area – designed literally from the inside out. The floor plans and furniture defined the spacious interior experience, which adapts to the various different usage scenarios and creates genuine MINI Moments. In the unmistakably MINI-typical design.

**This is how we are writing the next chapter of tomorrow's mobility. And we are shaping it.**

## THE BMW GROUP

*With its brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles as well as a provider of premium financial and mobility services. The BMW Group production network comprises 31 production and assembly sites in 15 countries; the company has a global distribution network with representatives in more than 140 countries.*

*Long-term thinking and responsible action have always been the foundation for the economic success of the BMW Group. Hence, environmental and social sustainability along the entire value chain, comprehensive product responsibility and a clear commitment to resource conservation are firmly anchored in the company's strategy.*

**www.bmwgroup.com**

Steelcase

# Work Better: Go back to a better experience

People want to come back to the office. But they want a work experience that is fundamentally better.

The pandemic has permanently reshaped our lives and it will lead to a great reset in the workplace. The things employees liked about their office life before the crisis have become even more important, while the things that frustrated them will become an even bigger barrier if not addressed.

To understand the impact the pandemic has had on what people want, Steelcase conducted research in 10 countries and engaged over 32,000 people in multiple studies.

Synthesizing these studies uncovered **five overarching things people want** that will drive macro shifts in the overall work experience and lead to new ways of planning and designing offices.



## 3 key elements

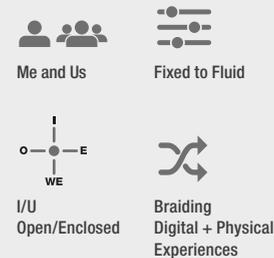
### What Workers Want



### Macro Shifts

- Safety
- Productivity
- Inspiration
- Flexibility

### New Design Principles



- Safety**  
 (indoor air quality, adherence to safety protocols, general facility cleanliness)
- Belonging**  
 (connect with colleagues, reconnect to the organization and shared purpose)
- Productivity**  
 (to be of value and feel their work has purpose, access to the tools and technology they need and to be able to focus)
- Comfort**  
 (changing postures throughout the day)
- Control**  
 (control over the level of privacy and the flexibility to move things around to best suit their work.)

People's expectations are forever changed by the COVID-19 pandemic. And organizations have an opportunity to leverage this moment to do a reset in their offices, buildings and campuses. The pause offers a chance to think ahead to the fundamental ways work and workplaces will be transformed.

### Design for Safety (or Prevention):

Understanding how pathogens move through an environment will help companies develop new multi-pronged strategies to help mitigate disease transmission and augment behavioral changes such as wearing masks and distancing.

### Design for Productivity:

Some headlines suggest the workplace should focus on collaboration almost exclusively, which discounts the realities of how work gets done. Activities are interwoven, between group and individual work, to solve complex problems and to innovate. Both solo and group work need harder working physical and digital environments.

### Design to Inspire:

Inspiration comes from feeling a sense of belonging and purpose. The built environment can become an infrastructure for people to build social capital. It needs to be designed to intentionally foster meaningful planned and serendipitous interactions.

### Design for Flexibility:

Historically designed for permanence, buildings and offices have been dominated by fixed architecture, power and furnishings. Going forward, organizations want places that can easily adapt to changing circumstances. As leading organizations explore flexible work policies, allowing people to choose their hours and locations, the built environment will need to be flexible as well to adapt easily to the changes in where and how people work.



Different design approaches will be required to **create spaces that support the new ways people want to work** and the things **organizations need to compete effectively**. Before the pandemic, designers were asked to create spaces that attracted the best talent, supported greater collaboration and maximized efficiency, now they'll need to solve an even more diverse set of needs.



The time is now to think about reinventing the workplace for a return to better for employees.

Find out more at [www.steelcase.com/eu-en/research/360-magazine](http://www.steelcase.com/eu-en/research/360-magazine)

# A digital information network for the public space Ströer

**Ströer has always been a driving force in the German OOH advertising industry with its innovative topics and has been building on the digitization of outdoor advertising for many years. Through its digital portfolio, the company has become an important contact for urban information networks in public spaces, thus making its contribution to the municipal vision of a smart city.**

➤ The importance of street furnishing in public spaces will continue to increase considerably in the years to come and will develop more and more into a part of an urban system.

Ströer wants to support this process as sustainably as possible. The company will not only use resources for advertising, but increasingly so for community and sustainable services as well. As infrastructure provider and partner, Ströer is working on various solutions and with experts from other sectors. For the biological air filtration

and a favorable microclimate, the company plants sedum on the roofs of bus shelters and on advertising pillars. A technical filter solution was also developed in cooperation with filter market leader Mann+Hummel: filter systems – integrated into bus shelters and outdoor advertising display cases, which provide purified air in waiting areas and on particularly polluted streets.

Ströer thus offers its customers convergent solutions and intelligent concepts to achieve communication in public spaces.

In addition to advertising, these digital systems can also display relevant service information. Numerous government agencies, state ministries and public institutions recognized their need for flexible channels to communicate with their citizens, especially during the COVID-19 pandemic. Information such as rules of conduct or advice from police, fire departments, and government agencies, as well as requirements of the federal government should reach the public in public spaces as quickly as possible. Through the digital screens, official, clearly recognizable sender can convey trustworthy information directly to the recipients.

The fact that digital installations in public spaces with their ability to act quickly and location-based are also particularly useful for security authorities, has also led to the fact that since 2018, digital outdoor advertising media, alongside TV, radio and cell phone apps, are considered as official warning multipliers.

This was stipulated in a nationwide Multipliers Agreement of the Federal Office of federal state can use with only very few modifications. As a partner of the cities, Ströer's focus is therefore on the further development and integration of services in the responsive systems of the cities.

**Because the future is digital.**



Digital Screen with integrated filter system

Sedum planted on bus stop shelter in Bonn.



The Screens serve as official warning multipliers in the public space alongside TV, radio and warning apps.

# Design made in Austria designaustria

**Joining MCBW for the first time as an international cooperation partner is Austria's number one address for design: designaustria. Founded in 1927, designaustria is Europe's third oldest design association. At present, more than 1,300 members from different branches are committed to the promotion of good design.**



➤ designaustria sees design as an impulse driver for innovation and thus as a key element for social development and economic success. All of their activities are geared towards raising awareness for the value of design for society. designaustria represents design professionals on national and international scale, announces their achievements and emphasizes the role of designers when it comes to acknowledging Austrian products and services and thus to boost Austria as a business location.

The participation in the MCBW 2021 follows the motto »Many small formats as part of the big picture«. The Austrian motto is an invitation to provide a stage for exchange to all existing relationships and to strengthen the neighborhood between Bavaria and Austria. Over 1,500 Austrian companies have a branch office in Bavaria. With a trade volume of around 30 billion euros, Austria is Bavaria's most important trading partner within the EU.

Fortunately, the two economic regions are no longer dependent on the raft to connect the economic centers of Munich, Landshut and Vienna by transporting wood, salt, brewery pans and passengers downstream on the Isar-Danube waterway for centuries.



The most important goods today are vehicles, electronic products, metal and metal goods. The first two are also among the most important export goods, as well as machinery, food and chemical products – frequently crafted by Bavarian and Austrian designers.

The designaustria formats at the MCBW 2021 are small, hybrid, mostly outdoors, filled with a wealth of design stories about handcraft, new approaches and unexpected solutions. Its core is the so-called MCBW POP UP in the Munich Art District: a glass exhibition container within sight of the MCBW FORUM. Conceived, designed and manufactured by Austrian creative professionals, rounded off with savoury Kaiserschmarrn and a glass of Green Veltliner – should the pandemic allow it.

# Boom region in the heart of Europe

Landshut region

## City and district of Landshut: one of the most dynamic areas in Germany

➤ The Landshut region, situated in Lower Bavaria's western part, is one of the most attractive locations in Europe. Purchasing power, population growth, unemployment rate: In virtually any comparative studies and »rankings« that have been conducted in recent years, the city and district of Landshut occupy top positions among the approximately 400 districts and district-free cities in Germany. The region is located in the very heart of Old Bavaria – and centrally in Europe. And the local residents have always known how to use the opportunities presented by its geography with a spirit of resolve and sustainability.

The Landshut region is a kind of miniature Bavaria – immensely rich in history, cultural treasures and traditions, economically strong and blessed with charming, varied landscapes. Its infrastructure and geographical setting offer significant benefits as a business location: There is the freeway A92 (Munich-Deggendorf), the national road B15 as a north-south axis, the rail-road lines Munich-Regensburg and Munich-Deggendorf – and last, but not least: the Munich International Airport, which is located closer to Landshut than to the Bavarian capital itself. A tight grid with over 500 kilometers of superbly developed county roadways stretches between the freeway, national and state roads.

»This is a good place to settle down« – for quite some time, this has been motivating more than a thousand new residents each year to relocate to the Landshut region. While other areas, especially in the east and north of Bavaria, are suffering from rural exodus, the district-free city of Landshut (with ca. 72,000 inhabitants) and the district of Landshut (with ca. 160,000 inhabitants) have been experiencing a steady population influx for over four decades now. A broad mix of industries and the economic vitality of medium-sized businesses guarantee a high extent of economic stability. Similar to the neighboring regions of Dingolfing-Landau and



Landshut University campus life

Straubing-Bogen in the east or Freising and Erding in the west, unemployment rates in the Landshut region are consistently at a very low level on a Bavarian-wide scale.

In a joint initiative, the city and district are tackling the grand challenge of digitization. Together with the local Landshut University of Applied Sciences, they have launched the LINK e. V. Founders' Centre. Its purpose is to provide a platform for young, creative start-ups to turn their ideas into reality, to offer them start-up support and a network of like-minded, innovative professionals. Doing so, the region's vast potential is optimally exploited by the high-quality infrastructure for start-ups in the field of digitization.

Thanks to intelligent and close networking, synergy effects between the prestigious university and the regional businesses also have a highly beneficial impact on many other areas of the economy. Forward-looking, sustainable and consistent: these three premises are the foundation for the decision-making of both the city and the district of Landshut.

Landshut St. Martin's Church, Trausnitz Castle





# Shaping futures by Design

What can design contribute to prepare people  
better for social change?

**Future of Cities**

Will the smart city unite nature and technology?  
 Can using instead of owning create new (wobble) rooms?  
 How can mobility be designed vertically?

**Future of Education**

Is the eye involved in the learning process? How can design whet an appetite for knowledge? Can education be fun too? What will learning spaces look like in future? Why is Learning 4.0 imminent?

MCBW Topic Areas

# Shaping futures by Design

**Future of Health**

Can a fitness app replace self-care? How can encounters in public spaces be designed? How much information can graphics provide when things get complex? How can we stop disabling people with disabilities?

**Future of Communication**

How does technology change human interaction? Or how does man change the interactive technology? How can we detect fake news more easily? How much value did the analog media regain during the crisis?

**Future of Security**

What will border-crossing look like tomorrow? How do airport security checks work post COVID? What role can design play in ensuring civil liberties? How does culture work without a seat neighbor?

**Future of Work**

How can corporate culture succeed when everyone works from home? At what point does New Work become normal? How do designers get involved in the workflow of companies? How much co-working can COVID tolerate?

# Designing a better future.

**But what kind of future do we envision, and how do we know for certain that this future will actually materialize?**

➤ **The COVID-19 pandemic has taught us that the future is by no means as foreseeable as we wish for out of our need for security and social safety.**

Instead, models for thought and action based on the well-established »Keep going« approach are failing by the dozen. This holds true just as much for other global challenges: the ecological crisis, the clash of political systems or the digital transformation. This much is becoming abundantly clear: the 21st century is in dire need of bold visions, utopian potential as well as creative and critical designs in order to develop optimistic perspectives for a profoundly unequal and globally endangered world.

Many designers have long since realized that to work successfully on shaping the future also requires professional design competence. The high degree of specialization of various design disciplines alone is proof of that. Design Thinking has become part of the decision-making processes of enterprises, Speculative Design develops critical models for the future while reflecting them back into the present. Social and UX Design puts the individual and society at the center of the design process. And even classic disciplines such as industrial and product design no longer focus solely on what is technically feasible or on both ergonomic and attractive surface design, but rather challenge whether humankind really needs a new product.

The issue of how design can be socially effective is more pressing than ever. How do we want to live, work and communicate with each other in the future? What do we really need, and how can the realization of our existential need for security and personal integrity be ensured? And last but not least: what can design contribute to prepare people for social change more successfully? Design must respond today to these questions about the future – and raise the question about its own future anew in the process.



# FUTURE

## Future of Cities

Urban, mobile, and worth living in

➤ The world is urbanizing more and more. According to surveys by the United Nations, around 70 percent of the world's population will be living in metropolitan areas by the year 2050. Life becomes cramped. Noisy. Stuffy. Aggressive. Unaffordable. Lonely. The challenges are daunting. Yet they are being taken on by an increasing number of designers who develop innovative solutions for cities and the mobility of tomorrow, drive forward electric motorization, reflect upon drone delivery services, focus on car sharing solutions, and create space and projects for social participation, while keeping both humankind and the environment in mind. They develop health-promoting architecture and plant vertical gardens. Why not convert flat roofs into garden plots? Flowers are sown and radishes are harvested on wastelands, walls or abandoned green strips. In green neighborhood, integration or kindergarten projects, community can be lived and nature in the city can be re-experienced – with all its beneficial effects.

»Cities have always been and continue to be places of hope and longing« – that was the motto of the MCBW panel discussion »City 4.0« two years ago. »It's where art and culture are, the big theaters, galleries and the subcultural ventures. The fancy boutiques, bars and restaurants, start-ups and agencies. And work. Cities are places of transformation, of innovation and the promise of prosperity.«

The downsides are all too well known: traffic collapse and air pollution, housing shortage and cultural disparities, the gap between rich and poor. Where does the city have a safe space for diversity? For plurality of opinions? For exchange? Prof. Mazda Adli M.D. points out further consequences of city life, stating that the risk of becoming schizophrenic is about twice as high in urban residents as in country dwellers, and the risk of developing anxiety disorders is 21 % higher in the city than in rural areas. He identifies »social stress« as the root cause: too many people on too little space, with barely any connection to each other. The Moriyama House in Tokyo provides an alternative. It offers residents a broad variety of spaces that can be used in different ways: communal spaces, meeting spaces, and private spaces to withdraw into one's personal sphere. If residents need a kitchen to cook dinner with friends, they simply book it as a temporary addition.

### EVENT RECOMMENDATIONS

**Screening und Panel:**  
**»Five Seasons: The Gardens of Piet Oudolf«**  
 ID 2037

**Innovative visualization of digital city and climate models**  
 ID 2009

**Sustainably Digital!**  
 ID 2041

**Rural Design Days**  
 ID 2049

Details on all events:  
[www.mcbw.de/en](http://www.mcbw.de/en)

# FUTURE

## Future of Education

Rethink learning

### EVENT RECOMMENDATIONS

Design: Encounter of generations

ID 2034

(Re)Thinking Design.

Panel Discussion & Get-together

ID 1724

Details on all events:  
[www.mcbw.de/en](http://www.mcbw.de/en)

➤ Shaping the future successfully cannot be accomplished without education. But how well equipped are our educational concepts for tomorrow's society? And how can design competence be used effectively to future proof our educational system?

As early as 2007 and with the motto »Innovating to Learn, Learning to Innovate«, the OECD demanded new educational concepts designed to meet the challenges of the 21st century. The focus of these efforts was not just on economic success, but also on cultural and social participation. Media competence, creativity, cooperation skills and social competence are at the top of the list of so-called 21st century skills. An analysis by the German Zukunftsinstitut also shows that there is consensus about these being essential educational goals for the transformation of the industrial society into a knowledge society. According to the study, the »success criterion for new and old educational programs (...) is their alignment with the requirements for the knowledge society of tomorrow«; and it is not only in the creative economy that »creativity, contextualization, personality, social skills and intrinsic motivation« are decisive for a successful performance on the job market.

However, at least in this country reality shows that there is still room for improvement in achieving these goals. In light of the experiences gained during the corona crisis, it is safe to say that the use of digital media in schools has largely failed. According to the latest Pisa study, an alarmingly high percentage among the 15-year-olds can neither spell nor calculate correctly. Also, educational opportunities for poorer families are still inferior to those

of higher earners. Action is called for and organizational competence is needed. What can Design Thinking contribute to the development of new learning methods, and what can Social Design contribute to the strengthening of social skills? And lastly, what must tomorrow's state-of-the-art teaching tools look like? Cross-disciplinarity is more essential than ever, and design in its manifold forms provides key competencies to rethink learning.



# FUTURE

## Future of Security

Shaping trust in times of risk

So things are not that bad after all? Are the worries and fears of many people merely the result of medial overheating? Or is this rather about readjusting several parameters of our existence to liberate ourselves from the »dictatorship« of a seemingly threatening present and develop new visions of the future, as Harald Welzer, sociologist and publisher of Futurzwei, suggests?

### EVENT RECOMMENDATION

Forward-looking trademark protection

 2035

Details on all events:  
[www.mcbw.de/en](http://www.mcbw.de/en)

New lines of thought are called for – with design taking the lead as an innovative force and a pragmatic mediator between the disciplines. What can design provide to make life safer – for example, with regard to workplace security as well as cyber security in times of Big Data and cybercrime, and also in the domestic environment to keep control of the Smart Home? What does the ideal passenger cabin look like in the era of autonomous driving, and how are the controls designed to ensure optimum safety? What can safety design contribute to environmental protection by using new materials and manufacturing methods – and what can urban planning contribute to the design of living spaces to counteract social disruptions in a transforming society?

With their human-centered approach and work methods, designers are instrumental in ensuring actual and perceived safety and thus play a key role in shaping people's trust in a future worth living in.

➤ Change is constantly birthing new challenges – and in many cases, the new eludes the immediate controllability. The everyday life of individuals and communities is becoming increasingly complex, and the interaction of technological, social, ecological and scientific aspects makes it hard to identify or calculate problems and risks. This holds true not only for the digital transformation, but also for the ecological crisis, globalization, terrorism, and equally for the rather unforeseeable consequences of pandemics of all types.

There are ample reasons for fears and insecurities, and with them, a growing need for safety. Is our society changing from a »risk society«, as described by the sociologist Ulrich Beck in 1986, to a society of fear? Not too long ago, the German Zukunftsinstitut referred to a »society on permanent alert«, despite the fact that we allegedly live »in the safest of all times«.

# FUTURE

## Future of Work

Cooperation instead of competition

**EVENT RECOMMENDATIONS**

»New Work« – We shape the change  
ID 2057

Smart Research and Development Ecosystems  
ID 1740

New Work – New Life  
ID 2051

Assessing the Future of Work with Scenarios and Personas  
ID 2047

Details on all events:  
[www.mcbw.de/en](http://www.mcbw.de/en)

➤ When in mid-March 2020 the Bavarian Government declares a state of emergency, it changes the customary work culture in a flash. Whoever can, works from home. And lo and behold: cooperations, votings and conferences work better than expected across the boundaries of space and time. While at the beginning of 2020 the video conferencing service »ZOOM« counted ten million participants daily, it was 300 million per day by April, according to heise online. Remote work suddenly becomes the driver of digitization. From the realm of the future, it has arrived in the present – basically overnight.

Although for a long time company managers were quite reluctant towards the remote working option, now they seem surprisingly receptive to it. Siemens is considering two to three remote work days per week for their employees, Allianz speaks of 40 percent of their staff working from home. This goes hand in hand with the decrease of required work spaces as well as the reassignment and the flexible use of these spaces. How do they become places where the power of team spirit can blossom anew? How do analog and digital encounters support each other reciprocally? How creativity and stringency? Experiment and responsibility? What functions can co-working spaces assume? And how can COVID safety rules be intelligently observed in the process?

In a globalized world, issues and tasks grow more and more complex while at the same time, innovation cycles become shorter each day. Without continuous learning, without the multi-layered, open-minded interaction of experts and generalists, sustainable solutions are hardly imaginable. This requires new qualities from all parties involved: control shall be replaced by trust, boundaries by openness, instruction by personal responsibility, owning by sharing, competition by cooperation. With regard to the protection of the environment, the democratic society, freedom and diversity, it also becomes increasingly important to question the meaningfulness of one's own actions.

A new corporate culture no longer solely strives to maximize profits but also to enhance the ecological and social benefit. Higher? Faster? Farther? The rational performance society has arrived at its end. The era of the creative industry has already begun.





➤ In the 2020 Value Index published by Trendbüro and Kantar in mid-February 2020, i. e. before the pandemic hit Germany, the value »health« ranked first. In times of COVID, we see a reinforcement of what we have already experienced before, and what the designer Otl Aicher once phrased so aptly: »There is not one single thing that stands for itself«. Health can no longer be considered isolated from environmental aspects as well as from issues of urban planning or the work environment. In fact, studies have shown that hospitalized patients recover more swiftly from surgeries if they can look at the greenery from their bed and maintain social contacts. For designers in particular, the interaction between humankind and the environment creates new areas of work. How can the positive effects of nature and social participation be integrated more effectively into urban or spatial design? How must signage systems be designed so that the risk of infection can be reduced significantly? How can complex health topics be illustrated in a comprehensible way?

Long before the pandemic, the desire for self-optimization has been flourishing, yielding odd results at times. But as the pandemic experience progresses, the need to assume responsibility for

# FUTURE

## Future of Health

For all is connected

our own health is growing – starting with nutrition. During the lockdown, the new joy of home-cooking is taking hold, with bread baking machines, cookbooks and cooking blogs booming. Fresh foods, preferably from regional farming, continue to gain importance. People who don't work from home bring their daily meals, and uncool lunch buckets turn into chic boxes. The lack of exercise that comes with staying at home along with eating well soon leaves its marks at hip level, reminding us of the three key elements of a healthy lifestyle: diet, exercise and relaxation. Fitness trackers help us achieve our individual goals and are constantly being launched on the market with new designs and features.

Especially in the health sector, designers are facing enormous challenges, which in turn will foster the interdisciplinary interaction of scientists and designers: How can digitization contribute to relieving the workload of medical and nursing professionals? How can digitization improve social participation in times of visitor bans, and how should it be designed?

How can design contribute to radically reducing the risk of infection at the workplace and in streetcars, buses, trains or airplanes? Regardless of the discipline designers are coming from, their special skills are vital to finding solutions for the challenges of today and tomorrow.

### EVENT RECOMMENDATIONS

**Feel the heartbeat of healthcare transformation**

ID 2101

**Build great services – people-centric, economical and sustainable**

ID 2050

**Breaking down silos – Connected healthcare co-created**

ID 2054

**Best of Decade – Universal Design**

ID 2070

**Playgrounds for tomorrow: Breaking the Inconvenience**

ID 2033

Details on all events:  
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# FUTURE

## Future of Communication

Communication is everything

**EVENT RECOMMENDATIONS**

Forward Festival Munich 2021  
ID 2067

Brand Design Master Class  
ID 1745

MCBW DESIGNWALK  
ID 2060

DIS CONNECTED  
ID 2086

hw.design conceptualizes branding & communication  
ID 2028

Brand & Space: Relationship Strategies for an Unlikely Couple  
ID 2085

Details on all events:  
[www.mcbw.de/en](http://www.mcbw.de/en)

From smartphones to out-of-home campaigns – communication is happening all the time, everywhere. Paul Watzlawick’s notion that »one cannot not communicate« has since been widely acknowledged, and so has the fact that new technologies will assume a key role in tomorrow’s communication. The unprecedented profits made by Apple, Microsoft, Amazon and Facebook during the COVID pandemic speak volumes, as does a survey by the analytics platform »App Annie«, according to which the average smartphone user spends 3.7 hours a day on their phone – with an upward tendency.

The translation of technological innovation into usability calls for a high degree of design competence: Technology has to be designed by people for people. What will the smartphone of tomorrow look like, and the future of communication in commerce? And what is the future of communication in retail? Does the appealing user interface meet the requirements of the social media platform, or should design go much deeper than that? What will become of every-day analog communication in times of social distancing? And last, but not least: What can design offer to ensure people-friendly communication?

Communication ethics increasingly involves media ethics as well. In this context, the question of transparency is becoming a decisive factor for the acceptance of new technologies and their applications. Does this mean that the holistic perspective on brands has become obsolete in times of chat bots and attention hacking? Does it require new design strategies, and what can design contribute to fulfilling its responsibility toward society? Because one thing is for sure: Communication is everything. It must, however, be shaped.



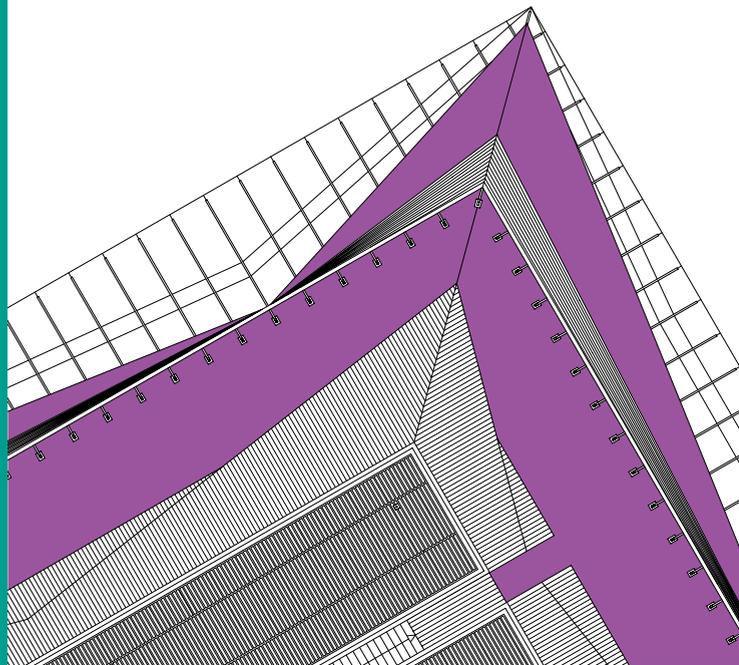
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# DETAIL

Zeitschrift für Architektur + Baudetail  
Review of Architecture + Construction Details



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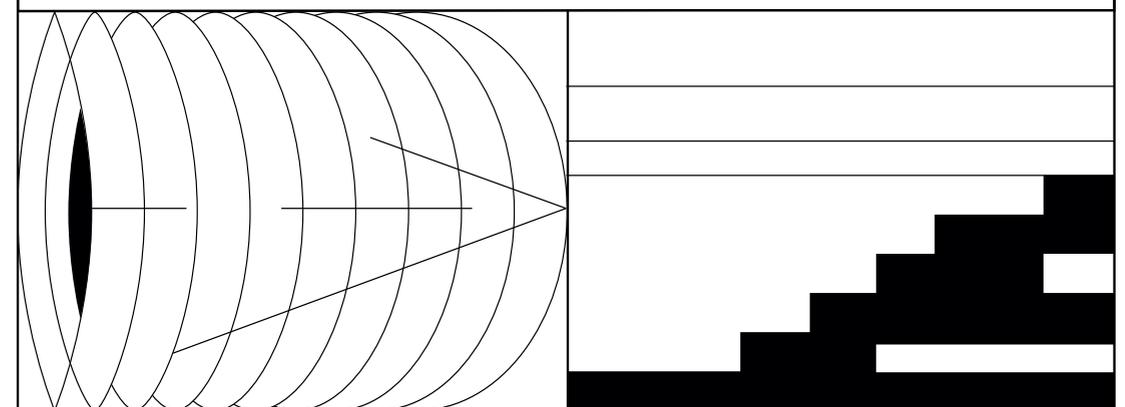
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Stefan Sagmeister – Martin Parr – Ines Alpha – Esra Gülmen  
Refik Anadol – Emily Cohen and many more



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#forwardfestival

[forward-festival.com](https://forward-festival.com)



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[www.mcbw.de/en/designkino](http://www.mcbw.de/en/designkino)

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- > Premiumadress

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- > Einschweissen/Folieren
- > Telefonmarketing/  
Terminvereinbarung
- > Fulfillment/Logistik/  
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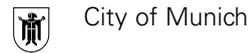
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## Information

To plan your visit to the MCBW, our telephone hotline is available Mon – Fri from 9 am to 6 pm, and every day during the MCBW from 6 to 14 March 2020.

The same applies to our digital chat feature on the MCBW website. You are also welcome to contact us by e-mail.

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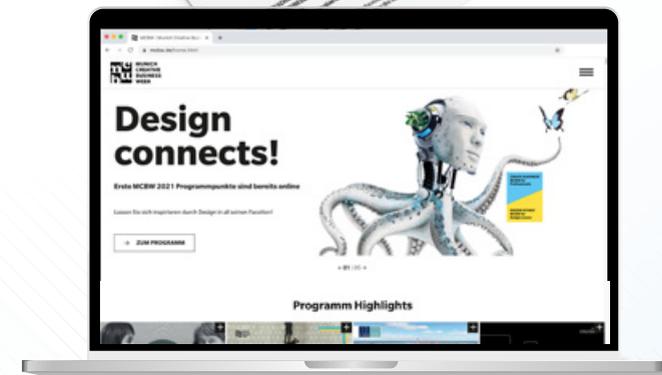
# All events at a glance

All you need to know about the MCBW 2021 can be found in this MCBW Guide. The enclosed **MCBW Program Navigator** will guide you through this year's wide range of events. Whether it's a conference or a workshop, an exhibition or a campaign – here you will find an overview of the events during the MCBW 2021 (as of December 2020).

Events highlighted in yellow are aimed at the design-savvy public, events for professionals are highlighted in blue. The respective events are marked with an ID. Simply enter this event code in the search function of the MCBW website [www.mcbw.de/en/search](http://www.mcbw.de/en/search) to get further information on the program.

The MCBW 2021 program will be continuously updated online. This will keep you informed at all times about any short-term changes.

[www.mcbw.de/en](http://www.mcbw.de/en)



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### Organizer

MCBW is organized by bayern design GmbH, whose mission is to sustainably enhance design strategies in corporations. The idea is to emphasize the impact of the creative industries in in order to position the Free State as an internationally recognized hotspot for innovations and design. The networking of regional and international partners is of paramount importance in the process.

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