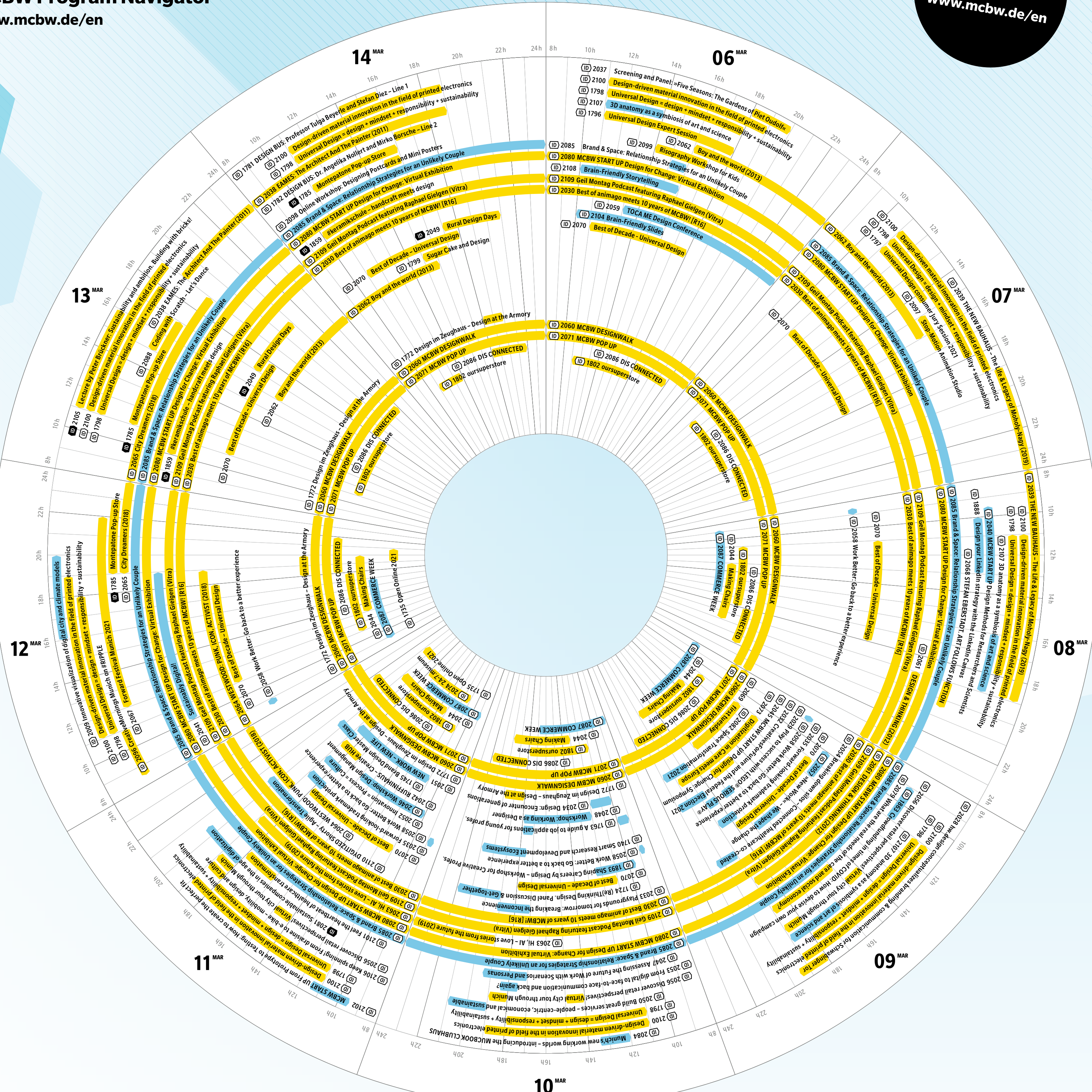


Design connects!

The long week of design
6 to 14 March 2021

MCBW Program Navigator
www.mcbw.de/en

As of December 2020.
For further details and dates,
please go to
www.mcbw.de/en



- DESIGN SCHAU! Events for Design Lovers
- CREATE BUSINESS! Events for Professionals
- 2080 Event in Munich
- 2049 Event in the Landshut partner region

Comprehensive information on the individual events can be found online at www.mcbw.de/en. To do so, simply enter the event code (ID) in the search function of the menu bar.

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The MUNICH CREATIVE BUSINESS WEEK (MCBW) is Germany's largest design event, and at the same time an international stage for the creative and design industry in Bavaria. Over the course of nine days, MCBW as a platform offers companies and designers from all disciplines the opportunity to showcase themselves both digitally and analogously to experts and the design-interested public in Munich and the surrounding area in a variety of event formats, such as exhibitions, lectures, talks, panel discussions, etc.

The Munich Design Week highlights its conceptual content with changing main topics along the major social trends: 2021's theme »Shaping futures by Design« is not just due to the debates around COVID-19, climate change and the energy transition, because good design drives the future: ecologically, economically and socially. In six theme clusters, the future of education, health, work, security, communication and cities will be presented and discussed.

The MCBW Program Navigator provides you with an initial overview of the events during the MCBW 2021 (registration status as of December 2020). Each event is marked with an ID. Brief information on the events can be found on the back of the Program Navigator.

ID 1724
(Re)Thinking Design. Panel Discussion & Get-together
DISCIPLINE Panel discussion
ORGANIZER MATES GmbH & Co. KG

ID 1735
Open Online 2021
DISCIPLINE Exhibition
ORGANIZER Deutsche Meisterschule für Mode/Designschule München

ID 1740
Smart Research and Development Ecosystems
DISCIPLINE Workshop
ORGANIZER Carpus+Partner AG

ID 1745
Brand Design Master Class
DISCIPLINE Conference
ORGANIZER Powerhouse

ID 1763
A guide to job applications for young professionals
DISCIPLINE Speech
ORGANIZER DESIGNERDOCK München

ID 1772
Design im Zeughaus – Design at the Armory
DISCIPLINE Livestream
ORGANIZER Hochschule für Angewandte Wissenschaften München – Fakultät für Design

ID 1781
DESIGN BUS: Professor Tulga Beyerle and Stefan Diez – Line 1
DISCIPLINE Panel discussion
ORGANIZER Oliver Herwig

ID 1782
DESIGN BUS: Dr. Angelika Nollert and Mirko Borsche – Line 2
DISCIPLINE Panel discussion
ORGANIZER Oliver Herwig

ID 1785
Montepatone Pop-up Store
DISCIPLINE Exhibition
ORGANIZER Montepatone

ID 1796
Universal Design Expert Session
DISCIPLINE Workshop
ORGANIZER IUD – Institut für Universal Design GmbH & Co. KG

ID 1797
Universal Design consumer Jury Session 2021
DISCIPLINE Campaign
ORGANIZER IUD – Institut für Universal Design GmbH & Co. KG

ID 1798
Universal Design = design + mindset + responsibility + sustainability
DISCIPLINE Exhibition
ORGANIZER IUD – Institut für Universal Design GmbH & Co. KG

ID 1799
Sugar Cake and Design
DISCIPLINE Campaign
ORGANIZER IUD – Institut für Universal Design GmbH & Co. KG

ID 1802
oursuperstore
DISCIPLINE Campaign
ORGANIZER IUD – Institut für Universal Design GmbH & Co. KG

ID 1859
#keramikschule – handcraft meets design
DISCIPLINE Exhibition
ORGANIZER Keramikschule Landshut

ID 1863
Crowdfunding in times of COVID: How to devise your own campaign
DISCIPLINE Speech
ORGANIZER Kompetensteam Kultur- und Kreativwirtschaft der Landeshauptstadt München

ID 1888
Design your LinkedIn strategy with the LinkedIn Canvas
DISCIPLINE Workshop
ORGANIZER COKREA – a project by Off-Time GmbH

ID 1893
Shaping Careers by Design – Workshop for Creative Professionals
DISCIPLINE Workshop
ORGANIZER COKREA – a project by Off-Time GmbH

ID 2009
Innovative visualization of digital city and climate models
DISCIPLINE Speech
ORGANIZER SBA Architektur und Städtebau

ID 2028
hw.design conceptualizes branding & communication for Schwabinger Tor
DISCIPLINE Speech
ORGANIZER hw.design gmbh

ID 2029
Play to success with LEGO® SERIOUS PLAY®
DISCIPLINE Workshop
ORGANIZER User Interface Design GmbH

ID 2030
Best of animago meets 10 years of MCBW! [R16]
DISCIPLINE Film
ORGANIZER bayern design GmbH

ID 2032
CreativesForFuture and the Federal Election 2021
DISCIPLINE Campaign
ORGANIZER CreativesForFuture

ID 2033
Playgrounds for tomorrow: Breaking the Inconvenience
DISCIPLINE Speech
ORGANIZER User Interface Design GmbH

ID 2034
Design: Encounter of generations
DISCIPLINE Panel discussion
ORGANIZER Oliver Herwig

ID 2035
Forward-looking trademark protection
DISCIPLINE Workshop
ORGANIZER KROHER STROBEL Rechts- und Patentanwalt PartmbB

ID 2037
Screening and Panel: »Five Seasons: The Gardens of Piet Oudolf«
DISCIPLINE Film
ORGANIZER NXT A – das junge Architekten-netzwerk

ID 2038
EAMES: The Architect And The Painter (2011)
DISCIPLINE Film
ORGANIZER bayern design GmbH

ID 2039
THE NEW BAUHAUS – The Life & Legacy of Moholy-Nagy (2019)
DISCIPLINE Film
ORGANIZER bayern design GmbH

ID 2040
MCBW START UP Design Methods for Researchers and Scientists
DISCIPLINE Workshop
ORGANIZER bayern design GmbH

ID 2041
Sustainably Digital!
DISCIPLINE Conference
ORGANIZER Schnitzer&

ID 2042
RUFFINHAUS – Creative HUB
DISCIPLINE Guided tour
ORGANIZER Kompetensteam Kultur- und Kreativwirtschaft der Landeshauptstadt München

ID 2044
Making Chairs
DISCIPLINE Exhibition
ORGANIZER FourPlus Design

ID 2045
MCBW START UP Design for Change: Symposium
DISCIPLINE Conference
ORGANIZER bayern design GmbH

ID 2046
Workshop: Design Management
DISCIPLINE Workshop
ORGANIZER Allianz Deutscher Designer (AGD)

ID 2047
Assessing the Future of Work with Scenarios and Personas
DISCIPLINE Workshop
ORGANIZER Institut für Innovation und Change Methodik (IICM) GmbH

ID 2048
Workshop: Working as a Designer
DISCIPLINE Workshop
ORGANIZER Allianz Deutscher Designer (AGD)

ID 2049
Rural Design Days
DISCIPLINE Campaign
ORGANIZER Silicon Vilstal gemeinnützige UG (haftungsbeschränkt)

ID 2050
Build great services – people-centric, economical and sustainable
DISCIPLINE Livestream
ORGANIZER Ergosign GmbH

ID 2051
NEW WORK – NEW LIFE
DISCIPLINE Coaching session
ORGANIZER Fuenferwerken Design AG

ID 2052
Innovation = Process = Culture
DISCIPLINE Speech
ORGANIZER Interhyp AG

ID 2053
From digital to face-to-face communication and back again?
DISCIPLINE Speech
ORGANIZER Interhyp AG

ID 2054
Breaking down silos – Connected healthcare co-created
DISCIPLINE Panel discussion
ORGANIZER Futurice GmbH

ID 2056
Discover retail perspectives! Virtual city tour through Munich
DISCIPLINE Livestream
ORGANIZER rpc GmbH

ID 2057
»New Work« – We shape the change
DISCIPLINE Speech
ORGANIZER Kusch+Co GmbH

ID 2058
Work Better: Go back to a better experience
DISCIPLINE Speech
ORGANIZER Steelcase AG

ID 2059
TOCA ME Design Conference
DISCIPLINE Conference
ORGANIZER TOCA ME – Crea & Merce GmbH

ID 2060
MCBW DESIGNWALK
DISCIPLINE Exhibition
ORGANIZER bayern design GmbH

ID 2061
DESIGN & THINKING (2012)
DISCIPLINE Film
ORGANIZER bayern design GmbH

ID 2062
Boy and the world (2013)
DISCIPLINE Event for kids/DESIGN KIDS
ORGANIZER bayern design GmbH

ID 2063
Hi, AI – Love stories from the future (2019)
DISCIPLINE Film
ORGANIZER bayern design GmbH

ID 2064
WESTWOOD: PUNK, ICON, ACTIVIST (2018)
DISCIPLINE Film
ORGANIZER bayern design GmbH

ID 2065
City Dreamers (2018)
DISCIPLINE Film
ORGANIZER bayern design GmbH

ID 2067
Forward Festival Munich 2021
DISCIPLINE Conference
ORGANIZER Forward Creatives GmbH

ID 2068
STEFAN EBERSTADT. ART FOLLOWS FUNCTION
DISCIPLINE Speech
ORGANIZER Galerie Handwerk, Handwerkskammer für München und Oberbayern

ID 2069
first tuesday
DISCIPLINE Workshop
ORGANIZER IUD – Institut für Universal Design GmbH & Co. KG

ID 2070
Best of Decade – Universal Design
DISCIPLINE Exhibition
ORGANIZER IUD – Institut für Universal Design GmbH & Co. KG

ID 2071
MCBW POP UP
DISCIPLINE Exhibition
ORGANIZER bayern design GmbH

ID 2073
Digitization in Care meets Europe
DISCIPLINE Workshop
ORGANIZER IUD – Institut für Universal Design GmbH & Co. KG

ID 2074
24-7.museum
DISCIPLINE Campaign
ORGANIZER IUD – Institut für Universal Design GmbH & Co. KG

ID 2079
What are the real needs of the care and social economy ?
DISCIPLINE Workshop
ORGANIZER IUD – Institut für Universal Design GmbH & Co. KG

ID 2080
MCBW START UP Design for Change: Virtual Exhibition
DISCIPLINE Exhibition
ORGANIZER bayern design GmbH

ID 2081
Sustainable companies in the age of digitization
DISCIPLINE Speech
ORGANIZER LINK Gründerzentrum Landshut

ID 2082
Space Transformation 2021
DISCIPLINE Speech
ORGANIZER TULP Design GmbH

ID 2084
Munich's new working worlds – introducing the MUCBOOK CLUBHAUS
DISCIPLINE Livestream
ORGANIZER Medienhaus München Eisenack UG

ID 2085
Brand & Space: Relationship Strategies for an Unlikely Couple
DISCIPLINE Livestream
ORGANIZER kinneplus

ID 2086
DIS CONNECTED
DISCIPLINE Campaign
ORGANIZER bayern design GmbH

ID 2087
COMMERCE WEEK
DISCIPLINE Conference
ORGANIZER INTERNET WORLD

ID 2088
Coding with Scratch – Let's Dance
DISCIPLINE Event for kids/DESIGN KIDS
ORGANIZER HABA Digital GmbH

ID 2096
CreativeMornings Munich on #RIPPLE
DISCIPLINE Speech
ORGANIZER CreativeMornings Munich

ID 2097
Stop-Motion Animation Studio
DISCIPLINE Event for kids/DESIGN KIDS
ORGANIZER MIXT Kinderkunsthaut gemeinnützige GmbH

ID 2098
Online Workshop: Designing Postcards and Mini Posters
DISCIPLINE Event for kids/DESIGN KIDS
ORGANIZER MIXT Kinderkunsthaut gemeinnützige GmbH

ID 2099
Risography Workshop for Kids
DISCIPLINE Event for kids/DESIGN KIDS
ORGANIZER december and june

ID 2100
Design-driven material innovation in the field of printed electronics
DISCIPLINE Exhibition
ORGANIZER WertelOberfell

ID 2101
Feel the heartbeat of healthcare transformation
DISCIPLINE Workshop
ORGANIZER IXDS GmbH

ID 2102
MCBW START UP From Prototype to Testing: How to create the perfect fit
DISCIPLINE Workshop
ORGANIZER bayern design GmbH

ID 2104
Brain-Friendly Slides
DISCIPLINE Workshop
ORGANIZER COKREA – a project by Off-Time GmbH

ID 2105
Lecture by Peter Brückner: Sustainability and ambition. Building with bricks!
DISCIPLINE Speech
ORGANIZER Leipfinger-Bader GmbH

ID 2106
Keep spinning! From draisine to e-bike – mobility, design and culture
DISCIPLINE Panel discussion
ORGANIZER Bayerisches Nationalmuseum

ID 2107
3D anatomy as a symbiosis of art and science
DISCIPLINE Exhibition
ORGANIZER CAT PRODUCTION GmbH

ID 2108
Brain-Friendly Storytelling
DISCIPLINE Workshop
ORGANIZER COKREA – a project by Off-Time GmbH

ID 2109
Geil Montag Podcast featuring Raphael Gielgen (Vitra)
DISCIPLINE Panel discussion
ORGANIZER Geil Montag Podcast

ID 2110
DYGITIZED Shorty – Agile Transformation
DISCIPLINE Conference
ORGANIZER DYGITIZED Transformation Conference

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