

## PRESS RELEASE

### Silver lining in the cultural and creative sectors: Close to 120 events at the first virtual edition of Munich Creative Business Week

+++ 10 years of MCBW: After its COVID-19 driven transformation, the nine-day design event will eliminate spatial limits for everyone  
+++ Focus on Shaping futures by Design: How can design help influence the future?

**Munich, Germany, March 5, 2021 | Munich Creative Business Week (MCBW), the largest annual design event of its kind in Germany, will take place as scheduled from March 6 to 14 following a digital transformation process. Interested parties can participate from wherever they are regardless of any lockdown-related restrictions. Focus of this ten-year anniversary edition of MCBW will be on Shaping futures by Design because currently we all have one priority: our future.**

#### Nine days filled with inspiration, impulsion, and networking

After being affected severely by the first lockdown in March of last year, MCBW has been repositioned and now, ten years after its inception, the event is being presented in an entirely new manner: Design lovers and experts can look forward to more than 100 digital and hybrid design-related events including workshops, conferences, symposiums, webinars, exhibitions, and streaming opportunities. Participants will need only a smartphone and a good Internet connection. Irrespective of their location and of any applicable restrictions due to the lockdown, during MCBW participants can enjoy a ray of hope in the cultural and creative sector – nine days filled with inspiration, impulsion, and networking. MCBW is organized by bayern design, Bavaria's center for design competence.

#### Shaping futures by Design

Rather than focusing on the past, the motto of the tenth edition of MCBW, Shaping futures by Design, emphasizes ways design can influence the future. Highlights of the event include the following digital and hybrid formats, some of which have been newly developed for this anniversary edition:

#### DIS CONNECTED video installation

On all nine days, from 6:00 p.m. to 10:00 p.m. a video installation created exclusively for MCBW in line with the event's focus on shaping the future will be

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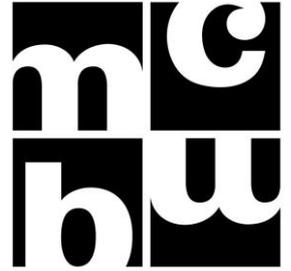
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projected onto the façade of the Hochschule für Fernsehen und Film (HFF) building (corner of Gabelsbergerstraße and Barer Straße). The goal of DIS CONNECTED is to sensitize people to a new way of living that has been accelerated by the pandemic.

More information: [link](#)

#### **Interactive light installation TIME MATTERS at Westpark**

Furthermore, the interactive open-air light installation [TIME MATTERS](#) will take place at Westpark at the Westsee, daily from 6.30 p.m. on. In the middle of the Westsee screens will float above the water for the video dance performance of Miro Craemer and for texts of the light designer and artist Jan Kuck who already lit up the Siegestor and the Isar during last year's MCBW. Art lovers, families, strollers are invited to admire, to dance and to send their heart's desire on [timematters.art](#) – the responses will then be projected to the water screen.

#### **DESIGNWALK**

An entirely new format developed this year is the MCBW DESIGNWALK. Visitors participating in this curated urban walk can stop in at eleven stations throughout Munich's Kunstareal district independently at any time between March 6 and 14 and enjoy the accompanying audio interviews and exhibits showcased by local institutions, companies, and shops. The DESIGNWALK will connect a number of design highlights such as the [video installation](#), a small exhibition hosted by [oursuperstore](#) in an analog shop window at HFF, and a collection of Vienna-related posters presented by designaustria of Vienna and 24-7.museum of Munich in the exhibition container [MCBW POP UP](#).

More information: [link](#)

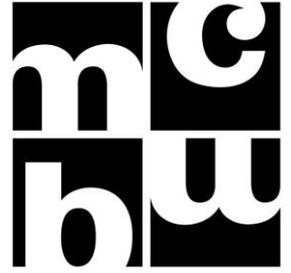
#### **START UP**

Presented by bayern design from March 6 to 14, MCBW START UP – Design for Change is a digital exhibition showcasing inspiring sustainable and trendsetting solutions and design approaches originating in Bavaria. Focus will be on ecologically and socially responsible products and on digital and technological applications. Contributors include Ambiletics, CAALA, ECOFARIO, freisicht, Hyperganic Technologies, kommod, MARI&ANNE, nojin, OUTENTIC, Puray, Qwello, Sause, tacterion, Tjiko, and urbandoo.

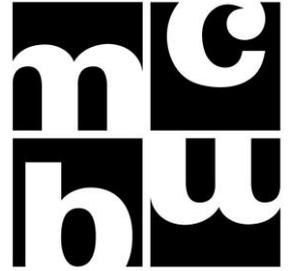
More information: [link](#)

The MCBW program outlining close to 120 events is available [here](#).





“We are pleased to be able to invigorate the cultural and creative sectors with more than 100 digital design highlights in this still difficult time and to present our design week,” says Lisa Braun, Director of MCBW. “Our goal is to emphasize the value of design in relation to ways in which we want to work, communicate, and live in the future, especially under these trying circumstances. We appreciate our MCBW program partners for accompanying us on this journey and for contributing a host of their own inspiring ingenuity.”



### About MCBW

MCBW is organized by bayern design GmbH and is sponsored by the Bavarian State Ministry for Economic Affairs, Regional Development and Energy, and the City of Munich. As partners, BMW Group, Steelcase, and Ströer provide substantial support to the event.

Images are available in the [Press Section](#). The event also can be found on [Facebook](#) and on [Instagram](#).

