

PRESS RELEASE

Floating creatures at HFF: MCBW draws attention to a new way of living

+++ Munich-based animation studios MOTOMOTO & Uber Eck have developed a spectacular video installation to debut at MCBW

+++ Projected onto the façade of HFF, the installation invites viewers to reflect on new forms of living in society

bayern design GmbH
Luitpoldstr. 3
90402 Nuremberg
Germany

T: +49 911 24022-30
F: +49 911 24022-39
kontakt@bayern-design.de
www.bayern-design.de
www.mcbw.de

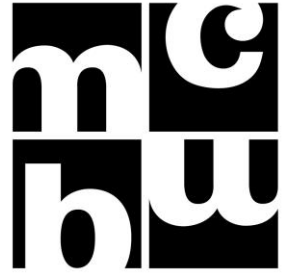
Press contact
Maria Große Böckmann
Engel & Zimmermann
Am Schlosspark 15
82131 Gauting bei München
Germany

T: +49 89 893 563 3
pressoffice@mcbw.de



Niklaus Hofer (Uber Eck) and Bastian Bormke (MOTOMOTO) in front of their video installation DIS CONNECTED (6th -14th March 6-10pm at the façade of Hochschule für Fernsehen und Film)

Munich, Germany, March 5, 2021 | During Munich Creative Business Week (MCBW) a video installation will be projected onto the façade of Hochschule für Fernsehen und Film (HFF) (corner of Gabelsbergerstraße and Barer Straße) daily from 6:00 p.m. to 10:00 p.m. from March 6 through 14. The installation, titled [DIS CONNECTED](#) and commissioned by bayern design GmbH, organizer of MCBW, was designed to sensitize people to a new way of living which has been accelerated by the COVID-19 pandemic: Digitization has impacted the social behavior we have “acquired,” we are communicating in a variety of different ways,



the term space has taken on new meaning, and we are experiencing anonymity in a different way. The effect can be to bring people together and to distance them at the same time. The video shows floating idealized creatures dressed in black and white. They embody both contrast and balance in an artificially created space.

“We deliberately chose to make people aware of and able to challenge a new form of living together. The way we thought we would live, learn, communicate, and work tomorrow is being upended. Design approaches such as this video installation allow us to view developments in society from a meta level and to unlock new perspectives. MCBW offers the required space,” says Lisa Braun, Director of MCBW.

“Our lives are becoming increasingly virtual and the COVID-19 pandemic is contributing enormously to accelerating the digitization of the world,” says Bastian Bormke, co-founder of MOTOMOTO. Niklaus Hofer, co-founder of Uber Eck, adds: “The questions are: How are we experiencing this world in which we are growing physically distant from relatives, colleagues, and other people around us, and what are we making of this experience?”

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](#).

