

HOW TO CO-CREATE
WITH NATURE

The German Design Event

11–19 MAY 2024



PRESS RELEASE MCBW 2024

STEFANO BOERI IS MCBW CREATIVE EXPLORER

- **May 11–19, 2024 | 13th edition of munich creative business week**
- **New motto: How to co-create with nature**
- **Festival headquarters: mcbw hub at the Ruffini Store at Ruffinihaus**
- **Designwalk and first partners to sign up**
- **Save the date: press conference on May 7, 2024**

mcbw

organized by bayern design, munich creative business week (mcbw) is the largest design event in Germany and provides a platform for new ideas, trends, and creativity. mcbw fosters interdisciplinary dialog and brings together the public, experts, designers, company representatives, and students from design, architecture, the economy, and other disciplines to deliver comprehensive design experiences over the course of nine days. With new festival headquarters, a new key visual, and a new highly topical, society-relevant motto, mcbw will take place in Munich for the 13th time from May 11 to 19, 2024.

mcbw creative explorer Stefano Boeri

Stefano Boeri is the new creative explorer for mcbw 2024. mcbw creative explorers actively represent the respective mottos and initiate important impulses for thought. With his work, renowned Italian-born architect and professor of architecture Stefano Boeri is exemplary of the new mcbw motto, *How to co-create with nature*. Boeri is president of the Foundation for the Future of Cities, co-chair of the World Forum on Urban Forests scientific committee, and is deemed to be one of the key players in the debate on climate change in the field of international architecture. He is known for his research on regeneration and development plans for metropolises and large cities. Boeri focuses his work on the geopolitical and environmental impact of urban phenomena, for example, the Bosco Verticale project in Milan he initiated in 2014. Bosco Verticale is the first prototype of a residential building hosting more than 700 trees and 20,000 plants to integrate living nature and was ranked the world's best building by CTBUH (Chicago). Among other things, Boeri's draft perspective is reflected in Trudo Vertical Forest, the first vertical forest for social housing inaugurated in 2021 in Eindhoven, the Netherlands. Author and publisher of *Green Obsession. Trees towards Cities. Humans towards Forests* (2021), Boeri will be the **keynote speaker** at the **mcbw design summit** scheduled for May 13, 2024 at Munich Urban Colab.

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December 14, 2023

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“We have to collaborate with nature and integrate it wherever possible – squares, courtyards, promenades, rooftops, and façades. On the occasion of mcbw 2024, I want to share my design approach to reducing damage caused by climate change – which I introduced in Green Obsession and in other publications – with everybody who looks into the future of our cities and our species on our planet with courage and optimism.”

- Stefano Boeri

Motto

The mcbw 2024 key visual and motto pick up on one of society’s most important topics. **How to co-create with nature** sets the contextual direction and relates to the discourse on the best ways to treat nature and create something new at the same time. mcbw offers a platform for program partners to collaborate to determine how design can contribute to creating a livable future by working with nature and not against it. The four focal themes developed as part of the motto of mcbw 2024 will be guiding program partners and visitors alike:

- (1) Re-Learn! // approaches to design modeled after nature
- (2) Re-Generate! // approaches to design to the benefit of nature (and people)
- (3) Co-Work! // approaches to design in collaboration with nature
- (4) Un-Limit! // approaches to design that connect nature and technology

The focal themes are based on the concept that nature must be seen in a variety of roles: as teacher, beneficiary, co-designer, and even as a result of a design process.

Festival headquarters, Designwalk, first partners to sign up

The mcbw hub will be its new headquarters specially developed for mcbw 2024 in a central location, at the heart of Munich city center. It will be a point for contact and information as well as a venue for dialog and encounters. The address is Ruffini Store im Ruffinihaus, Rindermarkt 10, 80331 Munich. During mcbw 2023, the Designwalk curated tour attracted a lot of visitors and it will be continued in 2024 in the trendy neighborhood of Haidhausen. Visitors will have the opportunity to discover cafés, concept stores, studios, galleries, and other featured design locations. The first strong mcbw partners to have signed up include BMW Group, Steelcase, Ströer, Gmund, the Faculty of Design at Hochschule München University of Applied Sciences, MUCBOOK, Kunstareal München, Architecture Matters, TU München, Goethe Institut, and the Fraunhofer Network on Science, Arts and Design. Plans for the varied partner program of exhibitions, interactive talks, panel discussions and many other events are well underway; a press release about the program will be published in 2024.

Save the date

Inaugural press conference

Tuesday, May 7, 2024, 11 a.m., at Steelcase

mcbw design summit

Monday, May 13, 2024, at Munich Urban Colab

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About mcbw

mcbw is organized by bayern design GmbH and sponsored by the Bavarian State Ministry for Economic Affairs, Regional Development and Energy, and the City of Munich. Images are available in the [Press Section](#). mcbw also can be found on [Instagram](#), [LinkedIn](#), and [Facebook](#).

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