

HOW TO CO-CREATE  
WITH NATURE

The German Design Event

11–19 MAY 2024



## MCBW 2024 PRESS RELEASE

### INITIAL PROGRAM AND TOP-CALIBER SPEAKERS

- **May 11 to 19, 2024 | 13<sup>th</sup> edition of munich creative business week**
- **Top-caliber speakers at mcbw design summit on May 13, 2024**
- **Augmented reality | Arabidopsis Symphony by Fillip Studios**
- **Documentary VR experiences | DOK.fest x mcbw**
- **May 7, 2024 | Save the date: press conference at Steelcase**

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February 22, 2024

The 13<sup>th</sup> edition of munich creative business week (mcbw) will take place from May 11 to 19, 2024. mcbw is the largest annual design event in Germany and is organized by bayern design. Following the motto *How to co-create with nature*, mcbw 2024 will provide an arena where interested members of the public can come together with experts, designers, representatives of the corporate world, and students of design, architecture, business, and other disciplines to make design tangible in a comprehensive manner.

Nadine Vicentini, Managing Director of bayern design, explains this year's motto: "The age in which we live, referred to by scientists as the Anthropocene, is characterized by humankind's inexorable will to create; however, we must (re-) learn to collaborate with nature, to accept it as a co-designer, to live and grow alongside it rather than attempt to regulate it – in short, to collaborate, not dominate. To give this concept a clear orientation we have formulated the motto for mcbw 2024 – *How to co-create with nature*."

Boris Kochan, President of Deutscher Designtag, Vice President of Deutscher Kulturrat, and member of the mcbw Advisory Council, adds: "Good design requires visibility. mcbw has developed into a platform for more than 150 (design) companies, organizations, and academic institutions and today is the most important stage in the country for design relevant to society and the economy."

### Top-caliber speakers at mcbw design summit

Internationally renowned speakers in the fields of design and architecture, including representatives of research institutions, design centers, start-ups, and companies, will base their discussions about innovative nature-centered approaches to design on the mcbw motto – *How to co-create with nature*. The speakers will strive to find answers to questions such as: How can findings in the fields of biology and/or ecology be applied in design? How can circularity contribute to biodiversity? How can we partner with nature to design products and processes? What is nature's place in our digitalized living environment and how can technology help us better understand and experience nature? mcbw design summit will take place on May 13 at Munich Urban Colab. Tickets are available now at [mcbw.de](http://mcbw.de) for €112.50 (early-bird discount) and for €125 starting in mid-March.

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This year's mcbw creative explorer, **Stefano Boeri**, will present his vision of future cities connecting with nature through roof and community gardens, municipal agriculture, parks, and forests.

Prof. Dr. Angelika Nollert, Director of Die Neue Sammlung – The Design Museum and member of the mcbw Advisory Council, says: “In a time of noticeable climate change, the motto *How to co-create with nature* is highly relevant and promises valuable debate. Stefano Boeri is an interdisciplinary professional, an artist, and an architect engaged in socioeconomics and climate change. He will make an excellent creative explorer.”

**A number of other keynote speakers already have signed up, including Maurizio Montalti** (Sqim, Officina Corpuscoli), **Daniela Bohlinger** (BMW Group), **Laura Kiesewetter** (Institute for Computational Design and Construction), and **Tom Kortbeek** (Fillip Studios).

Designer, researcher, and entrepreneur Maurizio Montalti pioneered the research and development of mycelium-based technologies and products. He is the founder and Creative Director of Officina Corpuscoli in Amsterdam and the co-founder and Chief Mycelium Officer of SQIM. As a Senior Expert in Innovation Management at BMW Group, Daniela Bohlinger is working intensively on the topic of sustainability strategy. Laura Kiesewetter conducts research at the Institute for Computer-Based Design and Construction (ICD) at the University of Stuttgart on innovative material systems and their integration into the built environment. She is particularly interested in the material programming of lightweight structures that form themselves. Tom Kortbeek is the co-founder of Fillip Studios in the Netherlands, an agency engaged in designing textiles that make music when touched and in bringing plants to life using augmented reality.

A panel of experts from three design centers in Europe will discuss the continent's most pressing ecological challenges.

Thorsten Buch, Director of mcbw, emphasizes: “We are pleased that the global relevance of this year's mcbw motto will be reflected at mcbw design summit – not only through the keynote speakers, but also through the expertise of three member organizations of the Bureau of European Design Associations (BEDA) which for the first time will be represented at mcbw with a dedicated panel discussion.”

## Initial overview of the mcbw 2024 program

### Augmented Reality | Arabidopsis Symphony by Fillip Studios in front of mcbw hub

Arabidopsis Symphony, a project conducted by Fillip Studios, will be on exhibit during mcbw in front of mcbw hub at Ruffinihaus at Rindermarkt Square. Visitors can scan the QR code on their smartphones and watch virtual plants emerge from the soil. The closer the visitor gets to a plant, the louder the sound the plant will emit. Melodies will vary from plant to plant and will depend on the time of day and the weather because like a real-life plant, the AR installation responds to external factors.

### Documentary VR experiences | DOK.fest x mcbw

Before Ruffinihaus becomes the central hub for mcbw on May 13, in cooperation with XR HUB Bavaria and mcbw, DOK.fest München and VR POP-UP-KINO will broadcast contemporary documentary VR experiences in line with the mcbw motto, *How to co-create with nature*. April 26 to May 12. Ruffinihaus. Free entry.

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## **mcbw pop up container**

In one of the two mcbw pop up containers, iconic porcelain manufacturer Rosenthal will present a sophisticated showcase of its portfolio; a sushi conveyor belt will transport fine creations made of colored porcelain through the glass room.

Reminiscent of a catwalk, six striking vases will be presented. Rosenthal partnered with highly talented designers including Sebastian Herkner, Studio Dror, Claus Josef Riedel, Cédric Ragot, and BIG to create these exciting objects, each of which tells a unique story. Location tbd.

Set up in the other mcbw pop up container, the installation by **Drees & Sommer Brand Experience** and **EPEA** titled **Feierabendziegel (After-Work Bricks)** will challenge the disposal of the construction materials remaining after buildings have been demolished. To this end, beavertail tiles have been dismantled to trigger public debate and provide answers to the question of whether used objects are rubbish after their original use phase or whether they have potential for a second life. Location tbd.

## **A number of program partners already have defined their events for mcbw 2024:**

### **Fraunhofer-Gesellschaft**

At its Fraunhofer-mcbw-nature-lab, this leading global organization for application-oriented research will hold workshops highlighting innovative concepts, prototypes, and visions from programs conducted by Fraunhofer's Science, Arts, and Design network. Visitors will have the opportunity to build their own hydroponic bottles, experiment with fungus mycelium, or create objects with apple leather.

### **Parsons Healthy Materials Lab**

The Lab originates from and is headquartered at Parsons School of Design in New York City and is a partner of the New European Bauhaus operating its European office in Germany. As an international design and research institution focusing all its design-related decisions on the health of the planet and its people, the Lab challenges architects and designers to switch from fossil resources-based construction materials to healthier natural ones. The Lab team is working to exchange knowledge between the EU and the U.S.A. to accelerate the transformation to healthy buildings.

### **Hochschule München University of Applied Sciences**

Under the heading Next Nature Design, students of the design faculty have worked with the planet-centered design approach and all of its facets. During mcbw, these students will showcase new concepts for shaping collaboration between people and nature.

### **KISKA**

Global brand and design agency KISKA will stage Co-creating with YOUR nature and will bring dopamine to mcbw 2024 in the form of dopamine-generating food, interactions, and discussions. Creative processes thrive on dopamine, a feel-good chemical responsible for learning, motivation, concentration and – first and foremost! – the desire to create. Un-limit your brain – co-create with human nature.

### **BMW Group Design | Die Neue Sammlung - The Design Museum**

BMW Group Design and Die Neue Sammlung - The Design Museum are continuing their collaboration with the talk format "New Modes". For MCBW 2024, they are once again inviting guests to an evening at the X-D-E-P-O-T in the Pinakothek der Moderne to explore the unifying quality of design together with exciting guests."

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## DDX

Another exciting mcbw program partner is designdrives and its DDX Innovation & UX Conference where professionals will meet with top-caliber experts from Google, Meta, Microsoft, and many other companies as well as with representatives of dynamic start-ups and consulting firms. Visitors will be able to network with more than 300 innovators, leaders, and designers to explore career paths and potential projects. Engaging presentations, workshops, and networking sessions will offer insight into connections that will shape the future of digital innovation and user experience.

## Save the date: Kick-off press conference

on Tuesday, May 7, 2024, 11:00 a.m., at Steelcase

## 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. As partners, BMW Group, Steelcase, Ströer, and Gmund provide substantial support to the event. Images are available in the [Press Section](#). The event also can be found on [Instagram](#), [LinkedIn](#), and [Facebook](#).

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