

HOW TO CO-CREATE
WITH NATURE

The German Design Event

11–19 MAY 2024



PRESS RELEASE

MCBW 2024 IN RETROSPECT
NINE DAYS OF DESIGN FOLLOWING THE MOTTO
HOW TO CO-CREATE WITH NATURE

- **May 11 to 19, 2024 | 13th edition of munich creative business week**
- **more than 200 events**
- **close to 190 program partners**
- **approximately 300 speakers**
- **mcbw's own unique formats: Design Summit and festival hub**
- **inspiring exhibitions, talks, and workshops for professionals and the public interested in design relating to the 2024 motto, *How to co-create with nature***

bayern design
Luitpoldstr. 3
90402 Nuremberg
Germany

www.bayern-design.de
www.mcbw.de

Media contact
Simone Nickl
NICKL PR
Goethestraße 25a
80336 Munich
Germany

T.: +49 89 4807103
pressoffice@mcbw.de

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Nine days of design at its best

Following the motto *How to co-create with nature*, bayern design organized its 13th munich creative business week (mcbw). From May 11 to 19, the largest design event in Germany offered an ample program for design professionals and the general public interested in design. Fascinating exhibitions, installations, and debates presented a platform for interdisciplinary dialog on current issues relevant to society to make design tangible in a comprehensive manner.

Turning the city of Munich into one pulsating design festival, the various formats ranging from scientific to playful interpretations of this year's motto provided food for thought and ample opportunity for participants to join in and discuss.

How to co-create with nature – creative explorer

Italian architect and urban planner Stefano Boeri was the second figure of international renown to represent an mcbw motto actively as a **creative explorer**. In the realm of international architecture, Boeri is seen as a main contributor to the debate on climate change, and his work is exemplary of *How to co-create with nature*. At the mcbw design summit, Boeri shared crucial input for ideas and presented his vision of future cities connected with nature through rooftop and communal gardens, municipal agriculture, parks, and forests.

mcbw 2024 in figures:

mcbw 2024 was made possible by close to 300 speakers and 190 program partners, more than 200 events including mcbw's own unique formats and contributions by program partners such as BMW Group, Die Neue Sammlung – The Design Museum, Fraunhofer-Gesellschaft, Goethe-Institut, Hochschule München University of Applied Sciences, Holzrausch, Moormann, Rosenthal, Steelcase, Technical University of Munich (TUM), and the Chambers of Industry and Trade and Crafts for Munich and Upper Bavaria. Arno Design, BMW Designworks, Ergosign, Fluid, Futurice, Gensler, Kiska, N+P Innovation Design, Schmidhuber, Star, and

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many other design agencies enriched the program with their open houses, lectures, and workshops concerning the 2024 motto.

Program highlights – a selection

A large number of outstanding events was held throughout the city as part of mcbw 2024. The locations at Kunstareal included a particularly high concentration of highlights.

Once again, mcbw design summit with top-caliber speakers moderated by Leonhard Nima was held at Munich Urban Colab. Stefano Boeri, Daniela Bohlinger (BMW Group), Laura Kiesewetter (Institute for Computational Design and Construction), Tom Kortbeek (Fillip Studios), and Maurizio Montalti (Sqim, Officina Corpuscoli) discussed innovative approaches to design for making nature the center of attention again.

Several excellent approaches and concrete projects are underway to bring humanity closer to co-creating with nature. The key is not to lose courage, even during lengthy processes. Päivi Tahkokallio from Finland, former president of the Bureau of European Design Associations, recommended spending more time in nature because it takes practical experience to make us realize the efficiency of nature and its role as the co-creator that reaches out to humans.

Urbanity and urban planning were clear focal points of the mcbw program this year. At Hochschule München University of Applied Sciences, Schnitzer& organized a symposium on the use of water in architecture, cities, landscapes, and society. In an exhibition, the TUM Bioregional Design Lab showcased locally sourced bio-based materials used in architecture and design such as acoustic panels made from hops and hemp-based insulation. Crisis vs. Crisis was the topic of this year's international Architecture Matters conference. Participants discussed current challenges and sought solutions for the building sector of the future.

Strong presence of mcbw in public spaces

Pop-up containers, interactive installations, mcbw designwalk, and a powerful key visual put their stamp on the city for nine days.

BLACKSPACE's interactive installation titled Turning Point revolved around nature and made the mcbw motto tangible. Representing the world's endangered forests, a 45-year-old scrub pine was given a stage on the green behind Alte Pinakothek and was stylized iconically. With the help of a crank, the installation was brought to life interactively through rotation, light, and sound.

Other attractions included the two mcbw pop-up containers at Königsplatz and Am Pschorr at Viktualienmarkt. The Feierabendziegel (After-Work Bricks) installation presented by Drees & Sommer Brand Experience and EPEA at Königsplatz challenged the disposal of construction materials remaining after buildings have been demolished. Deconstructed beavertail tiles started a new life at mcbw – in the form of a sculptural installation. Visitors were offered these works of art featuring quotations from renowned artists.

The festival headquarters, mcbw hub, was installed at the heart of the city's old sector; the store at Ruffinihaus at Rindermarkt was turned into an information point and an event location used by Frog Cappgemini, Munaco Shotbrewer, and other partners. The square in front of Rindermarkt became the home of Fillip Studios' augmented reality installation titled Arabidopsis Symphony, which afforded individualized auditory and visual experiences. Seating areas enhanced with greenery

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by City Decks invited passers-by to linger.

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](#).