MCBW 2020: SUSTAIN BY DESIGN
– Press conference on the program highlights

+++ MCBW 2020 is under the focus "Sustain by Design"
+++ Over 200 events, more than 300 speakers
+++ This year's partner region is the Lower Bavarian region of Landshut

*Munich, February 20, 2020 |* The Munich Creative Business Week (MCBW) presented its program highlights at a press conference today. The focus of this year’s MCBW is sustainability: "Sustain by Design" – because good design drives sustainability: ecologically, economically and socially. The regional partner is the Lower Bavarian region of Landshut.

**Focus: "Sustain by Design"**

Fridays for Future, Made by Diversity and many other sustainable initiatives make it clear: It is time to act and to shape the future. Originally coming from an ecological background, sustainable action has expanded to the areas of business, society and culture. Design is an important interface to all areas and can offer sustainable solutions. In the following six thematic areas the MCBW presents what design can contribute, already contributes and will further contribute to that: The future of communication, innovation, digitalization, cities, fashion and work. The MCBW, organized by bayern design, thus provides a platform for the discussion on sustainability and promotes dialogue and exchange on this key social issue.

**Highlights 2020**

With more than 200 events and over 300 speakers, the MCBW is the largest design event in Germany. The events are aimed at both design lovers and design experts. This year's highlights include the following events:

>> For the first time the [GREENSTYLE munich fair and conference](#) (GMUC) takes place at the MCBW: The fair for sustainable fashion brings great eco-brands and exciting speakers to the Isarforum in the Deutsches Museum. At the GMUC, visitors will find everything that sparks enthusiasm for sustainable fashion, from organic cotton to innovative materials such as wood, straw, mushrooms or coffee, to smart re- and upcycling collections.
Münchner Stoff Frühling will celebrate another premiere at the MCBW: The showroom event is aimed at architects, interior designers, furnishers as well as interior decorators and presents the current collections of 40 international éditeurs in freshly decorated showrooms. For the first time at the Future Living Interior Congress, experts will address the question "How will we live in the future?" in top-class lectures, talks and discussion rounds. In doing so, uncomfortable questions are not to be left out and sustainable solutions for interior design and architecture are to be presented together.

Worthy of special mention is the Handwerk & Design, which presents high craftsmanship, first-class handicraft and sustainable design as part of the International Craft Fair during the MCBW. The trade fair is known far beyond the region and is a magnet for national and international craftsmen, as well as for artisans and designers.

HYVE's workshops are another MCBW highlight: The leading innovation consultancy and agency wants to make the world a better and more sustainable place and invites creative lateral thinkers and inventors to co-creation sessions within the framework of the MCBW. The sessions are oriented towards the global goals of the United Nations and focus on topics such as sustainable consumption and packaging, the future of public transport as well as the future of the health system.

Two extraordinary works of art are the light installations of the prominent concept artist Jan Kuck, which make Munich shine: During the MCBW, not only the Siegestor will be transformed into a magical design work of art made of neon colors, but also the Isar river will shine as a burning red river, as a warning light sign.

Lower Bavarian region Landshut is the regional partner
In the years 2020 and 2021, the Lower Bavarian region of Landshut is the regional partner of the MCBW. In addition to the MCBW headquarters in Munich, the partner region is a particular focus. Landshut stands for a mix of tradition, craftsmanship and technologies - at the same time, the city bursts with dynamic developments and creative approaches. The economic dynamism of the Lower Bavarian region is above all the result of a common passion of the local companies: the passion for innovation, which is brought to bear not least through the combination of design competence and classic craftsmanship. Within the framework of the MCBW regional partnership, the creative and sustainable
impulses from the region are presented to a wider public. An overview of the events can be found in the online program.

About the MCBW
The MCBW is organized by bayern design GmbH and sponsored by the Bavarian Ministry of Economic Affairs, Energy and Technology as well as by the City of Munich. BMW Group, Steelcase and Ströer provide substantial support as MCBW partners.

Visual materials are available in our online press section. The MCBW is also on Facebook and Instagram.