

## PRESS RELEASE MCBW 2025

*REVIEW OF MCBW 2025*

*NINE DAYS REVOLVING AROUND THE MOTTO*

*HOW TO DESIGN A VIBRANT COMMUNITY*

- **May 10 to 18, 2025 | 14<sup>th</sup> edition of munich creative business week**
- **Largest design festival in Germany – more than 200 events | 390 speakers | more than 65,000 visitors**
- **Top-caliber, diverse, and multifaceted – events curated by close to 210 program partners**
- **Strong presence in public spaces**
- **Changes in mcbw project management team**
- **Save the date: mcbw 2026 from May 4 to 10, 2026**

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### mcbw 2025 – Germany's largest design festival in the heart of Munich

For the 14<sup>th</sup> time bayern design hosted the largest design event in Germany, munich creative business week (mcbw), this year following the motto *How to create a vibrant community*. From May 10 to 18, mcbw 2025 comprised a varied and interactive program aimed at design professionals and the public alike. Exhibitions, installations in public spaces, talks, and discussions enabled participants to experience design in all its facets.

With its bandwidth of formats – from scientific to playful interpretations of this year's motto – mcbw 2025 invited people to engage, discover, discuss, and establish contacts. For nine days, Munich's city center was transformed into a vibrant design festival, offering numerous opportunities for the many participants to come together as a vibrant community.

### mcbw 2025 – facts and figures

More than 200 events, close to 210 program partners, 390 speakers, and more than 65,000 visitors – that is the proud record of mcbw 2025.

New program partners that contributed to making the festival a success with their own events included ABB Robotics, allmannwappner, Deutscher Designtag, EtcCorporate, Lab Campus, Politide, Roland Berger, students of the Identity Design master program at Augsburg University of Applied Sciences Department of Design, and World Design Capital Frankfurt RheinMain 2026. Frontify, Kurz, and Mars have joined BMW Group, Steelcase, and Ströer as new partners and sponsors.

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## Sold out – mcbw design summit

For the fourth time mcbw presented design summit, an international B2B conference that was extended into a full-day symposium this year. On May 12, the top-caliber panel of six keynote speakers met at Munich Urban Colab to discuss three thematic focal points – shaping togetherness, inspiring empathy, and opening minds. Through brief lectures and moderated discussions, 17 speakers from 10 countries sounded out the annual mcbw motto from diverse perspectives in front of approximately 250 visitors. The focus was on ways for design to contribute to a dynamic, vibrant, and democratic society. The conference concluded on a festive note with a well-attended get-together – a unique opportunity for the roughly 350 invited guests to meet, exchange ideas, network, and celebrate together.

## Top-caliber, diverse, and multifaceted – close to 210 program partners curated an exciting lineup

The appeal of mcbw continues to grow with each passing year. This is reflected in the number of visitors and in the quantity and variety of events curated by the program partners to turn mcbw into a unique experience. Deutscher Designtag kicked off the festival with **DIVE'25**, the first country-wide design conference. Leading minds from the design industry and design-forward companies, marketing and communications discussed the social, ecological, cultural, and economic potential of design with representatives from politics, academia, and the corporate sector. The focus was on interdisciplinary dialog – on stage, backstage, and among the audience.

At the same time, DDX Conference hosted by Microsoft Germany offered a day full of inspiring talks, hands-on workshops, and valuable networking opportunities – all aimed at opening up new perspectives and advancing the industry. **DDX'25** was a high-energy conference for innovators, designers, and product leaders shaping the future of UX and digital innovation. Also, the Startup Awards made a comeback to honor emerging talent and forward-looking projects.

Every great party ends in the kitchen. The Interior Design Studio Holzrausch team and the J\*GAST design collective took this insight to heart and told their **Kitchen Stories** on May 16, towards the end of mcbw: an open evening of food, drinks, and live music focused on exchange and ambiance. Four kitchen islands were set up in the showroom for participants to talk about culture, indulgence, craftsmanship, or music, each kitchen with its own theme, tone, and circle of voices featuring Mike Meiré, Oliver Jahn, Ana Relvão, Jan Heinzlmann, Angelika Nollert, Guido Walter, Susan Ann McKenzie, and many guests.

## Strong presence in public spaces

Together with its program partners, mcbw presented installations at diverse locations throughout the city center on all nine days. The heart of the festival and its main information point again was mcbw hub, which was installed specifically for the occasion at **Rindermarkt** square and in the retail area at Ruffinihaus. Visitors were invited to try new things, from ping pong on round tables to a creative workshop. The futuristic metal capsule presented at **Königsplatz** square by Designblok Prague in cooperation with the Czech Center in Munich proved to be a highlight. Those willing to stand in line with other curious visitors were rewarded with views of spectacular glassworks staged in the interior of the capsule by the Czech Republic's currently best designers in an ensemble of 170 mirrors.

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The event hosted by the Sintesi Labs agency was titled *Take a seat*. A 23-meter-long table installed on the **south lawn of Alte Pinakothek** summed up the motto *How to design a vibrant community* by bringing people into conversation in a playful manner. After mcbw, Kunstareal München took over the interactive installation and will place the table at FLUX at Pinakothek der Moderne. At **FÜNF HÖFE**, together with the audience Dutch designer Noa Haim and her Studio Collective Paper Aesthetics team created an interactive piece of art from folded carton modules. The installation was implemented in cooperation with LEONHARD KURZ and with generous support from the Kingdom of the Netherlands. At **Viktualienmarkt**, students of the Identity Design master program at Augsburg University of Applied Sciences presented *wishing well*. By coin toss, hundreds of people confided their most secret wishes for a future worth living in this pop-up container. The money will be donated to the organization Herzenswünsche e.V.

### Changes in mcbw project management team

After serving as interim project manager during a two-year parental leave, mcbw project leader Thorsten Buch passed the baton to Lisa Braun this June. Lisa Braun already has begun to develop a concept for mcbw 2026 together with the interdisciplinary bayern design teams in Nuremberg and Munich.

### Save the date

The next edition of mcbw will take place from May 4 to 10, 2026.

### Press material

We invite you to share reports and documentation about mcbw 2025 or individual events. You can download the latest images and extensive information on the top themes [here](#). Please notify us if you need more information or are interested in interviewing with the mcbw organization team or one of the many program partners. We will be happy to coordinate schedules.

**More information on the mcbw 2026 will be available shortly.**

### 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. BMW Group, Frontify, Kurz, Mars, Steelcase, and Ströer provide essential support as partners. Images are available in the [Press Section](#). mcbw also can be found on [Instagram](#), [LinkedIn](#), and [Facebook](#).

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