

**MUNICH CREATIVE  
BUSINESS WEEK**

## **PRESS INVITATION**

### **Press Tour MCBW FORUM At the Alte Kongresshalle München On 24<sup>th</sup> February 2015, 10 a.m.**

For the fourth time, the MCBW FORUM 2015 provides a platform for design in the Alte Kongresshalle. As a central event platform during the Munich Creative Business Week (MCBW), the MCBW FORUM provides enough space for thought exchange between professionals, design experts and the interested public during four exhibitions, international conferences and discussions. We would like to invite you to

**the official Press Tour through the MCBW FORUM**  
on Tuesday, 24<sup>th</sup> February 2015, at 10 a.m.  
at the **Alte Kongresshalle**, Theresienhöhe 15, 80339 Munich

Take the opportunity to get an exclusive tour of the exhibitions **"Hit the future – Metropolitan Design"**, **"Metropolitan Fictions – Film Installation"** and **"MagTALENTS"** by bayern design executive director Dr. Silke Claus and get first-hand information from the exhibitors themselves. Afterwards, Dr. Silke Claus will hand over to Vito Oražem; managing director of the Design Centre North Rhine-Westphalia and head of the Red Dot Design Museum and Wen-long Chen, CEO of the Taiwan Design Centre. Both of them will answer all your questions about the fourth exhibition at the MCBW FORUM **"Formosa Forms – Design trends in technology and lifestyle from Taiwan"**.

#### **An overview of the exhibitions:**

##### *Hit the future – Metropolitan Design*

The exhibition focuses on the future of megacities. A new generation of designers will showcase innovative projects at the interface of architecture and urban planning and present an inspirational outlook.

##### *Metropolitan Fictions – Film Installation*

The installation, designed by the architect Nadine Zinser-Junghanns, invites the audience to look at cities from a different perspective, using film clips, short films and artistic media projects..

##### *MagTALENTS*

The exhibition brings magazines, created at design universities, from the shadows, showcasing fascinating interpretations and unusual ideas, most of which rival those of their professionally-made counterparts.

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12<sup>th</sup> February 2015

*Formosa Forms – Design trends in technology and lifestyle from Taiwan*

You can expect about 100 pieces, which illustrate both the contrast and the symbiosis of tradition and modernity in Taiwanese design. All exhibits have been awarded with the Red Dot and/or the Golden Pin Design award.

Following the press tour, from 11 a.m. onwards, you are cordially invited to the opening of the exhibition, organised by the Red Dot Design Museum on behalf of the Taiwan Design Centre.

The MCBW FORUM's organisers and exhibitors are available for questions.

Please register for the press tour using the attached form.

For further information, please contact Mrs. Kerstin Beste-Stüker, wbpr Kommunikation, by phone +49 89 995 906-46 or via e-mail [kerstin.beste-stueker@wbpr.de](mailto:kerstin.beste-stueker@wbpr.de).

**About MCBW:**

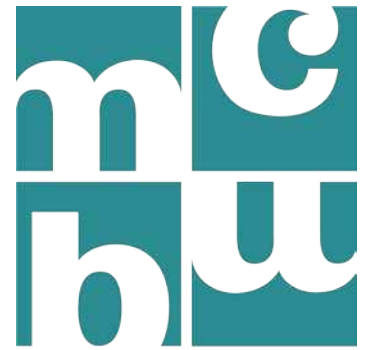
*Organized by bayern design Ltd, the MCBW is sponsored by the Bavarian Ministry of Economic Affairs and Media, Energy and Technology and the city of Munich. MCBW's cooperating partner is iF International Forum Design Ltd. The BMW Group is a partner. Information and registration terms for partners, sponsors and interested people can be found on: [www.mcbw.de](http://www.mcbw.de)*

*You can also find MCBW blog at [www.blog.mcbw.de](http://www.blog.mcbw.de) and on Facebook [www.facebook.com/MunichCreativeBusinessWeek](https://www.facebook.com/MunichCreativeBusinessWeek).*

*For the first time, MCBW has published a research manual for the 2015 event, which will provide you with additional creative ideas. Please feel free to have a look at our manual on [http://www.mcbw.de/uploads/fce/Research\\_Manual\\_MCBW\\_01.pdf](http://www.mcbw.de/uploads/fce/Research_Manual_MCBW_01.pdf).*

*You can find a large variety of photo material in the press section of our homepage: <http://www.mcbw.de/presse.html>.*





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**Reply Fax**      **Press Tour MCBW FORUM,  
Tuesday, 24<sup>th</sup> February 2015, 10 a.m., Alte  
Kongresshalle**

**Fax number:**    **+49 89 995 906-99**

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**Event:**            Press Tour MCBW FORUM  
**When:**           Tuesday, 24<sup>th</sup> February 2015, 10 a.m.  
**Where:**          Alte Kongresshalle, Theresienhöhe 15, 80339 Munich

- ☐      Yes, I will attend the press tour at the MCBW FORUM.
- ☐      Unfortunately, I will not be able to attend the tour. My colleague  
\_\_\_\_\_ will attend the event instead of me.
- ☐      I will not be able to attend the press tour. Please send me information materials (via  
postage or email).

**Sender:**

Medium: \_\_\_\_\_

Name/Editorial Office: \_\_\_\_\_

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