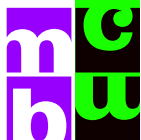


TALK & CONNECT

With five talks from design and related disciplines and the opportunity for exchange, the new live format MCBWTALK & CONNECT provides insights that change and expand our horizons of vision and thought.



MUNICH
CREATIVE
BUSINESS
WEEK

Design connects
16 MAY

MCBW TALK&CONNECT Program

2:00 pm Welcome & Intro

2:15 pm Dr. Oliver Herwig

Design journalist, presenter

The potential of design for transformation processes can be understood by looking at the expansion of the notion of design. Whereas the focus of design used to be on an analog world of things, it has since shifted to a networked world of relationships that increasingly involves subsystems of society. It is no longer about singular products or services, but about the way they are connected to people who want to use them.

2:30 pm Ursula Tischner

Transformative Design for Planet and People

In times of crises also the discipline of design is challenged to think about its role in society. Do we designers still want to create ever more products that deplete resources, pollute the planet and create mountains of waste? Do we still want to promote over consumption, obsolescence and fast fashion? Or is there another role we can play? What is actually needed is a radical transformation of current production and consumption systems towards more social and environmental sustainability. How this might be encouraged by design(ers) will be discussed in this talk.

2:55 pm Sina Port

From Brand Image to Brand Impact

How inclusive campaigns can change a company's success from brand image to brand impact? Sina Port will talk about the paradigm shift of Gen Z consumers and key factors to success & failure of diversity campaigns. Of particular importance are internal vs advertised representation and implications for innovation & performance. How can design counters forms of discrimination and bridges the gap between culture and creativity?

3:20 – 4:00 pm Break & Exchange

4:05 pm Francesca Bria

tba

4:30 pm Wolf Lotter

The design of the difference

Distinctiveness – that is, diversity, divergence, multiculturalism, choice, alternative, options for action – becomes the most important resource of the transformation from industrial to knowledge-based society. Therefore design must leave the mass society and become a personal matter. Design creates access, design identifies. In the world of diversity we are moving into, it can play a key role.

4:50 pm Wrap-up

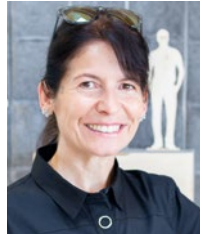
Speaker

Moderation: Oliver Herwig, Design journalist

Dr. Oliver Herwig is a Munich-based journalist and author, writing about architecture and design for magazines and newspapers such as FAZ, NZZ and SZ. He teaches design theory at the Kunstuniversität Linz, moderates conferences and panel discussions, and has received several awards for his work.

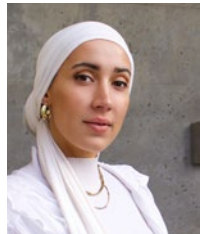


Ursula Tischner studied architecture, art and industrial design and specialized in Eco-, Circular and Sustainable Design of products, services and systems. After her master graduation she worked as a researcher at the Wuppertal Institute for Climate, Environment and Energy. In 1996 she founded econcept, Agency for Sustainable Design in Cologne (www.econcept.org). With econcept she carries out research, design and consulting projects on sustainable, eco- and circular design and innovation. From 1995 on she has also been teaching Design at Universities such as Design Academy Eindhoven, Zurich University of the Arts, Savannah College of Art and Design and FH Joanneum in Graz. She has published numerous books and articles in the field of design and innovation for sustainability.



Sina Port is a Brand Communicator who bridges the gap between culture and creativity.

As an Entrepreneur, Author, and Brand Strategist she helps global brands garner the power of diversity, purpose, and culture for brand success, and diverse founders and talents build their Personal Brands for industry recognition. Her platform currently caters to over 20.000 people worldwide. With 10 years of experience in branding she has consulted Startups, Entrepreneurs, and global Corporations on designing brands through brand activism, purpose and sustainability to reach Gen Z audiences and build brand impact and legacy. With her award-winning podcast show Shared Diversity she shares unique experiences of women founders who use the power of diversity in business, branding, and womanhood.



Francesca Bria is the President of the Italian National Innovation Fund, CDP Venture Capital.

She is Honorary Professor in the Institute for Innovation and Public Purpose at UCL in London, and a member of the European Commission New European Bauhaus High-level Roundtable set up by the President of the European Commission. She is also a member of the European Commission High level Expert Group on Economic and Societal Impact of Research and Innovation (ESIR). Francesca Bria is leading the DECODE project on data sovereignty in Europe, she is a Senior Adviser to the United Nation (UN-Habitat) on digital cities and digital rights and she is the former Chief Digital Technology and Innovation Officer for the City of Barcelona in Spain.



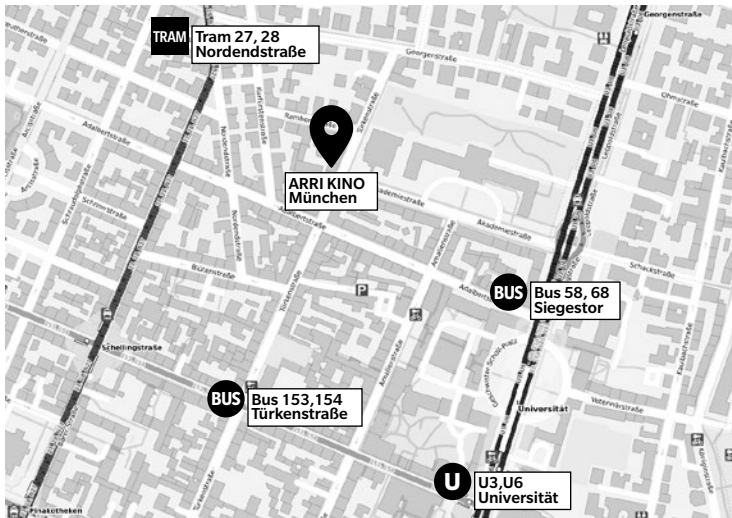
Wolf Lotter has been an author and journalist since the 1980s, focusing on transformation and innovation. He got his first engagements as a journalist at the city newspaper „Falter“ in Vienna, soon also at the magazines „trend“ and „profil“. Lotter was, among other things, department head for reports at „New Business,“ editor at „Cash Flow,“ and editor at „profil“ with a focus on digital topics. In 1998, Lotter became an editor at the Hamburg business magazine „Econy“. In 1999, he was a founding member of the business magazine „brand eins“. He has become known there as a lead essayist. These keynote articles deal with questions of transformation in business and society, but also, and above all, with the human and self-image of our working culture.



EVENT LOCATION

ARRI KINO München

Türkenstraße 91, 80799 Munich



Public Transport

Subway: U3 and U6, stop Universität

Bus: 58 and 68 stop Siegestor, 153 and 154, stop Türkenstraße

Streetcar: 27 and 28, stop Nordendstraße

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