

Media Information

09 May 2025

**The BMW Group at munich creative business week 2025:  
design for a vibrant community**

+++ Cooperation and innovation under the spotlight +++ De-  
sign as a driver of dialogue and development +++ Creative  
approaches with a vibrant community mindset +++

**Munich.** The BMW Group sees design as a transformative force that contributes to dialogue and enables new forms of cooperation. The motto of this year's munich creative business week (mcbw) "How to design a vibrant community" reflects this view. In these times of increasing polarisation, design plays a key role in encouraging community and developing innovative solutions. Claudia Fräßdorf, Head of BMW Group Color & Material Design, artist Morag Myerscough, and sociologist Prof. Dr. Armin Nassehi will use the New Modes VI Talk to highlight the role of design in social structures. Since the first mcbw in 2012, the BMW Group has been a dedicated partner of the event, underscoring its ongoing commitment to a sustainable and inclusive future. The 14th edition of mcbw – taking place on 10 – 18 May 2025 – will see creatives, companies and students of design, architecture and business meet up in Munich to share ideas on current issues. "Design brings people together and creates innovative ways for us to interact with one other," emphasises Adrian van Hooydonk, Head of BMW Group Design. "It opens up a wide variety of perspectives and crafts sustainable solutions."

**New Modes VI / "Me in a bigger We"**

BMW Group Design is teaming up with Die Neue Sammlung – The Design Museum to host the sixth New Modes event, which explores the unifying quality of design. The members of this year's panel for "Me in a bigger We" – Claudia Fräßdorf, Head of BMW Group Colour & Material Design, artist Morag Myerscough and sociologist Prof. Dr. Armin Nassehi – will examine the role of the individual within the collective and the transformative power of design. The event will take place on 18 May 2025 in the X-D-E-P-O-T space at the Pinakothek der Moderne (a contemporary art, architecture and design venue in Munich) and provide a platform for discussing innovative design approaches. The talk will be chaired by Sonja Pham, freelance journalist and Deputy Editor-in-Chief of creative publication Grafikmagazin.

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**Panel members:**

**Prof. Dr. Armin Nassehi:** The renowned sociologist is Chairman of the Senate at LMU München and Deputy Chairman of the University Council, and has been a Member of the Bavarian Ethics Council since October 2024. His work focuses on analysis of societal transformation processes and the idea of a "society of the present".

**Morag Myerscough:** With her boldly colourful installations, the London-based artist creates places where people can meet and feel a sense of belonging. On 26 June, her project FLUX will open up a "third place" in Munich's Kunstareal cultural hub. Running for five years, FLUX will offer visitors an interactive public space "where your imagination can run wild, filling your heart with joy" – and provide an inviting location for people to gather together.

**Claudia Fräßdorf:** As Head of BMW Group Colour & Material Design, Claudia Fräßdorf uses a holistic approach to develop tailored design concepts that bring together innovative materials, pioneering technologies and sustainable values. In this way, she shapes the tactile and aesthetic identity of the brand's models with a keen sense for our constantly changing world.

**BMW Group x munich creative business week**

mcbw will be staging a multitude of events focusing on the challenges and possibilities of contemporary design. The BMW Group is using this platform to share its vision of a sustainable and inclusive future and to showcase innovative approaches to design.

You can find further information on the event programme and registration at [www.mcbw.de/en/](http://www.mcbw.de/en/).

In the event of enquiries please contact:

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### **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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