

PRESS RELEASE

Design without borders

International cooperation is becoming increasingly important in the world of design and creativity. But how does international collaboration really work in practice? The Design Networking Hub, which is funded by the German Federal Foreign Office, is being presented at the Munich Creative Business Week 2022, taking 'Let's connect' as its theme.

Frankfurt am Main, 04 May 2022

The German Design Council and the German Design Museum Foundation, working in partnership with nomad magazine, are issuing an open invitation to a panel discussion on 20 May 2022, which is set to feature various speakers from the worlds of creativity and design. The discussions will centre on the challenges, opportunities and possibilities of intercultural cooperative projects.

Funded by the German Federal Foreign Office, the Design Networking Hub, a knowledge and networking platform for designers, architects and other creative professionals, was established in May 2021 to support international cooperative projects in the field of design.

One of the key aims of the Design Networking Hub is an exchange of ideas between equals, the intention being that everyone involved should learn from each other and develop their skills together. A pilot group of five German and five Kenyan designers and architects has been set up with the intention of maximising the user orientation of the information provided by the platform. Each member of the group is working in a small team from the beginning to the end of the entire process of a bilateral cooperation project. They are jointly developing new product and business ideas or not-for-profit concepts in the fields of mobility, accommodation and digitalisation.

The 'Design Networking Hub – let's connect!' event will look at the following questions, among others: How can we configure solutions for social challenges at an intercultural level? And how can an international community be set in motion to facilitate an exchange of knowledge and skills as equals?

As speakers we will welcome Dr. Peter Kettner (Head of Division Strategy and Planning Cultural Diplomacy at the Federal Foreign Office), Kyesubire Greigg (Communications and Logistics Design Kenya Society), Frank Wagner (Founder and Managing Director hw.design, Editor-in-chief and publisher of nomad magazine), Julia Kostial (Managing Director German Design Museum Foundation), Alexandra Sender (Director Design Careers German Design Council) as well as participants of the pilot group of the Design Networking Hub. The panel discussion will be moderated in English by the journalist Yoko Choy.

The event will be held in Munich (address: nomad magazine, c/o hw.design gmbh, Türkenstrasse 55–57, 80799 Munich). Doors will open at 4.30 pm CET, and the discussion will start at 5.00 pm CET. Everyone attending is asked to register for the event, which is free of charge. In addition, the event will also be live streamed. For registration and more information on the event, please visit the website of Munich Creative Business Week: <https://www.mcbw.de/en/program/detail/event/design-networking-hub-lets-connect>

German Design Council

The German Design Council was founded in 1953 by the Federation of German Industries and leading companies on the initiative of the German Bundestag. More than 350 renowned companies from various industries support the German Design Council in implementing design as an economic and cultural factor. Outstanding designers as well as up-and-coming young designers are also supported. The German Design Council strengthens the general public's understanding of design beyond Germany and acts as an international interface.

www.german-design-council.de

German Design Museum Foundation

The German Design Museum Foundation was founded in 2011 on the initiative of the German Design Council and is based in Frankfurt am Main. Since its foundation the SDDM has firmly established itself in the German foundation landscape and established itself as a multi-voiced and non-profit institution for the overall design spectrum with nationwide funding projects. The purpose of the Foundation is to promote and communicate design to a broad public as a significant component of applied art and everyday culture. Since its foundation and with the support of committed cooperation partners, the German Design Museum Foundation has organised numerous projects in the form of workshops, summer academies, exhibitions, publications and the development of a digital museum.

www.deutschesdesignmuseum.de

nomad magazine

nomad is a global media brand based in Munich concerning quality of life, sustainability and society by curating the ideas of a growing global creative community. Frank Wagner, editor-in-chief and publisher, and Veronika Kinczli, creative director, published their first issue in 2016, which is now read online in more than 90 countries and offline in 31 countries, and is hosted on various formats worldwide.

www.the-nomad-magazine.com

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