

## **PRESS RELEASE**

### **Recap: Intercultural cooperation at the Munich Creative Business Week 2022**

How does intercultural collaboration work in reality? The Design Networking Hub was being presented at the Munich Creative Business Week, taking 'Let's connect' as its theme.

Frankfurt am Main, 21 July 2022

*"As designers in Kenya, we know that what is considered normal for us may be completely unusual elsewhere. That's where the interesting friction points are. That's where we can begin to discuss projects that actually benefit society." – Kyesubire Greigg (Design Kenya Society)*

In the panel discussion moderated by journalist Yoko Choy, Dr Peter Kettner (German Federal Foreign Office), Kyesubire Greigg (Design Kenya Society), Tanja Heuchele (hw.design/nomad magazine), Alexandra Sender (German Design Council), Julia Kostial (German Design Museum Foundation), George Wekesa and Philip Kohlbecher (pilot group of the Design Networking Hub) talked about the exchange of knowledge and skills, as well as opportunities and challenges of intercultural cooperative projects.

Successful cooperation across national borders and bureaucracies is always a challenge. Especially when it is primarily limited to a digital level due to a pandemic. Most interesting for all participants has been the intercultural exchange on an equal footing. Despite some differences and geographical distance, they have been able to identify many commonalities and exchange new perspectives. Thus, above all, getting to know each other personally is an important basis for intercultural cooperation. Besides, stable relationships between people are far more enduring than relationships between governments, which can change quickly. These and other insights will also be reflected on the website [www.design-networking-hub.com](http://www.design-networking-hub.com)

The 'Design Networking Hub – let's connect!' event took place in cooperation with the German Design Council and hw.design/nomad magazine. The video of the event is available here: [www.design-networking-hub.com/preview.php/blog/blog-articles/Intercultural-cooperation-MCBW.html](http://www.design-networking-hub.com/preview.php/blog/blog-articles/Intercultural-cooperation-MCBW.html)

Funded by the German Federal Foreign Office, the German Design Museum Foundation has been developing the Design Networking Hub, a digital knowledge and networking platform to support German-Kenyan cooperation projects in the field of design. One of the main objectives is an exchange of ideas between equals, the intention being that everyone involved should learn from each other and develop their skills together.

With the intention of maximising the user orientation of the information provided by the Design Networking Hub, a pilot group of five German and five Kenyan young designers and architects has been set up. 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.

### **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](http://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](http://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](http://www.the-nomad-magazine.com)

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