

INDUSTRY ARTICLE

October 2020

### Design on Focus



Design can be used in many ways (Photo: SAMESAME)

bayern design is the centre for design competence in Bavaria. The centre's mission is to enhance the design quality of Bavarian products and services, and to develop the Bavarian state into an internationally recognised location for innovation and design. For the BrauBeviale Special Edition 2020, bayern design has developed a special show that deals specifically with design issues in the beverage industry.

#### The powers of design...

Design can be used in many more business areas than people often think. Design helps to clarify self-image and optimise the way companies think and work. Design methods are decisive for the analysis of problems and opportunities, as well as for understanding customers and users. Design helps to encourage flexibility, enable creative solutions and target products and services to the market. In the development and conception of products and services, design is therefore crucial for a company's success.

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In order to anchor the benefits of design more firmly in the consciousness of companies, bayern design supports all public design initiatives in the state of Bavaria. To fulfil this mission, the programmes of bayern design GmbH are funded by the Bavarian Ministry of Economic Affairs, Regional Development and Energy.

### **Bavaria's port of call for all design industry topics**

bayern design organises the MUNICH CREATIVE BUSINESS WEEK, for example, as well as a broad-based programme of forums, lectures, workshops and exhibitions. The centre acts as a point of contact on design issues for all sectors of the economy – regardless of the size of a company. A strong network links companies, chambers of commerce, training centres, designers and creative professionals. bayern design advises on questions of state design funding, and provides networks for contacts and cooperative partnerships.

### **Services for the beverage industry**

In the cross-sector forums and workshops, companies from the beverage industry are invited to find out about current developments in design and internationally successful examples. In their exhibitions and lectures, bayern design also addresses innovations in product development and design in the beverage industry. In the past, there have also been a number of appearances from bayern design at the Nuremberg Messe.

For example, the series of events titled 'Brand experience through design' as part of the BrauBeviale 2014–2016 trade fairs, as well as the special show 'Environmentally responsible packaging in the premium sector' at FachPack 2019, were all dedicated to the diverse use of design in the food and beverage industry.

### **AR, sustainability and storytelling**

Following on from this, bayern design conceived a special show called 'time to rethink – design edition' for this year's BrauBeviale Special Edition fair. The centre would like to use this moment to turn people's attention to forward-thinking developments in design in the beverage industry. Design helps us to use the latest digital technologies – such as augmented reality – for innovative products and marketing strategies. The design process also plays a major role in determining the sustainability of products, materials and manufacturing processes. In addition, design communicates the special features of products and brands through storytelling.

# BrauBeviale2020

## Special Edition

Nürnberg, Germany

10. - 12. November

### Small batch success

'time to rethink – design edition' thereby illustrates the potential of small batch production in the development of these ground-breaking subject areas: for large, small and medium-sized companies, and also as a preliminary stage to larger-scale production. Small batch production offers the opportunity to reposition oneself, to open up new markets, and to use transitional periods in a future-oriented way. The special show 'time to rethink – design edition' will be presented live as part of the BrauBeviale Special Edition 2020, as well as digitally on: [www.bayern-design.de](http://www.bayern-design.de)

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All press releases, as well as further information, photos and videos can be found in the newsroom at: [www.braubeviale.de/en/news](http://www.braubeviale.de/en/news)

Further services for journalists and media representatives at:  
[www.braubeviale.de/press](http://www.braubeviale.de/press)

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