# SAN DIEGO DESIGN WEEK 2024

Presented by:

**DESIGN FORWARD ALLIANCE** Innovation Designed Here

Mingei International Museum

# CALL FOR EVENT SUBMISSIONS

**We are delighted that you're interested in San Diego Design Week during the 366 days of design: World Design Capital San Diego Tijuana 2024 !**

San Diego Design Week 2024 (SDDW) is featured as the World Design Experience Signature Event for World Design Capital 2024 in collaboration with our WDC2024 organizing partners: 7 days of community-driven and curated programs across San Diego and Tijuana at selected anchor spaces. SDDW provides a forum for connection and the generation of impactful ideas through human and humanity-centered design.

SDDW is a community-driven program presented by Design Forward Alliance + Mingei International Museum. The program presenters and organizers are led by a team of volunteers assembled in committees, staff, advisors and community partners that represent the diverse design disciplines of the San Diego - Tijuana region. Since its first event in 2020, SDDW has been a celebration showcasing our region's binational, multicultural, and interdisciplinary design community through installations, panel discussions, studio tours, charrettes, workshops, and presentations. SDDW is also a member of World Design Weeks, a network that includes Design Weeks across the world.

San Diego Design Week is a fusion of innovation, inclusion, diversity, collective knowledge, and professional design excellence. We cultivate a diverse community of designers, creatives, design enthusiasts, and change makers, inspiring a dynamic environment where creativity thrives. We champion inclusivity and collaboration in shaping the future of design in our region.

SDDW 2024 will include in-person experiences as well as virtual programs to ensure accessibility for attendees throughout the San Diego -Tijuana region, as well as for an international audience. The third edition of SDDW was attended by audiences throughout the U.S., Mexico, Europe, Japan, Canada, and beyond.

WORLD DESIGN CAPITAL SAN DIEGO TIJUANA 2024

PRESENTS

WORLD DESIGN EXPERIENCE

POWERED BY

SAN DIEGO DESIGN WEEK

# BELONGING: A SHARED RESPONSIBILITY WITH RADICAL INCLUSION

BELONGING is more than a way to create feelings of equity and acceptance. It involves our duty, and desire, to carve meaningful moments and spaces for radical inclusion, to bring people together and empower our community.

San Diego Design Week is described by designers and creatives as a happy place. Being a community-led and community-sourced program, it's where diverse ideas converge to prototype more inclusive futures. Radical inclusion through the context of public space, in varying design fields, and in the San Diego - Tijuana region at large. It's where diverse ideas converge from designers and creatives alike to prototype a happier, more inclusive future.

San Diego and Tijuana encompass a region of diverse neighborhoods—each striving to belong—to be connected and collaborative. As the designated World Design Capital 2024, we see the region as one community with expandable opportunities.

At SDDW, we believe BELONGING is our cornerstone. This year, let's explore how design can foster and create a sense of BELONGING by means of radical inclusion to facilitate our interconnectedness. We unite in our shared responsibility to design a future for all—a region that includes and serves everyone.

We believe that fostering and creating a sense of BELONGING that facilitates our interconnectedness is critical as a response to our increasingly polarized socio-political, environmental and economic environment. How can design be the antidote to this continued divisiveness in our communities and instead foster BELONGING?

**When you write your proposals, consider the following questions:**

- What does BELONGING mean to you through the lens of design?
- How does BELONGING influence your design work?
- What role does inclusivity play from design concept to implementation in your work?
- How does your design work create BELONGING?
- What does it mean to create a future where residents in San Diego and Tijuana belong?

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# SAN DIEGO DESIGN WEEK 2024

# EVENT FORMATS

## DESIGN DISCIPLINES

- Animation & Motion
- Architecture
- Automotive
- Brand
- Culinary
- Design Research
- Experience
- Fashion
- Furniture
- Game
- Graphic & Visual

- Illustration
- Industrial
- Interior
- Landscape
- Participatory
- Product
- Transdisciplinary
- UI
- UX
- Voice

## PROGRAM TYPES

- Design Articles
- Design Exhibitions
- Design Installations
- Film Screenings
- Film/Drink Tastings
- Netwroking Events
- Outdoor Markets
- Podcasts

- Project Tours
- Self-guided Tours
- Studio Tours
- Talks, Panels or Interviews
- Window Installations
- Working Design Sessions
- Workshops/ Demos

# EVENT CRITERIA

## IN PERSON EVENTS

**ADA Accessibility:** Please design your events to be accessible by following the American Disability Act guidelines.

**Produced:** Event hosts should consider all costs and have a clear plan in mind on how to cover potential costs (refreshments, A/V, supplies, venue or furniture rental, insurance, and/or staff for crowd control, security, check-in). Event hosts are responsible for event costs and are encouraged to work with sponsors or sell tickets as needed. In order to keep SDDW accessible, we are recommending a cap of max participant fee of $50. Keep in mind alcohol cannot be sold without a license.

**Include a virtual component:** Events are accessible to all and should maximize the event's exposure to SDDW's international audience. To ensure this, we recommend event hosts use a pre-recorded "teaser" video (5 minutes max), livestream the event or document the event with video and photos.

## ONLINE & VIRTUAL EVENTS

Zoom is our platform for virtual meetings. Virtual meetings with limited capacity can be used for networking or workshop sessions; otherwise, live talks will be Zoom Webinars with unlimited viewers and live commenting, and prerecorded events will be available for viewing on sddesignweek.org website.

Event hosts are encouraged to provide recordings of all live events, which will be posted and available for viewing after SDDW.

While SDDW will provide tips, resources and a SDDW Zoom account, event hosts are expected to prepare and rehearse with Zoom, and gain experience presenting on Zoom for any live online events. The time slot for Zoom events is 45 minutes maximum for talks or 1.5 hours max for working design sessions.

We encourage collaboration and joining forces with other event hosts!

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# EVENT REQUIREMENTS

## IMPORTANT DATES

**April 17:** Submissions open

**June 17:** Submission close

**July 2:** Selection results

**July 5:** Fee due date

**July 20:** Event lineup announcement

## WHAT YOU NEED TO DO AS A PRESENTER:

**Submit online application**

Application is easy. [Start here.](Start here.)

**Submit registration fees**

Event hosts' registration fees help keep SDDW free and open to the public. There is no cost to submit an application. Registration fees are waived for SDDW sponsors.

- Student: FREE
- Individual: $100
- Business (Under 10 employees), nonprofit organization or school: $200
- Business (10-50 employees): $300
- Business (50+ employees): $500

**Website Listing**

## WHAT WE WILL PROVIDE SDDW PRESENTERS:

Each event host will have a dedicated page on the bilingual (English-Spanish) SDDW website, featuring the event description and the host's bio. SDDW will use the details provided in your application to create a final event listing. Attendees will be able to browse events by date, discipline, category, and event type.

**Event Registration**

Once your event is accepted, SDDW will set up your event listing on SDDW's registration platform with the ticketing based on the capacity and ticket price listed in your application. This centralized registration system allows us to track attendance across the event.

All SDDW events are open to the public. While SDDW encourages free events, event hosts will have the option of charging a ticket price or adding a cap on attendance. All ticket sales will go to the event host (minus Eventbrite processing fees), with the option of donating sales to SDDW.

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**PR/Social Media**

SDDW provides PR and social media promotion for the 7-day event. An email newsletter is sent to 7,000+ subscribers each month throughout the year, and up to multiple times per week during SDDW. Events are promoted through the SDDW blog and social media platforms including Instagram, LinkedIn, and Facebook.

**Promotional + Event Resources**

Event hosts will receive event posters and digital graphics for promotion. SDDW will also host two Info Sessions with tips for promotion and event production on June 24 and July 22. The SDDW team is available to answer questions throughout the planning process.

## SDDW 2022 By Numbers:

**21,000+** website visitors

**152,000+** page views

**8,000+** attendees in one or more n-person sessions

**90+** events

**80+** volunteers

## EVENT SCHEDULE

The SDDW team develops the event calendar and assigns time slots to best balance the design disciplines and geographical locations represented.

This year, we will honor the entire SD region and organize the daily events with a geographical and thematic rotation so we can include everyone everywhere in the region.

Day 1: Central San Diego

Day 2: South Bay

Day 3: North County

Day 4: All San Diego

Day 5: All San Diego

Day 6: East County and South Bay

Day 7: Central San Diego

# SAN DIEGO DESIGN WEEK 2024

# EVENT CRITERIA

Space in the program is limited, and the SDDW team, including advisors from diverse design disciplines across the San Diego - Tijuana region, review each submission for a strong connection to the 2024 theme and to ensure that a balance of design disciplines and perspectives are represented.

**The SDDW committee considers the following criteria:**

**Behind-the-Scenes:** The events offer attendees special access such as studio tours, interviews, or a look at in-progress projects.

**Local Discovery:** The events shine light on projects and ideas that are unique to our region. The events might give attendees a look at aspects of the region that might not be generally known (something you would like a visitor from outside the area to experience).

**Diverse Perspectives:** The events include a variety of perspectives from participants, particularly if a panel is involved. The program will include an equitable representation of our region's diverse population.

**Non-promotional:** Events are driven by a dialogue that is not merely promotional in nature (Is there a specific issue, project, or collaboration that could be shared?).

**Inviting**: The events demonstrate the host's expertise while remaining interesting and understandable for the public or a designer of another discipline.

**Exchange:** The events can include opportunities for inclusion of a variety of design disciplines, cross-border exchange, and/or exchange with other cities.

**Interactive Events:** The events include a sense of discovery and unexpected elements that inspire participation and creativity.

**Collaborative:** The events can bring together multiple design disciplines/perspectives working together to address problems such as designing a community space or tackling environmental issues.

**Innovation:** The events offer fresh perspectives on and possible solutions to current issues.

**Manageable:** There will be a clear plan for successful execution of the events proposed (i.e. scope and scale are manageable).

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**Who organizes San Diego Design Week?**
SDDW is presented and organized by Design Forward Alliance and Mingei International Museum, along with a committee of representatives from throughout the design industry who provide leadership and guidance in the planning of Design Week activities. SDDW is community driven, with events hosted by design studios, independent designers, design associations, schools, companies, and museums.

**What type of events are eligible for submission?**
Through the Call for Event Submissions, groups are invited to propose an event to be included in the 2024 event calendar. SDDW looks for events that are manageable for event hosts and gives preference to event hosts with experience producing similar events before or on a regular basis.

**What's the connection between WDC and SDDW?**
Design Forward Alliance led the bid and shortlist efforts to secure the WDC2024 designation for San Diego and Tijuana. In 2022 DFA created a new WDC2024 non profit organization sharing the program's governance and execution with four additional partners: City of San Diego, City of Tijuana, Burnham Center for Community Advancement and UC San Diego. DFA and Mingei International Museum partnered to plan and execute SDDW2024 as one of the main 7 Signature Events for WDC2024, the Design Experience. As a large endeavor, we greatly appreciate the support provided by our regional community of design, design societies, our WDC2024 partners, donors, stakeholders and program partners.

**What is the format for events?**
SDDW 2024 will be a combination of in-person experiences and virtual programs to ensure access for attendees and participation throughout the San Diego-Tijuana region, as well as an international audience. Groups may submit ideas for any of the formats listed under the Event Formats section.

**What costs are involved?**
Registration fees help keep SDDW free and open to the public. Refer to the Registration Fees section for the sliding scale fee amounts. Only events that are selected for the 2024 schedule will be charged; there is no fee to apply. There is no registration fee for SDDW sponsors. Event hosts are responsible for their own expenses, which hosts may fund through sponsors (by working with the sponsors directly), whenever possible, or through ticket sales (cap is $50/person/event). Once an event is approved, the SDDW team will list the event on the SDDW registration platform using the ticket price and capacity details you provide in your application. Please keep potential event costs in mind as you consider the event details to propose, to keep the scale manageable. These costs may include refreshments, A/V, supplies, venue or furniture rental, insurance, and/or staff for crowd control, security, check-in.

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**Do all details need to be final on my application?**
The information included on your application will be used in the event listing on the website; however, some details can be finalized as planning continues. The SDDW team will be selecting events on the basis of a strong idea with a clear plan for successful execution. If there are details that are tbd please note them so that the team can follow up with questions.

**How are decisions made?**
The SDDW committee, including advisors from diverse design disciplines of the San Diego Tijuana region, reviews all applications to make sure proposed events are in line with the mission and reflect the event theme and core values of diversity and inclusivity. The team organizes the event calendar to ensure a balanced representation of disciplines and geographical locations. Selected events are added to the event calendar and promoted as part of the five day SDDW event. Space is limited; if your event is not selected SDDW encourages submitting for future years.

Each applicant will receive a response to their submissions with a message confirming acceptance, request for refinement, or non conforming status. Our staff team and advisors will provide all necessary tools and guidance for applicants to ensure successful applications. The final program will be announced mid-summer 2024.

**What happens once an event is selected?**
Events will be reviewed on a rolling basis, with the final event lineup confirmed mid-summer. SDDW will provide the final event time slots in mid-summer, along with resources for event production and details on how each event host will submit their virtual content (videos, photos, self-guided tours). All events will be listed on the SDDW registration platform, and SDDW will provide each event host with their guest list 48 hours before the event. The team will follow up with hosts after the event to record attendance, gather photos, and post sessions to the online archive.

**How can I provide in-kind donations (photography, videography, tech support, printing, etc.)?**
All offers for in-kind donations are appreciated! Please reach out to info@sddesignweek.org if you are able to provide support in this area. The SDDW team may be able to use your services and can share details on sponsor recognition. The team can also notify event hosts and help coordinate if there are hosts that might be interested in connecting to discuss further.

**How can I sponsor SDDW?**
SDDW is made possible by the generous support of the design community. There are many additional options for increased visibility through sponsorship. If you are interested, please reach out and the team can share additional details, as well as discuss opportunities for custom partnerships.

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