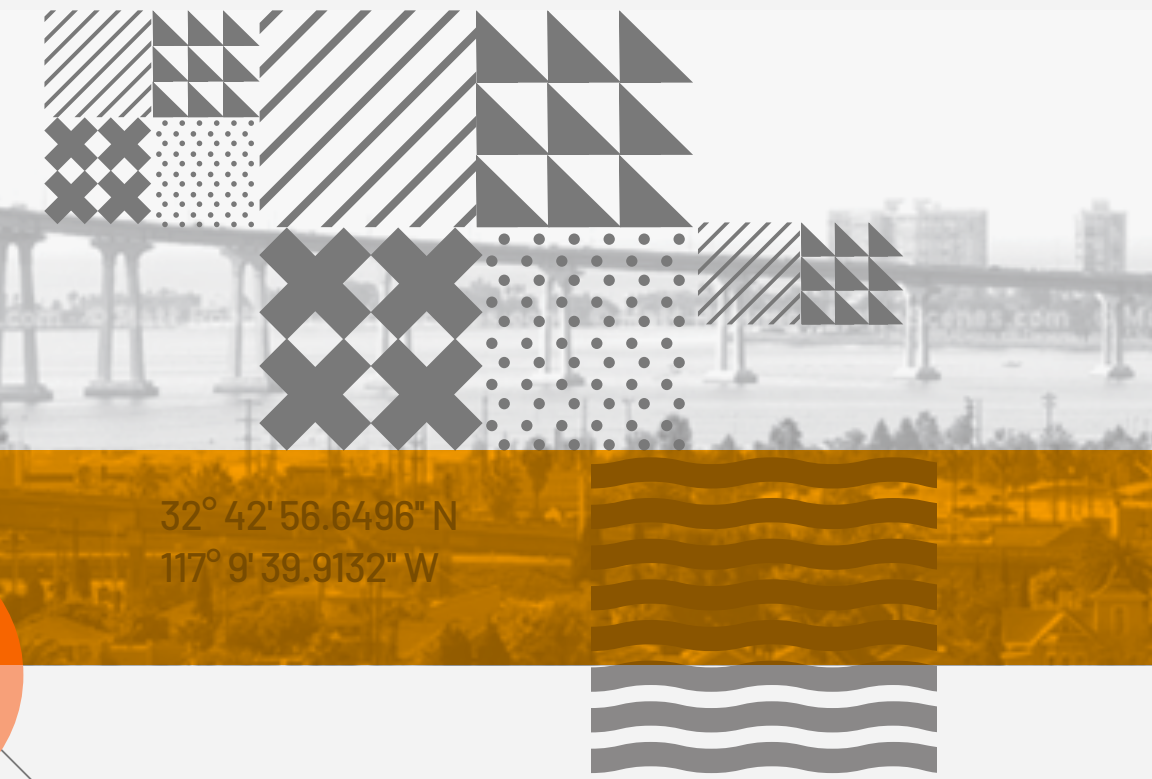




TIJUANA SAN DIEGO

WORLD DESIGN CAPITAL SAN DIEGO TIJUANA 2024

Powered by community, connected by design.



**WORLD DESIGN CAPITAL SAN DIEGO TIJUANA 2024
IS A ONCE-IN-A-LIFETIME OPPORTUNITY TO
SHAPE THE FUTURE OF OUR REGION
THROUGH THE POWER OF DESIGN.**

By showcasing our region as a global hub for design, innovation, arts, and culture, WDC 2024 will foster lasting economic, social, cultural, civic, and environmental impact.



WHAT IS DESIGN?

DESIGN IS A METHOD OF CREATIVE PROBLEM SOLVING.
DESIGN ADVOCATES FOR PURPOSE AND IMPACT.
WE DESIGN WITH PEOPLE, NOT FOR THEM.


The design mindset values curiosity, empathy, creativity, innovation, collaboration, iterations, and critical thinking to generate functional, aesthetically pleasing, and people- and planet-friendly solutions.

There are many approaches and disciplines of design and we celebrate all.

Professional designers practice their craft in graphic design, architecture, landscape, urban planning, neighborhoods, mobility, software, hardware, apparel, everyday objects, and much more. Everywhere you look you will find tangible artifacts (and invisible outcomes) of design.



THE SAN DIEGO TIJUANA REGION,
RICH IN DESIGN HISTORY, THRIVES
WITH TALENTED DESIGNERS
FUELING THE CREATIVE ECONOMY.



IN 2024, WE WILL CELEBRATE
**MEANINGFUL DESIGN FROM OUR
UNIQUE, CROSS-BORDER
COMMUNITY AND SHARE IT WITH
THE WORLD.**

THE WORLD DESIGN ORGANIZATION® (WDO) PROVIDES THE PLATFORM FOR US TO ACHIEVE THIS.



With more than 200+ International Design Member Organizations, WDO is a globally recognized non-governmental organization that aims to promote and advance the discipline of design.

“Design is a strategic problem-solving process that drives innovation, builds business success, and leads to a better quality of life through innovative products, systems, services, and experiences.”

- WDO Professional Practice Committee

THE JOURNEY TOWARDS WDC 2024

Design Forward San Diego
Movement begins

UCSD Design Lab + Design
Community

2014



UCSD Design Lab + DFA build
community engagement and
commitment for WDC

2016-
2019



After a successful site visit,
WDO designates San Diego
Tijuana as WDC 2024.

2021



San Diego Tijuana
World Design Capital
designation year.

2024



2016

Inaugural Design Forward
Summit. The idea for WDC is
seeded.

Creation of the Design Forward
Alliance (DFA)

2020

WDC BID Committee is created,
community-led and chaired by
MaeLin Levine. BCCA, City of
San Diego, City of Tijuana join
the team.

BID is submitted to the WDO.

2022-
2023

Creation of new 501c3 entity
for planning and execution of
the WDC 2024 program.

Staff is hired. WDC 2024 team
is put in place.

Regional, cross-sector
networks are created for
collective impact.

We set gears in motion for a
community-driven, year-long
design experience.



San Diego Tijuana stands as **the inaugural cross border region and the first U.S. city** to be designated World Design Capital

WDC 2024 OFFICIAL PROGRAM

PROGRAMA OFICIAL WDC 2024

32° 42' 56.6496" N
117° 9' 39.8132" W



COMMUNITY PROGRAM

WE RECEIVED AN IMPRESSIVE 400+ SUBMISSIONS FOR REVIEW ACROSS ALL CYCLES!

Among the 300+ endorsed initiatives, you'll discover a diverse range of projects, events, exhibitions, activations, and symposia, many of which will offer opportunities for your active participation and engagement.

Our Community Program will advance our mission to transform the region through the lens of design— created and led by community members from San Diego Tijuana.

WORLD DESIGN CAPITAL 2024 SIGNATURE EVENTS

COMMUNITY CELEBRATION

HOSTED BY WDC 2024

February 28, 2024
CECUT, Tijuana

WDC 2024 WORLD DESIGN SPOTLIGHT

CURATED BY AIGA SDTJ

February - December, 2024

WORLD DESIGN FESTIVAL

EXPANDED PRESENT. INTERWEAVING PAST,
PRESENT AND FUTURE WITHIN DESIGN.

POWERED BY TIJUANA DESIGN WEEK

May 1 - 5, 2024
Tijuana, B. C.

WORLD DESIGN EXPERIENCE

BELONGING. THE SPACE TO PROTOTYPE NOT
ONLY GREAT DESIGN AND IDEAS, BUT
SOLUTIONS TO THOSE BIG PROBLEMS THAT WE
ALL FACE IN THE REGION.

POWERED BY SAN DIEGO DESIGN WEEK

September 18 - 25, 2024
San Diego, California

WORLD DESIGN POLICY CONFERENCE

BEYOND BOUNDARIES. DESIGNING POLICY.
RESHAPING THE WORLD.

POWERED BY UC SAN DIEGO DESIGN LAB AND
CITY OF SAN DIEGO

November 12 - 13, 2024
San Diego, California

WORLD DESIGN NETWORK OF CITIES MEETING

November 15, 2024
Tijuana, B.C.

WORLD DESIGN CONVOCATION CEREMONY

November 16, 2024
San Diego, California

PAVILION PABELLÓN

32° 42' 56.6496" N
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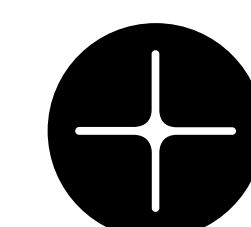
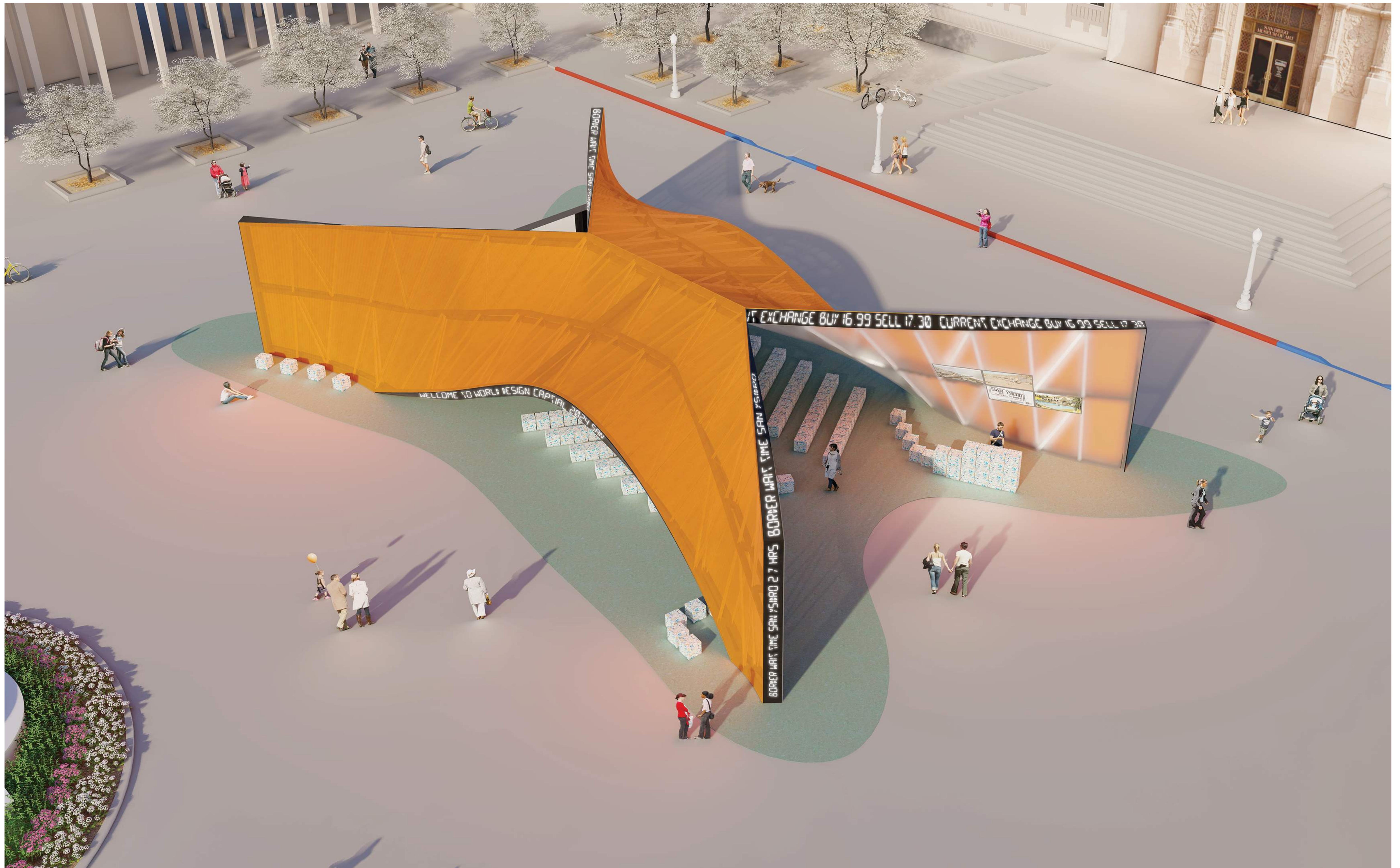




Espacios públicos liminales



Rendering - Plaza de Panama

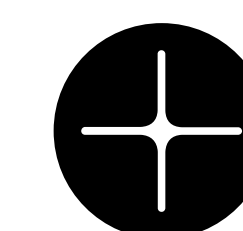


A PLACE FOR THE **EXCHANGE** OF HUMAN EXPERIENCES

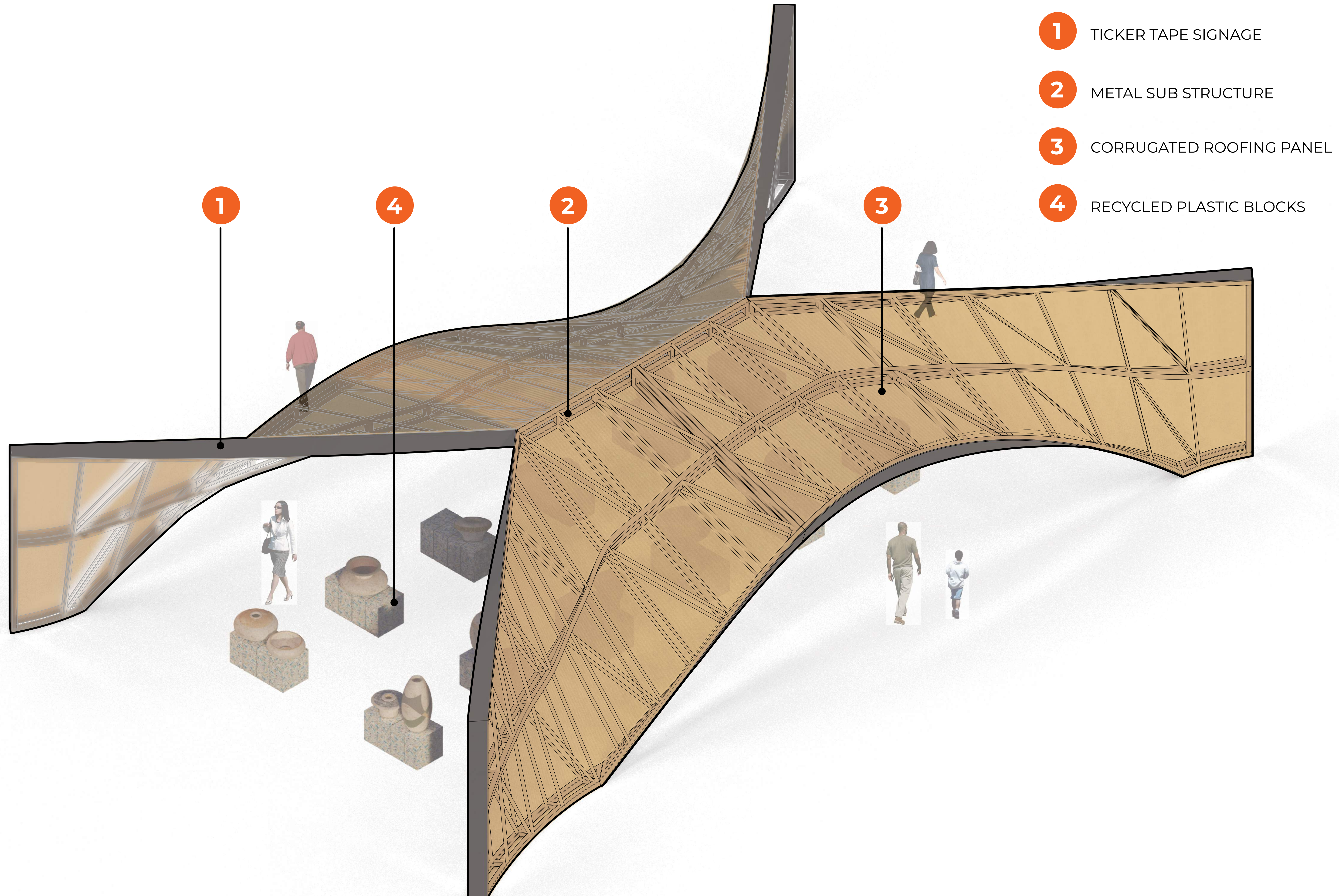
Transforming a “no-man’s-land” into a vibrant nexus, surrounded by socio-political constructs guiding lifelines through channeled streams of perpetual trade and cultural evolution, the “EXCHANGE” embodies a unique spatial metaphor. It achieves this by breaking down walls, facilitating unimpeded movement for all inhabitants of this uninhabitable space—an environment designed to host a diverse spectrum of collective experiences.

Purposefully constructed for seamless visibility from both inside and out, the “EXCHANGE” serves as a conduit for continuous data transmission during every encounter. Its design aims to inspire and encapsulate the essence of the crossroads it establishes, with a skeletal structure commanding both physical and visual presence. Meanwhile, a dynamic digital skin envelops its form, streaming a ceaseless flow of language.

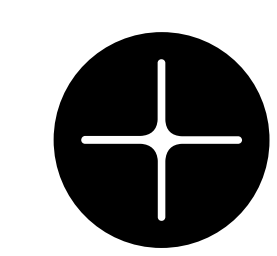
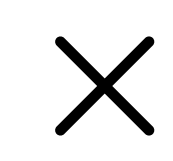
In essence, the “EXCHANGE” stands as a temporary and mobile milestone, illustrating the region’s commitment to human-centered design. It is a manifestation of interconnectedness, embracing the fluidity of cultural exchange and trade within an ever-evolving social landscape.



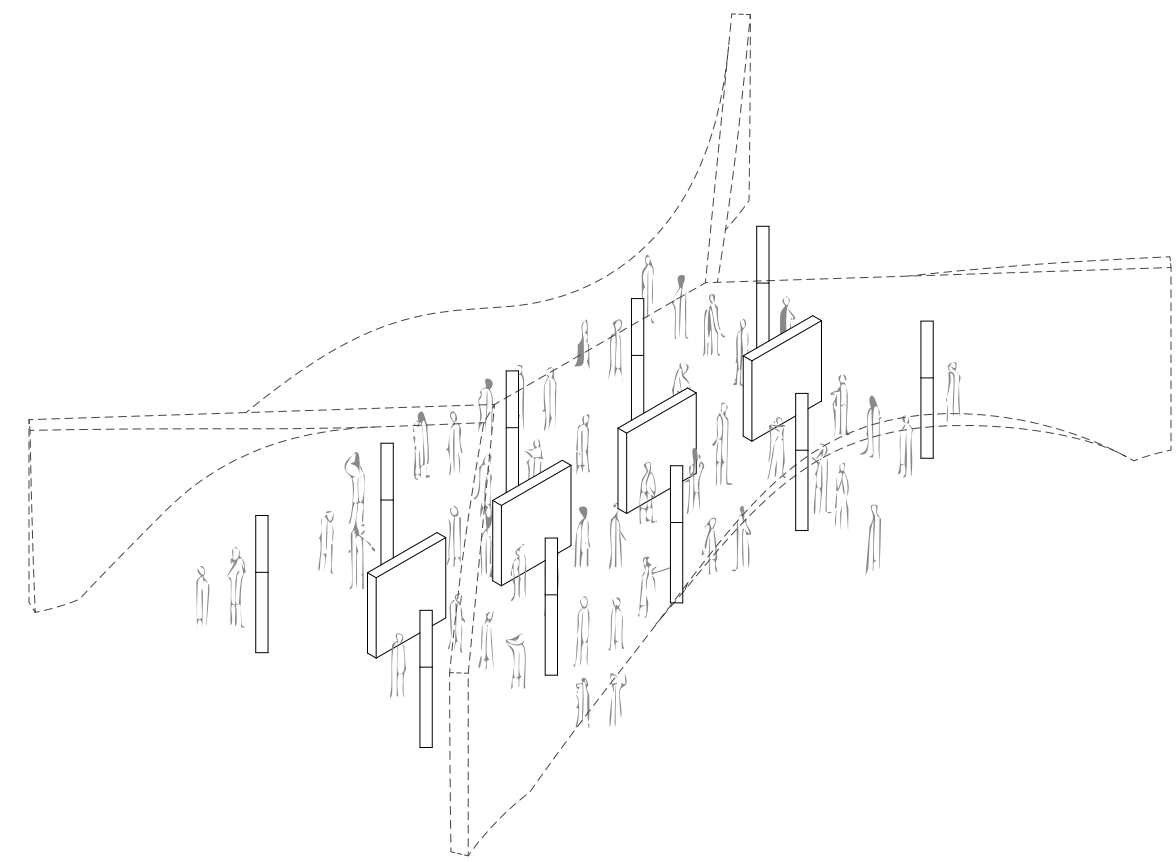
Isometric



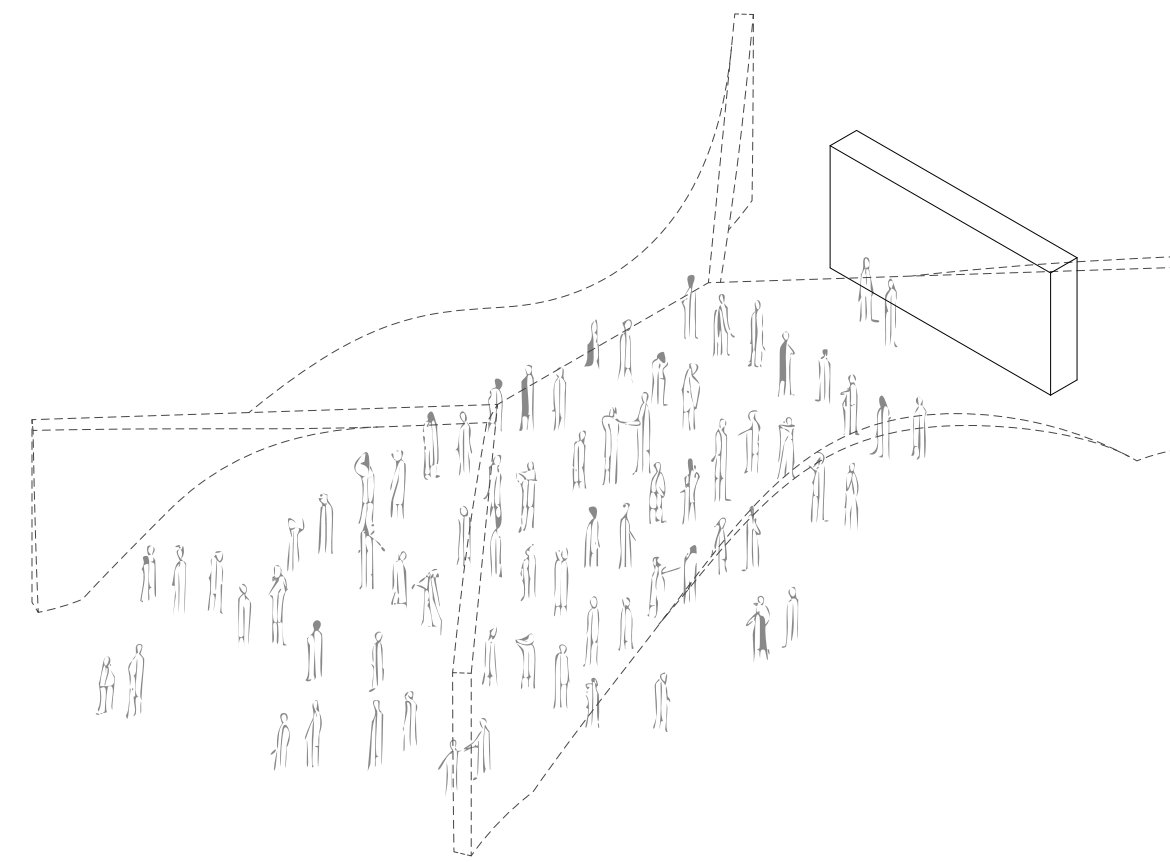
- 1 TICKER TAPE SIGNAGE
- 2 METAL SUB STRUCTURE
- 3 CORRUGATED ROOFING PANEL
- 4 RECYCLED PLASTIC BLOCKS



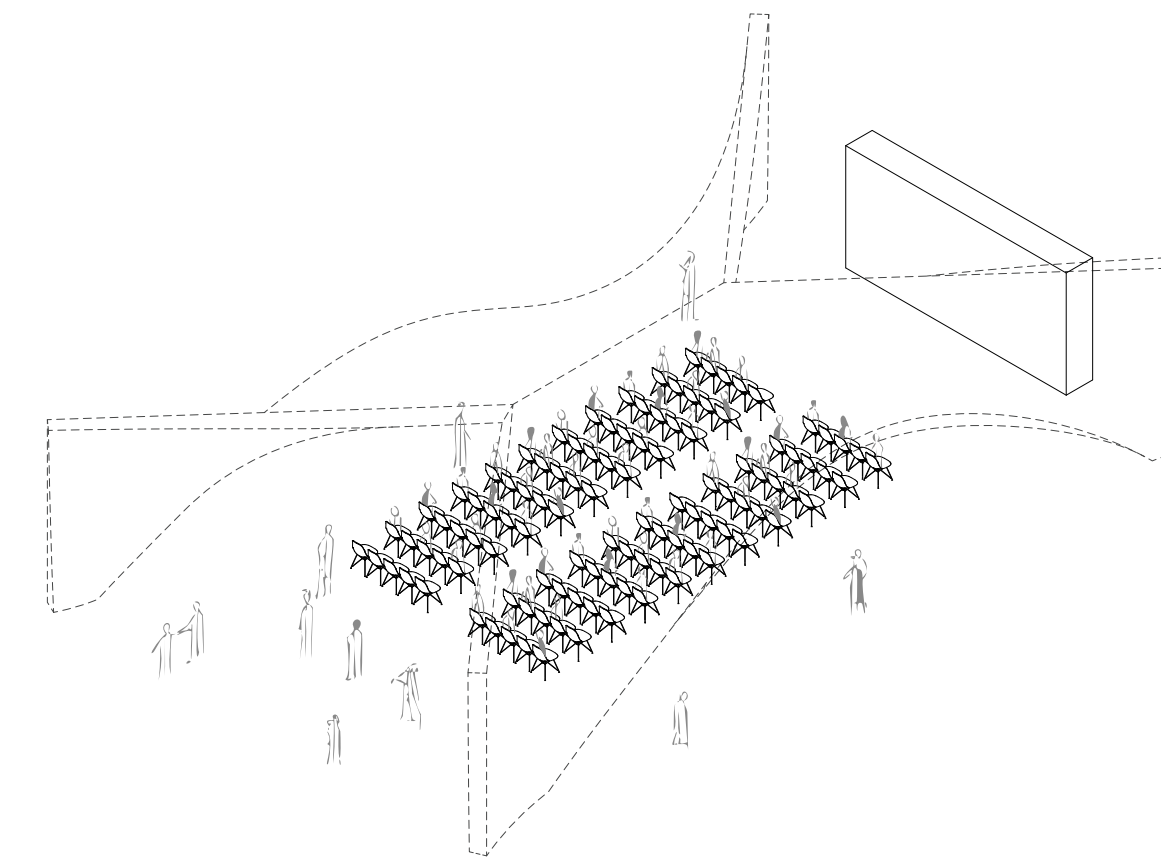
Use Diagram



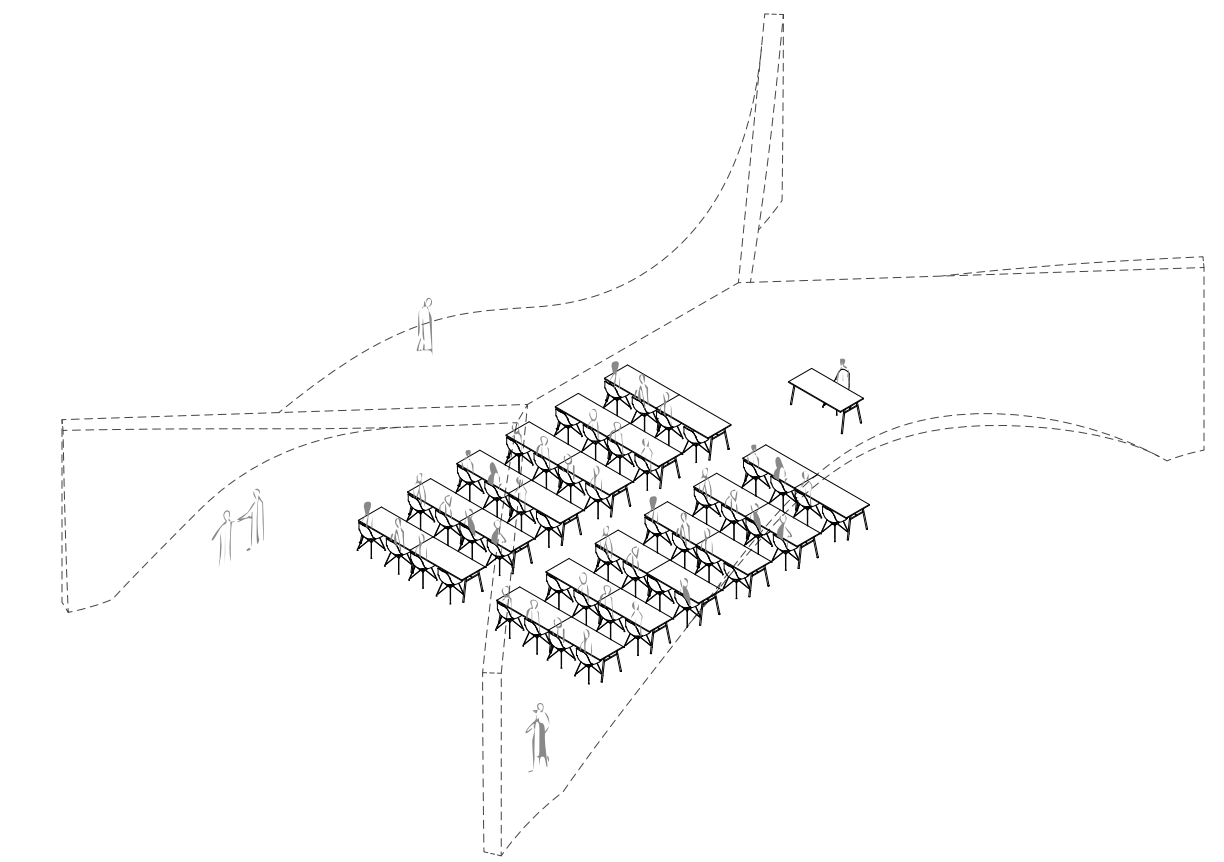
Exhibitions



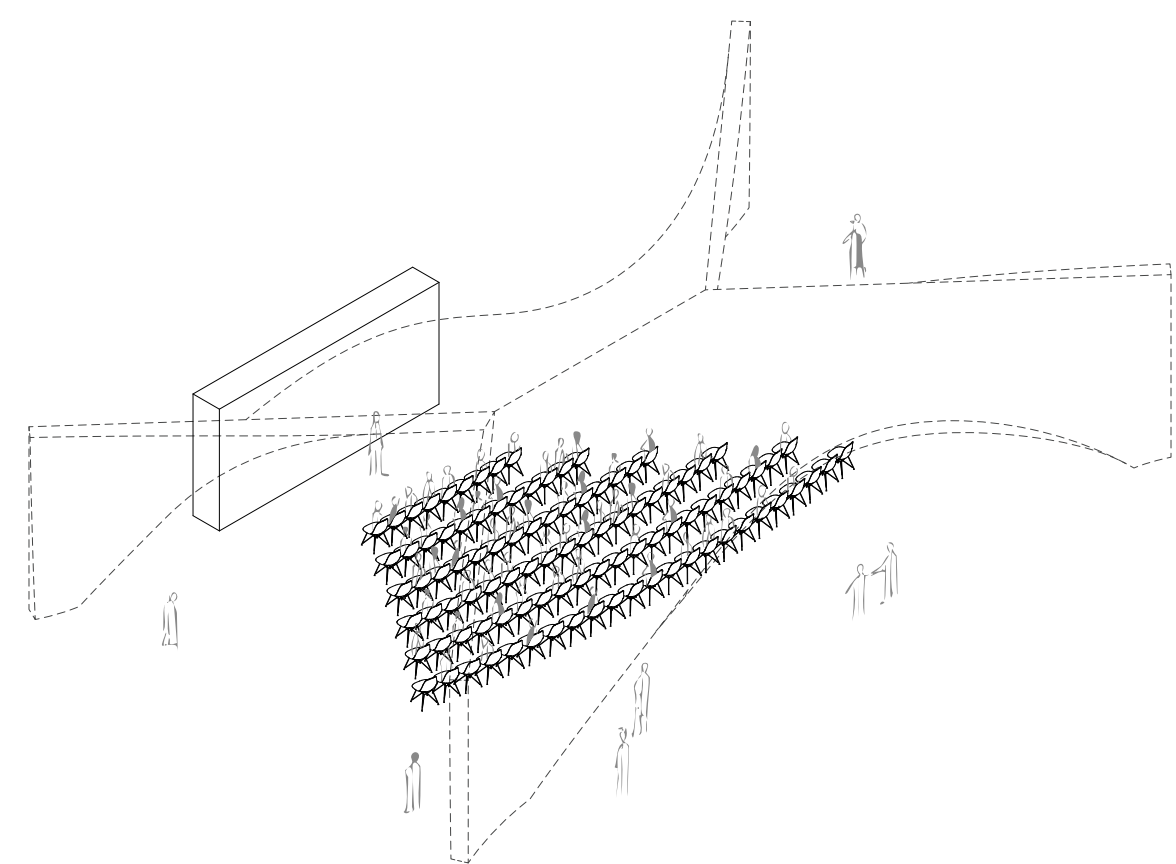
Festivals



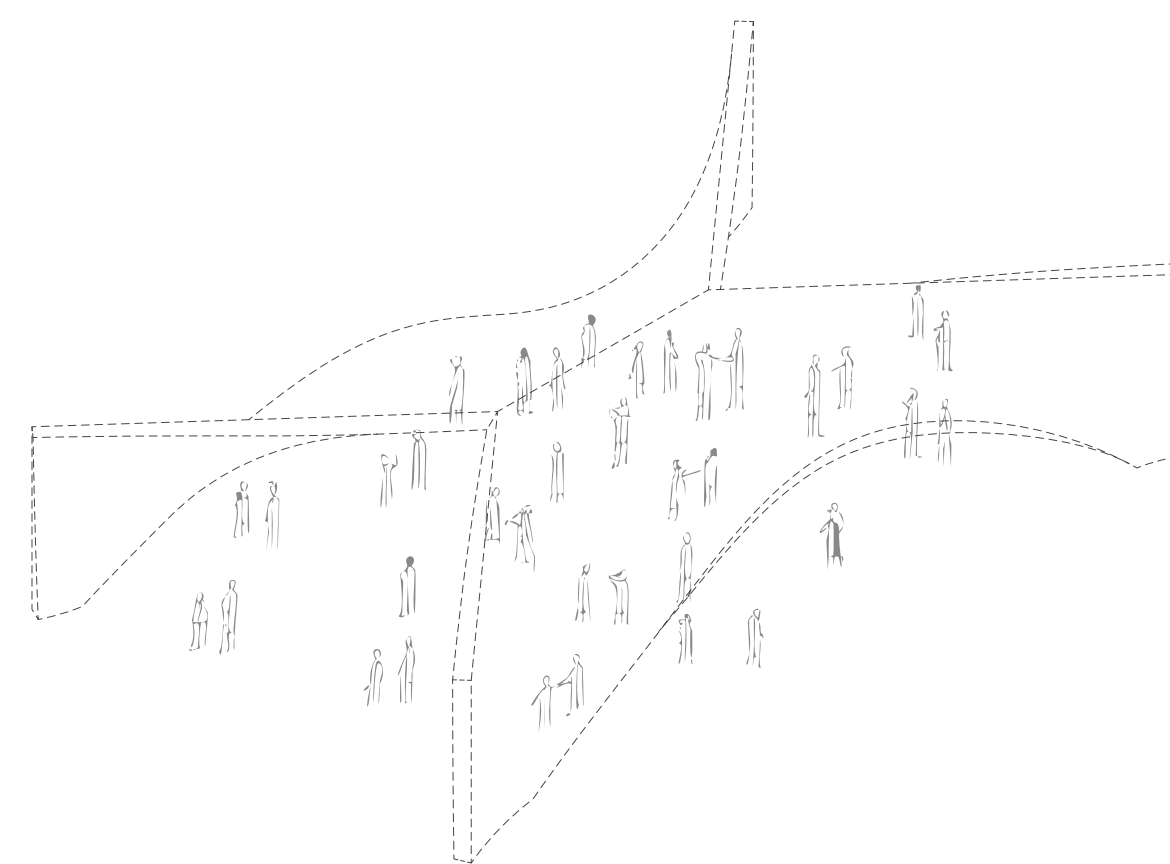
Screenings



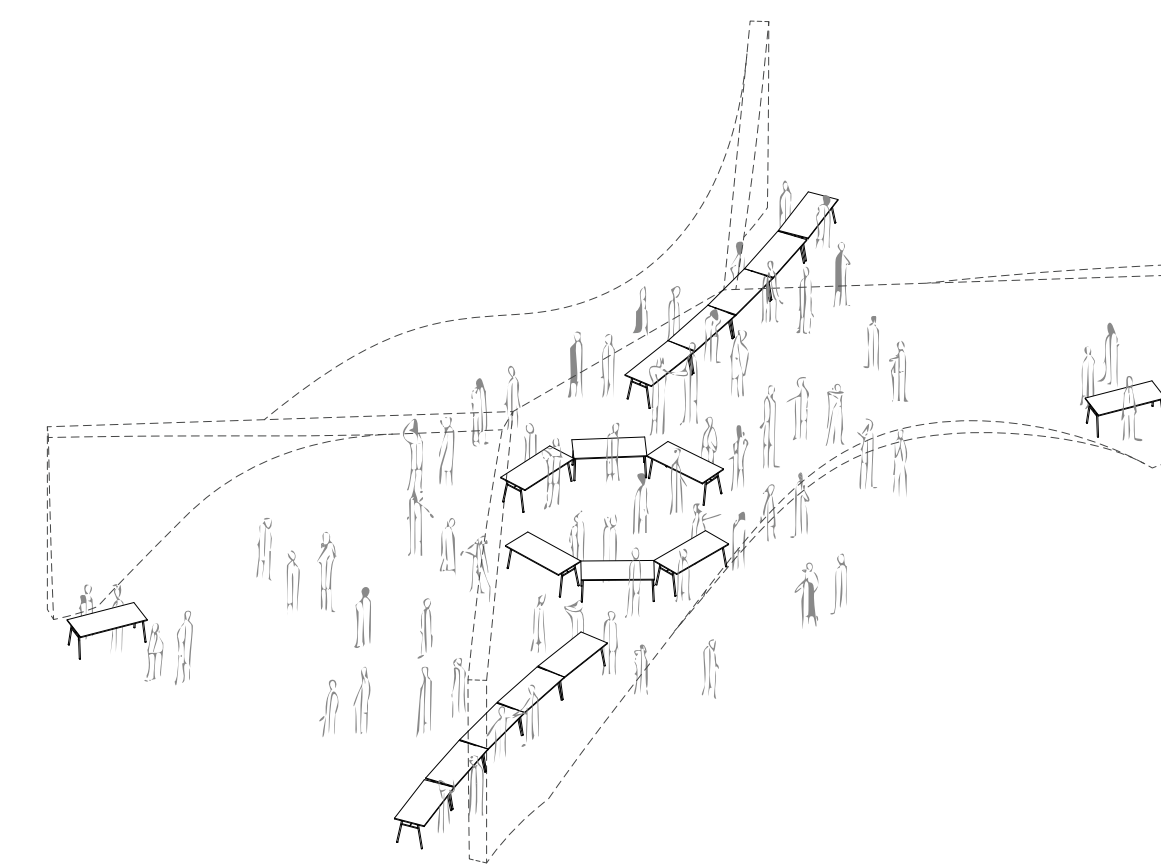
Workshops



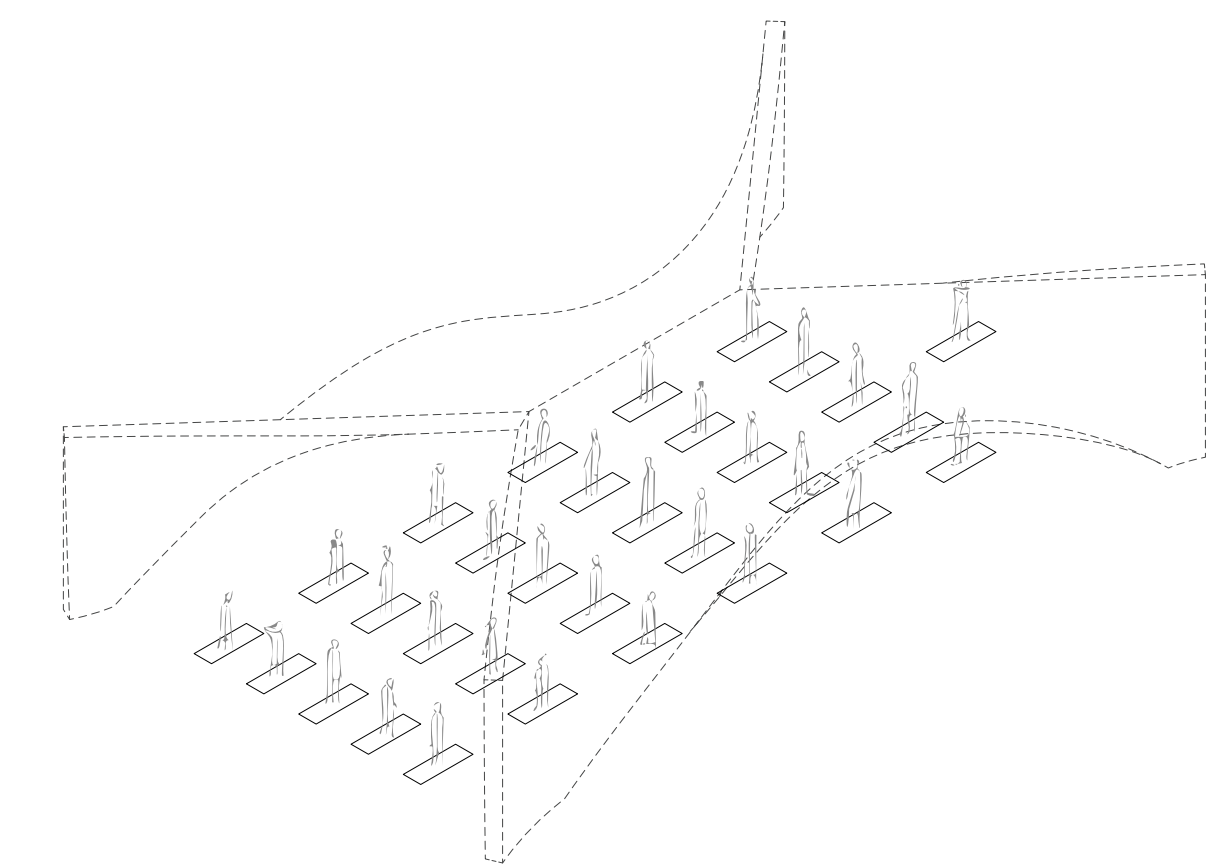
Presentations



Leisure



Market



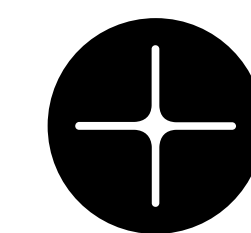
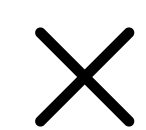
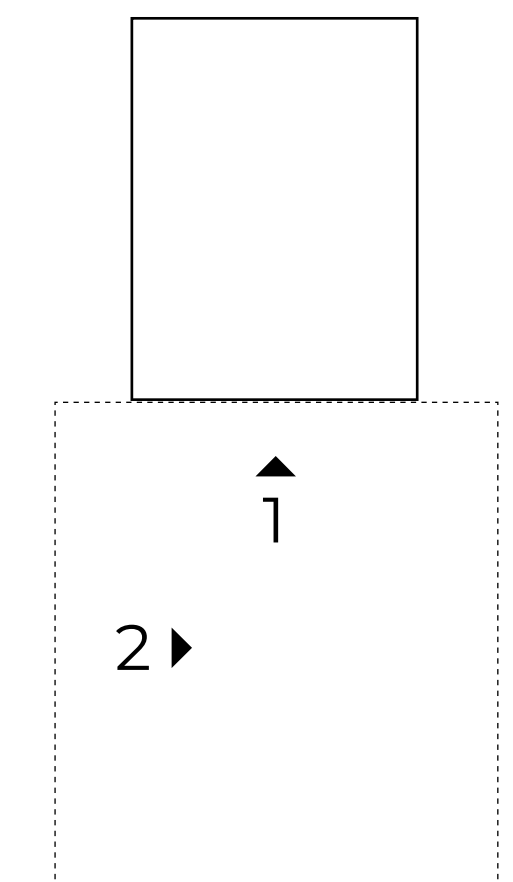
Community Engagement

Palacio Municipal de Tijuana

1



2

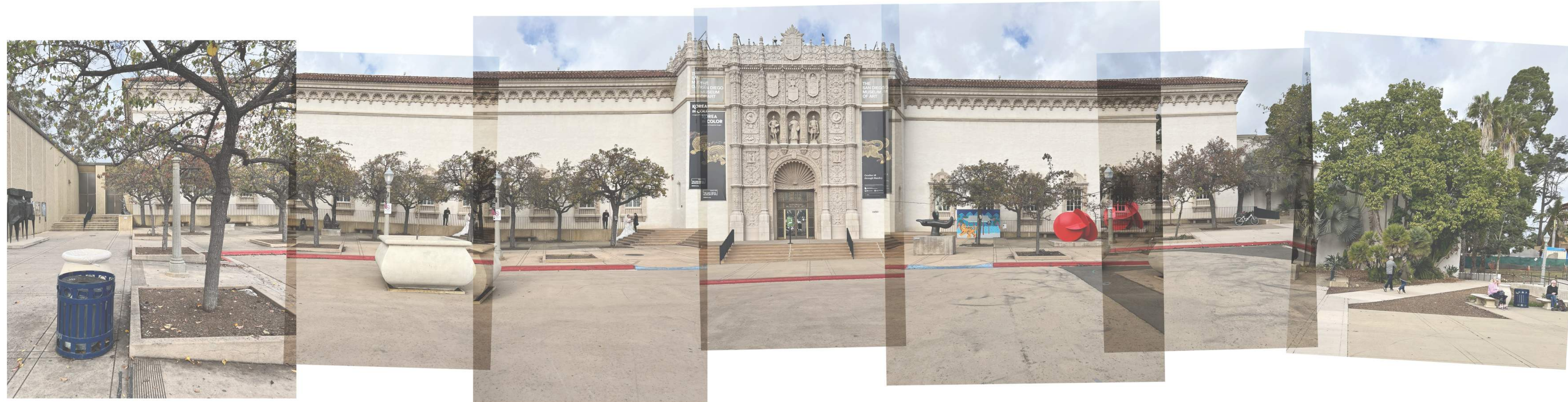


Plaza de Panama

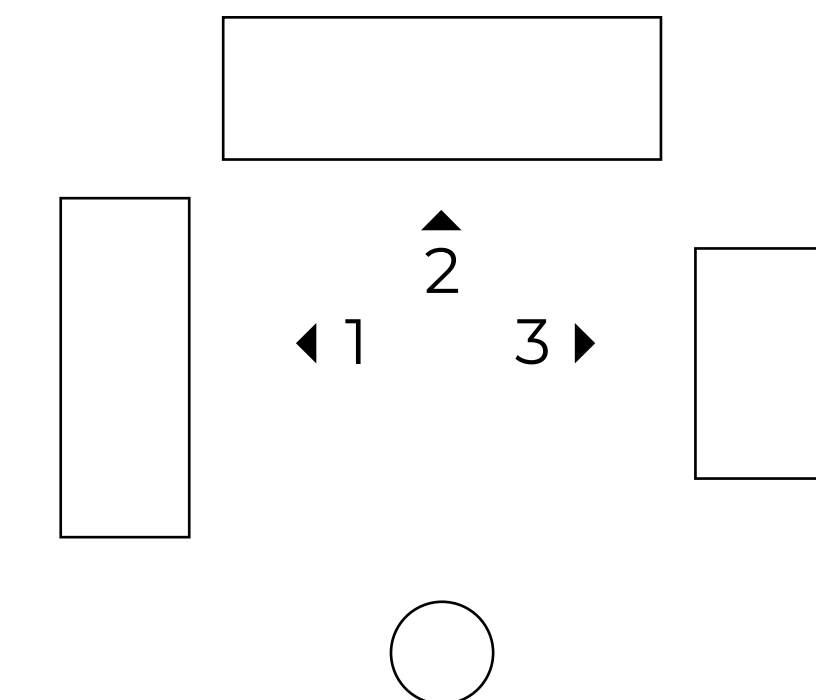
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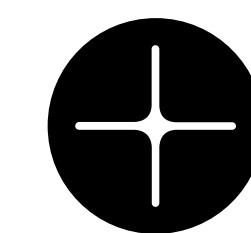
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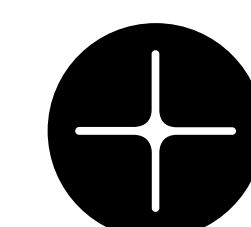
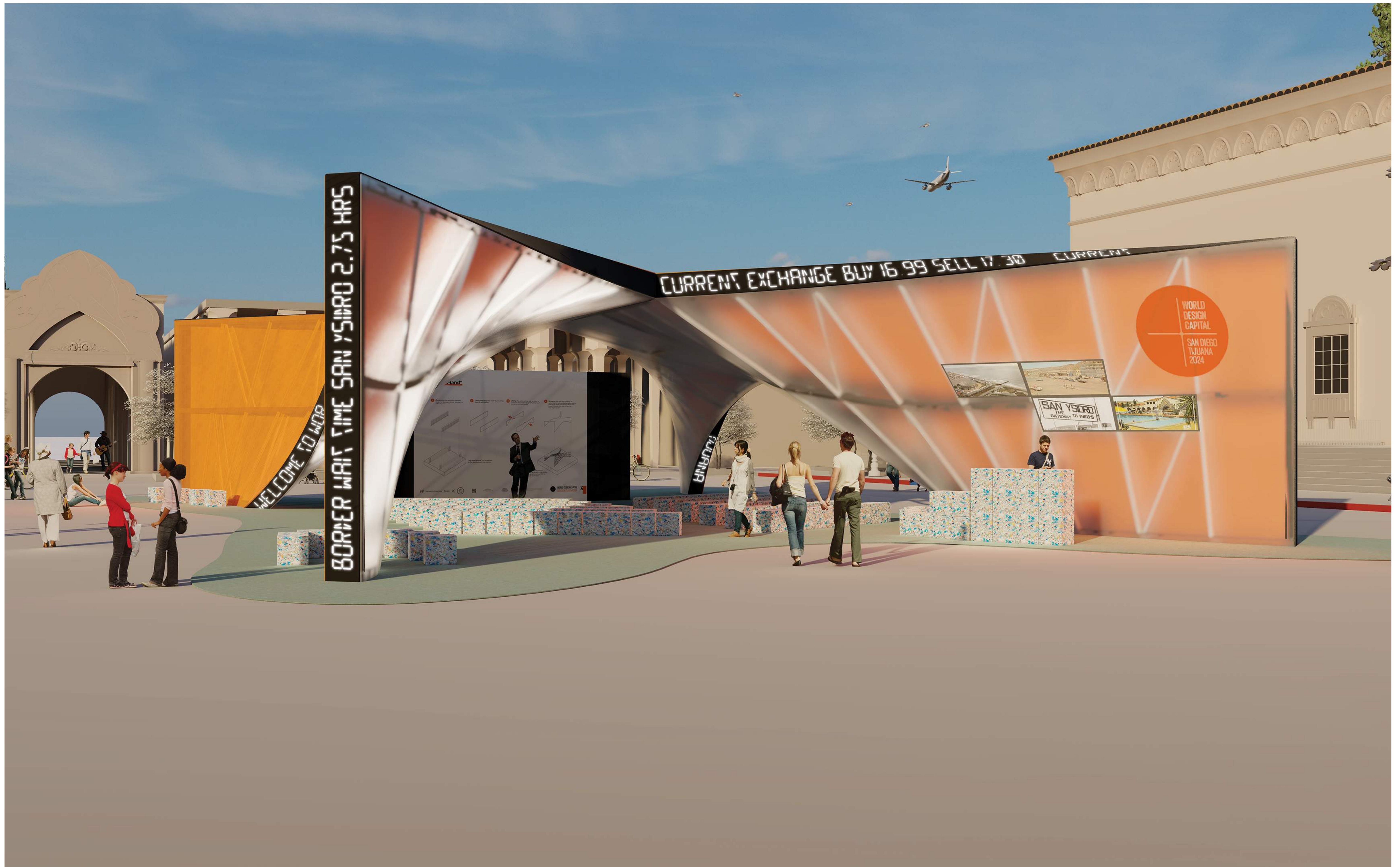
3



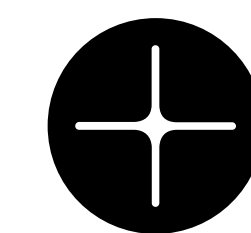
Plaza de Panama - Aerial View



Rendering - Plaza de Panama



Rendering - Plaza de Panama





TJUANA SAN DIEGO A



32° 42' 56.6496" N
117° 9' 39.9132" W

**POWERED BY COMMUNITY,
CONNECTED BY DESIGN.**