Office of the Mayor of San Diego
Office of the Mayor of Tijuana
County of San Diego Supervisors Fletcher & Vargas
Office of City Councilman Campillo
The Office of the Consulate General of Mexico in San Diego
The City of San Diego Commission for Arts & Culture
The City of San Diego Office of International Affairs Board
Office of the Mayor of Carlsbad
Office of the Mayor of Escondido
Office of the Mayor of Oceanside
Office of the Mayor of Vista
Consulate General of Mexico in San Diego
U.S. Consulate General in Tijuana
Secretary of Culture of Baja
Secretary of Economic Development of Tijuana
Municipal Institute of Arts & Culture Tijuana

CITY OF SAN DIEGO LIAISON
Jonathan Glus
Executive Director
City of San Diego Commission for Arts & Culture
City of San Diego International Affairs Board
1200 Third Ave, Suite 924 | San Diego, CA 92101
619.236.6800
JGlus@sandiego.gov
March 19, 2021
Martin Levine, Chair
San Diego/Tijuana 2024 World Design Capital Bid Committee
Design Forward Alliance

RE: San Diego/Tijuana 2024 World Design Capital Bid

Dear Martin Levine,

As leaders of the San Diego County Board of Supervisors, we wish to express our full support of your efforts to designate San Diego/Tijuana as the World Design Capital in 2024.

This designation would provide the unique opportunity to highlight our region’s cross-border collaboration and the people who call this area home. Our region’s bridges lie not only in the transportation of goods, services, ideas, and people across the border between the United States and Mexico, but also in the spiritual, cultural, and educational exchanges that occur between our diverse communities.

Our two cities,虽然 separated by a border, share a deep connection through their people, culture, history, and shared commitment to design-forward innovation across the sectors of business, science, education, government, industry, nonprofits, and the arts, making it an ideal candidate for this designation.

The people of San Diego and Tijuana are resilient, and our binational region has shown its transformative spirit when it comes to recovering during the COVID-19 pandemic. This designation, along with the year of related events, would bring significant economic impact to the area and bring much-needed business for our arts and cultural organizations, and tourism and hospitality sectors.

We are honored to strongly support the designation of San Diego/Tijuana as the 2024 World Design Capital.

Sincerely,

NATHAN FLETCHER
Chair, Fourth District

NORA VARGAS
Vice Chair, First District

March 19, 2021
MaeLin Levine, Chair
San Diego/Tijuana 2024 World Design Capital Bid Committee
Design Forward Alliance

RE: San Diego/Tijuana 2024 World Design Capital Bid

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Sincerely,

NATHAN FLETCHER
Chair, Fourth District

NORA VARGAS
Vice Chair, First District
September 23, 2020

Madam Chair:  

Thank you for your letter notifying me of the upcoming San Diego-Tijuana bid for the World Design Capital 2024 designation. I am writing to express my strong support for this bid and the opportunity it presents for our region.

Our cross-border region is a dynamic and rapidly growing area with a strong reputation for innovation, technology, and creativity. The San Diego-Tijuana region is currently home to some of the most innovative companies in the world, and has a proud history of fostering economic growth and social progress.

I believe that being designated as a World Design Capital 2024 would provide our region with a unique opportunity to showcase our strengths and highlight the many benefits of our region to the world. This designation would provide a platform for our region to engage with other cities around the world, and would help to promote our region as a destination for innovation and creative thinking.

I would like to express my strong support for the San Diego-Tijuana bid for the World Design Capital 2024 designation. Please feel free to contact me if you have any questions or would like to discuss this matter further.

Sincerely,

[Signature]

Mayor

City of Oceanside
March 17, 2023

To San Diego-Tijuana World Design Capital 2024

To Whom it May Concern:

The Burnham Center for Community Advancement is proud to announce that its volunteer board is excited to be a part of the World Design Capital 2024 initiative. Our organization is committed to collaborating and advocating for policies and initiatives that advance our city as a vibrant, dynamic, and sustainable community.

We are writing to extend our congratulations to the San Diego-Tijuana World Design Capital 2024 Committee. We are thrilled to be a part of this exciting initiative and look forward to working closely with you to ensure a successful and vibrant celebration of design.

Very Truly Yours,

[Signature]

Tad Seth Pyper
President and Chief Executive Officer
Burnham Center for Community Advancement

Wreathing, the foundation is very pleased to support the World Design City 2024. The San Diego region is what one famous Board called the “best kept secret” in the world of technology and biotechnology.

Design is now the most exciting things; design thinking and doing is needed to provide the right signals, conheys, and projects that address our most serious issues. With the development of the San Diego-Tijuana region of the many important disciplines needed to solve our problems, showing a global spotlight on our region will provide many substantial benefits to our entire community.

That’s why Wreathing is proud to support the great work being done for a string bill that will this distinguished designation.

[Signature]

[Name]
President and CEO
Wreathing, The Foundation
March 22th, 2021.

MAELIN LEVINE  
COMMITTEE CHAIR  
SAN DIEGO/TIJUANA 2024 WORLD DESIGN CAPITAL BID COMMITTEE  
DESIGN FORWARD ALLIANCE

Dear Miss Levine:

Greetings on behalf of all of us at the Tijuana Tourism and Convention Committee. As the oldest tourism office in Mexico, we have been witness of the important and growing interdependence between our San Diego-Tijuana region, having an impact in our cultural, artistic and economic lives.

In this regard it is with joy and enthusiasm that we manifest our intention of supporting in any way possible the efforts that will make our San Diego-Tijuana Region proclaimed as the World Design Capital 2024.

I am instructing our Binational Liaison Office to be attentive on this matter, expressing our support and best wishes.

SINCERELY

LIC. CARLOS VICENTE CRUZ ARCHUNDIA  
PRESIDENT  
TIJUANA CONVENTION AND VISITORS BUREAU

February 5, 2021

MaeLin Levine  
Committee Chair  
San Diego/Tijuana 2024 World Design Capital Bid Committee  
Design Forward Alliance

Dear MaeLin,

We are glad that this initiative is being introduced in the region of San Diego-Tijuana. We strongly believe that this region is a solid candidate to receive the title of World Design Capital 2024.

The Municipal Institute of Art and Culture in Tijuana, has had an active and cordial history of collaboration with San Diego in the area of culture and arts, and today more than ever this relationship is present.

This proposal for this region, San Diego and Tijuana, as a World Design Capital, is an example for all the border regions in the world, where coexistence through collaboration on projects, and designs to increase economic, artistic, and sustainable cultural spaces, are necessary actions for a better quality of life in the world.

It is because of that, that we confirm our presence and support to achieve the goal that this region will be proclaimed as the World Design Capital 2024.

We want you to know that we are ready to set up the basis for efficient communication with the community of design, culture and art, with the purpose of informing them about this inspirational binational project, and in that way assure that our joint efforts will be successful.

Best Regards,

Minerva Tapia  
Director  
Instituto Municipal de Arte y Cultura Tijuana  
direccion.imactijuana@gmail.com  
direccion_imac@gmail.com
September 28, 2020

MaeLin Levine
Chair | San Diego/Tijuana 2024 World Design Capital Bid Committee
Design Forward Alliance

Dear MaeLin,

Thank you for your letter notifying me of the upcoming San Diego/Tijuana bid for the World Design Capital 2024 designation that, if successful, will permit our region to highlight its dedication to design-driven innovation in a year-long program of events.

Our bi-national region is certainly a very strong candidate for this title and can demonstrate design-led achievements across a rich mix of disciplines, including business, science, education, government, military, non-profits and the arts.

The continued economic development of our region is among my highest priorities. I believe that shining this spotlight on San Diego/Tijuana will afford an excellent opportunity to promote local industry and tourism and highlight the unique benefits of our region for investment.

I wish to express my strong support for the San Diego/Tijuana bid for the World Design Capital 2024 designation.

Please feel free to contact me by email at cafferty@sandiegobusiness.org to let me know if there are additional ways that I can contribute to the success of this effort.

Sincerely,

Mark Cafferty
President & CEO

February 1, 2021

MaeLin Legine
Chair
San Diego/Tijuana 2024 World Design Capital Bid Committee
Design Forward Alliance

Dear MaeLin,

On behalf of the San Diego Regional Chamber of Commerce, I am pleased to provide this letter in support of the bid presented by the Design Forward Alliance and the UCSD Design Lab to the World Design Organization in pursuit of designating the San Diego/Tijuana binational region as the 2024 World Design Capital.

San Diego and Tijuana have a long and successful history of collaboration that certainly makes us a strong candidate for this title. Together, we have increased our region’s global competitiveness by leveraging complementing resources and became the largest medical device cluster in the world. We have hosted and advanced innovative pilot programs that fostered cross-border trade between the United States and Mexico in benefit of both economies. A design-thinking approach is also prominent across many sectors in San Diego and Tijuana including education, science, biotech, our co-producing manufacturing supply chain, and others.

We are confident that, if successful, the designation of World Design Capital 2024 and the year-long series of events will contribute to cross-border efforts to unite our communities and enhance our global identity. We look forward to the opportunity to catalyze, highlight and celebrate our binational region’s design-driven attributes and share them with the world.

Please don’t hesitate to contact me at kzamarripa@sdchamber.org if we can further contribute to the success of this effort.

Sincerely,

Kenia Zamarripa
Executive Director, International Business Affairs
San Diego Regional Chamber of Commerce

January 11, 2021

MaeLin Levine
Chair | San Diego/Tijuana 2024 World Design Capital Bid Committee
Design Forward Alliance

Dear MaeLin,

The San Diego Tourism Authority (SDTA) is an enthusiastic supporter of the bid to designate the San Diego/Tijuana as the World Design Capital in 2024.

It is clear that our bi-national region is well deserving of this honor, which will provide international recognition not only of our design-driven innovation economy but also of our destination, attracting visitors from around the globe with its year-long program of events.

As the organization tasked with marketing San Diego to the world, the SDTA knows that our rich and diverse neighborhoods and cultural offerings are ripe with opportunities to use world-class design as a tool to tackle the challenges facing our region while highlighting why our bi-national region provides an unparalleled quality of life. We also know the infrastructure to host a variety of high-profile events that can be enjoyed by residents and visitors alike.

Please know the SDTA stands ready to assist in any way we can to ensure this effort is successful.

Sincerely,

Julie Coker
President & CEO
March 5, 2021.

MaeLin Levine
Committee Chair
San Diego/Tijuana 2024 World Design Capital Bid Committee
Design Forward Alliance

Dear MaeLin,

It gives me great pleasure to send this letter in support of San Diego/Tijuana’s Bid to be designated World Design Capital in 2024.

Tijuana Innovadora is a social innovation movement focused on transforming our community, to ensure a better quality of life for all, while enriching the image of our region for its people. Through design-led projects we have been able to focus our community to strengthen and grow in innovation, entrepreneurship, leadership, art & culture, crime prevention and environmental sustainability.

And because our bilateral communities are connected in many ways, the Tijuana Innovadora activities have always included the continued and enriched partnership with San Diego.

San Diego’s lifestyle along with Tijuana, a kaleidoscope of cultures both migrant and national, has resulted in a very unique bilateral expression in design and design thinking.

So it is with all earnest that we hope that San Diego/Tijuana initiative will be given the honor of presenting their unique design-led achievements, as the World Design Capital 2024.

Sincerely,

Jose Galicot Behar
Founder & President
Tijuana Innovadora, A.C.

March 18, 2021.

MaeLin Levine
Committee Chair
San Diego/Tijuana 2024 World Design Capital Bid Committee
Design Forward Alliance

Dear MaeLin,

It gives me great pleasure to send this letter in support of San Diego/Tijuana’s Bid to be designated World Design Capital in 2024.

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Sincerely,

Jose Galicot Behar
Founder & President
Tijuana Innovadora, A.C.

MaeLin Levine
AIGA Yellow
Chair, 50/50 World Design Capital 2024 Committee Design Forward Alliance
San Diego CA 92101

Dear MaeLin,

Conejo de Desarrollo de Tijuana is strongly committed in its support of the San Diego/Tijuana region’s bid to be designated World Design Capital for 2024. Our binational region has a long-standing special relationship that spans education, arts, technology and economic interest as well as outstanding achievements in design-led fields.

We believe design is a key element in elevating the quality of life of our communities and such an event like the World Design Capital for 2024 would showcase some of our unique talents in all manner of fields ranging from government, nonprofit entities, businesses and educational institutions.

Conejo de Desarrollo de Tijuana focuses on quality of life and long-term planning of our region. We remain at your disposal and can be reached at conejode

We truly believe that together we can take a captivating world event and make it an extraordinary life changing experience.

Best Regards,

Aaron Victorio Berman
CEO

Tel: 619-691-5000 / Fax: 619-691-5001
Bvd. Avenida Libertad #101-101, Ensenada, Baja California, Mexico
www.cdto.org

34 | SAN DIEGO-TIJUANA | WDC 2024 | HOME

903 | INFRASTRUCTURE | GENERAL INFORMATION
February 11, 2021

MaeLin Levine, Chair
San Diego/Tijuana 2024 World Design Capital Bid Committee
Design Forward Alliance

Dear MaeLin,

San Diego County Regional Airport Authority, which owns and operates San Diego International Airport (SAN), would like to express support of the bid to designate San Diego/Tijuana as the World Design Capital in 2024.

As a transportation hub and economic driver for the region, we know that the millions of visitors we welcome each year are coming to San Diego for a variety of reasons. Awarding the World Design Capital designation in 2024 would provide the San Diego/Tijuana community the opportunity to showcase our region’s diverse efforts on the worldwide stage.

SAN is a committed leader in the public art sphere, with an active Arts Program that focuses on temporary and permanent exhibitions and a Thriving Performing Arts Residency program. Our Innovation Lab serves as an incubator for cutting-edge technology and design advancements. And the New T1 program, which will replace the aging Terminal 1, will be a showcase for innovative terminal design that will raise the bar for airports everywhere.

In closing, SAN strongly supports the bid to designate our region as the World Design Capital.

Sincerely,

Kimberly J. Becker
President/CEO
San Diego County Regional Airport Authority

February 25, 2021

Ms. MaeLin Legine
Chair
San Diego-Tijuana 2024 World Design Capital Bid Committee
Design Forward Alliance

Dear MaeLin,

On behalf of the Port of San Diego, I’m proud to support the San Diego-Tijuana region’s bid to be designated as the World Design Capital in 2024 which, if approved, would be the first city in the United States to be named in this prestigious group, as well as the first bi-national, dual city host.

The two cities demonstrate a translational megaregion that is a global leader in cross-border trade, culture, design, and innovation. San Diego is known as a destination with unbeatable weather and beautiful beaches, but what is less familiar at an international level is that we are a city full of economic, social, cultural, and technological development that continues to grow and prosper year after year.

As a public agency that is adjacent to the border, the Port of San Diego has been a part of multiple collaborative and successful efforts on environmental and economic development projects that benefit the entire bi-national region. Our region’s work will stand out and will prove to be an excellent candidate to provide cross-border venues and hospitality throughout the yearlong program.

The Port of San Diego is an innovative champion for the 34 miles of San Diego Bay waterfront, and an ever-evolving front that provides a beautiful, dynamic waterfront for locals and visitors alike. The Port’s new visitor center and our reimagined waterfront are the perfect backdrop for our region’s world-class designs. It will be a great honor for the San Diego-Tijuana region to be named World Design Capital in 2024, and we look forward to collaborating and providing support as best fit.

Please contact me at jstuyvesant@portofsandiego.org if I can be of any assistance and thank you for your consideration.

Sincerely,

J. Stuyvesant
President and CEO
Port of San Diego
Letter of Endorsement for San Diego’s World Design Capital Designation Bid

San Diego and Tijuana are global cities with vibrant creative economies. From groundbreaking life sciences discoveries, to smart infrastructure, to cross-border trade, to international tourism, our mega-region pushes the boundaries of how design elevates people and breaks down boundaries. Design is integral to our communities and unites us to welcome the world.

The IAB invites the World Design Organization to explore our world-class cities and experience how design helps us shape the future. In San Diego, the design community reimagines tech, education, and global affairs as innovative platforms that empower ordinary people to become extraordinary leaders. From driving the discussion on higher education leadership, to expanding international tourism, to delivering insights on how to craft an inclusive 10-year global strategy for the City of San Diego, our design thinking partners call upon the community to co-create our future, our home. Embracing ideas from all walks of life, our communities are defined by creative service – advancing programs, places, and people to forge relationships and inspire growth.

In 2024, the San Diego-Tijuana region anticipates hosting the world as the World Design Capital. The IAB has full confidence in the Design Forward Alliance and the Design Lab to rally together the community, organize unforgettable events, and broadcast to the world how design heals divides and transforms lives.

Sincerely,
Bruce Abrams  Fabienne Perlov
Chair  Vice Chair
March 16, 2021

MaeLin Levine, ASGA Fellow
Chair, SD/TJ World Design Capital Bid Committee
Design Forward Alliance
San Diego CA 92101

Dear MaeLin,

I am writing to you in my capacity as the President and CEO of the Downtown San Diego Partnership (Downtown Partnership). The Downtown Partnership is a 501(c)6 and the principal voice and driving force behind the economic prosperity and cultural vitality of Downtown. I am writing in support of the bid presented by the Design Forward Alliance and the UCSD Design Lab to the World Design Organization in pursuit of designating the San Diego/Tijuana binational region as the 2024 World Design Capital.

The San Diego/Tijuana region is a vibrant, creative economic and cultural environment that pushes the boundaries of how design can elevate people and break down barriers. From groundbreaking life science discoveries to smart infrastructure, cross-border trade, and international tourism, our megaregion design is integral to the success of our future. The Downtown Partnership is proud to be part of our region’s design-forward approach to solving our challenges. In fact, we recently published the “Placemaking Blueprint,” a five-year plan to leverage the talents of our creative community to transform Downtown San Diego’s public realm into a place that is more inclusive and engaging.

We are confident that, if successful, the designation of World Design Capital 2024 and the year-long series of events will contribute to cross-border efforts to unite our communities and enhance our global identity. We look forward to collaborating with our region’s partners in introducing the global community to our binational region.

Please feel free to contact me or another member of the Downtown Partnership team, if we can further contribute to the success of this effort.

Sincerely,

Betsy Brennan
President & CEO

DOWNTOWN SAN DIEGO
2024 WORLD DESIGN CAPITAL

451 B St., Suite 100 | San Diego, CA 92101 | P: 619-236-0201 | F: 619-236-3447
www.downtownsandiego.org
Dear MaeLin,

Intersection-Inc and our education collaboratory, The Design Academy fully support the Design Forward Alliance World Design Capital bid 2024. For San Diego / Tijuana this designation is a symbol of unification, innovation and a reflection of solving complex challenges through human-centered design. It is a timely opportunity to build upon each of these cities’ strengths and empathetic spirit for making the a better place for its citizens, visitors, businesses and neighboring communities.

As a innovation design consultancy, we moved from Los Angeles 10 years ago to San Diego to live and work in a top 30 US city noted for its diversity in sectors, demography, talent that is driving innovated solutions in the life sciences, military, tourism, lifestyle and many other industries.

As our essence in Human-Centered Design we feel San Diego’s spirit and soul. It is a part of all 5 senses in various seasons and a direct communication with nature giving us an edge over other cities. This spirit of connection provides us with inspiration that brings innovation. When you add the ability to travel easily to Tijuana, Mexico, a whole new dimension is added. Cultures colliding and collaborating teasing the mind into creative innovation. When you add the ability to travel easily to Tijuana, Mexico, a whole new dimension is added. Cultures colliding and collaborating teasing the mind into creative

Through the lens of design for local and global-born man none too old or too young to see that the world community grows and flourishes magnificently through visible and invisible planning.

Chris, End Development president & CEO, a good friend and close client of mine conveyed his vision for the Tijuana design for his neighborhoods in the Real Estate Business Center in La Jolla. We call it San Diego’s "Fish Platform" combining the complementarity of natural resources, scenic beauty, San Diego’s Maze in the form followed-up up-selling "San Diego A City of Hug".

San Diego’s demographics had a population of being a people, "short and cuttable" area grew to Mexico-World in 1848. The city is the oldest city in the U.S. and the second mostстроен city in the world. Two cities, San Diego, Mexico, and San Diego, USA, border each other and represent the "Cuttable" and "World’s Edge" of San Diego.

My company, CWA Inc. enjoyed designing formajor tourist attraction like Balboa Park, San Diego Zoo, Liberty Station, Imperial Beach, Fashion Street and Escondido, and the California Center for the Arts in Escondido. San Diego’s growth helped to increase the city’s design history and international awareness in a planning mindset for the world.

We bring an international mindset with our roots can trace to Tijuana. We are an expert can reach a well-designed Central Design, a regional of geographic connection disease to city where culture is based on service, health, education, entertainment, and the U.S. military,

Chris McCampbell Chair | SEGD San Diego

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Chris McCampbell Chair | SEGD San Diego
January 29, 2021

MaeLin Levine
Chair, San Diego/Tijuana 2024 World Design Capital Bid Committee
Design Forward Alliance

Dear MaeLin,

I was thrilled to learn about the upcoming San Diego/Tijuana bid for the World Design Capital 2024 designation. It would undoubtedly be a unique opportunity for our region to highlight its dedication to design-driven innovation. The San Diego/Tijuana binational region has a long history of cross-border collaborations and achievements in all sectors. Since I became the Executive Director of the San Diego Museum of Art ten years ago, I've made a concerted effort to increase our partnerships with cultural institutions in Tijuana and cities in the interior of Mexico.

The San Diego Museum of Art is the oldest and the largest museum in San Diego. We continuously reach out to the Spanish-speaking community on both sides of the border, including doing regular interviews with Spanish language media, having the labels for all our works of art in English and Spanish, and our SDMA App has Spanish as an option. We serve about 50,000 students every year from underrepresented communities in San Diego, Tijuana, and other Baja California communities. And we continue to share exhibitions and lend works of art between SDMA and museums throughout Mexico.

There are numerous institutions in our region that are committed to addressing and demonstrating joint solutions to cross-border issues and further uniting San Diego and Baja California for a common future. Showcasing the varied economic and social collaborations and achievements internationally through design would certainly create new opportunities.

I fully support the San Diego/Tijuana bid for designation of the World Design Capital 2024. Please let me know if there is anything else I can do.

Sincerely,

Roxana Yéllasquez
The Mana Baldwin Executive Director

January 29, 2021

MaeLin Levine, AIGA Fellow
Chair, SD/TJ World Design Capital 2024 Committee
Design Forward Alliance
San Diego, CA

Dear MaeLin,

On behalf of The New Children's Museum, I would like to offer our support and assistance in the Design Forward Alliance's bid to win the 2024 World Design Capital designation.

As one of the primary cultural institutions located in downtown San Diego, we recognize the importance of the region's creative design community and its positive impact on our environment and economy. For over 35 years The New Children's Museum has been a leader in the community's focus on the arts and creativity. Located in a landmark, sustainable building, we welcome half a million children, students and families each year from both sides of our international border.

With the potential of a World Design Capital celebration, we look forward to sharing our unique contemporary art installations, commissioned from artists from around the world, with a global audience. We invite the opportunity to engage in a community-wide conversation on the creative economy and our own focus diversity, inclusion and sustainability within this context.

Thank you for your leadership in this endeavor.

Warm Wishes,

Roxana Yéllasquez
The Mana Baldwin Executive Director

[Signature]

[Contact Information]

January 29, 2021

MaeLin Levine, AIGA Fellow
Chair, SD/TJ World Design Capital 2024 Committee
Design Forward Alliance
San Diego, CA

Dear MaeLin,

On behalf of the Museum of Us (formerly the San Diego Museum of Man), I'd like to offer our enthusiastic support for the San Diego/Tijuana region's bid to be named World Design Capital 2024. The project's vision, which highlights the creation of spaces which are more socially just, environmentally sustainable, and economically equitable, shares many of the same values as the Museum of Us.

We've been a part of San Diego for over 100 years, and our role in this community has changed considerably in the last decade. Once a place for the traditional authoritative "museum voice," we now focus on amplifying the voices of communities long overlooked or silenced – the stories ignored by the dominant cultural narrative. So we're eager to see how design can also contribute to a more socially just world.

The binational component of the bid is also very compelling, especially as it relates to our idea of what constitutes "home." As an institution, we recognize that our own home in Balboa Park is located on the unceded ancestral homelands of the Kumeyaay people, and that those lands are now divided by the political border of the United States and Mexico. This bid's binational collaboration will foster a greater understanding of the inclusive values we all share, regardless of nation.

We wish you all possible success in this endeavor.

Warm Wishes,

Micah D. Parzen, Ph.D., J.D.
Chief Executive Officer

[Signature]

[Contact Information]

January 29, 2021

MaeLin Levine, AIGA Fellow
Chair, SD/TJ World Design Capital 2024 Committee
Design Forward Alliance
San Diego, CA

Dear MaeLin,

On behalf of The New Children's Museum, I would like to offer our support and assistance in the Design Forward Alliance's bid to win the 2024 World Design Capital designation.

As one of the primary cultural institutions located in downtown San Diego, we recognize the importance of the region's creative design community and its positive impact on our environment and economy. For over 35 years The New Children's Museum has been a leader in the community's focus on the arts and creativity. Located in a landmark, sustainable building, we welcome half a million children, students and families each year from both sides of our international border.

With the potential of a World Design Capital celebration, we look forward to sharing our unique contemporary art installations, commissioned from artists from around the world, with a global audience. We invite the opportunity to engage in a community-wide conversation on the creative economy and our own focus diversity, inclusion and sustainability within this context.

Thank you for your leadership in this endeavor.

Regards,

Reed Vidberman
Interim Executive Director
The New Children's Museum

[Signature]

[Contact Information]
January 20, 2021

MaeLin Levine
Committee Chair
San Diego/Tijuana 2024 World Design Capital Bid Committee
Design Forward Alliance

Dear MaeLin,

Thank you for notifying us of the upcoming San Diego/Tijuana bid for the World Design Capital 2024 designation that would permit our region to highlight its dedication to design-driven innovation in an exciting year-long program of events.

Our bi-national region is a very strong candidate for the title and can demonstrate design-led achievements across a rich mix of disciplines including business, science, education, government, military, non-profits and the arts.

Over the last decade, La Jolla Playhouse, along with other local theaters, have sent more new shows to Broadway than any other city in the country, establishing the region’s reputation as a world-class incubator of new theatrical work.

The continued artistic and economic development of our region is among my highest priorities. I believe that shining this spotlight on San Diego/Tijuana, will provide an excellent opportunity to promote local industry and tourism, while highlighting the unique benefits for investment.

I strongly support the San Diego/Tijuana bid for the World Design Capital 2024 designation, and I am always happy to meet and discuss the progress of the effort. Please feel free to contact me at dbuchholz@ljp.org.

Best wishes,

Debby Buchholz
Managing Director
La Jolla Playhouse

Dear MaeLin,

It is with great excitement that I write to you on behalf of AIGA San Diego, to confirm our endorsement of the San Diego/Tijuana World Design Capital 2024 bid. Having you lead the efforts on behalf of the Design Forward Alliance and ALL the local design organizations and our city, already feels like a win-win!

The World Design Capital designation aligns with AIGA’s mission—to advance design as a professional craft, strategic advantage and vital cultural force. As one of the largest communities of design advocates, AIGA defines standards and ethical practices, guides design education and enhances professional development. We know that leveraging the efforts and resources put forth by so many local leaders will not only elevate but honor our unique and diverse San Diego/Tijuana bi-national region. Going after this designation will highlight the region’s dedication to design innovation and economic development that have promoted and supported local industry and tourism on a daily basis.

We will continue to support the effort in any way we can, and I hope to see you soon. Please do not hesitate to reach out to us at info@sandiego.aiga.org if you need anything.

Thank you,

Marc E. Hedges
marc@marchedgescreative.com
President, AIGA San Diego
AIGA | the professional association for design
sandiego.aiga.org

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April 20, 2021

MaeLin Levine
Committee Chair
San Diego/Tijuana 2024 World Design Capital Bid Committee
Design Forward Alliance

Dear MaeLin,

The National Design Institute (NDI), a 501(c)3 non-profit organization, is proud to announce that the San Diego/Tijuana World Design Capital 2024 Bid Committee has been named a 2021 Small City Design Innovation Grant recipient.

This award will support the San Diego/Tijuana World Design Capital Bid Committee’s efforts to promote design thinking and innovation as a means to drive economic development and community progress. The NDI Design Innovation Grant is designed to support projects that have the potential to create positive change in underserved communities.

Congratulations to the San Diego/Tijuana World Design Capital 2024 Bid Committee for this recognition.

Best wishes,

Lori Joffe-Roussin
President & CEO

ARTES DISTRICT

The San Diego/Tijuana World Design Capital 2024 Bid Committee has been named a 2021 Small City Design Innovation Grant recipient by the National Design Institute (NDI). This award will support the San Diego/Tijuana World Design Capital Bid Committee’s efforts to promote design thinking and innovation as a means to drive economic development and community progress. The NDI Design Innovation Grant is designed to support projects that have the potential to create positive change in underserved communities.

Congratulations to the San Diego/Tijuana World Design Capital 2024 Bid Committee for this recognition.

Best wishes,

Lori Joffe-Roussin
President & CEO

ARTES DISTRICT
Dear MaeLin,

Thank you for your letter notifying me of the upcoming San Diego/Tijuana bid for the World Design Capital 2024 designation.

I believe that shining this spotlight on San Diego/Tijuana through design will afford an excellent opportunity to promote local industry and business and highlight the unique benefits of our region for new investment.

As an institution that has been promoting Design education for many years in the downtown area close to the borders, and attracting students from all over the world, NewSchool of Architecture + Design would be thrilled to see this happening.

I wish to express my strong support for the San Diego/Tijuana bid for the World Design Capital 2024 designation.

Please feel free to contact me by email at epacenti@newschoolarch.edu to let me know if there are additional ways that we, the graphic design program at San Diego State University, can contribute to the success of this effort.

Regards,

Elena Pacenti, PhD
Chair, San Diego/Tijuana 2024 World Design Capital Bid Committee
Elena.Pacenti@Newschoolarch.edu

November 10, 2020
Dear Mr. Robinson,

Please accept my endorsement of the San Diego/Tijuana region for the WDC 2024 Bid. I can only imagine the exponential impact to our business and education community if the practices associated with design thinking and related disciplines lead to greater expansion of these essential skills across our ecosystem as a result of such designation.

I have seen the benefit of human centered design through the building of corporate makerspaces, re-design of schools, integration into classrooms, role within community initiatives and in creating better work environments. Human centered design has the potential to bridge disparate systems and beliefs and this designation can help to expand an already growing common language that bridges income, cultures, career, missions and values. The San Diego region is ready to shine thanks to a strong and existing body of practitioners extending the knowledge and practice on a daily basis.

This spark would activate a grassroots movement within schools like ours to align our own design challenges and initiatives to those associated with bid. Those real-world challenges would advance the learning of our young people and create opportunities for them to demonstrate the many ways their talents are working to improve our communities. Together, we can advance the future, not just of our region, but also of our students.

We look forward to learning more and having the opportunity to engage students in such a designation that leads to active and on-going participation in this movement.

Regards,

Edward Hidalgo
Chief Innovations Engagement Officer
Urban Discovery Schools
San Diego, CA

March 17, 2021

Mr. Scott Robinson
President/CEO
Freshform
San Diego, CA

September 25, 2020

MaeLin Levine, Chair
San Diego/Tijuana | World Design Capital Bid Committee
Design Forward Alliance

Dear Ms. Levine,

Thank you for your letter notifying me of the upcoming San Diego/Tijuana bid for the World Design Capital 2024 designation that, if successful, will permit our region to highlight its dedication to design-driven innovation in a year-long program of events. As a multi-generational native of the greater mega-region of San Diego/Tijuana, I am proud of our long-established and multi-cultural design community. It is my conviction that our region is an ideal candidate, and I am writing to express my full support for the upcoming WDC Bid.

Our region can, and will continue to demonstrate design-led achievements across a rich mix of disciplines including, but not limited to, business, science, education, government, military, our people and the arts. At Urban Discovery Schools, we exemplify how design and design thinking can transform any individual discipline to further the betterment of the community. That is why our organization is so dedicated to supporting and embracing the community. This is the impetus of our region’s highest priorities of the economic and social development of our region.

With this letter I wish to express my highest level of support for the San Diego/Tijuana bid for the World Design Capital 2024 designation. I believe that the designation and honor will spotlight our San Diego/Tijuana design community, promote local industry, increase tourism, and showcase the unique benefits of our design community to advance investment opportunities in the region.

Please feel free to contact me by email at ceo@urbansd.com to let me know if there are additional ways that I can contribute to the success of this effort.

Very respectfully submitted,

Chief Executive Officer
Urban Discovery Schools
The work that San Diego designers have achieved over the years throughout the region has strengthened our designed by lead architect Bertram Goodhue that continues to pay tribute to the unique Spanish/Mexican heritage of the region. In addition, in 1914 Goodhue's associate, Carleton Winslow, Sr., won the bid to design borders to find accomplished design professionals. Today, San Diego can claim a robust community of landscape designers to transform the dusty tract that would become Balboa Park. They not only designed and engineered a remarkable bridge to connect the park's west and central mesas, they built a "mystical" city landscape. Cabrillo Bridge. This exposition put San Diego on the map as the first port-of-call for ships passing through the recently completed Panama Canal, boosted tourism and business development, and inspired a craze for the Spanish-Colonial revival architecture championed by Goodhue. By 1920, San Diego's population had grown to 74,361.

San Diego has a history of taking on big design-driven challenges as far back as the 1915 Panama-California Exposition. In 1912, when Exposition planning began, San Diego was a small town with a population of only 39,578 according to the 1910 U.S. Census. But among its citizens were some very determined leaders. Just 60 years after becoming the 31st state, civic and business leaders joined forces with architects and engineers to transform the dusty tract that would become Balboa Park. They not only designed and engineered a remarkable bridge to connect the park’s west and central mesas, they built a "mystical" city landscape. Cabrillo Bridge. This exposition put San Diego on the map as the first port-of-call for ships passing through the recently completed Panama Canal, boosted tourism and business development, and inspired a craze for the Spanish-Colonial revival architecture championed by Goodhue. By 1920, San Diego's population had grown to 74,361.

During these early years, San Diego relied heavily on outside expertise to mount an undertaking as ambitious as the 1915 Exposition. While Goodhue hailed from Boston, the lead architect for the 1935–1936 California-Pacific Exposition—Richard Requa, was a San Diego resident. The city no longer had to reach beyond its borders to find accomplished design professionals. Today, San Diego can claim a robust community of landscape designers to transform the dusty tract that would become Balboa Park. They not only designed and engineered a remarkable bridge to connect the park’s west and central mesas, they built a "mystical" city landscape. Cabrillo Bridge. This exposition put San Diego on the map as the first port-of-call for ships passing through the recently completed Panama Canal, boosted tourism and business development, and inspired a craze for the Spanish-Colonial revival architecture championed by Goodhue. By 1920, San Diego's population had grown to 74,361.

The continued economic development of our region is among my highest priorities. I believe that shining this spotlight on San Diego/Tijuana, will afford an excellent opportunity to promote local industry and tourism and highlight the unique benefits of our region for investment. I wish to express my strong support for the San Diego/Tijuana bid for the World Design Capital 2024 designation. Please feel free to contact me by email at (eabeyta@ucsd.edu) to let me know if there are additional ways that I can contribute to the success of this effort.

Thank you,
Edward L. Abeyta, Ph.D.
Associate Dean, Education and Community Outreach

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The "Design for San Diego" (D4SD) initiative is very excited to support the San Diego/Tijuana bid for the World Design Capital 2024 designation. The "Design for San Diego" (D4SD) initiative is very excited to support the San Diego/Tijuana bid for the World Design Capital 2024 designation.

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The "Design for San Diego" (D4SD) initiative is very excited to support the San Diego/Tijuana bid for the World Design Capital 2024 designation.
LOCAL DESIGNERS

**DESIGN FORWARD ALLIANCE**
The Design Forward Alliance serves as a hub for design and design-driven innovation in San Diego/Tijuana dedicated to connecting, promoting, and advocating for design in our region. Below is a list of designers and innovators who make up current and pioneering leadership for the organization.

**Michèle Morris** is co-founder and current President and Chair of the Design Forward Alliance, the Associate Director of The Design Lab at UC San Diego, founder and principal of the consulting firm HardPoint Solutions, co-founder and former Content/Strategy Lead for the Center for Design-Driven Transformation with Rady School of Management, and Advisory Board member for San Diego Design Week. Morris takes a collaborative, systems approach to helping clients rethink the way they do business in order to navigate and thrive in the evolving social and technological advancements in the global marketplace. She serves as a “weaver” in the San Diego/Tijuana region, connecting and integrating people and initiatives in a way that has been tremendously impactful.

**Scott Robinson** is the founder of FreshForm, an experience design consultancy that leverages a combination of design thinking, business thinking, and customer experience principles to grow and differentiate companies. He has been in the field of design and digital experiences for over 20 years and at the helm of FreshForm since 2001. Robinson is intensely interested in the intersection of design, technology, business, and human behavior in the Fourth Industrial Revolution (4IR).
Joan Gregor translates business strategy into human-centered design experiences, products and services with her design innovation consultancy, Intersection-Inc. and its education wing, The Design Academy. She helps organizations integrate design to solve business challenges, building internal capability and transforming culture through collaboration and leadership coaching. Her expertise spans consumer/empathic research, user-centric ethnography, trend studies, creative management and integration, and more. She is a founding board member and co-creator of the Design Forward Summit.

Malileen Flores is a CPA, Senior Business Strategist, and an active member of Biocom. She has served the community in various roles including Treasurer/Board Member of One Club San Diego, Design Forward Alliance, AMA San Diego, and AIGA San Diego. She was also a recent speaker at San Diego Startup Week, helping startups learn practical ways for successful growth. https://www.linkedin.com/in/malieenflores/

Dave Conover is a local designer, business owner, community leader, educator, DFA Board member, former president of AIGA. Since 1985, StudioConover has specialized in integrated brand strategies, product consultation and architectural color and materials specification for the built environment. They partner with manufacturers, distributors, architects, builders and developers, and produce award-winning work that is strategically concise and aesthetically beautiful.

Ali Hussain is a digital intrapreneur and advocate of design thinking with 20 plus years of executive leadership experience at global enterprises like Citibank, Monster, and AOL. He is passionate about creating and maintaining a culture of trust, optimism and progress. He has worked and built strategic partnerships with brands like Apple, IBM, Salesforce, Samsung, Facebook and Microsoft to accelerate innovation. He is a recognized speaker at design industry events, while serving as a board member to advance human-centered innovation in San Diego.

Chris Angel is a serial entrepreneur developing innovations in service, interaction, product and business modeling to connect people with their audience. She innovates at global scale and practices human-centered design, using generative research combined with strategic, iterative engagements. She founded three businesses and also runs Hopscotch Labs, her primary business, utilizing human-centered design research to foster team conversations on product strategy, website usability (UX), and customer experience. She developed programming and events for SXDX.org, sat on the alumni council for Cultural Vistas, and advised the maker community on business growth strategies. https://www.linkedin.com/in/kangeli/

Paul Hong is Senior Director of Product Design at ServiceNow where his teams design the experiences for some of the largest areas of business for the company. Prior to that he was Director of Product Design and Experience at Epicor Software, a leading provider of ERP systems, where he led design for the entire organization. His career has spanned mostly highly-technical domains including biotech, big data, cybersecurity, and enterprise systems. He is a founding board member of Design Forward Alliance, and co-chaired the Business Camp: Design Conference. He has also presented at San Diego Startup Week and mentored at Startup Weekend EDU San Diego.

Kieran de Terra is a privacy and cybersecurity attorney who assists clients in all aspects of global privacy laws at Sheppard Mullin Richter & Hampton LLP in the Labor and Employment Practice Group in San Diego. A former secretary of the Design Forward Alliance board. He has advised clients on privacy law in numerous industry sectors including news and media publishing, financial services, ad-tech, blockchain, cannabis, retail, multifamily housing, PaaS and SaaS providers, wearable health devices, social media, and IoT.

Emily Wilkinson is a lawyer, entrepreneur, and humanitarian with a passion for helping social impact organizations with formation, capacity building, and compliance. She was a former secretary at Design Forward Alliance and started her career in nonprofit work at Invisible Children, a documentary film-based nonprofit. After managing the legal rights of what became the most viral video in history, she co-founded Wilkinson Mazzeo PC to provide accessible legal support for artists, nonprofits, and startups. https://shoutoutsocal.com/meet-emily-wilkinson-nonprofit-specialist-lawyer-entrepreneur/

Chuck Longenecker is a business design consultant. He co-founded Betterment Consulting, a company that helps leaders use design thinking to create iterative improvements in their own companies, and sold it to ServiceNow in 2017. In 2001, he founded Telepathy, one of the first UX design firms in the world.

Charles Chamberlayne is an experienced communicator, connector and expert at developing public engagement strategies. For over 15 years, he has provided this expertise for businesses, universities, government officials, and other high-profile individuals, and has forged invaluable relationships in political, social and business circles from Southern California to the nation's capital. He has been a spokesperson and communications strategist for a major U.S. city mayor, three U.S. senators, and a speaker of the U.S. House of Representatives.
Martina Montalva combines a strong engineering foundation, passionate communications, and extensive commercialization experience to scale high-technology products and services. Formerly, she worked in marketing for Design Forward Alliance, and then with Qualcomm in California. Whether challenged to start-up new operations, transform traditional marketing approaches, or commercialize first-time, multimillion-dollar disrupting technologies, she has achieved winning distribution and sales results.

Joe Erpelding is a passionate educator and leader who supports the team at Thrively, a tool for helping learners understand their strengths, purpose and passion. He served as a Principal in Poway Unified School District before making his way to Design39, a unique K-8 school in San Diego that puts teachers and students at the center. He believes that learner-centered education is about people and not about programs, and that transformation happens in learning when the community is engaged in the design.

Regina Bernai is Entrepreneurship Manager for the University of San Diego School of Business, leading entrepreneurship initiatives and student mentoring programs. Her bicultural background has enabled her to enhance USD’s cross-border relationships. In 2018, she was listed as one of San Diego’s 500 Most Influential Business Leaders. Speaking regularly on the topics of leadership, innovation and cross-border relations, including TEDxSanDiego 2016 about innovation in multinational business relations between San Diego and Tijuana.

Danny Nou is a Certified Professional Ergonomist. Senior Humans Factors Engineer at Sunrise Medical; Ergonomics Program Manager at UC Davis; a Human Factors Project Manager at Regeneron Pharmaceuticals; Principal Ergonomics Engineer at Valeo, working on autonomous cars; Director of Human Factors at View Inc.; and Human Factors UX Research Lead at Facebook. He is currently leading the human factors group at Abbott Rapid Diagnostics, where he leads product development on COVID-19 tests. He also has delivered a TEDx talk.

Alex Waters is the Director of CONNECT ALL @ the Jacobs Center (CAJC), the region’s first low to moderate income and diversity-focused accelerator program. He previously served as the Program Manager for the Collaboratory for Downtown Innovation to empower, train, and elevate early-stage entrepreneurs across the region. He has extensive experience with startup operations, stakeholder management, client services, developing support teams, and training.

Anna Quackenbush has built a career building human-centered design capabilities within the life sciences. With a background in biomedical engineering, she is a skilled translator between technical groups, allowing her to build momentum and synergy across teams. She built the first consolidated UX team within product development, focusing heavily on human factors and design for usability. She is currently leading the customer experience transformation for Illumina and is responsible for instilling CX competencies across the organization (Measurement, Research, Prioritization, Design, Enablement, and Culture).

Sara Mounier is Senior Manager of Corporate Branding and Marketing for Sempra Energy, where she oversees brand campaigns and creative operations. Previously, Mounier was the Creative and Interactive Director at the San Diego Convention Center where she shaped creative campaigns to support initiatives that generated economic impact in the community, including keeping Comic-Con in San Diego and the expansion of the Convention Center. She spent her early career as a freelance photographer and web designer.

Seda Evis is a design strategist and creative business leader with extensive experience in technology, operations, planning, design, and design management. She designed a new laundry experience with GE, a future of mobility for Nissan, partnered with Toyota design studios on adventure vehicles and product ecosystems in the U.S. and Africa, a new note-taking experience with Staples. Evis is a Designer-in-Residence at the UCSD Design Lab. She serves on corporate and nonprofit boards in education and technology, her two passions.

Nazima Ahmad has over 10 years of expertise in branding and creative marketing. She has built and led creative teams, established and developed brands, campaigns, and product marketing for consumer goods and SaaS companies. Some of her clients include Coke, Unilever, P&G, Dunhill, Comedy Central, and International Symposium of Electronic Arts. She is recognized by AIGA, Adobe, and Lynx. She has taught design at Yale and Zayed University, and holds an MFA from Yale University in graphic design. Recently, she co-founded City Canvas and is a Designer-in-Residence at UCSD Design Lab.

James White is a proactive and influential marketing and brand strategist with 20 years of consulting, advertising, and digital experience in technology/SaaS, life sciences, and financial services. He develops the interface between integrated agency and client teams to discuss priorities and accelerate key campaigns, projects, and enhance consumer experiences. He is driven by a determination to plan, budget, and solve challenges when they arise, whilst insisting on the delivery of a first-class service to ensure positive and repeatable return on experience. James was co-chair for the 2017 Design Forward Summit in San Diego.

Bobby Buchanan As founder and Creative Director of Buchanan Design in 1995, Bobby Buchanan has dedicated his professional career to providing engaging, creative solutions that add value to the companies he serves. With a variety of national design awards and work published in leading national and international publications, he continues to provide award-winning creative and strategic thinking for his clients. He is the Founder and Executive Director of the nonprofit Orange Tree Project, an organization that helps other nonprofits by partnering with a leading design agency to provide professional design services. He is the President of AIGA San Diego, the oldest and largest professional organization for design. Bobby was co-chair for the 2017 Design Forward Summit in San Diego.
Stephanie Sherman is a designer, producer, researcher and writer who works at the intersection of social, speculative, and systems design. She has worked with the UCSD Design Lab since its founding in 2014, supporting the Community and Automation teams in projects that advance San Diego design and infrastructure through a catalytic co-design process. These projects have included serving as lead producer of the founding Design Forward 2016 Conference, producing the Pepper Canyon Mobility Hub Designathon in partnership with SANDAG, and supporting the World Design Capital bid. http://stephaniesherman.net

SAN DIEGO DESIGN WEEK DESIGNERS
In addition to the highlighted local designers below, many of the diverse and active design talent in our cross-border region participated in the region’s inaugural San Diego Design Week in September 2020. A full listing can be found here.

Sumner Lee is the founder and CEO of Fuse Integration, an innovative defense consultancy focused on user-driven smart systems integration and bridging the gap between needs and complex systems. Building on experience as a Naval Aviator, acquisition professional, systems engineer, designer, and program manager, his teams apply the best practices of agile development and design thinking to the defense and security industries. They are motivated by solving hard problems through creativity and innovation focused on holistic design principles.

Chris Ross is a principal of MindFlow Design where his responsibilities include design strategy, product planning, and company marketing. He has more than two decades of experience designing products for organizations ranging from startups to Fortune 500 companies. In recent years, his focus has become exclusively on developing medical, life sciences, and consumer health products. Ross managed all industrial design activities for seven years at Cardinal Health’s Pyxis Products Division. He is a professional member of the Industrial Designers Society of America and founder of the Industrial Design San Diego networking group. His work has been recognized on 15 patents.

Kaleb Rashad is the Director of Creative Leadership at the High Tech High Graduate School of Education. He has worked with diverse communities to co-create equity-driven, liberatory school cultures, trust-rich relationships, and creative leadership practices. Rashad has served as the Director at the Gary and Jerri-Ann Jacobs High Tech High. He also taught middle school math and science, and was the site administrator in two middle schools and two elementary schools. He also served in the U.S. Marines at Camp Pendleton. He holds a BA in Human Development, two Master’s Degrees, and a Doctorate in Educational Leadership focusing on relational trust and organizational change. He also works alongside the disruptors of inequity at Stanford’s K12 Lab, IDEO’s Teacher’s Guild, School Retool, and Leadership + Design.

Eric Chaqala (Ed.D. Educational Leadership) is the founding principal of the Vista Innovation & Design Academy (VIDA), a middle school based on design thinking. His belief in design thinking for education is deeply rooted in his dissertation that focused on the critical resiliency of high achieving Latinox youth. Chaqala is also faculty for the Graduate School of Education at High Tech High, and is a co-founder of #DesignCamp for Education, as well as serving as Chief Development Officer for the nonprofit Unlocked, Inc.

Carrie Sawyer is the CEO of Diversity by Design, a San Diego firm that uses design thinking to help leaders cultivate inclusive environments where teams can do their best work. She launched the firm after using her people-centered approach to build and implement diversity and inclusion strategies at both Intel and Qualcomm. She recently launched the Inclusion 1st Project, a collaborative exploration of inclusion through the questions and discourse of allies in the anti-racist movement.

Bahija Humphrey is the Chief Executive Officer of the Data Science Alliance, an organization committed to advancing an ecosystem in San Diego. Throughout her extensive experience in both public and private sectors, she has championed creative solutions to complex issues and established consensus among diverse stakeholder groups. Born in Afghanistan, Humphrey holds a sense of gratitude for the opportunities she has been given in the U.S. and works diligently to continue paving a path for other women and people of color.

Kyle Amdhall is a seasoned marketing executive with strong design leadership skills with a proven track record of refreshing large organizations and building a common strategic design vision in order to maximize profits. His ability to inspire design innovation, be an advocate for change, while creating a positive team culture are his biggest areas of strength. Amdhahl has bridged the power of design with business strategy for some of the world’s most valuable, trusted and iconic brands including Target, L’Oréal, and Sony Electronics, where he was Head of Design Strategy and Creative Director. As Sony’s first Creative Director, he built the in-house Brand Design department, oversaw the omni-channel brand at every touchpoint, and directed the company-wide “Project One Brand” integration.
John Bandringa is Chief Strategy and Innovation Officer at FreshForm. Formerly, he was Director of Enterprise Strategy and Innovation for the Port of San Diego. He is a designer, entrepreneur and small business owner, and uses design craft and strategy to transform organizations. [https://www.linkedin.com/in/john-bandringa-001/]

Neville Billimoria is an effective communications and values leader. He brings experience, energy and empowerment to his leadership role as SVP Membership/Marketing and Chief Advocacy Officer at Mission Federal Credit Union where he is in charge of promoting Mission Fed's public image and brand. Additionally, he serves on multiple local boards including the National Philanthropy Day Honorary Committee, Ackerman Foundation, Alliance for Empowerment, San Diego Non Profit Association, and the Real World Scholars Board. After graduating from UCSD, Billimoria continues to be involved on the UCSD Alumni Board Executive Committee, and has taught martial arts, yoga and meditation on campus for more than 35 years.

David Malmuth is a real estate developer. In 2011, David and Pete Garcia formed I.D.E.A. Partners to lead the development of the I.D.E.A. District (Innovation + Design + Education + Arts) in downtown San Diego, a transformative initiative aiming to create a vibrant, sustainable mixed-use neighborhood that will generate thousands of high-paying design and technology jobs in the next 10 years. In November 2017, they completed the $91 million IDEA1 project, the first new mixed-use development in the District, and in the same year, UC San Diego started construction on a 66,000-square foot Education and Cultural Center in I.D.E.A. District (UC San Diego Urban).

Grace Rieger designs and builds software solutions for hospital leaders. She is a Product Manager who is passionate about collaborating with cross-functional teams to solve challenging problems in the delivery of healthcare. [https://designlab.ucsd.edu/designers-in-residence-support/community-driven-design-initiatives/]

Pete Garcia is a partner in I.D.E.A. Partners, LLC and developed IDEA1 as part of the I.D.E.A. District, a unique urban, mixed-use project in downtown San Diego focusing on Innovation, Design, Education, and Art. He started URBAN INTERVENTIONS, a nonprofit to create and fund public art to improve downtown San Diego.. He was a chairman of the San Diego Regional Economic Development Foundation, in addition to the Board of AVID Center, and a vice-chairman of the State of California Commission for Economic Development.

Nahida Lebbo is Head of Product Design at Illumina where she and her team provide strategic design services across the company’s product portfolios. She is upholding a design center of excellence at Illumina, where teams are embracing human-centered design and sustainable user experience practices to transform complex genomics workflows, enabling deep customer engagement and creating social and human value. She also served as Lead of the UX Research & Methods team at SAP Labs.

Emila Louisa Pucci is an Interaction and UX Designer with an expertise in wearable technology. After developing skills in exhibition and interaction design between Italy and The Netherlands, she came to California to co-found the design and innovation consultancy, Round Feather, where she leads Design for Happiness projects with Fortune 500 companies such as Microsoft, Anthem, H&R Block, Capital Group, and others. She combines design thinking and doing on projects, ranging from complex B2B software systems, to smart garments, to social justice.

Greg Horowitt is an entrepreneur, investor, author, and innovation systems architect. He is a Managing Director of Jun Capital and a member of the Society of Kauffman Fellows. He is the Director of Innovation at the UCSD, and also serves as an adjunct lecturer at Stanford University. He co-authored the bestselling book The Rainforest: The Secret to Building the Next Silicon Valley and is a trusted advisor to the U.S. State Department, Aspen Institute, University of California, World Bank, and Inter-American Development Bank, in addition to his role as a Senior Fellow with the Global Federation of Competitiveness Councils.

Daniel J. Ryan is Co-Chief Investment Officer and Regional Market Director of San Diego at Alexandria Real Estate Equities, Inc.. He focuses on the company's strategic growth and leads its San Diego asset base and operations. Previously, Ryan was a founding principal of Pacific Management Services, Inc., a commercial developer focused on value-added transactions in the greater San Diego area, including life science, office, industrial, and multi-family transactions. He is a board member of Biocom, a Southern California trade organization, the San Diego Economic Development Corporation and the Policy Advisory Board of the University of San Diego - School of Real Estate. He is also a member of the NAIOP and the Urban Land Institute, both public policy organizations focused on sharing design tools and growing the local community. He has served as a Designer-in-Residence encouraging SD’s community-driven design in education at UCSD since.

Brian Le Duc is an educator, thought-partner, connector, and has dedicated his career to improving higher education. He served as class president, organization leader, orientation advisor, and resident assistant at Roger Williams University, and acted as a regional foundation fundraiser and representative for the National Association for Campus Activities (NACA). He uses design thinking and other innovation tools to design education toward the future of work at the Education Design Lab. He brought Global Service Jam to San Diego working with local education institutions, businesses, and community organizations invested in sharing design tools and growing the local community. He has served as a Designer-in-Residence encouraging SD’s community-driven design in education at UCSD since.
Paula Intravaia is a Design Engineer at Del Mar Union School District and the Co-Founder and Managing Partner at Cloud Club Collective. She is a San Diego native, influenced by innovative childhood home and school experiences and informed by future-focused educational thinkers and organizations around the globe, with interests in blockchain and XR technology. She aspires to bring joyful and meaningful experiences in education practices.

Gabe Miller is co-founder of Tech to Reconnect at the San Diego Zoo where he and his collaborators design and engineer new tools to understand, empathize with, and protect vulnerable wildlife and rescue species from extinction. He has served as Associate of the Organismal and Evolutionary Biology Department at Harvard University and a Visiting Scientist at the MIT Evolutionary Biology Department.

Dr. Laura Spencer, Director of Academic Innovation for Elite Academic Academy. Her educational career has focused on leading transformational change through the application of the design thinking mindset to create real-world connections that provide students with extraordinary learning experiences. She’s been honored as an Innovative Educator, Administrator of the Year, and San Diego County Top Tech Exec, as well as recently winning CUE’s Gold Disk award and the Classroom of the Future Foundation Innovate Award. She interns at UCSD as a Designer-in-Residence and presents at conferences nationwide. She is on the Board of Directors for CUE and is a Founding Board Member of EquityEDU.

Sharon Carmichael is Director of Product Design for ServiceNow, where she builds beautiful tools that enable people within organizations to be more efficient and effective. Formerly, she was Senior Interaction Design Manager at Intuit where she managed a team of fourteen interaction designers. With over 23 years of experience, Carmichael believes that having a well-crafted meaningful design rationale is important to conveying design intent and securing buy-in from stakeholders. Locally, she is known for hosting and participating in innumerable community events for designers and non-designers alike in an effort to elevate San Diego’s innovation aspirations and impact.

Stephen Rutherford is the lead of Computer Science and Design Thinking at e3 Civic High, and mentored a high school team that placed first in design for San Diego in 2018. He transitioned into the role of learning facilitator after a career as a software engineer in which he created solutions in fields from satellite control to online learning in the U.S., Singapore, Korea, and Turkey. He has been active in the regional Educators Alliance, was a member of the Jacobs Center for Innovation in Education Pactful Advisory board, and is a Project Invent Fellow.

Dan Lenzen is the Director of Design & Innovation at La Jolla Country Day School (LjCDS), an award-winning program that teaches human-centered design to K-12 students. Students have completed projects for organizations such as CamelBak, pitched products at venues such as the International Home and Housewares Show, patented their ideas and received funding from an LjCDS venture capital fund, and manufactured products overseas. Lenzen earned his M.S. in Cognitive Science at the UCSD and his most impactful work was designing tools and methods to study gesture and sign languages with the Microsoft Kinect. This work built on his interest in how cognition exists in our mind and bodies that began when he earned his B.A. in Psychology from Colorado College. He spent three years as a researcher at the University of Chicago investigating the role of gesture in learning.

Naila Chowdhury is a leading management professional from Bangladesh and has served locally and globally. She has been involved in developing teams and providing technology-driven entrepreneurial platforms for young people and empowering individuals by creating opportunities to self-organize and succeed with minimal resources and options. She joined GrameenPhone, the largest mobile operator in Bangladesh, in 1998 and was head of GrameenPhone’s Village Phone Project. She is an Advisor for Ashoka Support Network Members and an active mentor for youth and women in constructive entrepreneurship, information communication technology (ICT), global networking, and the UN Millennium Development Goals (MDGs).

Amanda Caniglia is a networking extraordinaire, owner of Bella Vista Social Club & Café, and creator of BellaV TV, a social hub for the innovation and bio-tech world on the mesa. She is a contributing writer to San Diego Magazine, and the past president of Alliance4Empowerment, a 501(c)(3) nonprofit empowering underserved individuals to live with dignity, self-esteem, respect, and love.

https://creativetechphotography.com/blog/amanda-caniglia

Rebecca Smith is the Executive Director of the Offices of Strengths & Vocation at Point Loma Nazarene University. Smith was appointed to the City of San Diego Commission for Arts & Culture in 2012, and served on the Board of Directors for United Way of San Diego County from 2011 to 2020. Her experience includes career coaching at Qualcomm, recruitment for Eastridge Workforce Solutions, development at High Tech High, and executive leadership at San Diego Workforce Partnership.

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Monte Kalisch is the Director of Technology at the Jacobs Institute for Innovation in Education. He is also the co-inventor of Pactful, a patent-pending social good innovation curriculum and tool used globally by teenagers and teachers who want to build a better world and create solutions aligned to the United Nations Sustainable Development Goals. The former Chief Technology Officer of Connections Education, Kalisch spent 15 years helping to create the K-12 virtual public school industry. He contributed to the creation of an education platform that still serves over 80,000 full-time students, oversaw all technology services and operations, and was part of an executive team that culminated in a $400M acquisition to Pearson in 2011. Andy White is head of Startup Operations at Keshif Ventures LLC, a company fostering the growth of the San Diego data science ecosystem through investments in early-stage teams focused on building infrastructure or enterprise solutions. He is an investor, and was co-founder of City As a Startup and a Startup Advocate for the Downtown San Diego Partnership, where he created an environment to foster the growth of startups in downtown San Diego, connected startups to the other pillars in the ecosystem, promoted the inclusion of historically underrepresented communities, and encouraged open discussion of challenges and opportunities. https://www.keshif.com/

Daniel Obodovski is founder and CEO of The Silent Intelligence, a boutique strategy and management consulting company focused on IoT and digital transformation. He co-authored The Silent Intelligence: the Internet of Things, one of the first books about an upcoming technology revolution. In 2016, Obodovski raised funds and organized the first San Diego Smart City hackathon, focused on the Climate Action Plan while bringing together the City of San Diego, UCSD, Fab Lab, CleanTech. Inspired by the success of the hackathon, he and a group of investors co-founded SCALE San Diego (Smart Cities Accelerator, Labs + Environment).

Leigh Brett is Head of Product Design at Walmart Marketplace, leading the experience design team and help craft the vision for Walmart’s Seller Center platform, connecting sellers with millions of customers every day. Leigh is also a Board Member & Chief Design Officer at San Diego Tech Hub, spearheading efforts such as “Design for Good” to make design and innovation more inclusive and equitably accessible.

Mike Krenn is the President and CEO of CONNECT with SD Venture Group. He is passionate about bolstering the growth of the startup and venture capital ecosystem in Southern California and has worked with hundreds of entrepreneurs to raise startup capital in excess of $500M.

Daniel Suh is a data analytics and data visualization expert who empowers government, military, and nonprofit clients to discover strategic insights and share their most impactful stories. He founded a pro-bono consulting group of 50+ members within Booz Allen Hamilton that provides design thinking, data science, and change management services to dozens of nonprofits at local, national, and international levels. As the Founding Curator of Global Shapers in San Diego, an initiative of the World Economic Forum, he leads a team of highly accomplished young professionals to launch community projects that promote education, equality, and civic participation.

Damon Deane is the Director of Employee Experience & Design at IBM Talent & Transformation. His mission is to design impactful employee experiences by leveraging creative problem solving and human-centered practices, thereby transforming the way HR organizations support their employees. He is focused on crafting employee journeys and moments that help reduce workplace complexity and improve productivity. Deane is best known for being a leader in enterprise design thinking and a motivator for implementing innovative, people-centric strategies, programs, and experiences that drive business performance.

Shawn T. Loescher, Ed. D., is an active practitioner with more than 25 years of experience, both domestically and abroad, in social systems innovation and school system redesign. He is the CEO of Urban Discovery Schools, and is a guest lecturer of doctoral programs. In 2019, he was named one of 16 worldwide recipients of the TED-Ed Innovative Educators award. He presented his TED talk about learning to embrace ambiguity as a core tenant of design at the TED Summit Conference in Edinburgh Scotland in 2019, and has been featured by TED in two additional settings. Recently featured for his innovative system design for an educational response to the pandemic by Silver Linings for Education, Harvard Graduate School of Education and Arizona State University, and by the Canopy Project for Educational Innovation from the Christensen Group for Disruptive Innovations. http://www.shawnloescher.com/about

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Benjamin Bratton is an American sociologist, architectural and design theorist, known for a mix of philosophical and aesthetic research. He is currently Professor of Visual Arts at the University of California, San Diego and Director of The Center for Design and Geopolitics think-tank at Calit2. He is also the head of the Strelka Institute for Media, Architecture and Urbanism in Moscow.

http://www.bratton.info/

Anke (Bodak) Mazzei is the Director of Employee Experience & Design at IBM Talent & Transformation. His mission is to design impactful employee experiences by leveraging creative problem solving and human-centered practices, thereby transforming the way HR organizations support their employees. He is focused on crafting employee journeys and moments that help reduce workplace complexity and improve productivity. Deane is best known for being a leader in enterprise design thinking and a motivator for implementing innovative, people-centric strategies, programs, and experiences that drive business performance.

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http://www.bratton.info/
Gary Benzel is a creative based in San Diego, working in the spheres of design, art, and education. Past projects and collaborations have included the concept brand Green Lady, HunterGatherer studio, and Igloo store. Benzel currently serves as instructor in the design area of the School of Art + Design at San Diego State University.

David Woodhouse is Vice President of Nissan Design America (NDA). Prior to joining Nissan, Woodhouse was Lincoln Design Director at Ford Motor Company where he was responsible for leading the brand into a new era of premium automotive design. His previous automotive experience extends nearly 30 years, much of it with global premium brands including Mini, Cadillac, and BMW.

Susan Merritt helped establish AIGA SD, served several terms as education chair on the chapter’s board, set up an AIGA Student Group at San Diego State, and co-founded the nonprofit Design Innovation Institute (DII) with her husband, Calvin Woo. She is a charter member of the San Diego Design Week steering committee and serves on SDDW’s advisory board. She holds an MA in Design Research, Writing and Criticism from New York’s School of Visual Arts and served as head of the graphic design program at San Diego State University’s School of Art + Design.

Amy Levine is a partner in Visual Asylum. The firm’s work is focused on design for education, primarily color consultation, brand identity, interior design, signage programs. Amy holds a BFA from the Kansas City Art Institute and is a past president of the AIGA/SD and serves as the current Y Design Conference Chair. Amy is a passionate educator, currently teaching design at The New School of Architecture + Design and UCSD Extension.

Brenda Parkin recently retired after a 27-year career from Nissan Design America where she was a founder of the Color Material and Finish Design Studio. She applies her need to explore and experiment with the materials approach to her designs. As a color designer, she often refers to it as “telling a story,” as every selection of material, color or texture sends a message. She is currently freelance Automotive Color Designer working with diverse clients from OEM’s to high-end concours restorations.


Juan Carlos Arenas is a project focused on the use of illustration and character design for promotional design, advertising, and animation. The work has been featured in publications by IDN, Gestalten, Variety, Revista Complot, and the United States. In 2019, he was awarded First Prize at the National Portrait Gallery in Washington D.C. for the fifth triennial Outwin Boochever Portrait Competition. Crosthwaite’s prize-winning stop-motion animation, A Portrait of Berenice Sarmiento Chávez (2018), recounts a woman’s journey from Tijuana to the United States in pursuit of the American dream.

Victor Nacif has had a lifelong passion for cars. He worked at Zimmer Corp where he and other young designers created and built a car that was sold for several years, and then at Ford as a designer. He worked for PSA Peugeot Citroen as Chief Designer and then Design Director. Currently, he is Creative Lead at Brojure where he looks at the visual quality and presentation for international clients using the software as a storytelling and communication tool.

Illya Haro She works cross-culturally and sees art as a tool for provoking conversations about social dynamics, the evolution of urban and contemporary culture, unlocking a common understanding across diverse heritages. Creating vibrant experiences that attract audiences and engage visitors, she has produced events for festivals, museums, government institutions, vineyards, restaurants, artisans, architects, and corporations in Italy, Mexico, Spain, the Middle East and the United States.
Jonathan Segal FAIA & Development Company has been awarded six national AIA Honor Awards for their housing work and have been responsible for the design and development of over 300 medium- to high-density urban residential, mixed use, and live/work units. They are considered one of San Diego’s most successful and pioneering residential architectural/development companies, focusing exclusively on urban projects and providing superior housing at a lower cost than comparable properties.

Over the past twenty years, Segal has created and modeled the unique practice of “Architect as Developer,” a prototype in which the architect has the ability to become the owner, therefore eliminating the client and the general contractor from the design and building process.

Gad Shaanan is a product designer and entrepreneur who embodies entrepreneurial spirit. As the leader of Gad Shaanan Design, Inc., and now Gadlight, Inc., Shannan’s work touches the lives of people worldwide every day and is dedicated to helping companies of all sizes, from start-ups to Fortune 500 companies. Gadlight is one of the leading design firms in North America. His success is based upon a tight integration of strategic marketing, innovative design, and revolutionary engineering.

Katalina Silva was Creative Director and Partner at Fotográfica Publicidad, where she collaborated on multidisciplinary projects from 1994 to 2015. She was Co-Founder and Communication Coordinator at Reaccion Tijuana, and other public art projects such as “Cardinal 5” and “Ciudad Habla.” She is currently Co-Founder and Creative Director at Enigma Creative, and host of CreativeMornings in Tijuana, and other public art projects such as “Cardinal 5” and “Ciudad Habla.”

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Franko Rosas is a multidisciplinary graphic designer, art director, illustrator, lettering artist, and occasional taco chef based in Amsterdam. He focuses on visual communication services from brand identities, typography, creative campaigns, illustrations, murals, installation, magazines, film, posters, and web. He is currently collaborating with different agencies such as Snask, HERC, and Phenomenon.

Mary Lydon has twenty years of experience as a land use, communication and business development professional. She has worked with the private-sector, public-sector and nonprofit organizations. Mary is a Certified Association Executive and Communication Strategist with a special focus on land use. She is a former Planning Commissioner for the City of San Diego in addition to having held key leadership roles within the Downtown San Diego Partnership and the Urban Land Institute.

Jadyn Aguilar is a digital art director with experience working in the interactive marketing and advertising industries. An expert in digital strategy, graphic and interactive design, illustration, art direction, management of teams and mentors. She has collaborated with clients including HGT, Kinder Surprise, Ferrero Rocher, Nutella, Scotiabank, Nike, and the Government of Canada.

Michael Stepner spent 27 years at City Hall, where he served as city architect and acting planning director, among other positions. Stepner remains a major voice in the local architecture community. Former president of AIA/SD and Emeritus Faculty with the New School of Architecture. He is internationally recognized for his leadership and innovation in community planning, public participation, visioning.

Phil Bona, through an impressive career spanning more than four decades, has worked in pursuit of a solution to California’s housing affordability crisis through his efforts in the “Housing the Next One Million” (HNIM) campaign, perhaps the most visible and comprehensive attempt yet to find solutions to California’s housing shortage. While at San Diego’s Centre City Development Corporation (CCDC), he led the Downtown Education Task Force. Former president of AIA/SD, and is now part of the national AIA strategic council. Through 2021 he is chairing the New Urban Agenda Task Force. Recently, he has been focused on resilience, regenerative design, and housing post-disaster.

Gordon R. Carrier, FAIA, is a founding member and Design Principal of the San Diego-based architecture, interior design, and strategic branding firm, Carrier Johnson + CULTURE. In the heart of San Diego’s downtown, Mr. Carrier’s design leadership has contributed to the realization of DiamondView Tower, a baseball-branded mixed-use tower adjacent to Petco Park, Renaissance twin condominium towers, and Hard Rock Hotel San Diego. In addition to his design leadership within the firm, Mr. Carrier is an active member of the San Diego design and development community and an outspoken proponent for improving the urban environment by the integration of quality architecture and design. Mr. Carrier holds a Master of Architecture from the University of Michigan.

Calvin Woo is president of CWA Inc. in San Diego, a design and marketing communication firm, specializing in strategic planning, brand development and management since 1972. He is also co-founder, executive director and chairman of the board of the Design Innovation Institute. Woo was one of the founding members of the San Diego Asian Business Association (ABA). He has worked as a consulting designer at a variety of advertising and design firms, creating major identity programs for notable brands. He served on the adjunct faculty at San Diego State University, teaching classes in branding and environmental design, and a guest speaker.

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https://frankoro.com

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https://enigmacreative.com/

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https://marylydon.com

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https://newschoolarch.edu/faculty/michael-stepner/

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https://www.linkedin.com/in/philip-j-bona-faia-0711596/
David M. is an illustrator from Tijuana who takes on a free aesthetic approach through his bizarre and grotesque art that goes against the standards of popular graphic trends. His work has been exhibited in Tijuana, Mexicali, Mexico City, San Diego, and Washington state. Additionally, the work of 1102 has been disseminated in various audiovisual, virtual and printed media in countries such as Brazil, Argentina, France, U.S., and Mexico. 

https://www.instagram.com/p/CAdxBj7FjxK/

Arturo Elenes is a graphic designer by profession and with heart with more than 25 years of experience in design and advertising communication. He is Co-Founder, Partner, and Director of Business Development at Enigma Creative in Tijuana. He has collaborated with some of the most relevant brands in Northern Mexico and Southern California including Calimax, Aguas de Rosarito, Burger King, Grupo Centura, Chevrolet, Sempra Energy, iNova, Productos Rosarito, Wild Cypress, Rancho Tcate, and Grupo Editores del Noroeste.

https://www.percepcionespecular.com/portfolio/arturoelenes.html

Neal Bloom is Founder, Fresh Brewed Tech; Chairman, Startup San Diego; and Managing Partner, Rising Tide Partners. Through his grassroots effort in multiple organizations, Neal Bloom has helped build an entrepreneur-focused community that helps entrepreneurs and companies grow and succeed in San Diego. Bloom co-founded local nonprofit Startup San Diego and has helped grow San Diego Startup Week, which over the last seven years, has helped inspire thousands of local San Diegans in building confidence in taking the leap to become an entrepreneur. He is an investor and serves as a mentor to countless young entrepreneurs and is actively engaged in growing and promoting San Diego’s thriving tech ecosystem. Bloom is dedicated to the success of the region, some people have even given him the nickname, “Mr. San Diego.”

Abigail Peña is a Tijuana-based freelance illustrator and graphic designer. Border life has always been a big part of her life and she feels the city is constantly growing.

https://www.instagram.com/abbydoodlestj/?hl=es-la

Eliane Mancera Hernández is a Tijuana-based freelance illustrator and textile designer who enjoys traditional illustration techniques, but also embraces the digital. Currently, her focus is to create all sorts of illustrated products like stationery, wrapping paper, greeting cards, prints for textiles, and children’s books.

https://eyluy.com

Gerardo Yépez (Acamonchi) launched the first Mexican Mail Art website in 1995. He is a street installation and graffiti artist, and has distinguished himself as a graphic designer, working with clients on both sides of the border including the Nortec Collective, MTV, Reebok, Vans, Adidas, Pepsi, Warner records, Osiris shoes, Tribal Gear, Obey Giant, Rioja Wine, Electra Bikes. Acamonchi began his career in the mid-1980s as part of a cross-cultural underground scene in Southern California and Northern Mexico that was heavily influenced by fanzines and the skateboard-punk countercultures.

http://www.acamonchi-art.com

Eraboy Studio Guillermo Sarriñana graduated with a degree in Graphic Design from Universidad Iberoamericana Noroeste and studied Motion Graphics at IDEP University in Barcelona. He participated as an illustrator in AMCO and worked at Golpeavisa, a design and illustration studio based in Cancun. In 2014, he founded Eraboy in Mexico City where he serves as director.

https://work.eraboy.com/work

José Manuel Cruz Vázquez is a graphic designer with over 20 years of experience. He graduated from Universidad Iberoamericana Tijuana, and studied further at Art Center College of Design in Pasadena, Universidad Politécnica and Centro de Evaluación Informática de Valencia in Spain, and Autónoma de Baja California in Tijuana. He is a current collaborator with Centro Cultural Tijuana and is in charge of exhibitions' graphic design.

https://en.estudiochp.com/

Diego Negrete is a graphic and typographer from Tijuana. He has a master’s degree in typography from the Gestalt Study Center in Veracruz. He has worked as a branding and logo designer, and co-founded the Stundra design studio, specializing in branding and type design. As a type designer, his work has been selected in the 2008 and 2010 Latin Types Biennial.

http://stundra.com/

Alonso Delqadillo “Norte” is a border artist from Tijuana. He creates murals and drawings depicting daily life, integrating his interests in culture, stories, and memories. His work touches on the subjects of desert mythical beings, migration, urban landscapes, and Latin American artisan works. He has created public art in places such as Mexico City, Guatemala, Argentina, and the United States. Currently, he is working on a series inspired by traditional Latin American handicrafts, exploring a variety of formats and media like wood, canvas, and paper, among others.

https://www.alonsodelqadillo.com

Jorsh Peña is a Mexican artist and illustrator based in Tijuana. His works can be described as a mix of warm geometry with a mystical vibe, and has been featured in many magazines and books such as Behind Illustration Vol.3. In 2013, he won first place in Illustracional, and his creations appeared on the cover of Picnic Magazine No. 55. His art has been shown in galleries around the world including Gallery 1988 in Los Angeles and Gurú in Mexico City, among others. He has collaborated and worked with a variety of brands including Adobe, Cartoon Network, Google, Kinder, Microsoft, Old Navy, Samsung, Snapchat, and more. In 2016, he was named one of the 150 best illustrators of Mexico by Nice Fucking Graphics. In 2020, he launched his first online course with Domestika about “Isometric Illustration.”

https://jorshpena.com/
Rubén Alonso Tamayo is a self-taught graphic designer. For the last three decades, he has been the Director of Rubén Tamayo Design, specializing in graphic arts, advertising, editorial, and corporate design on both sides of the border. He has been a creative consultant, speaker, designer, and art director for dozens of agencies, companies, and organizations. Packaging design for music, graphics, he is also a musician and a producer of experimental electronic music, going by the name FAX. Currently, he lives and works in Mexicali, Baja California.

https://www.behance.net/rubentamayodesign

Aldo Díaz (Das Falco) is a self-taught designer, with experience in branding, political campaigns, clothing brands, music projects, event promotion, art galleries, and product design. He is most passionate about art focused on politics and social issues, especially as it pertains to the border and migration, in both directions.

https://www.behance.net/dasfalco

Mayra Alejandra Ortiz was born in San Diego and raised in Tijuana. After studying in Tijuana, she began working in San Diego with studios like Basic, Grizzly, and Sixteenfifty Creative. She is passionate about creating compelling identity design and works under the motto “Concept first, design second.”

https://dribbble.com/missmacready

https://www.behance.net/fenotipostudio

Erick C Castro (Ruin) is a multidisciplinary architect passionate about branding, architecture, and art. He is the founder of ASLO Studio, an Integral Communication Agency in Tijuana.

https://www.instagram.com/aslostudio/?hl=es-la

Adrian Orozco (Criobravo) is a multidisciplinary graphic designer, illustrator, lettering artist, and muralist. The pandemic motivated him to explore a different kind of art, leaving aside graphic design. Thus, “Criobravo” was born, an alternate project of visual expression that is full of color, simplicity, and a lot of heart.

https://www.behance.net/adorozco

Paul Martin del Campo has worked in local television and advertising agencies, creating different design brands. His specialty is the development of brand identity, advertising concepts, and little drawings for the heart.

https://www.instagram.com/kobranding.mx/?hl=es-la

Mayuko Zúñiga was born and raised in Tijuana. Since childhood, she has been involved in learning and artistic creation through maternal influence. She studied Arts at UABC, UMSA in Argentina and at UAD for Graphic Design. She likes to mix her interests in history, art, design, everyday life, and funny stuff. Her works are usually simple, colorful, and entertaining, using various tools and media.

https://www.behance.net/yukostuff

https://www.instagram.com/arsitekturzetolino/

Andres Reyes Boteilo is a computer graphics engineer and graduate of the Center of Superior Studies in Baja California. He is trained in CG Computer Animation in Vision Scape Imaging by a private facility in San Diego. He is the founder and director of Boxel Animation Studio and Boxel Interactive Inc. in Tijuana.

https://boxelstudio.com/

Carlos Escárrega (Yimbo) is a Tijuana-based freelance illustrator and animator. He has experience working on animation projects for clients like Aeromexico, Sprite, Adidas, Sony, and others. He also hosts two animation courses online.

https://www.behance.net/Yimbo

Adriana Cuellar is Adjunct Assistant Professor at the University of San Diego. She has been a critic and invited lecturer, teaching at various universities in the U.S., México, and Italy. She was a recipient of the Rome Prize Fellowship in Design by the American Academy in Rome in 2006-2007. For several years, she co-founded and co-directed the Rome study abroad program at The New School of Architecture and Design.

https://d-o.mx/

Ramón Guillot Guillot Arquitectos is an architectural design studio that looks at functionality, sustainability, and efficacy when designing a space. They also consider profitable and optimal investments in their creative process.

http://guillotarquitectos.com/

Daniel Espinosa is an architect and graphic designer, and founder of KOYOTE, a Tijuana art collective. He holds a degree from Universidad Iberoamericana Tijuana. He is happy designing a small-scale project, like a logo, or something large, like a building.

https://labatopilas.com/hi

Muebles Cuevas is a project dedicated to designing and creating beautiful furniture and stimulating artistic collaborations. Located in Tijuana, they offer a collection inspired by mid-century design that features simple shapes, horizontal lines, subtlety.

https://mueblescuevas.com/

Marcel Sanchez Prieto is a professor at Woodbury University San Diego. He has been a critic and invited lecturer, teaching at various universities in the U.S., México, Australia, China, and Italy. He was a recipient of the Rome Prize Fellowship in Architecture by the American Academy in Rome in 2018-2019. He co-founded and co-directed the Rome study abroad program at The New School of Architecture and Design. He participated in a wide-range of urban studies along the Mexico-U.S. border with San Diego State University, University of California San Diego, Colel-College of the Northern Border, the Municipal Planning Institute of Tijuana, and the San Diego Association of Governments.

https://crostudio.net/
Gabriela Fuentes Aymes (Spica) designs and creates jewelry pieces for Spica, which is the name of a star. Each of the pieces are artisanal, handmade and unique in shape and texture, and made in Tijuana. She works with Mexican sterling silver and uses recycled/repurposed materials.

Decibel 9 is a stylish furniture brand for audio and music lovers. The furniture designs are provocative and visually appealing that focus on what really matters: music.

Mon Giselle is a Mexican artist who makes small ceramic sculptures with utilitarian use to brighten up spaces. She is influenced by her childhood, pop culture, and illustrations that are provocative and visually appealing. Her work is evocative of the things she’s passionate about, of emotional experiences, and stories of people that surround her. Her projects are versatile; they can be a part of many categories, commercialized, and presented as design.

Oscar Romo is a professor and researcher at UCSD, where he promotes and conducts projects and studies on sustainable urban development, smart growth, experimental architecture, coastal conservation, and impacts of coastal storms, erosion control and ecosystem restoration on both sides. He is the founding director of Alter Terra, a nonprofit coastal and marine ecosystem conservation. He is Commissioner for the Conservation of Natural Resources in the City of Chula Vista, and a delegate to the Commission for Sustainable Development of the United Nations.

Octavio Martínez is a designer and co-founder of Miles & Louie, a brand that specializes in the manufacture of footwear and leather goods and combines different disciplines, materials, and ideas. Their alternate manufacturing process is based on producing leather shoes with greater flexibility, lightness, comfort, freshness, and elegance. He is surrounded by auras of curiosity and rebelliousness.

Natural Urbano is a Mexican studio directed by plastic artist Sebastián Beltrán and Lorena Márquez, a graphic designer. They started the project in 2006 focusing on creating value through the design and production of utilitarian objects, lamps, furniture, and graphics. They transform common objects into conceptual pieces that adapt to different environments, generating harmonious and functional environments. In addition to creating their own line of products, they work on special projects and collaborations with other firms.

Totem Denim Lab is a fashion label founded in 2013 that crafts custom jeans suited to consumers’ lifestyles. They are based in Tijuana.

Itzel Martínez is a director, producer, and photographer of collaborative documentaries with children and adolescents in Mexico. Her most recent documentary El home al revés (2014) has received a variety of awards and was nominated for the Silver Goddesses for best documentary and is part of the Mexican pavilion at the Venice Architecture Biennale. She is the founder and programming director of BorDocs Foro Documental for the past 10 years. She taught at the Autonomous University of Baja California and the Ibero-American University. Also, she is developing a new documentary feature film entitled “The Childhood We Imagine.”

Valeria Bueno (Leria del Mar) creates characters in ceramics and illustrations that are inspired by her childhood, pop culture, and daily situations. Her work is evocative of the things she’s passionate about, of emotional experiences, and stories of people that surround her. Her projects are versatile; they can be a part of many categories, commercialized, and presented as design.

Cognate Collective develops research projects, public interventions, and experimental pedagogical programs in collaboration with communities across the US/Mexico border region. Founded in 2010, the collective has interrogated the evolution of the border as it is simultaneously erased by neoliberal economic policies and bolstered through increased militarization. The work traces the fallout of the incongruence for migrant communities on either side of the border and addresses issues like citizenship and popular culture. They currently work between Tijuana, Santa Ana, and Los Angeles.

Paola Villaseñor (Panca) better known by her nickname Panca, is a painter, muralist, street artist, and illustrator born in San Diego. Thematically, her work focuses on the dichotomy and decay of humanity using neon and pastel colors, grotesque figures, and distorted shapes. She has been working between Mexico and the U.S. since 2004 making wheat-paste art, indoor murals, large scale outdoor murals, and paintings on various different surfaces.
Spel Uno Hem is interested in creative work, illustration, urban art, and design, with a focus on graffiti.
https://www.behance.net/speluno

Jorge Verdin is a graphic designer and musician based in Pasadena. His best-known works are his participations with Nortec Collective (Clorofila). He has worked at MAK Center / Black Dog Publishing, Kaiser Permanente, Rebeca Mendez Communication, and others. Since 2010, Verdin has collaborated with the group Teatro Línea de Sombra as composer and audio designer. He contributed to the book Seismographic Sounds - Visions of a New World, a collection of essays on global music, and ethnomusicology published by Bern-based Swiss publisher, Norient Books.
https://www.behance.net/jorgeverdin

Enrique “Ejival” Jiménez
An experienced global culturator with a deep history of working in the music industry, locally and internationally. There is nothing more enriching than working with creative people to create culture and innovation through all layers of life. He is also a very passionate person in terms of devising narratives that explain the motivations and goals of companies, politicians, and common people through art practices. Skilled in Art Direction, Sound, Television, Media Production, Digital Strategy, Social Art Practices, Writing, Musical Curating, Creativity Management, Public Relations, and strong business development with a bachelor’s degree focused in Foreign Trade and Commerce from Universidad Iberoamericana del Noroeste.
http://ejival.com

Daniel Salinas
A reader, reporter, and storyteller of the Mexican border. He is the author of fourteen books, including short stories, essays, novels, and journalistic chronicles. Standout works include Días de whisky malo (UANL-Tusquets, 2014), Gilberto Owen National Short Story Prize and finalist for the 2017 Gabriel García Márquez Hispanoamerican Short Story Prize in Bogotá, Colombia; Dispárenme como a Blancornelas (Nitro Press-ISC, 2014 La Paz Short Story Prize); Vientos de Santa Ana (Literatura Random House 2016, finalist for the Mauricio Achar Prize); Bajo la luz de una estrella muerta (FOEM, 2015 Sor Juana Inés de la Cruz International Prize), and El Samurái de la Gráflex (Fondo de Cultura Económica, 2019). He started working as a reporter for El Norte de Monterrey and founded the periodical Frontera in Tijuana in 1999. He was sent as a reporter to Ground Zero in New York in 2001.
http://cunadeporqueria.blogspot.com

Ana de Gurría
Innovamoda. Fashion Industry promoter and leader. While she helped her mother to sew, embroider and assemble the garments for the special moments of other women, Ana María Díaz de Gurría learned what her passion would be. In the mid-1980s, she arrived in Baja California. From there she witnessed the emergence of new talents who had to leave the city to emerge within the world of fashion. In 2012, with the help of Marcela Mendoza and Carolina Machorro, she joined the Tijuana Innovadora project to coordinate the fashion design area, which consisted of its first edition in a great catwalk with three renowned Mexican designers. From this event, he explained, a large number of young people came to express their interest in being part of the project due to the great projection it had. Innovamoda’s effort is focused on showing the good proposals that germinate in the region, unifying the protagonists of the local scene.
https://innovamoda.org
Architects, designers, academics, innovators, entrepreneurs and leaders have shared their perspectives. The testimonials reflect on the critical value design has brought to transforming our past, its focus in our present, and its importance to our future. There is no better way to speak to the potential for the World Design Capital designation to advance our cross-border region than the voices of these leading designers.
The San Diego region has long lived in the big shadow of Los Angeles. The region has burst out of that shadow with its own unique and distinction story. Two cultures sharing the world's busiest border applying the universal language of design to create a cultural bridge. Regional stories are packed with learnings, color, energy and vibrancy grounded in the countless ways two cultures constantly adapt and change, the very essence of design-thinking. This is a story ready to be shared, for the world to now know.

RON MIRIELLO
DESIGNER

Nissan Design America has been located in La Jolla, San Diego for over 40 years, being the second Japanese car company in the history of automotive design to utilize a creative outpost in California. Over this period of time, the design output of our studio has played a very significant role contributing to much global success of our company as well as reflecting the point of view of American customers. Customer focus, human centered design, lifestyle, observational research, and pure inspiration are the cornerstones of why we are here in San Diego, personified in our on-going works and output. Attraction and retention of the best talent is an added benefit. Our facility in La Jolla, is, I believe, the best in the world, and embodies the spirit and mission of my team.

DAVID WOODHOUSE
VICE PRESIDENT
NISSAN NORTH AMERICA

Uruk was the world’s first big city established in Mesopotamia around 4500 B.C. This important city created innovations that are now the distinguishing characteristics of cities throughout history and the world. Social hierarchies, specialized occupations, powerful political structures, writing, religion, literature and iconic architecture were all created then.

Fast forward 6000 years and there are tectonic shifts that must be responded to in order to continue to create great cities in the 21st century. A higher level of awareness is needed as cities innovate and distinguish themselves. We now need a focus on building a sustainable environment, empathy and sensitivity to global cultures, having a diverse economy that works for all and a revamped social justice system.

Design will be a part of every aspect of this seismic shift. The San Diego-Tijuana binational megaregion has been preparing for this role since its inception a mere 250 years ago. Our goal is to showcase the San Diego-Tijuana region as a 21st century model. Being selected as the World Design Capital for 2024 will help us expedite our vision into reality and share emerging best practices with the world.

MARY LYDON
STRATEGIC PLANNER

This region has had to pivot and innovate like no other. Both San Diego and Tijuana, located at the farthest corners of each country’s political capitals, have often been left to pursue its own dreams and solve its own desperations. There are now over 5 million people here at the threshold, the border edge between the USA and Mexico, asking ourselves daily who we are and why we are here. Designers are boldly embracing this duality, finding our own bicultural visual language and creating beauty in the chaos.

BENNETT PEJI
DESIGNER

testimonials
The use of terminology like Cross-Border Smart Growth, Port of Entry Communities and Strategic Cross-Border Districts should drive bold people-centered design in mass transportation infrastructure serving public spaces where ALL countries first meet. Mexico is the top U.S. trade partner in a fiercely competitive global economy, and true security is economic security. We must educate binational citizenry as well as planners at all three levels of government, instilling a new sense of strategic economic design. In this regard, San Diego-Tijuana is poised to bridge disparity and opportunity through design like nowhere else on earth and export new models from the world’s busiest border-crossings which are really our socioeconomic laboratories.

Just think about it...do we really want to continue expanding Port(s) of Entry with more vehicle lanes that transport people away, congesting more our freeways? Absolutely not. We should be re-designing Border as Destination Mobility-Economic Hubs, that serve new generations and global best practices investment! Implementing high-level economic narratives and trade at the global-local socioeconomic level “glocally” focused on value-added creative industries and culture, will drive paradigm shift in redevelopment planning and design. Imagine a high-speed rail corridor between Los Angeles, San Diego, Tijuana. Well, it’s in the works! Our cross-border youth must see the future, believe and plan big!

MIGUEL AGUIRRE
BORDER FUSION GROUP, LLC

There is something beautiful and earnest about the energy and passion that fuels the creativity, ingenuity and diversity of the San Diego/Tijuana design community. Our unique blend of cultures, vibrant business communities, diverse academic institutions, entrepreneurial spirit and the openness of our community delivers world-class design and innovation.

SHAWN PARR
BULLDOG DRUMMOND

The San Diego/Tijuana bi-national region: we are unique in the world. We utilized design-thinking to bring two cities, communities and countries together for the benefit of both; countless common interests for millions of people that are served through one of a kind functional designs in the region, including, but not limited to the Cross-Border Express Terminal, Friendship Park, the maquiladora industry, Baja Studios, fluid cross-border labor and tourism flow, and a vibrant cross-border and cross-cultural community creating and sharing sports, the arts and blended culinary identities. Only through approaching this productive relationship through design-thinking (whether intentionally or by necessity) have we been able to create this flourishing bi-national community relationship.

MALIN BURNHAM
TAD PARZEN
BURNHAM CENTER FOR COMMUNITY ADVANCEMENT

There is no doubt that how we design our bi-national relationship will shape the future of the region and we all know it. We are focused on continuing this tradition and continuing to create this one-of-a-kind in the world bi-national community design.

FLAVIO OLIVIERI
ECONOMIC DEVELOPMENT ADVISOR
Design is an expressive word. It evokes beauty and skillful artistry, as well as function and clarity. And, when someone says something isn’t ‘well-designed,’ everyone understands.

However, a single, mutually-agreed upon definition of design is ambiguous at best. For those that do not identify as a ‘designer’, the word ‘design’ commonly refers to the shape and character of something. For the multitude of practitioners that identify as designers, design is more than the final artifact. Today, (capital ‘d’) design encompasses and incorporates the systematic construction of function along with the physical form. Design thinking and design doing are inextricably intertwined. For this reason alone, a universally-accepted redefinition of design needs to be acclaimed and promoted. Awarding the San Diego/Tijuana region the 2024 world design capital designation will accomplish this.

San Diego/Tijuana has been transformed by design and continues to be innovative by design. Not just by designers, but by the purposeful acts of many who can be described as design thinkers and design doers. San Diego/Tijuana is connected like no other region worldwide.

The 2024 World Design Capital designation for the San Diego/Tijuana region will demonstrate to the world that— as WDO states— “design-driven innovation enhances the economic, social, cultural, and environmental quality of life. And, changing the world begins at home.”

Today, San Diego is at the cusp of a long-awaited renaissance - to continue to be a center of innovation with clean, high-paying jobs, resulting in a sustainable region generating prosperity, not just for high-skilled workers, but for everyone.

The engines behind this inflection point are the four, BIG & BOLD multi-billion-dollar development projects by four major, well-financed companies that own their project sites and enjoy strong relationships with technology employers. These private developers will invest billions of dollars within their property lines.

But that is not enough to create the region we all envision. San Diego also needs BIG & BOLD Placemaking investments in the Public Realm - plazas, streets, sidewalks, parks, landscaping, lighting, music, public Art and Culture, Installations, events, etc. The integration of the Private and Public investments will result in a WOW outcome. Now is the moment to aspire to sustain our world-class region by investing in the Public Realm at par with the planned private investment.

The magic ingredient in realizing the above is DESIGN.
Biocom California’s life science members contribute to and support the San Diego/Tijuana region’s forward-thinking design by developing amenity-rich campuses, enhancing multimodal corridors, adopting latest design technologies, and enacting and supporting sustainability policies. Our highly successful and growing binational region is a strong candidate for the World Design Capital bid and can demonstrate design-led achievements across a mix of disciplines and industries. We use design effectively to drive economic, social, cultural, and environmental development.

JOE PANETTA
PRESIDENT/CEO
BIOCOM

For over 30 years I’ve taught design at San Diego City College, an inner city community college on the trolley line that connects Tijuana and San Diego. My students come from both sides of the border and the fresh voice in their work continues to be creative jet fuel that gives my life purpose. I’ve seen the struggles and challenges they’ve faced just to get to class and the vision and viewpoint in their work garnering international awards and transfer scholarships to prestigious design programs. There are few regions that get the global attention and press coverage of this compelling region. Borders are social constructs that are political in origin. In 1999 members of these design communities connected to each other through a series of workshops, conferences and events called Contacto. These exchanges, friendships and collaborations bore exotic fruit. A hybrid culture emerged that was a product of our coexistence, a synchronization of storytelling and visual culture mixed in a web of meaning.

Design has so much potential to impact this fascinating part of the planet. The border is one community and one natural environment. This border zone could be a more secure, livable space with design’s power to humanize experiences, technology and ideas. Choosing the San Diego/Tijuana region as the World Design Capital in 2024 will make all the difference for this uniquely distinct place we call HOME.

CANDICE LÓPEZ/AIGA FELLOW
PROFESSOR/SAN DIEGO CITY COLLEGE

Injustice was designed from the beginning. From Tijuana and Mexico City to Linda Vista and Barrio Logan, a legion of equity-centered designers are mobilizing communities who are on FIRE for justice. Our social institutions sit at the cross-section of compounding, interlocking inequities and the spirit of emancipatory design is translating social movements into policy shifts, democratizing power, and building more just communities, across borders.

The beginning is not the end.

DR. KALEB RASHAD
CO-FOUNDER
CENTER FOR LOVE & JUSTICE

The Tijuana’s City Hall, through the Municipal Institute of Art and Culture of Tijuana (I MAC), has been the responsible institution, since 1998, for supporting and promoting culture among Tijuana’s community. IMAC has been working in collaboration with artists, cultural associations, and international organizations who generate the innovation of our community, listening to the diverse voices that integrate it to seek the common good.

For this reason, being able to participate in this historic edition of the World Design Capital 2024 is essential for us. We know that this would not be possible without the collaborative work of those who integrate the creative sector focused on design in its different branches, so it will be a pleasure to give visibility and heighten the productive work of design in our beloved Tijuana-San Diego area. We reiterate all our support to make this project a reality, as it reaffirms the collaborative work with our sister institutions on both sides of the border, where we will share the same goals to position our region on the innovative map worldwide.

DR. MINERVA TAPIA ROBLES
MUNICIPAL INSTITUTE OF ART AND CULTURE
TIJUANA DIRECTOR

#57 | DESIGN | TESTIMONIALS
The San Diego/Tijuana region is a vibrant, creative economic and cultural environment that pushes the boundaries of how design can elevate people and break down boundaries, from groundbreaking life science discoveries to smart infrastructure, cross-border trade, and international tourism. We are confident that, if successful, the designation of World Design Capital 2024 and the year-long series of events will contribute to cross-border efforts to unite our communities and enhance our global identity.

Betsy Brennan
PRESIDENT & CEO
THE DOWNTOWN SAN DIEGO PARTNERSHIP

I have seen the benefit of human centered design through the building of corporate makerspaces, re-design of schools, integration into classrooms, role within community initiatives and in creating better work environments. Human centered design has the potential to bridge disparate systems and beliefs and this designation can help to expand an already growing common language that bridges income, cultures, career, missions and values. The San Diego region is ready to shine thanks to a strong and existing body of practitioners extending the knowledge and practice on a daily basis.

This spark would activate a grassroots movement within schools like ours to align our own design challenges and initiatives to those associated with bid. Those real-world challenges would advance the learning of our young people and create opportunities for them to demonstrate the many ways their talents are working to improve our communities. Together, we can advance the future, not just of our region, but also of our students.

ED HIDALGO
CHIEF INNOVATION & ENGAGEMENT OFFICER
CAJON VALLEY UNION SCHOOL DISTRICT

From a public education stand-point, the role of design is alive and well in our region! The principles and skills of design have bled into our schools to aid in offering a richer and deeper learning experience. Design has helped to connect kids from seemingly two communities, and make it a more shared and singularly lived experience, on both sides of the border. Design inspires us to reach for the stars and to never be daunted by difficulties we face. Design provides us the confidence that we can traverse any obstacle with grace.

ERIC J CHAGALA, EDD
CHIEF DEVELOPMENT OFFICER
UNLOCKED, INC.

Every great city periodically takes a great step forward that informs its future for decades. This is our time. Come join us, two cities in one community, build our next home.

JONATHON GLUS
CITY OF SAN DIEGO
COMMISSION FOR ARTS & CULTURE

San Diego’s dynamic innovation ecosystem, lively culture, and collaborative ties to Mexico fuel the region’s global leadership in creative solutions. Our binational identity is intrinsic to who we are; we’re made up of smart, diverse people who collaborate to solve the world’s most pressing technological, scientific, and social innovation challenges—all to make the world a better place.

NIKIA CLARKE
VP/ECONOMIC DEVELOPMENT
SAN DIEGO REGIONAL EDC

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SAN DIEGO REGIONAL EDC
We’re at this incredible inflection point and important things are shifting in our community. There’s an opportunity to recreate with awareness and intention - I can’t think of anything better than Design to help us approach old problems in a new way. This is exciting (and also a bit scary) - our San Diego/Tijuana Region is doing some heavy lifting for our countries. I have no doubt that now is the time to come together to reshape a more fair, just, and equitable world. Our designers are more than ready to take on this challenge!

CARRIE SAWYER
CEO INCLUSION 1ST / DIVERSITY BY DESIGN

San Diego’s evolution into an increasingly global player has been characterized by a series of civic adaptations and initiatives that have seized opportunities on the horizon. Many other cities across America have rested on the achievements of the past [as] the centers of economic gravity in industrial America when San Diego was still a sleepy village on the border of Mexico, and California, a U.S. territory, was not even a state.

Over the last 100 years, most of these cities continued to focus on markets and industries that today are in decline, while less prominent cities, such as San Diego, have moved center stage, in large part because of their social and political capacity to respond to new opportunities nimbly and collaboratively.

San Diego’s temperate climate and healthy quality of life have been unabashedly promoted by civic entrepreneurs since the turn of the last century as an ideal setting for research, testing and validating new developments in science, technology and health. Thanks to these continuing efforts, as well as recruit educated talent, in particular in technical and engineering fields, that vision has paid off mightily.

Our region is poised for its next reinvention. It is on the cusp of being a center of major, globally influential technology enterprises. With that, the region will attract world-class talent from across the globe as well as continuing forms of external investment equal to, if not greater than, that which seeded the phenomenal growth of [biotech and life sciences] on the Torrey Pines Mesa from the 1980s onward. UC San Diego’s decision to locate a major center of inclusive business incubation and workforce development Downtown - coupled with a rich array of civic, arts, cultural and community-anchored events a- is a further affirmation of the confidence we all share in this region’s potential to sustain a resilient economy and inclusive society which will benefit all San Diegans.

MARY WALSHOK
DEAN
UCSD EXTENSION

San Diego is a good place for the design industry. We’ve got some amazing companies and amazing different industry types here that add a lot of flavors, nuances that create. Different challenges for designers so that they know that they have, we’ve got a beautiful community that has a lot of diversification, both in the people who live here and the reasons why they live here as well as the types of things that you can do in this community.

KRIS ANGEL
CEO
HOPSCOTCH LABS

The thing about our region that is very different is that it respects and commands a level of quality of living. And there’s just something unique about that. And you see it with the people you talk to, you see it with the type of community that’s around you. Everyone’s not talking about the same thing. And there’s this, this integrated kind of community aspect that allows you to have a wider perspective on things. I think it’s what brings something very unique to design here.

JESSICA MOON
SR. DESIGN MANAGER
ADOBE

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DEAN
UCSD EXTENSION

San Diego is a good place for the design industry. We’ve got some amazing companies and amazing different industry types here that add a lot of flavors, nuances that create. Different challenges for designers so that they know that they have, we’ve got a beautiful community that has a lot of diversification, both in the people who live here and the reasons why they live here as well as the types of things that you can do in this community.

KRIS ANGEL
CEO
HOPSCOTCH LABS

The thing about our region that is very different is that it respects and commands a level of quality of living. And there’s just something unique about that. And you see it with the people you talk to, you see it with the type of community that’s around you. Everyone’s not talking about the same thing. And there’s this, this integrated kind of community aspect that allows you to have a wider perspective on things. I think it’s what brings something very unique to design here.

JESSICA MOON
SR. DESIGN MANAGER
ADOBE

San Diego’s evolution into an increasingly global player has been characterized by a series of civic adaptations and initiatives that have seized opportunities on the horizon. Many other cities across America have rested on the achievements of the past [as] the centers of economic gravity in industrial America when San Diego was still a sleepy village on the border of Mexico, and California, a U.S. territory, was not even a state.

Over the last 100 years, most of these cities continued to focus on markets and industries that today are in decline, while less prominent cities, such as San Diego, have moved center stage, in large part because of their social and political capacity to respond to new opportunities nimbly and collaboratively.

San Diego’s temperate climate and healthy quality of life have been unabashedly promoted by civic entrepreneurs since the turn of the last century as an ideal setting for research, testing and validating new developments in science, technology and health. Thanks to these continuing efforts, as well as recruit educated talent, in particular in technical and engineering fields, that vision has paid off mightily.

Our region is poised for its next reinvention. It is on the cusp of being a center of major, globally influential technology enterprises. With that, the region will attract world-class talent from across the globe as well as continuing forms of external investment equal to, if not greater than, that which seeded the phenomenal growth of [biotech and life sciences] on the Torrey Pines Mesa from the 1980s onward. UC San Diego’s decision to locate a major center of inclusive business incubation and workforce development Downtown - coupled with a rich array of civic, arts, cultural and community-anchored events a- is a further affirmation of the confidence we all share in this region’s potential to sustain a resilient economy and inclusive society which will benefit all San Diegans.
In San Diego, we are innovating life changing products and services that improve people’s lives and well-being around the world. Now more than ever, design must remain a central focus in this innovation ecosystem. Design Forward is a catalyzing event that pushes our region to think outside the box, shifting the conversation from what we innovate to how and why we innovate.

MATT SANFORD
CITY OF CARLSBAD
ECONOMIC DEVELOPMENT MANAGER

We see extraordinary confluence of innovations in the Southern California region, especially in the science of life space. The convergence from genomic research, big data analytics, cyber security, digital health and more has established a center of excellence here. Thus, it makes absolute sense that we should add Human-Centered Design, from the beginning of discovery and development, to our world leadership in innovation. By building in the human focus early in the process, we’re driving faster patient adoption and higher patient compliance for these breakthrough treatments. We’re bettering the world.

LARRY STAMBAUGH
PRINCIPAL
APERCU PARTNERS

Design Forward is the place where creatives of all disciplines come together alongside business and civic leaders to share insights and challenge perspectives in the world of human-centered design. San Diego’s innovation economy is fueled by these impactful connections, collaborations and conversations in a way that inspires and enlightens.

MARK LOVETT
STORYTELLING WITH IMPACT

We are both seekers and makers in San Diego/Tijuana. We rise to the times and build models and pave pathways that shape them for ourselves and others.

Often referred to as “the best kept secret,” tucked away in the corners of two countries and overshadowed by more prominent cities, the immense amount of design and innovation happening here isn’t always publicized or heard on the global stage. We top charts in venture capital, patents, education, tourism, technology, defense, and so much more. The best part, however, is that at our core we are collaborative. We are curious. We are risk takers who experiment. We are original and authentic. We are not perfect, but we are open about that and are committed to evolving for the better.

This is our time. The world is facing unprecedented challenges and we are uniquely positioned to share a legacy, talent pool, and vision for face them head on. Aut viam inveniam aut faciam. Prepare to be amazed.

MICHÈLE MORRIS
PRESIDENT
DESIGN FORWARD ALLIANCE

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PRESIDENT
DESIGN FORWARD ALLIANCE
Cross cultural communities are clearly our future as digital communication breaks down the barrier of distance around the globe. Physical distance however, does still matter. San Diego/Tijuana is one geographic region, one climate with two rich and colorful cultures.

Unlike many other border cities, both Tijuana and San Diego have sophisticated and vibrant design and art communities. They have a long and creative history together. We support and learn from one another making our region stronger as one community but also benefit from using the contrast to understand our own particular culture. My architectural work for instance, would be very different had I located farther north.

The World Design Capital designation is a chance to share with the world what the design communities have built here together. The event would also act as a catalyst and springboard to further inspire and strengthen our bi-national community.

ROB WELLINGTON QUIGLEY FAIA
ARCHITECT

We are 21st century designers living in a 21st century bi-national conurbation, or “region comprising a number of metropolises, cities, large towns, and other urban areas that … have merged to form one continuous urban or industrially developed area.” Wikipedia describes San Diego/Tijuana as “the largest bi-national conurbation shared between the United States and Mexico.” We have the countries’ busiest border crossing and a shared economy.

Our conurbation is like a beautifully designed object whose styling elicits photographs and delight. But like all great design, beneath the styling of the surface, there are secrets and surprises -- delightful interactions, experiences, and services, many of which cannot be guessed at by the exterior appearance. On the surface we are a region for visitors, with popular beaches, attractions, recreational areas, and major conferences and conventions including fun ones such as Comicon and serious ones such as for technology, economics, or diabetes. Delve deeper and you will find a thriving population of designers, design programs in universities, multiple design societies, meetings, consultancies, and employment within industry, none of which is discovered by the vacationing tourist or conference attendee.

The mission of the Architecture and Design Faculty at the Autonomous University of Baja California (in Ensenada is a mission we can all adopt, for it should be the goal of all designers, all over the world. The mission “is to train high-level professionals ... (a) ble to face the challenges of the practice of Design, Architecture and Urbanism, with a creative, humanistic and sustainable approach that contributes to the improvement of the quality of life of society with a high level of responsibility and ethical commitment.

DON NORMAN
DESIGN FORWARD ALLIANCE

I’ve spent my entire life in this region. I’ve grown up here crossing the border, immersed in our culture, being educated here, starting a boutique design firm (20 years old now), meeting wonderful people, most of which aren’t from here, but now all consider it home. It’s a welcoming and collaborative place, but a place that has been caught in our ‘awkward adolescent’ years the past decade or so. We are on the cusp of discovering, becoming, and sharing who we are with the world. The World Design Capital lays out a vision for future generations so they can participate in designing their lives and shaping the world’s future from right here at home.

SCOTT ROBINSON
FORMER PRESIDENT
DESIGN FORWARD ALLIANCE
Thank You!

SAN DIEGO/TIJUANA BID TEAM

BRANDING DESIGN | Hollis BC
[https://www.hollisbc.com]

WEBSITE DESIGN | Metajive
[https://metajive.com]

VIDEO PRODUCTION | Breadtruck Films
[http://breadtruckfilms.com]

BID DESIGN | Visual Asylum
[https://visualasylum.com]

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Miguel Aquirre | Laura Araujo
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Matt Awbrey | Abraham Avila
Malin Burnham | Derrick Chin
Tanner Cusick | Horacio de la Cueva
Derek Danziger | Gustavo de la Fuente
Seda Evis | Javier Gonzalez
Jonathon Glus | Jorge Gracia
Jonah Gray | Ingrid Hernandez
Joan Gregor | Guillermo Mejia Duclaud
Arlene Harris | Flavio Olivieri
Susan Hupka | René Peralta
Yi Jiang | Renee M Peralta
MaeLin Levine | Gabriela Ramirez
Mary Lydon | Julio Rodriguez
Eddie Matthews | Jofras Sanchez
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Ron Miriello
Michele Morris
Don Norman
Annika Olives
Elena Pacenti
Tad Parzen
Bennett Peji
Scott Robinson
Leslie Schaffer
Nicole Sherman
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DESIGN FORWARD ALLIANCE
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