



SEPTEMBER 8–12 2021

PRESENTED BY

MINGEI INTERNATIONAL MUSEUM

CALL FOR SUBMISSIONS

Thank you for your interest in participating in the second edition of San Diego Design Week! SDDW is an annual five-day celebration of design featuring presentations, studio tours, workshops, and self-guided tours hosted by groups throughout the binational design community of San Diego-Tijuana. The event showcases all disciplines of design – from interior and landscape design, to fashion, graphic design, technology, and more. **SDDW is presented by Mingei International Museum**, where collecting, exhibiting and discussing design is an essential part of the Museum's mission. SDDW is also a member of World Design Weeks, a network that includes Design Weeks across the world.

SDDW2021 will be a hybrid event: with a combination of in-person experiences and live online programs to ensure everyone's safety and allow SDDW to reach attendees throughout the San Diego-Tijuana region, as well as an international audience. In 2020, the first-ever SDDW was presented in virtual format with attendees joining from around the world – from U.S. cities from New York to L.A. to others throughout Europe, Japan, Canada, Mexico and beyond.

12,000+	website visitors
2,300+	attendees who joined one or more live online session
100+	events
50+	volunteers

2021 EVENT THEME: DESIGN =

Design at its core is collaborative, interconnected, and experimental, and holds the potential to shift perspectives and imagine new possibilities. After a year of deep reflection and changes in the way we work and live, Design Week looks at the power of design in action – to rethink, transform, and renew – as we envision a path forward.

The program will showcase projects and events related to the following:

Design = Connection

Design = Activism

Design = Equity

Design = Balance

Design = Sustainability

Design = Education

Design = Play

Design = Transformation

Design = Resilience



EVENT FORMATS

DESIGN DISCIPLINES

- Animation
- Architecture
- Audio
- Craft
- Culinary
- Experience
- Gaming
- Graphic
- Fashion
- Furniture
- Industrial
- Interior
- Landscape
- Product
- Research
- Sustainability
- Technology
- Urban

Below are a few examples of past SDDW presentations:

Working Design Session/ Design Talk

Design in 48 Hours: A Social Justice Campaign

Project Tour

Mexican Modern in Valle de Guadalupe: Designing La Lomita's Lunario Restaurant

Exhibition

Get Out the Vote: Empowering the Women's Vote Poster Campaign

Self-guided Tour and Design Talk

San Diego's Modern Architecture with Darren Bradley

Design Talk

BUILD THAT PARK!

Podcast

A Conversation with Wendy Maruyama

EVENT FORMATS

IN-PERSON EVENTS*

- **Studio tour** (limited capacity or outdoors; 3 hour time slot to be provided by SDDW)
- **Project tour** (limited capacity or outdoors)
- **Design exhibition** (limited capacity or outdoors)
- **Talk or interview** (outdoors)
- **Film screening** (outdoors, drive-in)
- **Window installation** (outdoors)

VIRTUAL EVENTS**

- **Studio tour** (live/online)
- **Project tour** (live/online)
- **Talk or interview** (live/online)
- **Workshop/ demo** (live/online)
- **Working design session** (live/online)
- **Networking event** (live/online)
- **Online design exhibition/ photo series** (text/photos on SDDW website)
- **Design article** (text/photos on SDDW website)
- **Self-guided tour** (text/photos on SDDW website)
- **Podcast** (link on SDDW website)
- **Film screening** (link on SDDW website)

View more program examples from 2020 at <https://2020.sddesignweek.org/programs>



* ALL IN-PERSON EVENTS MUST:

- **include a virtual component** for the event host's SDDW website page (a pre-recorded "teaser" video (5 minutes max), livestream, or photos) to ensure events are accessible to all and to maximize event hosts' exposure to SDDW's international audience.

- **adhere to the SDDW Health + Safety guidelines for in-person events** (to be issued in summer summarizing current city + CDC guidelines). Event hosts should be prepared to require masks and distancing and practice limited capacity/ timed entry and sanitization protocols. Based on current city/CDC guidelines, other requirements may include: one-way paths, proof of negative test or vaccine, contactless check-in/purchasing, and/or limited areas for food + beverage. If any of these would be a barrier to hosting your event, please plan for a virtual event.

Examples of events that will not be planned for SDDW2021: indoor party/reception, indoor dinner, indoor talk or film screening

- **be ADA accessible**

- **be manageable:** Event hosts should have a clear plan in mind to cover potential costs (refreshments, A/V, supplies, venue or furniture rental, insurance, and/or staff for crowd control, security, check-in). Event hosts are responsible for event costs and are encouraged to work with sponsors or sell tickets as needed. Keep in mind alcohol cannot be sold without a license.

** FOR VIRTUAL EVENTS:

Zoom meetings with limited capacity can be used for networking or working design sessions; otherwise, live talks will be Zoom Webinars with unlimited viewers and live commenting, available for viewing on sddesignweek.org website. Event hosts are encouraged to provide recordings of all live events, which will be posted and available for viewing after SDDW. Event hosts should have experience presenting on Zoom for any live online events, though SDDW will provide tips, resources and a SDDW Zoom account. **The time slot for Zoom events is 45 minutes maximum for talks or 1.5 hours max for working design sessions.**

We encourage collaboration and joining forces with other event hosts. If you are interested in teaming up, please let us know and we may be able to make introductions. We're also available to talk through ideas and formats that could work well in 2021.

Contact Stacy Kelley, Program Director:
stacy@sddesignweek.org



EVENT REQUIREMENTS

2021 DATES & DEADLINES

June 21

Call for Submissions closes

July 7

SDDW finalizes event lineup

Registration fee payments are due from Event Hosts (for approved events).

July 30

Event graphics/photos are due

August 15

Event calendar and attendee registration goes live on the website

August 16

Website content due (photos, videos, articles, self-guided tours)

September 8-12

San Diego Design Week

WHAT EVENT HOSTS RECEIVE

Website Listing

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

Event Registration

Once your event is accepted, SDDW will set up your event listing on SDDW's registration platform with the ticketing based on the capacity and ticket price listed in your application. This centralized registration system allows us to track attendance across the event. All SDDW events will be open to the public. While SDDW encourages free events, event hosts will have the option of charging a ticket price or adding a cap on attendance. All ticket sales will go to the event host (minus Eventbrite processing fees), with the option of donating sales to SDDW.

PR/Social Media

SDDW provides PR and social media promotion for the 5-day event. An email newsletter is sent to 3,400+ subscribers each month throughout the year, and up to multiple times per week during SDDW. Events are promoted through the SDDW blog and social media platforms including Instagram (3,100+), LinkedIn, Facebook, and Twitter.

Promotional + Event Resources

Event hosts receive SDDW signage and digital graphics and resources for promotion. Info Sessions will be hosted by SDDW with tips for promotion and event production. (See sddesignweek.org for Info Session dates.) The SDDW team is available to answer questions throughout the planning process.



EVENT REQUIREMENTS

WHAT EVENT HOSTS MUST SUBMIT

- Completed online application
- Registration fee (for approved events)

REGISTRATION FEES

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

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

If the fee prevents you from participating, please reach out to info@sddesignweek.org to request a waiver. Once events are approved and added to the lineup, the registration fee is non-refundable.

EVENT SCHEDULE

Wednesday, September 8 - Sunday, September 12

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

Industry-related and live online events will typically occur **Wednesday - Friday**, with studio tours and in-person experiences **Saturday and Sunday**.



EVENT CRITERIA

Space in the program is limited, and the SDDW team, including advisors from diverse design disciplines of the San Diego-Tijuana region, review each submission for a strong connection to the 2021 theme and to ensure a balance of design disciplines and perspectives are represented. The SDDW committee considers the following criteria:

- **Behind-the-Scenes:** The events offer attendees special access (studio tours, interviews, a look at in-progress projects).
- **Local Discovery:** The events shine light on projects and ideas that are unique to our region. The events might give attendees a look at aspects of the region that might not be generally known (something you would like a visitor from outside the area to experience).
- **Diverse Perspectives:** The events include a variety of perspectives from participants, particularly if a panel is involved. The program will include an equitable representation of our region's diverse population.
- **Non-promotional:** Events are driven by a dialogue that is not merely promotional in nature. (Is there a specific issue, project, or collaboration that could be shared?)
- **Inviting:** The events demonstrate the host's expertise while remaining interesting and understandable for the public or a designer of another discipline.
- **Exchange:** The events might include opportunities for inclusion of a variety of design disciplines, cross-border exchange, and/or exchange with other cities.
- **Interactive Events:** The events include a sense of discovery and unexpected elements that inspire participation and creativity.
- **Collaborative:** The events might bring together multiple design disciplines/ perspectives to work together to address a problem (design a community space, tackle an environmental issue, etc.)
- **Innovation:** The events offer fresh perspectives on and possible solutions to current issues.
- **Manageable:** There will be a clear plan for successful execution of the events proposed (ie scope and scale are manageable).



EVENT THEME

DESIGN =

SDDW will showcase projects and events related to the categories below. A few examples are listed as ideas. Get creative!

Design = Connection

How does design facilitate creative new ways to connect (and reconnect)?

Examples: Design talk featuring cross-border exchange (or exchange with other cities); collaboration across design disciplines; opportunities to make new connections through studio tours and networking events

Design = Activism

How does design play a role in impactful community organizing?

Example: Working design sessions to provide design resources to local nonprofits and community groups; projects that address social, racial, and environmental justice

Design = Equity

How does design create more equitable access to resources?

Examples: Working design session around homelessness; project to (re)design a community space; projects that promote social, economic, racial, and gender equity

Design = Balance

How does design contribute to the wellbeing of our communities and personal lives? How does balance within the creative process make for a more effective design?

Examples: Hands-on craft workshop showing design as a creative outlet; project tour showing different disciplines or perspectives working together in the design process

Design = Sustainability

How does design bring about effective social and environmental change?

Example: LEED building tour; electric vehicle project

Design = Education

How does an understanding of design empower students to solve current issues?

Examples: Talks introducing design as a career to young students; student-led poster campaign; design thinking and design making as a curriculum model; portfolio reviews

Design = Play

How does design facilitate creative ways to play and interact?

Examples: Self-guided tours to explore the city; design activities for kids; art installations; design-inspired food + drink; design of parks

Design = Resilience

How does design allow us to be more resilient in the face of adversity? How does design help us bounce back?

Example: Stories of design innovations during the pandemic; healthcare designs to inspire recovery

Design = Transformation

How does design transform spaces to serve the community? How can design shift our perceptions of what's possible?

Examples: Project tours; hands-on design projects for community spaces; talks on design for the future



FAQ

Who organizes San Diego Design Week?

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

What type of events are eligible for submission?

Through the Call for Event Submissions, groups are invited to propose an event to be included in the 2021 event calendar. SDDW looks for events that are manageable for event hosts and gives preference to event hosts with experience producing similar events before or on a regular basis.

What is the format for events?

SDDW2021 will be a hybrid event – with a combination of in-person experiences and virtual programs to ensure everyone’s safety and allow SDDW to reach attendees throughout the San Diego/Tijuana region, as well as an international audience. Groups may submit ideas for any of the following event formats listed under the Event Formats section.

What costs are involved?

Registration fees help keep SDDW free and open to the public. Refer to the Registration Fees section for the sliding scale fee amounts. Only events that are selected for the 2021 schedule will be charged; there is no fee to apply. There is no registration fee for SDDW sponsors. If the registration fee is a barrier for any event host, you may contact info@sddesignweek.org to

request the fee be waived, and the SDDW team will determine whether a subsidy can be provided.

Event hosts are responsible for their own expenses, which hosts may fund through sponsors (by working with the sponsors directly), whenever possible, or through ticket sales. Once an event is approved, the SDDW team will list the event on the SDDW registration platform using the ticket price and capacity details you provide in your application. Please keep potential event costs in mind as you consider the event details to propose, to keep the scale manageable. These costs may include refreshments, A/V, supplies, venue or furniture rental, insurance, and/or staff for crowd control, security, check-in.

Do all details need to be final on my application?

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

How are decisions made?

The SDDW committee, including advisors from diverse design disciplines of the San Diego-Tijuana region, reviews all applications to make sure proposed events are in line with the mission and reflect the event theme and core values of diversity and inclusivity. The team organizes the event calendar to ensure a balanced representation of disciplines and geographical locations. Selected events are added to the



FAQ

event calendar and promoted as part of the five-day SDDW event. Space is limited; if your event is not selected SDDW encourages submitting for future years. The SDDW team will respond to all applicants individually with a response by July 8, 2021.

What happens once an event is selected?

Events will be reviewed on a rolling basis, with the final event lineup confirmed July 7th, 2021. SDDW will provide the final event time slots in July, along with resources for event production and details on how each event host will submit their virtual content (videos, photos, self-guided tours). All events will be listed on the SDDW registration platform, and SDDW will provide each event host with their guest list 48 hours before the event. The team will follow up with hosts after the event to record attendance, gather photos, and post sessions to the online archive.

How can I provide in-kind donations (photography, videography, tech support, printing, etc)?

All offers for in-kind donations are appreciated! Please reach out to info@sddesignweek.org if you are able to offer this. The SDDW team may be able to use your services and can provide details on sponsor recognition. The team can also notify event hosts and help coordinate if there are hosts that might be interested in connecting to discuss further.

How can I sponsor SDDW?

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

Have a question?

E-mail: info@sddesignweek.org