



SEPTEMBER 21–25 2022

PRESENTED BY

MINGEI INTERNATIONAL MUSEUM

CALL FOR SUBMISSIONS

Thank you for your interest in participating in the third 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.

SDDW 2022 will include in-person experiences and virtual programs to ensure accessibility for attendees throughout the San Diego-Tijuana region, as well as for an international audience. In 2021, the second edition of SDDW was attended by audiences throughout the U.S., Europe, Japan, Canada, Mexico, and beyond.

21,000+	website visitors
152,000+	page views
8,000+	attendees who joined one or more live / in-person sessions
90+	events
80+	volunteers

2022 EVENT THEME:

DESIGN = **INSPIRATION** **INSPIRACIÓN**

Inspiration is the heart of creativity – it is the thread that connects us. Inspiration comes in a myriad of forms, reaching across borders, time, and cultures. It can be found in the mundane – a blade of grass or conversation overheard in a coffee shop – or in the extraordinary. It's a feeling we follow endlessly in our design endeavors with the hope that one day we might spark that same feeling in someone else.

This year, San Diego Design Week dives deeper into the influences and origins of inspiration to share new ideas across our region. When you write your proposals consider the following questions:

- Who and/or what inspires your work?
- How does your design work inspire others? How can it inspire an entire community?
- How does your inspiration motivate you?
- What comes after inspiration?
- What does inspiration mean to you?

EVENT FORMATS

DESIGN DISCIPLINES

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

IN-PERSON EVENTS*

- Studio tour (3 hour time slot)
- Project tour
- Workshop / demo
- Food / drink tasting
- Outdoor market
- Design exhibition
- Networking event
- Talk or interview
- Film screening
- Window installation

VIRTUAL EVENTS**

- Studio tour (live/online)
- Project tour (live/online)
- Talk or interview (live/online)
- Workshop/ demo (live/online)
- Working design session (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)

* ALL IN-PERSON EVENTS MUST:

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

** 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 have further questions, please contact Cristina Godinez, Program Director:
cgodinez@mingei.org

EXAMPLES FROM PAST SDDW PRESENTATIONS

Working Design Session: Adobe

Learn how to best identify your personal brand and bring it to life.

Project Tour: NISSAN

A glimpse into the studio where future Nissan and INFINITI vehicles are designed.

Exhibition: Art.Power.Equity

An exhibition featuring works by San Diego-based artist Jean Cornwell-Wheat in a historic Sherman Heights home.

Self Guided Tour: Society Brewing

An open-air exhibition showcasing a selection of beer cans from two of the most influential designers working in our region.

Design Talk + Panel: Enigma Creative (Tijuana)

Learn about the experience of creating Loteria Califerne.

Virtual Film Screening

A short film highlighting the resilience and transformation of an urban community when asked to redesign life.

View more program examples from 2021 at <https://2021.sddesignweek.org> and from 2020 at <https://2020.sddesignweek.org>

EVENT REQUIREMENTS

2022 DATES & DEADLINES

June 3

Call for Submissions closes

June 20

Approved events are notified

June 24

SDDW finalizes event lineup

Registration fee payments are due from event hosts (for approved events)

July 1

Event final description + graphics/photos are due

August 1

Event calendar + attendee registration goes live on the website

August 15

Pre-recorded videos and self-guided tours, articles and photos are due

September 21-25

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 5,900+ subscribers each month throughout the year, and up to multiple times per week during SDDW. Events are promoted through the SDDW blog and social media platforms including Instagram, LinkedIn, Facebook, and Twitter.

Promotional + Event Resources

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

EVENT REQUIREMENTS

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

EVENT SCHEDULE

Wednesday, September 21 - Sunday, September 25

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 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 across the San Diego-Tijuana region, review each submission for a strong connection to the 2022 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 such as studio tours, interviews, or a look at in-progress projects.
- **Local Discovery:** The events shine light on projects and ideas that are unique to our region. The events might give attendees a look at aspects of the region that might not be generally known (something you would like a visitor from outside the area to experience).
- **Diverse Perspectives:** The events include a variety of perspectives from participants, particularly if a panel is involved. The program will include an equitable representation of our region's diverse population.
- **Non-promotional:** Events are driven by a dialogue that is not merely promotional in nature. (Is there a specific issue, project, or collaboration that could be shared?)
- **Inviting:** The events demonstrate the host's expertise while remaining interesting and understandable for the public or a designer of another discipline.
- **Exchange:** The events can include opportunities for inclusion of a variety of design disciplines, cross-border exchange, and/or exchange with other cities.
- **Interactive Events:** The events include a sense of discovery and unexpected elements that inspire participation and creativity.
- **Collaborative:** The events can bring together multiple design disciplines/perspectives working together to address problems such as designing a community space or tackling environmental issues.
- **Innovation:** The events offer fresh perspectives on and possible solutions to current issues.
- **Manageable:** There will be a clear plan for successful execution of the events proposed (i.e. scope and scale are manageable).

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 2022 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?

SDDW 2022 will be a combination of in-person experiences and virtual programs to ensure access for attendees and participation throughout the San Diego/Tijuana region, as well as an international audience. Groups may submit ideas for any of the formats listed under the Event Formats section.

What costs are involved?

Registration fees help keep SDDW free and open to the public. Refer to the Registration Fees section for the sliding scale fee amounts. Only events that are selected for the 2022 schedule will be charged; there is no fee to apply. There is no registration fee for SDDW sponsors.

Event hosts are responsible for their own expenses, which hosts may fund through sponsors (by working with the sponsors directly), whenever possible, or through ticket sales. 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 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 June 20, 2022.

What happens once an event is selected?

Events will be reviewed on a rolling basis, with the final event lineup confirmed June 24, 2022. SDDW will provide the final event time slots in early 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

FAQ

guest list 48 hours before the event. The team will follow up with hosts after the event to record attendance, gather photos, and post sessions to the online archive.

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

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

How can I sponsor SDDW?

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

Have a question?

E-mail: info@sddesignweek.org