



The Office of Councilmember
Raul A. Campillo
Proudly serving San Diego's 7th District

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World Design Capital San Diego Tijuana 2024 (WDC 2024) Previews Program at Economic Development and Intergovernmental Relations Committee

City staff and WDC 2024 representatives share details such as signature events and number of proposed community initiatives

SAN DIEGO — At today's Economic Development and Intergovernmental Relations (ED&IR) Committee meeting, World Design Capital San Diego Tijuana 2024 presented an update on the programming and status of the project.

"I've supported the World Design Capital project from day one because of the economic benefits and cross-border collaboration that it will bring to our region," said Councilmember Raul Campillo, who secured \$3 million for World Design Capital in the FY2024 City of San Diego budget. "The ideas and energy that come as a result of the World Design Capital designation will be a part of how we can solve San Diego's biggest problems."

"World Design Capital 2024 is an opportunity to celebrate, connect, and empower our cross-border communities but also collaborate on addressing some of the most pressing issues in the San Diego Tijuana region through design. This year-long program allows us to produce exciting events and bring people together from all over the world to exchange ideas," said Carlos de la Mora, CEO of World Design Capital San Diego Tijuana 2024. "I'm happy to report that we are on track to deliver a truly exciting program next year. We will be sharing more updates soon, including some of the winning submissions for grants and community initiatives to be included in our official calendar."

"We are excited to have the opportunity to provide grant monies to San Diego non-profits and small businesses to participate in WDC in neighborhoods and communities across the city to design our future," said Jonathon Glus, Executive Director of the San Diego Commission for Arts and Culture.

The World Design Capital 2024 program (WDC 2024) promotes and encourages the use of design to further the economic, social, cultural, and environmental development of the world's cities. Designated every two years, WDC is a year-long promotional program to showcase the accomplishments of cities that are effectively leveraging design to improve the lives of their citizens.

At today's presentation, staff and representatives from World Design Capital presented that WDC has received 474 proposed community initiatives and are currently in the process of reviewing them. WDC staff expect that approximately 300 of the community initiatives will be approved by the end of the review process.

Staff and WDC 2024 representatives also presented the signature events on the calendar for World Design Capital 2024, including a World Design Street Festival in Tijuana powered by Tijuana Design Week in partnership with CECUT (Centro Cultural Tijuana) and Enigma Creative, World Design Experience powered by San Diego Design Week organized in partnership with Design Forward Alliance, a World Design Network of Cities meeting, a World Design Policy Conference organized in partnership with UC San Diego Design Lab and the City of San Diego. [More information can be found in the presentation slide deck \(linked here\).](#)

Following World Design Capital Valencia 2022, the most recent edition of the program, analyses showed that for every 1 euro of public administration funding that was spent on the program, 5.7 euros of income were generated for the Spanish region.

About Councilmember Raul Campillo

Councilmember Raul Campillo proudly represents the Seventh Council District of the City of San Diego and serves as the Chair of the Economic Development & Intergovernmental Relations Committee.

About World Design Capital

The World Design Capital® (WDC) is designated every two years by the World Design Organization® (WDO) to recognize a city's innovative and effective use of design to strengthen economic, social, cultural and environmental development. Through a year-long program of design-related events, WDC provides a platform to showcase best practices in design-led policy and innovation, increase civic engagement, and attract business and tourism. The selection of the San Diego Tijuana joint bid makes it the first cross-border World Design Capital in history. While the designation is for both cities as one connected community, San Diego is the first U.S. city ever to receive the designation. Tijuana is the second city in Mexico to hold the title, following Mexico City in 2018. The region's winning bid reflects the collective efforts of founding partners [UC San Diego Design Lab](#), [Design Forward Alliance](#), [Burnham Center for Community Advancement](#), City of San Diego and City of Tijuana, and numerous community supporters. More information about World Design Capital San Diego Tijuana 2024 is available at wdc2024.org.

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