

VSSL Presents Beacon of Belonging: A Collaborative Design Experience

Join VSSL Agency as we host Beacon of Belonging on September 25 to celebrate San Diego/Tijuana's official designation as the World Design Capital of 2024.

SAN DIEGO, CA, UNITED STATES,
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[EINPresswire.com/](https://www.einpresswire.com/) -- VSSL is thrilled to celebrate San Diego and Tijuana's 2024 designation as the World Design Capital by hosting Beacon of Belonging: A Collaborative Design Experience. We'll showcase the diverse work of creators, artists, and makers from both cities by projection-mapping their creations onto a 16' sailboat, creating a collaborative tapestry of local creativity.

Leading up to the event, we are calling all local creators to submit their work at vssldesign.com.

During the in-person celebration, attendees can create, submit, and see their work in real-time. The event space is ADA-compliant, with a cash bar and drink tickets for contributors.

Whether or not you're submitting your artwork, we'd love to see you at the free event.

Date: September 25, 2024



VSSL Presents: Beacon of Belonging



Beacon of Belonging Sailboat



See Your Art Projected on a 16' Sailboat

Time: 6:00-9:00pm

Location: Brick, 2863 Historic Decatur Rd., San Diego, CA 92106

[Register for free today!](#) We can't wait to see you there and celebrate our two cities' amazing creativity.

World Design Capital 2024 & World Design Experience, Powered by San Diego Design Week

According to the [World Design Organization® website](#), "World Design Capital® (WDC), designated every two years by the World Design Organization (WDO), recognizes cities for their effective use of design to drive economic, social, cultural, and environmental development. Through a year-long programme of events, the designated city showcases best practices in sustainable designed urban policy and innovation that improve quality of life."

For the first time ever, two cross-border cities—San Diego and Tijuana — have been designated as a unified region for the 2024 World Design Capital. All year long, the San Diego/Tijuana region has been celebrating cross-border collaboration through conferences, interactive events, and other multidisciplinary programs, including the World Design Experience.

The World Design Experience, running from September 19-25, is an initiative to engage with the global design community through camaraderie, networking, and learning within San Diego and Tijuana. The event offers in-person and remote panels, studio tours, film screenings, networking events, gallery openings, and additional learning opportunities. This year's theme is Belonging, with a focus on creating meaningful moments and spaces for radical inclusion.

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