



WORLD
DESIGN
CAPITAL

MEXICO CITY
2018

World Design Experience

WDC Mexico City 2018: Socially Responsible Design

WORLD DESIGN EXPERIENCE WORLD DESIGN CAPITAL CDMX 2018

EVENT DATE AND LOCATION

Date: Saturday, April 21st - Sunday May 6th, 2018

Location: Mexico City Downtown (Plaza de la Constitución, Centro Histórico, 06000 CDMX)

EVENT DETAILS

NATURE OF THE EVENT

- **Event title:** World Design Experience
- **Theme:** Design for the City
- **Description:** In collaboration with the Feria Internacional de las Culturas Amigas “FICA” (International Culture Fair), WDC 2018 invites cities and countries from around the world to showcase examples of “Design for the City” in best practices around WDC 2018’s theme of Socially Responsible Design under any of the following categories: 1) People, 2) Public Space, 3) Environment, 4) City Identity, 5) Mobility, and 6) Creative Economy.

FORMAT

Participants may choose one or both of the following options.

01. DESIGN FOR THE CITY EXHIBIT

- **Description:** Stand-alone exhibit of design best practices from around the world (no need for custodial onsite).
- **Cost:** None
- **Requirements:** Interested cities need only send the following material of a single design project:
 - 5 high resolution photographs/renderings
 - Descriptive text
 - Contact details
- **Timeline:**
 - **February 23, 2018:** Interested participants must send the above material
 - **March 9, 2018:** WDC 2018’s curatorial team will review all submissions and confirm final participants

02. WORLD DESIGN EXPERIENCE

- **Description:** Interactive exhibition space in a “trade-show” format of design best practices from around the world (requires custodial onsite). In past WDC Programs, this event has been known as the WDC International Design House Exhibition.
- **Cost:** Space is free of cost for participants. Each participant must only cover production and shipping costs. WDC 2018 can support with local logistic and supplier referrals.
- **Requirements:** Interested cities must send the following materials:
 - 5 high resolution photographs/renderings
 - Descriptive text
 - Contact details
- **Timeline:**
 - **February 23, 2018:** Interested participants must send an exhibit proposal
 - **March 9, 2018:** WDC 2018’s curatorial team will review all submissions and confirm final participants. *Once final participants are selected, these will receive more detailed set-up information, logistics timelines, etc.
 - **April 16 - 20, 2018:** Space set-up
 - **April 21 - May 6, 2018:** Event operation
 - **May 7:** Space disassembly
- **Space:** Participants may choose any of the following space for their exhibition space:
 - 3m by 3m
 - 3m by 6m
 - 3m by 9m

PAST EXAMPLES

01. DESING FOR THE CITY EXHIBIT



WDC Torino 2008

02. WORLD DESIGN EXPERIENCE



WDC Taipei 2016

CONTACT DETAILS

For any questions or additional information requests please write to:

hola@wdccdmx2018.com

Interested participants must send their application no later than **Friday February 23, 2018** to the same email.

ADDITIONAL INFORMATION

About Feria de las Culturas Amigas (FICA)

Established in 2009, FICA is an international cultural event organized by the Mexico City Foreign Affairs Office in collaboration with different diplomatic representations in Mexico. Visitors have the opportunity of visiting each country's traditions, customs, identity and culture through the different artistic, educational and cultural programs.

Since 2016, FICA has collaborated with Design Week Mexico and the World Design Capital Mexico City 2018 Organizing Committee in the development of a parallel program to promote design and its fundamental role in society and cities around the world.