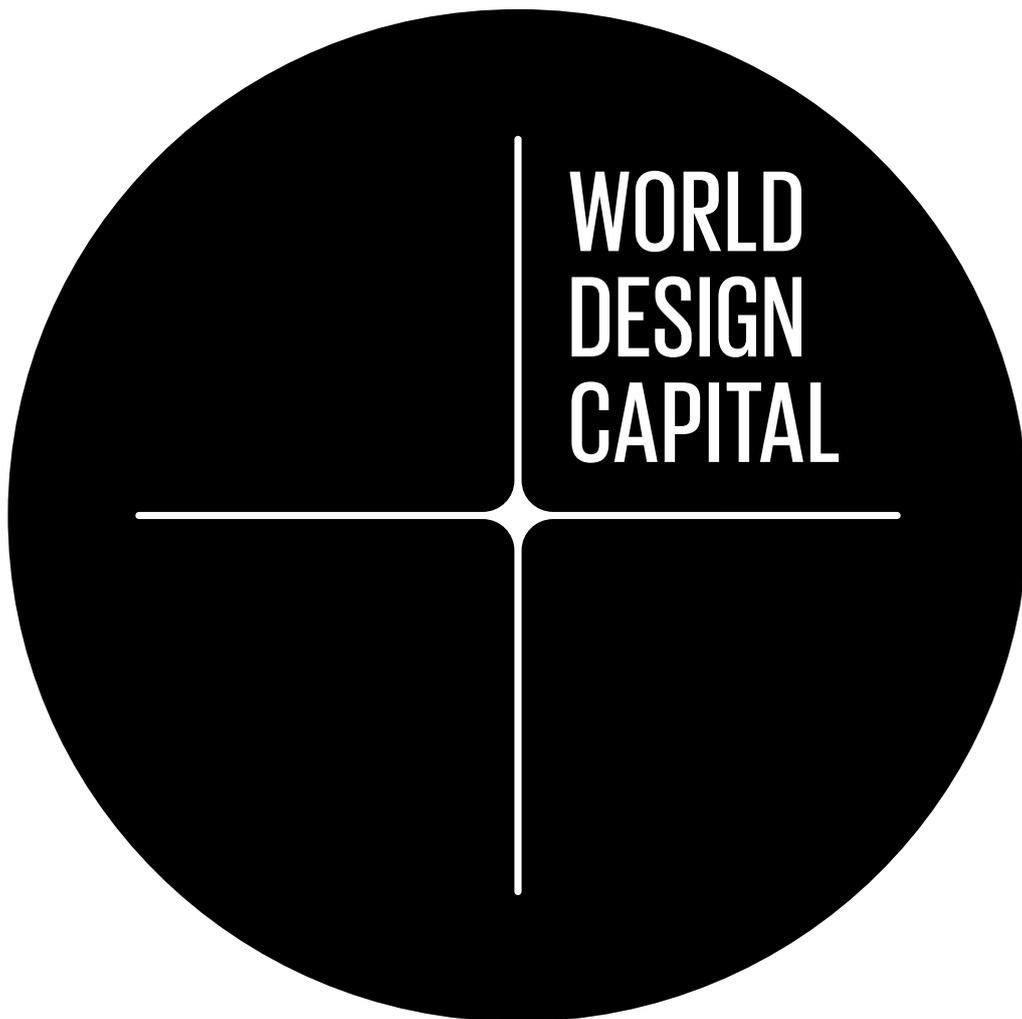


# BECOMING A WORLD DESIGN CAPITAL®

A comprehensive guide to the bidding process and designation





Dongdaemun Design Plaza  
World Design Capital Seoul 2010 legacy project

Photo credit: iStockphoto.com

**The Becoming a World Design Capital guide provides a comprehensive roadmap for cities seeking the World Design Capital® (WDC) designation, a biennial recognition awarded by World Design Organization (WDO)® to cities that use design as a strategic tool for urban, social, cultural, and economic transformation.**

**This guide details the bid process for World Design Capital® 2030, including application requirements, evaluation criteria, timeline and key procedural steps. It identifies the types of evidence and commitments required for a successful bid, including government support, funding plans and a programme of events.**

**Outlining the roles and responsibilities of both the bidding city and WDO, this guide provides clear guidance on WDC governance, reporting and programming throughout the selection, preparation and implementation phases.**

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# WHAT IS WORLD DESIGN CAPITAL?

**With more than half of humanity – 3.5 billion people, now living in cities, design has become an increasingly fundamental tool to make communities more attractive, competitive, efficient, livable and sustainable.**

World Design Capital® (WDC) is designated every two years by World Design Organization (WDO)® to recognize a city's innovative use of design to strengthen economic, social, cultural and environmental development. Through a year-long programme of design-related events, WDC provides a platform to showcase best practices in design-led urban policy and innovation, increase civic engagement, as well as attract business and tourism.

First launched in Torino (Italy) in 2008, WDC has also been awarded to Seoul (Republic of Korea) in 2010, Helsinki (Finland) in 2012, Cape Town (South Africa) in 2014, Taipei (Taiwan, Chinese Taipei) in 2016, Mexico City (Mexico) in 2018, Lille Metropole (France) in 2020 and Valencia (Spain) in 2022. The cities of San Diego (USA) and Tijuana (Mexico) jointly held the designation in 2024, while the region of Frankfurt RheinMain (Germany) assumes the title in 2026, followed by Busan (Republic of Korea) in 2028.

# WHAT ARE THE OBJECTIVES OF THE WDC PROGRAMME?

- **Showcase a city's use of design to reinvent itself and improve the quality of life of its citizens**
- **Promote a city and its design community on the international stage**
- **Increase public awareness of the power of design to strengthen economic, social, cultural and environmental development**
- **Inspire other cities to use design as a strategic tool to grow and prosper**
- **Grow and foster an international network where cities share best practices in innovative design**
- **Ensure a design legacy flourishes in a designated city long after the WDC year ends.**

# WHAT DOES IT MEAN FOR A CITY TO RECEIVE THE WDC DESIGNATION?

**A city that becomes a World Design Capital can expect to:**

- **Receive international recognition for its leadership in design-driven policy, innovation and city-making**
- **Elevate its global profile as a forward-looking, creative and solutions-oriented city**
- **Attract investment, talent and tourism through a year-long programme of events, exhibitions and initiatives**
- **Strengthen its economy by activating its creative industries and related sectors**
- **Mobilize cross-sector collaboration between government, business, academia and the creative community**
- **Improve quality of life through design-led solutions that address real civic challenges**
- **Build long-term legacy programmes that extend beyond the designation year**
- **Join a global network of design-driven cities, sharing knowledge and best practices internationally.**



WORLD DESIGN CAPITAL  
TOLD THE STORY OF OUR  
REGION'S IDENTITY,  
EXAMINING ITS HISTORY,  
INDUSTRIAL TRADITION  
AND BUSINESS THROUGH  
THE LENS OF DESIGN AND  
USED DESIGN TO PRESENT  
THE LOCAL REGION IN A FRESH  
LIGHT.

– Sergio Chiamparino, Mayor of Torino (2001-2011)

# THE WDC NETWORK OF CITIES

Since its inception in 2008, the World Design Capital programme has accumulated many success stories and achievements. A global network of cities is emerging, facilitating dialogue and knowledge sharing about the power of design to tackle some of the world's biggest challenges.



## WDC TORINO 2008

As the first World Design Capital, Torino (Italy) was recognized as a prominent city of design, attracting new investment, bringing increased visibility to the city and creating a model of urban public/private networking that has impacted public administration, businesses, designers, thought leaders, schools and citizens.



## WDC SEOUL 2010

Seoul's (Republic of Korea) status as WDC in 2010 increased its brand value to KRW 890 billion (US 800 million) and led to the creation of the Dongdaemun Design Plaza (DDP), now a major urban development landmark of Republic of Korea. It also helped the city to reach no. 9 on the 2010 Global Urban Competitiveness Index.



## WDC HELSINKI 2012

Over 90% of Helsinki citizens recognized the city's WDC 2012 designation, with two thirds of the population taking part in WDC 2012 activities. For Helsinki, WDC 2012 introduced design as a permanent and significant component of the city's development, leading to the hiring of the city's first Chief Design Officer. Helsinki has continued its pursuit of design-led urban planning with a renewed waterfront, renovated museums, and revived industrial spaces.



## WDC CAPE TOWN 2014

As the first African city to take on the WDC designation, Cape Town democratized design, showcasing the value of design thinking and participatory design processes at the neighbourhood level, touching thousands of people in over 81 of the 111 Wards. For every Rand spent on WDC 2014, Cape Town generated another 2.46 Rand. Cape Town was also named no. 1 of 52 places to visit on The New York Times 2014 list.



## WDC TAIPEI 2016

As WDC 2016, the city of Taipei aimed to make design thinking a driver of the city's development, showcasing to neighbouring cities and the world their reinvigorated urban landscape, sophisticated transit system, specialized medical care, bustling cultural infrastructure, and community-based urban regeneration projects. A city with limited resources, Taipei adopted the theme 'Adaptive City – Design in Motion', to demonstrate the ways cities can adapt to meet citizen's demands, using design-led innovation to raise citizens' quality of life.



## WDC MEXICO CITY 2018

As the first city from the Americas to receive the WDC designation, Mexico City's vibrant design community worked to inspire other megacities around the world through a programme that focused on the impact of socially responsible design on the life of a city.



## WDC LILLE METROPOLE 2020

Lille Metropole, once an industrial centre facing economic upheaval, is now an intellectual, cultural, socioeconomic and creative development hub of significance within the sub-region of France. From the Maison POCs, physical spaces of public display and discovery focusing on various themes – collaborative city, circular economy, housing – to a number of colourful design exhibitions hosted throughout the region, to virtual gatherings and panels, Lille Metropole demonstrated the transformative power of placing design at the heart of a city.



## WDC VALENCIA 2022

Valencia is a culturally vibrant port city with a long-standing legacy of design. Located on the south-east coast of Spain, it has emerged as a creative leader as the city infuses design throughout public policy and in public space. As the eighth designated WDC, Valencia excited its citizens and engaged the local and international design community in an outstanding programme highlighting the value and merits of Valencia design.

From the WDC Àgora, a stunning pavilion installed in the centre of the city, to its design calendar that celebrated more than 300 creative projects across its many different neighbourhoods, Valencia brought its community together to engage in a yearlong story about the impact of design during this very crucial post-pandemic time.



## WDC SAN DIEGO TIJUANA 2024

The cities of San Diego (USA) and Tijuana (Mexico) were named World Design Capital 2024 as a result of their commitment to human-centred design and legacy of cross-border collaboration to support the region's natural and built environments.

As the first binational region to receive the World Design Capital designation, their WDC programme showcased how design can transform the lives of 7.1 million residents across the busiest land border in the Western Hemisphere.



## WDC FRANKFURT RHEINMAIN 2026

The region of Frankfurt RheinMain (Germany) was named World Design Capital 2026 in recognition of its visionary use of design to strengthen social cohesion, drive urban transformation and advance democratic participation.

Anchored in a legacy of broad social innovation, the region's bid, under the theme 'Design for Democracy. Atmospheres for a Better Life', positioned design as a force for collective empowerment. In 2026, Frankfurt RheinMain will showcase how design can shape inclusive, participatory public spaces and inspire cities worldwide to leverage creativity for stronger, more resilient democracies.



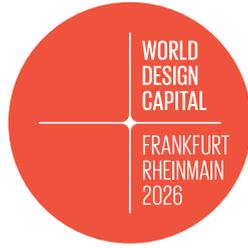
## WDC BUSAN 2028

As World Design Capital 2028, the city of Busan (Republic of Korea) will build on its traditions of civic resilience and collaboration to showcase the transformative power of design in creating more connected and inclusive futures, both locally and globally. Guided by the theme 'Inclusive City, Engaged Design', the Republic of Korea's second-largest city will use design as a catalyst for sustainable urban development, cultural vitality and inclusive innovation.

# IMPACTS OF WORD DESIGN CAPITALS



**Busan**  
Under the theme 'Inclusive City, Engaged Design', World Design Capital Busan 2028 will leverage civic cooperation to highlight the role of design in shaping more interconnected futures.



**Frankfurt RheinMain**  
World Design Capital Frankfurt RheinMain 2026 is shaping a regional framework to demonstrate how design can sustain and expand democratic participation and collective civic engagement.



**San Diego and Tijuana**  
As the first binational World Design Capital, San Diego and Tijuana used cross-border design initiatives to address challenges at one of the world's busiest land border crossings, engaging communities across a region of more than seven million people.



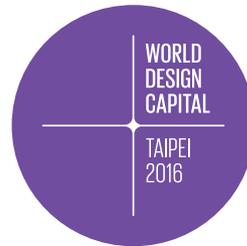
**Valencia**  
In Valencia, every €1 invested in the World Design Capital 2022 programme generated €5.70 in income and delivered over 350,000 visitors, significantly boosting the city's economy and design sector visibility.



**Lille Metropole**  
World Design Capital Lille Metropole 2020 used Maisons POC (Proofs of Concept) to pilot and scale design-led public service innovations across 95 communes.



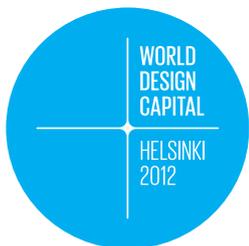
**Mexico City**  
The first WDC from the Americas, Mexico City leveraged socially responsible design to address urban challenges, foster engagement and strengthen inclusive cultural transformation across Mexico's largest metropolis.



**Taipei**  
As World Design Capital 2016, Taipei adopted the theme 'Adaptive City – Design in Motion' to reposition itself as a global design destination, hosting more than 6,000 events and welcoming over eight million attendees.



**Cape Town**  
The first African city to be designated World Design Capital, Cape Town deployed more than 460 co-designed neighbourhood projects across over 80 wards and generated approximately ZAR 2.46 (South African Rand) for every ZAR 1 invested.



**Helsinki**  
Following World Design Capital Helsinki 2012, the City of Helsinki institutionalized design within municipal governance, becoming one of the first cities globally to integrate design at the policy level.



**Seoul**  
Increasing the city's brand value to USD \$800 million, World Design Capital Seoul 2010 culminated in the creation of Dongdaemun Design Plaza, now a major architectural and cultural landmark.



**Torino**  
A former automotive capital, Torino used World Design Capital 2008 to pilot design-led models for post-industrial urban transformation through more than 340 projects across the city.

# WHAT ARE THE CRITERIA FOR SELECTING A WDC?

- **A city's existing design assets**
- **A city's plans for using design to renew itself**
- **The ways in which citizens benefit from the use of design in city planning**
- **The capacity to organize and finance a year-long programme of design events**
- **The mobilization and participation of the wider design community and large sectors of the population and visitors**
- **The fostering of a wider dialogue on urban revitalization strategies.**





WDC WILL HELP US ENSURE  
DESIGN PERMEATES  
ACROSS ALL ASPECTS OF  
OUR MEGALOPOLIS,  
SINCE IT IS ONLY THROUGH  
DESIGN THAT WE CAN  
ACHIEVE REAL CHANGE.

– Emilio Cabrero, Design Week Mexico

# WDC SIGNATURE EVENTS

**Every World Design Capital conceptualizes and develops a year-long programme of locally driven events that reflect its priorities, communities and ambitions. These initiatives are tailored to the host city and are designed to achieve specific social, cultural and economic objectives while engaging both local audiences, international visitors and press.**

**In addition to this locally curated programme, each WDC delivers a series of WDC Signature Events in partnership with World Design Organization. WDC Signature Events are a core strategic component of the designation. They are recurring programme anchors that take place in every WDC year, creating continuity and coherence across host cities. While each edition is shaped by the local context, the format and intent remain consistent: to convene global leaders, showcase design-driven impact, facilitate knowledge exchange and formally connect each World Design Capital to those that came before and those that will follow.**

**By replicating these Signature Events in every cycle, the WDC programme builds an evolving global narrative, strengthens institutional memory, and ensures that each host city contributes to, and benefits from, an expanding international network of design-driven cities.**

Below are the seven WDC Signature Events created in partnership with WDO:

### **WDC Signing Ceremony**

The WDC Signing Ceremony is an opportunity for the designated city to invite key stakeholders, including government officials, the design community, local media, and business to witness and celebrate the official signing of the WDC Host City Agreement. It is the first official WDC event and the only WDC signature event held outside the designated year, usually in the first quarter of the year following the official announcement of the designated WDC City. The WDC Signing Ceremony is an opportunity to celebrate those who developed the bid, as well as to shine a spotlight on the best and the brightest of the incoming WDC Host City's design community. The event also helps build citizen pride in the accomplishment of the city.

### **World Design Street Festival**

The World Design Street Festival is the kick-off celebration to the WDC calendar year. Festivities are experience-driven and focus on building citizen excitement and engagement for the year to come, fostering civic pride in achieving the WDC designation and increasing public awareness of the importance of design in improving citizens' lives. This is an opportunity to engage as many people as possible, including international visitors, to experience design activities in person through concerts, public design workshops, exhibitions, or design studio open houses. Recommended to be held in the first quarter of the designated year, the World Design Street Festival can also be paired with another WDC Signature Event or event on the local WDC calendar.

### **World Design Spotlight**

The World Design Spotlight is a year-long platform dedicated to showcasing the depth and diversity of design talent within the Host City and its surrounding region.

Rather than a single celebratory event, it serves as a curated showcase that highlights designers, studios, researchers and communities whose work demonstrates how design contributes to social, cultural, environmental and economic development. Past editions have taken many forms, including design awards, film or essay series series and other storytelling initiatives that reflect the city's unique identity.

Through this platform, the Host City illustrates why it was awarded the designation by WDO and creates an internationally accessible window into the design activity taking place across the region. Designed to be experienced both locally and globally, the Spotlight enables audiences anywhere to engage with the city's design community and leaves a documented legacy that extends well beyond the designation year.

## **World Design Experience**

The World Design Experience is an interactive showcase of design from around the world held over seven days. With an emphasis on user experience, this WDC Signature Event features exhibitors sharing their unique design stories as interpreted through the theme of the WDC year. Design effective communities are invited to present the best of their country's design and its power to improve quality of life, creating an opportunity for designers to share ideas, innovation and expertise. This WDC Signature Event can raise significant media attention and is a prime draw for international visitors.

## **World Design Policy Conference**

Design-led urban policies are increasingly recognized as critical to shaping the future prosperity and wellbeing of a city and its inhabitants. The World Design Policy Conference provides a global platform for the exchange of ideas, insights, and best practices from different countries, regions, and cities that are developing, launching, and maintaining effective design policy. The most content rich of the WDC Signature Events, its findings have the potential to set the foundation for a design-led legacy programme that benefits the design community and citizens and that resonates far beyond the designated WDC year.

## **WDC Network of Cities Meeting(s)**

The WDC Network of Cities Meetings are a forum for municipal representatives, including but not limited to the mayors of WDC designated cities. Led by WDO, the initiative provides an opportunity for this unique cluster of WDC designated cities to maintain an active dialogue about the effective use of design. Leaders of other design effective cities may also be invited to attend with observer status.

## **World Design Capital Convocation Ceremony**

The WDC Convocation Ceremony is a symbolic event to mark the successes of the WDC year, showcase the year's highlights, recognize those who contributed to its success, share the preliminary findings of the impact study, reflect on the WDC legacy, and officially hand over the WDC title to the incoming city. The Convocation Ceremony includes city officials, local WDC leadership, the design community, media and the incoming WDC's political leadership and planning team.

CO CITY 2018  
O CDMX 2018  
NIA DE FIRMA

Museo de la Ciudad de México  
nto que oficializa la designación de la  
no (World Design Capital) 2018.  
promover sus esfuerzos y logros en  
rollo social, económico y cultural.

POR EL "ICSID", INTERNATIONAL COUNCIL  
OF SOCIETIES OF INDUSTRIAL DESIGN

PROF. MUGENDI M. RITHAA  
PRESIDENTE DEL INTERNATIONAL COUNCIL  
OF SOCIETIES OF INDUSTRIAL DESIGN

ARQ. EMILIO CABRERO HIGAREDA  
DIRECTOR DEL COMITÉ ORGANIZADOR  
WORLD DESIGN CAPITAL 2018

DESIGN WEEK MEXICO



WORLD DESIGN CAPITAL MEXICO CITY 2018  
CAPITAL MUNDIAL DEL DISEÑO CDMX 2018

SIGNING CEREMONY ...



# WDC ORGANIZATIONAL STRUCTURE

The WDC Organizational Structure is split into two levels:

## **1. The WDC Programme**

Overseen by WDO, this level manages and safeguards the World Design Capital designation itself. It provides long-term stewardship across all cycles, sets standards and guidelines, promotes the programme globally, and supports each Host City in delivering a consistent, high-impact WDC year.

As creator and owner of World Design Capital, WDO manages each cycle of the WDC Programme from its international Secretariat based in Montreal (Canada). WDO is responsible for the vision, policy, and promotion of the WDC programme. Daily operations relating to each of the designated WDC cities are managed by a professional team from within the Secretariat, including the bid process, contract management, international sponsorships and partnerships, programming and WDC Signature Event support, as well as brand management.

## **2. WDC Project Management**

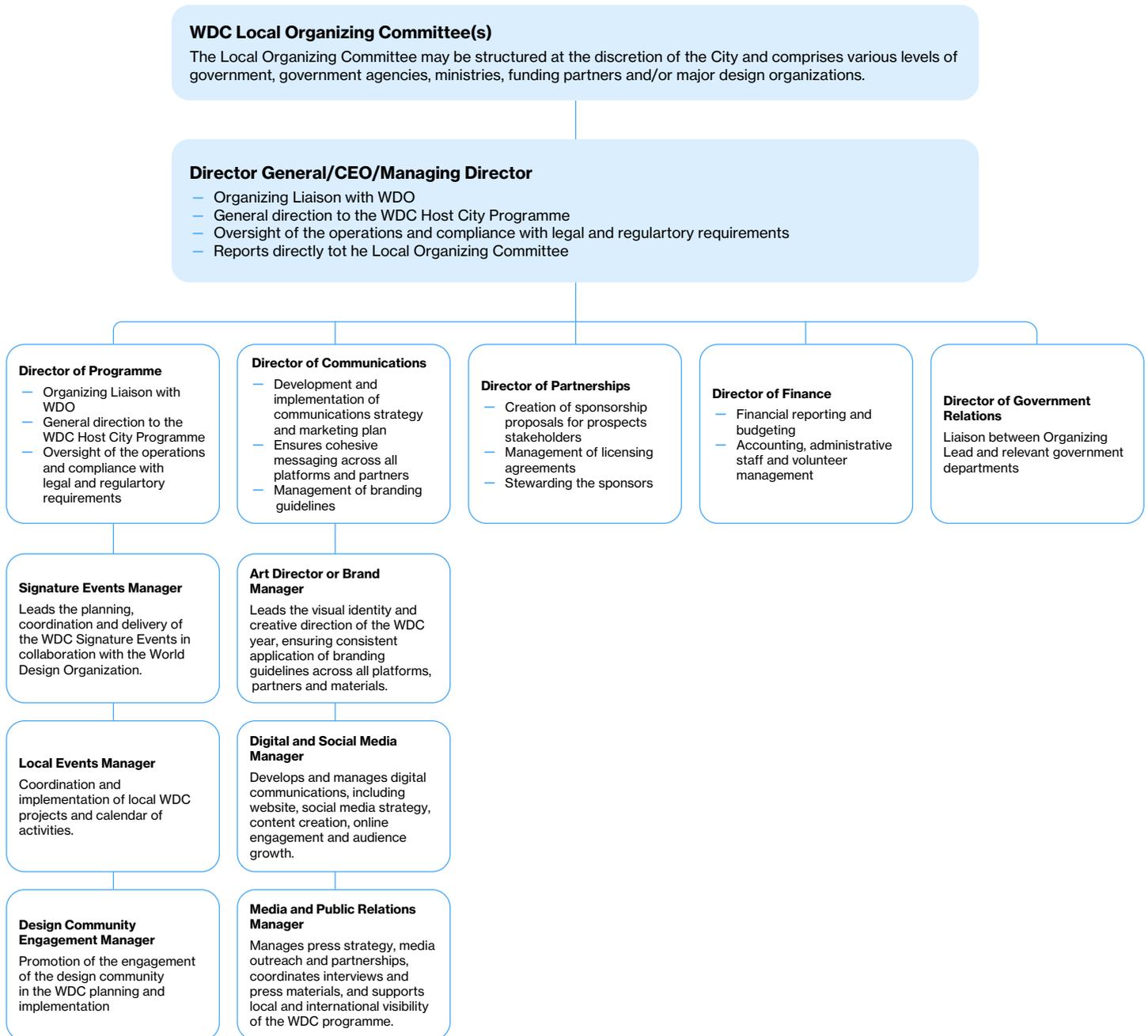
This level is responsible for the local planning, development and delivery of the WDC year. It is managed by an independent entity appointed by the Host City and focuses on executing the city's programme of events, initiatives and activities for that specific designation cycle.

The designated city establishes an independent managing entity, the WDC Organizing Lead, responsible for the planning and execution of the proposed WDC calendar year of events for the designated city. The members of the Organizing Lead execute local and international promotion for the programming and the city itself.

A WDC Local Organizing Committee is established by the city to provide strategic direction to the Organizing Lead for the WDC year-long programming. It is composed of city representatives, other levels of government, as well as external stakeholders (i.e. funding partners) and representatives from the local design community. The Organizing Lead members liaise with their Local Organizing Committee and WDO.

To date, Organizing Leads in each WDC city have varied, reflecting local requirements and the logistics of managing city funding and delivering the programme. At the core, a simple and effective workflow ensures collaboration with WDO, supports the delivery of the city's events, and meets the strategic objectives in the bid. Regular collaboration between WDO and the Organizing Lead through calls, meetings and reports underpins the successful planning and implementation of the WDC year.

## PROPOSED ORGANIZING LEAD STRUCTURE





THE WDC DESIGNATION  
OPENED UP REMARKABLE  
OPPORTUNITIES FOR  
OUR CITY AND WE FEEL  
DEEPLY HONOURED  
TO (HAVE) JOINED THIS  
DISTINGUISHED GROUP OF  
WORLD DESIGN CAPITALS.

Jussi Pajunen, Mayor of Helsinki (2005 – 2017)

# HOW TO APPLY

- **The title of World Design Capital is open to any city in the world that can demonstrate its commitment to design as a powerful tool to strengthen economic, social, cultural, and environmental development. It is given to those cities that have most effectively and creatively used design as a tool for progress.**
- **Cities must clearly demonstrate how their government, industry, educational institutions, designers, and population are working individually and in concert to revitalize and reinvent their urban environment.**
- **Only one application is accepted per city and must clearly demonstrate support from local government.**
- **Previous applicants are welcome to reapply.**

# WHO CAN SUBMIT A BID?

## **World Design Capital is open to any city, large or small.**

Activating the WDC project citywide does require a certain critical mass and resources such as substantial cultural and business infrastructure, a well-developed design industry or design programmes, sufficient administrative services, a successful portfolio of large-scale design initiatives and the capability to manage the international promotion, as well as a relevant budget to support the year-long programme.

The bid must be formally submitted by an autonomous agency, and may not be from within a level of government of the bidding city. However, the support of the local government is essential and the mayor of the Host City has a key role to play during the designated year. A letter of financial guarantee from the city must be included in the bid.

The bid should be prepared by a relevant and dedicated team that can preferably see the bid process all the way through from submission until the final designation. While the bid does not have to come from a design organization or designer, the designation is based on the fact that the city is using design and designers to better their infrastructure, systems, and general quality of life. Successful World Design Capital cities, and design cities generally have strong, inclusive partnerships with national, regional and local stakeholders in the areas of culture, design, business and municipal development.

## **How to develop your bid**

It all starts with a conversation between the city and design stakeholders. Engaging the design community that activates local programmes or projects, hosting a town hall meeting to gauge interest and to see what the success might be like if your city is designated World Design Capital, and meeting with the mayor or city officials are all ways of starting a bid. The World Design Capital programme is one of full community engagement. It is an initiative, which brings together all types of industries and people of all ages, to communicate with each other and recognize the role that design plays in their city and in their lives.

In putting together a creative bid package, we recommend that bidding entities engage all relevant partners (local and national) to showcase the right balance between the support of the political authorities, as well as the support of the local design and business community.

The bid comprises many components, each of which needs care and consideration. All questions listed on the application must be answered comprehensively. The bid can be as long or as short as is deemed necessary by the team preparing the submission.

Bidding teams and organizations are welcome to be as creative as they want using a variety of mediums to get their message across. Bearing in mind that the bid books are the first indication of the city's appreciation of design, it is strongly recommended that each bid express a unique and palpable aesthetic – one that would reflect a relatable expression of design in the city. The style and format of the bid package must not compromise the quality and access to information on how a city will embrace the WDC designation.

Cities are also requested to submit a brief video to present the proposed theme for the WDC year, as well as to highlight the places and spaces that are important to the city's design heritage.

## **Determining a budget**

As part of the bid, cities are required to submit a budget outlining projected operating and programming costs, as well as an overview of the financial support that will be given to the project by various levels of government.

Once designated, WDO and the designated city will work in concert to understand the WDC Host City Agreement (HCA) requirements and secure the right mix of partnership and/or sponsorship support to fulfill the year-long programme.



WORLD  
DESIGN  
CAPITAL  
CAPE TOWN  
2014

CAPE TOWN  
HONOURS  
NELSON  
MANDELA  
2013

CAPE TOWN  
HONOURS  
NELSON  
MANDELA  
as a free man

CAPE TOWN  
HONOURS  
NELSON  
MANDELA  
2013

THERE IS NO DOUBT THAT  
WORLD DESIGN CAPITAL  
PLAYED A PIVOTAL ROLE IN  
RAISING THE PROFILE  
OF CAPE TOWN ON THE  
WORLD STAGE.

– David Green, CEO, Victoria & Alfred Waterfront

# WHAT ARE THE FEES RELATED TO THE WDC DESIGNATION?

## **Application Fee**

A 10 000 Euro non-refundable application fee must be remitted at the time of submission.

## **Administration Fee**

As a condition for consideration for the final selection, shortlisted cities shall remit a 30 000 Euro fee to cover administrative and logistical expenses during the evaluation phase. This fee includes travel fees but excludes accommodations for WDO representatives.

## **Management Fee**

Designated World Design Capital cities shall remit a 630 000 Euro Management hosting fee to be paid over three (3) years in three (3) equal installments. Specific details regarding the timing of the fee payments will be presented in the WDC Host City Agreement. This fee includes travel fees but excludes accommodations and local transportation for WDO representatives, which are at the responsibility and expense of the designated city.

## **Invoicing**

Upon request, we will issue an invoice to facilitate fee processing, at which time banking details will also be provided for fee transfer.

# BECOMING A WDC — KEY DATES

## **14 September 2026**

Launch of the WDC 2030 bid process

## **28 February 2027**

Deadline for submission of bids

## **April-May 2027**

Bid evaluation and shortlisting by WDC Selection Committee

## **June 2027**

City visits by WDO representatives

## **August 2027**

Final evaluation and announcement by WDC Selection Committee

## **September 2027**

Presentation at the 35<sup>th</sup> World Design Congress in Seoul (Republic of Korea)

## **Q1 2028**

WDC Signing Ceremony

## **2028-2030**

Programme planning, and observation and attendance at  
WDC 2028 Signature Events

## **2030**

Implementation of the year-long programme of events

\*Dates subject to change

FOR OUR CITY, BEING WORLD DESIGN CAPITAL IN 2022 IS A REAL CHALLENGE AND A GREAT OPPORTUNITY. THIS RECOGNITION GIVES A BOOST TO THE VALENCIAN AND SPANISH CREATIVE INDUSTRY, PROGRESS IS MADE IN COMPETITIVENESS, OUR WHOLE ECONOMY AND OUR PRODUCTS ARE PROJECTED THROUGHOUT THE ENTIRE WORLD. FURTHERMORE, NEW FORMULAS ARE GIVEN VISIBILITY TO IMPROVE PEOPLE'S LIVES, ALSO THROUGH DESIGN.

– Joan Ribó, Mayor of Valencia



# FREQUENTLY ASKED QUESTIONS

## **How many cities are shortlisted to move on to the final selection process?**

A maximum of three cities can be shortlisted. This decision is made based on the relevance and calibre of the bids received as they relate to the selection criteria. The Selection Committee first identifies the applicant cities that meet the selection criteria and, based on the information submitted, have demonstrated how they plan to mobilize their community and financial support to realistically deliver a successful programme during the designated WDC year.

## **Who attends the city visits?**

Representatives from WDO conduct the visits to the shortlisted cities.

## **Can the WDC logo be used in the application process?**

The WDC logo cannot be used by any bidding city in their application or on any other related documentation or promotion. The logo and all of its usage guidelines are provided to the city once the final selection has been made.

## **Can we include other tourism information and supplementary documents from our partners with our bid document?**

To ensure that all applications are evaluated equally, only the material as it relates to the application questions will be submitted to the Selection Committee for review.

## **Can two cities from the same country apply?**

Two cities from the same country may apply for the designation in the same cycle. However, some countries have regulations that prevent two cities from competing with each other for the same designation. Check guidelines for bidding in your own country before submitting an application.

# FREQUENTLY ASKED QUESTIONS

## **What is the role of the Organizing Lead and its Organizing Liaison? Should they already be appointed at the application stage?**

The Organizing Lead is the independent management team in the designated city responsible for the WDC year's planning, implementation and promotion. The Organizing Liaison is the head of the Organizing Lead. It is mandatory that an Organizing Liaison be identified within 30 days of being named WDC 2030.

## **What does WDO do to help the designated city?**

A professional team from WDO works closely with the designated city as soon as the city is designated WDC. They share the methodology for all the Signature Events, introduce the city to past World Design Capitals, and handle contract management, overall WDC programming, promotion and brand management.

## **What is the HCA?**

The WDC Host City Agreement (HCA) is a legal agreement between the World Design Organization and the government of the designated city. It sets out the responsibilities, expectations, and governance for managing the WDC project from the moment the agreement is signed through the completion of the city's WDC year.

## **What should we include in the city bid video?**

A short promotional video is requested to support each city's bid. The video may include footage of important design landmarks, as well as information relating to the theme of the bid. The video should be no more than 2:30 minutes in length.

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World  
Design Capital  
Taipei 2016

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Adaptive City  
Design in Motion

USING WDC 2016 AS A  
PLATFORM, THE CITY  
GOVERNMENT IS ACTIVELY  
INCORPORATING INTO CITY  
ADMINISTRATIVE SYSTEM  
THE ABUNDANT INNOVATIVE  
SKILLS OF LOCAL DESIGN  
PROFESSIONALS AND  
CREATIVITY FROM  
THE PEOPLE OF TAIPEI.

– Beatrice Hsieh, Taipei's Commissioner of Cultural Affairs



**DESIGN CITIES MEETING**  
from all over the world



BEING CHOSEN AS THE  
2022 CAPITAL IS A REWARD  
FOR SEVERAL DECADES  
OF CONSOLIDATION OF A  
SECTOR AS UNIQUE AND  
ADMIRED AS THE DESIGN  
INDUSTRY IN THE VALENCIA  
REGION. VALENCIA HAS  
REACHED A POINT OF  
MATURITY IN DESIGN THAT  
IT WILL NOW BE ABLE TO  
SHOWCASE TO THE REST OF  
THE WORLD.

– Xavi Calvo, Managing Director, WDC Valencia 2022



Community Celebration in Tijuana, WDC San Diego Tijuana 2024

Photo credit: Braulio Lam

# WDC- Hub



# ABOUT US

World Design Organization (WDO)<sup>®</sup> is a globally recognized non-governmental organization with UN consultative status that promotes and advances the discipline of industrial and strategic design to enhance economic, social, cultural, and environmental quality of life. Founded in 1957, WDO serves over 200 member organizations worldwide and engages hundreds of thousands of designers through programmes that champion design as a tool for innovation, inclusion, and positive impact.

Through initiatives such as the World Design Capital<sup>®</sup> (WDC) designation, WDO recognizes cities that use design strategically to drive urban transformation, strengthen communities, and foster sustainable development.

[wdo.org](https://wdo.org)

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