



CREATIVE COMMUNITY

MARKET

STREET DESIGN CHALLENGE 2024 EDITION



CONCEPT NOTE



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STREET DESIGN CHALLENGE

A two-day competition for university students to share their vision on how public space design can improve quality of life in our communities.

CONTENTS

LET'S DESIGN THE FUTURE WE WANT

As the world continues to grapple with the devastating impacts of climate change, extreme weather events of increasing frequency and severity are reshaping the lives and livelihoods of millions globally. The escalating average temperatures and accelerated global warming are sounding alarm bells, heralding adverse consequences for humanity and the diverse spectrum of life we share Earth with. The intensifying climate crisis amplifies societal, economic, and environmental threats, necessitating urgent and resilient actions towards sustainability.

Amid these urgent challenges, creativity emerges not merely as a beacon of hope, but as a strategic necessity for sustainable progress. Designers, the architects of change, are uniquely positioned to spearhead this transformation. Their array of skills and the capacity to craft innovative solutions equips them to navigate the turbulent present and chart a course towards a sustainable future.

As creators of models, prototypes, and ideas, designers operate in the dynamic space between our current reality and the future we aspire to. Guided by the knowledge from the past and informed by the present, their work shapes the trajectory of our collective journey towards sustainability.

With the dedicated efforts of the organising cities—Curitiba, Wuhan, and Querétaro—the Cities of Design Subnetwork is committed to nurturing international cooperation and promoting interdisciplinary pathways. Our goal is to underscore the transformative potential of design and its ability to democratize urban spaces.



FOREWORD

FOREWORD

WHD 2024

The world is rapidly urbanizing, and many urban residents these days are young people, especially in some countries in Africa and Asia.

On 7 October 2024, the Global Observance of World Habitat Day will be held in **Queretaro**, under the theme **Engaging Youth to Create a Better Urban Future**.

It will focus on how we can engage the new generation in planning their urban present and future through participatory processes and local leadership opportunities.



Inspired by this vision and in response to the pressing need for climate action, we have opened the call for the UNESCO Creative Cities to participate in the fourth edition of the Street Design Challenge.

Scheduled to run on the days prior to the World Habitat Day to be held in Queretaro, this initiative is a global observance aimed at raising awareness about the importance of sustainable urban development, adequate housing, and access to basic amenities. This annual event provides an opportunity to reflect on the state of our cities and towns and to advocate for positive changes that promote better living conditions for all. World Habitat Day calls for action to address housing challenges, urban inequality, and environmental sustainability. The preliminary results of the Street Design Challenge 2024 will be showcased during the WHD 2024.

The theme for this year's Challenge, "Creative Community Markets: Revitalizing Streets through Local Innovation" seeks to harness the creative potential of young designers to reimagine streets as vibrant marketplaces that reflect and enhance the social fabric of their communities.

We firmly believe in the transformative power of design and its potential to foster meaningful changes. By launching this challenge, we aim to amplify the voices of designers in our collective effort against inequality and social disgregation and highlight the pivotal role of design in forging a sustainable future. By collaborating, we can envision and actualize a better future for all.

The Organization Team

Kicking off on 28th September 2024, the Street Design Challenge aims to address the decisive role of public markets to provide benefits such as economic opportunities, links between urban and rural economies, strengthen of social cohesion, promotion of public health, creation of active public spaces and neighborhood renewal. What sets public markets aside from other retail locations is that they operate in public space, serve locally owned and operated businesses, and have public goals. This focus on the public good is what makes successful markets grow and connect urban and rural economies. They encourage community and economic development by keeping money in the local neighborhood.

During the challenge, interdisciplinary groups of university students, mentored by their professors, will collaborate on developing a proposal to foster local economy and community interaction in a foreign city street. Participating teams must consider various factors such as local climate, geography, socio-economic context, and cultural backgrounds in order to create a comprehensive and effective urban and cultural landscape intervention.

The 2024 theme for the Street Design Challenge invites student groups from architecture, urbanism, and design disciplines to reimagine streets as vibrant marketplaces that not only serve as hubs for selling locally produced, crafted, and designed items but also as platforms for addressing social issues within the community. By modernizing existing markets or creating new ones in underdeveloped areas, participants will explore innovative design solutions for vendor tents, store furniture, visitor flow, and the overall sales experience. The goal is to reinforce or cultivate a sense of community culture and belonging, leveraging the creative economy to transform streets into inclusive, dynamic spaces that foster local entrepreneurship and social cohesion.

Each team will be paired with a street from another participating city and provided with an in-depth briefing from a local expert. This briefing will outline the current situation, challenges, and priorities that the proposal should address. Once the challenge commences, teams will have 48 hours to submit their projects in the specified format.

OVERVIEW

OVERVIEW

OF THE CHALLENGE



- Challenge's theme:
Creative Community Markets: Revitalizing Streets through Local Innovation
- The Street Design Challenge lasts 48 hours, starting at 10 a.m. on September 28th and ending at 10 a.m. on September 30th.
- We are going to consider your local time for the start and end of the competition.
- Cities can appoint one to two multidisciplinary team to represent each university, with 4 to 6 students and 1 or 2 professors each. Although more than two teams can be registered per academic institution, it is the university's responsibility to select the top 2 to submit the proposals that will represent them.
- We strongly encourage teams to mix bachelor students from design, landscape, urbanism, marketing and architecture majors.

CALENDAR

Call Opens

**3rd
July**

Deadline for Street
Profile Submission

**16th
August**

**6th
Sept.**

Challenge
Days

**28th
30th
Sept.**

**20th
Sept.**

Results
exhibitions

2025

Deadline for
cities to register

Deadline for Teams
Registration

**1st
Nov**

Awarding
Ceremony



CITIES

ways to participate

STREET PROFILE PROVIDER

ACADEMIC PARTICIPATION

INSTRUCTIONS

CITIES

STREET PROFILE PROVIDER

STEPS TO PARTICIPATE

- Fill the registration form.
- Prepare your city's Street Profile.
- Share information about the main contact of each team.
- Get ready for the 48-hour challenge.

Your city can register to participate using the online form available at queretarocreativo.mx/sdc2024

For this first step we will ask only basic information so you do not need to have details about the street your city will select.

With the participation confirmed, is it time for you to start preparing your Street Profile.

Click [here](#) to upload your Street Profile.

You will need to assign one representative that will be able to answer questions regarding your street during the 48 hours of the challenge.

With the challenge day arriving, it is time to get ready!

INSTRUCTIONS

STREET PROFILE

The Street Profile is at the centre of the whole challenge. With this document on hand, teams from a different Creative City will be able to understand your city's specific context and work on a proposal.

Each city can provide only one Street Profile in English, accompanied by any support documentation (if possible, also in English).

Upload your Street Profile here by 6 September.

We suggest the Street Profile to be created by the city's urban development department or other architecture organisation with knowledge about the area.

Ideally, a representative from that department can be appointed to advise the teams during the challenge days, providing insights and clarifying questions.

To put the Street Profile together, first you must select a street located in an area with high commercial use potential, and gather as much information as possible about it, including but not limited to:

- Climate and vegetation profile.
- Name and location, providing a link for a map or coordinates.
- The portion of the street that will be considered, e.g., section beginning on X Street and ending at Y Street.
- The length of the portion of the street to be intervened should not be over 300 meters (984 ft) long. We understand and appreciate the diversity of urban typologies so the width of the street will not be limited.
- Vocation of the street, or how the street is used and how it relates to the rest of the city.
- Elements that are present on the street, such as bus lanes, sidewalks, commerce etc.
- Allowed land uses (residential, commerce, other infrastructure).
- Pictures.
- Measurements preferably in a CAD file.
- A recorded presentation from a city expert detailing the street's specific characteristics, current situation and any other information that might help the teams to develop a strong proposal.
- Any other document that can help the team understand the street you selected.

CITIES INSTRUCTIONS

RECORDED PRESENTATION

The recorded presentation should not exceed 30 minutes.

The video presentation and supporting materials of the street must present the current situation, but also provide general details about the surrounding environment, maybe even touching upon traits or traditions of their people, the city's annual budget, etc.

This presentation does not need to be fancy. You can set up a meeting using Zoom or another similar software and record the expert's voice explaining the street while presenting slides to illustrate it.

If possible, share the name and small bio of the expert responsible for the explanation and who came up with the research for the Street Profile.



CITIES

ACADEMIC PARTICIPATION

STEPS TO PARTICIPATE

- Fill the registration form.
- Engage with universities and students.
- Share information about the main contact of each team.
- Get ready for the 48-hour challenge.

Your city can register to participate using the online form available at queretarocreativo.mx/sdc2024

For this first step we will ask only basic information—including the name of your city, main point of contact and possible participating universities should be identified—so you do not need to have the teams assembled.

With the participation confirmed, is it time for you to engage the universities.

When you have confirmation from the universities, we will ask you to share one point of contact for each team. Click [here](#) to register your teams.

With the challenge day arriving, it is time to get ready!

You can offer a working space to be used by the groups for 48 hours or come up with a solution that works best within your possibilities.

INSTRUCTIONS

TEAMS

STEPS TO PARTICIPATE

- Gather your team.
- Fill the [Team Form](#).
- Review the concept note and support materials.
- Put your proposal together during the 48-hour challenge.
- Submit your proposal.
- Participate in the online awarding ceremony.

TEAMS COMPOSITION

- Teams must be composed of current university students, enrolled in bachelors of design, landscape, urbanism, communication, animation, marketing and architecture.
- It is strongly recommended that each group has members from a mix of majors (not exclusively design or architecture, for example).
- Each university can appoint one team, with 4 to 6 students and 1 or 2 professors to serve as advisors. These advisors cannot directly develop the project or any of the materials submitted for evaluation.
- The teams must designate one member to receive all official communication and be the main point of contact for the group throughout the challenge.

INSTRUCTIONS

CHALLENGE STRUCTURE

The challenge will start at 10 a.m. on 28 September and end at 10 a.m. on 30 September, so the teams will have 48 hours to come up with a solution to the proposed issue. We are going to consider each city's time-zone, so everyone has equal time to complete the challenge.

Teams can use any platform or format to develop the project, although we strongly recommend that you have face-to-face encounters to facilitate the design process.

At the beginning of the day, participants will receive the Street Profile from the site they will be working with via email and a WhatsApp message (if a valid mobile number is provided). The organizers are responsible for the match-making process.

The city must have a person responsible for the challenge, someone who will make sure the teams are following the project's guidelines and, if necessary, communicate with the organizers.

You must register your work and progress using writing, recordings, and pictures. Those can be shared by each team through their member's social media accounts using the hashtags #StreetDesignChallenge2024, #DesignEducation and #UNESCOCreativeCities. The evidence of the Challenge using these hashtags will be reposted by the organizers during the competition.

TEAMS INSTRUCTIONS

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SUBMISSION REQUIREMENTS

Approaching the deadline, you should start thinking about how to present your idea.

You will receive an email with a link to a submission form where you'll be able to upload your final proposal. Alternatively, if you experience issues with the form, it is possible to upload the documents using WeTransfer and email the link to the organizers (the email addresses are available on the last page).

The final proposals should be made of 3 (three) different documents:

1. One project dossier with a maximum of 10 pages, in A4 format, that explains your design decisions. Each team will have 10 pages to demonstrate, both with text and graphics, the value and details of the final design. The use of photos, texts, diagrams, timelines, and anything that helps understand your developed creation is accepted, as long as it's copyright free or the proper references are included in the document.
2. A 3-minute video presentation made of illustrations, such as pictures, drawings, sketches, simulations, and digital models. This video should present the proposed solutions to revitalize street through local innovation expressed as creative community markets, clearly explaining how its concepts were incorporated on the street.

TIPS:

- In all materials, prefer to use pictures and elements that your team created or that are copyright free.
- Using storytelling techniques to make sure the evaluating committee understands why your team's proposal has the most value is strongly recommended.
- When ready, upload the video to a platform of your choice (YouTube, Vimeo, Dailymotion, Twitch, DTube, Vevo, Flickr, Veoh, etc.) and share the link to it in the submission form.
- The whole video cannot exceed 3 minutes.

3. One exhibition slide of the street showcasing the essence and value of your proposal. When looking at this slide the evaluators should be able to understand the current situation of the street and how it would look if your team's proposal were implemented. This slide must be in A0 size, either horizontal or vertical, and not larger than 10 Mb. Also, avoid using text and keep in mind that these slides will be part of a physical exhibition, which will be held by the organizing cities.

INSTRUCTIONS

SUBMISSION REQUIREMENTS

- All submissions must be written in English and use metric units.
- Do not include in any of the documents the name of your city, university or team members, or any other element that might identify yourselves.
- We encourage that you submit a picture of your team. If you do so, please send it as a separate file.
- Uploading the proposal after the deadline will disqualify the team.
- Uploading more than two proposals per university will disqualify it.



TEAMS

Public markets are as old as civilization. For millennia, cities have shaped and been shaped by public market activity.

But what does it mean to be a public market in the twenty-first century?



The term “public market” covers all types of markets, including open-air markets, covered markets, permanent market halls, market districts, and even informal markets of street vendors.

Public markets can be temporary and seasonal or permanent and in operation 24 hours a day, seven days a week, 365 days a year. Depending on the type of public market, vendors may sell fresh and prepared food or non-food items, such as household goods, crafts, and antiques.

The bustling Middle Eastern souks, grand European market halls, informal African street markets, vibrant Central and South American mercados, and charming North American farmers markets are all types of public markets and they all uniquely contribute to culture and a sense of place.

MARKET CITIES

MARKET CITIES



However, public markets are not just places of commerce. What sets public markets aside from other retail locations is that they operate in public space, serve locally owned & operated businesses, and have public goals. This focus on the public good is what makes successful markets grow and connect urban and rural economies. They encourage community and economic development by keeping money in the local neighborhood. Public markets also offer low-risk business opportunities for vendors, often from vulnerable populations, and depending on the type of public market, they feed money back into the rural economy where farmers grow, raise, and produce their products.

The spin-off benefits of public markets are numerous. From increasing access to fresh, healthy food to providing important revenue streams, markets positively impact local businesses, governments, and residents. But perhaps most importantly, public markets serve as public gathering places for people from different ethnic, cultural, and socioeconomic communities—markets are our neighborhoods' original civic centers.

MARKET CITIES

The benefits of successful public markets are numerous. They connect urban and rural economies, increase access to affordable and healthy food, and offer low-risk business opportunities for vendors and farmers. Public markets are the original civic centers and they continue to be key public gathering places that highlight local culture and welcome people from all walks of life. As the Covid-19 pandemic proved, public markets are capable of acting as essential economic, social, and public health infrastructure in our communities—but only if they are supported through public policies, programs, and investments.

Despite their positive impact, public markets in both the Global North and the Global South are endangered by threats, including uninformed development efforts; a lack of management capacity; and economic development practices that neglect women, and national, ethnic, religious and linguistic minorities. In both global regions, public policy at all levels of government has done little to address these dangers or to unlock the full potential of public market systems.

Successful public markets help build communities rooted in well-being and equitable opportunity.



EVALUATION



Based on the experience and feedback from the past editions, the organizing cities recognize the need to improve the evaluation system of the Street Design Challenge.

EVALUATION PROCESS

In this edition, the jury is comprised of representatives from the three organizing cities: Curitiba, Wuhan, and Queretaro. Experts assigned to each evaluation category will have no direct ties with the participating universities. Furthermore, they will remain unaware of the participants' identities, with the participants' cities being undisclosed until the conclusion of the entire process.

Upon a city's registration, the organizing committee will provide the profiles of the jury members to the registered teams.

A single winning team will be chosen based on the cumulative scores across the three categories: concept, communication design, and urban design. In the event of a tie, jury members from all three categories will determine the winner through a simple voting procedure. Additionally, three honorary mentions will be awarded, one for each category.

EVALUATION CRITERIA

Considering the products every participant team is asked to deliver in 48 hours, three aspects of the proposals will be evaluated: concept, communication design and urban design.

CONCEPT

The term "concept" typically refers to the underlying idea or theme that serves as the foundation for a design project. It represents the central notion or vision that guides the entire design process and helps communicate the intended message or purpose of the design.

Designers use concepts to establish a cohesive and meaningful direction for their work. The concept informs and influences every aspect of the design, including colour palettes, typography, layout, materials, and overall style. It provides a framework for making design decisions and ensures consistency and unity throughout the project.

Evaluating the concept of the proposals for the Street Design Challenge should involve assessing its effectiveness, feasibility, and alignment with the SDC goals and requirements. alignment with the concept. Assess whether the concept meets their expectations and addresses their requirements.



EVALUATION



EVALUATION

CONCEPT EVALUATION CONSIDERATIONS

- **Design Intent:** Determine whether the concept effectively communicates the intended design intent and vision. Does it capture the essence of the project's goals, purpose, and desired user experience?
- **Functionality and Practicality:** Assess the concept's ability to meet the functional needs of the space to intervene. Consider factors such as circulation, spatial organization, efficiency, and usability. Is the concept practical and well-suited to fulfil its intended functions?
- **Contextual Integration:** Evaluate how well the concept responds to and integrates with its surrounding context, such as the site, neighborhood, or existing buildings. Does it harmonize with the existing built environment or create a contrasting yet complementary relationship?
- **Aesthetics and Visual Appeal:** Consider the visual impact and aesthetics of the concept. Assess whether it evokes the desired emotional response and creates a visually pleasing and cohesive composition. Does it align with the desired style and evoke the desired atmosphere?

CONCEPT EVALUATION CONSIDERATIONS

- **Sustainability and Environmental Considerations:** Examine whether the concept incorporates sustainable design principles and strategies. Evaluate its potential for energy efficiency, use of renewable materials, passive design techniques, and integration of green spaces.
- **Constructability and Budget:** Assess the feasibility of realizing the concept within the constraints of a reasonable project's budget, timeline, and available construction methods. Consider factors such as structural feasibility, material availability, and construction techniques.
- **Stakeholder Alignment:** Engage of the design with the project stakeholders, including clients (cities), users, and other relevant parties of the space to intervene.
- **Flexibility and Future Adaptability:** Consider the potential for the concept to accommodate future changes or adaptations. Can the design concept be easily modified or expanded upon if needed?



EVALUATION



EVALUATION

COMMUNICATION DESIGN

Communication design refers to the practice of creating visual, textual, and sound content with the purpose of conveying information, ideas, or messages to a specific audience. In this case, the audience are creatives and stakeholders from the city the team will be working on.

The primary goal of communication design is to effectively communicate a message or information in a visually appealing and engaging manner. It involves the strategic use of design elements such as typography, colour, imagery, layout, and composition to enhance the clarity and impact of the communication.

Communication design requires a combination of creativity, visual literacy, problem-solving skills, and an understanding of the principles of effective communication. It plays a crucial role in shaping perceptions, influencing behaviour, and creating meaningful connections between organizations or individuals and their target audiences.

COMMUNICATION DESIGN EVALUATION CONSIDERATIONS

- **Clarity of Information:** Examine how well the communication design presents the architectural proposal's key information, including the project's concept, site context, spatial organization, and design features. Evaluate whether the information is presented in a clear and concise manner, facilitating easy understanding for the intended audience.
- **Visual Impact:** Assess the visual appeal and impact of the communication design. Consider the use of imagery, diagrams, renderings, and other visual elements to effectively convey the architectural vision. Evaluate the overall composition, aesthetics, and quality of visual materials used in the proposal.
- **Coherence with Concept:** Evaluate how well the communication design aligns with the identity of the project. Consider whether the design elements, such as typography, colour palette, and graphic style, reflect and enhance the overall brand identity.
- **Consistency and Unity:** Evaluate the consistency and unity of the communication design across the different materials and mediums to be delivered. Assess whether the design elements, layouts, and visual language are consistent throughout the proposal, creating a cohesive and harmonious presentation.



EVALUATION

COMMUNICATION DESIGN EVALUATION CONSIDERATIONS

- **Contextual Integration:** Examine how effectively the communication design incorporates and responds to the specific context of the proposal. Consider whether the design takes into account the project's location, cultural influences, and surrounding environment. Evaluate whether the visuals and graphics relate to the site context and enhance the understanding of the proposal's integration within its surroundings.
- **Hierarchy and Organization:** Assess the organization and hierarchy of information within the communication design. Evaluate how well the design guides the viewer's attention to the most important elements and key aspects of the proposal. Consider the use of visual hierarchy, typography, and layout to create a logical flow of information.
- **Usability and Accessibility:** Consider the usability and accessibility of the communication design. Evaluate whether the design takes into account the needs of different audiences, including judges, stakeholders, and decision-makers that could be interested in implementing the proposal or attending the physical exhibition of the SDC 2023 results. Assess whether the design considers readability, legibility, and inclusivity in terms of font choices, colour contrast, and overall accessibility standards.
- **Engagement and Emotional Response:** Evaluate the communication design's ability to engage and evoke an emotional response from the audience. Consider whether the visuals, graphics, and overall presentation create a connection and generate interest in the tactical urbanism proposal.

URBAN DESIGN

Urban design refers to the process of designing and shaping the physical and spatial characteristics of urban environments, including public spaces.

The goal of urban design is to improve the quality of life for residents, workers, and visitors by creating well designed, liveable, and vibrant urban environments.

It considers various factors such as social, cultural, economic, and environmental considerations to create places that are visually appealing, functional, and responsive to the needs and aspirations of the community.



EVALUATION

URBAN DESIGN EVALUATION CONSIDERATIONS

- **Functionality and Accessibility:** Evaluate whether the design supports mitigation of the Urban Heat Island (UHI) effects while promoting efficient movement and accessibility for pedestrians, cyclists, and public transportation users. Assess how well the urban design promotes functionality and accessibility. Consider factors such as cooling effects, connectivity, walkability, and ease of navigation within the area of intervention.
- **Tactical Urbanism and Amenities:** Evaluate the quality, design, and projected utilization of the proposal within the urban environment. Assess whether the project is well-designed, accessible, and could be well-maintained, and whether it caters to the diverse needs and activities of the surrounding community.
- **Safety and Security:** Evaluate the design's impact on safety and security. Assess factors such as lighting, visibility, crime prevention measures, and the overall sense of safety within the urban environment. Consider whether the design incorporates strategies to enhance safety, such as clear sightlines, surveillance systems, and well-designed solutions that discourage criminal activity.
- **Aesthetics and Identity:** Assess the visual appeal and identity of the design. Consider factors such as architectural style, streetscape design, public art, and the overall aesthetics of the built environment. Evaluate whether the design creates a cohesive and visually pleasing urban landscape that reflects the unique identity and character of the community.

URBAN DESIGN EVALUATION CONSIDERATIONS

- **Environmental Sustainability:** Evaluate the design's sustainability initiatives and impact on the environment. Consider factors such as green infrastructure, energy efficiency, waste management, water conservation, and the integration of green spaces. Assess whether the design promotes sustainable practices and contributes to environmental resilience.
- **Community Engagement and Social Equity:** Assess the level of projected community engagement and participation in the urban design process. Consider whether the design reflects the needs and aspirations of the diverse community members and ensures equitable access to resources and amenities. Evaluate whether the design promotes inclusivity, social interaction, and a sense of community.
- **Long-Term Adaptability and Resilience:** Consider the design's flexibility and adaptability to future changes and challenges. Assess whether the design incorporates strategies that allow for future growth, technological advancements, and changing needs. Evaluate whether the design promotes resilience in the face of climate change, natural disasters, and other potential disruptions.



EVALUATION

RESULTS



All teams, along with city representatives, will be invited to the online winner's announcement event scheduled for November 1st. The winner team will be given a platform to recount their experiences during the challenge and to showcase their project.

Every participant will be honoured with an official certificate endorsed by the organizing cities. Furthermore, the winning team will bask in public accolades and be presented with a personalized Street Design Challenge 2024 award. Cities are also encouraged to bestow participation or recognition awards upon their respective teams, professors, and experts.

A key responsibility for the organizing cities involves organizing a physical exhibition. This display is set to occur concurrently in Curitiba, Wuhan, and Querétaro during 2025, and will highlight the projects of the winning team as well as those awarded honorary mentions.

The exhibition stands as a pivotal element of the communication strategy, with the potential to elevate the stature of the winners, the jury, and future iterations of the challenge. Participating cities are also welcome to host a local exhibition, in which case the organisers will provide all necessary materials in return for audiovisual documentation of the event.



You can contact us to ask questions or to get involved in the organisation of the challenge.

Email us at:

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Or go to the website queretarocreativo.mx/sdc2024.

+INFO & QUESTIONS



2024



Curitiba
city of design



WUHAN
CITY OF DESIGN



QUERÉTARO
CITY OF DESIGN



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Members of
the Creative Cities Network