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CONTEXT VOL. 5

FEAST FOR THE HEART

# THE TIJUANA RENAISSANCE EL RENACIMIENTO DE TIJUANA

June 1, 2018

Tour: 11-5 pm

Forum: 5-9 pm

Casa de la Cultura de Tijuana

Avenida Paris 5, Colonia Altamira, Tijuana 22054, B.C., MX



PHILIPS

Gerald W. Shonkwiler  
Photography



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Featured Food and Beverage:



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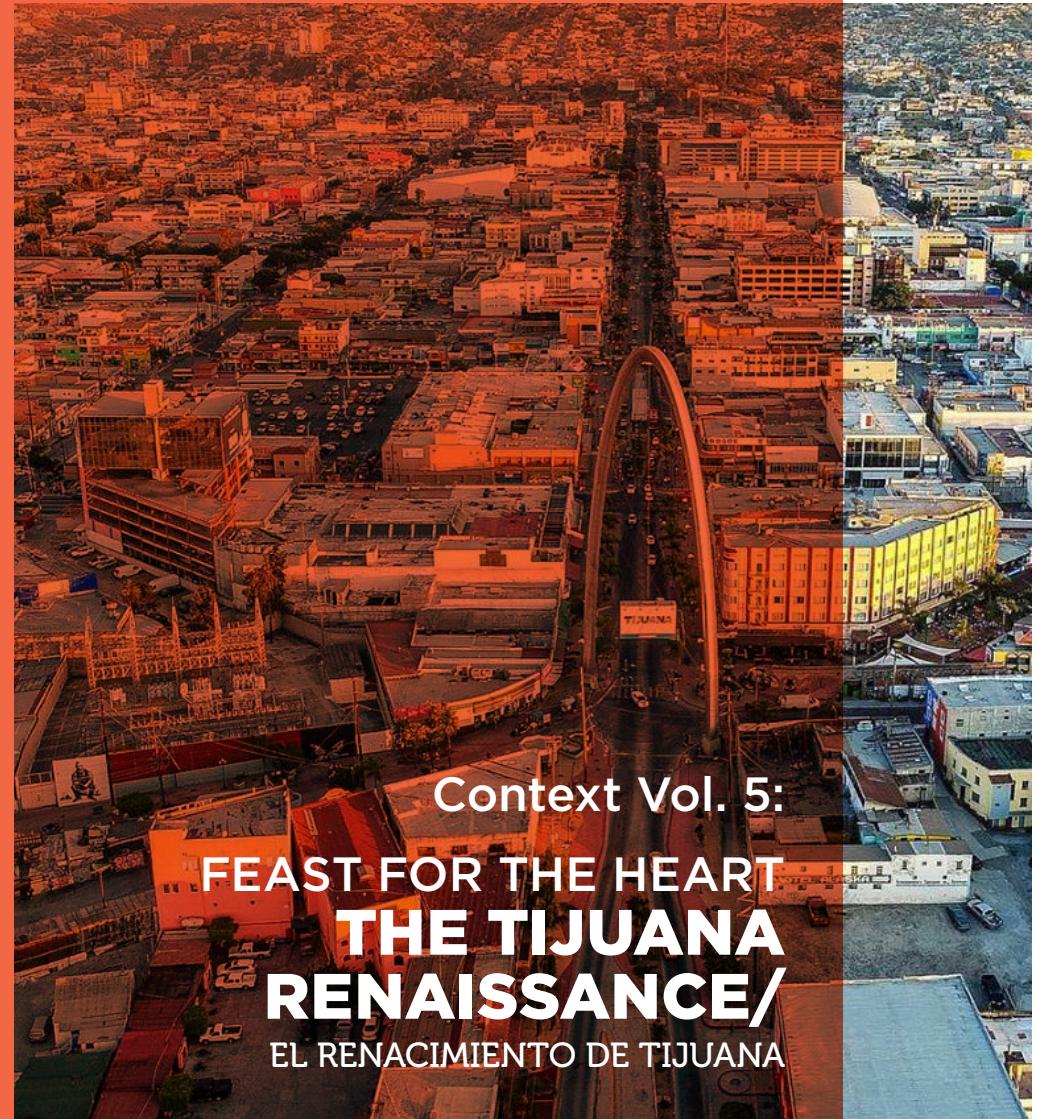


ADOBE GUADALUPE  
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CALIDAD TIJUANA  
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Context Vol. 5:

FEAST FOR THE HEART  
**THE TIJUANA RENAISSANCE/**  
EL RENACIMIENTO DE TIJUANA

Our sister city across the Mexican border is an emerging international creative nexus for the fine, decorative and culinary arts, a hotspot where the worlds of architecture, design, art, food, wine and more converge and intersect in exciting, intriguing and sometimes unexpected ways.

Come for the food, wine, and beer, but stay to explore the architecture, design, and culture at Context Vol. 5: The Tijuana Renaissance, this year's edition of the San Diego Architectural Foundation's (SDAF) annual educational event.

**SDAF** SAN DIEGO ARCHITECTURAL FOUNDATION

# PROGRAM:

## Feast For the Heart

CV5: The Tijuana Renaissance offers a multi-part program that includes a special VIP transborder bus tour, a free afternoon architecture exhibit and music event, and a ticketed evening reception and forum.

### TOUR

#### CV5 VIP Bus Tour:

This optional, reservation-only bus tour will take you across the border in style and return you home to San Diego after the Reception and Forum. Scheduled stops include a reception at the world-renowned Culinary Art School, a tour of Via Corporativo, Mexico's first LEED Gold building, an exclusive shopping experience at Object for fashion and interior pieces by rising stars in Mexican design, an immersive art experience at La Caja Galería, and a tour of Arboleda, a premier new residence overlooking the stunning TJ landscape.

### RECEPTION & FORUM

#### Primer Tiempo: San Diego and Tijuana— One City

San Diego and Tijuana are increasingly seen as a single urban region and economic zone with diverse backgrounds and common interests. So the question must be asked: Are we really one city or two? And has the border that divides the two cities become a structural impediment to economic and cultural growth and mutual well-being?



Our introductory panel will discuss the provocative idea of '**one city**', as well as its implications for planning, development, transportation, natural resources, and more.



#### Tercer Tiempo: Textures, Tastes & Tectonics

At the heart of the Tijuana Renaissance, from food to architecture, is an indigenous blend of textures, materials and tectonics that can't be found anywhere else. Nowhere is this more apparent than the Valle de Guadalupe, an emerging world-class wine growing region to the south where the interplay of local architectural materials and food ingredients is most apparent and intriguing.

#### Segundo Tiempo: Urban Explosion

Like cities around the world, Tijuana's downtown, or 'Centro,' along Avenida Revolucion is undergoing an explosion of development and redevelopment, revitalizing urban life with new condos, apartments, restaurants, boutiques, cultural spaces, and residents.



Hear about what's driving the renaissance on Revolucion and how it's changing Tijuana's historic core from our panel of architects, developers, designers, historians and others.



#### Cuarto Tiempo: Culture

The fourth and concluding 'Tiempo' explores the interplay and intersection of Tijuana's many creative arts—fine, decorative, culinary, and more—and the remarkably diverse and vibrant cultural and performing arts scene it is creating.



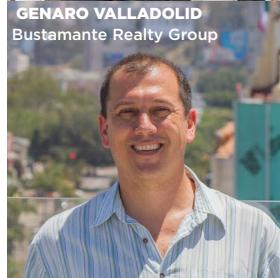
The CV5 Reception offers local food, wine and beer tastings in the garden of the Casa de la Cultura, followed by the four-part evening forum. Each part, or 'tiempo', of the evening program explores an important facet of the Tijuana Renaissance.





Perhaps you've read about it in the New York Times or San Diego Union-Tribune, or heard about from friends who have experienced a culinary feast in one of Tijuana's new downtown gastro hot spots, or a wine weekend in the Valle de Guadalupe, a few miles south. Now experience a firsthand account of the Tijuana Renaissance through the words, structures, tastes and textures of the architects, designers, chefs, and other creatives who are making it happen.

# SPEAKERS



# CUISINE

CHEF DANIELLA DE LA PUENTE

La Cocina Secreta



CHEF FELIPE LOPEZ-TORRES

Viñedos Malagón



CHEF IKER CASTILLO

Meraki Cocina



CHEF MANUEL JULIA

Karbó



CHEF MEMO BARRETO

El Sarmiento Restaurante



CHEF PAUL WALLACE DURAN

Grupo Wallace



CHEF RUFFO IBARRA

Oryx Capital



CHEF RYAN STEYN

The Cookbook





people  
places  
engage

# context

SAN DIEGO ARCHITECTURAL FOUNDATION

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CONTEXT IS A FORUM CREATED BY THE SAN DIEGO ARCHITECTURAL FOUNDATION'S  
COMMITMENT TO KEEPING THE CONVERSATION ALIVE ABOUT THE VALUE OF  
EXCELLENCE IN THE BUILT ENVIRONMENT.

## THE SAN DIEGO ARCHITECTURAL FOUNDATION

The San Diego Architectural Foundation is dedicated to education and the promotion of outstanding architecture, planning and urban design throughout the San Diego region.

The San Diego Architectural Foundation (SDAF) is an independent, 501c3 nonprofit organization founded in 1980 by Ed and Barbara Malone. SDAF has become a membership organization, the host of Orchids & Onions, PechaKucha Night San Diego, Inside the Design Studio, architectural tours, film screenings and many other unique and educational programs designed to raise awareness about, and inspire excellence in San Diego's built environment. San Diego is consistently growing,

densifying and redeveloping. It is easy to assume that the quality of our buildings and urban design is beyond our control or in someone else's hands. But the reality is that we all play a role in shaping our built environment. We must be aware, appreciative and be involved in the design of our environment in order to ensure that the ongoing evolution of our city and our region creates a heritage worthy of future generations.

By educating our community and encouraging awareness of the importance of our built environment, SDAF strives to improve the quality of life for all San Diego.

A program of:



CV1 | NEW CENTRAL LIBRARY  
Public/Private Partnership



CV2 | WHAT'S THE BIG I.D.E.A.?  
Innovation and Opportunity



CV3 | A DAY ON THE BAY  
The San Diego Port's 20-Year Vision



CV4 | NEIGHBORHOODS 2027

# SPONSORSHIP LEVELS

By becoming a sponsor of Context Vol. 5, you will help the San Diego Architectural Foundation raise awareness, encourage practical discourse about the future of San Diego's built environment and contribute to thoughtful design decisions throughout the region.

Your sponsorship will put your organization's name in front of an audience of government, business, design and community leaders in attendance. The attendees will include San Diego's people-of-action, patrons of architecture and visionaries.



**RENACIMIENTO**  
\$10,000

**PRIMERO**  
\$5,000

**SEGUNDO**  
\$2,500

**TERCERO**  
\$1,500

**CUARTO**  
\$750

	RENACIMIENTO	PRIMERO	SEGUNDO	TERCERO	CUARTO
Company logo on all event materials	X	X	X	X	X
Company logo displayed in pre-show PowerPoint Loop	X	X	X	X	X
Company logo displayed in event program	X	X	X	X	
Inclusion in all digital event publicity	X	X	X	X	
Reserved VIP event seating and reception	10	8	6	4	2
Event video credit in first segment	X	X			
Event video credit in last segment	X	X	X	X	
Event video credit between panel sessions	X	X			
Company logo and link displayed on SDAF website sponsor page	X	X	X	X	X
Company logo and link displayed on SDAF website home page	X	X	X	X	X
Live, on-stage recognition at event	X				
Recognition in post-program productions	X	X			
Exclusive sponsor highlight interview posted on Facebook	X				
SDAF membership	X	X	X	X	X

## BRAND IMPACT

5,000

E-Newsletter Recipients

16,000

Unique Website Visitors

2,000

Event Attendees Annually

120,000

E-Newsletter Expressions

7,500

Social Media Followers

100,000

Individuals Reached Through Local and National Press Releases



**context**  
SAN DIEGO ARCHITECTURAL FOUNDATION

## CV5 SPONSORSHIP FORM

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(List your name or company name EXACTLY as you want it to appear on sponsorship materials)

Contact Person: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Yes! We are pleased to support CV5 at the sponsorship level noted below:

Payment Terms:

- My check is in the mail to SDAF for the full amount.  
 Bill my credit card. (You will be contacted by a SDAF staff member to collect card info.)

By signing this pledge form, I understand and agree to the following:

- Sponsorship is activated upon receipt of payment in full.  
 Benefits of this agreement are as listed on this Annual Partnership Kit.

Authorized Representative: \_\_\_\_\_

Title: \_\_\_\_\_

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