WHERE IDEAS CONNECT

DESIGN AND INNOVATION

BUILDING

WHERE IDEAS CONNECT
VISIONARY DISCOVERY

The new Design and Innovation Building, located at the heart of campus, builds on UC San Diego’s propensity for productive, creative exploration, empowering designers and innovators to supply society with solutions that raise the bar of the common good.

With resources that form the foundation of our innovation infrastructure — including The Basement, Maker Space, and The Design Lab — the building will unite changemakers from across the region with opportunities to incubate new concepts and accelerate novel ideas. And its proximity to the Pepper Canyon Amphitheater and the UC San Diego Blue Line’s Pepper Canyon Trolley Station will make the Design and Innovation Building a fulcrum of connectivity for our campus and our community.
A VIBRANT CAMPUS HUB

THE BASEMENT
The Basement, which will be located on the ground floor of the Design and Innovation Building, is UC San Diego’s campus-wide innovation and entrepreneurial hub. Offering support for student entrepreneurs and changemakers, The Basement guides new ventures and social impact solutions from conceptualization to market readiness, providing flexible resources that expand access to experiential learning.

MAKER SPACE
As a flexible, fluid workshop, UC San Diego’s Maker Space will provide our community with resources necessary to create — from product design technology to fabrication tools. This additional Maker Space will be managed by the Qualcomm Institute, a unique campus entity distinguished for drawing thinkers and creators across disciplines together in boundary-breaking exploration.

THE DESIGN LAB
The Design Lab is a world leader for design in the 21st century, where design is a way of thinking applicable to almost every human endeavor. The Design Lab links together faculty, staff, and students from across the campus, and focuses upon the complex, sociotechnical systems that characterize the most important problems facing the world today.
The Pepper Canyon Blue Line Trolley Station will connect UC San Diego to our larger community including the state-of-the-art Park and Market complex in downtown San Diego’s burgeoning innovation district.

The new Pepper Canyon Amphitheater will provide an accessible venue for arts and cultural events that link our campus to our larger community and make UC San Diego a regional destination.

The opening of the Design and Innovation Building is a part of UC San Diego’s physical, cultural, and intellectual transformation — one that will provide a dynamic ecosystem for developing new solutions.
## UC San Diego Design and Innovation Building

### Recognition Opportunities

- **Design and Innovation Building**: $15,000,000
- **Individual Floor Naming**: $2,000,000
- **Outdoor Event Terrace**: $1,000,000
- **Event Space**: $1,000,000
- **Lobby**: $500,000
- **Woodfoam Shop**: $300,000
- **Metal Shop**: $250,000
- **Classroom**: $250,000
- **Extra Large Conference Room**: $250,000
- **Large Conference Room**: $200,000
- **Prototyping Space**: $200,000
- **3D Print/Laser Space**: $200,000
- **Medium Conference Room**: $100,000
- **Small Terrace**: $100,000
- **Computer Numeric Controlled Milling Device (CNC)**: $100,000
- **Small Conference Room**: $50,000
- **Collaboration Space**: $50,000
- **Office**: $25,000
- **Wellness Space**: $25,000
Continue the nontradition

At the University of California San Diego, challenging convention is our most cherished tradition. Through the Campaign for UC San Diego — our university-wide comprehensive fundraising effort concluding in 2022 — we are enhancing student support, ensuring student success, transforming our campus, connecting our community, and redefining medicine and health care on a global scale. Together with our philanthropic partners, we will continue our nontraditional path toward revolutionary ideas, unexpected answers, lifesaving discoveries, and planet-changing impact.

The Design and Innovation Building is the nexus of UC San Diego’s vibrant creative ecosystem, entrepreneurial network, and experiential learning. Here, the next generation of changemakers will unite with other visionary thinkers and inventors in nontraditional collaborations that have the potential to develop ingenious new solutions and upend convention.

Join us as we foster creative experimentation across campus, linking designers and creators with tools and resources in ways that spark discovery and alchemize solutions.

For more information about supporting the Design and Innovation Building at UC San Diego or making other contributions to advance our vital work, please contact (858) 822-4239 or ssanders@ucsd.edu.