

UC San Diego

**DESIGN AND  
INNOVATION** BUILDING  
WHERE IDEAS CONNECT



# A PLACE FOR CONNECTION



## 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 for the common good.

Activities in the space are key nodes in a continuum between UC San Diego students, campus groups that bring together a variety of explorers, external partners, and the societal change driving us all.

Resources inside the building provide the foundation for our innovation infrastructure, the nucleus for the campus' mission to develop tomorrow's innovation workforce. Programs like The Basement, Makerspace and The Design Lab are enhanced by lively event space and coworking resources for collaborating visitors. And its proximity to the Epstein Family Amphitheater and the UC San Diego Blue Line trolley station at Pepper Canyon makes the Design and Innovation Building a fulcrum of connectivity for our campus and our community — a front door to our changemaking campus.

A PLACE FOR

# INNOVATION



## THE BASEMENT

GROUND FLOOR

The Basement, located on the ground floor of the Design and Innovation Building, is UC San Diego's campuswide 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.



## THE DESIGN LAB

3RD FLOOR

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.

## MAKERSPACE

2ND FLOOR

As a flexible, fluid workshop, UC San Diego's Makerspace provides our community with resources necessary to create – from product design technology to fabrication tools. This additional Makerspace is managed by the Qualcomm Institute, a unique campus entity distinguished for drawing thinkers and creators across disciplines together in boundary-breaking exploration.



## ENTREPRENEURSHIP CENTER

4TH FLOOR

Radiating from the Design and Innovation Building to programs across campus and into our community, UC San Diego is building tomorrow's innovation workforce. The Entrepreneurship Center connects thinkers and creators to resources for incubation, acceleration and realization of the solutions we need to thrive.



CAMPUS-WIDE  
DISTINCTIONS

1,000+

startup companies launched  
in the past 30 years

25+

licensed campus  
startups every year

\$16.5B

annual economic impact  
in California

32,400+

jobs attributable to  
UC San Diego-related companies

**UC SAN DIEGO  
BLUE LINE TROLLEY STATION**

The UC San Diego Blue Line trolley connects the university to locations across San Diego including the state-of-the-art UC San Diego at Park & Market in the burgeoning downtown innovation district.

**DESIGN AND  
INNOVATION BUILDING**

The Design and Innovation Building is a part of UC San Diego's physical, cultural and intellectual transformation — one that provides a dynamic ecosystem for developing new solutions.

**THE EPSTEIN FAMILY  
AMPHITHEATER**

The new Epstein Family Amphitheater provides an accessible venue for arts and cultural events that link our campus to our larger community and make UC San Diego a regional destination.

A PLACE FOR  
**COMMUNITY**



At UC San Diego, we believe that what we don't know today will forever change our tomorrows. Empowered by generosity and fueled by curiosity, we are unafraid to chase the unknown — to ask the questions no one has asked before and to push the boundaries of possibility.

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 unconventional collaborations that have the potential to develop ingenious new solutions and upend convention.

**Together with your support of the Design and Innovation Building, we will unite diverse people and unconventional perspectives to propel limitless impact. Because we know that when we come together, nothing is beyond us.**

For more information, please contact Doug Kurtz at (858) 999-5740.

[giving.ucsd.edu](https://giving.ucsd.edu)

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