



SAN DIEGO ARCHITECTURAL FOUNDATION

ANNUAL REPORT CARD 2020

SDAF is inspiring San Diegans to discover the value of design in the built environment.

2020 has been a challenging year. And yet, with your support and commitment, the San Diego Architectural Foundation (SDAF) has delivered compelling events in the face of the challenges. Just as our community members have adapted to the pandemic in their own lives, we have found new ways to engage our audience in a discussion of the built environment. In 2020, we also affirmed our commitment to helping diversify the design industry and turned to a robust communications program to strengthen the bond with our community.

Now, as SDAF looks to expand its footprint and voice, we are excited to update you on our work in the local community.

2020 HIGHLIGHTS

Orchids & Onions

With 573 registrants for the first all-virtual gala in our history, participants came from all over San Diego County and as far away as Tokyo, Japan. In hosting the 44th annual awards, SDAF partnered with fundraising platform Every.org to facilitate a live fundraising drive during the gala for the very first time. The result was an interactive effort that raised \$7,500 in partnership with SDNOMA, the local chapter of the National Organization of Minority Architects. The donations will help seed the first year of education for a minority architectural student.

Those weren't the only notable aspects of Orchids & Onions 2020, either. Guests enjoyed cocktail and sushi-making demonstrations from Snake Oil Cocktail Co. and Hive Sushi Lounge. And for the first time ever, People's Choice voting took place live in the midst of the awards. The Orchids & Onions Teen Vote showed that young people have an eye for design in their own right.

Scholarships

In addition to the SDNOMA scholarship, again we partnered with New School of Architecture & Design to award \$3,000 in Pillars Scholarships in 2020. Students received awards for projects including typology of pavilions; urban transit systems; diversity in the industry; graphic design; and the role of smart phones in San Diego's public spaces.

Open House San Diego

8,500 site visits. 89 sites. Nine neighborhoods. That was Open House San Diego 2020 (OH! San Diego) in a nutshell. It was one to remember. Breathtaking seaside vistas drew more than 450 people to Scripps Institution of Oceanography, and even that paled in comparison to the 600 visitors who took in the beauty of La Jolla's Conrad Prebys Performing Arts Center.

In 2020, we welcomed Coronado to the list of Open House neighborhoods for the first time. With landscape walking tours, behind-the-scenes tours of the Hotel del Coronado, and beautiful structures like the Coronado Library on display, the island left an indelible mark on the fifth annual event.





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Built Environment Education Program (BEEP)

Kids got in on the architectural action during two KidsSketch events over Open House weekend. Wisteria Cottage in La Jolla and the Coronado Boat House served as the inspiration for the next generation of architects as volunteers from SDAF's BEEP program led kids in a live sketching lesson. In September, BEEP hosted Candyland, a virtual activity for kids in which they built geodesic domes from gumdrop candies. (See San Diego Design Week). In October, BEEP hosted its first-ever virtual event in conjunction with AIA San Diego, a KidsSketch event in which youth and adults drew the San Diego County Administration Building. [See the tutorial here.](#)



PechaKucha Night Vol. 36.

More than 200 people turned out for the only PechaKucha Night (PKN) of the year — a rare and cherished gathering that took place before the shutdown. SDAF partner Woodbury University School of Architecture played host on a chilly January night. Woodbury students and SDAF board members shared the spotlight in one of the most well-attended PKNs to date.



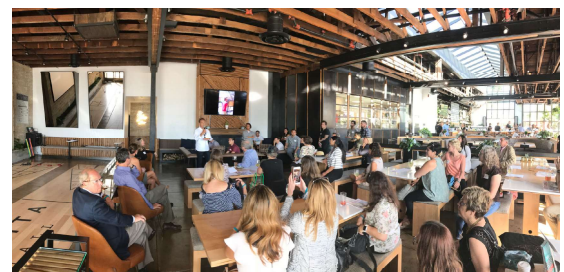
Other SDAF Happenings

Open House Launch Party

PechaKucha Night Vol. 36 got the party started for SDAF in 2020, and the Open House Launch Party on Feb. 9 kept it going. The beers were flowing at Karl Strauss Tasting Room and Beer Garden, where SDAF members, sponsors and supporters ramped up for Open House with live music, a taco bar, great raffle prizes and a sneak peek at 2020 tours. A pre-party crawl along Santa Fe Street highlighted neighborhood galleries, including Luce et Studio, Architectural Materials and Quint Gallery.

SDAF Member Lunch

Anytime SDAF members come together in one place, it's time well spent. And so it was for the members who came together at Broadstone Makers Quarter on a beautiful February afternoon. During a lunchtime tour of the luxury apartment complex, SDAF members got a behind-the-scenes look at BMQ's residential units and high-end common spaces. Through it all, they rubbed elbows with other members and VIPs (Mark Grant of the San Diego Padres, anyone?).



Abpopa Virtual Tour

When the pandemic struck in March, SDAF moved its socializing online. For a nonprofit used to gathering in person, the pandemic encouraged SDAF to push the limits of its comfort zone. The result was our first-ever virtual event, a May tour of the Abpopa boutique microlofts in Hillcrest. Project design principals Ted Smith and Kathleen McCormick of The RED Office led the tour, showing that small-space living doesn't have to be small-minded. A cocktail demo from event sponsor Snake Oil Cocktail Co. and beats from DJ Miti Aiello kicked things off.

San Diego Design Week

San Diego is called America's Finest City for many reasons, including its acumen for design. The breadth of San Diego's design talents was on full display during the inaugural San Diego Design Week, where SDAF proudly contributed to the programming through two virtual events. The first, the Green Scene, was a discussion of sustainable design innovations led by SDAF Board Member Michelle Harrison-McAllister of Michelle Harrison Design. SDAF's Built Environment Education Program (BEEP) also hosted Candyland, a virtual activity for kids in which they built geodesic domes from gumdrop candies.

At the San Diego Architectural Foundation, we aim to transform the status quo to status WHOA!!!

Where We Are Going

Like so many other organizations, in 2020 the Black Lives Matter movement caused SDAF to reflect on what we can do to create a more equitable world. As we head into 2021, we are committed to keeping the issue of equity, diversity and inclusion at the forefront of our efforts. You can expect to see these issues reflected in our programming.

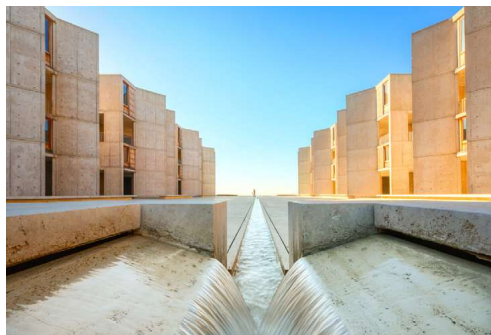
Context — The conversation about the value of excellence in the built environment begins by visualizing an industry in which all can thrive. SDAF's Context program will keep the conversation about diversity, equity and inclusion going in 2021. With an SDNOMA webinar planned for April, a panel of experts will explore how careers in architecture can be made accessible to all — specifically, people of color.

BEEP — In conjunction with Open House San Diego 2021, SDAF's BEEP program for youth will continue its mission to inspire the next generation of architects. Next up is a live-streamed, virtual KidsSketch tutorial featuring the architecture of City Heights, one of seven neighborhoods being highlighted during Open House San Diego 2021. By bringing one of SDAF's most popular events to underserved areas that are home to untapped audiences, this year's Open House and BEEP programs have an opportunity to reach a new demographic and generation of followers.

Scholarships — In 2021, SDAF will increase its annual scholarship commitment to at least \$5,000, with a goal of providing even more through a scholarship giving campaign.

OH! San Diego 2021 — As we've spent more time closer to home, our neighborhoods have become all the more vital to us. At the same time, equity, diversity, and inclusion are at the forefront. 2021 brings an opportunity for OH! San Diego to expand beyond its traditional borders and encourage San Diegans to explore and appreciate a diverse and culturally rich mix of communities — National City, Chula Vista, Southeast San Diego, City Heights, Barrio Logan, San Marcos, and La Mesa.

Exploring the intersection of design and community, Open House San Diego 2021 will offer a series of activities offering an exploration of each neighborhood's history, public spaces, and behind-the-scenes views of architecturally and socially significant developments both existing and yet to come. This year's event will feature self-guided tours, socially distanced outdoor experiences, virtual tours, and panel discussions.



Orchids & Onions — SDAF's flagship gala takes place the first week of October. While that's too far off to know whether we'll be able to congregate in person, we know this: We'll look to build on the incredible success of Orchids & Onions 2020.

PechaKucha Nights (PKN) — With a format best-suited to gathering in person, SDAF took a hiatus from hosting PechaKucha Night (PKN) when COVID-19 restrictions went into effect. But the shutdown can't last forever, and thankfully, neither can a PKN hiatus. In 2021, we'll be looking to revive one of SDAF's most beloved social events in a safe environment that complies with local mandates.

Member benefits and tours — For arts nonprofits across the board, 2020 limited opportunities for members to take full advantage of the benefits nonprofits provide. Museums closed, orchestras stopped playing, and organizations such as ours were obligated not to gather. As society reengages in the coming months, you can expect to see more behind-the-scenes tours, socially distanced outings, and a variety of member benefits from SDAF that are appropriate for the times in which we're living.

CONNECT WITH US. WE'RE HERE FOR YOU!

We want to keep you in the loop of all SDAF activities! Following us on Facebook and Instagram are great ways to see what we specifically do each day in San Diego. It also gives you the chance to interact with us and voice your opinions.

Facebook — @SDAFInfo

Instagram — @sdarchitecture

Twitter — @SDAFInfo

LinkedIn — @San Diego Architectural Foundation (SDAF)



HOW WE ARE DOING IT

Through their commitment and expertise, these 20 professionals stepped up in a big way this year, demonstrating their dedication to high-quality design in San Diego and all of those who value it.

SDAF 2020 Board of Directors

While the passion of SDAF's board propels our mission forward year after year, it's our members whose support sustains us and gives us the power to advocate for high-quality design in San Diego.

SDAF Members

Behind the scenes is a small group of professionals who, through their talents, keep SDAF in the conversation about architecture and design week after week.

SDAF Professional Support Team

HERE'S TO A FRESH START IN 2021!

In a year that felt like it would never end, we've got news, people. 2020 is over! We look forward to seeing you again in 2021 and celebrating with you the onset of brighter days. When we meet, may our bond be that much stronger for the distance we've endured.

In 2020, SDAF received a generous amount of grant funding from entities that included the Parker Foundation. The influx of grant funding brought a sense of security in a year rife with economic uncertainty for so many.

Grant Funding

As a nonprofit, volunteers are vital to keeping SDAF's wheels turning. Behind every SDAF program is a corps of volunteers who help make it a success (We're looking at you, Open House San Diego!).

Active Volunteers

The financial backing of our partners and sponsors is integral to our ability to provide San Diego design enthusiasts with an outlet for their passion. Without the support of our community of partners and sponsors — true partners in our success — our foundation (both literally and figuratively) would not be as strong.

Partners & Sponsors

SUPPORT US.

If you're looking to connect with SDAF and become a volunteer, donor or just a good friend, email us at info@sdarchitecture.org. Please also find additional contact information on our website, sdarchitecture.org, or via our blog and e-newsletter subscriptions.



By the numbers.

2,500+ 
UNIQUE MONTHLY VISITORS
TO OUR WEBSITE

100+
ARCHITECTURAL SITES
MADE AVAILABLE TO THE
PUBLIC ANNUALLY

13,000 
SOCIAL MEDIA FOLLOWERS


300+
VOLUNTEERS

35+
EVENT SPONSORS
AND PARTNERS

9+ 
NEIGHBORHOODS SHOWCASED
IN OH! 2020

9,000+
EVENT ATTENDEES &
SITE VISITS

1,000+
VOLUNTEER HOURS SPENT
EDUCATING SAN DIEGO'S
YOUTH THROUGH OUR
BEEP PROGRAM

8,000 
E-NEWSLETTER RECIPIENTS

\$10,500
IN SCHOLARSHIP FUNDS
INCLUDING
\$7,500
RAISED TO SUPPORT FIRST-YEAR
MINORITY ARCHITECTURE
STUDENTS