

HATCH

Innovation born in San Diego 🍌 Vol. 2, No.3

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SOAPBOX
WITH DR.
BRONNER
AND THE
MAGIC FOAM
EXPERIENCE

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SEE HOW JACK
IN THE BOX
ROSE, FELL,
THEN ROSE
AGAIN (IN
KEARNY MESA)

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STUDY THE
SMART CITY
MOVEMENT
HAPPENING
IN OUR
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CREATIVE CITY

Meet the lawyers, scientists, city planners, and other
creatives who are doing, making, and thinking
differently to get things done in San Diego

CREATIVE CITY RATTLING THE ROCK

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ERIN CHAMBERS SMITH

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HAIR & MAKEUP
BY NATALIE DIXON

ARE WE A CREATIVE CITY? DO WE THINK DIFFERENTLY AND DO COOL THINGS THAT MOVE MARKETS AND CULTURE? WE ASKED THESE QUESTIONS TO A HANDFUL OF SAN DIEGO INSIDERS AND THE RESOUNDING ANSWER WAS "YES ...," WITH A CAVEAT: WE DON'T OWN IT. WE DON'T CELEBRATE IT. WE DON'T SUFFICIENTLY ORGANIZE OURSELVES AROUND IT. SO HERE'S OUR ATTEMPT AT A RALLYING CRY. CREATIVITY IS ALIVE AND WELL, HERE, IN THE FOLLOWING PEOPLE'S LAW FIRMS, DESIGN FIRMS, ARTWORK, BUILDINGS, IDEAS—AND YES, EVEN CELL PHONES AND TAX SOFTWARE.





SEE
WHO'S
WHO

● STACEY PENNINGTON

URBAN PLANNER, MAKERS QUARTER

"We're young. We're nascent as a creative place. We're still under our own radar, in a way. It's great because the opportunity to make a real difference is still there and the community is really tight."

What's next: "We've worked tirelessly to create a human-centered design approach to the planning and community engagement in the Makers Quarter. Now with several of the blocks under construction, it's beyond exciting to see it all come to fruition."

How'd we get this list? Last year we chose 10 designers, with the help of UC San Diego's Design Lab, who were important in San Diego. This year, we asked those 10 who the most creative people doing business and cultural work in San Diego are now. Then we took the telephone tree one step further, asking those people who inspires them. So it's a three-deep network of incredibly creative people, and we love that the list ended up having job titles like lawyer, architect, and software executive as well as designers and artists. We didn't have space to run as much story on everyone as we'd like, so head to hatch-mag.com to read more. Whom did we miss? We know there are a lot of creative folks out there. Let us know by emailing erin@sdmag.com.

design studio and Lone Flag, a men's retail shop in Del Mar. **MARILYN LEVINE** Creative director of Visual Asylum and design instructor

at San Diego City College. **CANDICE & RAFAEL LÓPEZ** She's the legendary design instructor at San Diego City College, he's an award-winning illustrator who created the "Latin Music Legends" stamps for USPS

CREATIVELY CORPORATE

THESE LOCAL COMPANIES WENT WAY BEYOND THE 401(K) AND CASUAL FRIDAYS FOR THEIR EMPLOYEE BENEFITS.

ILLUMINA

Employees and eligible family members have access to its genetic testing services immediately when they're hired, and at a steep discount: The TruGenome Predisposition Screen wellness test costs \$1,500 instead of \$9,500, and the TruGenome Undiagnosed Disease Test (which identifies the genetic cause of an undiagnosed disease) is free.

ZEETO

Employees of the downtown tech company never have to worry about packing (or even buying) breakfast and lunch, because the company provides two meals a day at its own restaurant, The Questionable Exchange, on Ninth Avenue and B Street.

POWER DIGITAL MARKETING

This Old Town marketing firm gives its workers unlimited paid time off. "You simply give your manager a heads-up and pop it on the calendar," says Amanda Windsor, a company spokesperson. But employees aren't in permanent vacation mode—they each set aggressive goals at the beginning of the year, and if

behind the "Bring Back the Brown" campaign for the Padres. GREG STRANDMAN He owns Tacos Perla and the Pearl Hotel, and has turned his design eye toward Tijuana, with a new inn opening soon. KURT WILCKIN Turbotax's 60-percent market share is credited to his creative vision. MELISSA WALTER She's worked on science illustrations for NASA, and her work is on display at the airport's gallery.

● RYAN SISSON

CEO, MONIKER GROUP

"San Diego has an incredible amount of potential to be a creative hub, however, we need to build it first. We're not the right fit for those who are looking for a large, established creative community like Brooklyn, LA, or San Francisco—it's not quite there yet. However, there is a unique opportunity for local creatives to help shape the narrative and be a part of the story San Diego is telling."

What's next: "We're excited about having just opened our new coworking space in Liberty Station called Moniker Commons, as well as getting ready to open our cocktail and wine bar in Moniker General at the beginning of June. We have some other stuff in the pipeline, too, that we hope to share with everyone soon."



● JULIE MORGAN

LEAD USER EXPERIENCE DESIGNER, QUALCOMM
FOUNDER, DESIGNING WOMEN SAN DIEGO

"San Diego is booming right now, with groups like the American Institute of Graphic Arts, UX Speakeasy and Design Forward [both nonprofit groups for design professionals], and meetup groups like San Diego Experience Design. San Diego is cultivating a rich, creative community to elevate our telecommunications, biotech, government, and nonprofit industries as well as thriving startups. It's a fun time, especially to be a creative in tech."

What's next: Morgan founded Designing Women San Diego, a group that provides women in UX professions with workshops and networking opportunities. They've held panels at GoPro headquarters and connected female leaders in tech. Their next meetup is in August. Find out more at designingwomensd.com.

Qualcomm's UX designers study how people interact with their phone, and work with engineers to make their devices easy to use.



● ARSALUN TAFAZOLI

COFOUNDER, CH PROJECTS

"I believe there are some pretty amazing people in this city who are leading the way nationally in creative fields of all sorts, including architecture, design, beer, food, art, and life sciences (we sequenced the freaking human genome in SD). I just don't think we get the cred we deserve. We tend to get defined or stereotyped by our beaches and weather, which don't suck, but shouldn't define us so one-dimensionally, either. So as long as you can deliver on whatever your creative pursuits are, I think this city will embrace you and give you a home. But then again, what do I know."

What's next: "We're celebrating with Neighborhood's 10 Year Anniversary Block Party, shutting down the block to commemorate with friends, good beer, and entertainment from Talib Kweli (your favorite rapper's favorite rapper)."