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The Making of a Design District: A Panel Discussion Presented by The Center for Innovation and Entrepreneurship at CSULB and Studio One Eleven

Long Beach, CA – The Institute for Innovation and Entrepreneurship at California State University, Long Beach (CSULB) and Studio One Eleven are pleased to announce the launch of a series of conversations on the creative economy. The inaugural panel discussion "The Making of a Design District," will take place on Thursday, July 18, 2024, from 5:30 PM to 7:30 PM at Studio One Eleven in Downtown Long Beach.

This event will introduce the concept of a downtown design district to the Long Beach community, examining it through business, community, and economic lenses. The discussion aims to provide attendees with valuable insights into the lessons learned from the creation of other successful design districts (both locally and nationally), as well as an opportunity to share what this might look like for Long Beach.

Event Details:

- **When:** Thursday, July 18, 2024, 5:30 PM – 7:30 PM
- **Where:** Studio One Eleven, 245 E. Third Street, Long Beach, CA 90802
- **Who:**
 - **Kiana Wenzell**, Co-Executive Director at Design Core Detroit and Director of the Detroit Month of Design
 - **Angela Anthony**, Brand Ambassador and Communications Director at Helms Bakery District in Culver City
 - **Moderated by Sinead Finnerty-Pyne**, Director of Marketing and Special Projects, Studio One Eleven

Panelist Bios:

Kiana Wenzell serves as the Co-Executive Director of Design Core Detroit and Director of the Detroit Month of Design. With over 20 years of experience in design project research, planning, and execution, Kiana has collaborated with prestigious companies including Gucci, Foot Locker, and Kickstarter. She holds degrees in interior design and technical writing/professional communication, and has been instrumental in establishing Detroit as a UNESCO City of Design, promoting inclusive design practices and celebrating local creative talent.

Angela Anthony is the Brand Ambassador and Communications Director at Walter N. Marks Inc., where she curates cultural and educational events at the historic Helms Bakery complex. Angela's efforts in arts promotion have established the site as a cultural hub in Los Angeles, supporting art education and awareness through collaborations with various stakeholders. She is a founding member and advisory board member of the Culver City Arts Business Improvement District (CCAD).

The panelists will address key questions such as what constitutes a design district and the motivations behind their establishment. They will share their journeys, expertise, and insights, discussing how these experiences might contribute to the success of a burgeoning design district in Downtown Long Beach.

This holistic approach aims to provide attendees with a comprehensive understanding of the challenges and successes involved in developing a design district while offering practical knowledge to support the initiative's goals and unique offerings.

Join us for an evening of insightful dialogue and networking as we explore the transformative potential of design districts and their impact on community development and economic growth. This event is supported by generous donations from The Institute for Innovation and Entrepreneurship and in-kind support from Intertrend and ISM Brewing & Kitchen.

RSVP Information:

To attend this free event, please [RSVP here](#)

About The Institute for Innovation and Entrepreneurship at CSULB:

The Institute for Innovation and Entrepreneurship at CSULB aims to foster an entrepreneurial spirit among the CSULB community of students, faculty, and staff and the greater Long Beach economy. We provide resources, education, and support to drive innovative ventures and economic development. The Institute's programming and services support long-term economic growth that is inclusive and sustainable for our diverse community both on-campus and off. Supporting the creative economy is one of our primary goals.

About Studio One Eleven:

Studio One Eleven is an integrated practice of architects, landscape architects, and urban designers dedicated to creating vibrant communities through the power of design. Actively involved in the local community, they participate in events and initiatives aimed at promoting arts, culture, and design in Long Beach and beyond. Studio One Eleven is a key initiator of the DTLB Design District, an emerging hub in downtown Long Beach, which champions design-centric small businesses, makers, art galleries, and more. It aims to create a hub for design excellence and innovation while fostering a community of designers and creatives who share a passion for design.

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