

Ciudad Creativa Digital

Guadalajara, Mexico



The Plan illustrates both the intended urban structure of CCD as well as its potential patterns of land uses and activities. The Plan should not be considered a finished design; it simply aims to illustrate a strategic direction for the site as it could evolve over the next decade or more. All aspects of the Plan were developed together with participants from the Secretary of Economy, the City of Guadalajara, State of Jalisco, ProMéxico and Canieti.

We are living in a rapidly changing world, where innovation and creativity are key to success.

This is an exciting new project that will create a hub for the digital media industry within Mexico. **Ciudad Creativa Digital** (CCD) is expected to become the preferred location for Mexican and overseas creative minds to develop content for the Spanish speaking market and deliver high value production services for partners worldwide.

CCD will be located in Guadalajara, Mexico's second largest city and the home of Mexico's Silicon Valley. The goal of this project is to create a world-class hub of digital media development. CCD will span the creative industries from TV, cinema, and advertising to videogames, digital animation, interactive multimedia and e-learning.

The CCD will advance Mexico's natural position as a global leader in content production while providing a world-class environment for Mexican and overseas talent. CCD will also push the boundaries of sustainable integrated urban development, providing a new model of economic cluster development that can be replicated across the country and Latin America.

This initiative has support across the political spectrum and showcases how local and federal authorities are aligned by sharing the objective of developing the industry. This project is one of the cornerstones of Mexico's economic growth agenda, and we invite you to be a part of it.