Seattle Design Festival

Call for Proposals
SDF 2018: TRUST

Proposals due
Monday May 7, 2018
5pm PST

Apply at
link.designinpublic.org/apply

DESIGN IN PUBLIC®
a strategic initiative of AIA Seattle

The annual Seattle Design Festival (SDF) gathers designers, community leaders, civic partners, and a diverse public to celebrate and explore how design improves the quality of our lives and our community. We foster an accessible and inclusive environment that is welcoming to all. Since 2011, the Seattle Design Festival has been presented by Design in Public and AIA Seattle in collaboration with hundreds of partner organizations.

SDF is the largest design-related event in the Pacific Northwest. In 2017, over 30,000 people attended 80+ Festival events and installations hosted by 120+ partner organizations.

Watch our video — get inspired: **bit.ly/DiPDesignOn**

Engaging and inspiring every design discipline:

Architecture
Fashion & Apparel
Film
Gaming
Graphic Design
Industrial Design
Interaction Design

Interior Design
Landscape
Music
Photography
Urbanism
+ More

Seattle Design Festival

Past Partners

118 Design

AIA Seattle Diversity Roundtable

AIGA

ARCADE

Artefact

Black Lives Matter

Bohlin Cywinski Jackson

City of Seattle

Civilization

Collins Woerman

Design Justice Seattle

DLR Group

GGN

Healthy Materials Collaborative

IxDA

Low Income Housing Institute

LMN Architects

Mahlum

MG2

Microsoft

Miller Hull

Mithun

Museum of Pop Culture

Olson Kundig

Pecha Kucha Seattle

School of Visual Concepts

Seattle Architecture Foundation

SDOT

Seattle Design Nerds

Seattle JazzEd

UW College of Built Environments

+ 100s more

Seattle Design Festival

PAST THEMES

**2018
TRUST**

2017
POWER

2016
Design Change

2015
Design for Equity

2014
Design in Motion

2013
Design in Health

2012
Engage Your World

2011
Beneath the Surface of Design

Festival Calendar

SDF 2018: September 6 – 21

Thursday	Friday	Saturday	Sunday
Thursday 6 Kick-Off Party *Location TBA*	7	**September 8 + 9** Block Party *Occidental Park*	

Monday	Tuesday	Wednesday			
10	11	12	13	**Friday 14** PARK(ing) Day *Citywide*	15	16

September 8 - 21
Partner Events + Open Studios
Citywide

17	18	19	20	21

Seattle
Design
Festival

TRUST

Trust is a foundational principle of a thriving society. Relationships and systems built on trust enable the exchange of commerce and innovation, provide safety and dignity to all, and encourage vigorous civic participation.

We trust our systems and institutions to be consistent, transparent, and strong. We trust that the news we hear is accurate and unbiased; that the schools, bridges, and buildings we use everyday are sound; and that our leaders make decisions based on the best interests of our entire community.

- **In a world that appears increasingly defined by mistrust, how can design, affirm, and strengthen critical connections of trust in our community?**

- **Can design promote a willingness to trust someone different from ourselves?**

- **Does the design of our places, objects, information, and experiences cultivate or discourage trust between people?**

- **What is the role of design to promote community and connection instead of isolation and separation?**

- **Does the design process offer tools and strategies allowing us to engage our neighbors to build lasting, trusting relationships?**

Design in Public presents the eighth annual Seattle Design Festival, SDF 2018. We invite designers and a diverse public to explore how we design for **TRUST.**

Types of Engagement

Block Party

The **Block Party** is an open-air street exhibition and is FREE and open to the public.

We invite you to design an installation at the SDF Block Party to engage with the public. If you are organizing a tour, bike ride, activity, or other interactive Festival event near Occidental Mall and Park, consider hosting it during the Block Party weekend. See **Block Party Organizer Kit** for more details.

Partner Events

Produce **a program, interactive workshop, panel discussion, walking tour, film screening, performance,** and more! Partner events are all over Seattle — from Youngstown to Northgate and everywhere in between.

Plan on making all necessary arrangements with the venue of your choice. Your event can be free or ticketed. We encourage you to make events free, or sliding-scale with no one turned away. If you choose to require advance registration for a free event, you will be responsible for setting that up independently and sharing RSVP links with Design in Public. If you choose to ticket your event, you will be asked to contribute 25% of ticket sales to Design in Public. This helps us offset Festival expenses. See **Partner Event Organizer Kit** for more details.

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Festival Promotion

If you participate in the Festival, we will:

- Promote, advertise and create print collateral for the Festival as a whole.

- Include your event page on our designinpublic.org - with your primary image, description, location, and event details.

- Include your event details and short description in our printed program and schedule-at-a-glance.

- Provide outreach support and Festival branding for you to cohesively promote the festival as well as your event within your own networks.

- Mention our Festival partners across social media platforms and in our Enews and blog communications.

To help us do that, your organization agrees to:

- Provide event details, organizational information, logo, and images to Design in Public for inclusion on website and promotional materials in a timely manner.

- Be responsible for your own venue arrangements (except those organized by the Festival as part of the Block Party).

- Be responsible for direct costs associated with your event.

- Provide attendance estimates

Social Media

@DiPSeattle   @SeaDesignFest

#SDF2018   #designTRUST

Proposal FAQ

Are businesses required to sponsor the festival in order to propose an installation or event?

Yes. For-profit businesses are required to sponsor Design in Public with at least $1,000 to host an installation or event. One of the most amazing things about Design in Public and the Seattle Design Festival is that we are able to produce our region's largest Design event, on a mostly free or sliding-scale basis for over 30,300 attendees and counting, while still being truly community-driven and crowd-sourced.

Am I guaranteed one of the dates/times/locations I submit in my proposal?

We will work with all partners to find a time, date, and location that works for them and the Festival as a whole. We cannot guarantee that you will be scheduled during your top choice time, but we will do our best to accommodate.

May I change my date/time/location once my event proposal is submitted?

Please request changes before **July 6, 2018**, our printed materials deadline. We will do our best to accommodate.

How are proposal decisions made?

It's pretty simple! We are looking for proposals that directly relate to the theme of TRUST and fit with the mission of Design in Public. We evaluate the quality and feasibility of each proposal: is it thorough or vague? Do you have specific participants confirmed and a venue in mind? Is it design focused and accessible to all? The Festival committee reviews all proposals and provides feedback when sending out acceptance letters.

Mixers

March 22

Mixer #1
6-8pm | Center for Architecture & Design
Idea and resource sharing meet-up.
link.designinpublic.org/MIXER1

April 10

Mixer #2
6-8pm | Center for Architecture & Design
Idea and resource sharing meet-up.
link.designinpublic.org/MIXER2

May 5

Mixer #3
10am - Noon | Urban Artworks
Casual social and Q&A. Meet the Festival
organizers.
link.designinpublic.org/MIXER3

Forums

Connect online, ask questions, and share
resources, and get updates.

Block Party Forum
**link.designinpublic.org/
BlockPartyForum**

Partner Events Forum
**link.designinpublic.org/
PartnerEventsForum**

Contacts

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Block Party Coordinators
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Partner Event Coordinators
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Deadlines

May 7

Proposals for the Seattle Design Festival
are due (5pm PST).

June 30

Payment for your installation or event is
due if you are a for-profit company.

July 6

Print program goes to press. All changes
must be submitted to us.

About Design in Public + AIA Seattle

Design in Public believes in a future Seattle — recognized as an international design city — where citizens, designers, and leaders work together to create our best shared city. We connect design professionals from different disciplines to exchange ideas on design practices and innovations; and we partner with design-interested organizations to invigorate their activities by leveraging the power of design. Design in Public is a strategic initiative of AIA Seattle.

AIA Seattle is a 501(c)6 nonprofit, professional association of architects, allied professionals, and laypeople. AIA Seattle is committed to excellence in architecture and service to the public. We provide the architecture community with resources and relationships to make a difference through design.

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AIA Seattle

Seattle Design Festival