The Seattle Design Festival (SDF) demonstrates the relevance of design thinking, empowers communities to leverage design, and promotes a culture of collaboration.

The Seattle Design Festival is the largest design event in the Pacific Northwest, produced by Design in Public and AIA Seattle in collaboration with hundreds of partners: designers, architects, community members, civic partners, business innovators, and a diverse public.
2020 marks the 10th anniversary of the Seattle Design Festival. This year’s festival theme, *About Time*, ponders our past, present, and future, and seeks opportunities to act — and to celebrate — at this unique moment in time.

The last 10 years have led to dramatic change — in Seattle and across the world. While we experience the hours and minutes differently, there never seems to be enough time to accomplish all that we need to do.

Environmental stress, political polarization, social and economic inequities, and the pressure growth puts on our local communities — all demand urgent action.

**What will the next decade hold, and how will design professionals respond to these immense challenges?**
Propose an Experience

We invite organizations, companies and individuals to propose programming for this year’s Festival.

Why Participate?

• Propose design solutions to urgent community problems
• Inspire Action
• Engage youth, and the broader community, in design thinking
• Improve co-design and community engagement processes
• Showcase your work and build new relationships
• Recruit new, top talent
• Encourage team collaboration and fresh ideas within your company
• Celebrate design and our greater design community

Who Can Participate?

We welcome participants from all fields of design — and more. You don’t need to be a professional designer to propose a program or installation for the Seattle Design Festival.

Architecture  Audio Design  Community Design  Creative Placemaking  Furniture Design  Graphic Design  Industrial Design  Interdisciplinary Design


Attend a Design Jam

We encourage participants to attend at least one Design Jam to meet other community partners and learn more about the festival during the open Call for Proposals throughout March, April and May. Design Jams are an opportunity to generate ideas, connect with others in the design community, and ask questions of the Festival planners.
Key Dates + Deadlines

Design Jams
(Hosted at the Center for Architecture and Design, 1010 Western Ave.)

March 24, 6-8p
April 25, 10a-12p
May 7, 6-8p

Deadlines

May 15
Proposals for the Seattle Design Festival are due (5pm PT).
Apply at link.designinpublic.org/apply

May 29
Notification of Festival acceptance

June 5
Final programs/ installation descriptions due for website and print program

Festival
August 15-23
Choose Your Engagement

**Block Party**
Aug. 15-16
Lake Union Park
Propose an outdoor activity or built installation!
see pages 9-10

**City Experiences**
Aug. 17-21
Citywide
Propose a competition, installation, group challenge, media work, maker event, salon or exhibit.
see page 11

**Neighborhood Spotlights**
Aug. 22/23
Fremont/ Capitol Hill
Host a tour, exhibit, hackathon, charrette, performance, youth and family workshop, installation, wayfinding, presentation ... be creative!
see page 12

*Best of the Fest:*
Get inspiration from examples of successful programs
[link.designinpublic.org/BestOfFest](http://link.designinpublic.org/BestOfFest)
Festival Fees + Requirements

Why Do We Charge an Entry Fee?

• We are a 501(c) 3 nonprofit and your entry fee supports our commitment to successfully promote your event to the press and a diverse public.

• For-profit businesses are required to sponsor Design in Public with at least $1,000 to host an installation or event.

• The fee sustains the Festival and ensures events are free and/or affordable to everyone.

• Accessibility is a core value of Design in Public. All are welcome to participate and attend.

For more information on becoming a sponsor, see our 2020 Prospectus.

If the application fee is prohibitive for your participation in the Seattle Design Festival, you may apply for a subsidy. Applications for subsidy will be evaluated based on need, and the impact of the proposed event. To learn more about this opportunity and how to apply, contact Annalee Shum (annalees@aiaseattle.org).

Entry Fees

<table>
<thead>
<tr>
<th>For Profit</th>
<th>Non-Profit/Individual/Community Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000</td>
<td>$100</td>
</tr>
</tbody>
</table>

Safety/Risk:

Festival Partners assume any risk associated with your event or installation. Festival Partners are responsible for obtaining any permits (e.g. Special Events or Banquet Permits) as needed to comply with city and state regulations. *

Accessibility:

We are committed to accessible and inclusive experiences where all are welcome. We encourage all Festival partners to select accessible venues, and to consider accessibility holistically to try to make the Festival as inclusive as possible.

*Block Party installations will be covered by Design in Public’s Special Events Permit for the duration of the weekend.
Funding Your Project

You are responsible for all costs and logistics of your installation or event. You may seek sponsorships and/or in-kind donations to offset your costs, however you cannot promise recognition to your sponsors in the Festival branding (website, collateral, or other).

This year SDF is offering support for our non-profit/student/community group partners who exemplify the goals and the spirit of the festival.

Materials Stipend

A limited number of material stipends ranging from $100-500 will be made available to Block Party proposals that demonstrate need. Proposals that encourage multidisciplinary problem solving, engage communities, and articulate a thoughtful reuse and disposal plan are especially encouraged to apply.

Best of the Fest Awards

(4) $1000 awards will be awarded to City Experience and Neighborhood Spotlight proposals that best:

- program in the public realm, increasing access and public engagement
- collaborate with community partners, empowering communities through co-design
- demonstrate creative design solutions to urgent community problems
Festival Promotion

If you participate in the Festival, we agree to:

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

• Include your event page on our website 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.

• Spotlight our Festival partners across social media platforms and in our Enews and blog communications.

To help us promote your event, you agree to:

• Provide event details, organizational information, and images as specified in the online submission platform to Design in Public for inclusion on website and promotional materials.

• Integrate our SDF Co-Branding Kit with your event graphics.

• Be responsible for your venue arrangements and logistics.

• Be responsible for direct costs associated with your event.

• Provide attendance counts to Design in Public staff after completion of your event.

Festival participants will be provided with a Co-Branding Kit

@DIPSeattle @SeaDesignFest
#seattledesignfestival
Each year, designers, makers, and activists collaborate to create a unique urban environment of installations, experiences, and activities. Successful proposals focus on engaging a diverse public at all ages and abilities while promoting a culture of collaboration.

**Commitments**

- Install your design on Friday, Aug. 14 between 6am and 7pm.
- Regardless of design, ALL installations must be staffed from 10am - 7pm on both August 15 and August 16.
- No vehicles or heavy equipment will be allowed outside of the loading zone at any time. Installations must be hand-assembled and hand-delivered to their final locations.
- No selling of goods or services without prior permission from Design in Public.
- Installations must be free-standing. No staking to ground. No attachment to trees or other park surfaces.
- Your installation must be structurally sound and operable regardless of inclement weather.
- All sidewalks are to remain clear.
- All materials must be removed by 10am on August 17.
- Installations should have an identified second use, and not disposed of on site.

*Refusing to follow these guidelines may result in forfeiture of fees and removal from the Block Party*

**Submission Requirement**

Drawing with dimensions or a rendering with scalers of your concept.
Block Party

Tips for a Successful Installation

• **Create participatory experiences** - What elements are tactile, which create new sensations?

• **Opportunities for collaboration** - Both in creation and in practice, considering pairing with a Non-profit?

• **Spaces for respite** - Are there places to sit or return to multiple times?

• **Create discoverable moments** - What is the element of surprise or change?

• **Create a lasting impression** - Can participants take something home with them or engage beyond the Block Party?

*Interactive, fun, provocative, creative, accessible, sturdy, reusable, family-friendly*

Future Use/Afterlife

Consider an installation that has a use beyond the SDF Block Party—that may be something constructed specifically for a community group that you partner with or find a new home for your installation. Festival coordinators will also provide some limited opportunities for future use beyond this event so design for flexibility.

Connect

Ask questions, share resources, and collaborate online via the Block Party Forum. Festival organizers will also use this Forum to share updates and important information: [link.designinpublic.org/BlockPartyForum](link.designinpublic.org/BlockPartyForum)

**Questions?**

Email: blockpartycoordinators@gmail.com
City Experiences

Citywide
August 17-21

City Experiences demonstrate the relevance of design thinking by creating a vision for our future. They explore or propose design solutions to community problems, and aim to inspire action. Some represent months of design engagement, with the festival acting as either the start or culmination of a longer-term project. These events invite the public to engage in brave and honest communication, leveraging the design process to nurture ideas. Tell a story. Invite feedback. Inspire design thinking.

Provocative, inspiring, creative, public, long-term impact

Submission Requirements

In addition to the general submission requirements (page 6), please take into consideration the following expectations:

• Programs are typically 1.5-2 hours. Exhibits and experiences may run the length of the festival
• Development, facilitation, and registration is the responsibility of the applicant.

Connect

Attend a Design Jam — Generate program ideas, ask questions, share resources, find collaborators and meet the Festival organizers. See page 4 for dates and details.

Questions?
Email: sdf.cityexperiences@gmail.com
Neighborhood Spotlights

Fremont
August 22

Capitol Hill
August 23

Collaborate with designers, partner with local institutions and celebrate the forms and meanings of community by delivering participatory and locally curated design experiences. Illuminate tensions. Challenge convention. Honor community. Nurture a new generation of designers.

Submission Requirements

In addition to the general submission requirements (page 6), please take into consideration the following expectations:

- Neighborhood Spotlights are open to all businesses, organizations, and individuals with a connection to design and/or this year’s theme of About Time.
- Participants do not need to live/work in the specified neighborhood to participate.

Questions?
Email: sdf.neighborhoodspotlight@gmail.com
Proposal FAQ’s

Are businesses required to pay an entry fee to participate in the Festival?

Yes. For-profit businesses are required to pay an entry fee to propose 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 21,000+ attendees and counting, while still being truly community-driven and crowd-sourced.

Am I guaranteed one of the dates/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 all partners.

How are proposals selected?

It’s simple! We are looking for proposals that directly relate to the theme and demonstrate the relevance of design thinking, empower communities to leverage design, and promote a culture of collaboration. We evaluate the quality and feasibility of each proposal: is it thorough or vague? Do you have specific speakers or key participants confirmed and a venue in mind? Is it design-focused and accessible to all? Is the proposed format engaging and participatory? The Festival committee reviews all proposals and provides feedback when sending out acceptance letters.

What should I expect after the selection process?

Accepted submissions will be notified on May 29th. Additional logistics and marketing information will be solicited through submittable at this time.
Design in Public unleashes the design thinker in everyone to illuminate Seattle’s challenges and ignite action. AIA Seattle champions the central role of architects in creating and sustaining a better built environment. Design in Public is a strategic initiative of AIA Seattle. We envision a culture of design that fosters equitable, resilient, and thriving communities.

Contacts

Annalee Shum
Community Engagement Manager
AIA Seattle + Design in Public
annalees@aiaseattle.org

Bray Hayden
Communications Manager
AIA Seattle + Design in Public
brayh@aiaseattle.org

Zoé Guckenheimer
Program & Event Coordinator
AIA Seattle + Design in Public
zoeg@aiaseattle.org

Block Party Coordinators
blockpartycoordinators@gmail.com

Neighborhood Spotlight Coordinators
sdf.neighborhoodspotlight@gmail.com

City Experience Coordinators
sdf.cityexperiences@gmail.com

Funders

Sponsors

$5,000+

LMN

$2,500+

In-Kind

Media