BEECON/BEACON - VIA Architecture

Photo: Letao Tao
Design in Public is a platform for bold design conversations. We believe that design is for everyone and that inclusive co-design practices are essential to shaping an equitable Seattle. We collaborate with diverse communities, architects, designers, civic and business leaders, nonprofits, artists and activists to generate solutions to complex social, cultural and ecological challenges that affect all of us.

**Mission**
We unleash the design thinker in everyone to tackle the challenges facing Seattle.

**Vision**
We envision a culture of design that fosters equitable, resilient, and thriving communities.
Thank you friends and donors for passionately believing in our work and giving generously at our fourth annual benefit breakfast. Together we raised $25,000 to elevate Design in Public's mission to unleash the design thinker in everyone to tackle Seattle's challenges.

Special thanks to Ana Pinto Da Silva for delivering an inspiring keynote on harnessing the power of our great design community in creating and sustaining human connection through times of crisis. The 2020 Benefit Breakfast virtually posed ten design challenges for discussion - 123 attendees were invited to share their thoughts on our community Miro Board.

“We're not London; we're not Tokyo; we're uniquely Seattle.” — Past President Stephen Jablonsky.

We are committed to collaborating with community members, designers, civic leaders and business innovators to create a more equitable Seattle.
This year’s theme, *About Time*, sought to ponder, past, present, and future at a unique moment of transition for the city, the region and the world. Instead, it confronted the reality of a global public health crisis and its profound impact on our daily lives.

Containment had become a necessity. Social distancing had become a best practice. Collaboration strains amid the inability to work together. We could not ignore these challenges. It called for a response. The Seattle Design Festival eagerly sought to harness the potent force of its community and demonstrate the indomitable spirit of design in building and sustaining human connection through times of crisis.

Rather than the traditional physical experiences, the festival featured digital programming, virtual installations and exhibitions as well as remote experiences. Current circumstances required us to reimagine how we gather, collaborate and interact while isolated.

Our design community was creative in how they responded and catalyzed our communities to restore balance - *About Time* apart, *About Time* together - and about so much more.
#SDF 2020
At A Glance

- Our 10th Anniversary!
- 9 days
- 24 Festival Sponsors
- 64 Festival partners
- 23 Ongoing Virtual Experiences
- 21 Live Webinars
- 17 Community Spotlights - physical installations
- 8 Thinkercyze virtual design challenges
- 19 design disciplines
- Happened despite a global pandemic!
EVENTS

Festival partners submitted engaging and diverse programming addressing the challenges of our communities, and inspiring action through design.

2020 marks the first time that the Seattle Design Festival has gone virtual. Our partners pivoted swiftly and leveraged the digital landscape to engage SDF festival goers, properly celebrate the resiliency of design, and empower our communities and tackle issues around current events and social justice.

7,468*
CAPTURED ATTENDEES
*some partners did not have a way to collect attendance data with social distancing protocols and we did not receive numbers from all program partners. Event recordings continue to gain attendees, too.

Thinkercyze 774
Partner Events 5,962
Community Spotlights 774

Interdisciplinary Design
AI Design
Architecture
Audio Design
Civic Design
Community Design
Creative Placemaking
Furniture Design
Gaming
Graphic Design
Industrial Design
Interior Design
Land Use
Landscape Architecture
Multidisciplinary Design
Performance
Social Innovation
Sustainable Design
Urban Planning
UI/UX Design
Visual Art

Web Reach
designinpublic.org
Pageviews: 48,177
Unique Pageviews: 38,611
Sessions: 21,950
Users: 14,357

New Users: 14,304

Social Reach
Twitter
Followers: 3,983
Impressions: 140.3k

Facebook
Page likes: 6,321
Total reach: 76,250

Instagram
Followers: 5,162
Mentions:
#seattledesignfestival: 1,952
other variations: 456

Press Reach
19,676,312
From 41 Mentions Across 24 Outlets
The Seattle Design Festival turns 10: a Q&A on its origins, its influence - and its flexibility
- Sandy Deneau Dunham, Seattle Times

It's About Time for the Seattle Design Festival
- Beverly Aaron, South Seattle Emerald

The Seattle Design Festival Set to Open This August
- Eric Baldwin, ArchDaily

Underrepresented designers on display
- Lynn Porter, DJC

Celebrate Seattle Design Festival's 10th Anniversary Online and Around the City
- Natalie Bicknell, The Urbanist

Homes, humans and design (and even a special festival) adapt for our times
- Sandy Deneau Dunham, Seattle Times

Stranger EverOut - The Best Things to do This Week
- The Stranger