

Seattle Design Festival



 **Festival Dates:**
August 15-23

Call for Proposals

For a VIRTUAL Festival

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. This year the festival will take place virtually August 15 - 23.

 **Apply**

link.designinpublic.org/apply

About Time

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 presently confronts the reality of a global public health crisis and its profound impact on our daily lives.

Containment has become a necessity. Social distancing has become a best practice. Collaboration strains amid the inability to work together. We cannot ignore these challenges. It calls for a response. And now the Seattle Design Festival eagerly seeks 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 will feature digital programming, virtual installations and exhibitions as well as remote experiences. Current circumstances require us to reimagine how we gather, collaborate and interact while isolated.

We look to you for help and creativity. We look to you to catalyze your communities to aid in restoring balance **About Time** apart, **About Time** together - and about so much more.

**Let's demonstrate the indomitable spirit
of design in building and sustaining human
connection through times of crisis.**



Propose an Experience

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

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

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	Interior Design
Audio Design	Landscape Architecture
Community Design	Performance
Creative Placemaking	Product Design
Furniture Design	Sustainable Design
Graphic Design	Urban Planning
Industrial Design	UI/UX Design
Interdisciplinary Design	Visual Art

Key Dates + Deadlines

Design Jam

May 7, 6-8p

Join us virtually for our final Design Jam to meet other community partners, learn more about the festival, and connect with others in the design community to generate and refine ideas.

Deadlines

June 22

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

Apply at link.designinpublic.org/apply

June 29

Notification of Festival acceptance

July 5

Final program descriptions due for website

Festival

August 15-23



Choose Your Experience

Partner Programs

Propose a digital program, competition, virtual installation or exhibition, or remote experience.

Partner Programs encourage the use of **digital tools** to demonstrate the **relevance of design thinking** by **creating a vision for our future**, exploring or **proposing design solutions** to community problems, and **inspiring action**. *see page 8*

Community Spotlights

Create a physical display that can be viewed by your neighbors.

Community Spotlights are **physical displays** that leverage the relevance of design thinking to **foster collaborations** between individuals, business, community institutions and neighborhood stakeholders that deliver a **shared commentary** about the strength of a place and its people during challenging times. *see page 9*

Looking to participate, but unable to develop your own program or spotlight?
The Festival team will be launching a **'Virtual Design Challenge'** this summer.
Subscribe to our enews and follow us on social media for updates.





We Need Your Support

We are committed to making this year's festival an opportunity for our entire community to gather and explore the continued importance of design in our changing world. This global health crisis has created a lot of uncertainty in our community, and your ability to support the Festival may have changed. As a response, the Seattle Design Festival is **waiving entry fees** this year, and instead requesting that partners donate as they are able to help support our efforts.

Why does SDF rely on your support?

We are a 501(c)3 non-profit. Partner support enables us to successfully promote your event to the press and a wide and diverse public. Partner support sustains the Festival and ensures that events can be free and/or affordable to everyone.

For more information on becoming a sponsor, see our [2020 Prospectus](#)



Entry Fees are being waived
donations appreciated



Festival Promotion

If you participate in the Festival, we agree to:

- Promote, advertise, and create 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 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 virtual platform 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

Partner Programs

Partner events are developed and produced by community partners and engage both public and design professional audiences. Some of the programs could represent months of research, design engagement and collaboration, with the festival representing either the start or culmination of a longer term or even permanent project. The format of these experiences is entirely open and can be hosted on a digital platform of your choosing so long as they are accessible to the public. While considering what kind of activity you would like to host, please take into account how and where you will reach different audiences.

We are looking for meaningful and uplifting proposals, that are research-intensive, where your passion and dedication shines through. They are interactive, accessible, engaging, community-focused.

Tell a story. Develop character. Inspire design thinking. 

Submission Requirements

- Partners will manage registration, virtual platform, and content development that align with the Festival goals and values.
- Experiences must be digitally accessible to the public and hosted by the participant. The Seattle Design Festival will link to these opportunities in the same way the calendar has previously linked to Festival events.

Sources for inspiration: [Compass Online Scavenger Hunts](#), [Seattle Opera Costume Design Presentation](#), [Maker Video Tutorials](#), [Be Yourself | Big Think](#)

Questions?

Email: sdf.partnerevents@gmail.com



Community Spotlight

These displays will represent the Festival in real life, to catalyze community and offer a compelling vision for a shared future. Your creation can be small-scale or large, but should be visible from the public-right-of-way to inspire both hope and action. If you are in a position to use design to give back, partner with a local business or organization to inspire hope through murals, sidewalk art, window art, land art, posters, installations, displays.

Celebrate community. Amplify voices. 
Offer hope. Tell a story about resilience.

Submission Requirements

- Community Spotlights are open to all businesses, organizations, and individuals with a connection to design and/or this year's theme of **About Time**.
- Displays should be visible from the public right-of-way, to engage as many neighbors as possible.
- Participants are responsible for securing permission from property owners, if the display is proposed in a space they do not have rights to.

Sources for inspiration: [SF Window Art](#), [CityLab 'Life Under Lockdown'](#), [Murals for Jade Garden](#), [Viral Art Project](#), [Tensegrity Sculptures and Furniture](#), [Benjamin Shine fabric sculpture](#), [Andres Amador's Earthscapes](#)

Questions?

[Email: sdf.communityspotlights@gmail.com](mailto:sdf.communityspotlights@gmail.com)



Proposal FAQ's

Why are partners encouraged to include a donation with their submission?

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.

What online platforms are permitted in the Virtual Festival?

You can select whichever platform is best suited for your program, and that you feel most comfortable using. The world has changed a lot in the last few months, and we want to be as flexible with our partners as possible. The Seattle Design Festival values accessibility, and urges partners to consider as many elements of digital accessibility as possible when selecting your platform.

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 an online platform 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 June 29th. Additional logistics and marketing information will be solicited through submittable. Final program/experience descriptions are due July 5 so that staff can get content on the festival website in order to then promote the festival and work with press with specific events in mind.

Will the Festival still be virtual if social distancing restrictions are lifted?

We are moving forward with the assumption that there may still be some form of social distancing in August. We want to do what's best for the well being of our team, our organizers, and our community at large. We will continue to refer to local, state and federal guidelines to offer a safe and creative environment for the 2020 Seattle Design Festival.

Seattle Design Festival



Presented By

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.

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Sponsors

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In-Kind



Media

