



**DESIGN  
IN PUBLIC.**

a strategic initiative of AIA Seattle

BEECON/BEACON - VIA Architecture

Photo: Letao Tao

**2020**  
**Year in Review**





# Who WE ARE

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.





# BENEFIT BREAKFAST

TABLE CAPTIAN

SL RAO

**LEGEND:**

Things  
going  
well

Things  
not going  
well

Hope  
for the  
future

hope that we can merge the technology gap between lower income communities and age demographics between elders and youth as things reopen, so that we can have more people connected to the right information, the ability to access grants/support online, the ability to have access to Telehealth whether for physical or mental illnesses, access to learning (continued, tech, and normal schooling)

To follow up from SL's table discussion: my hope is that we translate the lessons and problems we're seeing now into action. I'm concerned that we'll all be so excited to return to the elements of our lives that we've been missing (socialization, getting out, boosting the economy, etc.) that at a personal level as well as a governmental level, we won't act upon the issues that have come to the surface during this time. My hope is that we DO take action and try to solve some of the problems that have come to the forefront recently.

Hope is that people who have health risks can break down physical barriers to feel more connected to their communities.

Programs, strategies, and resources that are equitable.

hope: rebalance of power, more community-led and centered programs

Let more openness to innovation. Helping be more culturally responsive - speaks to the needs of particular groups

COVID tracker map - raise awareness @ local to global level with news

Advocating for HCD, people are more amenable to it. They see the value add

We understand where disparities are, we don't have ways of getting that information in real-time. Data is half the story

Integration of mental health is not there

Inclusion of mental health as part of health

Location of testing - changing - moving to where people don't have cars

Tech companies stepping up to create awareness - work from home.

Digital access issues - Equity in access for youth

Fixing the data narrative

**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.

# Benefit Breakfast

SURFACE



ENGAGE



HEALTH



MOTION



EQUITY



CHANGE



POWER



TRUST



BALANCE



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

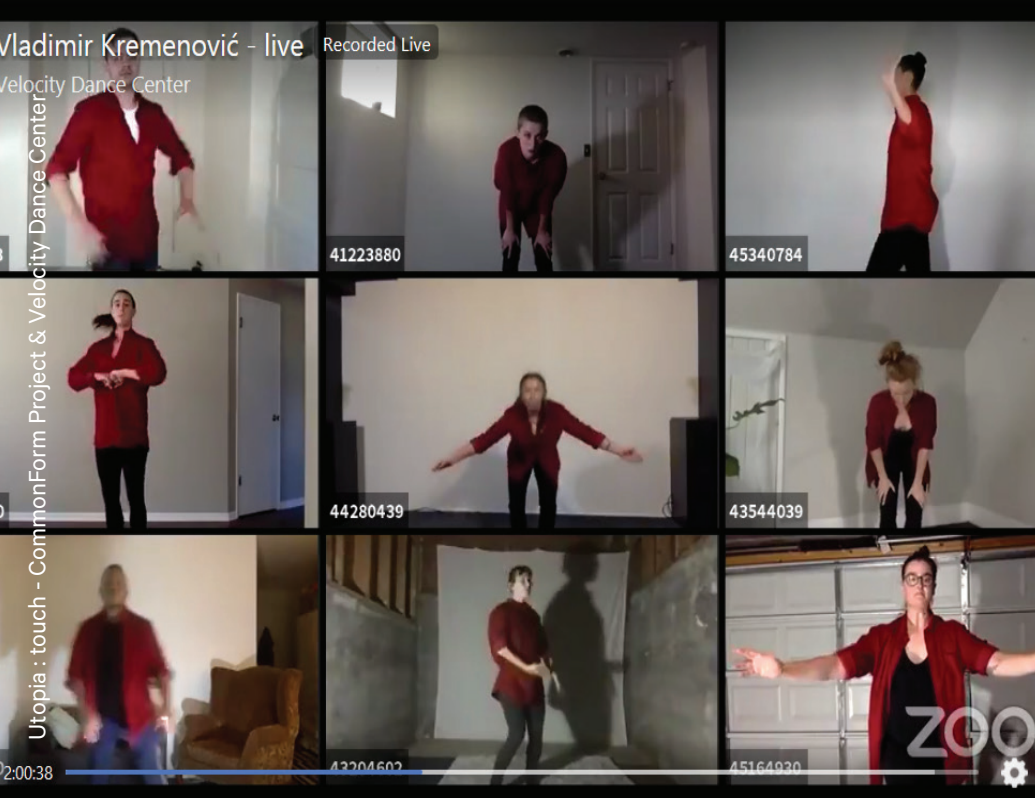
Containment had become a necessity. Social distancing had become a best practice. Collaboration strains amid the inability to work together. We could not ignore these challenges. It called for a response. The Seattle Design Festival eagerly sought to harness the potent force of its community and demonstrate 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!**

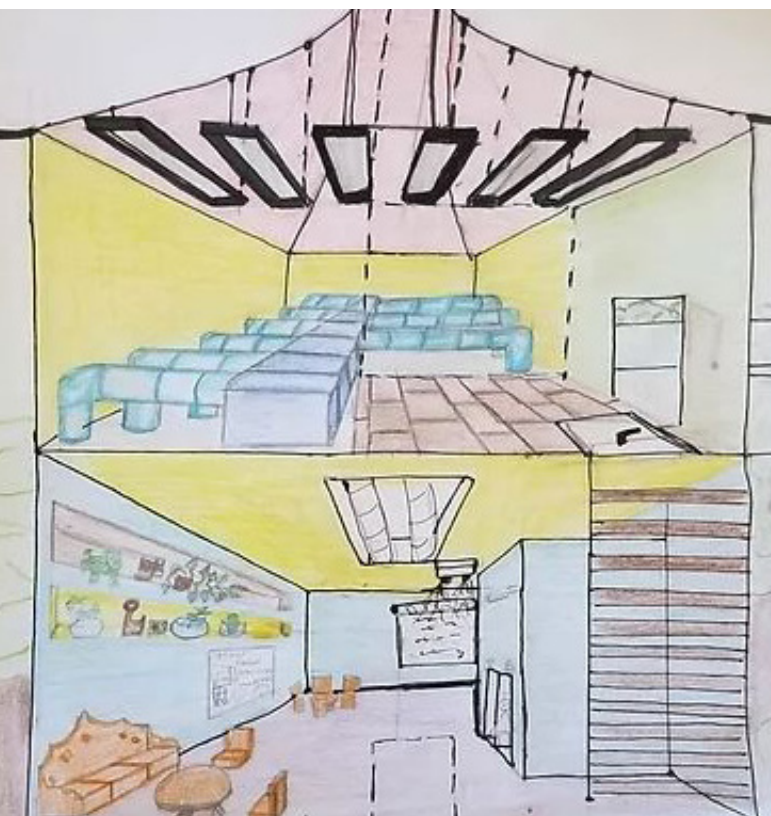






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# Partner EVENTS



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.

*Pictured here: (Top) Architect's Role in the Civic Conversation for Design Justice with Diversity Roundtable and NOMA NW. (Left) Sketch from Running Dry: How Water Will Design Our Future - and Open Studio introducing BIPOC students to the AEC profession. (Right) When Seattle Boards Up, Seattle Shows Up collaboration with Stronghold Seattle and artists.*



Photo: Letao Tao





# Our REACH

## 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

Web Reach  
[designinpublic.org](https://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

### 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**





# Earned MEDIA

**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