

Seattle Design Festival

 Festival Dates:
August 21-22

2021 Call for Proposals

The Seattle Design Festival (SDF) seeks to unleash the designer in everyone, to illuminate Seattle's challenges and inspire action. **Each year, the Festival demonstrates the relevance of design thinking, empowers communities to leverage design and promotes a culture of collaboration.** SDF seeks not just to inform, but to empower communities to shape this place we call home.

SDF is entirely community generated. We rely on you to inspire the next generation of designers and problem solvers. We invite you to be part of this year's Festival.



Apply

link.designinpublic.org/apply





SDF 2021: EMERGE

This year's Festival theme, EMERGE, seeks to inspire action, addressing the consequences of the pandemic to nurture new possibilities. Emerging is a process of adaptation, of transforming the way we interact, collaborate, and create. How can community-driven design strategies carry us forward? How will we emerge better?

This moment calls for diligence, self-awareness and compassion. It requires design-thinking focused on re-establishing quality connections between people and places. Most of all, it needs you.

**re-establishing quality
connections between people
and places**





What Are We Looking For?

We are looking for proposals that explore what it means to EMERGE into 2021. What does EMERGE mean to you? Where do you see emergence in the world and in your community?

Successful proposals will:

- Highlight the value of your creative process
- Provide an opportunity for community members to participate in design processes
- Provide opportunities for the public to influence design outcomes
- Address or support work around urgent community problems
- Inspire action and engage others
- Showcase and celebrate design and our greater design community

We invite problem solvers, innovators, and makers of all backgrounds and skill levels to submit a proposal. You don't need to be a professional designer to propose a program or installation for the Seattle Design Festival.

Make your design thinking visible!

What tools did you use? Who did you talk to?

What challenges did you face?



Key Dates + Deadlines



March 17 — INFO SESSION! 6pm PT

Are you new to the Festival or have questions? Join us on our [YouTube Channel](#).

April 10 — DESIGN JAM! 10am PT Want to explore your creative process and brainstorm with other members of your community? Perfect for designers of all ages!

April 30 — CHECK-IN/Q+A HAPPY HOUR! 6pm PT

Ready to submit your proposal, but have a few final questions? Or, looking for feedback on your progress and a chance to connect with other Festival partners?



May 7 — PROPOSALS DUE 5pm PT

link.designinpublic.org/apply

May 14 — NOTIFICATION of Festival Acceptance

June 9 — FINAL MARKETING MATERIALS DUE

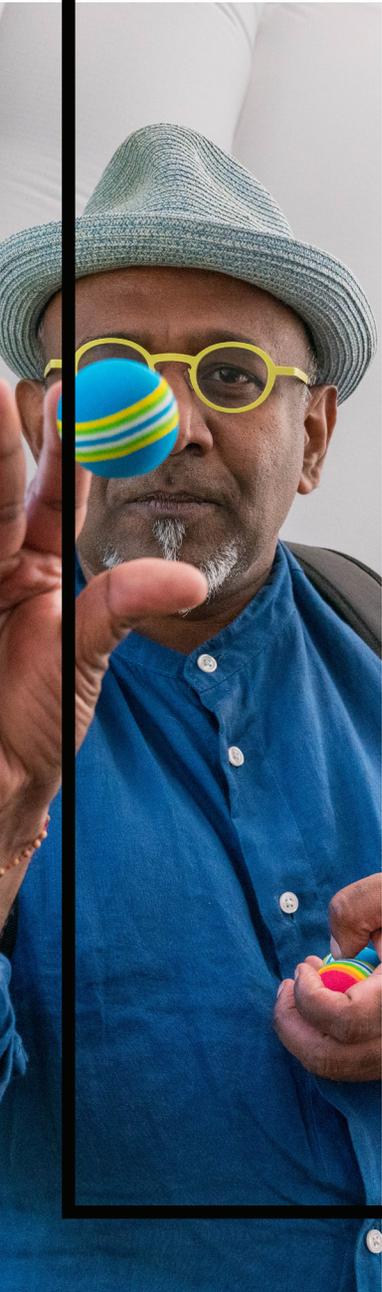
Including Installation or Pop-Up Experience description and marketing images.



August 20 — INSTALL DAY for Built Installations

August 21 & 22 — SEATTLE DESIGN FESTIVAL: BLOCK PARTY

Tear down by 10am PT, August 23.



SDF Block Party

This year's Festival celebrates the potential to reestablish our human connection safely, and will happen exclusively outside through our Block Party, a two-day street fair celebrating the powerful ways design affects our lives. Pending permitting, the 2021 Seattle Design Festival will be hosted at Lake Union Park and will feature Built Installations and Pop-Up Experiences from our community partners.

Choose Your Engagement

Built Installations

Propose an outdoor
Built Installation
see page 7

 Full weekend
commitment

Pop-Up Experiences

Propose an activity, an
informal talk, or a thought-
provoking demonstration
see page 8

 Short-term commitment
(30min-2hr), that requires
30min or less for set-up

 **Best of the Fest:**
inspiration for your proposal
link.designinpublic.org/BestOfTheFest

Proposal Fees



For-Profit Partners: \$500 Installation | \$100 Pop-Up Experiences

Non-Profit/Individuals/Students: FREE

Fees will be collected after notification of Festival acceptance.

Why do we charge an entry fee?

- We are a 501(c)3 nonprofit and your proposal fee supports our commitment to successfully promote your Installation or Pop-Up Experience to the press and a diverse public.
- The fee sustains the Festival and ensures it is free and/or affordable to everyone.
- The revenue created from this fee structure allows SDF to provide this platform to emerging designers and nonprofits at no charge.
- Festival partnership provides access to our co-branding kit (see page 10), increasing your exposure to reach 21,000+ attendees, thought leaders, organizations, and companies.

Want to provide additional support?

See our [2021 Prospectus](#) to learn more about the benefits of becoming a sponsor.

Need support?

If the application fee is prohibitive for your participation in the Seattle Design Festival, you may apply for support. Support is available based on need, and the impact of the proposed Installation or Pop-Up Experience. To learn more about this opportunity and how to apply, contact Annalee Shum (annalees@aiaseattle.org).



Built Installations

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.

Design Parameters:

- Designs must be installed during load-in on August 20.
- Installations must be hand-assembled and hand-delivered to their final locations.
- 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.
- Consider how Festival-goers will safely engage with your installation.
- Moving installations must protect and control all pinch points.
- Installations should have an identified second use, or responsible disposal plan.

Submission Requirements:

Drawing with dimensions or a rendering with scales of your concept. Show us what the thing is!

August 20 Install

August 21 } Block Party

August 22 }

**tear down by 10am August 23*



Pop-Up Experiences

Do you have a smaller project, workshop, or design activity? We are happy to announce that in our effort to make the SDF Block Party more inclusive for smaller projects and ideas with all levels of complexities and budgets, we added an exciting new category to our lineup: Pop-Up Experiences.

Proposals may include, but are not limited to: art projects, show and tell presentations, poster shows, demonstrations, STEM projects, interactive and participatory activities. The possibilities are endless!

Design Parameters:

- Activities may be as short as 30 minutes but cannot be any longer than two hours.
- Designers should come ready to share (30-min max set-up/clean-up).
- Experiences are to be self-contained - physical structure, electric power and utilities.
- Experiences are manually transportable - suitcases, hand or pushcarts.
- Festival organizers are able to provide up to two 8-foot tables in the Pop-Up space.

Submission Requirements:

Identify a preferred two-hour timeframe for the proposed Pop-Up Experience, and provide a clear description of your setup and how you plan to engage Festival-goers.

 ***This new festival element allows partners to engage onsite for just a portion of the weekend.*** 



Tips for a Successful Proposal

We are inviting you to participate, bring your ideas and projects - and come celebrate the strength of our community's creative spirit, passion and dedication!

- Create participatory experiences
What elements are tactile, which create new sensations?
- Opportunities for collaboration
Both in creation and in practice, consider pairing with a non-profit.
- Include spaces for respite
Does your built installation provide 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?
- Connect to community
Does your proposal tell a story about the benefits of community?
- Create inclusive experiences
No selling of goods or services without prior permission from Design In Public.



Accessibility:

We are committed to an accessible and inclusive Festival. All proposals are encouraged to consider accessibility holistically to develop experiences where all feel welcome. Use [The Universal Score](#) to assess your proposal and see our [Best of the Fest](#) blog post for examples of ways to incorporate accessibility.





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 Installation or Pop-Up Experience page on our website with your primary image, description, and location.
- Include your Installation or Pop-Up Experience 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 Installation or Pop-Up Experience 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 Installation or Pop-Up Experience 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 Installation or Pop-up Experience graphics.
- Be responsible for direct costs associated with your Installation or Pop-Up Experience.
- Provide attendance counts to Design in Public staff after completion of your Pop-Up Experience.



Festival participants will be provided with a Co-Branding Kit



@DIPSeattle @SeaDesignFest
#seattledesignfestival

Proposal FAQ's

Are businesses required to pay a proposal fee to participate in the Festival?

Yes. For-profit businesses are required to pay a proposal fee. One of the great things about Seattle Design Festival (SDF) is that we are able to produce our region's largest Design event, on a free or sliding-scale basis for over 21,000+ attendees and counting, while still being truly community-driven and crowd-sourced. Fees will be processed after notification of acceptance.

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 pop-up experiences will be scheduled during your top choice time, but we will do our best to accommodate.

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? How will you communicate your design process? 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.

How might COVID-19 impact the 2021 SDF?

We are optimistic about our plans for an outdoor Festival in August, and are moving forward with our call for proposals for built installations and pop-up programming. We are also closely monitoring the ongoing effects of the COVID-19 pandemic, and will continue to align with what is allowed under the Washington State Safe Start Phases and by the City of Seattle.

Pending permitting, the 2021 Seattle Design Festival will be hosted at Lake Union Park and will feature installations, activities, demonstrations, and performances from our community partners. Updated guidance from the state is likely in early March, and an administrative decision is expected from the Seattle Special Events Committee by May. SDF will continue to communicate any updates with our sponsors and partners. We are also working on the following contingency plans to ensure that we are able to celebrate the Seattle design community and unleash the design thinker in everyone:

- Limited/timed entries
- Change of venue

We will work to quickly communicate any impact on proposals (including capacity and design size restrictions) in the event of these accommodations.

Why aren't you offering virtual engagements?

While SDF is so proud of the pivot our partners made for the 2020 Festival we have made the decision to develop the 2021 Festival as an in-person experience. Festival organizers recognize the strong need to come together and gather. In order to allocate the resources required to deliver a safe in-person Festival, a decision was made not to move forward with virtual programming. However, we are exploring ways to document and capture Festival programs in an online format.





Contacts

Design in Public unleashes the design thinker in everyone to illuminate Seattle's challenges and ignite action. Design in Public is a strategic initiative of AIA Seattle. AIA Seattle champions the central role of architects in creating and sustaining a better built environment. We envision a culture of design that fosters equitable, resilient, and thriving communities.

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Presented by:



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