



Seattle
Design
Festival

KALIDESPAC - CallisonRTKL & Bayley Construction

Photo: Letao Tao

2021
Year in Review

Who WE ARE

The Seattle Design Festival 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.



Seattle Design Festival

EMERGE

With this year's festival theme, EMERGE, we invite participants to explore the opportunities of adaptation and change as we move forward with what we've learned from 2020. As the summer of 2021 came into focus we were excited to move into this Festival season with optimism and hope.

We wanted to focus on what we, as a community, are emerging TO as our community heals - as we navigate changed perspectives - and as we think about new ways to leverage design.

EMERGE isn't just about a physical re-entry, it can be iterative and reflective as well. It doesn't require a floodgate of immediate change or response. Even with ongoing challenges associated with our continued pandemic, it still felt very timely and appropriate.

Our community partners created amazing Built Installations and Pop-Up Experiences exploring all of that and more!





MOVE FORWARD/LOOK BACK
Environmental Works
Photo: Bray Hayden



BLOOMHOUSE - Acrylicize
Photo: Trevor Dykstra



SEROTINY - Site Work shop + SHKS Architects
Photo: Bray Hayden

#SDF 2021 At A Glance

- **2 days**
- **75** Festival partners
- **32** Volunteers
- **18** design disciplines
- **26** Built Installations
- **17** Pop-Up Experiences
- **4** Youth-led Pop-Ups
- **13** Funding Awardees
- **33** Festival Sponsors
- **Happened safely outside during a pandemic!**



SETTING SAIL - Weber Thompson
Photo: Trevor Dykstra

Our REACH

Web Reach
designinpublic.org

Pageviews: 48,037
Unique Pageviews: 38,570
Sessions: 23,233
Users: 17,319

New Users: 17,438

6,416

Attendees

Social Reach



Twitter

Followers: 3,152

Impressions: 37.5k



Facebook

Page likes: 6,273

Total reach: 13.2k



Instagram

Followers: 6,080

Mentions:

#seattledesignfestival: 2,180

other variations: 180

Press Reach

12,173,116

From 29 Mentions Across 20 Outlets

Interdisciplinary Design

AI Design

Architecture

Audio Design

Civic Design

Community Design

Creative Placemaking

Furniture Design

Graphic Design

Horticulture Design

Interior Design

Land Use

Landscape Architecture

Multidisciplinary Design

Performance

Product Design

Social Innovation

Sustainable Design

Urban Planning

UI/UX Design

Visual Art

A man and a woman are interacting with a large, white, inflatable structure that resembles a giant beanbag chair or a large cushion. The man, on the left, is wearing a grey hoodie and dark pants, and is looking up at the structure with his hands pressed against it. The woman, on the right, is wearing a blue hoodie and black pants, and is also pressing her hands against the structure. The background shows a festival setting with other people and structures in the distance.

Earned MEDIA

Seattle Design Festival invites visitors to think about the concept of 'Emerge'

- Alan Berner, Seattle Times

Reconnect with Community at the 2021 Seattle Design Festival

- Natalie Bicknell, The Urbanist

Explore interactive art installations at Seattle Design Festival

- Vonnai Phair, Seattle Times

ArtSEA: This weekend's Seattle Design Festival

- Brangien Davis, Crosscut

New Designs Expand Possibilities for Tiny Houses as Emergency Shelter

- Natalie Bicknell, The Urbanist

Local camp residents and architects are reimagining affordability and livability

- Samira George, Real Change