

Call for Proposals

SDF 2022: CONNECTION

Festival Dates:
August 20-26

Proposals Due:
May 23

Apply

seadesignfest.submittable.com

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The Festival

The Seattle Design Festival (SDF) seeks to unleash the designer in everyone, to illuminate Seattle's challenges, and inspire action.

Each year, since 2010 and through the pandemic, 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.

Funding support of up to \$500 is available for Non-Profit/Individual/Student partners.

Learn more about our [Festival goals](#)



SDF 2022: CONNECTION

When thinking about design, there is something very tangible and physical in how things 'connect' - but there is also something very emotional that 'CONNECTION' taps into as well. CONNECTION is a core human need. Our brains are wired to connect. We look and long for social connections. We strive to understand how parts connect to form a larger whole. In a world that is increasingly experiencing disconnection, how can design affirm and strengthen critical connections within our community?

- How can design connect people to exchange ideas, strengthen community, and design a better world?
- Does the design process offer tools and strategies allowing us to engage our neighbors to build lasting CONNECTION?
- How can design play a role in connecting people across difference and disagreement?
- How can the design of our places, objects, and experiences encourage CONNECTION across communities?
- How can design respond to the idea that CONNECTION continues to evolve and adapt?



Seattle Design Festival

Festival Calendar

SDF 2022: August 20 - 26

Saturday-Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
August 20 - 21 10am - 7pm Block Party Lake Union Park 2-day street fair featuring interactive Built Installations and Pop-up Experiences	August 22 5 - 8pm Community Spotlight: <i>Fremont</i> Focused celebration of the Fremont Neighborhood	August 23 11am - 7pm Virtual Mainstage A lively and engaging virtual show produced by SDF and broadcast live online	August 24 5 - 8pm Community Spotlight: <i>Columbia City</i> Focused celebration of the Columbia City Neighborhood	August 25 11am - 1pm Community Spotlight: <i>Downtown</i> Focused celebration of the Downtown Neighborhood	August 26 7 - 10pm Closing Party A celebration of SDF partners, volunteers, and supporters



Key Dates + Deadlines

April 6 / 7pm PT

Virtual Info Session + Q&A

link.seadesignfest.org/info-sesh

April 23 / 5-7pm PT

**In-Person Q&A and
Workshop for New Partners**

@ the Center for Architecture & Design

May 23 / 5pm PT

Proposals due

seadesignfest.submittable.com

May 30

**Notification of
Festival Acceptance**

June 9

**Final Marketing Materials
due**

August 4 / 5-8pm PT

SDF Sneak Peek

@ the Center for Architecture & Design



Types of Engagement



Block Party

Aug. 20-21
Lake Union Park
10am-7pm

Propose an outdoor Built Installation or Pop-Up activity for a 2-day interactive street fair. (See page 7-9)

Virtual Mainstage

Aug. 23
Virtual
11am-7pm

Develop a performance, discussion, or in-person interactivity to incorporate into a live stream event featuring virtual programs and pre-recorded content. (See page 10)

Community Spotlights

Aug. 22 Fremont, 5-8pm
Aug. 24 Columbia City, 5-8pm
Aug. 25 Downtown, 11am-1pm

Celebrate these Seattle neighborhoods by hosting a tour, exhibit, charrette, performance, family workshop, installation, wayfinding, presentation... be creative! (See page 11)

SDF Block Party

August 20 - 21, 10am - 7pm PT

Each year, designers, makers, and activists collaborate to create an urban environment of installations, experiences, and activities. Successful proposals focus on engaging a diverse public of all ages and abilities while promoting a culture of collaboration.

2 ways to engage at the Block Party:

Built Installations

- Propose an outdoor Built Installation

- Installed on Friday. Full weekend staffing commitment

Pop-Up Experiences

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

- Short-term commitment (2-4hrs), that requires 30min or less for set-up



SDF Block Party

Built Installation

Engage with Festival-goers for the full weekend
at Lake Union Park

Design Parameters

- Installations must be installed during load-in on Friday, August 19th & removed on Sunday evening, August 21st
- Installations must be carried in and carried out to their final locations, vehicle access will be limited to the load-in zone only
- Installations must be free-standing. No staking to the ground. No attachment to trees or other park surfaces
- Installations must be structurally sound and functional regardless of inclement weather
- Designers must consider safety, equity, and accessibility for all
- Designers must staff their installation from 10am-7pm on Saturday and Sunday

Submission Requirements

- Drawing(s) with dimensions or rendering(s) with scalers of your concept. Show us what the thing is!



SDF Block Party

Pop-Up Experiences

Do you have a smaller project, workshop, or design activity? Pop-Up Programs help to make the Festival more inclusive for smaller projects and ideas with all levels of complexities and budgets.

Design Parameters

- Activities may be as short as two hours but cannot be any longer than four hours
- Designers should come ready to share with minimal set-up (thirty minutes for set-up and clean-up)
- Experiences should be manually transportable (suitcases, hand or pushcarts) and require minimal set-up
- Activities must consider safety, equity, and accessibility for all
- Festival organizers are able to provide up to two 8-foot tables in the Pop-Up space

Submission Requirements

- Identify a preferred time frame for the proposed Pop-up Experience, and provide a clear description of your setup and how you plan to engage Festival-goers.



Virtual Mainstage

The mainstage will be a lively and highly engaging virtual show produced by the Seattle Design Festival broadcast live online on Tuesday, August 23rd. Accepted proposals will work in close collaboration with the Festival production team which will provide graphics, captioning, and more during the broadcast.

Design Parameters

- Proposals should reflect a virtual experience (live or recorded) of any length up to 25 minutes depending on capacity
- All content will be broadcast via the Seattle Design Festival's livestream platform
- Partners will benefit from a close collaboration with the Festival production team which will provide graphics, captioning, and more during the broadcast

Submission Requirements

- Provide a description of programming (what is it, how many presenters, will it be delivered live or via recording, and preferred program length)



Community Spotlights

Community Spotlights will be focused celebrations of Seattle neighborhoods and a chance to get to know the design community within them and learn how design affects the community.

Fremont

Monday, August 22
5-8pm

Columbia City

Wednesday, August 24
5-8pm

Downtown

Thursday, August 25
11am-1pm

Design Parameters

- Proposals should take place within the neighborhood and timeframe of the Community Spotlight
- Partners should be available for the entire duration of the event
- Partners should consider working with or within local bars/restaurants/venues
- Proposals should be interactive, tactile, engaging and focused
- Should feel like a “day/night out” with the community
- Activities must consider safety, equity, and accessibility for all
- Partners must secure any permits for outdoor or right of way activity

Submission Requirements

- Provide information for the venue and times for programs and a description of your event and its relevance to the theme, “CONNECTION.”



Festival Partner Benefits

If you participate in the Festival, we will:

- Promote, advertise, and share promotional content 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 your event across social media platforms and in our Enews and blog communications
- Invite the broader community into your design process by sharing process updates on social media

Festival participants will be provided with a Co-Branding Kit



@SeaDesignFest
#seattledesignfestival



Festival Partner Commitments

As a Festival Partner, your organization agrees to:

- **Prioritize safety, inclusivity, equity, and accessibility for all.** *How well are you designing for inclusion and belonging? Use this [resource](#) to find out.*
- **Create participatory experiences.** *What elements are tactile, which create new sensations?*
- **Provide opportunities for collaboration.** *Who have you partnered with, and how can Festival-goers engage in a meaningful way?*
- **Create discoverable moments.** *What is the element of surprise or change?*
- **Create a lasting impression.** *How will participants continue to engage beyond 2022 SDF?*
- **Connect to community.** *Does your proposal tell a story about the benefits of community?*
- **Develop, fund, manage and deliver all details of your event.** *Provide all requested event information to SDF for inclusion on the website and promotional materials.*

Fees

Community Spotlights, Virtual Mainstage & Block Party Pop-Up Experience

For-Profit Partners: \$100

Non-Profit/Individuals/Students: FREE

Block Party Built Installations

For-Profit Partners: \$500

Non-Profit/Individuals/Students: FREE

Why do we charge an entry fee?

We are a 501(c)3 nonprofit and your proposal fee supports our commitment to successfully promote and sustain the Festival and ensures it is free and/or affordable to everyone.



Proposal FAQ's

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

Yes. For-profit businesses are required to pay an entry fee to propose an installation or event. One of the most amazing things about 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.

How can I get feedback or receive support as I develop my proposal?

The Festival planning team will be hosting virtual and in-person Q&A sessions prior to the close of our call for proposals. Be sure to sign up for the [SDF Enews](#) and follow the Festival on your preferred social platform(s)!

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 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 planning team reviews all proposals and provides feedback when sending out acceptance letters.

How can we share our design process prior to the Festival?

Don't forget to tag us @seadesignfest as you share progress images! One of the Festival goals is to invite the community into the design process and share the work that goes into your final project.

To learn more about the Festival, visit our [website](#)



Seattle Design Festival

Our SDF Community

Engaging and inspiring every design discipline:

AI Design • Architecture • Audio Design • Civic Design • Community Design • Creative Placemaking • Culinary Fashion Design • Furniture Design • Gaming • Graphic Design • Industrial Design • Interaction Design • Interdisciplinary Design • Interior Design • Land Use • Landscape Architecture • Multidisciplinary Design • Performance • Photography Product Design • Social Innovation • Sustainable Design • Urban Planning • UI/UX Design • Visual Art ...and more!

Thank you to our sponsors:

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BRR Architecture • DLR Group • Dowbuilt
Graphite Design Group • GGLO • NBBJ
ScharrerAD • Weber Thompson
Windows, Doors & More • ZGF Architects

Want to provide additional support?

See our [2022 Prospectus](#) to learn more about the benefits of becoming a sponsor.



Contacts

We look forward to seeing all of your amazing proposals!

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2022 Seattle Design Festival

Planning Committee

Adam Ury • Cal Dobrzynski • Christine Vu
George Zatloka • Jesse Moon • Mark Karason
Matt McWilliams • Rachael Cicero • Shauna Wilson
Steven Yang • Trevor Dykstra • Tyler Schaffer
Uris Giron • Yasir Altameemi

Presented by



Seattle Design Festival 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. Seattle Design Festival is a strategic initiative of AIA Seattle. We envision a culture of design that fosters equitable, resilient, and thriving communities.

