



Seattle
Design
Festival

2022
Festival in Review



Who WE ARE

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.



The 2022 Seattle Design Festival was all about 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?

The 2022 Festival, August 20-26, kicked off with the SDF Block Party at Lake Union Park and featured in-person and virtual experiences throughout the week.





SDF 2022 At A Glance

- **12th** Anniversary
- **10,838** Attendees!
- **7** days
- **38** Festival Sponsors
- **136** Festival Partners
- **463** designers engaged as Festival Partners
- **20** design disciplines
- **13** Virtual Experiences for remote/global attendees
- **57** Community Spotlight Programs
- Engaged in **4** neighborhoods





Our REACH

10,838*

CAPTURED ATTENDEES

*These numbers do not capture self-facilitated experiences including public art, or continuing impressions of the Virtual MainStage.

Block Party	9,116
Virtual Mainstage	830
Community Spotlights	774

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

Web Reach
SeaDesignFest.org

Pageviews:	65,017
Unique Pageviews:	54,994
Sessions:	31,632
Users:	22,706

New Users: 22,719

Social Reach



Instagram

Followers: 4,157

Mentions:

#seattledesignfestival: 1,000+
other variations: 600+

Total Reach: 120,000+



Facebook

Page likes: 4,598

Total reach: 46,100+



Twitter

Followers: 1,907

Impressions: 87,200+

Press Reach

25,263,359

From 30 Mentions Across 17 Outlets



Earned MEDIA

**How Can Design Affirm Human Core
Need for Social Connection?**

- GRAY Magazine

**Annual Seattle Design
Festival Kicks Off August 20**

- Natalie Bicknell, The Urbanist

**This Weekend in Arts &
Entertainment**

- Mike Davis, KUOW

Colorful Connections

- Ken Lambert, Seattle Times

**Summer in the South End:
August Arts Events**

Amanda Ong, South Seattle Emerald

Stranger EverOut - Top Events This Week

EverOut Editors - The Stranger

People POWER

Our Leadership, Staff, Volunteers, and Sponsors Amplify Our Mission

SDF Council

Chelsea Flickinger
George Zatloka
Isabelle Grizzard Robertson
Jake Woland
Mindy Lehrman Cameron
Pepe Valle
Sheryl Cababa
Stacey Crumbaker
Vicki Ha
Yannick Mathews

Staff

Andrea Aguilera
Annalee Shum
Anthony Collins
Bray Hayden
David Le
Kristen Lound
Mitch Britton
Melissa K. Neher

SDF 2022 Core Team

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

Presented by:



Funders:



Sponsors:

Platinum



Gold



Silver



Bronze

BRR Architecture | DLR Group | Dowbuilt | GGLO | Graphite Design Group
Lynn & Bruce Gibson Family Foundation | NBBJ | ScharrerAD | Weber Thompson
Windows, Doors & More | ZGF Architects

In-Kind

