

Call for Proposals

SDF 2023: CURIOSITY

Festival Dates:
August 19-24

Proposals Due:
May 25 / 5pm PT



Apply

seadesignfest.submittable.com

- What are the Festival goals?
- What is this year's theme?
- Key dates & deadlines
- What can I propose?
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What are Festival goals?

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

SDF believes that design is for everyone, and its benefits should be accessible, intersectional, and informed by a diverse public.

Through a broad range of events developed by our community partners, we are able to engage a diverse cross-section of the people that live, work, and play in our city. Each year we bring together multidisciplinary designers, civic leaders, business innovators, community organizers, educators, artists, activists, and others to celebrate and explore all the ways design makes life better for everyone.

Learn more about our [Festival goals](#)



Curio sity

The theme of the Festival this year is CURIOSITY.

What does the future of Seattle look like? How can design help our communities thrive? What if we see the city from different perspectives? How do the questions we ask shape the answers we get? What questions burn inside you?

CURIOSITY fuels passion and sparks innovation. By asking what if, we are free to step into the unknown. Free to challenge the status quo, expand knowledge, develop new relationships, and make new discoveries. Design thinking has the power to create change, to seek understanding, and to envision an equitable future. CURIOSITY is the road to a more passionate, creative world.

The Seattle Design Festival invites you to explore:

What if? What's possible? What happens next?

Seattle Design Festival

Festival Calendar



SDF Partner Programming					
Friday	Saturday	Sunday	Monday	Tuesday	Wednesday
August 18 7am - 9pm	August 19 10am - 7pm	August 20 10am - 7pm	August 21	August 22	August 23
Block Party Installation Load-In @ Lake Union Park	Block Party Lake Union Park 2-day street fair featuring interactive Built Installations and Pop-up Experiences		Virtual Mainstage Events Lively and engaging virtual events created by partners, hosted by SDF, and broadcast live online.		

And look for SDF social events throughout the week, including a Closing Party on August 24th!

Key Dates + Deadlines

Design Mixer #1

Wed. April 19

5:30-7:30pm / citizenM South Lake Union

link.seadesignfest.org/April-Mixer

Notification of
Festival Acceptance

June 2

Design Mixer #2

Thurs. May 4

5:30-7:30pm / citizenM Pioneer Square

link.seadesignfest.org/May-Mixer

Final Marketing Materials Due

June 16

Proposals Due

May 25 / 5pm PT

seadesignfest.submittable.com

SDF Partner Social

Wed. August 9

5-8pm @ the Center for Architecture & Design



What can I propose?



Block Party Installation

⋮
Aug. 19-20
Lake Union Park
10am-7pm

⋮
Propose an outdoor built Installation for a 2-day interactive street fair.

Installed on Friday.
Full weekend staffing commitment.
(see page 7)

Block Party Pop-Up

⋮
Aug. 19-20
Lake Union Park
10am-7pm

⋮
Propose an outdoor activity, an informal talk, or a thought-provoking demonstration for a 2-day interactive street fair.

Short-term commitment (2-4hrs), that requires 30min or less for set-up.
(see page 8)

Virtual Mainstage Event

⋮
Aug. 21-23
Virtual

⋮
Propose a virtual event to engage remote Festival-goers.

Help us remain accessible to those who may not be able to join us in person!
(see page 9)

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 18th & removed on Sunday evening, August 20th
- 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!

Explore past [Festival Installations](#)



SDF Block Party

Pop-Up Experience

Do you have a smaller project, workshop, or design activity? Pop-Up Experiences 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.

Explore past Festival [Pop Up Experiences](#)



Virtual Mainstage

Do you have an interview, panel discussion, film, performance, or workshop to share with the SDF community? This remote engagement will allow us to reach Partners and Festival-goers who may not be able to join us at Lake Union Park. Accepted proposals will work in close collaboration with the Festival planning team which will provide graphics, captioning, and more during the broadcast.

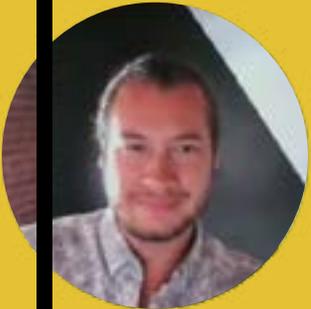
Design Parameters

- Content can be prerecorded, but partners should plan to incorporate a livestreamed element (with support of Festival planning team)
- Center Festival goals and the 2023 theme: CURIOSITY

Submission Requirements

- Provide a description of programming: what it is, how many presenters you plan to engage, delivery format (via recording or live), preferred program length

Explore past Festival [Virtual Mainstage Events](#)



What am I committing to?

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 2023 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.



How will the Festival support me?

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](#) to support your event promotion.



@SeaDesignFest
#seattledesignfestival
#sdfcuriosity



Fees + Sponsorship

Submission Fees

Block Party Built Installation

For-Profit Partners: \$500

Non-Profit/Individuals/Students: FREE

Block Party Pop-Up Experience

For-Profit Partners: \$100

Non-Profit/Individuals/Students: FREE

Virtual Mainstage Event

For-Profit Partners: \$100

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.

Funding Support

Funding support is available for Non-Profit/Individual/Student submitters only. Applications will be reviewed by the Festival planning committee. Support of up to \$500 will be awarded to selected partners, shortly after acceptance to enhance the inclusivity and access of the Festival.

Sponsor the Festival

See our [2023 Prospectus](#) to learn more about the benefits of becoming a sponsor.

As one of the many benefits of sponsorship, submission fees are waived.



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.

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 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)!

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.

If you have more questions, visit our [website](#).



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

Thank you to our sponsors

Funders



Silver



In-Kind



Blick Art Supplies

Gold



Bronze

BRR Architecture • Graphite Design Group



We look forward to seeing all of your amazing proposals!

Contact SDF

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2023 Seattle Design Festival

Planning Committee

Adrian Pacheco • Cheryl McIntosh • Christine Vu •
George Zatloka • Irene Song • Matt McWilliams •
Rebecca Noran • Shauna Wilson • Steven Yang •
Trevor Dykstra • Tyler Schaffer

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.

