## **2023** Festival in Review



## Who WEARE

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 illuminate Seattle's challenges and ignite action.

#### Vision

We envision a culture of design that fosters equitable, resilient, thriving communities.

SDF 2023: CURIOSITY

Curio

# Mainstage

#### The 2023 Seattle Design Festival was all about 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?

Our community gathered at the Block Party, at our Design Mixers throughout the city — and the year — and online at our Virtual Mainstage. Together, we celebrated our vibrant design community, encouraging collaboration and connection.



### SDF 2023 At a Glance

- **13th** Anniversary
- 10,660 Attendees!
- 6 days + 6 mixers
- **30** Festival Sponsors
- 95 Festival Partners
- **348** designers engaged as Festival Partners
- **20+** design disciplines
- **79** Festival Programs
- 7 Mixers/Social Events
- **37** Built Installations
- 28 Pop Up Experiences
- **7** Virtual Mainstage Programs





## <sup>Our</sup> **REACH**

# ACH

#### Architecture Audio Design Civic Design Community Design Creative Placemaking Furniture Design Gaming Graphic Design Interdisciplinary Design Land Use Andscape Architecture Live Music

Performance Social Innovation Sustainable Design Textile Design Urban Planning UI/UX Design

#### web REACH seadesignfest.org

Pageviews: 54,870 Unique Pageviews: 49,489 Sessions: 27,435 Users: 19,290

#### SOCIAL REACH



Instagram Followers: 4,660 #seattledesignfestival Hashtag mentions: 1,600+ Total Reach: 138K+



Facebook Page likes: 4,600 Total reach: 25K+



**Twitter** Followers: 1,808 Impressions: 99K

PRESS REACH 36,487,100 From 32 Mentions Across 21 Outlets



#### **CAPTURED ATTENDEES**

\*These numbers do not capture continuing impressions of the Virtual Mainstage.

Block Party 9,088 Virtual Mainstage 1,111 Mixers 461

## Earned MEDIA

#### Unveiling rich possibility at the Seattle Design Festival

- Jon Chu, International Explorer

#### From defensive end to designer: retired Seahawk Michael Bennett on what drives him - Kirsten Kendrick, Going Deep

Get Curious about design and its impact at this year's Seattle Design Festival - Emma Hinchliffe, DJC

> A City by Design - Rob Smith, Seattle Magazine

Fun interactive Seattle art shows to see in August 2023 - Margo Vansynghel, Seattle Times

Stranger EverOut - Top Events This Week EverOut Editors - The Stranger

## People POWER

Presented by





Funders



ARTSFUND



#### **SDF Council**

Chelsea Flickinger Elizabeth Umbanhowar George Zatloka Hasti Afkham Jake Woland Mindy Lehrman Cameron Shauna Revello Wilson Vicki Ha Yannick Mathews

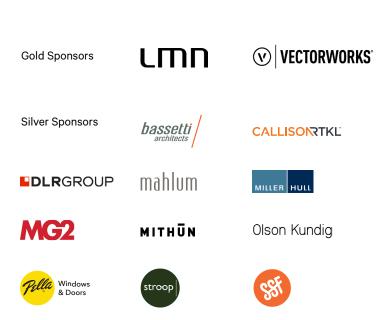
#### Staff

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The Festival is community driven. Thank you to all our generous donors.

#### **SDF 2023 Planning Team**

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



#### Bronze Sponsors

BRR Architecture | FRAMEWORK | Graphite Design Group | HEWITT | Integrus Mindful Consuming | NBBJ | Perkins + Will | Tenor Engineering Group

#### In-Kind Sponsors







